

Surface Care in Lithuania

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Affordability Drives Competition in Stagnant Market

Spray Formats and Multi-Purpose Cleaners Gain Traction in Surface Care Sales

Chart 2 - Spray Format Is Taking over

Frosch Leverages Sustainability Trend

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Stable Outlook for Surface Care Market

Eco-Friendly and Premium Trends to Shape Future Sales

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Eco-Friendly Products Drive Competitive Landscape

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Drive Surface Care Sales with Strong Presence

Retail E-Commerce Gains Traction with Major Retailers Online

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Surface Care

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Surface Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Lithuania - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Product Format Innovations Drive Home Care Growth

Chart 19 - Domestos Launches Power Foam Toilet Foam In Spray Bottle

Laundry Care Dominates Home Care Sales with Stable Demand

Chart 20 - Strong Scents Driving Innovation in Laundry Care

Consumer Education Boosts Demand for Dishwashing Additives

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Organic Growth to Drive Home Care Sales

Chart 24 - Analyst Insight for Home Care

Automatic Dishwashing to Lead Growth

Chart 25 - Consumer Education Leads to Growth In Dishwasher Additives

Shifts in Product Formats and Education Drive Market Trends

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Dominance through Strong Brands

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Supermarkets Drive Home Care Sales with Strong Presence

Retail E-Commerce Gains Traction with Major Retailers Online

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/surface-care-in-lithuania/report.