

Bath and Shower in Lithuania

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low organic growth prospects hamper the market size
Biok Laboratorija offers well-known and trusted brands to lead bath and shower
Health and beauty specialists and supermarkets dominate the distribution landscape

PROSPECTS AND OPPORTUNITIES

Growing call for specialised female hygiene products to spur the use of intimate washes
Male-orientated products offer some room for dynamism
New scents and price promotions may stimulate interest in any novelties

CATEGORY DATA

- Table 1 - Sales of Bath and Shower by Category: Value 2019-2024
- Table 2 - Sales of Bath and Shower by Category: % Value Growth 2019-2024
- Table 3 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024
- Table 4 - NBO Company Shares of Bath and Shower: % Value 2020-2024
- Table 5 - LBN Brand Shares of Bath and Shower: % Value 2021-2024
- Table 6 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024
- Table 7 - Forecast Sales of Bath and Shower by Category: Value 2024-2029
- Table 8 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029
- Table 9 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2024-2029

Beauty and Personal Care in Lithuania - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for beauty and personal care?

MARKET DATA

- Table 10 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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