



Euromonitor
International

Retail Adult Incontinence in Lithuania

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Tena Men Protective Boxer Drives Male Adoption of Light Solutions

INDUSTRY PERFORMANCE

Tena Men Protective Boxer Drives Male Adoption of Light Solutions

Convenience and Lifestyle Compatibility Drive Adoption

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

Chart 4 - Tena Men Protective Boxer

WHAT'S NEXT?

Ageing Consumers Embrace Discreet Solutions as Innovation Drives Demand

Product Innovation in Light Solutions Captures New Users and Fuels Growth

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity Ab Strengthens Lead with Tena Innovation and Trust

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Pharmacies Retain Lead as Consumers Favour Trusted In-Person Advice

Online Sales Accelerate as Shoppers Seek Convenience and Privacy

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Retail Adult Incontinence

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Retail Adult Incontinence

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Lithuania - Industry Overview

EXECUTIVE SUMMARY

Maxima Drives Affordable Bulk Buying through Frequent Deep Discounts

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Maxima Drives Affordable Bulk Buying through Frequent Deep Discounts

Private Label Premiumises Nappies as Shoppers Prioritise Value

Chart 17 - Tena Men Protective Boxer

Private Label Expands into Premium Lines as Shoppers Embrace Quality at a Lower Price

Chart 18 - Value Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Grite and Private Label Shape Future Tissue Sales as Brand Loyalty Fades

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Maxima Lt?Uab and Grigeo Grigeo Grigiskes Ab Drive Gains as Private Label Reshapes Competitive Dynamics

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

CHANNELS

Maxima Leverages Deep Promotions to Reinforce Supermarket Dominance

Retail E-Commerce Accelerates as Promotion Cycles Shift Shopper Behaviour

Chart 24 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 25 - Economic Context for Tissue and Hygiene

Chart 26 - Real GDP Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Tissue and Hygiene

Chart 29 - Population 2020-2030

Chart 30 - Consumer Expenditure 2020-2030

Chart 31 - 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/retail-adult-incontinence-in-lithuania/report.