



**Euromonitor
International**

Premium Beauty and Personal Care in Lithuania

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium beauty and personal care continues to cement a healthy presence in Lithuania
Strong portfolio underpins L'Oréal Baltic's leadership of premium beauty and personal care
Consumers actively search for premium fragrances and facial care but largely ignore premium bath and shower

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Anti-agers to remain a focus of innovation

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Beauty and Personal Care in Lithuania - Industry Overview

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DISCLAIMER

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