



Mass Beauty and Personal Care in Lithuania

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Mass skin care leads retail value sales with a strong and varied international and local offer
L'Oréal Baltic and Nivea Polska compete fiercely for the leading position
Demand for both premium and mass brands

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Heavy promotional activity to dampen retail value growth prospects
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Mass colour cosmetics may see some innovation

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Beauty and Personal Care in Lithuania - Industry Overview

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DISCLAIMER

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