



# Beauty and Personal Care in Lithuania

April 2024

Table of Contents

## Beauty and Personal Care in Lithuania

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

### MARKET DATA

Table 1 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Baby and Child-Specific Products in Lithuania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Parents remain willing to invest more in products for children, boosting growth

The warm summer drives strong growth for baby and child-specific sun care

Local player Kake Make is a leading competitor against global offerings

#### PROSPECTS AND OPPORTUNITIES

Low birth rates and the weak performance of baby wipes challenges the landscape

Skin care goes premium as parents invest in products for their children

The demand for natural and organic ingredients shapes product innovation

### CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 16 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 17 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 18 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 19 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 20 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

## Bath and Shower in Lithuania

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Positive year for bath and shower following the return to socialising

Intimate hygiene records positive retail volume growth as consumers appreciate the benefits

The local leader remains in its top position, while Old Spice gains ground

## PROSPECTS AND OPPORTUNITIES

Bath and shower gel performs well, while bath additives decline

Intimate hygiene washes is set to drive above average market growth

Increasing share for pharmacists due to the wide range of functional products

## CATEGORY DATA

Table 21 - Sales of Bath and Shower by Category: Value 2018-2023

Table 22 - Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 23 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 24 - NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 25 - LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 26 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 27 - Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 28 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 29 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

## Colour Cosmetics in Lithuania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive growth as consumers return to socialising and the workplace

Convenience and quality drive sales of BB/CC creams and mascara

L'Oréal retain its lead, however, Cosnova is rising competition

#### PROSPECTS AND OPPORTUNITIES

The natural trend is a rising challenge for colour cosmetic brands

Nail care salons continue to shrink the popularity of at-home nail care

Cosnova continues to increase its competitive position against L'Oréal

#### CATEGORY DATA

Table 30 - Sales of Colour Cosmetics by Category: Value 2018-2023

Table 31 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 32 - Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023

Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 35 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 36 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 37 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Table 38 - Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2023-2028

## Deodorants in Lithuania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The return to socialising and the workplace drives demand for deodorants in 2023

Rising interest in natural deodorants shapes the competitive landscape

Old Spice increases share while Gillette and Nivea offer new product choices

## PROSPECTS AND OPPORTUNITIES

Natural products and a shift to premiumisation present growth opportunities  
Allergies and skin concerns drive growth in the pharmacy channel  
Consumers continue to preference deodorant roll-ons and sprays

### CATEGORY DATA

- Table 39 - Sales of Deodorants by Category: Value 2018-2023
- Table 40 - Sales of Deodorants by Category: % Value Growth 2018-2023
- Table 41 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023
- Table 42 - NBO Company Shares of Deodorants: % Value 2019-2023
- Table 43 - LBN Brand Shares of Deodorants: % Value 2020-2023
- Table 44 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023
- Table 45 - Forecast Sales of Deodorants by Category: Value 2023-2028
- Table 46 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
- Table 47 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

## Depilatories in Lithuania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail volume growth is positive in all areas, driven by socialising and warm weather  
Beauty salons negatively impact growth, challenging sales as consumers seek professionals  
Veet retains its lead in hair removers/bleaches, while Gillette Venus holds its overall top spot

## PROSPECTS AND OPPORTUNITIES

Sales struggle as laser hair removal becomes an affordable option  
Gillette Venus maintains a strong position as Wilkinson has potential to gain ground  
Affordable multi-packs versus high-quality, long-lasting razors and blades

### CATEGORY DATA

- Table 48 - Sales of Depilatories by Category: Value 2018-2023
- Table 49 - Sales of Depilatories by Category: % Value Growth 2018-2023
- Table 50 - NBO Company Shares of Depilatories: % Value 2019-2023
- Table 51 - LBN Brand Shares of Depilatories: % Value 2020-2023
- Table 52 - Forecast Sales of Depilatories by Category: Value 2023-2028
- Table 53 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

## Fragrances in Lithuania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales through physical retailing and gifting rise as socialising drives growth  
Premium fragrances drive sales as niche offerings gain ground  
Unisex brands grow in popularity, especially among Generation Z consumers

## PROSPECTS AND OPPORTUNITIES

Ongoing growth for fragrances driven by premium and niche offerings  
Digitalisation expands as sales through e-commerce continue to rise  
Growing demand for affordable premium unisex fragrances

### CATEGORY DATA

- Table 54 - Sales of Fragrances by Category: Value 2018-2023

Table 55 - Sales of Fragrances by Category: % Value Growth 2018-2023

Table 56 - NBO Company Shares of Fragrances: % Value 2019-2023

Table 57 - LBN Brand Shares of Fragrances: % Value 2020-2023

Table 58 - LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 59 - LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 60 - Forecast Sales of Fragrances by Category: Value 2023-2028

Table 61 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

## Hair Care in Lithuania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A decline in supermarket hair care sales as consumers opt for salon-grade solutions

Women favour specialist products, while men use multi-functional offerings

Newcomers enter the landscape using social media platforms, including TikTok

#### PROSPECTS AND OPPORTUNITIES

Professional hair care grows as 2-in-1 products record a decline

Local players and tailored product lines increase over the forecast period

Sustainability is set to shape product innovation and packaging

#### CATEGORY DATA

Table 62 - Sales of Hair Care by Category: Value 2018-2023

Table 63 - Sales of Hair Care by Category: % Value Growth 2018-2023

Table 64 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 65 - NBO Company Shares of Hair Care: % Value 2019-2023

Table 66 - LBN Brand Shares of Hair Care: % Value 2020-2023

Table 67 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 68 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 69 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 70 - Forecast Sales of Hair Care by Category: Value 2023-2028

Table 71 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 72 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

## Men's Grooming in Lithuania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Out-of-home activities boost sales of men's fragrances and hair care

Premium products struggle as men preference mass brands in skin care and bath and shower

Procter and Gamble invest in King C and Old Spice during 2023

#### PROSPECTS AND OPPORTUNITIES

A rising focus on beard care as men move away from shaving

The mass market is set to dominate men's purchases over the forecast period

Innovations which focus on targeting specific problems boost growth

#### CATEGORY DATA

Table 73 - Sales of Men's Grooming by Category: Value 2018-2023

Table 74 - Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 75 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 76 - Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

- Table 77 - NBO Company Shares of Men's Grooming: % Value 2019-2023
- Table 78 - LBN Brand Shares of Men's Grooming: % Value 2020-2023
- Table 79 - LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023
- Table 80 - Forecast Sales of Men's Grooming by Category: Value 2023-2028
- Table 81 - Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

## Oral Care in Lithuania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail value growth driven by ongoing inflation, leading retail volume sales to decline  
 Denture care offers strong opportunities while dental floss gains ground  
 Multinationals remain in top positions with local players offering flavour innovations

#### PROSPECTS AND OPPORTUNITIES

Steady growth as innovations focus on targeted benefits, including whitening  
 Electric toothbrushes gain ground as rising availability drives sales  
 Availability of sustainable goods rises, however, consumers remain price-conscious

### CATEGORY DATA

- Table 82 - Sales of Oral Care by Category: Value 2018-2023
- Table 83 - Sales of Oral Care by Category: % Value Growth 2018-2023
- Table 84 - Sales of Toothbrushes by Category: Value 2018-2023
- Table 85 - Sales of Toothbrushes by Category: % Value Growth 2018-2023
- Table 86 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023
- Table 87 - NBO Company Shares of Oral Care: % Value 2019-2023
- Table 88 - LBN Brand Shares of Oral Care: % Value 2020-2023
- Table 89 - Forecast Sales of Oral Care by Category: Value 2023-2028
- Table 90 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
- Table 91 - Forecast Sales of Toothbrushes by Category: Value 2023-2028
- Table 92 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

## Skin Care in Lithuania

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Double-digit retail value growth as skin care routines remain in place  
 Face hydration and moisturising drives ongoing growth in 2023  
 Pharmacies become a key retail channel, increasingly offering premium skin care

#### PROSPECTS AND OPPORTUNITIES

Rising disposable incomes drive growth as premium skin care rises  
 The natural look drives growth in skin care as consumers seek a fresh face  
 Retaining consumer loyalty becomes challenging as competition intensifies

### CATEGORY DATA

- Table 93 - Sales of Skin Care by Category: Value 2018-2023
- Table 94 - Sales of Skin Care by Category: % Value Growth 2018-2023
- Table 95 - NBO Company Shares of Skin Care: % Value 2019-2023
- Table 96 - LBN Brand Shares of Skin Care: % Value 2020-2023
- Table 97 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023
- Table 98 - Forecast Sales of Skin Care by Category: Value 2023-2028

## Table 99 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

### Sun Care in Lithuania

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive retail value and volume growth bolstered by the warm weather  
Self-tanning drives positive retail volume sales in 2023  
Premiumisation rises as derma brands gain popularity on the sun care landscape

#### PROSPECTS AND OPPORTUNITIES

Daily SPF use increases as consumers focus on skin care routines  
Premium and derma sun care continue to gain ground across the coming years  
Holidays in hot locations drive sales of sun care products over the forecast period

#### CATEGORY DATA

Table 100 - Sales of Sun Care by Category: Value 2018-2023  
Table 101 - Sales of Sun Care by Category: % Value Growth 2018-2023  
Table 102 - Sales of Sun Care by Premium vs Mass: % Value 2018-2023  
Table 103 - NBO Company Shares of Sun Care: % Value 2019-2023  
Table 104 - LBN Brand Shares of Sun Care: % Value 2020-2023  
Table 105 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023  
Table 106 - Forecast Sales of Sun Care by Category: Value 2023-2028  
Table 107 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

### Premium Beauty and Personal Care in Lithuania

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong growth for premium goods as skin care remains a priority for many  
Premium fragrances outperforms mass, even in times of economic strain  
High-quality facial care continues to shape the landscape in 2023

#### PROSPECTS AND OPPORTUNITIES

Growth for premium skin care, sun care and colour cosmetics  
Professional hair care gains ground as players focus on key ingredients  
Rising demand for added-value drives innovation across the forecast period

#### CATEGORY DATA

Table 108 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023  
Table 109 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 110 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023  
Table 111 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023  
Table 112 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028  
Table 113 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

### Mass Beauty and Personal Care in Lithuania

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers focus on mass beauty and personal care in essential product areas  
Domestic offerings have a strong presence on the mass landscape

Old Spice gains ground, boosting growth for mass men's grooming

## PROSPECTS AND OPPORTUNITIES

Mass offerings continue to drive sales through an appealing price-quality ratio

Mass market leaders establish stronger positions across the coming years

E-commerce and physical retailing place pressure on the mass market

## CATEGORY DATA

Table 114 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 115 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 116 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 117 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 118 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 119 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

## 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/beauty-and-personal-care-in-lithuania/report](http://www.euromonitor.com/beauty-and-personal-care-in-lithuania/report).