

Depilatories in Lithuania

April 2024

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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

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Beauty and Personal Care in Lithuania - Industry Overview

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DISCLAIMER

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