

Deodorants in Lithuania

April 2024

Table of Contents

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 1 - Sales of Deodorants by Category: Value 2018-2023
- Table 2 - Sales of Deodorants by Category: % Value Growth 2018-2023
- Table 3 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023
- Table 4 - NBO Company Shares of Deodorants: % Value 2019-2023
- Table 5 - LBN Brand Shares of Deodorants: % Value 2020-2023
- Table 6 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023
- Table 7 - Forecast Sales of Deodorants by Category: Value 2023-2028
- Table 8 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
- Table 9 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

Beauty and Personal Care in Lithuania - Industry Overview

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 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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