



**Euromonitor
International**

Men's Grooming in Lithuania

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Steady Growth in Men'S Grooming Driven by Rising Consumer Expenditure

Men'S Fragrances Excels with Dynamic Growth

Old Spice Rejuvenates Men's Grooming with Impactful Advertising and Product Expansion

Chart 1 - Old Spice Drives Brand Revitalisation

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Driven by Rising Consumer Expenditure and Evolving Male Grooming Interest

Men'S Fragrances Leads Growth Momentum

Brands Intensify Product Support and Marketing to Capture Loyal Male Consumers

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and L'Oréal Solidify Leadership through Portfolio Differentiation

Emerging Players and Stable Leaders Present Growth Avenues

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Drive Distribution Dominance with Strong Promotions

Retail E-Commerce Rapidly Expands as Consumers Embrace Online Convenience

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Men's Grooming

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Men's Grooming

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Lithuania - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Growth Driven by Economic Stability and Consumer Education

Premium Fragrances and Skin Care Lead in Value, While Colour Cosmetics Shows Dynamic Growth

Korean Influence Reshapes Consumer Preferences as Niche Fragrances Gain Status Appeal

Chart 17 - The Popularity of Korean Brands Is Growing

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Consumer Education and Spending Power to Fuel Steady Growth

Premium Skin Care Leads Value Growth, While Mass Skin Care Sustains Steady Expansion

Korean Brands and Regular Promotions Influence Consumer Demand

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Solidify Their Leadership through Diversified Portfolios

Promotional Intensity and Local Innovation Bolster Competitiveness

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead, Followed by Pharmacies and Supermarkets

E-Commerce Expands through Leading Retailers' Online Platforms

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/mens-grooming-in-lithuania/report.