

# Premium Beauty and Personal Care in Lithuania

April 2024

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# Premium Beauty and Personal Care in Lithuania - Category analysis

# **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

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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

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