

Baby and Child-Specific Products in Lithuania

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Baby and Child-Specific Products in Lithuania - Category analysis

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2022 DEVELOPMENTS

Solid growth as parents invest in products despite unit price increases
Derma cosmetics leads sun care as parents prioritise quality options
Multinational players dominate sales; however, local options gain ground

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Skin products boost demand as awareness of skin-related issues rises
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Natural and organic ingredients play an increasingly important role

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DISCLAIMER

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