

Colour Cosmetics in Lithuania

June 2022

Table of Contents

Colour Cosmetics in Lithuania - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Face masks continued to negatively affect colour cosmetics
Eye make-up more resilient due to being visible when wearing masks
BB/CC creams perform best within facial make-up thanks to light, natural appearance

PROSPECTS AND OPPORTUNITIES

Colourful make-up trends set to support category recovery while inflation might stifle growth
Premiumisation of category to accelerate as affluent consumers saved money during lockdown
New product development in emerging categories expected

CATEGORY DATA

Table 1 - Sales of Colour Cosmetics by Category: Value 2016-2021
Table 2 - Sales of Colour Cosmetics by Category: % Value Growth 2016-2021
Table 3 - Sales of Colour Cosmetics by Premium vs Mass: % Value 2016-2021
Table 4 - NBO Company Shares of Colour Cosmetics: % Value 2017-2021
Table 5 - LBN Brand Shares of Colour Cosmetics: % Value 2018-2021
Table 6 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2018-2021
Table 7 - Forecast Sales of Colour Cosmetics by Category: Value 2021-2026
Table 8 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2021-2026
Table 9 - Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2021-2026

Beauty and Personal Care in Lithuania - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture
2021 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 2016-2021
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2017-2021
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2017-2021
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2016-2021
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2021
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/colour-cosmetics-in-lithuania/report.