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Away-From-Home Tissue and Hygiene in Lithuania

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Away-From-Home Tissue and Hygiene in Lithuania - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Horeca Closures Drive Shift to Cost-Focused Purchasing and Lower Demand

INDUSTRY PERFORMANCE

Horeca Closures Drive Shift to Cost-Focused Purchasing and Lower Demand

Horeca Demand for Napkins Contracts as Tissue Paper Remains the Standard

Chart 1 - Horeca Experiences Problems after Vat Exempt Was Cancelled.

Rising Costs and Tax Changes Reshape Horeca Purchasing and Consumer Behaviour

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Horeca Returns to Growth as Working From Home Limits Business Demand

Toilet Paper and Paper Towels Hold Dominance as Niche Areas Remain Limited

Cost-Driven Purchasing and Demographic Change Shape Product Mix and Opportunities

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

CHANNELS

Horeca Rebounds as Office Demand Remains Subdued

Chart 6 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Away-From-Home Tissue and Hygiene

Chart 8 - Real GDP Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Away-From-Home Tissue and Hygiene

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

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[Tissue and Hygiene in Lithuania - Industry Overview](#)

EXECUTIVE SUMMARY

Maxima Drives Affordable Bulk Buying through Frequent Deep Discounts

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Maxima Drives Affordable Bulk Buying through Frequent Deep Discounts

Private Label Premiumises Nappies as Shoppers Prioritise Value

Chart 14 - Tena Men Protective Boxer

Private Label Expands into Premium Lines as Shoppers Embrace Quality at a Lower Price

Chart 15 - Value Sales 2020-2030

Chart 16 - Value Sales by Category 2025

WHAT'S NEXT?

Grite and Private Label Shape Future Tissue Sales as Brand Loyalty Fades

Chart 17 - Forecast Value Sales 2020-2030

Chart 18 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Maxima Lt?Uab and Grigeo Grigeo Grigiskes Ab Drive Gains as Private Label Reshapes Competitive Dynamics

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Maxima Leverages Deep Promotions to Reinforce Supermarket Dominance

Retail E-Commerce Accelerates as Promotion Cycles Shift Shopper Behaviour

Chart 21 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 22 - Economic Context for Tissue and Hygiene

Chart 23 - Real GDP Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Tissue and Hygiene

Chart 26 - Population 2020-2030

Chart 27 - Consumer Expenditure 2020-2030

Chart 28 - Population by Generation 2025

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/away-from-home-tissue-and-hygiene-in-lithuania/report.