



**Euromonitor
International**

Beauty and Personal Care in Lithuania

May 2025

Table of Contents

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for beauty and personal care?

MARKET DATA

- Table 1 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Lithuania

KEY DATA FINDINGS

2024 DEVELOPMENTS

Long summer and improved purchasing power boost baby and child-specific sun care
Nestlé Baltics leverages strong growth in baby and child-specific sun care to gain overall retail value share
Pharmacies remains a strong and influential channel

PROSPECTS AND OPPORTUNITIES

Stagnant birth rates to limit growth potential
Good purchasing power to foster premiumisation
Parents to look to quality, effective skin care products for their offspring

CATEGORY DATA

- Table 11 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
- Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
- Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2019-2024
- Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
- Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
- Table 16 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2021-2024
- Table 17 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
- Table 18 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
- Table 19 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029
- Table 20 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2024-2029

Bath and Shower in Lithuania

KEY DATA FINDINGS

2024 DEVELOPMENTS

Low organic growth prospects hamper the market size
Biok Laboratorija offers well-known and trusted brands to lead bath and shower
Health and beauty specialists and supermarkets dominate the distribution landscape

PROSPECTS AND OPPORTUNITIES

Growing call for specialised female hygiene products to spur the use of intimate washes
Male-orientated products offer some room for dynamism
New scents and price promotions may stimulate interest in any novelties

CATEGORY DATA

Table 21 - Sales of Bath and Shower by Category: Value 2019-2024
Table 22 - Sales of Bath and Shower by Category: % Value Growth 2019-2024
Table 23 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024
Table 24 - NBO Company Shares of Bath and Shower: % Value 2020-2024
Table 25 - LBN Brand Shares of Bath and Shower: % Value 2021-2024
Table 26 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024
Table 27 - Forecast Sales of Bath and Shower by Category: Value 2024-2029
Table 28 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029
Table 29 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2024-2029

Colour Cosmetics in Lithuania

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive but slower growth in 2024 amid signs of maturity
L'Oréal Baltic leverages strong stable to recoup lost retail value share
Personal shopping preference favours beauty specialists in colour cosmetics

PROSPECTS AND OPPORTUNITIES

Declining female population weakens organic growth avenues
Organic and mineral ingredients to gain popularity
The behaviour of younger generations are set to exert pressure on major brands

CATEGORY DATA

Table 30 - Sales of Colour Cosmetics by Category: Value 2019-2024
Table 31 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024
Table 32 - Sales of Colour Cosmetics by Premium vs Mass: % Value 2019-2024
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024
Table 35 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024
Table 36 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029
Table 37 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029
Table 38 - Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2024-2029

Deodorants in Lithuania

KEY DATA FINDINGS

2024 DEVELOPMENTS

Preference for roll-ons in deodorants
L'Oréal Baltic closes the gap on Nivea Polska
Convenience helps to shape distribution

PROSPECTS AND OPPORTUNITIES

Improved if still limited growth performance anticipated
Offer of affordable premium brands may add dynamism
Old Spice to see further investment

CATEGORY DATA

- Table 39 - Sales of Deodorants by Category: Value 2019-2024
- Table 40 - Sales of Deodorants by Category: % Value Growth 2019-2024
- Table 41 - Sales of Deodorants by Premium vs Mass: % Value 2019-2024
- Table 42 - NBO Company Shares of Deodorants: % Value 2020-2024
- Table 43 - LBN Brand Shares of Deodorants: % Value 2021-2024
- Table 44 - LBN Brand Shares of Premium Deodorants: % Value 2021-2024
- Table 45 - Forecast Sales of Deodorants by Category: Value 2024-2029
- Table 46 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029
- Table 47 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2024-2029

Depilatories in Lithuania

KEY DATA FINDINGS

2024 DEVELOPMENTS

Long summer increases use of women’s razors and blades
Strong Gillette offer dominates depilatories
Expanding selections spur retail value sales through pharmacies

PROSPECTS AND OPPORTUNITIES

Key body beauty trend to maintain a demand for depilatories
Shrinking consumer base to foster saturation
Hair removers/bleaches is most likely to see some innovation to drive retail value sales

CATEGORY DATA

- Table 48 - Sales of Depilatories by Category: Value 2019-2024
- Table 49 - Sales of Depilatories by Category: % Value Growth 2019-2024
- Table 50 - NBO Company Shares of Depilatories: % Value 2020-2024
- Table 51 - LBN Brand Shares of Depilatories: % Value 2021-2024
- Table 52 - Forecast Sales of Depilatories by Category: Value 2024-2029
- Table 53 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

Fragrances in Lithuania

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium fragrances remain popular choices
L'Oréal Baltic's strong premium portfolio provides a competitive edge
Beauty specialists cater to the strong interest in premium fragrances

PROSPECTS AND OPPORTUNITIES

Young adults to push for niche brands
Strong loyalty to premium brands
Search for new scents to stimulate innovation

CATEGORY DATA

- Table 54 - Sales of Fragrances by Category: Value 2019-2024

Table 55 - Sales of Fragrances by Category: % Value Growth 2019-2024

Table 56 - NBO Company Shares of Fragrances: % Value 2020-2024

Table 57 - LBN Brand Shares of Fragrances: % Value 2021-2024

Table 58 - LBN Brand Shares of Premium Men's Fragrances: % Value 2021-2024

Table 59 - LBN Brand Shares of Premium Women's Fragrances: % Value 2021-2024

Table 60 - Forecast Sales of Fragrances by Category: Value 2024-2029

Table 61 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

Hair Care in Lithuania

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Standard shampoos lead as essential hair care options
- L'Oréal Baltic benefits from wide coverage in hair care
- Pharmacies leverage convenience and price strategies to lead distribution

PROSPECTS AND OPPORTUNITIES

- Hair care is set to stagnate over the forecast period
- Heavy price promotions hinder retail value dynamics
- Hair loss concerns to push the use of pharma products

CATEGORY DATA

Table 62 - Sales of Hair Care by Category: Value 2019-2024

Table 63 - Sales of Hair Care by Category: % Value Growth 2019-2024

Table 64 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024

Table 65 - NBO Company Shares of Hair Care: % Value 2020-2024

Table 66 - LBN Brand Shares of Hair Care: % Value 2021-2024

Table 67 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024

Table 68 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024

Table 69 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024

Table 70 - Forecast Sales of Hair Care by Category: Value 2024-2029

Table 71 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029

Table 72 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

Men's Grooming in Lithuania

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Men continue to prefer premium fragrances
- International players enjoy consumer loyalty for their brands
- Beauty specialists satisfy consumers' men's grooming needs

PROSPECTS AND OPPORTUNITIES

- Slow performance amid conservative consumer behaviour
- Aras has the potential to succeed
- Innovation is set to remain low in men's grooming

CATEGORY DATA

Table 73 - Sales of Men's Grooming by Category: Value 2019-2024

Table 74 - Sales of Men's Grooming by Category: % Value Growth 2019-2024

Table 75 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2021-2024

Table 76 - Sales of Men's Skin Care by Type: % Value Breakdown 2021-2024

Table 77 - NBO Company Shares of Men's Grooming: % Value 2020-2024

Table 78 - LBN Brand Shares of Men's Grooming: % Value 2021-2024

Table 79 - LBN Brand Shares of Men's Razors and Blades: % Value 2021-2024

Table 80 - Forecast Sales of Men's Grooming by Category: Value 2024-2029

Table 81 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

Oral Care in Lithuania

KEY DATA FINDINGS

2024 DEVELOPMENTS

Electric toothbrushes gain momentum

Colgate-Palmolive and Biok Laboratorija increase the pressure on GlaxoSmithKline

Appliances and electronics specialists ride the popularity of power toothbrushes to make gains

PROSPECTS AND OPPORTUNITIES

Investments to continue to push electric toothbrushes

Oral care routines to slowly gain sophistication

Significant innovation potential in oral care

CATEGORY DATA

Table 82 - Sales of Oral Care by Category: Value 2019-2024

Table 83 - Sales of Oral Care by Category: % Value Growth 2019-2024

Table 84 - Sales of Toothbrushes by Category: Value 2019-2024

Table 85 - Sales of Toothbrushes by Category: % Value Growth 2019-2024

Table 86 - Sales of Toothpaste by Type: % Value Breakdown 2020-2024

Table 87 - NBO Company Shares of Oral Care: % Value 2020-2024

Table 88 - LBN Brand Shares of Oral Care: % Value 2021-2024

Table 89 - Forecast Sales of Oral Care by Category: Value 2024-2029

Table 90 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029

Table 91 - Forecast Sales of Toothbrushes by Category: Value 2024-2029

Table 92 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

Skin Care in Lithuania

KEY DATA FINDINGS

2024 DEVELOPMENTS

Facial care consolidates dominance in skin care

Nivea Polska leads with a wide and strong portfolio

Strong premium assortments ensure high turnover for pharmacies

PROSPECTS AND OPPORTUNITIES

Facial cleansers to remain a key component of daily skin health routines

Natural look trend to shift consumers towards skin care products

Uncertain direction for innovation

CATEGORY DATA

Table 93 - Sales of Skin Care by Category: Value 2019-2024

Table 94 - Sales of Skin Care by Category: % Value Growth 2019-2024

Table 95 - NBO Company Shares of Skin Care: % Value 2020-2024

Table 96 - LBN Brand Shares of Skin Care: % Value 2021-2024

Table 97 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024

Table 98 - Forecast Sales of Skin Care by Category: Value 2024-2029

Table 99 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

Sun Care in Lithuania

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Longer, hotter Lithuanian summer boosts sun care in 2024
- International players lead the way in sun care
- Pharmacies benefit from a strong offer of premium brands

PROSPECTS AND OPPORTUNITIES

- Maturity to limit growth prospects
- Travel may boost domestic sales
- Little innovation although format preferences may be disrupted

CATEGORY DATA

- Table 100 - Sales of Sun Care by Category: Value 2019-2024
- Table 101 - Sales of Sun Care by Category: % Value Growth 2019-2024
- Table 102 - Sales of Sun Care by Premium vs Mass: % Value 2019-2024
- Table 103 - NBO Company Shares of Sun Care: % Value 2020-2024
- Table 104 - LBN Brand Shares of Sun Care: % Value 2021-2024
- Table 105 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024
- Table 106 - Forecast Sales of Sun Care by Category: Value 2024-2029
- Table 107 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Premium Beauty and Personal Care in Lithuania

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Premium beauty and personal care continues to cement a healthy presence in Lithuania
- Strong portfolio underpins L'Oréal Baltic's leadership of premium beauty and personal care
- Consumers actively search for premium fragrances and facial care but largely ignore premium bath and shower

PROSPECTS AND OPPORTUNITIES

- Premium adult sun care to benefit from climate trends
- Local consumers to retain interest in known brands and more sophisticated scents
- Anti-agers to remain a focus of innovation

CATEGORY DATA

- Table 108 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024
- Table 109 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 110 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024
- Table 111 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024
- Table 112 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029
- Table 113 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Mass Beauty and Personal Care in Lithuania

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Mass skin care leads retail value sales with a strong and varied international and local offer
- L'Oréal Baltic and Nivea Polska compete fiercely for the leading position

Demand for both premium and mass brands

PROSPECTS AND OPPORTUNITIES

Heavy promotional activity to dampen retail value growth prospects
Biok Laboratorija is set to play a visible role in mass beauty and personal care
Mass colour cosmetics may see some innovation

CATEGORY DATA

- Table 114 - Sales of Mass Beauty and Personal Care by Category: Value 2019-2024
- Table 115 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 116 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2020-2024
- Table 117 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2021-2024
- Table 118 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2024-2029
- Table 119 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2024-2029

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/beauty-and-personal-care-in-lithuania/report.