



Euromonitor
International

Rx/Reimbursement Adult Incontinence in Lithuania

May 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Increased Acceptance of Adult Incontinence Products Drives Sales

INDUSTRY PERFORMANCE

Increased Acceptance of Adult Incontinence Products Drives Sales

Tena Men Protective Boxer and Seni Lady Night Drive Growth as Convenience Reshapes Choices

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

WHAT'S NEXT?

Pharmacies Retain Prescription Dominance as Ageing Drives Demand

Innovation in Light Incontinence Drives Consumer Choice and Loyalty

Chart 3 - Forecast Value Sales 2020-2030

ECONOMIC CONTEXT

Chart 4 - Economic Context for Rx/Reimbursement Adult Incontinence

Chart 5 - Real Gdp Growth 2020-2030

Chart 6 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 7 - Consumer Context for Rx/Reimbursement Adult Incontinence

Chart 8 - Population 2020-2030

Chart 9 - Consumer Expenditure 2020-2030

Chart 10 - 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 11 - Tena Men Protective Boxer

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

Chart 12 - Value Sales 2020-2030

Chart 13 - Value Sales by Category 2025

WHAT'S NEXT?

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

Chart 14 - Forecast Value Sales 2020-2030

Chart 15 - 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 16 - Company Shares 2025

Chart 17 - Brand Shares 2025

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Maxima Leverages Deep Promotions to Reinforce Supermarket Dominance
Retail E-Commerce Accelerates as Promotion Cycles Shift Shopper Behaviour
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ECONOMIC CONTEXT

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CONSUMER CONTEXT

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rx-reimbursement-adult-incontinence-in-lithuania/report.