

Men's Grooming in Lithuania

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The continuing fashion for beards is the key factor behind the general sluggish performance of men's grooming in 2017. The trend started during the review period and continues to constrain value growth in razors and blades in particular. Therefore, despite the general growth of awareness about men's grooming products among the male population in Lithuania, the wider category has recorded weaker growth.

Euromonitor International's Men's Grooming in Lithuania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. Forecasts to 2022 illustrate how the market is set to change.

Product coverage: Men's Fragrances, Men's Shaving, Men's Toiletries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- Get a detailed picture of the Men's Grooming market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Content

Headlines

Prospects

Beard Fashion Constrains Key Subcategory in Men's Grooming

Men's Fragrances Upholds Performance

Bath and Shower Gains Pace

Competitive Landscape

Temporary Slowdown for Key Local Brand

Relaunch of L'Oréal Men Expert Deodorant

Old Spice Grows in Bath and Shower

Category Data

Table 1 Sales of Men's Grooming by Category: Value 2012-2017

Table 2 Sales of Men's Grooming by Category: % Value Growth 2012-2017

Table 3 Sales of Men's Razors and Blades by Type: % Value Breakdown 2013-2017

Table 4 Sales of Men's Skin Care by Type: % Value Breakdown 2015-2017

Table 5 NBO Company Shares of Men's Grooming: % Value 2013-2017

Table 6 LBN Brand Shares of Men's Grooming: % Value 2014-2017

Table 7 LBN Brand Shares of Men's Razors and Blades: % Value 2014-2017

Table 8 Forecast Sales of Men's Grooming by Category: Value 2017-2022

Table 9 Forecast Sales of Men's Grooming by Category: % Value Growth 2017-2022

Executive Summary

Added Value and Higher Quality

Pharmacies Expanding Product Offer

Major Players and Local Dynamo

Problem Solving and Added Value

Consistent Growth With No Major Fluctuations

Market Data

Table 10 Sales of Beauty and Personal Care by Category: Value 2012-2017

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2012-2017

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2013-2017

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2013-2017

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2014-2017

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2012-2017

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2012-2017

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2017

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Sources

Summary 1 Research Sources

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