



Bath and Shower in Lithuania

May 2025

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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
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New scents and price promotions may stimulate interest in any novelties

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Beauty and Personal Care in Lithuania - Industry Overview

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