



Euromonitor
International

Rx/Reimbursement Adult Incontinence in Lithuania

May 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rx/Reimbursement Adult Incontinence Summary

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

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Lithuania - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

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

CHANNELS

Maxima Leverages Deep Promotions to Reinforce Supermarket Dominance
Retail E-Commerce Accelerates as Promotion Cycles Shift Shopper Behaviour
Chart 18 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 19 - Economic Context for Tissue and Hygiene
Chart 20 - Real GDP Growth 2020-2030
Chart 21 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 22 - Consumer Context for Tissue and Hygiene
Chart 23 - Population 2020-2030
Chart 24 - Consumer Expenditure 2020-2030
Chart 25 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/rx-reimbursement-adult-incontinence-in-lithuania/report.