

Bath and Shower in Ukraine

Market Direction | 2023-07-18 | 22 pages | Euromonitor

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Report description:

In 2022, in a highly unfavourable market environment, products considered basic necessities were the most demanded in Ukraine. Consumers, forced to economise in many cases having lost their jobs and even homes, had to review the purchase of certain products to maintain their hygiene. Bar soap and body wash/shower gel remained the largest value categories in 2022, and recorded some of the lowest sales declines. In addition, some trading down was evident, with less attention paid to branding and a...

Euromonitor International's Bath and Shower in Ukraine report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- * Get a detailed picture of the Bath and Shower 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.

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BATH AND SHOWER IN UKRAINE

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