

## Depilatories in Ukraine

Market Direction | 2023-07-18 | 20 pages | Euromonitor

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### Report description:

In 2022, depilatories recorded significant declines due to several factors. First, local consumers were generally more economical in terms of prioritising their purchases because of the impact of the war (including unemployment) and thus avoided products which were not considered essential (such as hair removers/bleaches, which recorded the strongest retail volume decline during the year). Second, millions of women left Ukraine in 2022 to escape the war, which began in February following the inv...

Euromonitor International's Depilatories 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: Hair Removers/Bleaches, Women's Pre-Shave, Women's Razors and Blades.

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

### Why buy this report?

- \* Get a detailed picture of the Depilatories 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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Loss of consumer base and economising take a toll on demand for depilatories

Women's razors and blades retains popularity for ease of use and affordability

Multinationals dominate but private label makes gains due to economising trend

#### PROSPECTS AND OPPORTUNITIES

Category's recovery depends on greater return of consumer base and competition from other depilation methods

Women's razors and blades offers strongest growth potential over other formats

Private label and e-commerce set to make further gains

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