

## **Hair Care in Ukraine**

Market Direction | 2023-07-18 | 26 pages | Euromonitor

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### **Report description:**

Hair care remained one of the core categories within beauty and personal care in 2022, since maintaining personal hygiene, including that of hair, is typically a priority in Ukraine. Nevertheless, the category was unable to avoid significant sales declines in 2022 due to a shrinking consumer base, as many Ukrainians moved to other countries following the invasion by Russia.

Euromonitor International's Hair Care 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: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- \* Get a detailed picture of the Hair Care 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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HAIR CARE IN UKRAINE

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Economising and reduced hair care routines impact category sales in 2022

Colourants benefits from DIY trend, while standard shampoos remains part of many basic hair care routines

Expansive and trusted hair care portfolios ensure strong positions of multinationals

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