

## **Mass Beauty and Personal Care in Ukraine**

Market Direction | 2023-07-18 | 23 pages | Euromonitor

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### **Report description:**

The difficult economic situation, resulting from the war in Ukraine, contributed to a marginally stronger performance by mass beauty and personal care compared to the premium segment, despite both recording double-digit current value declines in 2022. Consumer spending power was reduced as a number of citizens were made unemployed in addition to losing their homes in eastern regions of the country where Russia had been concentrating its attacks. Thus, local consumers had to be more economical in...

Euromonitor International's Mass Beauty and Personal 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin Care.

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

Why buy this report?

- \* Get a detailed picture of the Mass Beauty and Personal 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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Marginally stronger performance for mass beauty and personal care than premium segment as consumers focus spending on essentials

During difficult times some consumers look to small luxuries to improve mental wellbeing

Major multinationals retain leadership but private label gains notable share

#### PROSPECTS AND OPPORTUNITIES

More positive outlook expected for mass segment once citizens return to Ukraine and consumer sentiment improves

Short-term focus to remain on essentials before potential for more complex self-care routines resumes

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