

Men's Grooming in Ukraine

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

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Report description:

Men's grooming offers significant unfulfilled potential in Ukraine, in particular due to the underdeveloped culture of men's toiletries, especially men's skin care. In 2022, the situation was exacerbated, with retail volume sales dramatically falling across the category, particularly those which were not considered essential by consumers, including men's skin care. In addition, men with families could economise by using products considered sufficient for general use by all household members, suc...

Euromonitor International's Men's Grooming 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: Men's Fragrances, Men's Shaving, Men's Toiletries.

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

Why buy this report?

- * Get a detailed picture of the Men's Grooming 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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