

Sun Care in Ukraine

Market Direction | 2023-07-18 | 21 pages | Euromonitor

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Report description:

Sun care was the worst performer within Ukrainian beauty and personal care in 2022. The category was severely affected by the war's limitations, including emigration abroad and lack of access to beaches, in addition to the impact of restrictions on travel. In addition to Russian-occupied territories in 2022 (Azov Sea), some areas not occupied were dangerous due to unexploded landmines. Thus, many Ukrainians did not see a real need to buy sun care in 2022, with the category recording drastic volu...

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific Sun 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 Sun 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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2022 DEVELOPMENTS

Sun care most negatively impacted category by the war in 2022

Sun protection remains most popular product type due to awareness of sun's harmful rays

Local player Biokon regains leadership of sun care from L'Oreal

PROSPECTS AND OPPORTUNITIES

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