

## **Baby and Child-Specific Products in Ukraine**

Market Direction | 2024-04-24 | 24 pages | Euromonitor

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### **Report description:**

In 2023, the baby and child-specific products category was recording positive growth after the steep decline seen a year earlier. However, the recovery in 2023 was not as strong as in other areas of the beauty and personal care market due to a declining birth rate and the loss of part of the young population due to the emigration seen at the start of the war. Much of the growth in current value terms was also driven by rising prices. The upward trajectory in prices throughout 2023 contributed si...

Euromonitor International's Baby and Child-specific Products 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

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

Why buy this report?

- \* Get a detailed picture of the Baby and Child-specific Products 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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Euromonitor International

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