

Bath and Shower in Ukraine

Market Direction | 2024-04-24 | 22 pages | Euromonitor

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Report description:

While there was certainly a strong element of recovery from the decline seen a year earlier, the 2023 growth in the bath and shower category in current value terms was also a result of rising unit prices in this year. However, the performance also benefited from companies, during 2023, successfully recovering from the supply disruptions observed in 2022. Moreover, supporting the growing demand for bath and shower products, some companies introduced new products to the market. For example, Weleda...

Euromonitor International's Bath and Shower 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: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- * Get a detailed picture of the Bath and Shower 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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BATH AND SHOWER IN UKRAINE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth in 2023 as companies recover from supply disruptions in the previous year

Bar soap the most dynamic bath and shower category in 2023, albeit partly due to rising prices

Evyap Trading leads, but local companies and private label well represented in bath and shower

PROSPECTS AND OPPORTUNITIES

Positive, if gradually slowing, growth expected for bath and shower

Bar soap expected to be most dynamic over the forecast period

Health and personal care stores expected to increase shelf space for private label products

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