

Hair Care in Ukraine

Market Direction | 2024-04-24 | 25 pages | Euromonitor

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Report description:

Hair care products are considered to be essentials in terms of Ukrainians' personal grooming routines. A notable trend contributing to the growth being seen in 2023 was the shift among consumers towards purchasing larger packs of hair care products. This strategic move is often driven by the cost-effectiveness of bulk buying. For example, leading brands in standard shampoos like Head & Shoulders, Pantene Pro-V and L'Oreal Elseve all offer products in 1,000ml packs. In addition to the fact that t...

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

Product coverage: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

- * Get a detailed picture of the Hair 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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KEY DATA FINDINGS

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Large pack sizes popular among consumers, particularly in standard shampoos
Medicated shampoos and salon professional hair care seeing strong growth
Strong gains made by Vichy Dercos help L'Oreal move into second place in 2023

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Further strong growth expected for medicated shampoos
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