

Mass Beauty and Personal Care in Ukraine

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

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Report description:

In 2023, mass beauty and personal care in Ukraine was recording strong growth thanks to the affordability of these products against the backdrop of consumers' falling purchasing power. The development of private label products has also contributed to the market growth. Consumers are attracted by new products at more affordable prices. For example, in 2023, a new product from the Eva private label line was launched - All About Silky Matt! fixing compact powder. Another positive factor is promoti...

Euromonitor International's Mass Beauty and Personal 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass Beauty and Personal 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.

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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