

Home Improvement in Ukraine

Market Direction | 2024-06-13 | 24 pages | Euromonitor

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Report description:

In 2023, the demand for decorative paint surged within Ukraine with the category reporting dynamic growth both in current value and retail volume terms. This was driven by the trend towards home renovation and personalisation, amplified by the increased time spent indoors. This trend led many homeowners to seek affordable ways to refresh their living spaces, with decorative paint offering a cost-effective and impactful solution. High inflation further prompted people to improve their current hom...

Euromonitor International's Home Improvement in Ukraine report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2028 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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

Why buy this report?

- * Get a detailed picture of the Home Improvement 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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