

Apparel Accessories in Ukraine

Market Direction | 2025-01-14 | 20 pages | Euromonitor

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Report description:

Apparel accessories saw current value growth in Ukraine in 2024. The category witnessed a strong decline in 2022 as the outbreak of war deterred consumers from making replacement purchases, while the overall consumer base shrank significantly as people fled the country. Millions of people left the country, which considerably reduced demand for apparel accessories, which are normally much liked by Ukrainians, especially women. In normal economic conditions, women are very interested in possessing...

Euromonitor International's Apparel Accessories 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 2020-2024 and analysis by distribution format allowing you to identify the sectors driving growth. It identifies the leading companies, leading brands, and offers strategic analysis of key factors influencing the market. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Belts, Gloves, Hats/Caps, Other Apparel Accessories, Scarves, Ties.

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

Why buy this report?

- * Get a detailed picture of the Apparel Accessories 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

Some recovery but sales remain well below pre-war levels

Belts and gloves see strongest performance, while ties continues to struggle

Category remains fragmented despite ongoing process of consolidation

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Non-essential status limits recovery potential

Ties to see some bounce back, though casualisation trend will be an obstacle to full recovery

Further consolidation expected

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