

Mass Beauty and Personal Care in Ukraine

April 2024

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Mass Beauty and Personal Care in Ukraine - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Affordability helps drive growth in mass beauty and personal care in 2023 Mass sun care a strong performer in 2023 Cosnova the most dynamic player in mass beauty and personal care in 2023

PROSPECTS AND OPPORTUNITIES

Growth expected throughout the forecast period Mass lipstick to perform strongly as women look to have a greater variety of colours New launches expected from Mary Kay and Biokon

CATEGORY DATA

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DISCLAIMER

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