

# Mass Beauty and Personal Care in Ukraine

April 2024

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### Mass Beauty and Personal Care in Ukraine - Category analysis

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#### 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

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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

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