

# Premium Beauty and Personal Care in Ukraine April 2024

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# Premium Beauty and Personal Care in Ukraine - Category analysis

# **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Strong recovery seen in premium beauty and personal care, driven by dermacosmetics

Premium aftersun records a particularly dynamic recovery in 2023

L'Oréal continues to strengthen its hold on premium beauty and personal care

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Premium beauty and personal care will continue its recovery

Strong growth expected for premium other lash and brow make-up

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