

General Merchandise Stores in Ukraine

March 2024

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General Merchandise Stores in Ukraine - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Variety stores well placed to meet changed demands of consumers during wartime

Luxury-oriented proposition of TsUM at odds with new economic reality

Usupso begins rebranding as O! Some to resolve legal dispute with Miniso

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Variety stores set to continue winning over consumers

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Domestic retailers continue to gain ground across the market

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