

Hair Care in Ukraine

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Large pack sizes popular among consumers, particularly in standard shampoos
Medicated shampoos and salon professional hair care seeing strong growth
Strong gains made by Vichy Dercos help L'Oréal move into second place in 2023

PROSPECTS AND OPPORTUNITIES

Positive growth expected for hair care
Further strong growth expected for medicated shampoos
Health and personal care stores lead, but e-commerce likely to add more share

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DISCLAIMER

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