Beauty and Personal Care in Ukraine

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
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DISCLAIMER

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Baby and Child-Specific Products in Ukraine

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Baby and child-specific 2023 recovery stymied by falling birth rate and emigration
Baby and child-specific sun care records the strongest growth in 2023
Johnson & Johnson a stronger leader

PROSPECTS AND OPPORTUNITIES

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Positive growth in 2023 as companies recover from supply disruptions in the previous year
Bar soap the most dynamic bath and shower category in 2023, albeit partly due to rising prices
Evyap Trading leads, but local companies and private label well represented in bath and shower

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Positive, if gradually slowing, growth expected for bath and shower
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Leading player L’Oréal very active in terms of new product launches

PROSPECTS AND OPPORTUNITIES

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Roll-ons most dynamic, creams continue to decline
Unilever and Beiersdorf dominate deodorants

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Direct selling and e-commerce account for almost half of fragrances sales

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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

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Further strong growth expected for medicated shampoos
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Procter & Gamble a strong leader in men's grooming

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Manual toothbrushes outperforming power toothbrushes
Multinationals dominate oral care

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La Roche-Posay helping to drive growth in premium general purpose body care
L’Oréal Ukraine takes over the leading position in skin care in 2023

PROSPECTS AND OPPORTUNITIES

Segmentation and natural products expected to be in demand
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### Sun Care in Ukraine

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Strong recovery in 2023 after the year-earlier collapse in sales  
Premium aftersun sees very dynamic growth in 2023  
La Roche-Posay takes over from Biokon as the leading brand

**PROSPECTS AND OPPORTUNITIES**

Positive growth expected for sun care in Ukraine  
Mass aftersun expected to be most dynamic over the forecast period  
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### Premium Beauty and Personal Care in Ukraine

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Premium aftersun records a particularly dynamic recovery in 2023  
L’Oréal continues to strengthen its hold on premium beauty and personal care

**PROSPECTS AND OPPORTUNITIES**

Premium beauty and personal care will continue its recovery  
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Premium make-up categories set for dynamic performances

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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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