Euromonitor International

Home Care in Ukraine

April 2026

Table of Contents

Home Care in Ukraine

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Ukraine's Home Care Market Grows Amid Economic Recovery and Consumer Focus on Value and Innovation

Chart 2 - ATB broadens private label offerings to key home care categories

Laundry Care Boosts Sales by Offering Large-Size Packs and Products with Multiple Functions

Chart 3 - Leading laundry care brands introduce mega packs for greater value and convenience

Category Performance Is Fuelled by Diverse Product Formats and Multifunctionality

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Prioritise Affordability and Practicality in Challenging Times

Laundry Care Remains Largest Subcategory Despite Volume Decline

Polishes Drives Growth with Innovative and Multipurpose Solutions

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Multinationals Maintain Lead as Private Label Ranges Gain Ground

Domestos Expands Multi-Purpose Cleaning Range

Chart 9 - Domestos broadens multi-purpose cleaning line for comprehensive home hygiene

Atb Expands Private Label Lines into Core Home Care Segments

Chart 10 - Analyst Insight for Home Care

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Modern Grocery Retailers Dominate Home Care Sales through Wide Assortments

E-Commerce Gains Importance with Convenient Replenishment and Premium Products

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Home Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Home Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Air Care in Ukraine

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Air Care Summary

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Premium Fragrances Drive Value Growth Despite Economic Pressure
Chart 22 - Exclusive edition of Air Wick
Spray/Aerosol Air Fresheners Dominate Market Share
Dtc and Private Label Disruption Challenges Traditional Players
Chart 23 - Growing influence of international private label brands in Ukraine
Chart 24 - Value Sales 2020-2030
Chart 25 - Volume Sales 2020-2030
Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Demand for Premium and Eco-Friendly Products
Liquid Air Fresheners to Drive Growth
Online Retail to Shape Future of Air Care
Chart 27 - Forecast Value Sales 2020-2030
Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson and Reckitt Benckiser Maintain Market Dominance
New Entrants and Evolving Consumer Preferences Reshape Market
Mood-Boosting Ingredients and Sustainability Drive Innovation
Chart 29 - Analyst Insight for Air Care
Chart 30 - Company Shares 2025
Chart 31 - Brand Shares 2025

CHANNELS

Large-Format Grocery Stores Drive Air Care Sales through Promotions
Retail E-Commerce Gains Traction with Convenience and Variety
Health and Beauty Chains Expand Role in Air Care Distribution
Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Air Care
Chart 34 - Real Gdp Growth 2020-2030
Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Air Care
Chart 37 - Population 2020-2030
Chart 38 - Consumer Expenditure 2020-2030
Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Bleach in Ukraine

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

KEY INDUSTRY TRENDS

Chart 40 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Milam Boosts Sales with Multifunctionality Claims

Chart 41 - Milam Promotes Multifunctionality as Core Differentiating Feature

Affordability and Necessity Drive Bleach Sales

Multifunctionality Drives Growth and Consumer Trust

Chart 42 - Value Sales 2020-2030

Chart 43 - Volume Sales 2020-2030

WHAT'S NEXT?

Consumers to Prioritise Affordability and Multifunctionality

Traditional Bleach to Remain Dominant

Eco-Friendly Alternatives to Emerge

Chart 44 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 45 - Analyst Insight for Bleach

Milam Maintains Dominance as Private Label Gains Traction

Chart 46 - Company Shares 2025

Chart 47 - Brand Shares 2025

CHANNELS

Supermarkets Drive Bleach Sales with Affordability and Accessibility

Retail E-Commerce Grows Slowly in Bleach Sales

Chart 48 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 49 - Economic Context for Bleach

Chart 50 - Real Gdp Growth 2020-2030

Chart 51 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 52 - Consumer Context for Bleach

Chart 53 - Population 2020-2030

Chart 54 - Consumer Expenditure 2020-2030

Chart 55 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Dishwashing in Ukraine

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dishwashing Summary

KEY INDUSTRY TRENDS
Chart 56 - Key Industry Trends for Dishwashing
INDUSTRY PERFORMANCE
Consumers Drive Value Growth through Cost-Efficient Choices
Hand Dishwashing Dominates Market Share
Chart 57 - Frosch, the leader of sustainable dishwashing
Frosch Strengthens Position with Sustainable Offerings
Chart 58 - Value Sales 2020-2030
Chart 59 - Volume Sales 2020-2030
Chart 60 - Value Sales by Category 2025
WHAT'S NEXT?
Consumers to Prioritise Affordability and Sustainability
Hand Dishwashing Remains Largest Subcategory
Innovative Formats and Sustainability Gain Traction
Chart 61 - Forecast Value Sales 2020-2030
Chart 62 - Forecast Value Sales by Category 2025-2030
COMPETITIVE LANDSCAPE
Multinational Leaders Dominate with Strong Brand Portfolios
Chart 63 - Bulk packaging becomes more common in Ukraine
Sustainable and Affordable Formats Drive Dishwashing Innovation
Chart 64 - Analyst Insight for Dishwashing
Frosch and Private Label Ranges to Lead Innovation in Dishwashing
Chart 65 - ATB continues to grow its private label offerings
Chart 66 - Company Shares 2025
Chart 67 - Brand Shares 2025
CHANNELS
Supermarkets Remain Dominant Channel for Dishwashing Products
Convenience and Special Offers Drive Growth in Retail E-Commerce
Chart 68 - Retail Channels 2020-2025
ECONOMIC CONTEXT
Chart 69 - Economic Context for Dishwashing
Chart 70 - Real Gdp Growth 2020-2030
Chart 71 - Inflation 2020-2030
CONSUMER CONTEXT
Chart 72 - Consumer Context for Dishwashing
Chart 73 - Population 2020-2030
Chart 74 - Consumer Expenditure 2020-2030
Chart 75 - Population by Generation 2025
COUNTRY REPORTS DISCLAIMER
Home Insecticides in Ukraine
KEY DATA INSIGHTS
2025 DEVELOPMENTS
Home Insecticides Summary
KEY INDUSTRY TRENDS

Chart 76 - Key Industry Trends for Home Insecticides

INDUSTRY PERFORMANCE

Raptor and Irex Drive Sales with Health-Focused Innovations
Chart 77 - Natural, child-safe insecticides with a focus on health are becoming increasingly popular
Spray/Aerosol Insecticides Dominate Market Share
Insecticide Coils with Natural Formulations See Dynamic Growth
Chart 78 - Value Sales 2020-2030
Chart 79 - Volume Sales 2020-2030
Chart 80 - Value Sales by Category 2025

WHAT'S NEXT?

Growing Demand for Safer and More Convenient Solutions
Spray/Aerosol Insecticides Remain Dominant but Face Competition
Innovations and Sustainability to Shape Future Market Landscape
Chart 81 - Forecast Value Sales 2020-2030
Chart 82 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Lose Share to Niche Players and Private Label
Affordability and Eco-Friendliness Shape Competitive Landscape
Chart 83 - Analyst Insight for Home Insecticides
Chart 84 - Company Shares 2025
Chart 85 - Brand Shares 2025

CHANNELS

Supermarkets Remain Dominant Channel for Home Insecticides Sales
Retail E-Commerce Gains Traction with Convenience and Promotions
Chart 86 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 87 - Economic Context for Home Insecticides
Chart 88 - Real Gdp Growth 2020-2030
Chart 89 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 90 - Consumer Context for Home Insecticides
Chart 91 - Population 2020-2030
Chart 92 - Consumer Expenditure 2020-2030
Chart 93 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Laundry Care in Ukraine

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Laundry Care Summary

KEY INDUSTRY TRENDS

Chart 94 - Key Industry Trends for Laundry Care

INDUSTRY PERFORMANCE

Multinationals and Private Label Ranges Drive Market Dynamics
Chart 95 - Ariel and Persil Boost Sales with Eco-Friendly Refill Packs for Laundry Pods
Laundry Detergents Dominate Market Share
Multifunctionality and Sustainability Shape Consumer Preferences
Chart 96 - Pro Wash Enhances Laundry Experience with 3-in-1 All-in-One Pods for Easy Use and Lasting Freshness
Chart 97 - Value Sales 2020-2030
Chart 98 - Volume Sales 2020-2030
Chart 99 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Prioritise Affordability and Sustainability
Multifunctionality and Eco-Friendliness Drive Growth
Post-War Recovery to Boost Demand for Specialised Products
Chart 100 - Forecast Value Sales 2020-2030
Chart 101 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Henkel Dominate Despite Share Erosion
Private Label Products Gain Share Amid Economic Uncertainty
Chart 102 - Analyst Insight for Laundry Care
Chart 103 - Ukrainians Turn to Private Label Ranges for More Affordable Laundry Options
Chart 104 - Company Shares 2025
Chart 105 - Brand Shares 2025

CHANNELS

Supermarkets Lead Laundry Care Distribution in Ukraine
Retail E-Commerce Emerges as Fastest Growing Channel
Chart 106 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 107 - Economic Context for Laundry Care
Chart 108 - Real Gdp Growth 2020-2030
Chart 109 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 110 - Consumer Context for Laundry Care
Chart 111 - Population 2020-2030
Chart 112 - Consumer Expenditure 2020-2030
Chart 113 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Polishes in Ukraine

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Polishes Summary

KEY INDUSTRY TRENDS

Chart 114 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

New Formats Drive Growth in Sales through E-Commerce
Shoe Polish Drives Sales Growth

Chart 115 - Innovative solutions for emerging needs: Shoe polish designed for athletic footwear
Evolving Product Formats Drive Dynamic Growth in Subcategories
Chart 116 - Value Sales 2020-2030
Chart 117 - Volume Sales 2020-2030
Chart 118 - Value Sales by Category 2025

WHAT'S NEXT?

Growing Demand for Eco-Friendly and Multifunctional Products
Shoe Polish Remains Dominant; Metal Polish Shows Dynamic Growth
Sustainability and Multifunctionality to Shape Future Business Strategies
Chart 119 - Forecast Value Sales 2020-2030
Chart 120 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson and Cigir Kimya Dominate with Strong Brand Loyalty
Opportunities Arise From Changing Consumer Preferences and Innovation
Chart 121 - Analyst Insight for Polishes
Chart 122 - Company Shares 2025
Chart 123 - Brand Shares 2025

CHANNELS

Supermarkets Lead Sales with Strong Grocery Retail Presence
Health and Beauty Specialists, and E-Commerce Drive Growth
E-Commerce Gains Traction with Convenience and Variety
Chart 124 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 125 - Economic Context for Polishes
Chart 126 - Real Gdp Growth 2020-2030
Chart 127 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 128 - Consumer Context for Polishes
Chart 129 - Population 2020-2030
Chart 130 - Consumer Expenditure 2020-2030
Chart 131 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Surface Care in Ukraine

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 132 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Growing Demand for Affordable and Sustainable Cleaning Solutions
Private Label Expansion Challenges Multinational Brands with Affordable Alternatives
Chart 133 - Intense price pressure from private label
Eco-Friendly Products From Local Manufacturers Gain Popularity

Chart 134 - Biosphere Corp’s environmentally friendly products are growing in popularity
Chart 135 - Value Sales 2020-2030
Chart 136 - Volume Sales 2020-2030
Chart 137 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Prioritise Affordability and Sustainability
Multi-Purpose Cleaners Remain Dominant; Specialised Products Gain
Shifting Competitive Landscape and Emerging Trends
Chart 138 - Forecast Value Sales 2020-2030
Chart 139 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Share Amidst Inflationary Pressures
Chart 140 - Analyst Insight for Surface Care
Convenience and Affordability Drive Product Innovation
Chart 141 - Pink’s tubs dominate surface care
Chart 142 - Company Shares 2025
Chart 143 - Brand Shares 2025

CHANNELS

Supermarkets Maintain Lead in Surface Care Distribution
Retail E-Commerce Emerges as Fastest Growing Channel
Convenience Retailers and E-Commerce Drive Modern Retail
Chart 144 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 145 - Economic Context for Surface Care
Chart 146 - Real Gdp Growth 2020-2030
Chart 147 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 148 - Consumer Context for Surface Care
Chart 149 - Population 2020-2030
Chart 150 - Consumer Expenditure 2020-2030
Chart 151 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Toilet Care in Ukraine

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Toilet Care Summary

KEY INDUSTRY TRENDS

Chart 152 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Growing Demand for Larger Formats and Private Label
Chart 153 - Bref actively promotes extra large packs
Private Label Ranges Gain Traction
Chart 154 - Private label ranges are gaining in popularity
Largest and Most Dynamic Subcategories

Chart 155 - Value Sales 2020-2030
Chart 156 - Volume Sales 2020-2030
Chart 157 - Value Sales by Category 2025

WHAT'S NEXT?

Budget Friendly and Eco-Friendly Products Will Drive Growth
Rim Blocks and Toilet Liquids/Foam to Lead Market Growth
Private Label and Sustainable Products to Shape Future
Chart 158 - Forecast Value Sales 2020-2030
Chart 159 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Multinationals Dominate Toilet Care through Innovation
Private Label Erodes Mid-Tier Brand Positions with Affordable Options
Chart 160 - Analyst Insight for Toilet Care
Chart 161 - Company Shares 2025
Chart 162 - Brand Shares 2025

CHANNELS

Supermarkets Lead Toilet Care Sales with Strong Presence
Retail E-Commerce Emerges as Fastest Growing Channel
Emerging Trends and Retail E-Commerce Role
Chart 163 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 164 - Economic Context for Toilet Care
Chart 165 - Real Gdp Growth 2020-2030
Chart 166 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 167 - Consumer Context for Toilet Care
Chart 168 - Population 2020-2030
Chart 169 - Consumer Expenditure 2020-2030
Chart 170 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-care-in-ukraine/report.