Oral Care in Ukraine - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Consumers forced to economise and focus on most essential oral care products
Price is main factor driving purchasing decisions in 2023
Multinationals retain dominance of oral care

PROSPECTS AND OPPORTUNITIES
Improving demand for oral care, depending on return of emigrants and recovery of disposable incomes
Demand for niche oral care or products offering greater functionality likely to gain sales momentum
E-commerce set to gain further penetration of oral care over forecast period

CATEGORY DATA
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Beauty and Personal Care in Ukraine - Industry Overview

EXECUTIVE SUMMARY
Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA
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DISCLAIMER

SOURCES
Summary 1 - Research Sources
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