

Deodorants in Ukraine

April 2021

Table of Contents

Deodorants in Ukraine - Category analysis

KEY DATA FINDINGS

2020 IMPACT

Home seclusion trend reduces overall demand for deodorants in 2020
Sprays and roll-ons remain most popular formats due to affordability and convenience
Multinationals retain overall dominance of deodorants with established brands

RECOVERY AND OPPORTUNITIES

Full recovery expected by 2025 for deodorants despite ongoing restrictions in 2021
Innovation essential to add value to deodorants
Local brands likely to continue to struggle to gain stronger share

CATEGORY DATA

Table 1 - Sales of Deodorants by Category: Value 2015-2020
Table 2 - Sales of Deodorants by Category: % Value Growth 2015-2020
Table 3 - Sales of Deodorants by Premium vs Mass: % Value 2015-2020
Table 4 - NBO Company Shares of Deodorants: % Value 2016-2020
Table 5 - LBN Brand Shares of Deodorants: % Value 2017-2020
Table 6 - LBN Brand Shares of Premium Deodorants: % Value 2017-2020
Table 7 - Forecast Sales of Deodorants by Category: Value 2020-2025
Table 8 - Forecast Sales of Deodorants by Category: % Value Growth 2020-2025
Table 9 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2020-2025

Beauty and Personal Care in Ukraine - Industry Overview

EXECUTIVE SUMMARY

COVID-19 impact on beauty and personal care
COVID-19 country impact
Company response
Retailing shift
What next for beauty and personal care?
Chart 1 - Beauty and Personal Care Value Sales Growth Scenarios: 2018-2025
Chart 2 - Beauty and Personal Care Impact of Soft Drivers on Value Sales: 2017-2025

MARKET DATA

Table 10 - Sales of Beauty and Personal Care by Category: Value 2015-2020
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2015-2020
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2016-2020
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2016-2020
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2017-2020
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2015-2020
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2015-2020
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2020
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2020-2025
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2020-2025

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

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SOURCES

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