

Premium Beauty and Personal Care in Ukraine

April 2021

Table of Contents

Premium Beauty and Personal Care in Ukraine - Category analysis

KEY DATA FINDINGS

2020 IMPACT

Despite overall declines in 2020, certain premium categories outperform mass counterparts

Dermocosmetics supports interest in premium skin care

L'Oréal strengthens leadership with dermocosmetics brands performing well

RECOVERY AND OPPORTUNITIES

Full recovery predicted for premium segment by 2023

Further product development needed to excite consumers

E-commerce to continue attracting consumers with attractive discounts

CATEGORY DATA

Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2015-2020

Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2015-2020

Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2016-2020

Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2017-2020

Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2020-2025

Table 6 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 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 7 - Sales of Beauty and Personal Care by Category: Value 2015-2020

Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2015-2020

Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2016-2020

Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2016-2020

Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2017-2020

Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2015-2020

Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2015-2020

Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2020

Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2020-2025

Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2020-2025

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/premium-beauty-and-personal-care-in-ukraine/report.