

# Baby and Child-Specific Products in Ukraine

<https://marketpublishers.com/r/B3DBD700004EN.html>

Date: July 2023

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: B3DBD700004EN

## Abstracts

Baby and child-specific products significantly suffered in 2022, not only because of the impact of the war and reduced consumer spending power. The challenge came from the more limited consumer base as millions of women and children left Ukraine in 2022. Some of them have returned but thousands of Ukrainian children remain in European countries in 2023 where they continue to study. Thus, per capita consumption has been significantly reduced due to migration.

Euromonitor International's Baby and Child-specific Products in Ukraine report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Baby and Child-specific Products market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### BABY AND CHILD-SPECIFIC PRODUCTS IN UKRAINE

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Category loses significant proportion of target audience in 2022

Baby and child-specific sun care most negatively impacted

Johnson & Johnson strengthens overall leadership

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for category linked to end of war and stronger return of families

More dynamic growth for baby wipes and sun care following drastic declines in 2022

E-commerce offers further potential as an alternative distribution channel

#### CATEGORY DATA

Table 1 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 2 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 3 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 5 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 6 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022

Table 7 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022

Table 8 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

Table 9 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 10 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 11 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

### BEAUTY AND PERSONAL CARE IN UKRAINE

#### 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

Table 12 Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 18 Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 21 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027
DISCLAIMER
SOURCES
Summary 1 Research Sources

## I would like to order

Product name: Baby and Child-Specific Products in Ukraine

Product link: <https://marketpublishers.com/r/B3DBD700004EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B3DBD700004EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970