

## Deodorants in Ukraine

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In 2016 manufacturers of deodorants gathered fruits from their investments into aggressive advertising support of such products. The category grew outstandingly, having added 20% to its value sales and reaching UAH1.9 billion in sales value. The category evolved at double-digit growth rates for the third year in a row even though a part of such dynamics comes from growth in unit prices in deodorants. Whilst being primarily imported, deodorants had unit prices much affected by the three-fold loca...

Euromonitor International's Deodorants 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 2012-2016, allowing you to identify the sectors driving growth. Forecasts to 2021 illustrate how the market is set to change.

**Product coverage:** Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

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

### Why buy this report?

- Get a detailed picture of the Deodorants 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.

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Demand for Beauty and Personal Care Slowly Resumes in Ukraine

Beauty and Personal Care Products Satisfying Key Consumer Needs Appeal Most

International Giants Are Key Players in Beauty and Personal Care in Ukraine

Innovations Serve As Driving Force in Beauty and Personal Care

Eventual Recovery of Beauty and Personal Care Consumption Is Foreseen

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