

# Premium Beauty and Personal Care in Ukraine

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## Abstracts

Compared to mass beauty and personal care, the premium segment fared marginally worse in 2022. Sales suffered from the reduced consumer base, when many Ukrainian women with high incomes chose to leave the country because of the war, and thus became valuable consumers in other European countries. In addition, reduced consumer spending power led to some level of trading down, especially amongst those most impacted by the war. The shift in demand to Western markets from different regions of Ukraine...

Euromonitor International's Premium Beauty and Personal Care 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:** Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Skin Care.

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

## Why buy this report?

Get a detailed picture of the Premium Beauty and Personal Care 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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