

Skin Care in Ukraine

April 2024

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Skin Care in Ukraine - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Innovation helping to drive the development of the skin care category La Roche-Posay helping to drive growth in premium general purpose body care L'Oréal Ukraine takes over the leading position in skin care in 2023

PROSPECTS AND OPPORTUNITIES

Segmentation and natural products expected to be in demand Anti-agers expected to be most dynamic over the forecast period Health and beauty specialists still lead but e-commerce continues to gain share

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DISCLAIMER

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