

# Hair Care in Ukraine

April 2024

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## Hair Care in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Large pack sizes popular among consumers, particularly in standard shampoos  
Medicated shampoos and salon professional hair care seeing strong growth  
Strong gains made by Vichy Dercos help L'Oréal move into second place in 2023

#### PROSPECTS AND OPPORTUNITIES

Positive growth expected for hair care  
Further strong growth expected for medicated shampoos  
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