

# Skin Care in Ukraine

April 2024

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## Skin Care in Ukraine - Category analysis

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#### 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  
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