



Euromonitor  
International

# Dermatologicals in Ukraine

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## Dermatologicals in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Mixed results for dermatologicals as Ukrainians carefully manage their spending

Dermocosmetics positively influencing demand for medicated shampoos

Sales of some products benefit from a strong trend towards self-medication

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Russia's ongoing war likely to influence demand

Increasing incidence of hair loss likely to fuel demand for hair loss treatments

Herbal/traditional products expected to find favour with health conscious consumers

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