



Euromonitor
International

Bath and Shower in Ukraine

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Price Growth Drives Value Despite Volume Pressure Amid Cautious Spending

Consumer Demand for Clean, Transparent Products Boosts Local Brands

Eva Promotes Affordable German-Quality Refill Soap to Lead Clean Trend

Chart 1 - Affordable Local Refill Soap with "German Quality" Positioning

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Ukrainian Consumers to Adapt to Economic Caution with Value-Driven Purchasing

Body Wash/Shower Gel to Accelerate with Clean Positioning

Retailers to Expand Private Label While E-Commerce Will Boost Price Transparency and Competition

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions Amid Growing Private Label Competition

Local Heritage Brand Expands Presence through Retailer Partnerships and Trust

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead While E-Commerce Grows Rapidly

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Bath and Shower

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Bath and Shower

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Ukraine - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Value-Driven Consumers and Digital Shopping Reshape Spending and Growth

Chart 18 - Watsons and Eva Redefine Beauty Retail through Integrated Omnichannel Ecosystems

Refill Formats and Clean Positioning Drive Accessible and Sustainable Launches

Chart 19 - Refill Formats as a Value and Sustainability Growth Lever – Frosch Senses Aloe Vera Refill Pack

Innovation Fosters Loyalty and Competitive Advantage Amid Price Sensitivity

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Digital Transformation and Value-Driven Behaviour to Fuel Growth Momentum

Clean Beauty and Strategic Pricing to Influence Purchasing Decisions

Chart 23 - Analyst Insight for Beauty and Personal Care

Omnichannel Retail to Reshape Brand Strategies

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Multinationals Defend Positions Amid Fragmented Competitive Landscape

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead as E-Commerce Gains Fastest Growth

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/bath-and-shower-in-ukraine/report.