



**Euromonitor
International**

Womenswear in Ukraine

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Womenswear sees growth amidst shifting demographic scenario
- Hard hit subcategories show some dynamism in recovery
- Some move towards consolidation in a fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

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- Brands set to gain further share
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Apparel and Footwear in Ukraine - Industry Overview

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