



Euromonitor
International

Mass Beauty and Personal Care in Ukraine

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Value-For-Money Drives Mass Personal Care Growth Amid Cautious Spending

Mass Hair Care Leads Value While Rising Awareness Drives Strong Growth for Adult Sun Care

Auchan Private Label Leverages Value Positioning to Anchor Mass Personal Care

Chart 1 - Auchan Private Label Refill Liquid Soap as a Value Anchor in Mass Personal Care

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Prioritise Value and Affordable Expertise for Sustained Growth

Mass Hair Care to Lead Value with Steady Growth through Cost-Efficiency

Retailers and Brands Adapt to Value-Driven Consumer Demands with Innovation

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Shares Amid Private Label Growth

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Mass Beauty and Personal Care

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Mass Beauty and Personal Care

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - 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 15 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Value-Driven Consumers and Digital Shopping Reshape Spending and Growth

Chart 16 - Watsons and Eva Redefine Beauty Retail through Integrated Omnichannel Ecosystems

Refill Formats and Clean Positioning Drive Accessible and Sustainable Launches

Chart 17 - 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 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - 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 21 - Analyst Insight for Beauty and Personal Care

Omnichannel Retail to Reshape Brand Strategies

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Multinationals Defend Positions Amid Fragmented Competitive Landscape

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

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

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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/mass-beauty-and-personal-care-in-ukraine/report.

