



Skin Care in Ukraine

April 2024

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Skin Care in Ukraine - Category analysis

KEY DATA FINDINGS

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

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Segmentation and natural products expected to be in demand
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DISCLAIMER

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