



# Dermatologicals in Ukraine

October 2024

Table of Contents

## 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

#### PROSPECTS AND OPPORTUNITIES

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

#### CATEGORY DATA

Table 1 - Sales of Dermatologicals by Category: Value 2019-2024

Table 2 - Sales of Dermatologicals by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Dermatologicals: % Value 2020-2024

Table 4 - LBN Brand Shares of Dermatologicals: % Value 2021-2024

Table 5 - LBN Brand Shares of Hair Loss Treatments: % Value 2021-2024

Table 6 - Forecast Sales of Dermatologicals by Category: Value 2024-2029

Table 7 - Forecast Sales of Dermatologicals by Category: % Value Growth 2024-2029

## Consumer Health in Ukraine - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

### MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 9 - Life Expectancy at Birth 2019-2024

### MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2019-2024

Table 11 - Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 12 - NBO Company Shares of Consumer Health: % Value 2020-2024

Table 13 - LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 15 - Distribution of Consumer Health by Format: % Value 2019-2024

Table 16 - Distribution of Consumer Health by Format and Category: % Value 2024

Table 17 - Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

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## DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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