

Footwear in Ukraine

January 2025

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Footwear in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Some recovery in 2024

Women's footwear remains the largest subcategory, and sees the strongest growth

Local players and international brands compete in fragmented category

PROSPECTS AND OPPORTUNITIES

Recovery dependent on war and economic conditions

Children's footwear to face demographic challenges

Innovation to play important role, while shifts in distribution landscape are expected

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