



# Bath and Shower in Ukraine

April 2024

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## Bath and Shower in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive growth in 2023 as companies recover from supply disruptions in the previous year  
Bar soap the most dynamic bath and shower category in 2023, albeit partly due to rising prices  
Evyap Trading leads, but local companies and private label well represented in bath and shower

#### PROSPECTS AND OPPORTUNITIES

Positive, if gradually slowing, growth expected for bath and shower  
Bar soap expected to be most dynamic over the forecast period  
Health and personal care stores expected to increase shelf space for private label products

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