



# Health and Beauty Specialists in Ukraine

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Pharmacies channel remains the most resilient performer  
Watsons loses ground to local chains in health and personal care stores  
Necessity status of certain products supports solid recovery by optical goods stores

### PROSPECTS AND OPPORTUNITIES

Operators will continue to develop more innovative store formats and concepts  
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Investment in mobile shopping apps and delivery services expected to rise

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War-induced disruption further strengthens penetration of e-commerce in Ukraine  
Domestic retailers continue to gain ground across the market  
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