



Toilet Care in Ukraine

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Growing Demand for Larger Formats and Private Label

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Toilet Care

INDUSTRY PERFORMANCE

Growing Demand for Larger Formats and Private Label

Chart 2 - Bref actively promotes extra large packs

Private Label Ranges Gain Traction

Chart 3 - Private label ranges are gaining in popularity

Largest and Most Dynamic Subcategories

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Budget Friendly and Eco-Friendly Products Will Drive Growth

Rim Blocks and Toilet Liquids/Foam to Lead Market Growth

Private Label and Sustainable Products to Shape Future

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Multinationals Dominate Toilet Care through Innovation

Private Label Erodes Mid-Tier Brand Positions with Affordable Options

Chart 9 - Analyst Insight for Toilet Care

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Supermarkets Lead Toilet Care Sales with Strong Presence

Retail E-Commerce Emerges as Fastest Growing Channel

Emerging Trends and Retail E-Commerce Role

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Toilet Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Toilet Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

Ukraine's Home Care Market Grows Amid Economic Recovery and Consumer Focus on Value and Innovation

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Ukraine's Home Care Market Grows Amid Economic Recovery and Consumer Focus on Value and Innovation

Chart 21 - ATB broadens private label offerings to key home care categories

Laundry Care Boosts Sales by Offering Large-Size Packs and Products with Multiple Functions

Chart 22 - Leading laundry care brands introduce mega packs for greater value and convenience

Category Performance Is Fuelled by Diverse Product Formats and Multifunctionality

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Prioritise Affordability and Practicality in Challenging Times

Laundry Care Remains Largest Subcategory Despite Volume Decline

Polishes Drives Growth with Innovative and Multipurpose Solutions

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Multinationals Maintain Lead as Private Label Ranges Gain Ground

Domestos Expands Multi-Purpose Cleaning Range

Chart 28 - Domestos broadens multi-purpose cleaning line for comprehensive home hygiene

Atb Expands Private Label Lines into Core Home Care Segments

Chart 29 - Analyst Insight for Home Care

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Modern Grocery Retailers Dominate Home Care Sales through Wide Assortments

E-Commerce Gains Importance with Convenient Replenishment and Premium Products

Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Home Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Home Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/toilet-care-in-ukraine/report.