



Polishes in Ukraine

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

New Formats Drive Growth in Sales through E-Commerce

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Polishes

INDUSTRY PERFORMANCE

New Formats Drive Growth in Sales through E-Commerce

Shoe Polish Drives Sales Growth

Chart 2 - Innovative solutions for emerging needs: Shoe polish designed for athletic footwear

Evolving Product Formats Drive Dynamic Growth in Subcategories

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Growing Demand for Eco-Friendly and Multifunctional Products

Shoe Polish Remains Dominant; Metal Polish Shows Dynamic Growth

Sustainability and Multifunctionality to Shape Future Business Strategies

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Sc Johnson and Cigir Kimya Dominate with Strong Brand Loyalty

Opportunities Arise From Changing Consumer Preferences and Innovation

Chart 8 - Analyst Insight for Polishes

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Supermarkets Lead Sales with Strong Grocery Retail Presence

Health and Beauty Specialists, and E-Commerce Drive Growth

E-Commerce Gains Traction with Convenience and Variety

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Polishes

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Polishes

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Home Care in Ukraine - Industry Overview](#)

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 19 - 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 20 - 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 21 - Leading laundry care brands introduce mega packs for greater value and convenience

Category Performance Is Fuelled by Diverse Product Formats and Multifunctionality

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - 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 25 - Forecast Value Sales 2020-2030

Chart 26 - 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 27 - Domestos broadens multi-purpose cleaning line for comprehensive home hygiene

Atb Expands Private Label Lines into Core Home Care Segments

Chart 28 - Analyst Insight for Home Care

Chart 29 - Company Shares 2025

Chart 30 - 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 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

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/polishes-in-ukraine/report.