



Bleach in Ukraine

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bleach Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bleach

INDUSTRY PERFORMANCE

Milam Boosts Sales with Multifunctionality Claims

Chart 2 - Milam Promotes Multifunctionality as Core Differentiating Feature

Affordability and Necessity Drive Bleach Sales

Multifunctionality Drives Growth and Consumer Trust

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

WHAT'S NEXT?

Consumers to Prioritise Affordability and Multifunctionality

Traditional Bleach to Remain Dominant

Eco-Friendly Alternatives to Emerge

Chart 5 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 6 - Analyst Insight for Bleach

Milam Maintains Dominance as Private Label Gains Traction

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets Drive Bleach Sales with Affordability and Accessibility

Retail E-Commerce Grows Slowly in Bleach Sales

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Bleach

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Bleach

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - 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 18 - 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 19 - Leading laundry care brands introduce mega packs for greater value and convenience

Category Performance Is Fuelled by Diverse Product Formats and Multifunctionality

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - 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 23 - Forecast Value Sales 2020-2030

Chart 24 - 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 25 - Domestos broadens multi-purpose cleaning line for comprehensive home hygiene

Atb Expands Private Label Lines into Core Home Care Segments

Chart 26 - Analyst Insight for Home Care

Chart 27 - Company Shares 2025

Chart 28 - 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 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Home Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Home Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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/bleach-in-ukraine/report.