



Euromonitor
International

Surface Care in Ukraine

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Surface Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Surface Care

INDUSTRY PERFORMANCE

Growing Demand for Affordable and Sustainable Cleaning Solutions

Private Label Expansion Challenges Multinational Brands with Affordable Alternatives

Chart 2 - Intense price pressure from private label

Eco-Friendly Products From Local Manufacturers Gain Popularity

Chart 3 - Biosphere Corp's environmentally friendly products are growing in popularity

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Prioritise Affordability and Sustainability

Multi-Purpose Cleaners Remain Dominant; Specialised Products Gain

Shifting Competitive Landscape and Emerging Trends

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Maintain Share Amidst Inflationary Pressures

Chart 9 - Analyst Insight for Surface Care

Convenience and Affordability Drive Product Innovation

Chart 10 - Pink's tubs dominate surface care

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Supermarkets Maintain Lead in Surface Care Distribution

Retail E-Commerce Emerges as Fastest Growing Channel

Convenience Retailers and E-Commerce Drive Modern Retail

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Surface Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Surface Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - 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 22 - 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 23 - Leading laundry care brands introduce mega packs for greater value and convenience

Category Performance Is Fuelled by Diverse Product Formats and Multifunctionality

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - 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 27 - Forecast Value Sales 2020-2030

Chart 28 - 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 29 - Domestos broadens multi-purpose cleaning line for comprehensive home hygiene

Atb Expands Private Label Lines into Core Home Care Segments

Chart 30 - Analyst Insight for Home Care

Chart 31 - Company Shares 2025

Chart 32 - 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 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Home Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Home Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - 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/surface-care-in-ukraine/report.