



Nappies/Diapers/Pants in Ukraine

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Eva.Ua Accelerates Private Label Share as Affordability Reshapes Buying Patterns

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Eva.Ua Accelerates Private Label Share as Affordability Reshapes Buying Patterns

Chart 2 - EVA.ua Claims Private label Contributes High Share of Nappy/Diaper Sales

Pampers and Huggies Boost Sales with Monthly Supplies of Mega Packs

Chart 3 - Rising Popularity of Monthly Supplies of Mega Packs

Libero Elevates Eco Credentials to Attract Sustainability-Focused Parents

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Private Label to Strengthen Position as Parents Prioritise Affordability and Value

E-Commerce and Mega Packs Will Reshape Purchasing Habits and Loyalty

Chart 7 - Analyst Insight for Nappies/Diapers/Pants

Nappies/Diapers to Retain Lead as Disposable Pants Stagnate Amid Shifting Demand

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Essity Gains Ground as Parents Shift to Value-Driven Brands

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Supermarkets Anchor Sales, Followed by Health and Beauty Specialists

Online Platforms Attract Families with Premium Options and Flexible Delivery

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Nappies/Diapers/Pants

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Nappies/Diapers/Pants

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Local Players Defend Share by Prioritising Affordability and Essentials

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Local Players Defend Share by Prioritising Affordability and Essentials

Chart 21 - Affordability Drives Demand for Basic, Value-Focused Tissue and Hygiene Products

Convenience Features Sustain Demand for Hygiene and Personal Care

Chart 22 - Convenience Drives Resilient Demand in Menstrual Care and Incontinence

Eva, Watsons and Rozetka Shift Sales Online with Value Bundles and Fast Delivery

Chart 23 - Value Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Bulk-Focused Local Brands to Extend Value Leadership through Digital Sales

Digital-First Shopping Habits Set to Reshape Competition and Pricing Dynamics

Chart 25 - Analyst Insight for Tissue and Hygiene

Normalised Hygiene Habits and Shrinking Population Will Define Demand Outlook

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble Loses Further Share to Local Players

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Appeal with Convenience Purchases of High-Frequency Items

Rozetka and Watsons Drive Digital Sales with Promotions and Delivery

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Tissue and Hygiene

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Tissue and Hygiene

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - 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/nappies-diapers-pants-in-ukraine/report.