

Company profile

KR BRANDS imports, certifies and distributes hand-picked skincare and haircare brands across Ukraine: to national beauty chains, pharmacies, marketplaces and independent stores, and through our own direct-to-consumer store KRKR® (krkr.com.ua).

Forbes Ukraine #2 importer of Korean cosmetics in Ukraine

Forbes Ukraine NEXT 250 · 2026

12+

years on the Ukrainian market, since 2014

18

exclusive brands in the portfolio

800+

wholesale partners since 2014

1,000+

offline stores reachable, depending on the brand

4M+

visits a year to krkr.com.ua

#2

importer of Korean cosmetics in Ukraine (Forbes Ukraine, 2026)

KR BRANDS is our B2B business: import and distribution of brands to retail partners across Ukraine. **KRKR®** is our registered trademark and our direct-to-consumer business: the online store krkr.com.ua. Contracts are signed by the Ukrainian legal entity KR BRANDS LLC (ТОВ «КР БРЕНДС»).

We started in 2014 as **KOREXPERT**, working directly with Korean manufacturers. In 2015 we signed our first exclusive contract, with Benton; today we are the exclusive distributor of **18 brands**.

In late 2017 we became one of the first two companies in the world to import Dr.Ceuracle outside Korea, and Needly's expansion beyond Korea started with its launch in Ukraine through us.



What we do for brands

Import and compliance

We import and clear the goods, act as the responsible person in Ukraine under the cosmetics technical regulation, handle notification and Ukrainian-language labelling. Retail partners buy from a Ukrainian VAT-registered company under a Ukrainian contract.

Distribution in every channel

National chains, pharmacies, marketplaces, beauty boutiques, clinics, online, Instagram and TikTok shops. Depending on the brand, we can place it in more than 1,000 offline stores.

Marketing and launches

Launch events, influencer seeding with 100+ creators, a 2,500+ member UGC community, national partnerships and the main beauty sponsorship of The Bachelor Ukraine.

Retail network

We distribute through every major channel in Ukraine, offline and online. Depending on the brand's category and positioning, we can place it in more than 1,000 offline stores.

- National beauty chains with shelf presence, testers and trained consultants
- The largest online marketplaces and e-commerce platforms
- Pharmacies and pharmacy chains
- Independent beauty boutiques and regional stores
- Cosmetology clinics and salons
- Online stores, Instagram and TikTok shops

Chains and platforms include



Brand protection

Only legal import. We sell only in the territory explicitly specified in the distribution agreement, protect the brand's trademark in Ukraine and work to the recommended retail prices agreed with the brand owner.

Own D2C retail: KRKR®

One of Ukraine's top-5 beauty e-retailers: 4M+ visits a year, 3,000+ SKUs, a 43% repeat purchase rate and 10,000+ product reviews. A new brand goes live within 5 days.

Trade marketing, education, data

Training for retail staff and wholesale buyers, brand trainers on site, shelf visibility, seasonal sets, joint campaigns with retailers and regular sell-out reporting.

Marketing reach

- Main beauty sponsor of The Bachelor Ukraine (STB), 2026; the season is also on Netflix in Ukraine
- Partner cashback in the apps of Ukraine's largest banks: monobank, PrivatBank, PUMB
- Branded cars and in-ride sampling with Uklon, Ukraine's largest ride-hailing service
- Loyalty programme integration with MEGOGO, Ukraine's leading streaming service
- Influencer seeding with 100+ creators, a 2,500+ member UGC community, InterCHARM twice a year

Co-developed bestsellers

Products initiated together with partner brands based on Ukrainian market feedback. Each sold more than 10,000 units in its first year.

- **Benton** Fermentation Eye Cream
- **Needly** Azelaic Acid 15 Glutathione Serum
- **Dr.Ceuracle** Azelaic 10 & Madeca Ampoule



Exclusive distribution (18 brands)



Official distribution:



Your contact for brand partnerships

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