



Market and Demand Research

Door Market Research in Ukraine for (Client)

Market: Ukraine

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How to Use This Report

In this report, you will find not just statistics, but a practical picture of the market:

- where demand is highest,
- how competitors behave,
- which channels customers come through,
- what is actually working, and where growth opportunities still remain today.

This report is designed as a practical document for evaluating the market, demand, and the competitive environment. It contains a concise analytical summary, key conclusions, and recommendations that can be used for marketing, product, and strategic decisions.

The main document is structured to make it easy to use for a quick understanding of the market situation. For this, it is enough to review the sections “Main Conclusion”, “Overall Market Landscape”, and “Conclusions and Recommendations”.

Detailed data is provided in separate appendices to the report.

The detailed semantic core with all queries, search volumes, and demand structure is provided in a separate appendix to the report.

The detailed social media trends analysis is provided in a separate appendix to the report.

The detailed competitor analysis is provided in a separate appendix to the report.

This format makes it possible to work separately with the main conclusions in the report itself and, when needed, move to the deeper data in the appendices.

Main Conclusion

The door market in Ukraine appears significantly stronger and more promising than it may seem at first glance. There is already strong established demand, active competition, and clearly visible segments in which users are not just generally interested in the topic, but are actively searching, comparing, and preparing to buy.

The question is no longer whether there is an opportunity here. The question is who will be able to turn this demand into a consistent flow of inquiries and sales — through stronger presentation, better service, and more precise work with the target audience.

The market looks promising for systematic growth, if approached not as “just another door seller,” but as a more convenient, clearer, and technologically stronger player.

The best results here come from combining strong SEO, a user-friendly digital service, high-quality product presentation, and fast consultation.

Research Scope, Methodology, and Sources

Within this research, the door market in Ukraine was analyzed across the main demand categories: entrance doors, interior doors, and hidden doors, as well as related directions connected with selection, purchase, installation, design, and accessories.

The research covers the entire territory of Ukraine, without focusing on specific cities, in order to show the overall picture of demand and the competitive environment at the national level.

The foundation of the research was the analysis of real search demand in Google. This made it possible to see what potential customers are actually searching for, which topics generate the strongest interest, how demand is distributed across different types of doors, and which related queries accompany the product selection process.

The report also includes an analysis of 10 key competitors. We assessed how much traffic their websites receive, where that traffic comes from, which audiences they target, how they are represented on social media, what digital audience they have already built, and how their websites, offers, and market positioning are structured.

A separate section is dedicated to social media trends. It examines which topics, formats, and messages around doors, renovation, interior design, and related solutions are currently attracting the most attention.

The research is based on open digital data sources: Google search queries, publicly available information from competitors' websites, and signals visible across social media. The report itself contains the key analytical summary and conclusions, while the detailed working materials are provided in the appendices.

The following appendices are provided separately with the report:

- a semantic core with search queries and demand structure;
- a competitor table with a comparative analysis of the key market players.

Google Demand Analysis

The analysis of search demand in Google shows that the door market in Ukraine has a high overall search volume. Search is dominated not only by broad category-level queries related to doors, but also by more specific searches connected with selection, pricing, purchase, installation, and individual types of solutions.

More than 500,000 searches per month across Ukraine.

The largest demand segments:

Interior doors — 161,800 searches/month

Entrance doors — 122,850 searches/month

Hidden doors — 7,070 searches/month

There is also visible demand for sliding systems and partitions — 16,940 searches/month, as well as for related services, hardware, and adjacent queries — 5,910 searches/month.

The demand structure is dominated both by broad category-level queries and by searches with already сформированный commercial intent. This means that users are not just generally interested in the topic of doors, but are already searching for specific types of solutions, materials, formats, and purchase options.

Top 10 most popular search queries:

1. interior doors — 49,500
2. interior door — 33,100
3. entrance doors — 14,800
4. doors — 12,100
5. entrance door — 9,900
6. accordion doors — 6,600
7. entrance doors for a house — 5,400
8. hidden doors — 5,400
9. uPVC doors — 5,400
10. plastic doors — 4,400

A few important takeaways:

- demand for interior doors is higher than for entrance doors, making this the largest segment;
- the query “hidden doors” already has a noticeable search volume, confirming a distinct interest in modern design-oriented solutions;
- the semantic core contains a strong layer of queries with commercial intent: queries including the word “buy” generate around 42,730 searches/month, while queries including “price” generate around 18,100 searches/month;
- this shows not only informational interest in the topic, but also direct commercial demand that can already be converted through a website, catalog, convenient product presentation, price calculation, and an online inquiry form.

The detailed semantic core with all queries, search volumes, and demand structure is provided in a separate appendix to the report.

Social Media Trends Analysis

The analysis of social media trends shows that the topic of doors performs best not as a standalone product, but as part of a broader context: renovation, interior design, space zoning, aesthetics, and practical solutions for the home.

The topics attracting the most attention are related to:

- modern interior design,
- hidden doors,
- sliding systems,
- minimalist solutions,
- the visual “before / after” effect,
- as well as practical topics such as the choice of materials, colors, hardware, and how doors fit into the overall style of the space.

It is also clear that on social media, content performs especially well when it:

- shows doors in a finished interior;
- provides visual comparison between different solutions;
- explains the difference between formats and materials;
- highlights not only functionality, but also appearance.

This means that communication should focus not only on the product itself, but also on visual presentation, design scenarios, usage examples, and ready-made solutions for the space.

The detailed trend analysis is provided in a separate appendix to the report.

Competitor Analysis

Overall Market Situation

Within this analysis, we focused on specialized market players.

Large construction hypermarkets and marketplaces were not included separately in the competitive benchmark, since they generate very high total traffic due to their broad product assortment, not doors alone.

For scale reference:

- **Epicentr** — around 17.5 million visits/month
- **Rozetka Build** — around 2 million visits/month

So, their presence in the digital space is very strong, but for assessing the niche door market itself, it is more accurate to focus on specialized competitors.

Overall interest in the broader construction and home improvement market is very high.

Overall Conclusion on Competitors

The market appears mature and competitive.

Most players already have:

- full online purchasing;
- a measurement appointment request;
- well-developed websites;
- active work with SEO and paid traffic.

This means that the basic digital standard in the market is already established, and simply “having a website” is not enough here.

User Behavior on Websites

Most competitors show low bounce rates, which suggests that users are not just landing on websites by accident, but are actually browsing them.

There is also a relatively high average visit duration, which is logical for this market: choosing doors often takes time and involves comparing models, materials, formats, and specifications.

Traffic Sources

Organic search dominates.

Competitors receive the largest share of their traffic through Google organic search, which means that SEO is one of the main drivers of sales and inquiries in this market.

Direct traffic is also noticeable.

This may indicate:

- a longer decision-making cycle;
- repeat visits from users;
- users returning to the website after their first introduction to the offer.

Social media generates a relatively small share of website traffic.

Even among those competitors who actively invest significant effort into social media, this channel does not appear to be a primary source of website traffic. At the same time, part of the sales or communication may take place directly within social media platforms.

Paid Traffic

It is distributed unevenly, but for many competitors it is already quite noticeable. When compared with session duration and bounce rate, it is clear that this is a working and effective channel, not just a supporting one.

Referral and email traffic play a secondary role for most competitors.

Traffic Geography

By country, the picture is as expected: Ukraine dominates.

This confirms that the main focus of competitors is the domestic market.

Social Media

On this market, social media works more as:

- brand trust support;
- visual demonstration of the product range;
- an additional communication channel.

In other words, social media is important, but it does not appear to be the main source of website traffic for driving sales.

Technical Website Solutions

Custom solutions dominate in this niche.

This is likely due to the complexity of the purchase process, where the user needs to choose many parameters: door type, dimensions, materials, colors, hardware, additional options, and more.

Because of this, a standard catalog is often not enough, and the market is moving toward more flexible selection and configuration tools.

Online Communication

Many competitors already have online chat in place.

However, none of the analyzed players use AI agents for consultation, product selection, or customer support.

This can become a separate point of competitive differentiation.

Baseline Market Standard

All key competitors already offer:

- online purchasing;
- a measurement appointment request.

This means that these features are no longer a competitive advantage, but a basic market standard.

Practical Conclusion

Competition in the Ukrainian door market is no longer chaotic, but systematic.

The main drivers of demand today are:

- SEO / organic search;
- direct repeat visits;
- paid traffic.

In this market, differentiation should not come from having basic functionality, but from:

- a more convenient selection process;
- higher-quality digital service;
- faster consultation;
- stronger work with SEO and commercial traffic.

The detailed competitor analysis is provided in a separate appendix to the report.

Overall Market Landscape

The door market in Ukraine appears established, active, and competitive.

Demand is high, the key segments are already clearly defined, and competition is driven not only by price, but also by ease of selection, speed of consultation, product presentation, and the overall quality of digital presence.

Demand Volume and Nature

The market shows high search activity — more than 500,000 searches per month across Ukraine. The strongest demand comes from interior doors and entrance doors, while there is also already visible and stable interest in hidden doors, sliding systems, and related solutions.

This means that the market is not concentrated in just one category, but is spread across several segments — from mass demand to more niche and design-oriented directions.

Demand Is Already Commercial

Within the search structure, we can see not only general interest in the topic, but also clear purchase intent. Users are searching for specific types of doors, prices, purchase options, installation, materials, and formats. The semantic core already contains a large share of queries with words like “buy” and “price”, which means that part of the audience is no longer at the awareness stage, but is already closer to placing an order.

The Market Is Segmented

Demand is distributed across several distinct segments:

- interior doors;
- entrance doors;
- hidden doors;
- sliding systems and partitions;
- related products, services, and hardware.

This creates opportunities to operate not only in the broad mass-market segment, but also in narrower niches with their own presentation, assortment, and positioning.

Competition Is Already Systematic

The market appears not chaotic, but well organized. Most competitors already have:

- full-featured websites;
- online purchasing;

- a measurement appointment request;
- SEO promotion;
- paid traffic;
- basic online communication tools.

This means that the baseline level of digital presence has already become the norm here. Simply entering the market with “just another website” is not enough.

Google Is the Main Market Channel

Competitors receive the largest share of their traffic through organic search in Google. This means that SEO is one of the main sources of inquiries and sales in this market. Direct traffic is also quite noticeable, which points to repeat visits and a longer decision-making cycle.

In other words, users do not choose doors impulsively — they come back, compare options, and make their decision gradually.

Social Media Is Important, but Not the Main Driver

On social media, the market works mainly through:

- visual presentation;
- interior design solutions;
- showing doors in finished spaces;
- topics related to renovation, style, and aesthetics.

However, as a source of website visits and direct digital traffic, social media does not yet dominate. Here, it plays a stronger role in building trust, creating visual impression, and supporting the brand.

The Market Is Already Adapted to Online Selection

User behavior on competitors' websites shows that the audience is ready to choose doors online. Low bounce rates and relatively long session durations indicate that people are genuinely browsing models, specifications, options, and offers.

This is an important signal: in this niche, a website is no longer just a business card, but a full-fledged tool for product selection and sales.

Product Complexity Affects the Market

Doors are not a simple “one-click” product. In many cases, the buyer needs to choose:

- door type;

- dimensions;
- materials;
- colors;
- hardware;
- additional parameters.

That is why the market is dominated by more flexible, often custom digital solutions, and the convenience of product selection becomes an important part of competitive advantage.

Large Players Also Put Pressure on the Market

Large construction hypermarkets and marketplaces should also be taken into account separately. They are not included in the main competitive benchmark because they operate with a multi-category assortment, but their influence in the overall digital landscape is very significant.

For scale reference:

- **Epicentr** — around 17.5 million visits per month;
- **Rozetka Build** — around 2 million visits per month.

This means that competition in the market takes place not only among niche players, but also against the backdrop of large universal platforms.

Practical Market Conclusion

The door market in Ukraine is large, active, and already fairly mature. It has stable demand, clearly defined segments, commercial intent in search behavior, and an established standard of digital presence.

The best opportunities in this market come not from simply being present, but from:

- a strong SEO structure;
- a convenient door selection process;
- high-quality product presentation;
- fast consultation;
- stronger work with commercial demand;
- modern online communication tools.

Market SWOT

Strengths

- high overall market demand;

- well-established large product segments;
- users are already ready to search for, choose, and order doors online;
- the market covers both mass-market and more niche segments;
- organic demand in Google provides a stable flow of potential customers.

Weaknesses

- high competition in the main categories;
- basic digital functionality has already become the norm and no longer creates an advantage by itself;
- the product selection process is complex, with many parameters, materials, and configurations;
- social media still performs weakly as a source of website visits for purchase intent;
- the market often lacks truly convenient and modern online selection tools.

Opportunities

- growth through SEO and capturing commercial demand in Google;
- the use of AI agents for consultation, product selection, sales, and customer support;
- separate positioning in niches such as hidden doors, sliding systems, and design-oriented solutions;
- stronger sales through better UX, faster consultation, and more convenient selection tools;
- brand strengthening through visual content, interior case examples, and ready-made solutions.

Threats

- pressure from strong niche competitors;
- additional competition from large hypermarkets and marketplaces;
- rising cost of paid traffic;
- difficulty of standing out in mass-market categories without clear positioning;
- a longer decision-making cycle, which means that part of the traffic does not convert quickly.

Conclusions and Recommendations

Main Conclusion

Competition here is active, but demand is broad and segmented enough to create opportunities not only in mass-market categories, but also in narrower niche segments.

What This Means for Business

This market offers room for entry and growth, but no longer through simple presence alone. What will actually work is not just having an offline store, website, or catalog, but the quality of presentation, ease of selection, strength of SEO, speed of consultation, and a clear offer for the customer.

Where the Greatest Potential Lies

The strongest demand is concentrated in the following segments:

- interior doors;
- entrance doors;
- hidden doors;
- sliding systems and partitions.

This means that the market offers room both for operating in broad categories and for distinct positioning in more modern and design-oriented segments.

Which Channel Offers the Greatest Opportunity

Google organic / SEO is the main demand-generation channel in this market.

Competitors receive the largest share of their traffic through organic search, which makes a strong SEO site structure, coverage of commercial queries, and the right page architecture critically important here.

What Matters Most for Sales

Users are already ready to choose and buy doors online, but the product itself is complex and requires explanation through online tools. In this market, online purchasing, a

measurement appointment request, basic digital presence, SEO and paid traffic, and online communication tools have already become the standard.

In other words, it is no longer easy to stand out through these features alone. Competitive advantage comes from better execution, not just from the presence of functions.

Where It Is Possible to Differentiate

The main points of differentiation from competitors are:

- stronger SEO work focused on commercial demand;
- better UX and product selection logic;
- stronger visual presentation of the assortment;
- faster and higher-quality consultation;
- the use of AI agents for convenient selection, consultation, sales, and customer support.