



**Euromonitor
International**

Baked Goods in Ukraine

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Baked goods show resilience with steady performance

INDUSTRY PERFORMANCE

Baked goods rebound with premiumisation and product innovations

Convenience goods come with a premium twist

Frozen baked goods expand with affordable premium lines

WHAT'S NEXT?

Packaged cakes and frozen baked goods have the strongest growth opportunities

Healthier bread novelties are booming

Future opportunities for frozen cakes driven by imported innovations

COMPETITIVE LANDSCAPE

Highly fragmented landscape led by Kyivkhib PAT

Balconi performs well combining convenience with everyday indulgence

CHANNELS

Supermarkets is a leading channel, while e-commerce is gaining share

CATEGORY DATA

Table 1 - Sales of Baked Goods by Category: Volume 2020-2025

Table 2 - Sales of Baked Goods by Category: Value 2020-2025

Table 3 - Sales of Baked Goods by Category: % Volume Growth 2020-2025

Table 4 - Sales of Baked Goods by Category: % Value Growth 2020-2025

Table 5 - Sales of Pastries by Type: % Value 2020-2025

Table 6 - NBO Company Shares of Baked Goods: % Value 2021-2025

Table 7 - LBN Brand Shares of Baked Goods: % Value 2022-2025

Table 8 - Distribution of Baked Goods by Format: % Value 2020-2025

Table 9 - Forecast Sales of Baked Goods by Category: Volume 2025-2030

Table 10 - Forecast Sales of Baked Goods by Category: Value 2025-2030

Table 11 - Forecast Sales of Baked Goods by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Baked Goods by Category: % Value Growth 2025-2030

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EXECUTIVE SUMMARY

Extreme price sensitivity in an uncertain climate

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Economic strife shapes demand patterns

Healthy lines remain important to consumers in staple foods

Strong patriotism and desire to buy local

WHAT'S NEXT?

Focus on price and affordability will stimulate volume sales

Ukraine's economy will determine the category's performance

Retail e-commerce has strong growth potential

COMPETITIVE LANDSCAPE

Fragmented landscape is led by local manufacturers

Success of Balconi highlights desire for everyday indulgence

Local manufacturers are supported by national cashback program

CHANNELS

Supermarkets grow share in difficult economic climate

Retail e-commerce enjoys growth from low base

Variety store Aurora expands the “one dollar store” format

MARKET DATA

Table 13 - Sales of Staple Foods by Category: Volume 2020-2025

Table 14 - Sales of Staple Foods by Category: Value 2020-2025

Table 15 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 16 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 18 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 21 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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