



Euromonitor
International

Packaging Industry in Ukraine

January 2026

Table of Contents

EXECUTIVE SUMMARY

Packaging in 2024: The big picture

2024 key trends

Pouches lead food packaging innovation

Sustainability gains momentum in non-alcoholic drinks packaging with rPET adoption and growth for aluminium cans

Metal beverage cans show faster growth than glass bottles in beer and wine

Biodegradable jars push sustainability in beauty and personal care packaging

HDPE bottles gain share in Ukraine in 2024, driven by consumer demand for durability

The 400g metal food can is popular for its convenience and product preservation

PACKAGING LEGISLATION

Ukraine strengthens pet food packaging legislation

Ukraine moves towards EU standards with new draft law on packaging

New law sets stricter safety standards for food packaging in Ukraine

RECYCLING AND THE ENVIRONMENT

Eco-friendly cartons drive dairy and plant-based dairy packaging sustainability in Ukraine

Pet food packaging embraces sustainability through EU-aligned materials and eco-friendly formats

Processed meat and seafood packaging shifts towards flexible and compostable solutions

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/packaging-industry-in-ukraine/report.