



**Euromonitor
International**

Soft Drinks in Ukraine

December 2025

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EXECUTIVE SUMMARY

Soft drinks continues to show recovery

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INDUSTRY PERFORMANCE

Weak economic conditions weigh on overall performance

Changing mindsets and purchasing behaviour impacts soft drinks

Health and ethical aspirations remain strong

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Challenging outlook with some grounds for optimism

New sugar tax will result in soft drink reformulations

Convenience stores and retail e-commerce to support sales

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Oskar Morshynsky ZMV TOV maintains its leading position

Slavutych PBK VAT gains ground in carbonates

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[Juice in Ukraine](#)

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INDUSTRY PERFORMANCE

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WHAT'S NEXT?

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[RTD Coffee in Ukraine](#)

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INDUSTRY PERFORMANCE

RTD coffee enjoys growth from low base
Growth is challenged by competition from foodservice and premium price points

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Numerous innovations from both local and imported players
Local brand Jaffa adds plant-based offering to new range

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RTD Tea in Ukraine

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Still RTD tea is the dominant choice

Kombucha develops well as a niche category

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Numerous craft kombucha novelties emerge

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COMPETITIVE LANDSCAPE

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Dynamic performance for energy drinks

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Regular energy drinks are the favoured choice

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Affordable brand Best Shot is gaining popularity
Implementation of sugar tax is expected from 2026

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[Sports Drinks in Ukraine](#)

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