



Euromonitor
International

Spirits in Ukraine

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2024 DEVELOPMENTS

Spirits shows best sales performance among alcoholic drinks

Natsionalna Gorilchana Kompaniya extends lead

Forecourt retailers rapidly develop in Spirits' sales

PROSPECTS AND OPPORTUNITIES

Imported spirits to perform well, but local vodka and brandy to dominate volumes

Craft distilleries expected to develop

Flavoured and non-alcoholic options to dominate innovation activity

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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On-trade vs off-trade split

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Legislation

Legal purchasing age and legal drinking age

Drink driving
Advertising
Smoking ban
Opening hours
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