



Energy Drinks in Ukraine

December 2025

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Energy Drinks in Ukraine - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Dynamic performance for energy drinks

INDUSTRY PERFORMANCE

Energy drinks enjoy dynamism driven by war-related factors

Regular energy drinks are the favoured choice

WHAT'S NEXT?

Future prospects remain positive for energy drinks in Ukraine

Affordable brand Best Shot is gaining popularity

Implementation of sugar tax is expected from 2026

COMPETITIVE LANDSCAPE

Local player Novi Produkty Group is the clear leader

Coca-Cola's Beverages Ukraine witnesses strong performance

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Vending sales are recovering in Ukraine

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Soft drinks continues to show recovery

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Weak economic conditions weigh on overall performance

Changing mindsets and purchasing behaviour impacts soft drinks

Health and ethical aspirations remain strong

WHAT'S NEXT?

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

COMPETITIVE LANDSCAPE

Oskar Morshynsky ZMV TOV maintains its leading position

Slavutych PBK VAT gains ground in carbonates

National Cashback program supports local manufacturers

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