



**Euromonitor
International**

Cooking Ingredients and Meals in Ukraine

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Cooking Ingredients and Meals in Ukraine

EXECUTIVE SUMMARY

Economic stabilisation and consumer adaptation define performance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health-conscious choices remain important despite economic pressure

Local origin and patriotism shape purchasing behaviour

Consumers value trust, quality, and simple enjoyment

WHAT'S NEXT?

Gradual recovery expected as stability improves

Brands to focus on affordability, relevance, and younger audiences

E-commerce and convenience channels to gain traction

COMPETITIVE LANDSCAPE

Nestlé strengthens leadership through local investment and resilience

Domestic producers expand reach through affordability and availability

Private label gains momentum amid affordability focus

CHANNELS

Supermarkets retain dominance amid shifting shopping behaviour

E-commerce expands as online shopping becomes mainstream

Variety stores like Aurora expand visibility for affordable products

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Soy oil posts the strongest value growth

WHAT'S NEXT?

Recovery and diversification expected to drive growth

Product innovation continues despite difficult conditions

Rapeseed oil development reflects local innovation capacity

COMPETITIVE LANDSCAPE

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INDUSTRY PERFORMANCE

Chilled ready meals show strongest momentum

Broader distribution and product diversity support category expansion

WHAT'S NEXT?

Retailer-driven innovation to shape future growth

Health and wellness remain a niche focus amid affordability concerns

Shelf-stable innovation and home cooking to continue influencing demand

COMPETITIVE LANDSCAPE

Try Vedmedi maintains leadership through familiarity and reach

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Home cooking, flavour diversification, and health shifts drive performance

INDUSTRY PERFORMANCE

Tomato-based and other sauces outperform amid evolving tastes

WHAT'S NEXT?

Market to mature with focus on health, flavour innovation, and clean labels

Innovation spotlight: better-for-you ketchup and yogurt-based sauces

COMPETITIVE LANDSCAPE

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KEY DATA FINDINGS

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Modest recovery as affordability and comfort drive demand

INDUSTRY PERFORMANCE

Some marginal positive volume dynamics, value sales are mostly driven by inflation.

Rising fruit prices increase production costs

WHAT'S NEXT?

Honey and natural spreads expected to support gradual recovery

Health and naturalness to remain key long-term drivers

Premiumisation through craft jams and format diversification

COMPETITIVE LANDSCAPE

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cooking-ingredients-and-meals-in-ukraine/report.