

## **Drinking Milk Products in Ukraine**

Market Direction | 2023-10-04 | 21 pages | Euromonitor

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### **Report description:**

When it comes to drinking milk products sales are dominated by cow's milk. Cow's milk has maintained relatively stable per capita consumption in Ukraine with it being a core basket product. The sharp drop in volume sales seen in 2022 was the result of lost territories and large numbers of consumers fleeing the country following Russia's invasion of Ukraine. Price increases are more limited within cow's milk as the government has regulated the retail mark-up on a number of basic goods due to the...

Euromonitor International's Drinking Milk Products in Ukraine report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Drinking Milk Products market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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