

Meals and Soups in Ukraine

Market Direction | 2023-11-22 | 22 pages | Euromonitor

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Report description:

Meals and soups recorded a relatively robust sales performance during 2023 as retail volume sales increased across all categories. This can be partly seen as the natural response to the dramatic decline seen in demand for meals and soups in the immediate aftermath of the Russian Federation's invasion of Ukraine during 2022 and partly as the result of consumers stocking up on products that can be prepared easily and quickly in the event of an emergency. With ongoing armed conflict presenting nume...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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reliable information resources to help drive informed strategic planning.

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Convenience and long shelf life remain major demand factors

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Need for convenience among the local population set to underpin rising demand

Innovation set to cater to the increasingly diverse tastes of local consumers

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