

Concentrates in Ukraine

Market Direction | 2023-12-21 | 28 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Demand for concentrates is very limited in Ukraine, although the category did see a return to growth in retail volume terms in 2023 with these products benefiting from their affordability. Concentrates are mainly consumed by price-sensitive older Ukrainians who have drunk them since Soviet times. Kisel - a traditional drink made from fruit, fruit juice and starch - is particularly popular. Younger consumers tend to perceive concentrates as old fashioned and unnatural, preferring other types of S...

Euromonitor International's Concentrates in Ukraine report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- * Get a detailed picture of the Concentrates 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Concentrates in Ukraine
Euromonitor International
December 2023

List Of Contents And Tables

CONCENTRATES IN UKRAINE

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low demand leads to limited investment in marketing and distribution although low prices help to boost sales in 2023

New product development continues to be seen despite limited demand

Products targeting sports and fitness enthusiasts showing promise

PROSPECTS AND OPPORTUNITIES

Bleak outlook for concentrates will players struggling to attract a younger audience

Iced coffee and health and wellness options offer potential areas for development

Players exploring new consumption occasions to trigger demand

CATEGORY DATA

Concentrates Conversions

Summary 1 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 2 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 3 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 4 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 5 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 6 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 7 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 8 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 9 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 10 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 11 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 12 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 13 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 14 □Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 15 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

SOFT DRINKS IN UKRAINE

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 16 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 20 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 21 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 22 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 23 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 24 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 25 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 26 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 27 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 28 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 29 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 30 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 31 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 32 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 33 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 34 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 35 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 36 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 37 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 38 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 39 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 40 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 41 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 42 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 43 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 44 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 45 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 46 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 47 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 48 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 49 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 50 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 51 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Ukraine

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Concentrates in Ukraine

Market Direction | 2023-12-21 | 28 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-26
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com