

## **Soft Drinks in Ukraine**

Market Direction | 2023-12-21 | 81 pages | Euromonitor

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### **Report description:**

Sales of soft drinks have been significantly impacted by Russia's war in Ukraine and soaring inflation. Besides the resulting decline in the population and the loss of territories, the market also faces other obstacles including consumers downtrading and looking to save money, including avoiding the purchase of non-essentials such as some soft drinks. The supply chain has also suffered as many factories, warehouses, and stores have been damaged since Russia's invasion. Players have been forced t...

Euromonitor International's Soft Drinks 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Soft Drinks 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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## PROSPECTS AND OPPORTUNITIES

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