

Carbonates in Ukraine

Market Direction | 2023-12-21 | 33 pages | Euromonitor

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Report description:

Sales of carbonates suffered heavy losses in 2022, although there were several factors that prevented heavier losses and which have helped to support a return to growth in 2023. First, sales were supported by the presence of the core target audience of young men, most of whom were unable to leave the country due to the war. As such, the category has suffered comparatively less due to the impact of forced migration. A nostalgia trend and high demand for retro flavours has also supported sales. Fo...

Euromonitor International's Carbonates 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: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

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

Why buy this report?

- * Get a detailed picture of the Carbonates 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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Euromonitor International
May 2024

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