

RTD Coffee in Ukraine

Market Direction | 2023-12-21 | 27 pages | Euromonitor

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Report description:

RTD coffee only started to gain a significant presence in Ukraine during the pandemic but after a bright start the category saw a steep decline in 2022 because of the impact of Russia's invasion on the supply chain and import issues. Leading retailer ATB-Market decreased the assortment of RTD coffee available in its outlets as it focused on other priorities, with more expensive brands such as Starbucks seeing decreased availability, while Maccoffee exited the market. After this setback the outlo...

Euromonitor International's RTD Coffee 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.

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

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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.

Table of Contents:

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List Of Contents And Tables

RTD COFFEE IN UKRAINE

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD coffee bounces back strongly in 2023

Competition heating up as new players enter the market

Consumers focusing on indulgence

PROSPECTS AND OPPORTUNITIES

RTD coffee set for dynamic growth as interest builds

Coffee appearing in other soft drinks as players look to add new novelties

Challenges remain to wider acceptance of RTD coffee

CATEGORY DATA

Table 1 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 2 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 3 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 4 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 9 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 11 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of RTD Coffee: % 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 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27	NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023
Table 28	LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023
Table 29	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023
Table 30	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023
Table 31	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 32	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 33	NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 34	LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 35	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 36	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 37	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 38	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 39	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 40	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 41	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 42	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 43	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 44	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 45	Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 46	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 47	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 48	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Ukraine

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SOURCES

Summary 1 Research Sources

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