

## **Savoury Snacks in Ukraine**

Market Direction | 2024-07-05 | 22 pages | Euromonitor

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### **Report description:**

Savoury snacks is seeing major players work to gain back lost share in Ukraine in 2024. In potato chips, PepsiCo and Mondelez are invested in deep discounting and other attractive price promotions through modern distribution channels. In bread chips, Khрумteam from PepsiCo has been rebranded and returned to store shelves. Local manufacturer Snack Production, meanwhile, is focusing on more sophisticated tastes in bread chips to attract wine lovers, such as truffle, camembert, and seafood cocktail...

Euromonitor International's Savoury Snacks 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

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

### **Why buy this report?**

- \* Get a detailed picture of the Savoury Snacks 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
July 2024

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