

Dairy Products and Alternatives in Ukraine

Market Direction | 2024-08-20 | 71 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

Report description:

Sales of dairy have continued on the path to recovery in retail volume terms in 2024, although they still remain well-below levels seen prior to Russia's invasion of Ukraine. Sales are being driven increased economic stability, people and businesses adapting to the situation, and some people returning to the country. Additionally, sales are also being boosted by lower inflation, the return of price promotions, private label developments, and an increase in the number of retail outlets. Tradition...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- * Get a detailed picture of the Dairy Products and Alternatives 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Dairy Products and Alternatives in Ukraine
Euromonitor International
August 2024

List Of Contents And Tables

DAIRY PRODUCTS AND ALTERNATIVES IN UKRAINE

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
Table 5 Penetration of Private Label by Category: % Value 2019-2024
Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

BABY FOOD IN UKRAINE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Baby food sales struggle to recover due to Russia's ongoing war in Ukraine
Necessity products remain in demand but price sensitivity and access to humanitarian aid limits growth in some categories
Local players remain in the driving seat thanks to lower costs

PROSPECTS AND OPPORTUNITIES

Ongoing recovery predicted but challenges and obstacles remain
Consumers likely to continue exercising caution in their spending behaviour with a strong focus on value
Health and convenience likely to be key drivers behind the growth and development of baby food

CATEGORY DATA

Table 9 Sales of Baby Food by Category: Volume 2019-2024
Table 10 Sales of Baby Food by Category: Value 2019-2024
Table 11 Sales of Baby Food by Category: % Volume Growth 2019-2024
Table 12 Sales of Baby Food by Category: % Value Growth 2019-2024
Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2019-2024
Table 14 NBO Company Shares of Baby Food: % Value 2020-2024
Table 15 LBN Brand Shares of Baby Food: % Value 2021-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 16 Distribution of Baby Food by Format: % Value 2019-2024

Table 17 Forecast Sales of Baby Food by Category: Volume 2024-2029

Table 18 □Forecast Sales of Baby Food by Category: Value 2024-2029

Table 19 □Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029

Table 20 □Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

BUTTER AND SPREADS IN UKRAINE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Butter and spreads seeing strong recovery while local producers benefit from extension of duty-free exports to the EU

Butter options expand as players look to tackle category maturity

Private label the big winner in 2024 as consumers remain price sensitive

PROSPECTS AND OPPORTUNITIES

Health and wellness trend likely to inform demand and new product development in butter and spreads

Players expected to experiment with different pack sizes to offer the best value to the consumer

Margarine and spreads could benefit from the entry of healthier options

CATEGORY DATA

Table 21 Sales of Butter and Spreads by Category: Volume 2019-2024

Table 22 Sales of Butter and Spreads by Category: Value 2019-2024

Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2019-2024

Table 24 Sales of Butter and Spreads by Category: % Value Growth 2019-2024

Table 25 NBO Company Shares of Butter and Spreads: % Value 2020-2024

Table 26 LBN Brand Shares of Butter and Spreads: % Value 2021-2024

Table 27 Distribution of Butter and Spreads by Format: % Value 2019-2024

Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2024-2029

Table 29 Forecast Sales of Butter and Spreads by Category: Value 2024-2029

Table 30 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029

Table 31 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

CHEESE IN UKRAINE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cheese sales continue to recover being backed by price promotions

Price sensitivity continues to influence demand for cheese

Local players continue to lead cheese

PROSPECTS AND OPPORTUNITIES

Cheap imports expected to put pressure on local manufacturers

Middle classes expected to fuel demand for local craft/artisan cheese

New consumption occasions could offer growth opportunities while soft cheese set to benefit from its affordable and natural positioning

CATEGORY DATA

Table 32 Sales of Cheese by Category: Volume 2019-2024

Table 33 Sales of Cheese by Category: Value 2019-2024

Table 34 Sales of Cheese by Category: % Volume Growth 2019-2024

Table 35 Sales of Cheese by Category: % Value Growth 2019-2024

Table 36 Sales of Spreadable Cheese by Type: % Value 2019-2024

Table 37 Sales of Soft Cheese by Type: % Value 2019-2024

Table 38 Sales of Hard Cheese by Type: % Value 2019-2024

Table 39 NBO Company Shares of Cheese: % Value 2020-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 40 LBN Brand Shares of Cheese: % Value 2021-2024

Table 41 □Distribution of Cheese by Format: % Value 2019-2024

Table 42 □Forecast Sales of Cheese by Category: Volume 2024-2029

Table 43 □Forecast Sales of Cheese by Category: Value 2024-2029

Table 44 □Forecast Sales of Cheese by Category: % Volume Growth 2024-2029

Table 45 □Forecast Sales of Cheese by Category: % Value Growth 2024-2029

DRINKING MILK PRODUCTS IN UKRAINE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of cow's milk benefit from government price controls and a drop in informal sales

Shelf stable milk becomes more relevant as consumers respond to the challenges presented by Russia's war

Flavoured milk drinks on the slow path to recovery after seeing heavy losses

PROSPECTS AND OPPORTUNITIES

Smaller households creating demand for smaller pack sizes

Lactose free milk set to thrive as consumers become more aware of food intolerances

Local investment expected in local milk production

CATEGORY DATA

Table 46 Sales of Drinking Milk Products by Category: Volume 2019-2024

Table 47 Sales of Drinking Milk Products by Category: Value 2019-2024

Table 48 Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024

Table 49 Sales of Drinking Milk Products by Category: % Value Growth 2019-2024

Table 50 NBO Company Shares of Drinking Milk Products: % Value 2020-2024

Table 51 LBN Brand Shares of Drinking Milk Products: % Value 2021-2024

Table 52 Distribution of Drinking Milk Products by Format: % Value 2019-2024

Table 53 Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029

Table 54 Forecast Sales of Drinking Milk Products by Category: Value 2024-2029

Table 55 □Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029

Table 56 □Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

YOGHURT AND SOUR MILK PRODUCTS IN UKRAINE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Yoghurt and sour milk products on the path to recovery

Players launch new flavours to bring some joy into consumers' lives

Drinking yoghurt benefiting from investment in new product development

PROSPECTS AND OPPORTUNITIES

Plain yoghurt set to benefit from increasing focus on healthy eating

Local players look to present a modern and youthful image for their brands

Healthier options have room to develop but economic pressures could limit growth opportunities

CATEGORY DATA

Table 57 Sales of Yoghurt and Sour Milk Products by Category: Volume 2019-2024

Table 58 Sales of Yoghurt and Sour Milk Products by Category: Value 2019-2024

Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2019-2024

Table 60 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2019-2024

Table 61 Sales of Flavoured Yoghurt by Flavour: Rankings 2019-2024

Table 62 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2020-2024

Table 63 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2021-2024

Table 64 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2019-2024

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 65 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2024-2029

Table 66 □Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2024-2029

Table 67 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2024-2029

OTHER DAIRY IN UKRAINE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of other dairy benefit from consumers shifting away from informal sales

Cream sales rise to the top as consumers get a taste for home cooking

Chilled snacks looking to find a new audience through the positioning of these products as an affordable indulgence

PROSPECTS AND OPPORTUNITIES

A longer shelf life likely to be a key selling point in some categories

Savoury options could bring new novelty to fromage frais and quark

Condensed milk should benefit from long shelf life

CATEGORY DATA

Table 69 Sales of Other Dairy by Category: Volume 2019-2024

Table 70 Sales of Other Dairy by Category: Value 2019-2024

Table 71 Sales of Other Dairy by Category: % Volume Growth 2019-2024

Table 72 Sales of Other Dairy by Category: % Value Growth 2019-2024

Table 73 Sales of Cream by Type: % Value 2019-2024

Table 74 NBO Company Shares of Other Dairy: % Value 2020-2024

Table 75 LBN Brand Shares of Other Dairy: % Value 2021-2024

Table 76 Distribution of Other Dairy by Format: % Value 2019-2024

Table 77 Forecast Sales of Other Dairy by Category: Volume 2024-2029

Table 78 □Forecast Sales of Other Dairy by Category: Value 2024-2029

Table 79 □Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029

Table 80 □Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

PLANT-BASED DAIRY IN UKRAINE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Plant-based milk continues on an upward trajectory but high prices remain an obstacle to wider acceptance and growth

Local players looking to challenge Alpro's dominance

Interest in plant-based cheese and yoghurt remains at the nascent stage

PROSPECTS AND OPPORTUNITIES

Despite strong growth prospects demand for plant-based dairy will likely remain limited over the forecast period

High prices and more pressing concerns set to limit interest in plant-based dairy

Smaller pack sizes offer potential, while interest in plant-based yoghurt grows

CATEGORY DATA

Table 81 Sales of Plant-Based Dairy by Category: Value 2019-2024

Table 82 Sales of Plant-Based Dairy by Category: % Value Growth 2019-2024

Table 83 Sales of Other Plant-Based Milk by Type: % Value 2021-2024

Table 84 NBO Company Shares of Plant-Based Dairy: % Value 2020-2024

Table 85 LBN Brand Shares of Plant-Based Dairy: % Value 2021-2024

Table 86 Distribution of Plant-Based Dairy by Format: % Value 2019-2024

Table 87 Forecast Sales of Plant-Based Dairy by Category: Value 2024-2029

Table 88 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Dairy Products and Alternatives in Ukraine

Market Direction | 2024-08-20 | 71 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	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		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	<input type="text" value="2026-02-09"/>
		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