

Sweet Spreads in Ukraine

Market Direction | 2024-10-28 | 21 pages | Euromonitor

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Report description:

In 2023, retail value sales of sweet spread was 12%, bolstered by rising prices as retail volume growth was 4%. Jams and preserves saw the lowest volume growth, facing challenges as consumers have improved availability of fresh produce during the cold season. As such, jams and preserves are facing competition from homemade alternatives as consumers increasingly look to save money and opt for more affordable options. Consequently, as people seek cost-effective solutions, making their own preserve...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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

Why buy this report?

- * Get a detailed picture of the Sweet Spreads 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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reliable information resources to help drive informed strategic planning.

Table of Contents:

Sweet Spreads in Ukraine
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List Of Contents And Tables

SWEET SPREADS IN UKRAINE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of jams and preserves face pressure from the home cooking trend
Rising prices challenge sales of honey, which is increasingly considered a health product
Chocolate spreads record a strong performance, supported by major players' price promotions

PROSPECTS AND OPPORTUNITIES

Packaged honey faces challenges as homemade, artisanal products become popular
Potential for nut and seed-based spreads as health trends rise and pack sizes reduce
Craft jam has potential to expand, often sold alongside favoured cheese products

CATEGORY DATA

- Table 1 Sales of Sweet Spreads by Category: Volume 2019-2024
- Table 2 Sales of Sweet Spreads by Category: Value 2019-2024
- Table 3 Sales of Sweet Spreads by Category: % Volume Growth 2019-2024
- Table 4 Sales of Sweet Spreads by Category: % Value Growth 2019-2024
- Table 5 Sales of Jams and Preserves by Leading Flavours: Rankings 2019-2024
- Table 6 NBO Company Shares of Sweet Spreads: % Value 2020-2024
- Table 7 LBN Brand Shares of Sweet Spreads: % Value 2021-2024
- Table 8 Distribution of Sweet Spreads by Format: % Value 2019-2024
- Table 9 Forecast Sales of Sweet Spreads by Category: Volume 2024-2029
- Table 10 □Forecast Sales of Sweet Spreads by Category: Value 2024-2029
- Table 11 □Forecast Sales of Sweet Spreads by Category: % Volume Growth 2024-2029
- Table 12 □Forecast Sales of Sweet Spreads by Category: % Value Growth 2024-2029

COOKING INGREDIENTS AND MEALS IN UKRAINE

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for cooking ingredients and meals?

MARKET DATA

- Table 13 Sales of Cooking Ingredients and Meals by Category: Volume 2019-2024
- Table 14 Sales of Cooking Ingredients and Meals by Category: Value 2019-2024
- Table 15 Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2019-2024
- Table 16 Sales of Cooking Ingredients and Meals by Category: % Value Growth 2019-2024
- Table 17 NBO Company Shares of Cooking Ingredients and Meals: % Value 2020-2024
- Table 18 LBN Brand Shares of Cooking Ingredients and Meals: % Value 2021-2024

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Table 19 Penetration of Private Label by Category: % Value 2019-2024

Table 20 Distribution of Cooking Ingredients and Meals by Format: % Value 2019-2024

Table 21 Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2024-2029

Table 22 □Forecast Sales of Cooking Ingredients and Meals by Category: Value 2024-2029

Table 23 □Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

Sweet Spreads in Ukraine

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