

RTD Coffee in Ukraine

Market Direction | 2024-12-17 | 28 pages | Euromonitor

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Report description:

The RTD coffee category in Ukraine continued to record a robust sales performance in 2024, expanding from a low base and driven by innovations, new entrants, and strong marketing efforts. Brands are increasingly focusing on broadening their distribution networks, particularly in modern trade channels, which ensures better accessibility to urban consumers and those on the move, such as drivers at forecourt retailers. Among the best-sellers are milky flavours like Cappuccino and Latte, which have...

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 (2019-2023), 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 2028 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.

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