



Euromonitor  
International

# Cafés/Bars in Ukraine

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Table of Contents

## Cafés/Bars in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Value, flexibility, and niche concepts shape Ukraine's cafés/bars

#### INDUSTRY PERFORMANCE

Inflation-driven growth masks underlying pressure in Ukraine's cafés/bars

Shifting consumer habits support growth across cafés/bars and hybrid formats

Economy-format bar concepts gain traction as value becomes paramount

#### WHAT'S NEXT?

Evolving consumer preferences and flexible formats are set to support value growth

Delivery, takeaway and gradual dine-in recovery to shape future channel dynamics

AI-driven innovation is set to rise within Ukrainian coffee shops

#### COMPETITIVE LANDSCAPE

Borysov Gastrofamily strengthens its leadership through a strategic focus on affordable formats

Pyana Vyshnya exemplifies successful scaling of a culturally distinctive mono-product concept

Cafés/bars in Ukraine is driven by independents and niche concepts

#### CATEGORY DATA

Table 1 - Cafés/Bars by Category: Units/Outlets 2020-2025

Table 2 - Sales in Cafés/Bars by Category: Number of Transactions 2020-2025

Table 3 - Sales in Cafés/Bars by Category: Foodservice Value 2020-2025

Table 4 - Cafés/Bars by Category: % Units/Outlets Growth 2020-2025

Table 5 - Sales in Cafés/Bars by Category: % Transaction Growth 2020-2025

Table 6 - Sales in Cafés/Bars by Category: % Foodservice Value Growth 2020-2025

Table 7 - GBO Company Shares in Chained Cafés/Bars: % Foodservice Value 2021-2025

Table 8 - GBN Brand Shares in Chained Cafés/Bars: % Foodservice Value 2022-2025

Table 9 - Forecast Cafés/Bars by Category: Units/Outlets 2025-2030

Table 10 - Forecast Sales in Cafés/Bars by Category: Number of Transactions 2025-2030

Table 11 - Forecast Sales in Cafés/Bars by Category: Foodservice Value 2025-2030

Table 12 - Forecast Cafés/Bars by Category: % Units/Outlets Growth 2025-2030

Table 13 - Forecast Sales in Cafés/Bars by Category: % Transaction Growth 2025-2030

Table 14 - Forecast Sales in Cafés/Bars by Category: % Foodservice Value Growth 2025-2030

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## Consumer Foodservice in Ukraine - Industry Overview

### EXECUTIVE SUMMARY

Ukraine's consumer foodservice sustains growth through resilience and adaptation

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Consumer foodservice sustains value growth despite declining footfall

Delivery and takeaway reinforce their role as structural growth channels

Consumer pragmatism drives value-focused strategies and digital engagement

#### WHAT'S NEXT?

Consumer foodservice sales in Ukraine are set for sustained growth during market adaptation

Innovation in automation and virtual dining are set to address labour challenges

Sustainability is set to gain momentum as a key trend in consumer foodservice

## COMPETITIVE LANDSCAPE

Leading brands sustain top positions through scale, innovation, and diversification

Chin Chin drives the dynamic expansion of Asian cuisine across Ukraine

Notable openings highlight innovation in convenience, plant-based and virtual dining

## CHANNELS

Chained operators show resilience while independents lead full-service restaurants

## MARKET DATA

Table 15 - Units, Transactions and Value Sales in Consumer Foodservice 2020-2025

Table 16 - Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2020-2025

Table 17 - Consumer Foodservice by Independent vs Chained by Type: Units/Outlets 2025

Table 18 - Consumer Foodservice by Independent vs Chained: % Foodservice Value 2020-2025

Table 19 - Sales in Consumer Foodservice by Food vs Drink Split: % Foodservice Value 2020-2025

Table 20 - Sales in Consumer Foodservice by Food vs Drink Split by Type: % Foodservice Value 2025

Table 21 - Sales in Consumer Foodservice by Location: % Foodservice Value 2020-2025

Table 22 - Sales in Consumer Foodservice by Fulfillment: % Foodservice Value 2020-2025

Table 23 - GBO Company Shares in Chained Consumer Foodservice: % Foodservice Value 2021-2025

Table 24 - GBN Brand Shares in Chained Consumer Foodservice: % Foodservice Value 2022-2025

Table 25 - GBN Brand Shares in Chained Consumer Foodservice: Units/Outlets 2025

Table 26 - Forecast Units, Transactions and Value Sales in Consumer Foodservice 2025-2030

Table 27 - Forecast Units, Transactions and Value Sales in Consumer Foodservice: % Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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