



**Euromonitor  
International**

# Baked Goods in Ukraine

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Baked goods show resilience with steady performance

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Baked goods rebound with premiumisation and product innovations

Convenience goods come with a premium twist

Frozen baked goods expand with affordable premium lines

### WHAT'S NEXT?

Packaged cakes and frozen baked goods have the strongest growth opportunities

Healthier bread novelties are booming

Future opportunities for frozen cakes driven by imported innovations

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Highly fragmented landscape led by Kyivkhib PAT

Balconi performs well combining convenience with everyday indulgence

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## KEY DATA FINDINGS

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Economic strife shapes demand patterns

Healthy lines remain important to consumers in staple foods

Strong patriotism and desire to buy local

### WHAT'S NEXT?

Focus on price and affordability will stimulate volume sales

Ukraine's economy will determine the category's performance

Retail e-commerce has strong growth potential

## COMPETITIVE LANDSCAPE

Fragmented landscape is led by local manufacturers

Success of Balconi highlights desire for everyday indulgence

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baked-goods-in-ukraine/report](https://www.euromonitor.com/baked-goods-in-ukraine/report).