



Euromonitor  
International

# RTD Coffee in Ukraine

December 2025

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## RTD Coffee in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

RTD coffee emerges from a low base

#### INDUSTRY PERFORMANCE

RTD coffee enjoys growth from low base

Growth is challenged by competition from foodservice and premium price points

#### WHAT'S NEXT?

RTD coffee is still in high-growth phase of development

Numerous innovations from both local and imported players

Local brand Jaffa adds plant-based offering to new range

#### COMPETITIVE LANDSCAPE

Jacobs is both leading and most dynamic company in the industry

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Small local grocers hold a slim lead in distribution of RTD coffee

Forecourt retailers confirm position as key channel

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Soft drinks continues to show recovery

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Weak economic conditions weigh on overall performance

Changing mindsets and purchasing behaviour impacts soft drinks

Health and ethical aspirations remain strong

#### WHAT'S NEXT?

Challenging outlook with some grounds for optimism

New sugar tax will result in soft drink reformulations

Convenience stores and retail e-commerce to support sales

## COMPETITIVE LANDSCAPE

Oskar Morshynsky ZMV TOV maintains its leading position

Slavutych PBK VAT gains ground in carbonates

National Cashback program supports local manufacturers

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