



Euromonitor
International

Yoghurt and Sour Milk Products in Ukraine

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Yoghurt and Sour Milk Products in Ukraine - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation supports double-digit growth in yogurt and sour milk products
Yagotynsky Maslozavod strengthens its leading position as Ehrmann impresses with imported yoghurts
Retail e-commerce gains ground, however, supermarkets retain its lead

PROSPECTS AND OPPORTUNITIES

Volume growth is set to be driven by health trends and evolving consumption habits
Innovation is set to focus on fortified and functional products across the forecast period
Local brands are set to adopt youth-oriented marketing to drive engagement and sales growth

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DISCLAIMER

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