



**Euromonitor
International**

Breakfast Cereals in Ukraine

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Breakfast Cereals in Ukraine - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Modest volume growth for breakfast cereals despite high inflation

INDUSTRY PERFORMANCE

Breakfast cereals taps into health and convenience trends

Muesli and granola enjoys growth from targeting younger generations

WHAT'S NEXT?

Continued transition from traditional cereals to ready-to-eat formats

Brands focus on healthy lifestyles to stay relevant

COMPETITIVE LANDSCAPE

Nestlé-Ukraine leads with key brands Nesquik and Fitness

Consumers are warming to affordable premium brands

CHANNELS

Supermarkets is the dominant channel

Variety stores are making their mark

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Staple Foods in Ukraine - Industry Overview

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Extreme price sensitivity in an uncertain climate

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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

Local manufacturers are supported by national cashback program

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Retail e-commerce enjoys growth from low base

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