



Euromonitor
International

Tea in Ukraine

December 2025

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Tea in Ukraine - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumer preferences evolve as overall volumes stagnate

INDUSTRY PERFORMANCE

High inflation ensures significant value growth

Health-awareness drives consumption of green tea

WHAT'S NEXT?

Younger demographics rethink tea consumption

Bright herbal & fruit novelties from leading brand Lovage

Instant tea innovations are expected to gain traction

COMPETITIVE LANDSCAPE

Local player Monomakh solidifies its lead in RTD tea

Jacobs Ukraina PJSC gains volume share

CHANNELS

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Health and beauty specialists register strong growth

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Hot Drinks in Ukraine - Industry Overview

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Limited growth in challenging economy

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Hot drinks category faces another challenging year

Health and wellness exerts stronger influence on hot drinks

Premium and craft hot beverages are gaining traction

WHAT'S NEXT?

Stable performance for hot drinks

Players will need balance higher costs with consumer need for affordability

COMPETITIVE LANDSCAPE

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