



# Juice in Ukraine

December 2025

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Juice faces ongoing challenges amid higher prices

### INDUSTRY PERFORMANCE

Volumes decline amid sustained price increases

100% juice shows resilience among affluent consumer groups

### WHAT'S NEXT?

Limited volume growth is predicted as challenges persist

Leading players will bring innovations to the market

Jaffa 100% vegetable mix launches from Vitmark-Ukraine SP TOV

### COMPETITIVE LANDSCAPE

Vitmark-Ukraine SP TOV remains undisputed leader

Strong performance is enjoyed by Ekosfera TOV

### CHANNELS

Supermarkets secures position as leading channel

Convenience stores make strong progress

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[Soft Drinks in Ukraine - Industry Overview](#)

## EXECUTIVE SUMMARY

Soft drinks continues to show recovery

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

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

## CHANNELS

Supermarkets are primary channel for soft drinks

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