



Sports Drinks in Ukraine

December 2025

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Sports Drinks in Ukraine - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Steady growth from a low base

INDUSTRY PERFORMANCE

Sports drinks faces slower volume growth

Reduced-sugar variants are limited for the time being

WHAT'S NEXT?

Sports drinks face solid growth prospects

Locally produced isotonic drinks are making an appearance

Zero sugar options likely to gain mass-market appeal

COMPETITIVE LANDSCAPE

4Move imported by SV-Dnipro TOV dominates share with strong performance

CHANNELS

Supermarkets is dominant channel for sports drinks

Retail e-commerce extends its strong share of sales

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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

CHANNELS

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Retail e-commerce and variety stores are reshaping distribution

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