



Euromonitor
International

Wine in Ukraine

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall weak wine recovery, driven by affordable non-grape wine
Carlsberg enters Nnon-grape wine with apple/cider-based Dolcelini
E-commerce is the most dynamic channel in wine

PROSPECTS AND OPPORTUNITIES

Mass-market wine will become less affordable
Demand for flavoured alcoholic drinks will extend into wine
Carton-packed novelties to drive economy segment of still wine

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Alcoholic Drinks in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

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DISCLAIMER

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