



Euromonitor
International

Sweet Biscuits, Snack Bars and Fruit Snacks in Ukraine

July 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Solid sales seen in 2025

Private label expands further while Roshen continues to lead

Supermarkets leads distribution, while vending rises rapidly from low base

PROSPECTS AND OPPORTUNITIES

Chocolate coated biscuits set to drive future growth

New dessert biscuit from Roshen caters to demand for convenience

Snack bars and fruit snacks to see greater prevalence of health and wellness variants

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DISCLAIMER

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