



Euromonitor
International

Edible Oils in Ukraine

November 2025

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Edible Oils in Ukraine - Category analysis

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2025 DEVELOPMENTS

Price volatility and limited supply shape performance

INDUSTRY PERFORMANCE

Sunflower oil remains dominant amid weaker harvests

Soy oil posts the strongest value growth

WHAT'S NEXT?

Recovery and diversification expected to drive growth

Product innovation continues despite difficult conditions

Rapeseed oil development reflects local innovation capacity

COMPETITIVE LANDSCAPE

Domestic agricultural groups dominate production and exports

Oleina remains a trusted market leader

CHANNELS

Supermarkets dominate, supported by convenience and price activity

E-commerce expands through convenience and price transparency

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Economic stabilisation and consumer adaptation define performance

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INDUSTRY PERFORMANCE

Health-conscious choices remain important despite economic pressure

Local origin and patriotism shape purchasing behaviour

Consumers value trust, quality, and simple enjoyment

WHAT'S NEXT?

Gradual recovery expected as stability improves

Brands to focus on affordability, relevance, and younger audiences

E-commerce and convenience channels to gain traction

COMPETITIVE LANDSCAPE

Nestlé strengthens leadership through local investment and resilience

Domestic producers expand reach through affordability and availability

Private label gains momentum amid affordability focus

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Supermarkets retain dominance amid shifting shopping behaviour

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