



# Edible Oils in Ukraine

November 2025

Table of Contents

## Edible Oils in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 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

#### CATEGORY DATA

Table 1 - Sales of Edible Oils by Category: Volume 2020-2025

Table 2 - Sales of Edible Oils by Category: Value 2020-2025

Table 3 - Sales of Edible Oils by Category: % Volume Growth 2020-2025

Table 4 - Sales of Edible Oils by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Edible Oils: % Value 2021-2025

Table 6 - LBN Brand Shares of Edible Oils: % Value 2022-2025

Table 7 - Distribution of Edible Oils by Format: % Value 2020-2025

Table 8 - Forecast Sales of Edible Oils by Category: Volume 2025-2030

Table 9 - Forecast Sales of Edible Oils by Category: Value 2025-2030

Table 10 - Forecast Sales of Edible Oils by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Edible Oils by Category: % Value Growth 2025-2030

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## Cooking Ingredients and Meals in Ukraine - Industry Overview

### EXECUTIVE SUMMARY

Economic stabilisation and consumer adaptation define performance

### KEY DATA FINDINGS

#### 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

## CHANNELS

Supermarkets retain dominance amid shifting shopping behaviour

E-commerce expands as online shopping becomes mainstream

Variety stores like Avrora expand visibility for affordable products

## MARKET DATA

Table 12 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 13 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 17 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 20 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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