



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Ukraine

November 2025

Processed Meat, Seafood and Alternatives To Meat in Ukraine - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand remains steady despite soaring inflation

INDUSTRY PERFORMANCE

Consumption remains resilient as inflation spikes again

Chilled processed red meat benefits as consumers move away from fresh products

WHAT'S NEXT?

Meat alternatives is set to grow from low base

Meat-free products will mimic "regular" assortments

Processed seafood will be driven by health, convenience and some premiumisation

COMPETITIVE LANDSCAPE

Seafood leader Akvamarin invests to modernise its manufacturing plants

Hamé Uk Tade TV enjoys strong growth in shelf-stable processed poultry

CHANNELS

Supermarkets provide access to shelf-stable, frozen and chilled options

Retail e-commerce is gaining ground

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2020-2025

Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2020-2025

Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2020-2025

Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2020-2025

Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2025

Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2022-2025

Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2020-2025

Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2025-2030

Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2025-2030

COUNTRY REPORTS DISCLAIMER

Staple Foods in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Extreme price sensitivity in an uncertain climate

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Economic strife shapes demand patterns

Healthy lines remain important to consumers in staple foods

Strong patriotism and desire to buy local

WHAT'S NEXT?

Focus on price and affordability will stimulate volume sales
Ukraine's economy will determine the category's performance
Retail e-commerce has strong growth potential

COMPETITIVE LANDSCAPE

Fragmented landscape is led by local manufacturers
Success of Balconi highlights desire for everyday indulgence
Local manufacturers are supported by national cashback program

CHANNELS

Supermarkets grow share in difficult economic climate
Retail e-commerce enjoys growth from low base
Variety store Avrora expands the "one dollar store" format

MARKET DATA

Table 15 - Sales of Staple Foods by Category: Volume 2020-2025
Table 16 - Sales of Staple Foods by Category: Value 2020-2025
Table 17 - Sales of Staple Foods by Category: % Volume Growth 2020-2025
Table 18 - Sales of Staple Foods by Category: % Value Growth 2020-2025
Table 19 - NBO Company Shares of Staple Foods: % Value 2021-2025
Table 20 - LBN Brand Shares of Staple Foods: % Value 2022-2025
Table 21 - Penetration of Private Label by Category: % Value 2020-2025
Table 22 - Distribution of Staple Foods by Format: % Value 2020-2025
Table 23 - Forecast Sales of Staple Foods by Category: Volume 2025-2030
Table 24 - Forecast Sales of Staple Foods by Category: Value 2025-2030
Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030
Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-ukraine/report.