



**Euromonitor
International**

Meals and Soups in Ukraine

November 2025

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Meals and Soups in Ukraine - Category analysis

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2025 DEVELOPMENTS

Convenience and affordability underpin demand during the crisis

INDUSTRY PERFORMANCE

Chilled ready meals show strongest momentum

Broader distribution and product diversity support category expansion

WHAT'S NEXT?

Retailer-driven innovation to shape future growth

Health and wellness remain a niche focus amid affordability concerns

Shelf-stable innovation and home cooking to continue influencing demand

COMPETITIVE LANDSCAPE

Try Vedmedi maintains leadership through familiarity and reach

Retailer private label and Podravka drive strong growth

CHANNELS

Supermarkets dominate, supported by accessibility and trust

E-commerce continues to expand, offering choice and convenience

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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

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Variety stores like Avro expand visibility for affordable products

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