



Concentrates in Ukraine

December 2025

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Concentrates in Ukraine - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concentrates is limited by lack of familiarity and appeal

INDUSTRY PERFORMANCE

Concentrates has limited appeal in Ukraine

Traditional products form the basis of powder concentrates

WHAT'S NEXT?

Some growth prospects related to assortment expansion

Electrolyte and isotonic health and wellness developments

COMPETITIVE LANDSCAPE

ECO leads powder concentrates in Ukraine

Brand Lasochka witnesses dynamic sales

CHANNELS

Global mass-market brands enter local market via retail e-commerce channel

Convenience stores expand presence

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Soft Drinks in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Soft drinks continues to show recovery

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INDUSTRY PERFORMANCE

Weak economic conditions weigh on overall performance

Changing mindsets and purchasing behaviour impacts soft drinks

Health and ethical aspirations remain strong

WHAT'S NEXT?

Challenging outlook with some grounds for optimism
New sugar tax will result in soft drink reformulations
Convenience stores and retail e-commerce to support sales

COMPETITIVE LANDSCAPE

Oskar Morshynsky ZMV TOV maintains its leading position
Slavutych PBK VAT gains ground in carbonates
National Cashback program supports local manufacturers

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