

Drinking Milk Products in Ukraine

August 2024

Table of Contents

Drinking Milk Products in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of cow's milk benefit from government price controls and a drop in informal sales

Shelf stable milk becomes more relevant as consumers respond to the challenges presented by Russia's war

Flavoured milk drinks on the slow path to recovery after seeing heavy losses

PROSPECTS AND OPPORTUNITIES

Smaller households creating demand for smaller pack sizes

Lactose free milk set to thrive as consumers become more aware of food intolerances

Local investment expected in local milk production

CATEGORY DATA

- Table 1 Sales of Drinking Milk Products by Category: Volume 2019-2024
- Table 2 Sales of Drinking Milk Products by Category: Value 2019-2024
- Table 3 Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024
- Table 4 Sales of Drinking Milk Products by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Drinking Milk Products: % Value 2020-2024
- Table 6 LBN Brand Shares of Drinking Milk Products: % Value 2021-2024
- Table 7 Distribution of Drinking Milk Products by Format: % Value 2019-2024
- Table 8 Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029
- Table 9 Forecast Sales of Drinking Milk Products by Category: Value 2024-2029
- Table 10 Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029
- Table 11 Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

- Table 12 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 16 Penetration of Private Label by Category: % Value 2019-2024
- Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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/drinking-milk-products-in-ukraine/report.