

Carbonates in Ukraine

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Local production and product innovation boosts growth in carbonates during 2024
- Premiumisation rises in carbonates as consumers seek affordable luxuries
- The traditional fermented beverage, kvas, gains ground during 2024

PROSPECTS AND OPPORTUNITIES

- Off-trade volume sales set to rise, driven by demand for on-the-go options and affordable indulgences
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