



# RTD Coffee in Ukraine

December 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increased availability and product expansion boosts retail volume growth in 2024  
Growth is challenged by competition from foodservice and premium price points  
The strong leadership from Jacobs Ukranina and Hell Energy Drinks continues

PROSPECTS AND OPPORTUNITIES

Innovations are set to fuel ongoing retail volume growth in the RTD coffee category  
Rising consumer awareness and warmer weather will drive sales of RTD coffee  
The high price point will continue to challenge sales of RTD coffee

CATEGORY DATA

- Table 1 - Off-trade Sales of RTD Coffee: Volume 2019-2024
- Table 2 - Off-trade Sales of RTD Coffee: Value 2019-2024
- Table 3 - Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024
- Table 4 - Off-trade Sales of RTD Coffee: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024
- Table 6 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024
- Table 7 - NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024
- Table 8 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024
- Table 9 - Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029
- Table 10 - Forecast Off-trade Sales of RTD Coffee: Value 2024-2029
- Table 11 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029
- Table 12 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

Soft Drinks in Ukraine - Industry Overview

EXECUTIVE SUMMARY

- Soft drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- Foodservice vs retail split
- What next for soft drinks?

MARKET DATA

- Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
- Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
- Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
- Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
- Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024
- Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
- Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
- Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
- Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

## APPENDIX

Fountain sales in Ukraine

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## SOURCES

Summary 1 - Research Sources

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