



**Euromonitor  
International**

# Energy Drinks in Ukraine

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Innovation and intense competition boosts retail volume sales in energy drinks  
Larger packaging formats gain ground as consumers look for cost saving solutions  
Energy drinks move beyond gamers to become a mainstream soft drink option

PROSPECTS AND OPPORTUNITIES

Competition from other soft drink options will place pressure on energy drinks  
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Soft Drinks in Ukraine - Industry Overview

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