



Juice in Ukraine

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive retail volume growth driven by a return to trusted juice brands

Supply chain disruptions, rising production costs and an orange shortage impacts the category

Sandora TOV loses share as Vitmark-Ukraine retains its lead through new launches

PROSPECTS AND OPPORTUNITIES

Juice sales expected to benefit from healthier positionings and demand for on-the-go options

Home mixology has the potential to drive sales and increase the consumer base for juice

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