



Sweet Spreads in Ukraine

October 2024

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Sweet Spreads in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of jams and preserves face pressure from the home cooking trend
Rising prices challenge sales of honey, which is increasingly considered a health product
Chocolate spreads record a strong performance, supported by major players' price promotions

PROSPECTS AND OPPORTUNITIES

Packaged honey faces challenges as homemade, artisanal products become popular
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