

Butter and Spreads in Ukraine

August 2024

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Butter and Spreads in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Butter and spreads seeing strong recovery while local producers benefit from extension of duty-free exports to the EU Butter options expand as players look to tackle category maturity Private label the big winner in 2024 as consumers remain price sensitive

PROSPECTS AND OPPORTUNITIES

Health and wellness trend likely to inform demand and new product development in butter and spreads Players expected to experiment with different pack sizes to offer the best value to the consumer Margarine and spreads could benefit from the entry of healthier options

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