

Meals and Soups in Ukraine

October 2024

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Meals and Soups in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Chilled and frozen options face strong competition from shelf-stable goods
The plant-based trend declines as consumers focus on cost savings
Opportunity for smaller players to expand within dried ready meals

PROSPECTS AND OPPORTUNITIES

Convenience and a rise in availability boosts sales across the forecast period Innovation set to cater to the increasingly diverse tastes of local consumers Strong opportunity for players to expand on the shelf-stable soup landscape

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