



# Concentrates in Ukraine

December 2023

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## Concentrates in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Low demand leads to limited investment in marketing and distribution although low prices help to boost sales in 2023

New product development continues to be seen despite limited demand

Products targeting sports and fitness enthusiasts showing promise

#### PROSPECTS AND OPPORTUNITIES

Bleak outlook for concentrates will players struggling to attract a younger audience

Iced coffee and health and wellness options offer potential areas for development

Players exploring new consumption occasions to trigger demand

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