



Euromonitor
International

Baked Goods in Ukraine

November 2025

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Convenience goods come with a premium twist

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Packaged cakes and frozen baked goods have the strongest growth opportunities

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WHAT'S NEXT?

Focus on price and affordability will stimulate volume sales

Ukraine's economy will determine the category's performance

Retail e-commerce has strong growth potential

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Fragmented landscape is led by local manufacturers

Success of Balconi highlights desire for everyday indulgence

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