



**Euromonitor
International**

Sauces, Dips and Condiments in Ukraine

November 2025

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Sauces, Dips and Condiments in Ukraine - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Home cooking, flavour diversification, and health shifts drive performance

INDUSTRY PERFORMANCE

Tomato-based and other sauces outperform amid evolving tastes

WHAT'S NEXT?

Market to mature with focus on health, flavour innovation, and clean labels

Innovation spotlight: better-for-you ketchup and yogurt-based sauces

COMPETITIVE LANDSCAPE

Nestlé-Ukraine maintains leadership through innovation and investment

Local producers and private label strengthen their market presence

CHANNELS

Supermarkets dominate as consumers prioritise convenience and familiarity

E-commerce continues to expand as smart shopping accelerates

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Cooking Ingredients and Meals in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Economic stabilisation and consumer adaptation define performance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health-conscious choices remain important despite economic pressure

Local origin and patriotism shape purchasing behaviour

Consumers value trust, quality, and simple enjoyment

WHAT'S NEXT?

Gradual recovery expected as stability improves

Brands to focus on affordability, relevance, and younger audiences

E-commerce and convenience channels to gain traction

COMPETITIVE LANDSCAPE

Nestlé strengthens leadership through local investment and resilience
Domestic producers expand reach through affordability and availability
Private label gains momentum amid affordability focus

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E-commerce expands as online shopping becomes mainstream
Variety stores like Avrora expand visibility for affordable products

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