



Euromonitor
International

Drinking Milk Products in Ukraine

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Double-digit value growth is supported by flavoured milk drinks in 2025
Yagotynsky Maslozavod leads drinking milk in 2025 amid shelf-stable surge
Supermarkets leads distribution, while retail e-commerce gains share

PROSPECTS AND OPPORTUNITIES

Drinking milk products are set for growth as retail shifts from informal to formal channels
Innovation is set to focus on lactose-free milk, especially for flavoured milk products
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DISCLAIMER

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