



Baby Food in Ukraine

August 2025

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2025 DEVELOPMENTS

Positive value growth is driven by inflation and stable demand for prepared baby food

Nutricia Ukraine TOV retains its leadership in baby food despite strong competition

Supermarkets retains its lead while retail e-commerce gains share in 2025

PROSPECTS AND OPPORTUNITIES

Per capita consumption growth is expected, however the target population will decline

Galicia and Vitmark launch innovations which could boost their positions across the forecast period

Health, convenience and specialised nutrition are expected to be key growth drivers

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