



# Tea in Ukraine

December 2025

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## Tea in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Consumer preferences evolve as overall volumes stagnate

#### INDUSTRY PERFORMANCE

High inflation ensures significant value growth

Health-awareness drives consumption of green tea

#### WHAT'S NEXT?

Younger demographics rethink tea consumption

Bright herbal & fruit novelties from leading brand Lovage

Instant tea innovations are expected to gain traction

#### COMPETITIVE LANDSCAPE

Local player Monomakh solidifies its lead in RTD tea

Jacobs Ukraina PJSC gains volume share

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Health and beauty specialists register strong growth

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## Hot Drinks in Ukraine - Industry Overview

### EXECUTIVE SUMMARY

Limited growth in challenging economy

### KEY DATA FINDINGS

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Hot drinks category faces another challenging year

Health and wellness exerts stronger influence on hot drinks

Premium and craft hot beverages are gaining traction

#### WHAT'S NEXT?

Stable performance for hot drinks

Players will need balance higher costs with consumer need for affordability

#### COMPETITIVE LANDSCAPE

Jacobs Ukraina PJSC maintains leading presence  
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