



Juice in Ukraine

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice faces ongoing challenges amid higher prices

INDUSTRY PERFORMANCE

Volumes decline amid sustained price increases

100% juice shows resilience among affluent consumer groups

WHAT'S NEXT?

Limited volume growth is predicted as challenges persist

Leading players will bring innovations to the market

Jaffa 100% vegetable mix launches from Vitmark-Ukraine SP TOV

COMPETITIVE LANDSCAPE

Vitmark-Ukraine SP TOV remains undisputed leader

Strong performance is enjoyed by Ekosfera TOV

CHANNELS

Supermarkets secures position as leading channel

Convenience stores make strong progress

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EXECUTIVE SUMMARY

Soft drinks continues to show recovery

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INDUSTRY PERFORMANCE

Weak economic conditions weigh on overall performance

Changing mindsets and purchasing behaviour impacts soft drinks

Health and ethical aspirations remain strong

WHAT'S NEXT?

Challenging outlook with some grounds for optimism

New sugar tax will result in soft drink reformulations

Convenience stores and retail e-commerce to support sales

COMPETITIVE LANDSCAPE

Oskar Morshynsky ZMV TOV maintains its leading position

Slavutych PBK VAT gains ground in carbonates

National Cashback program supports local manufacturers

CHANNELS

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Retail e-commerce and variety stores are reshaping distribution

Foodservice recovery lags behind retail

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