



Processed Fruit and Vegetables in Ukraine

November 2025

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Processed Fruit and Vegetables in Ukraine - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Solid performance reflects need for convenience and affordable healthy foods

INDUSTRY PERFORMANCE

Price inflation underpins strong double-digit value growth

Frozen fruit and vegetables are among the best-sellers

WHAT'S NEXT?

Convenience and changing behaviour will drive frozen fruit consumption

Shelf-stable vegetables and fruits are expected to become healthier

Specific frozen vegetables mixes will benefit as consumers look for ready-made solutions

COMPETITIVE LANDSCAPE

Local brand Veres leads with shelf-stable vegetables

Importer Vici gains share with frozen products

CHANNELS

Supermarket channel consolidates its lead in processed fruit and vegetables

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Staple Foods in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Extreme price sensitivity in an uncertain climate

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INDUSTRY PERFORMANCE

Economic strife shapes demand patterns

Healthy lines remain important to consumers in staple foods

Strong patriotism and desire to buy local

WHAT'S NEXT?

Focus on price and affordability will stimulate volume sales

Ukraine's economy will determine the category's performance

Retail e-commerce has strong growth potential

COMPETITIVE LANDSCAPE

Fragmented landscape is led by local manufacturers

Success of Balconi highlights desire for everyday indulgence

Local manufacturers are supported by national cashback program

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Retail e-commerce enjoys growth from low base

Variety store Avrora expands the “one dollar store” format

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