



Euromonitor
International

Concentrates in Ukraine

December 2025

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2025 DEVELOPMENTS

Concentrates is limited by lack of familiarity and appeal

INDUSTRY PERFORMANCE

Concentrates has limited appeal in Ukraine

Traditional products form the basis of powder concentrates

WHAT'S NEXT?

Some growth prospects related to assortment expansion

Electrolyte and isotonic health and wellness developments

COMPETITIVE LANDSCAPE

ECO leads powder concentrates in Ukraine

Brand Lasochka witnesses dynamic sales

CHANNELS

Global mass-market brands enter local market via retail e-commerce channel

Convenience stores expand presence

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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

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