

Other Hot Drinks in Ukraine

January 2024

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Other Hot Drinks in Ukraine - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fewer children and limited supplies present significant challenges to chocolate-based flavoured powder drinks Other plant-based drinks prove popular among those looking to relax Consumers focus on indulgence as health concerns take a back seat

PROSPECTS AND OPPORTUNITIES

Value-for-money will remain a key focus when it comes to other hot drinks Economic pressures likely to limit the recovery of other hot drinks Chicory-based products looking to capitalise on trends being seen in coffee

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