

Sauces, Dips and Condiments in Ukraine

November 2023

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Sauces, Dips and Condiments in Ukraine - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Complex matrix of trends applies across a diverse category of very different products
Major local name Chumak has lost significant ground since the onset of armed conflict
Some local players benefit from the challenges faced by their competitors

PROSPECTS AND OPPORTUNITIES

Innovation set to emerge as consumers become more sophisticated
Saturation of demand in ketchup and mayonnaise set to suppress sales growth
Absence of celebrations, social gatherings and leisure tourism set to undermine growth

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