Coffee in Ukraine - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

A muted performance for coffee as demand remains under pressure
Various players benefit from the greater focus on high quality and premium brands
Brands offer better value for money in a bid to woo consumers

PROSPECTS AND OPPORTUNITIES

The premiumisation trend set to continue building as the economy recovers
Demand for fresh coffee beans and fresh ground coffee pods set to boom
Greater use of promotions and shift towards e-commerce to emerge

CATEGORY DATA

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Hot Drinks in Ukraine - Industry Overview

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DISCLAIMER

SOURCES

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