

# Coffee in Ukraine

January 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Russia's war takes its toll on coffee sales  
Coffee companies and retailers turn to imports to prevent out-of-stock situations  
Jacobs retains its lead despite growing competition

### PROSPECTS AND OPPORTUNITIES

Signs of recovery in coffee but challenges remain  
Developing coffee culture should lead to a growing variety of options, including novelties such as drip coffee  
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