



Euromonitor  
International

# Tea in Ukraine

December 2025

Table of Contents

## Tea in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Consumer preferences evolve as overall volumes stagnate

#### INDUSTRY PERFORMANCE

High inflation ensures significant value growth

Health-awareness drives consumption of green tea

#### WHAT'S NEXT?

Younger demographics rethink tea consumption

Bright herbal & fruit novelties from leading brand Lovage

Instant tea innovations are expected to gain traction

#### COMPETITIVE LANDSCAPE

Local player Monomakh solidifies its lead in RTD tea

Jacobs Ukraina PJSC gains volume share

#### CHANNELS

Supermarkets are leaders in the tea category

Health and beauty specialists register strong growth

#### CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2020-2025

Table 2 - Retail Sales of Tea by Category: Value 2020-2025

Table 3 - Retail Sales of Tea by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Tea by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Tea: % Retail Value 2021-2025

Table 6 - LBN Brand Shares of Tea: % Retail Value 2022-2025

Table 7 - Forecast Retail Sales of Tea by Category: Volume 2025-2030

Table 8 - Forecast Retail Sales of Tea by Category: Value 2025-2030

Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

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## Hot Drinks in Ukraine - Industry Overview

### EXECUTIVE SUMMARY

Limited growth in challenging economy

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Hot drinks category faces another challenging year

Health and wellness exerts stronger influence on hot drinks

Premium and craft hot beverages are gaining traction

#### WHAT'S NEXT?

Stable performance for hot drinks

Players will need balance higher costs with consumer need for affordability

#### COMPETITIVE LANDSCAPE

Jacobs Ukraina PJSC maintains leading presence  
Mondelez Ukraine PAT boosts sales with cocoa brand Ukrayina

## CHANNELS

Ukraine's retail landscape is evolving led by the modern channel  
Foodservice vs retail split

## MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025  
Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025  
Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025  
Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025  
Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025  
Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025  
Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025  
Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025  
Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025  
Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025  
Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025  
Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025  
Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025  
Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025  
Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025  
Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030  
Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030  
Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030  
Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030  
Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030  
Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030  
Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030  
Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030  
Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030  
Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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