



**Euromonitor
International**

Wine in Ukraine

July 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall weak wine recovery, driven by affordable non-grape wine
Carlsberg enters Nnon-grape wine with apple/cider-based Dolcelini
E-commerce is the most dynamic channel in wine

PROSPECTS AND OPPORTUNITIES

Mass-market wine will become less affordable
Demand for flavoured alcoholic drinks will extend into wine
Carton-packed novelties to drive economy segment of still wine

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2019-2024
Table 2 - Sales of Wine by Category: Total Value 2019-2024
Table 3 - Sales of Wine by Category: % Total Volume Growth 2019-2024
Table 4 - Sales of Wine by Category: % Total Value Growth 2019-2024
Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2019-2024
Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2019-2024
Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024
Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024
Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2019-2024
Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2019-2024
Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2019-2024
Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2019-2024
Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024
Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024
Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2021-2024
Table 16 - GBO Company Shares of Champagne: % Total Volume 2020-2024
Table 17 - NBO Company Shares of Champagne: % Total Volume 2020-2024
Table 18 - LBN Brand Shares of Champagne: % Total Volume 2021-2024
Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024
Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024
Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2021-2024
Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024
Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024
Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2021-2024
Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2020-2024
Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2020-2024
Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2021-2024
Table 28 - Forecast Sales of Wine by Category: Total Volume 2024-2029
Table 29 - Forecast Sales of Wine by Category: Total Value 2024-2029
Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029
Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments

On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 32 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 33 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024
Table 34 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024
Table 35 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024
Table 36 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024
Table 37 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024
Table 38 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024
Table 39 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024
Table 40 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029
Table 41 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029
Table 42 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029
Table 43 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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