

Supermarkets in Ukraine

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased price competition aids impressive recovery in trade

New outlet openings concentrated in western regions

Silpo continues to create unique themed stores

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Economy supermarkets format expected to gain ground

Competition from variety stores likely to intensify further

Chains will continue to invest heavily in e-commerce and delivery capabilities

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War-induced disruption further strengthens penetration of e-commerce in Ukraine

Domestic retailers continue to gain ground across the market

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