Euromonitor International

Snacks in Ukraine

September 2026

Table of Contents

Snacks in Ukraine

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Value Growth Makes up for Uneven Volume Recovery
Chart 2 - Chipster's Launches Its Asian Collection Potato Chips
Snacking as a Staple Boosts Daily Consumption
Chart 3 - Roshen Introduces Biscuits Inspired by Brownies
Brands Capture Adventurous Palates with Global Flavours
Chart 4 - Value Sales 2021-2031
Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Robust Growth Forecast as Consumer Expenditure on Food Recovers
Brands Attract Adventurous Shoppers with Bold Global Flavours
Manufacturers Set to Invest in Premiumisation and Consumer Engagement
Chart 6 - Forecast Value Sales 2021-2031
Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Roshen Leverages Innovation to Widen Its Leadership as Rivals Rebuild
Chart 8 - Analyst Insight for Snacks
Chart 9 - Company Shares 2026
Chart 10 - Brand Shares 2026

CHANNELS

Proximity Leads Supermarkets to Dominate
Rozetka and Glovo Fuel Online Growth
Retailers and Brands Drive Home-Focused Consumption and Impulse Buying
Chart 11 - Retail Channels 2021-2026

PRODUCTS

Chipster Reinvents Spicy Snacking with Asian-Inspired Launches
Roshen Expands Snack Occasions with Dessert-Inspired Hybrids
Lasunka and Rud Drive Premiumisation through Cross-Category Textures

ECONOMIC CONTEXT

Chart 12 - Economic Context for Snacks
Chart 13 - Real Gdp Growth 2021-2031
Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Snacks
Chart 16 - Population 2021-2031
Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Chocolate Confectionery in Ukraine

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Chocolate Confectionery

INDUSTRY PERFORMANCE

Shrinking Pack Sizes Drive Steady Demand
Tablet Downsizing Reshapes Consumer Behaviour
Millennium Inspires Indulgence with New Launches
Chart 19 - Value Sales 2021-2031
Chart 20 - Volume Sales 2021-2031
Chart 21 - Value Sales by Category 2026
Chart 22 - Key Brands Downsize Their Tablet Sizes
Chart 23 - Millennium Draws Inspiration From Desserts

WHAT'S NEXT?

Brands Leverage Loyalty and Innovation to Capture Diverging Consumer Needs
Tablets Consolidate Leadership as New Textures and Flavours Drive Growth
Aggressive Pricing and Premium Launches Reshape Brand Strategies
Chart 24 - Forecast Value Sales 2021-2031
Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Roshen Drives Stability as Innovation Reshapes Product Formats
Chart 26 - Competitive Landscape for Chocolate Confectionery
Chart 27 - Company Shares 2026
Chart 28 - Brand Shares 2026

CHANNELS

Supermarkets Sustain Dominance as Promotions Drive Sales
Online Gifting and Premium Formats Lift E-Commerce
Chart 29 - Retail Channels 2021-2026

PRODUCTS

Brands Drive Affordability with Downsized Tablets
Millennium Lures Shoppers with Dessert-Inspired Chocolate
Kitkat and Ferrero Strengthen Brand Loyalty with Format and Gifting Innovation

ECONOMIC CONTEXT

Chart 30 - Economic Context for Chocolate Confectionery
Chart 31 - Real Gdp Growth 2021-2031
Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Chocolate Confectionery
Chart 34 - Population 2021-2031
Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Gum in Ukraine

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Gum Summary

KEY INDUSTRY TRENDS

Chart 36 - Key Industry Trends for Gum

INDUSTRY PERFORMANCE

Value Growth Outpaces Volume in Gum Sales
Brands Capture Price-Sensitive Shoppers
Chart 37 - Value Sales 2021-2031
Chart 38 - Volume Sales 2021-2031
Chart 39 - Value Sales by Category 2026
Chart 40 - Airwaves Launches Lime-Ginger Chewing Gum

WHAT'S NEXT?

Multipack Launches and Functional Claims Drive Premiumisation
Flavour Experimentation Attracts Younger Audiences
Chart 41 - Forecast Value Sales 2021-2031
Chart 42 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mars Wrigley Strengthens Leadership as Promotion-Driven Strategies Intensify
Chart 43 - Competitive Landscape for Gum
Chart 44 - Company Shares 2026
Chart 45 - Brand Shares 2026

CHANNELS

Supermarkets Leverage Check-Out Impulse to Maintain Dominance
Convenience Stores Expand Share through Accessibility and Pricing
Online Shopping Targets Larger Pack Sales
Chart 46 - Retail Channels 2021-2026

PRODUCTS

Airwaves Reinvigorates Impulse Demand with Sensory Flavour Launches
Ülker Oneo Accelerates Value Growth through Retail Partnerships and Social Media

ECONOMIC CONTEXT

Chart 47 - Economic Context for Gum
Chart 48 - Real Gdp Growth 2021-2031
Chart 49 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 50 - Consumer Context for Gum
Chart 51 - Population 2021-2031
Chart 52 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Sugar Confectionery in Ukraine

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sugar Confectionery Summary

KEY INDUSTRY TRENDS

Chart 53 - Key Industry Trends for Sugar Confectionery

INDUSTRY PERFORMANCE

Volume Sales Recover, While Value Sales Show Growth
Boiled Sweets Maintain Dominance as Gummies and Jellies Accelerate
Roshen Sparks Texture Innovation and Rivalry
Chart 54 - Value Sales 2021-2031
Chart 55 - Volume Sales 2021-2031
Chart 56 - Value Sales by Category 2026
Chart 57 - Roshen Branches Out into Marshmallows

WHAT'S NEXT?

Manufacturers to Drive Affordability with New Pack Strategies
Hybrid Textures and Multi-Layered Sweets Attract Younger Consumers
Chart 58 - Forecast Value Sales 2021-2031
Chart 59 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Roshen Leverages Innovation to Extend Lead as Rivals Compete on Value
Chart 60 - Competitive Landscape for Sugar Confectionery
Chart 61 - Company Shares 2026
Chart 62 - Brand Shares 2026

CHANNELS

Atb-Market and Silpo Expand Private Labels to Challenge Brands
Rozetka and Maudau Build Digital Presence with Impulse Packs
Chart 63 - Retail Channels 2021-2026

PRODUCTS

Roshen Drives Texture Shift as Playful Marshmallows Attract Younger Shoppers
Private Labels and Hybrid Products Intensify Competition

ECONOMIC CONTEXT

Chart 64 - Economic Context for Sugar Confectionery
Chart 65 - Real Gdp Growth 2021-2031
Chart 66 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 67 - Consumer Context for Sugar Confectionery
Chart 68 - Population 2021-2031
Chart 69 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Ice Cream in Ukraine

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Ice Cream Summary

KEY INDUSTRY TRENDS

Chart 70 - Key Industry Trends for Ice Cream

INDUSTRY PERFORMANCE

Volume Sales Stabilise, While Impulse Ice Cream Dominates

Experience-Led Innovation Boosts Digital Engagement

Brands Redefine At-Home Indulgence

Chart 71 - Value Sales 2021-2031

Chart 72 - Volume Sales 2021-2031

Chart 73 - Value Sales by Category 2026

Chart 74 - Lasunka Launches Ice Cream That Can Be Peeled

Chart 75 - Kyiv Draws Cross-Category Inspiration From Cakes

WHAT'S NEXT?

Premiumisation to Result in Healthy Sales Growth

Hybrid Flavours and Partnerships Unlock New Growth Opportunities

Premiumisation and Rising Food Expenditure Boost Ice Cream's Resilience

Chart 76 - Forecast Value Sales 2021-2031

Chart 77 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Lasunka Boosts Share, While Rud Maintains Lead through Distribution Strength

Chart 78 - Competitive Landscape for Ice Cream

Chart 79 - Company Shares 2026

Chart 80 - Brand Shares 2026

CHANNELS

Supermarkets Expand Lead as Price-Sensitive Shoppers Seek Value

Grocery Delivery Platforms Drive Cautious E-Commerce Growth

Chart 81 - Retail Channels 2021-2026

PRODUCTS

Lasunka Leverages Playful Design to Boost Digital Trial

Hybrid Flavours and Collaborations Expand Consumer Appeal

Rapid Innovation Cycles Drive Growth and Competitive Intensity

ECONOMIC CONTEXT

Chart 82 - Economic Context for Ice Cream

Chart 83 - Real Gdp Growth 2021-2031

Chart 84 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 85 - Consumer Context for Ice Cream

Chart 86 - Population 2021-2031

Chart 87 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Savoury Snacks in Ukraine

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 88 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Affordability and Persistent Demand Support Savoury Snacks
Salty Snacks Demonstrate Flavour Experiments
Global and Local Cuisine Influence Innovation
Chart 89 - Value Sales 2021-2031
Chart 90 - Volume Sales 2021-2031
Chart 91 - Value Sales by Category 2026
Chart 92 - Chipster's Launches Spicy Asian Collection
Chart 93 - Morski Nori Chips Introduces New Textures

WHAT'S NEXT?

Premium Niche Expansion Reshapes Demand
Meat and Cheese Snack Launches Drive Health and Premium Appeal
Chart 94 - Forecast Value Sales 2021-2031
Chart 95 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Frito-Lay Maintains Lead as Pricing and Innovation Intensify Competition
Chart 96 - Competitive Landscape for Savoury Snacks
Chart 97 - Company Shares 2026
Chart 98 - Brand Shares 2026

CHANNELS

Supermarkets and Convenience Stores Leverage Promotions to Defend Share
Rozetka and Glovo Expand Reach as Online Snacking Takes off
Chart 99 - Retail Channels 2021-2026

PRODUCTS

Chipster’S and Local Brands Accelerate Flavour Experimentation
Nammi Leverages Freeze-Drying to Carve Out Premium and Health Niches

ECONOMIC CONTEXT

Chart 100 - Economic Context for Savoury Snacks
Chart 101 - Real Gdp Growth 2021-2031
Chart 102 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 103 - Consumer Context for Savoury Snacks
Chart 104 - Population 2021-2031
Chart 105 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Sweet Biscuits, Snack Bars and Fruit Snacks in Ukraine

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 106 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Robust Volume and Value Sales Despite Challenging Conditions
Premia Elevates Private Label to Redefine Value and Health
Stapling of Snacks Increases Frequency and Blurs Category Lines
Chart 107 - Value Sales 2021-2031
Chart 108 - Volume Sales 2021-2031
Chart 109 - Value Sales by Category 2026
Chart 110 - Silpo Launches Premia, Its First Private Label
Chart 111 - Roshen Launches Brownie-Inspired Biscuits

WHAT'S NEXT?

Sustained Growth Expected as Snacking Becomes a Staple
Downsizing and Affordable Packs Keep Snacking Accessible
Functional Snacking to Capture Health-Driven Demand
Chart 112 - Forecast Value Sales 2021-2031
Chart 113 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Players Strengthen Their Positions as Format Innovation Intensifies Rivalry
Chart 114 - Competitive Landscape for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 115 - Company Shares 2026
Chart 116 - Brand Shares 2026

CHANNELS

Modern Grocery Retailers Dominate through Private-Label Expansion
Retail E-Commerce Gains Traction, but Remains Secondary
Chart 117 - Retail Channels 2021-2026

PRODUCTS

Premia Sets New Standards with Affordable Healthy Snacks
Roshen Transforms Indulgence into Daily Snacking Routines

ECONOMIC CONTEXT

Chart 118 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 119 - Real Gdp Growth 2021-2031
Chart 120 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 121 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 122 - Population 2021-2031
Chart 123 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/snacks-in-ukraine/report.