

Energy Drinks in Ukraine

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Energy Drinks in Ukraine - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Off-trade volume sales growth accelerates as impulse purchasing revives

Many new product launches have a health and wellness positioning

Local consumers continue to confuse energy drinks with carbonates

PROSPECTS AND OPPORTUNITIES

Recovery in on-trade demand will be sluggish

Rising popularity of Red Bull may lead more of its rivals to launch premium brands

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