



Cider/Perry in Ukraine

July 2024

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Cider/Perry in Ukraine - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

A brighter outlook for cider/perry in 2023 after a challenging year in 2022
Competitive landscape in a state of flux as the market adjusts to the new reality
On-trade sales informing new product development for the retail channel

PROSPECTS AND OPPORTUNITIES

Cider/perry set to continue on an upward growth path despite signs of maturity
No/low alcohol trend expected to inform new product development as consumers focus on their long-term health
Flavoured cider/perry could help bring the category to a new audience

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Alcoholic Drinks in Ukraine - Industry Overview

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On-trade vs off-trade split
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Legal purchasing age and legal drinking age
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