

# Ukraine Food and Drink Report Q2 2016

<https://marketpublishers.com/r/UA3DFFB219EEN.html>

Date: March 2016

Pages: 78

Price: US\$ 1,295.00 (Single User License)

ID: UA3DFFB219EEN

## Abstracts

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**BMI View:** Very high inflation and a weak structural story economically mean there is little to be excited about for food and drink companies operating in Ukraine over the next year. Purchasing power has been hit hard and confidence is low. We expect any opportunities to be focused on hard discounts and perhaps consumers who hold wealth in non-domestic currencies. Discount stores and private label products will be areas to watch.

### Latest Updates & Industry Developments

On a per capita basis food consumption is forecast to grow at a compound annual rate of 9.6% between 2015 and 2020.

Ongoing weakness in the underlining economy, with high levels of inflation to boot, is driving the value trend as consumers move further away from branded goods in favour of lower-cost options where possible.

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