

Alcoholic Drinks in Ukraine

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Abstracts

Off-trade sales of alcoholic drinks posted a marginal decline in volume terms and a considerable slowdown in value growth in 2020, mainly because of beer sales dropping and average unit prices decreasing in both beer and whiskies due to promotions. Indeed, the relatively stable sales performance for the year as a whole was contributed to by increased promotional activity from market leaders. However, it was also aided by a significant decline in illegal trade in spirits, mainly vodka, thanks to...

Euromonitor International's Alcoholic Drinks in Ukraine report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2016-2020), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2025 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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