

# Better For You Packaged Food in Ukraine

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## Abstracts

BFY reduced sugar packaged food registered a very strong performance in 2021 as sales rebounded completely from the negative growth registered at the peak of the COVID-19 pandemic in 2020. Numerous BFY reduced sugar products now have a very strong profile across various categories of packaged food, the result of well-supported recent launches by major players. In ice cream for instance, Limo recently introduced the Ice Pro reduced sugar brand, while Nestlé recently began offering reduced sugar b...

Euromonitor International's Better For You Packaged Food in Ukraine report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** BFY Reduced Fat Packaged Food, BFY Reduced Salt Food, BFY Reduced Sugar Packaged Food.

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

## Why buy this report?

Get a detailed picture of the Better For You Packaged Food 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.

## Contents

### BETTER FOR YOU PACKAGED FOOD IN UKRAINE

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

BFY reduced sugar products become more popular across numerous categories

The emergence of plant-based alternatives to milk boosts interest in reduced fat dairy

New launches spur consumer interest in reduced fat sauces, dressings and condiments

#### PROSPECTS AND OPPORTUNITIES

BFY reduced sugar confectionery poised to emerge strongly during the forecast period

Reduced salt and reduced fat products set to become increasingly popular

Rising demand for reduced fat cheese set to underpin growth in BFY reduced fat dairy

#### CATEGORY DATA

Table 1 Sales of BFY Packaged Food by Category: Value 2016-2021

Table 2 Sales of BFY Packaged Food by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of BFY Packaged Food: % Value 2017-2021

Table 4 LBN Brand Shares of BFY Packaged Food: % Value 2018-2021

Table 5 Distribution of BFY Packaged Food by Format: % Value 2016-2021

Table 6 Forecast Sales of BFY Packaged Food by Category: Value 2021-2026

Table 7 Forecast Sales of BFY Packaged Food by Category: % Value Growth 2021-2026

### HEALTH AND WELLNESS IN UKRAINE

#### EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

#### MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2016-2021

Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 Sales of Health and Wellness by Category: Value 2016-2021

Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth  
2021-2026

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth  
2021-2026

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SOURCES

Summary 1 Research Sources

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