

# Health and Wellness in Ukraine

<https://marketpublishers.com/r/HD6102BCA07EN.html>

Date: February 2022

Pages: 94

Price: US\$ 2,100.00 (Single User License)

ID: HD6102BCA07EN

## Abstracts

Ukraine's health and wellness industry registered an underwhelming performance in 2021 as the COVID-19 pandemic maintained a huge influence over consumer habits and behaviours, although the situation improved to some extent over the course of the year, resulting in an improvement in growth rates across virtually all categories. Among the most important developments during the year was the reopening of Ukraine's hospitality sector, with the availability of consumer foodservice undermining any gai...

Euromonitor International's Health and Wellness 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:** Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Type, Health Wellness by Prime Positioning.

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

## Why buy this report?

Get a detailed picture of the Health and Wellness 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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### BETTER FOR YOU BEVERAGES IN UKRAINE

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Reduced fat chocolate-based flavoured powder drinks begins to emerge

New launches direct consumer attention towards reduced sugar carbonates

Health concerns over energy drinks motivate the launch of reduced sugar options

#### PROSPECTS AND OPPORTUNITIES

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