

Other Dairy in Ukraine

August 2024

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Other Dairy in Ukraine - Category analysis

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2024 DEVELOPMENTS

Sales of other dairy benefit from consumers shifting away from informal sales

Cream sales rise to the top as consumers get a taste for home cooking

Chilled snacks looking to find a new audience through the positioning of these products as an affordable indulgence

PROSPECTS AND OPPORTUNITIES

A longer shelf life likely to be a key selling point in some categories

Savoury options could bring new novelty to fromage frais and quark

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