

Supermarkets in Ukraine

March 2024

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Supermarkets in Ukraine - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased price competition aids impressive recovery in trade

New outlet openings concentrated in western regions

Silpo continues to create unique themed stores

PROSPECTS AND OPPORTUNITIES

Economy supermarkets format expected to gain ground

Competition from variety stores likely to intensify further

Chains will continue to invest heavily in e-commerce and delivery capabilities

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War-induced disruption further strengthens penetration of e-commerce in Ukraine

Domestic retailers continue to gain ground across the market

What next for retail?

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Informal retail

Opening hours for physical retail

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Seasonality

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