

Meals and Soups in Ukraine

November 2023

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Meals and Soups in Ukraine - Category analysis

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2023 DEVELOPMENTS

Demand for meals and soups rebounds as consumers stock up on food for emergencies

Major changes in the competitive landscape in dried ready meals and dry soup

Convenience and long shelf life remain major demand factors

PROSPECTS AND OPPORTUNITIES

Need for convenience among the local population set to underpin rising demand

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