



# Other Hot Drinks in Ukraine

January 2024

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## Other Hot Drinks in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fewer children and limited supplies present significant challenges to chocolate-based flavoured powder drinks

Other plant-based drinks prove popular among those looking to relax

Consumers focus on indulgence as health concerns take a back seat

#### PROSPECTS AND OPPORTUNITIES

Value-for-money will remain a key focus when it comes to other hot drinks

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