



Spirits in Ukraine

July 2024

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Spirits in Ukraine - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spirits sees swift recovery supported by the enduring popularity of vodka, brandy and whiskies

Flavoured English gin the talk of the town as new novelties hit the market in 2022 and 2023

Liqueurs finds appeal as an affordable indulgence

PROSPECTS AND OPPORTUNITIES

Flavoured spirits set to proliferate as consumers show a taste for new novelties

Economic pressures likely to inform demand with a focus on achieving the best value

Craft spirits set to benefit from new legislation to support small businesses

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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