



Small Local Grocers in Ukraine

March 2024

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Small Local Grocers in Ukraine - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wartime conditions compound long-term challenges faced by small local grocers

Threat from food/drink/tobacco specialists intensifies

Rate of decline in outlet numbers deepens dramatically

PROSPECTS AND OPPORTUNITIES

Competition from modern formats will continue to constrain growth potential

Category will remain the largest in grocery retailers in terms of outlet numbers

Point-of-sale tobacco display ban could negatively impact trade for many players

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Domestic retailers continue to gain ground across the market

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Informal retail

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