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Report Highlights:

Ukraine is a lower-middle income country in Eastern Europe. Its economy is rebounding after the political and economic turmoil of recent years. Ukraine's imports of agricultural products grew over thirteen percent in the first eight months of 2020. As a major agricultural producer and exporter, Ukraine also possesses a large food-processing industry. The majority of agricultural import growth in the near future is likely to concentrate in food ingredients. Although Retail, Hotel, Restaurant and Institutions sectors are opening multiple niche opportunities for U.S. higher value-added products, the spread of COVID-19 delayed this demand to spring-summer of 2021. Trends for Western-style food are profound and can spell more imports in the near future.

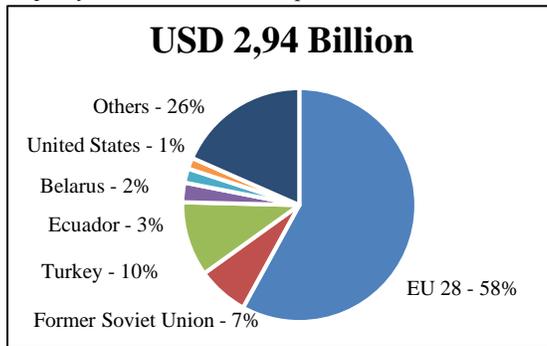
Market Fact Sheet: Ukraine

Executive Summary

The World Bank classifies Ukraine as a [lower-middle income country](#). Despite the military conflict in the East, Ukraine's economy is recovering. Significant economic reforms are supported by the international community and have resulted in a relatively stable currency and recovery of disposable income. With rich farmland, a well-developed industrial base, a highly trained labor force of 17.3 million, and an adequate education system, Ukraine has the potential to become a major European economy and is one of the world's largest grain and vegetable oil exporters. In 2019, Ukrainian GDP reached US\$139.1 billion, positioning the country as the 56th largest economy in the world. Ukraine is a country with a population of 41.8 million. The relatively low percapita GDP of [\\$3,659](#) transfers into [\\$13,341](#) in purchasing power parity reflecting the efficiency of Ukrainian processors and service providers. Currently (second quarter of 2020), 48.2 percent of household expenditures are dedicated to food products. In 2019, imports of agricultural and related products reached US\$ 5.84 billion, an increase of almost 11 percent compared to 2018. In 2020 these imports are expected to grow by 13 percent (imports from U.S. by 10 percent). In 2014 Ukraine signed a Deep and Comprehensive Free Trade Area agreement (DCFTA) with the EU which dominates country's trade and regulatory agenda.

Imports of Consumer-Oriented Products

Fresh fruits, pet food, chocolate, wine and beer, coffee, dairy, fresh vegetables, and miscellaneous processed products constitute the majority of Ukraine's food imports in 2019.



Source: Trade Data Monitor

Food Processing Industry

Production of domestically processed food and beverages totaled \$20 billion in 2019, making it responsible for 26 percent of total processing output. Small and medium sized enterprises dominate the market, with a few large processors responsible for the majority of sales in the beer, soft drinks, hard liquors, condiments and confectionary sectors.

Food Retail Industry

Ukraine's food retail sales grew by 10.5% in 2019. Modern food retail chains dominate the urban markets squeezing traditional

groceries and wet markets into rural areas and lower-income districts and towns. Ukrainian chains are well established, possess significant market power and offer different retail formats and service levels for consumers of different incomes and preferences. Ukrainian consumers are willing to try foods from other countries, but expect quality products at a competitive price. Imported products are primarily consumed by the upper income segment and rarely by lower income buyers. E-commerce is developing fast in Ukraine with March-April 2020 quarantine restrictions helping it grow even faster.

Quick Facts CY 2019

Imports of Consumer-Oriented Products (USD billion) 2.94
List of Top 10 Ag and Related Goods That Have Seen Gains

1) Sunflower Seed	6) Almonds
2) Seafood – Hake, Roe	7) Vegetable Seed
3) Food Preparations	8) Fat and Oil Mixtures
4) Tobacco	9) Pet Food
5) Distilled Spirits	10) Bovine Semen

Food Industry by Channels (USD billion) 2019

Food Exports – Agricultural Products	23.154
Food Imports – Agricultural Products	5.845

Top Ukrainian Retailers

1. Rozetka (E-commerce)	2. Fozzy Group
3. ATB	4. Auchan
5. Metro Cash & Carry	6. MegaMarket
7. Novus	

GDP/Population
 Population (millions): 41.8; GDP (billions USD): 139.1;
 GDP per capita (USD): 3,659
 Sources: World Bank, Trade Data Monitor, UkrStat.Gov

Strengths/Weaknesses/Opportunities/Challenges	
<p>Strengths</p> <ul style="list-style-type: none"> - Ukraine is one of the biggest markets in Eastern Europe by population; - U.S. products are viewed as high quality products by Ukrainians and are still new for the majority of the population. 	<p>Weaknesses</p> <ul style="list-style-type: none"> - Low disposable incomes push imported products into high-end segment. - High trade risks due to political instability make imports difficult.
<p>Opportunities</p> <ul style="list-style-type: none"> - Ukraine's retail sector is recovering, providing a number of opportunities for prospective U.S. exporters. - Import tariff levels for food products are comparatively low. 	<p>Threats</p> <ul style="list-style-type: none"> - U.S. exporters face competition from zero import duty products from EU and Canada - Ukraine adopts EU regulations limiting market access for many U.S. products - COVID-19 spread negatively impacts HRI demand with unclear recovery perspective in the second half of 2021.

Data and Information Sources: Trade Data Monitor (TDA), State Statistics Service of Ukraine

SECTION I. MARKET SUMMARY

Ukraine is typically referred to as a “high risk – high reward” country for international businesses. A turbulent political environment, exchange rate fluctuations, revolutions, on-going conflict with Russia-backed separatists in the east, widespread corruption and an uneven pace of economic and legal reforms make it a challenging place to do business. To minimize risks, the majority of U.S. exporters rely on their Ukrainian partners for customs and food safety clearance, in-land transportation, storage, product placement, marketing, promotion etc. Terms of payment should also be set in a way that rules out financial losses for the U.S. exporter. Demand for imported food products remain strong despite COVID-19. Sales in the Ukrainian retail and e-commerce sectors offset the drop in demand from Ukrainian hotels and restaurants.

In recent years, some regulatory reform progress has been achieved. The Ukrainian marketplace has become more predictable and business-oriented. The number of bilateral trade problems have decreased greatly. A majority of the new norms and regulations mimic EU rules, therefore U.S. businesses working in the EU market may find many sanitary, phytosanitary, veterinary, labeling and conformity certification requirements familiar. Ukraine introduced a single window custom clearance process and streamlined import procedures. Although new rules made trade more transparent, implementation of EU-like regulations have, in some cases, resulted in the introduction of existing U.S. – EU trade restrictions into U.S.-Ukraine trade.

Ukraine will likely remain a lower-middle income country in 2021-22. The market is price-sensitive and lower-priced products and products with optimal price/quality ratio will have a better sales perspective in all segments. However, quality requirements remain quite high as domestic industry competes with many imports offering similar products at lower prices. U.S. suppliers should either find a niche market for their products or be prepared to face fierce competition.

Country Overview

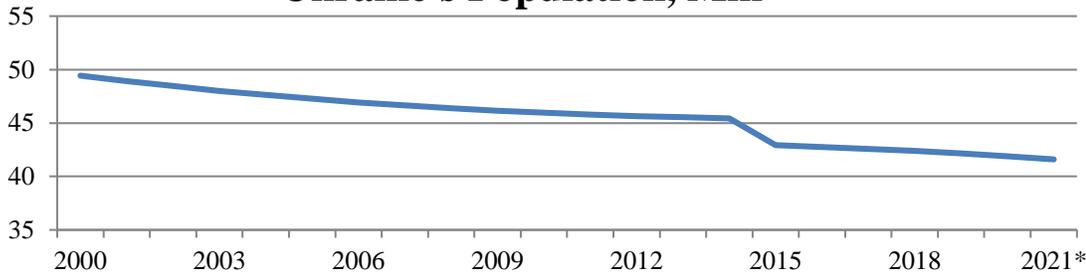
Ukraine is a country that has been in political and economic transition since 2014. However, there has been significant growth since 2016 driven by economic stabilization and a growth in disposable incomes. Ukraine’s imports of agricultural products (from the world) grew 8.4 percent in 2019, reaching USD 4.854 billion, an increase of 11 percent over 2018. Imports of consumer-oriented agricultural products totaled USD 2.94 billion, an increase of 22 percent compared to 2018. COVID is expected to have a moderately negative impact on economic indicators detailed in the table below.

INDICATORS	2016	2017	2018	2019	2020 (projection)
GDP (% Growth)	2.30%	2.50%	3.3%	3.23%	-4.60%
GDP per capita, PPP (USD)	11,148	11,871	12,629	13,341	13,600
Inflation (% Growth)	13.9%	14.4%	10.9%	7.8%	7.3%
Exchange rate (Hryvnas)	25.55	26.5	27.19	25.84	29,1
Total Imports from U.S. (Billions of USD)	1.681	2.525	2.961	3.28	2.97
Total Exports to U.S (Billions of USD)	0.426	0.832	1.112	0.979	0.915

Source: World Bank, Ukraine’s State Budget 2021, Trade Data Monitor, EBRD, Post Estimates

The population of Ukraine is in decline, with one of the highest world annual depopulation rates of -0.5 percent. Primarily due to the loss of control over the Crimean Peninsula in 2014, resulting in a decrease in population of 2.3 million. Moreover, the real number of potential consumers is smaller than the official population numbers suggests because an additional 2.5 to 3 million people are located in eastern Ukraine which is not controlled by the central government, and another 3.2 million Ukrainians work abroad. Remittances from abroad amounted to \$12 billion in 2019. Due to COVID some workers returned to Ukraine in 2020, but the National Bank of Ukraine reports only a moderate drop of 5.3 percent in remittances drop in the first seven months of 2020.

Ukraine's Population, Mln

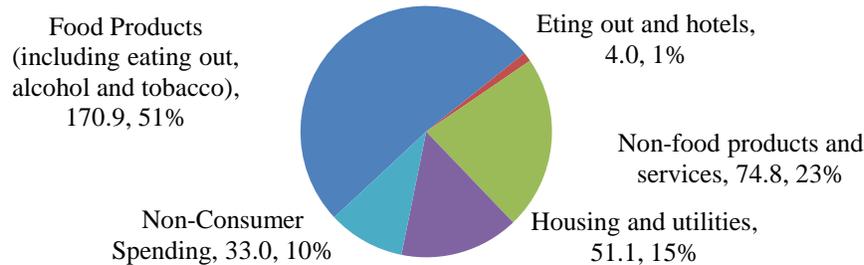


Source: State Statistics Service of Ukraine

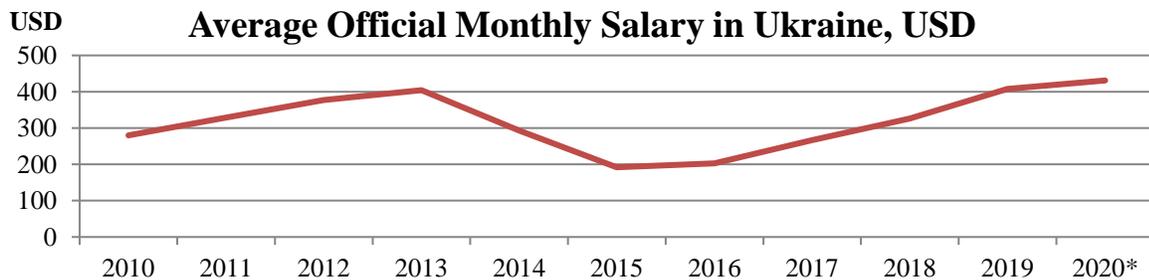
The Ukrainian financial sector has been improving since 2016. During the political and economic shocks in 2014 and 2015 the Ukrainian currency – the Hryvnia (UAH) - experienced an abrupt devaluation that increased currency exchange risks, complicating trade. These trade risks have significantly diminished, but they remain a consideration to trade.

While currently the share of food expenditures is nearly half of all spending, the share of the average consumer's budget spent on food is decreasing as disposable incomes grow. Staple foods consume the largest share of family incomes. Semi-subsistence farming plays an important role in rural areas and backyard production and serves as an income-supporting activity and a cushion for the economic crises that shook Ukraine over the last ten years.

Monthly Household Spending in the First Half of 2020, 333.8 USD



Source: State Statistics Service of Ukraine
¹Average household is 2.1 persons.

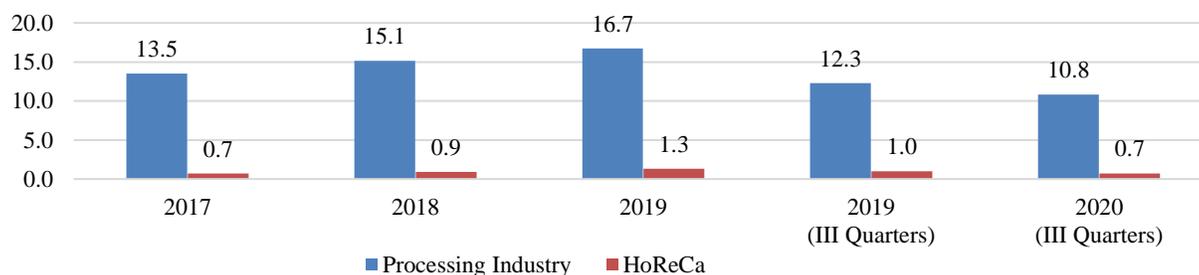


Source: State Statistics Service of Ukraine; *Forecast

In 2019, Ukrainian average monthly salaries exceeded the pre-crisis level. Despite major social and economic turbulences associated with the spread of COVID, incomes continued to climb in 2020. Additionally, a significant shadow economy allows for substantial income growth at a rate significantly exceeding the GDP increase.

There are opportunities for U.S. exports, both for retail and further processing. The potential product list is extensive and includes tree nuts, fish, seafood, tobacco, cocoa, tea, coffee, spices, certain alcoholic beverages, fresh and canned fruits and many other products. Many of these products are staple foods, consumed on a daily basis. The food processing industry offers better opportunities because competition is lower as many input ingredients are not produced domestically. Although opportunities for U.S. companies exist in both bulk and specialized food ingredient markets, some opportunities may be hindered by a low awareness of U.S. suppliers; competition from EU suppliers and food-safety control system reform aimed at compliance with EU rules and norms.

Ukraine's Processing Industry and HoReCa Output, Billion USD



Source: State Statistics Service of Ukraine

Advantages and Challenges Facing U.S. Products

Advantages	Challenges
Structural changes in consumption lead to greater demand for value added food products.	Disposable incomes remain low, limiting imports to cheaper consumer-oriented food products and seafood.
Recent deregulation in SPS area along with removal of TBTs, accompanied by anti-corruption efforts, single window for importers led to some simplification of customs procedures.	High trade risks due to the previous volatile exchange rate and political instability in the country, arbitrary custom valuation practices and corruption make imports of food products cumbersome. HoReCa industry needs time to recover from COVID-19 shock.
Investment growth in the food processing industry increases demand for additives and other ingredients not produced in Ukraine.	Strong competition in the local market from domestic producers and increasing imports from EU. Only EU-based producers can benefit from many zero import tariffs and import tariff-rate quotas.
Average import tariff level for intermediary and consumer-oriented and processed food products are low.	Ukrainian regulatory framework changes aimed at compatibility with EU regulations create SPS and TBTs for US suppliers.
Growth of international fast food and restaurant chains in Ukraine that use standard procurement systems and that source some food ingredients from the U.S.	High distribution and shipping costs, currency devaluation of 2013-2015 made supermarket chains switch to local suppliers.
The retail sector is looking for innovative high value-added food imports.	Low awareness of U.S. products; extremely low presence of U.S. products on the shelves of supermarkets and discounters.

SECTION II. EXPORTER BUSINESS TIPS

Local Business Practices and Customs

Currently, almost all U.S. food and agricultural exporters work through Ukraine-based subsidiaries, importers, or through the procurement service of a buyer, often a major retail chain. In the vast majority of cases importers are responsible for the entire logistical chain and inland transportation. Due to frequent changes in Ukrainian legislation, customs clearance rules, and SPS and veterinary procedures, it is common for the Ukrainian partner to handle all logistics.

Ukrainian market research and evaluation for specific product groups can be problematic for U.S. exporters. Some Ukrainian retailers have very sophisticated consumer data research through their loyalty programs, but this data is not made available. Ukraine does not have large food shows. Buyers are looking for unique products that fit Ukrainian demand preferences and import regulations. Mass market products have a smaller chance of attracting an importer's attention. The EU is often preferred due to its geographical proximity and wide variety of well-established food producers that propose niche products of unique tastes. Select U.S. products may also enter the Ukrainian market via an EU-based intermediary. By splitting large product shipments arriving from the U.S., EU distributors are able to provide Ukrainian buyers with smaller shipments.

Exporters of high value-added products must note that larger Ukrainian retail chains have rather efficient product selection strategies and usually do not work with independent distributors. Instead, they use their own procurement centers, procuring directly from suppliers. They may start importing through a distributor and then later refuse distributor service and shift toward direct imports if sales potential appear to be good. Independent importers supply mainly niche products and new-to-market products that have higher market risk. Independent distributors often face high shelving and marketing fees.

General Consumer Tastes and Preferences

Consumer preferences differ significantly among various incomes and age groups. Similar to other nations, young consumers tend to experiment with new products, but many of them remain at the "tasting level." Middle-aged and elderly consumers are much more conservative and often treat new products with caution. Consumers of all ages and income groups are highly patriotic in their choices and often will not buy an imported product if a domestically produced product of comparable price and quality is available. Consumers in urban centers tend to be more demanding and sophisticated and disposable income differences are significant. COVID has impacted almost 40% of Ukrainian shoppers in terms of either health or job loss, or both. With most consumers staying home, cooking and baking has increased significantly. Categories such as herbs and spices, dry pasta, and frozen dumplings saw a big spike in demand (from 30 to 73 percent) early in the pandemic (March-May 2020) and sales have remained up through December 2020.

The geographic proximity of the EU has greatly influenced Ukrainian consumer's preferences. Frequent visits of Ukrainians to the EU for tourism and work lead to a growing popularity of EU food products as well as EU food trends and preferences. The shift of Ukraine's regulatory environment toward the EU further improves EU's food products position in Ukraine.

Some foreign geographic indicators (GIs) are recognized by consumers. Likewise, there are some historically well-established local indicators. Under the DCFTA, Ukraine committed to EU practices in recognition and registration of GIs. This covers a wide range of GI protected dairy and meat products, and alcoholic beverages. When supplying similar products, U.S. exporters compete with long-established preferences for products of European origin. However, as some U.S. producers of beer and hard liquors have recently demonstrated, it can be done successfully.

Ukrainians are very familiar with organic products, but, similar to other countries, there are misconceptions about their quality and safety. Household or small farmer-produced products are often associated with "organic." In 2018, Ukraine developed legislation related to "organic" claims (see [FAIRS Narrative 2020](#) GAIN report for more information) and steps toward a certification system were initiated in 2019. Consumers know the EU's Green Leaf logo and it is officially accepted as equivalent to Ukraine's organic certification. However, USDA's organic certification is not officially recognized despite the EU-U.S. organic equivalence agreement. The concept of "locally produced" is not popular yet in Ukraine but some

upscale retail chains are using an association with a farmer or a small company name. So far these attempts are not associated with the “locally produced” concept and are made to highlight unique features (or even implicit health benefit) of the product.

All categories of consumers analyze product content/ingredients with great care. There is a widespread belief that preservatives, stabilizers, colorants and flavoring agents are not healthy and should be avoided. The trend toward a health-conscious diet (low fat and reduced cholesterol, sugar free) is slowly emerging in Ukraine and is mainly found in urban areas and among high-income consumers. A new food labeling law, that highlights nutritional value of food products, was implemented in Ukraine in late 2019 and may change the focus of some consumers. For more information, see the labeling requirements section in [FAS FAIRS Annual Country Report 2020](#). Also, public opinion about biotechnology in Ukraine is negative. Food product labeling regulations require labeling of GE content in food products if that ingredient exceeds 0.9 percent of the total content.

Over 60 percent of women (age 15-64) are employed, contributing to an increase in demand for meals consumed away from home, easy to cook and ready-to-eat products. The market trend for frozen and convenience food is relatively new in Ukraine, but with a large proportion of two-income families and the increasing incomes of city dwellers, this market segment will likely grow. Demand for frozen fruit, particularly berries, and vegetables is rapidly developing. However, traditional consumers continue to have negative perceptions of semi-finished foods (frozen, pre-cooked products, TV-dinners, etc.). According to a recent Nielsen study, one-fifth of Ukrainians are concerned about food prices.. While safety and health remain top priorities, more than 70% of consumers buy products to indulge themselves. Such categories as chocolates, biscuits, juices, beer/wine/spirits, and carbonated soft drinks are at the top of the list. At the same time, almost 31 percent of the population lives in rural areas and many people rely on subsidized household plots to provide staple foods (potatoes, vegetables and fruits). The majority of rural consumers are low income and elderly. Consumption of sophisticated food products by these consumer categories is limited, if existent at all.

SECTION III. IMPORT FOOD STANDARDS & REGULATIONS and IMPORT PROCEDURES

For explanations of Ukrainian Food and Agricultural Import Regulations and Standards, a prospective exporter should refer to FAS Kyiv’s [FAIRS Annual Report](#). This is a large comprehensive document explaining all aspects of importing food and agricultural products. Additional information can also be found in specific [FAS Kyiv markets and commodity reports](#).

Ukraine is in the process of reforming its food safety system to adopt the best international practices and to simplify production and trade in agricultural and food products. In 2014, the modernization of the Ukrainian safety system was altered with the signing of the Deep and Comprehensive Free Trade Area agreement ([DCFTA](#)) with the European Union (EU) that imposed additional obligations for compliance of Ukrainian food safety rules with EU rules. A number of Ukrainian laws implemented after DCFTA adoption declared Ukraine’s adherence to both “international and/or EU norms.” Major regulatory efforts conducted in the last three years have made Ukrainian food import regulations more EU-like. An abbreviated review of Ukrainian import regulations and food standards is provided below:

Import Regulations

All products of animal origin and seafood need to be accompanied by a bilateral health certificate, without exception. For the explicit list of HS headings that need to be accompanied by International Certificates, refer to GAIN [FAIRS Certificate Report](#). Processed food products imported into the customs territory of Ukraine must be accompanied by an “international certificate or another document issued by the exporting country competent authority.” The law does not provide other options.

Ukraine implemented a single food safety authority model for its food and animal safety control, as well as consumer protection. The single regulatory agency is called the State Service of Ukraine on Safety of Foodstuffs and Consumer

Protection (SSUFSCP). The SSUFSCP is responsible for the safety of veterinary drugs, feed, products of animal origin for food and non-food consumption, other processed and unprocessed food products and phytosanitary issues (plant quarantine).

Import Procedures

An imported product will not be granted clearance until all requirements are met. Since 2018 Ukraine implemented a “Single Window Custom Clearance System” that allow for one-point document submission. For food safety clearance an importer must submit a bill of lading (for all products), an original shipment document, an original international certificate (veterinary or phytosanitary certificate when applicable) and properly completed product entry document ([Common Veterinary Entry Document](#) for products accompanied by veterinary certificates or [Common Entry Document](#) for all other food products).

Attention: This list does not contain documents necessary for custom clearance. The exporter is advised to be in touch with the importer regarding the customs clearance document package. Additional documents are likely to be required for customs clearance and customs valuation of imported products. Such documentation usually includes customs declaration, the contract, invoices, bank transfer slips, insurance slips if they reference customs value, etc.

SECTION IV. MARKET SECTOR STRUCTURE AND TRENDS

Retail Sector

The share of organized retail trade (supermarkets and convenience stores of different sizes) exceeds 72 percent of Ukraine’s internal trade. Family-owned small shops are responsible for the largest share of remaining trade. The market share for open-air markets is less than seven percent. Further growth of supermarkets will require spatial expansion into smaller towns and rural areas. Overall retail turnover is expected to grow over seven percent in 2020. In the last year the retail sector has experienced more concentration with three midsize players consumed by larger competitors. Larger chains have invested significant money into regional distribution centers, “green” stores and cold storage facilities attracting external financing, including loans from the European Bank for Reconstruction and Development (EBRD) and private investment. These retailers have also effective in the development of private labels. Some retailers have multiple private label lines covering low-tier, mid-tier and high-tier price categories. During quarantine measures consumer demand for private label products has increased more than demand for branded products as consumers’ priorities have shifted.

The proportion of imports in wholesale and retail chains varies both by specific commodity group and by the type of trade enterprise. Ukrainian supermarkets have the widest product mix and the largest proportion of imports in all categories of goods. In the last fifteen years, imported food products increased their presence from 6 to 15 percent. Basic food products, not produced in Ukraine, occupy the largest share of food imports.

Food Processing Sector

The Ukrainian food processing industry accounts for over 20 percent of total manufacturing and employs nearly 15 percent of the Ukrainian labor force. The Ukrainian food processing industry relies heavily on small and medium size enterprises (SMEs). However a few large processors are responsible for the majority of sales. Such large processors particularly dominate in beer, soft-drinks, hard liquors, condiments and the confectionary sectors.

Ukraine is currently, and is expected to remain, a large importer of agricultural inputs needed for its growing agricultural sector. Imports of many bulk inputs (planting seed) are expected to shrink as large international suppliers move into the country building domestic production facilities and distribution centers, while others (livestock genetics, tree shrubs, vegetable seed) are expected to grow as their exports remain profitable. Imports of some inputs are defined by low cost-driven consumer markets. For example, as one of the largest vegetable oil exporters in the world, Ukraine imports significant quantities of palm oil that is substituted for more expensive domestic sunflower oil and butterfat in the confectionary industry.

HRI Sector

Independent establishments dominate the Ukrainian foodservice market with the exception of fast food restaurants, pizzerias and coffee shops. Ukrainian fast food and pizza chains are developing quickly (for both corporate and franchised establishments), with the Ukrainian franchise chains quickly establishing dozens of franchises all over Ukraine. Many Ukrainian fast food restaurants and chains avoid associating with “fast food,” preferring to be called “fast service restaurants.” This reflects the slightly negative perception that the Ukrainian consumer has toward fast food chains. The presence of international food chains remains very limited (McDonalds, Dominos and KFC operate in Ukraine).

There are many newly introduced networks of restaurants at different stages of development. Such networks are slowly moving into the middle-class and even into the high-end restaurant segment (especially ethnic or specialized food establishments) in urban areas, while the cheaper, street food stalls and kiosks, are slowly moving into provincial towns with less prosperous and less demanding consumers.

The general outlook for the restaurant and institutional sectors is good with positive growth prospects. In particular, the state institutional sector is becoming a significant consumer. Schools, hospitals, army, state penitentiaries and other government institutions have their own procurement guidelines, often based on old soviet product standards and requirements. The use of new centralized, transparent, procurement systems significantly simplifies access to this market. Continued income growth will continue to drive expansion of the sector, especially outside of urban areas.

International investment in the hotel industry has allowed for the construction of a number of high-category (four- and five-star) hotels in the capital and larger cities. E-commerce development facilitated mass-market inflow of cheaper private apartments. This may have discouraged, to some extent, investment into two- and three-star hotels category. The continued development of the tourism sector, as well as further income growth, will encourage more growth in the hospitality sector.

SECTION IV. AGRICULTURAL AND FOOD IMPORTS

Ukraine’s Top Ten Agricultural Imports from the United States, USD Million

HS Code	Commodity Group	2015	2016	2017	2018	2019
120600	Sunflower Seeds	32	58.5	64.6	74.8	104.2
303	Seafood	33	38.7	56.4	61.8	65
80211/2	Almonds, Fresh or Dried, in Shell/Shelled	5.2	5.7	7	10.9	16.8
210690	Food Preparations	11.9	10.2	11	12.8	14.3
220830	Whiskies	6.8	6.6	6.1	8.5	9.8
240120	Tobacco	14.7	14.9	13.9	16.6	8.1
120991	Vegetable Seeds for Sowing	4.4	4.5	5	5.1	6.9
230990	Animal Feed Preparations	1.7	1.3	0.7	2.8	5.1
220870	Liqueurs and Cordials	0.7	0.9	1.1	2.2	0.9
	Other Products	27.5	23.5	25.2	29.2	31.5
	Total	137.6	164.7	191	224.7	262.6

Source: Trade Data Monitor

BEST PRODUCT PROSPECTS CATEGORIES

Ukraine is a good market for U.S. food exports, such as frozen fish and seafood, dried fruits, nuts, cereal products, snacks, beef, food ingredients, and other prepared food products. There are emerging trends in urban areas and niche products that currently sell in small quantities but have significant future sales potential. Demand for healthy, organic, and/or natural foods is increasing. Demand is growing for niche products that target specific health issues, such as diabetes or celiac disease

(gluten-free food). Likewise, demand is growing for vegetarian and vegan products. In urban areas, high quality and high-end food products have demonstrated an increase in sales and significant future prospects. Market share for seafood, high-end alcohol products and quality beef products have also been expanding.

Best High-value, Consumer-Oriented Product Prospects Categories

In the market and have good sales potential	Not present in significant quantities, but which have good sales potential	Not present because they face significant barriers
<ul style="list-style-type: none"> • Fish and seafood • Beef • Nuts • Dried fruits (cranberries) • Alcohol (whiskey, beer) • Snacks • Pet food • Pomegranate juice • Vegan and vegetarian products 	<ul style="list-style-type: none"> • Premium dessert products such as premium chocolate bars, cookies • Wine • Sauces • Organic food • Gluten free products • Plant-based proteins 	<ul style="list-style-type: none"> • Cheese and ice-cream due to difficulties with logistics which increases products' price • Fresh fruits/vegetables due to strong competition from EU countries, Turkey, Georgia.

SECTION VI: KEY CONTACTS AND FURTHER INFORMATION

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www.fas-europe.org

Links to government sources

[Ukraine Import Tariffs](#)

[Ukraine: Country Commercial Guide by Foreign Commercial Service](#)

[State Statistics Service of Ukraine](#) (in Ukrainian)

[State Service of Ukraine on Food Safety and Consumer Protection](#) (SSUFSCP)

For questions or comments regarding this report, or assistance exporting to Ukraine, please contact the Foreign Agricultural Service in Kyiv – agkyiv@fas.usda.gov; <http://www.fas.usda.gov>

Attachments:

No Attachments