United States Department of Agriculture
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GAIN
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Prepared By: Oleksandr Tarassevych

Approved By: Megan Francic

Report Highlights:

After experiencing a significant shock due to the full-scale Russian invasion in 2022, Ukraine's retail industry made a strong recovery. By 2025, most indicators, including food imports, returned to pre-war levels. Notably, imports of U.S. fish and seafood, nuts, food ingredients, whiskey, wine, snacks, and pet food have been increasing. Average disposable incomes have also risen to pre-war levels; however, certain consumer groups, particularly internally displaced people, continue to face challenges. Geographic proximity, a free trade agreement, and the EU accession agenda have provided EU competitors with a trade advantage. The import situation for food and agricultural products will remain dynamic, facing logistics challenges until the war concludes.

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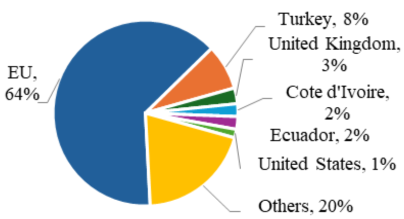
Executive Summary:
The Russia-Ukraine war has affected all sectors of Ukraine's economy. After a 29 percent drop following the full-scale Russian invasion in February 2022, the economy recovered by 5.5 percent in 2023 and 2.9 percent in 2024, with Ukraine's GDP growing to $191 billion. In 2025, the World Bank expects GDP to weaken to 2 percent. Although Ukraine's imports of food and agricultural products dropped by almost a third in 2022 to $6.3 billion, they rebounded to $9.1 billion in 2025. Imports from the United States also declined in 2022 to $191 million, but increased to $233 million in 2025. The EU is Ukraine's largest trading partner. Ukraine's major food and agricultural imports include tobacco, palm oil, pet food, wine, cheese, dairy products, fresh fruits, and miscellaneous food preparations.

Consumer-Oriented Agricultural Imports

USD 5.9 billion in 2025



Source: Trade Data Monitor

Food Retail Industry:
Ukraine's retail sales grew by approximately 13 percent to $54.2 billion in 2024, driven by a slowdown in population outflows and the stabilization of disposable incomes (FAS/Kyiv estimate). Ukrainian chains are well-established, possess significant market power, and offer a range of retail formats and service levels for consumers with varying incomes and preferences.

Food Processing Industry:
Ukraine has restricted the publication of indicators for the food processing industry until the end of the war. 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 liquor, condiments, and confectionery sectors.

Food Service Industry:
The food service industry has suffered most significantly from the Russa-Ukraine war, with hotels and top-market segment restaurants suffering the highest losses. Ukraine restricted the publication of food service industry indicators until the end of the war.

Quick Facts 2025

Imports of Consumer-Oriented Products
$5.9 billion

List of Top 10 Products that Have Seen Gains in 2025

1) Tree Nuts	**6) Confectionery Products**
2) Wine	**7) Fish and Seafood**
3) Condiments	**8) Distilled Spirits**
4) Bread and Pastry	**9) Food Ingredients**
5) Non-Alc. Beverages	**10) Beer**

Food Industry by Channels (USD billion) 2024

Retail Food Industry	$54.2 billion
Food Service-HRI	Unavailable
Food Processing	Unavailable
Food and Agriculture Exports	$26.2 billion

Top Ukrainian Retailers (by sales)

1. ATB	2. Fozzy Group
3. Metro Cash & Carry	4. Novus
5. Varus	6. Velmart
7. Auchan	8. Tavria V

GDP/Population
Population: ~30.0 million (FAS/Kyiv estimate); GDP *(billions USD)*: $185; GDP per capita *(USD)*: $6,167

Sources: World Bank; Trade Data Monitor; UkrStat.gov; Ukraine's Retailers Association; United Nations High Commissioner for Refugees

Strengths/Weaknesses/Opportunities/Threats

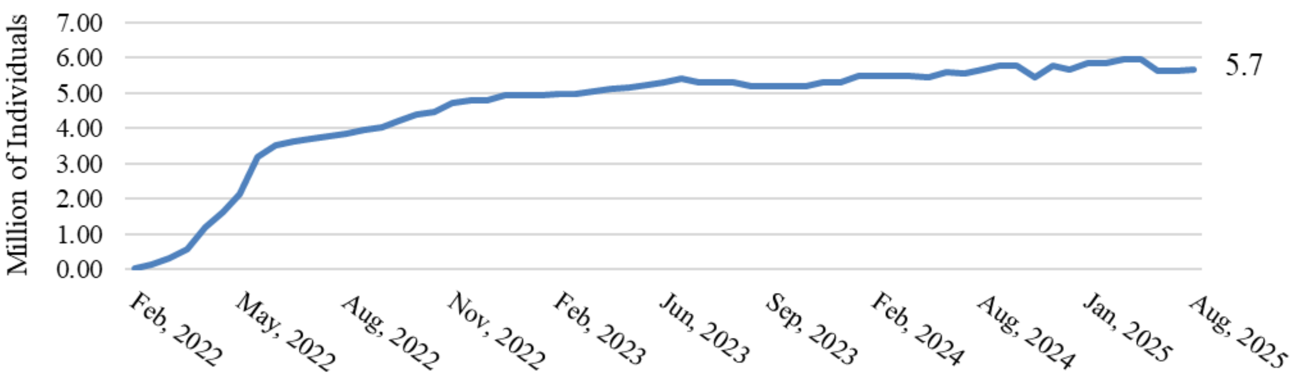
Strengths	***Weaknesses***
- Retail, food processing, and food service sectors are resilient - U.S. products are popular and viewed as high-quality - Per capita incomes are growing despite the war	- Population outflow has resulted in market shrinkage. - Attacks on critical infrastructure affect logistics and cold chain
Opportunities	***Threats***
- After the initial shock, food imports, production, and consumption returned to growth in 2024 and 2025. - Ukraine's tech-savvy population and e-commerce platforms	- Russia-Ukraine war risks - U.S. exporters face competition from zero-import-duty products from the EU and Canada. - EU regulations limit market access for some U.S. products.

Section 1: Market Summary

The Russia-Ukraine war continues to be the primary factor influencing the performance of the Ukrainian retail industry, as well as food product imports in 2025. Following a significant decline in retail sales following the full-scale Russian invasion in February 2022, the Ukrainian retail market stabilized and showed remarkable resilience, achieving strong performance from 2023 to 2025. A stable macroeconomic environment and rising per capita incomes facilitated a return to prewar sales levels for most food products. After a 29 percent drop in GDP in 2022, the economy rebounded by 5.5 percent in 2023, 2.9 percent in 2024, and 2.1 percent in 2025. Although the National Bank of Ukraine expects weaker 2026 economic performance, with GDP growth forecast at 1.8 percent, it anticipates household consumer spending to remain robust, further driving food imports.

While trade turnover has returned to prewar levels, the consumer base has changed significantly since 2022. Nearly 14 percent of the prewar population of 41.3 million has fled Ukraine (Figure 1). Women and children make up the majority of the displaced population, as border crossings for most men aged 18 to 60 are restricted due to martial law. The outflow of people slowed down in 2023, but the consumer base continued to shrink in 2024 and 2025. In addition, approximately 3.3 million people remain internally displaced in Ukraine, a significant decrease from 7.7 million in the spring of 2022. Most of these individuals have settled in the central and western regions of the country.

Figure 1: Number of Refugees* from Ukraine



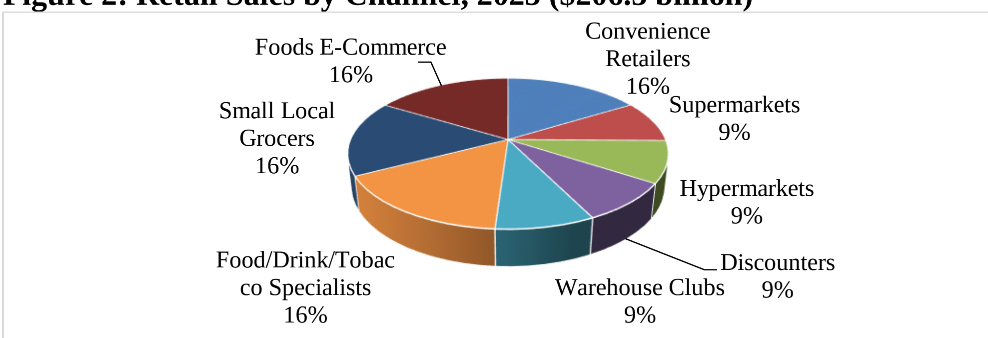
Source: FAS Kyiv estimates based on the United Nations High Commissioner for Refugees data
* This graph does not include individual refugees (refugees who did not apply for the temporary protection status)

The ongoing Russia-Ukraine war has influenced consumption patterns among different groups in various ways. Many upper-middle-income and middle-income consumers have been able to maintain or have returned to their pre-war consumption levels upon stabilization of their incomes in 2024 and 2025. However, displaced individuals often face challenges in finding employment, leading to income losses that directly affect their spending habits, forcing them to rely primarily on staple foods. Some consumers are able to sustain their consumption levels by using savings, but this approach may not be sustainable in the long run.

Table 1: Advantages and Challenges

ADVANTAGES	CHALLENGES
The number of middle-income consumers remains significant, and their willingness to pay higher prices for good-quality food and agricultural products keeps food imports strong.	Population outflows have resulted in market shrinkage. A decrease in consumer disposable income for internally displaced people has led to a structural shift in consumption toward cheaper products.
Demand for lower-priced products returned and exceeded prewar levels.	Border crossings are limited to the EU-Ukraine land border, with limited bandwidth and rising shipping costs. All products must comply with EU transit rules.
The average import tariff level for consumer-oriented and processed food products is low.	Cold chain logistics suffer from electricity outages and missiles and drone attacks on warehouses.
The retail sector is trying to maintain its U.S. assortment and, in some cases, expand it, despite the Russia-Ukraine war.	Some U.S. suppliers do not work with Ukrainian food importers due to perceived trade risks.
The vast majority of U.S. products have a good image. Many products are available through EU dealers and distributors.	Retail chains' market power is reflected in high shelving fees, marketing charges, and payment delays, making market entry cumbersome.
Ukraine is in the process of regulatory approximation to EU standards. Shipments of U.S. products that are EU-compliant meet minimal trade barriers in Ukraine.	Competition with EU-made products is intense due to lower import duties, geographic proximity, and historical taste preferences.

Figure 2: Retail Sales by Channel, 2025 ($206.5 billion)



Source: Euromonitor International

Section 2: Road Map for Market Entry

Entry Strategy

Before engaging in any market activities, U.S. exporters may wish to review the most recent Food and Agricultural Import Regulations and Standards (FAIRS) and Export Certificates GAIN Reports. FAS/Kyiv also prepares product-specific reports that provide detailed market information for popular product groups that are significant or show strong growth potential. Renewed Seafood, Wine, and Tree Nuts market reports were published in 2025.

While branches of international research companies can provide paid, ad hoc research, and some Ukrainian retailers have very sophisticated consumer data through their loyalty programs, Ukrainian market research for specific product groups can be challenging to access. Ukraine does not have large food trade shows; WorldFood Ukraine, with 300+ exhibitors in 2024, is the largest. Ukrainian retailers and importers participate in EU and U.S. food shows. ANUGA (Cologne, Germany), SIAL (Paris, France), and the Summer Fancy Food Show (New York City, United States) are the most popular. These exhibitions can act as a gateway to the Ukrainian market, assisting companies in forming new trade connections and assessing product demand.

U.S. exporters can also contact non-profit trade development organizations, which include U.S. State and Regional Trade Groups and commodity-specific USDA Cooperators for additional support. These groups have extensive knowledge of the Ukrainian market and are often linked to local import associations and organizations. Despite the Russia-Ukraine war, these groups work closely with FAS/Kyiv to conduct promotional activities to boost exports of U.S. food and agricultural products.

Market Structure and Company Profiles

The retail sector, which contributes over 12 percent of Ukraine's GDP, has exhibited remarkable resilience, led by food retail. Despite challenges in war-affected areas, the market remains dynamic, with regional players driving expansion and national operators focused on targeted development in central and western Ukraine.

Nearly all U.S. food and agricultural exporters work through Ukraine-based subsidiaries, importers, or buyers. Importers are generally responsible for the entire logistics chain and inland transportation, largely due to frequent changes in Ukrainian legislation, customs clearance rules, and sanitary, phytosanitary, and veterinary procedures. Currently, imports via air are restricted due to the closure of Ukrainian airspace, and sea imports are also hindered. However, rail and road imports through the western Ukrainian border with the EU are more viable and cost-effective. The majority of food products are imported by truck via EU countries, allowing U.S. exporters to utilize their EU hubs and well-established import routes through ports in the Netherlands, Germany, Poland, and the Baltic countries.

The Ukrainian food retail market displayed steady growth in 2025, led by regional chains and convenience store formats. As a result of the Russia-Ukraine war, Ukrainian consumers have become more price-sensitive. Discount retailers and convenience stores showed the highest growth rates in 2024 and 2025. For instance, the ATB Market chain expanded its store number by 67 in 2025, bringing its total to 1,319 (Table 2). ATB's closest competitor, Fozzy Group, which owns the Fora, Silpo, Thrash!, Favore, and Fozzy chains, increased its store count by 95, bringing its total number to 903 stores. Reinforcing Fozzy's movement from its traditional middle and upper-middle consumer, the group focused on its Thrash! discount chain, which grew from 48 to 192 stores.

The war has also heavily influenced retail geography. Most new stores are opening in the western regions, benefiting from distance to the front line and increased consumer demand driven by population migration. Kyiv and its surrounding areas accounted for over one-third of new openings, thanks to the city's economic significance and dense population. Central Ukraine also saw growth in local chains such as Mashket and Faino Market. In contrast, growth in the northern, southern, and particularly the eastern regions, was limited due to proximity to the front lines. As a result, local open-air markets, small convenience stores, and kiosks have re-emerged in eastern Ukraine. Retailers are increasingly adopting innovative formats and franchising models to expand efficiently. For example, chains like Sim23, Simi, and Mashket are leveraging convenience-store concepts and food-to-go offerings to attract customers.

Food e-commerce is developing rapidly, since its ascendence during the COVID-19 pandemic. Now, e-sales account for a substantial share of all food product sales (Figure 2). The development of independent delivery companies and mail operators, with the transition to chain-owned delivery services, moved e-sales to a new level. Ukrainian food e-commerce is split between independent food operators and chain-owned e-stores.

Many retailers opened online stores backed by phone apps for both major platforms. Most of these mirror the local supermarket selection, are locked to a nearby store, and use real-time inventory-tracking software that allows for a smooth online shopping experience. These desktop and smartphone tools are suitable for frequent buyers who know which products they want and are willing to pay a fee for product selection and delivery. The majority of Ukrainian supermarkets offer thousands of SKUs in every store, which makes impulse buys and online introduction of new products more difficult. Unlike offline shopping, the online shopping experience is often limited to a few items that can fit on the screen. Market entry to this segment is tied to a chain entry. All products accepted by a chain will be automatically added to the chain's online store.

There are many online stores not tied to major grocery chains, with Rozetka as the market leader. Most stores rely on their own short-distance delivery services, with nationwide deliveries tied to large private mail operators. The majority of independent online stores offer only heat-treated, shelf-stable products. These smaller e-stores sell a large number of imported food products not present in nationwide chains for various reasons, predominately niche positioning. This includes products such as U.S. wines, snacks, condiments, and sweets. Potential U.S. exporters should work with importers individually or through their EU subsidiaries, given their limited annual sales volumes.

Table 2: Profiles of Top 10 Food Retailers in Ukraine, by Store Number

No	Company	Chains	Logo	Chain Type	Number of Stores (December 2025)	Stores Opened in 2025	Stores Closed in 2025	Location
1	ATB Market	ATB, ATB express		Discounter	1319	67	10	Nationwide
2	Klever Stores	Sim23, Simi		Supermarket	443	133	5	West
3	Fozzy Group	Fora		Supermarket Discounter Local Grocery	399	39	3	Nationwide
4	Fozzy Group	Silpo		Supermarket	312	8	7	Nationwide
5	MHP	Myasomarket		Supermarket	275	36	38	Nationwide
6	Aritel	Kolo		Local Grocery	251	18	13	Kyiv and Odesa regions
7	Lvivkholod	Rukavychka		Supermarket	222	8	4	West and North
8	Veresen Plus	Faino Market		Supermarket	219	26	5	Center and South
9	Fozzy Group	THRASH!		Discounter	192	48	0	Nationwide
10	Alliance Retail Group*	Domashniy Market, Osnova, Pro – Just Products, Mashket		Supermarket Local Grocery	184	67	18	Center

Source: Retail Association of Ukraine; FAS/Kyiv
Note: All logos are used under the U.S. Fair Use Doctrine as established by the U.S. trademark law; U.S. importers may contact FAS/Kyiv for import department contact information
** FAS/Kyiv estimate*

Distribution Channels

In most cases, U.S. exporters will find only two viable distribution channels: the procurement departments of major retail chains or independent food importers. The first option is more suitable for large volumes of food products that already have wide international or domestic recognition. The second option is better for niche products, smaller chain entries, e-commerce ventures, and as an initial step toward direct sales to the chains' own import departments. Over the years, FAS/Kyiv has observed an increase in the share of food imports conducted by chains' purchasing departments versus independent importers. This also includes niche products.

Exporters able to supply sufficient quantities should consider approaching large Ukrainian food retail chains. These companies have significant market power and pay close attention to product selection. FAS/Kyiv maintains a list of local chains and can provide contact information. In-country USDA cooperators may also assist with contacts. Large supermarket chains' purchasing and import divisions have vast experience with imports and prefer direct contact with exporters. While they may initially import through a distributor, they often switch to direct imports as sales potential becomes clearer. Independent importers typically supply niche and new-to-market products, taking higher market risk. They often face high shelving and marketing fees. Importers may also encounter unfavorable payment terms, with payments due 60 to 90 days after a product sale, which can increase import costs and currency exchange risks.

U.S. exporters should always consider customers' price sensitivity, product requirements, purchasing policies, and purchase volumes. Mass-market items are less likely to attract the attention of importers compared to unique products. Exporters supplying niche products or investigating the market should establish business relationships with reliable, experienced, and professional importers and distributors. They will offer advice on product positioning, packaging, labeling, and customs clearance procedures. Face-to-face meetings or visits to Ukrainian facilities will build relationships and create opportunities to explore business opportunities firsthand.

Sector Trends

- Previously, large supermarket chains grew in Ukraine through the acquisition of smaller chains, by opening new stores, and developing larger stores that accommodated tens of thousands of SKUs. In an increasingly competitive market, retailers sought efficiencies and market share through economies of scale. However, a trend toward smaller convenience stores began in recent years, with small-store formats and local chains regaining market share, driven by the consumption of basic grocery goods. Ukrainian households are shrinking, and lower-middle- and middle-income Ukrainian consumers are choosing to shop at local convenience stores to save time and money on fuel, buying daily goods closer to home. Large international players are also involved. For example, Auchan launched its first convenience store "My Auchan" in 2018, and other retailers followed.

- Consumer interest in organic and "healthy" food products remains stable, despite the war, in big cities among consumers willing to pay a premium for specialized food products. As a result, supermarkets have a selection of such products. Supermarkets also group bio (organic), dietary, gluten-free, lactose-free, diabetic, and farm products into "healthy eating" aisles and corners. There are some specialty health stores, but their number is not significant.

- Sales of private-label products are growing, with more supermarket chains offering private-label branded products. For example, the share of private-label products at one of Ukraine's largest retailers, ATB, accounted for almost a quarter of its retail sales. Fozzy Group's Silpo chain, targeting middle-income consumers, offers 2,000 privately labeled products from a total of approximately 35,000 SKUs. Auchan, which offers a wide selection of private-label products, imports them directly to lock in competitive prices and also positions these products as higher quality. Ukrainian retailers began developing private labels much later than their European counterparts, leaving room for growth. Many large national retailers excel at developing private labels, offering multiple private-label lines across various price categories, including low, mid, and high tiers.

Import Procedures

At the planning stage, exporters are advised to check with their importers to identify the types of controls that apply to specific products. FAS/Kyiv drafts and maintains a large number of GAIN reports explaining Ukraine's import requirements. These include the general FAIRS and FAIRS Certificate reports, reports on microbiological, radioactive, and other contaminants, labeling, nutritional and health claims, official controls, and other import requirements. U.S exporters are advised to be familiar with these requirements before importing. Most recent Ukrainian laws were adopted under the EU legal approximation agenda, with some exceptions outlined in the subject reports.

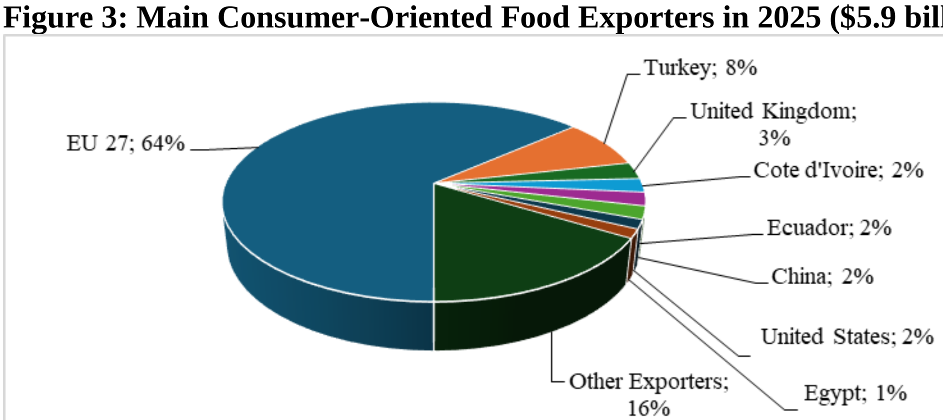
Imports transiting through the EU adds another layer of EU requirements. EU-compatible products of U.S. origin are likely to be automatically compliant with Ukraine's import and EU transit requirements and will face minimal or no barriers.

Since 2016, Ukraine has implemented a Single Window Customs Clearance System that allows for one-point document submission. FAS/Kyiv advises exporters to be in touch with their importer regarding the customs clearance document package. Additional documents are likely required for customs clearance and customs valuation of imported products. Such documentation usually includes the customs declaration, contract, invoices, bank transfer slips, insurance slips if they reference customs value, Common Veterinary Entry Document for products accompanied by a veterinary certificate (with Chapter I completed by the importer) or Common Entry Document (with Chapter I completed by the importer) for all other food product shipments. Food product labeling must comply with Ukrainian regulations before the products are released into circulation. All import documents can be processed simultaneously. Therefore, it is possible to complete the customs clearance process in 3 to 10 days, including additional required laboratory tests. The product will not receive final clearance until all legal procedures are completed and import duties are paid.

Section 3: Competition

The main competitors for U.S. suppliers are EU member states (Figure 3). Historic ties to European markets led to widespread recognition of EU food products in Ukraine. Geographic proximity to EU countries and visa-free travel status familiarized Ukrainian citizens with EU products during business and tourist trips. Many EU countries successfully established strong consumer brands that facilitate food exports. Dutch cheeses, French wine, Greek olives, and Spanish pork are just a few. Ukraine's intention to join the EU has also played a role in shaping consumer preferences. Ukraine adopted several EU-compatible regulations, recognized the EU's geographic indicators, and joined some EU product control systems. Although this simplified the import of U.S. products produced according to EU specifications, it created barriers for others. As a result, the EU dominates the Ukrainian food market. The remaining market share is made up of unique products, such as tropical fruits, chocolate, tree nuts, and seafood.

Figure 3: Main Consumer-Oriented Food Exporters in 2025 ($5.9 billion)



Source: Euromonitor International

Section 4: Best Product Prospects

Ukraine is a good market for U.S. food exports, including frozen fish and seafood, dried fruits, nuts, packaged cereal products, snacks, beef, food ingredients, and other prepared foods.

Demand for “healthy” and “natural” foods is strong, particularly for organic food. Products that target a specific issue, such as gluten-free food, are experiencing demand growth, as well as vegetarian and vegan products. Additionally, demand for high-quality, higher-end food products has grown significantly.

Table 3: Top Consumer-Oriented Products Imported from the World ($ Million), 2025

1	Fresh Fruit	900
2	Chocolate & Cocoa Products	598
3	Fresh Vegetables	427
4	Dairy Products	416
5	Distilled Spirits	406
6	Coffee, Roasted and Extracts	333
7	Dog and Cat Food	288
8	Bakery Goods, Cereals, Pasta	265
9	Wine & Related Products	244
10	Processed Vegetables	181

Source: Trade Data Monitor

Table 4: Top Consumer-Oriented Products Imported from the United States ($ million)

1	Seafood	82.8
2	Tree Nuts	30.9
3	Distilled Spirits	21.1
4	Processed Vegetables	1.8
5	Wine & Related Products	1.7
6	Beef & Beef Products	1.7
7	Non-Alcoholic Bev. (Ex. Juices, Coffee, Tea)	1.4
8	Processed Fruit	1.3
9	Chewing Gum & Candy	1.0
10	Tea	0.8

Source: Trade Data Monitor

Table 5: U.S. Products Presence

U.S. Products Present in Market with Good Sales Potential	U.S. Products Not Present in Significant Quantities in the Market with Good Sales Potential	U.S. Products Not Present in Market due to Significant Barriers
• Fish and seafood • Beef • Nuts • Dried fruits (cranberries) • Alcohol (whiskey, beer) • Snacks • Pet food • Pomegranate juice	• Premium dessert products such as chocolate bars and cookies • Wine • Sauces • Vegan and vegetarian products • Organic food • Gluten free products	• Cheese and ice-cream due to difficulties with logistics which increases product price • Fresh fruits/vegetables due to intense competition from EU countries, Türkiye, and Georgia

Section 5: Key Contacts and Further Information

Agricultural Affairs Office Kyiv 4 Igor Sikorsky Str., Kyiv 04112 Ukraine http://www.fas.usda.gov	Phone: +38-044-521-5036 Email: agkyiv@usda.gov

Government Regulatory Agency Contacts
Ukraine's Single Food Safety Authority: State Service of Ukraine on Food Safety and Consumer Protection

Ministry Responsible for Food Policies
Ministry of Economy, Environment and Agriculture of Ukraine

Import Policies

Import Tariffs and Duties	Ukraine Import Tariffs
Product Labeling	Ukraine Adopts New Labeling Requirements_Kyiv_Ukraine_01-28-2020 Ukraine Adopts New Labeling Rules for Selected Food Products_Kyiv_Ukraine_07-15-2021
Health and Nutritional Claims	Health and Nutritional Claims for Food Products_Kyiv_Ukraine_09-23-2021
Maximum Residue Levels	Updated MRLs for Chlorpyrifos and Chlorpyrifos-Methyl by Ukraine_Kyiv_Ukraine_09-06-2021 Ukraine' Radiation Contamination MRLs_Kyiv_Ukraine_11-30-2020 Ukraine's MRLs for Veterinary Drugs_Kyiv_Ukraine_11-03-2020 Ukraine's MRLs for Microbiological Contaminants_Kyiv_Ukraine_04-27-2020 Ukraine's MRLs for Certain Contaminants_Kyiv_Ukraine_03-06-2020
Food and Live Animals Import Requirements	New Food and Live Animals Import Requirements Implemented_Kyiv_Ukraine_12-02-2019

Other Useful Contacts
Association of Retailers of Ukraine
American Chamber of Commerce Ukraine
Association of Fish Importers of Ukraine
Meat Industry Association of Ukraine
Ukrainian Chamber of Commerce and Industry

Attachments:

Photos from Retail Stores.docx