

**Міністерство освіти і науки України**

**Національний університет харчових технологій**

---

**80 МІЖНАРОДНА НАУКОВА  
КОНФЕРЕНЦІЯ  
МОЛОДИХ УЧЕНИХ,  
АСПІРАНТІВ І СТУДЕНТІВ**

*“Наукові здобутки молоді –  
вирішенню проблем харчування людства  
у XXI столітті”*

*Частина 4*

*10–11 квітня 2014 р.*

---

**Київ НУХТ 2014**

## 92. Ukrainian chocolate market research

**Zhanna Ivanova, Liudmyla Vlasenko**  
*National University of Food Technologies*

**Introduction:** Ukrainian retail market demonstrates solid growth over the last several years. The chocolate confectionery sector is one of the most active and fastest-developing markets. The country's chocolate confectionery market is estimated to reach a value of US\$1.9 billion or 200,000 tones within 2013.

Many new confectionery products have been launched in Ukraine in recent years. Confectionery producers have developed the assortments of their products and have introduced innovations. Chocolate confectionery is expected to be among the most stable categories in terms of growth amongst impulse and indulgence products in Ukraine, during 2014 and beyond.

**Resources and methods:** We use a variety of sources, when we are researching chocolate marketplace:

- statistics;
- media (television, newspaper articles, magazines, Internet);
- chocolate manufacturers competition;
- information about the exhibitions of chocolate.

**Results:** Ukrainian chocolate confectionery sector has always been dynamic, due to young and growing Ukrainian population, and traditional habits in confectionery consumption. In 2013, retail sales of chocolate confectionery grew by 10% in value and 2% in volume and reached US\$1.7 billion and 193,800 tons respectively.

Chocolate confectionery in Ukraine is expected to register a constant compound annual growth rate (CAGR) at the level of 4% from 2014 to 2016. In Ukraine, chocolate consumption accounts about 7.5% of the total market for confectionery products. On an annual basis, Ukrainians consume from 1.2 to 1.3 kg of chocolate per capita, which is four to six times lower than in other European countries. This indicates that Ukrainian market has a favorable potential for consumption rates increase. The sales of chocolate products increased in recent years. In 2009 173.2 tons (927.6 US\$ mill) were sold, 201.4 tons (1,896.1 US\$ mill) were sold in 2013. Researchers predict that sales will grow and they will be 230.9 tons (2,803.8 US\$ mill) in 2016. In 2013, Ukraine's chocolate confectionery imports were mainly from Russia, Poland and Germany. However, the country is also a significant producer of such products, with over 600 plants involved in confectionery manufacturing. Many of them are major processing and packaging companies.

The largest share of the chocolate consumption belongs to such companies as: Kraft Foods Ukraine ZAT «Korona» - 26%, Mars OOO «Snickers» - 20%, Konti VO ZAT «Konti» - 14%, AVK ZAT «AVK» 11%, Nestlé-Ukraine TOV «Svitoch» - 9%, Roshen Kondyterska Korporatsia «Vechirniy Kyiv» - 6,5%, Kraft Foods Ukraine ZAT «Milka» - 6%, Rainford Shokoladna Fabryka TOV «Millennium» - 3,8%, Roshen Kondyterska Korporatsia «Roshen» - 3%, Mars OOO «Bounty» - 2%, Mars Ukraine TOV «M&M's» - 1,5%, Ferrero-Ukraine TOV «Raffaello» - 0,9%, Svitoch Firma AT «Svitoch» - 0,7%, AVK ZAT «Romashka» - 0,4%, Nestlé-Ukraine TOV «Kinder» - 0,2%, Ferrero-Ukraine TOV «KitKat» - 0,09% and others.

These Ukrainian manufacturing companies are actively exporting products to 44 countries (about 40% of output) to maintain inside a domestic market that is trying to reach saturation. The majority of these exports (94% in 2012) are oriented for the Commonwealth of Independent States (a regional organization of former Soviet Republics developed as the successor to the USSR to coordinate trade and economic policies in CIS member nations). Some Ukrainian companies are also opening production facilities abroad, generally in Russia.

According to Euromonitor, the leading manufacturers in chocolate confectionery are modernizing their facilities to enhance production capacity and trying to remain competitive. Roshen Kondyterska Korporatsia, for example, is building a new factory in Vinnytsya with the capacity of more than 240,000 confectionery units per year. The subsidiary of another large multinational corporation (Kraft Foods Ukraine ZAT) also built a big new plant in Trostyanets (Sumy region).

## **Conclusions**

Today, the chocolate confectionery sector is one of the most active and fastest-developing markets. Sales growth has been influenced by growth in the overall economy, urbanization, and an increasingly organized retail market. Ukrainian consumers in urban areas are looking for more convenient stores with better prices, products and services.

Market reforms and challenges of Ukrainian market also brought a significant change in the assortment, appearance and quality of food products over the past seven or eight years.

### **References**

1. Euromonitor International (2012), Chocolate Confectionery in Ukraine, available at: [www.euromonitor.com/chocolate-confectionery-in-ukraine/report](http://www.euromonitor.com/chocolate-confectionery-in-ukraine/report)
2. Global Trade Atlas (2012), International Agricultural Trade Report Chocolate Candy, available at: [www.icco.org/about-cocoa/chocolate-industry.html](http://www.icco.org/about-cocoa/chocolate-industry.html)
3. Дубосарова Т.Ю.(2001), Сенсорный анализ пищевых продуктов. – М.: изд. - Книготорг. дом «Маркетинг» – 240 с.
4. Остапчук М.В. Рибак А.І.,(2003), Система технологій (за видами діяльності). - К.: ЦУЛ - 888 стор.
5. Про захист прав споживачів: Закон України від 12 травня 1991р. ;№ 1024.