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ANALYSIS OF THE CURRENT SITUATION AND THE PROSPECTS OF DEVELOPMENT OF UKRAINIAN CONFECTIONERY INDUSTRY IN DOMESTIC AND INTERNATIONAL DIMENSION

Summary

This article presents analytical information on the confectionery market in Ukraine, analyzes the dynamics of its development in recent years, and investigates the dynamics and volumes of imports and exports of domestic confectionery products to international markets. Positive tendencies of Ukrainian confectionery industry under the condition of economic, political and social stability are outlined, as well as its importance for the overall economic growth and increase of the export potential of the country. The reasons of changes in production of confectionery products and their export during the studied period has been analyzed. The purpose of the article is to study and analyze the dynamics of the development of Ukrainian confectionery market, its prospects and place in the structure of the world confectionery industry during the last five years. The specificity of this market, which is directly dependent on the volume of sales on the purchasing power of the population, is also determined. It is taken into consideration that three main groups represent the production of confectionery in Ukrainian market, namely: production of confectionery products from sugar; production of chocolate and chocolate products; bakery production. For each of these groups there are specific factors that depend on the production and sales of products, and the production rate increases due to the increase in production in key segments for each of the selected groups. It is emphasized that modern enterprises of the industry are improving the process of production in order to optimize natural resources, which allows carrying out production and marketing policies that meet the global goals of sustainable development. In terms of stable economic, political and social situation in the country, the domestic confectionery industry in the future will be quite competitive and has a chance to increase and consolidate its position in the world market, while expanding export markets.

Keywords: confectionery market, export, import, consumer, confectionery.

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