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THE ADVERTISING MARKET IN UKRAINE: CRISIS AND POST-CRISIS PERIODS

Summary

The advertising market in Ukraine has been in a state of crisis quite often over the past 10 years, but always finds opportunities to start recovery. Understanding the actual market situation is important for making adequate decisions when evaluating competitive opportunities, reviewing advertising budgets and advertising strategies. Reliable information about the market is obtained using various methods of calculating market indicators. In the conditions of frequent crises, it is important to adequately assess the situation in the market, to understand the amplitude of fluctuations and regenerative capabilities of the market.

The purpose of the research is to study the dynamics of the advertising market of Ukraine in its crisis and post-crisis periods of development. The following methods served as methodological basis for writing the article, namely: the scientific abstraction methods - when defining the research concept, statistical methods - when forming a sample of advertising market indicators, analysis and synthesis - when comparing the obtained market indicators.

The article examines the dynamics of indicators of the advertising market of Ukraine calculated at actual current prices, the prices of the previous year and the prices of 2013. The use of different methods of calculating indicators made it possible to detect discrepancies in the volumes of the advertising market of different years calculated at actual current prices and at 2013 prices. In this way, two cases were discovered when, according to indicators calculated at actual current prices, the advertising market showed growth (it's 2015 with an indicator of +1% and 2018 with an indicator of +13%), and the market declined significantly in the prices of 2013 (-27% in 2015 and -2% in 2018). Also a significant discrepancy was found in the growth of the advertising market during 2013–2023. For example, in the best year for the advertising market (2021), the volume of the market at current prices amounted to UAH 31,053 million, which is 2.7 times higher than the volume of the advertising market in 2013. In 2013 prices, the volume of the advertising market in 2021 counts UAH 7,976 million, which is 29.8% less than in 2013. The use of indicators for market analysis without their prior recalculation in relative prices - prices of a separate period, leads to wrong conclusions. Wrong conclusions lead to wrong decisions.

Keywords: advertising, advertising activity, advertising market, creative industries, state of the advertising market

Number of sources – 17, number of drawings – 3.

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