

METHODICAL APPROACH TO EVALUATING THE CONDITION OF THE DOMESTIC CONFECTIONERY GOODS MARKET

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In the face of environmental volatility, intensified market conditions and increased competition, while improving quality standards in the field of confectionery production, issues of streamlining production and increasing the efficiency of enterprises in this industry become priority. Their solution is impossible without a comprehensive and comprehensive analysis of the current economic state of the confectionery industry itself and a clear understanding of the main trends in its development.

The works of many scientists, including O. Galushko, A. Gagarina, O. Mozgova, S. Zabolotny, M. Zakrevskaya, and others, are devoted to the issues of studying and improving the confectionery market. However, due to the dynamism of economic reforms, market transformations and constant market updates, it is not possible to dwell on the results of one or more specific studies.

The confectionery market of Ukraine is represented by a fairly large number of manufacturers with a focus on consumers with different income levels.

In general, competition between manufacturers remains at a high level - both in price and in non-price (quality, packaging, etc.) parameters. Also, competition from confectionery shops and companies at chain stores is escalating.

Along with the general perspective of the confectionery industry, it should be noted that the conditions for the development of small enterprises are rather limited. Most of them require the replacement of obsolete equipment and the introduction of new technologies with a lack of own funds. Therefore, production will continue to be concentrated in large corporations. Small firms need to solve financial problems by attracting investment.

In order to ensure an objective determination of current trends in the movement of the confectionery production sector, it is proposed to analyze the confectionery market in a certain sequence, which is based on the principles of a system and targeted approaches. The authors presented a structural and logical sequence of stages of analysis of the current state of the confectionery market, which consists of three stages and the corresponding components:

1) Descriptive and analytical stage: determining the place and role of the market in the national economy, characterization of the main components of the industry.

2) Analytical and evidence-based: analysis of the volume of sales of confectionery products, foreign economic activity, demand for confectionery products.

3) Qualitative and analytical: quantitative and qualitative composition of market participants, their versatile ranking.

References:

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