

DEVELOPMENT OF EGG MARKET IN UKRAINE: EVALUATION, FORECASTING AND MARKETING SOLUTIONS

Yaroslava Larina^{1*}, Julia Gajchynska¹, Oleksandr Popov¹

¹Department of Marketing and International Trade, Faculty of Agrarian Management, National University of Life and Environmental Sciences of Ukraine, Heroiv Oborony street 11, 03041 Kiev, Ukraine

*e-mail: larin_sla@ukr.net

Abstract

The purpose of the present paper is to identify the features of the egg market in Ukraine, to assess the key trends and prospects for its development, which are significantly influenced by both natural and economic factors. In this aspect, the main objectives of the study are the following: to deepen market segmentation, identify new factors of the consumption culture and develop the mechanisms for interaction of market participants in conditions of intense competition.

The research was conducted on the materials of large agro-industrial enterprises of Ukraine (annual reports from official sites "Avangardco IPL" and "Ovostar Union"), and data of State Statistics Service of Ukraine. Methods of statistical modeling (logistic regression) and economic-mathematical forecasting were used during the research for the analysis of dynamics of production volume of agro-industrial production and sales volume of agro-industrial products. The method of synthesis and comparison allowed the authors to identify the key trends of Ukrainian egg market development. Moreover, the authors used the methods of systematization and generalization - in the process of substantiation the conceptual approach for the development of strategy of agro-industrial enterprises in the egg market, the methods of complex evaluation (assessment of the level of monopolization and concentration) for define type and competitive structure of the market.

Conjuncture is defined as a certain situation that has developed in the market in a specific period of time and characterizes the real ratio of supply and demand. Market conditions are characterized by demand, supply and their interaction, price dynamics and their level, volumes and dynamics of stocks, and the formation of market conditions is influenced by historical, national, climatic, territorial, political, socio-economic situation which are completely pouring into the development of the egg market, as there are factors as: number of chickens; productivity of chickens; economic situation; epizootic situation in the region; seasonality. The dynamics of the poultry population in general, as well as of laying hens in the context of agricultural enterprises and households, is also considered. Great attention to the organic and natural food, as well as the interest to the conditions of the production, increases the demand for the products of the companies, which adhere to the standards and treat animals humanely. In addition, in Ukraine, besides the segments of chicken eggs and egg products, the segment of free range eggs is developing.

The tendencies in the field of marketing of table eggs are revealed and the directions of their adaptation in the Ukrainian market are offered.

Key words: *Egg market, Market conjuncture, Market capacity, Market share, Segment.*