

THE CURRENT STATE AND DEVELOPMENT PROSPECTS OF THE SYNTHETIC DETERGENTS MARKET IN UKRAINE

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Synthetic detergents are tools to meet the basic human needs; therefore, they should be seen as a precondition for achieving a high quality of life.

The aim of this paper is to determine the modern characteristics of synthetic detergents market in Ukraine and to develop the relevant scientific recommendations.

The main current trends of the given Ukrainian market development are: steady market capacity expansion, which is associated with increased consumer demands for the quality of life and supply from producers of relevant items and domestic appliances; an excess of demand over supply leads to increased attractiveness of the business and to the shifting of the manufacturing facilities of foreign producers to Ukraine; lower properties and a narrow range of domestic products; active development of technology by foreign manufacturers leads to continuous products range growth; strengthening environmental safety requirements causes further research in large foreign companies; products and production of domestic enterprises are not adapted to the modern world standards etc.

Evaluation of synthetic detergents choice showed a strong preference among Kryvyi Rih consumers for well-known companies that are actively advertising, have a wide range of products and sell them in the usual distribution network. The main criteria that determined the choice of the consumers are quality, price, and environmental properties.

The saturation of the Ukrainian synthetic detergents market requires: continuous study of consumer opinion, problems in functioning of this sector of business environment, and publication of the observation results with the following creation of relevant information space at the national and regional levels; Ukrainian producers adoption of international standards for product quality and production; conducting their own research to create new raw materials and environment-friendly products based on them; enhancing the marketing policy of domestic producers (in terms of creating their own brands, assortment range and pricing policy, expansion of their advertising budgets) in domestic and foreign markets; transforming of powerful domestic producers into production and sales companies etc.