

TRENDS OF DOMESTIC TRADE DEVELOPMENT IN UKRAINE

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The article analyzes the development of domestic trade in Ukraine and identifies problems in its functioning in view of the presence of retail and wholesale trade under the influence of changes due to economic and political factors. The analysis of indicators of social and economic development of Ukraine was conducted. The indicators of retail and wholesale turnover of Ukrainian enterprises by regions and product groups are estimated. The modern development of the national economy is characterized by a gradual transformation due to the influence of European integration processes, liberalization in the field of foreign economic activity, the destabilization of global trade regulators, and the involvement of countries in international economic relations.

Quantitative and qualitative transformations in Ukraine's domestic trade are being influenced by a number of factors, among which are the purchasing power, the level of commodity security, the level of the material and technical base development, institutional transformations, as well as the level of concentration and competition.

The purpose of the paper is to investigate the trends and problems of the domestic trade development based on the characteristics of retail trade turnover as a macroeconomic indicator, and to determine its connection with such indicators as the level of purchasing power of the population, the stability of the national currency, the state of money circulation.

The analysis of social and economic development indicators of Ukraine was conducted. The analysis of volumes of produced products by separate types of economic activity is carried out. The share of sales of consumer goods produced on the territory of Ukraine is estimated in order to assess the level of import expansion in the domestic market.

The practical significance of the research is in the ability to take into account the calculations when choosing the methods and instruments for regulating in the sphere of trade by public authorities. At the same time, this problem is closely interlinked with the improvement of regulatory measures in the field of trade and requires further research in this area.