

THE STUDY OF BREAD AND BAKED GOODS MARKET OF UKRAINE AND JUSTIFICATION OF PRODUCT INNOVATIONS CONDUCTED BY MANUFACTURERS ON THAT MARKET

Kuzo N.Je.

Senior Teacher, Department of Marketing and Logistics,
Lviv Polytechnic National University

Kosar N.S.

Candidate of Economic Sciences, Associate Professor,
Lviv Polytechnic National University

Pahuta M.H.

Student,
Lviv Polytechnic National University

Bread and bakery products occupy an important place in the ration of the Ukrainian population, since they are intended for daily satisfaction of physiological human needs. However, the differentiation of the needs of consumers, based on their income, preferences, being able to eat different kinds of bread and bakery products due to their health, actualizes the issue of expansion of the product range of bread and bakery products by implementing innovative approaches in manufacturing. A peculiarity of the bread and bakery market in Ukraine is almost one hundred percent for domestic products provision.

In this article the state of the bread and bakery products market of Ukraine is investigated basing on data analysis for the volumes of related products industrial production and the structure of consumption of bakery products. It was discovered that the negative tendencies in the economy of Ukraine were also reflected on the main indicators of the bread and bakery market. That led to a reduction in the volumes of their industrial production. The analysis of secondary information indicates that today bread and baked goods market is mainly developing due to

the non-traditional varieties of bread. The demand for new varieties of bread with more complex formulations and buns is increasing, while the share of traditional bread varieties is decreasing.

Setting the directions for product innovations is individual for each manufacturer and is determined by the existing assortment structure, consumer demands. It needs justification using the methods of economic-mathematical modeling. This article contains the main directions of product innovations for one of the largest producers of bread and bakery products of Ukraine – PrJSC Concern Khibprom. To find out the directions of expansion of the product range for this enterprise, the method of hierarchy analysis has been used based on the average results of consumer surveys in grocery stores offering bread and bakery products in Lviv during April-June 2017. Taking into account the results of the conducted researches, it can be concluded that the priority directions of innovations implementation for PrJSC Concern Khibprom are bread sticks (grissini), multigrain bread, mini croissants, dried bread with raisins, dispersed grains bread.