

## ANALYSIS OF THE STATE OF PROPERTY INSURANCE IN UKRAINE

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The article deals with the current state of the property insurance market in Ukraine, analyzes insurance payments and payments for this type of insurance, their structure. It is established that despite the reduction of the number of insurance companies in the Ukrainian market, the amount of insurance payments under insurance contracts is increasing. Their structure is dominated by payments from legal entities and accounting for about half of all revenues. This tendency testifies that legal entities are more active participants of the insurance market. To ensure their activities and development from time to time they need to take loans in banks on the pledge of property.

It is determined that today the market is dominated by two directions – classic and express insurance of property insurance. Each of them has its advantages and disadvantages. In particular, among the population is the most popular express insurance, since it can significantly save time when entering into an insurance contract (no need to evaluate the property, its review). For insurers, this type of insurance is dangerous to insurance fraud, as the policyholder can claim damages for property

that was not available at the time of the contract (especially this applies to movable property insurance).

It is revealed that the perspective direction of the participants in the insurance market for personal property insurers see in the insurance of private country houses and cottages. At present, the demand for this type of service is conditioned by the requirements for the transfer of such real estate into a pledge. From year to year, demand in this segment rises, as the number of new buildings is also increasing.

Due to increased competition and reduced solvency of insurers, Ukrainian insurance companies are increasingly beginning to offer comprehensive insurance programs. They are especially popular among corporate clients, because for comprehensive insurance, insurers are ready to make certain concessions and discounts, which significantly saves insurers' money. In the case of complex insurance, the relationship between the insurer and the insured moves from the client's to affiliate level, which significantly increases the loyalty of the insured, making him an "advocate" brand of the insurance company.