

STATUS, PROBLEMS AND PROSPECTS OF E-COMMERCE DEVELOPMENT OF FOOD PRODUCTS IN UKRAINE

Shaleva O.I.

Candidate in Economics, Associate Professor,
Reader in Entrepreneurship, Trade and Logistic Chair,
Lviv University of Trade and Economics

Kondratenko A.M.

Project Leader of E-shop "Nash Kraj"

Ukrainian and world e-commerce is one of the most active economy sectors which develop efficiently even during the crisis due to its organizational and technological simplicity. Local customers purchase durable and complex goods the most often.

However, one of the most perspective e-commerce segments is selling grocery. It is foodstuff which shows the highest growth of selling via Internet rates. Still the absence of official statistics immensely complicates this segment's development analysis and search resources contain the data which is radically different, so they cannot be generalized and objectively characterized.

Today, large national FMCG actively enter the market and create their own e-commerce websites by themselves of using help or special commercial services. It is the activity analysis which helps to make an objective picture of modern grocery on-line sales rates.

A study of the biggest Ukrainian chain stores Internet-shops confirmed a wide range of goods, proposed for the consumers. What is more, there are presented goods which have a long retention period and generalized quality rates and, at the

same time, perishable or those which require individual selection. Still, popularity of such products is reached by providing high level of service, staff's responsibility, preservation conditions and transporting of the goods and territorial scale expanding of delivery. Even if Internet-shop sells non-food goods with complex range, grocery is still the market's leader.

Apart Internet shops which are the separated branches of the chains, groceries may be also sold via manufacturer's stores. For the last ones it is an efficient method of their network expanding and increasing the number of consumers, and for the customers – way to reduce the quantity of time for goods searching and funds on purchasing.

At the same time, the goods' realization process via Internet is slowed down because of number of factors, among which we may find high level of customers' distrust, low efficiency of delivery, advertisement absence, etc.

But modern tendencies of national e-commerce analysis and its harmonization due to the consumers' needs, proves that groceries realization via Internet has significant perspectives and potential for development.