

DYNAMICS OF LIFE INSURANCE DEVELOPMENT IN UKRAINE

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For Ukraine, as a socially oriented state, it is extremely important to ensure a more efficient functioning of the life insurance market, as it will allow, on the one hand, to fulfill its social tasks and, on the other, to intensify the activities associated with its branches. In order to do this, it is necessary to carry out an analysis of the laws of life insurance development in order to modernize the domestic insurance industry.

The insurance market is the second in terms of capitalization among other non-bank financial markets. An insurmountable amount of liquid financial instruments remains an important problem for insurance companies to implement an effective policy of investing money.

Analyzing the number of insurance companies, it should be noted that the number of life insurance companies, during the analyzed period, gradually decreased. For the period from 2014 to 2015, the number of insurance companies decreased by -8 companies, and in 2016 – by 10 companies. Consequently, in general for the period 2014-2016. 18 insurance companies engaged in life insurance stopped their activity in Ukraine. Assessing the situation that has developed with insurers in the life insurance market, one should also consider the desire of insurers to insure their lives and to secure their peace of mind for the future.

In Ukraine, this sector is at an early stage in its development and has some problems,

therefore its further development should become a priority in the economic and social aspects of the state policy. In order to determine the possible ways of developing a life insurance market, consider the dynamics of insurance premiums on the main types of life insurance to assess which type of life insurance is in high demand in Ukraine and which is still in a zone of low demand.

Realization of social tasks allows to overcome the insufficiency of the system of state social insurance and supplement it. At the same time, the implementation of financial tasks, on the one hand, contributes to the increase of personal incomes, and on the other – provides the necessary guarantees in the implementation of a range of financial and credit operations. These tasks are so closely woven around the main purpose of life insurance – preventing a critical deterioration in the standard of living of people, which tasks of a social nature can be separated from financially very conditionally.

As a component of the insurance system, life insurance is considered a strategically important component of the insurance of life and health of citizens. At the same time, it is a powerful catalyst for the development of the state through the accumulation of significant funds of funds in the form of insurance reserves with their subsequent placement in various sectors of the economy.

Throughout the time of the build-up of independent Ukraine, this industry remained

out of the attention of businessmen and government. Today, the situation is gradually changing for the better, the state strengthens its control in this area, but these measures are not enough. It is necessary to take legislative measures to create conditions for the development of this type of insurance in Ukraine by domestic insurers.

In a market economy, it is one of the most important mechanisms for ensuring eco-

nomical and social stability. Consequently, life insurance should not be seen as a luxury product, but as a prerequisite for a sustainable economic growth of the country. Ukraine has all that is necessary for this only for insurers and the state needs to develop a common mechanism for the use of these resources in order to ensure the development of the life insurance market and increase the country's economic level.