

## ANALYSIS OF THE MONEY INSURANCE IN UKRAINE

**Romanovska Yu.**

PhD (Economics), Associate Professor,  
Vinnitsa Trade and Economic Institute of KNUTE

**Yakovenko K.**

Student,  
Vinnitsa Trade and Economic Institute of KNUTE

Insurers in property insurance may be legal and (or) individuals. At present, the most actual kind of voluntary property insurance is suburban real estate insurance, the number of concluded property insurance contracts decreased by 27 867.8 thousand units, as compared to 2012, insurance payments decreased in all years as the main problem preventing the increase of gross insurance premiums, it is precisely mistrust of the population to insurance companies.

One of the most important conditions for the successful development of the property insurance market is the formation of communications with consumers through its insurance education is traceable to a stable. Low level of insurance indemnity for property insurance, which testifies to the ineffectiveness of insurance companies' insurance business, illustrates high development rates. One of the factors that influenced property insurance was the economic crisis of 2014-2015. The instability of the economic situation in the state and the lack of a unified

state strategy for market development Insurance services in the state cause a low level of trust among insurers among the population and adversely affects the development of insurance in Ukraine.

To solve these problems could be as follows:

- To form a single purposeful state strategy for the development of the insurance market in Ukraine;
- bring domestic insurance legislation in accordance with the norms, rules and requirements of EU countries;
- to carry out effective control over the activity of insurers by the state;
- to carry out explanatory work on the advantages of property insurance and popularization of the insurance market among the population.

Thus, applying these offers could ensure annual stable growth of the insurance services market in Ukraine, which will make it a powerful tool for social protection of the population, as well as become a source of investment resources in the future.