

THE RUBBER FOOTWEAR MARKET IN UKRAINE: BASELINE CONDITIONS, PROBLEMS AND ACTUAL TASKS OF DEVELOPMENT

Voloshyna S.V.

PhD, Associate Professor,
Head of the Department of Economics
Donetsk National University of Economics and Trade
named after Mykhailo Tugan-Baranovsky

Provolotskaya O.M.

PhD, Associate Professor,
Associate Professor in economics and entrepreneurship
Kryvy Rih Economic Institute of Kyiv National Economic University
named after the Vadym Hetman

Kozlova V.V.

Student,
Donetsk National University of Economics and Trade
named after Mykhailo Tugan-Baranovsky

The purpose of the article is to assess the current state of the rubber footwear market in Ukraine in the context of world trends and identify priorities for its development.

The start of the sixth technological process in the world has been the impetus for the creation of new materials and technologies in shoe manufacturing, updating on this basis the range of products. Such processes have led to an increase in the supply of rubber footwear by renowned world designers and companies, the formation of new trends in this segment of the market.

At the same time, the production of shoes, being one of the most promising in the world, despite all the complexities of its organization, in the realities of doing business in Ukraine demonstrates a long-lasting negative trend, while the share of domestic footwear is insignificant despite the factors that should contribute to this process. Such factors include the solvency of the population, its desire to follow trends, climatic conditions, road conditions, a significant proportion of the rural population, limited own raw material base for the production of leather shoes, world sector trends in the production of shoes, etc.

The current characteristics of the rubber footwear market in Ukraine in the context of the development of the domestic footwear market in general should be considered:

- insignificant share of rubber footwear in the structure of production and consumption of shoes in general, despite the high capacity of the domestic market;
- low consumption of rubber footwear per capita in the country, which does not correspond to world trends;
- a small number of enterprises specializing in the production of rubber footwear; predominance in their assortment of special shoes for production needs; a slow updating of their assortment;
- negative trend of reduction of production of rubber footwear;
- negative balance of trade balance for this product;
- expectation of a significant increase in the demand for imported rubber footwear in the reorientation of domestic sales channels for the foreign market;

The structure of the problems of the development of the rubber footwear market

by the level of influence and the possibility of reaction is proposed. Based on the questionnaire, the significance of the criteria for consumer choice of rubber footwear was determined.

The main tasks for the perspective development of the rubber footwear market are

established, in particular: state support of the domestic commodity producer; equipment update; extension of assortment of rubber footwear with a predominant orientation for use in the nonproduction sphere; solution to the issue of production of quality materials, etc.