

Analysis of structural shears in the internal and foreign market of meat and meat products of Ukraine

Rahman M.S.

Candidate of Economic Sciences,
Senior Lecturer at Department of Marketing
and Management of Foreign Economic Activity,
V.N. Karazin Kharkiv National University

Mangushev D.V.

Candidate of Economic Sciences,
Senior Lecturer at Department of Marketing
and Management of Foreign Economic Activity,
V.N. Karazin Kharkiv National University

Klimova A.S.

Student,
V.N. Karazin Kharkiv National University

The meat and meat products market in Ukraine is part of the food market in the country and occupies a special place in the human diet. In the conditions of the decline of a range in stock raising direction and the instability in the economic and political situation. Meat producers in Ukraine are increasing production volumes, in conditions of the decline of a range in stock raising direction and the instability in the economic and political situation.

Necessity of a study the state and trends meat and meat products market in Ukraine is conditioned by the situation on the market.

Purpose: is an analysis of structural changes in the domestic and foreign markets of meat and meat products in Ukraine.

The research uses general scientific methods: analysis and synthesis; comparison, hypothesis, statistical method, graphical, tabular, and others.

Findings. The reduction in the number of enterprises and the number of personnel did not affect the growth of sales to 44826.5 million UAH and the profitability of production in 2017 to 6.7%. More than 65% of domestic production falls on agricultural enterprises. In the meat production structure, predominates poultry meat, the share of beef and pork falls. Meat production is concentrated mainly in industrial areas with a strong raw material base.

The consumption of meat is increasing, with the preponderance of poultry meat and a significant proportion of pork. In the structure of finished meat products, the leadership belongs to cooked sausages, sausages and sausages, the share of meat delicacies is up to 30%.

In 2017, exports and imports of meat grew by 36.1% and 42.4 % respectively, the trade in beef was reviving.

In the foreign trade of sausages, imports prevail, the geographical structure of trade has undergone some changes.

Research limitations / implications. Innovative ways of improving efficiency of the marketing research in the meat processing enterprises of the Kharkiv region is carried out and innovative ways of improving efficiency are proposed.

Originality / value the introduction of online trade greatly enhances the competitive position of enterprise positioning in the meat processing enterprises market.

In order to increase the efficiency of livestock and meat processing enterprises, it is necessary to introduce resource and energy saving technologies. The development of integrated production complexes of full cycle, optimal loans and investments, state support and strategy.