

ASSESSMENT OF THE CURRENT STATUS OF DEVELOPMENT OF MOBILE COMMUNICATION MARKET IN UKRAINE

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The article evaluated the current state of mobile communications market in Ukraine. It was determined that the market of communication services formed the following three main segments like mobile communications, fixed telephone and computer communications.

We characterize most available and used by consumers of services, which include mobile and broadband Internet access.

The article is structured revenues from different types of communication services for three quarters of the year and built the dynamics of revenues from different types

of communication services for the year 2013-2016.

Posted dynamics of mobile subscribers for the three previous years and displayed availability of mobile connection for 100 subscribers.

The analysis of the market capacity for mobile communication services in 2016, presented the main market share of mobile operators. Identifying the most operators with the biggest share, including the leader "Kyivstar" and its nearest competitor – the company "MTS". The main problem of the mobile market.