

## DEVELOPMENT FEATURES OF THE DOMESTIC MARKET OF ENVIRONMENTAL GOODS

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Today developed countries focus on environmental issues. Important in this area is the production of environmental goods.

As to the market of environmental commodities, its formation is a complex process that involves the coordination of interests of all its stakeholders, especially producers, consumers and society. Among the important aspects of the environment preservation and sustainable development is expanding the limits of the domestic market for environmental goods and services by implementing eco-innovations. But, unfortunately, domestic producers are not in a hurry to occupy its own niche not only in Ukrainian, but also in the world market of environmental commodities.

Dynamic market development of environmental goods in Ukraine is hampered by the lack of appropriate legal framework (which regulates the entire process: from the creation of environmental commodities for their sale to the final consumer); there is no national system of certification of environmental commodities, which regulates certain of certain products to environmentally

friendly, and orientation of a few Ukrainian producers of such products mainly to foreign markets. Little attention is also paid to this segment by trading companies (importers, retailers).

Production of environmental goods is not only ecologization processes of consumption but also environmentally friendly production processes, such as production of products helps to ensure or even improve environmental quality.

Further development of the market of environmental commodities in Ukraine directly depend on the activity of Ukrainian producers and trading companies, as well as the creation of a stable legal and regulatory framework that would clearly regulate state policy in the sphere of production, created the conditions for the legal definition and protection of environmental goods. That would solve a number of environmental problems as well as create additional capital to increase the investment attractiveness of Ukraine and their competitiveness in the global market. This requires funds – investment both within the country and from abroad.