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THE ANALYSIS OF MARKET OF JUICES AND JUICE PRODUCTS IN UKRAINE

In the scientific article the main trends of juice in Ukrainian and international markets are considered. Now in Ukraine takes place trade in juice of numerous brands. Lines for the preparation of this product installed on large enterprises for processing of fruits and vegetables, and are the basis of small enterprises.

The production of juice in Ukraine is expensive enough, as part of domestic raw material makes only near 20%. However, economically it is very advantageous, as evidenced by annual 10-40% growth of production.

Currently, manufacturers use all possible natural or synthetic aromatic and flavor additives to give the product a new taste and smell. Therefore, this article reviews kinds of juice products, depending on the type of processing fruit juice production and composition, and describes the types of juice products

sold in the market. Manufacturers are constantly expanding range of juices, juice products, which includes not only the juice.

Market of juice products is characterized by a low level of competition as the market took four major companies combined share of which is 95% of juice market of Ukraine. Low purchasing power of potential customers and generated enough juice drinking culture in Ukraine sharpen competition between producers of these products. The largest share of the market and the strongest competitive position belongs to such brands as Pepsi Cola, Galicia, VITMARK, Coca-Cola.

We describe the factors that help consumers in choosing juice products, namely: the taste of the product, price, brand, advice of others, package, various discounts and latest offers.

The analysis of juice market should be carried out by all manu-

facturers, operating in the market, because it reveals the strengths and weaknesses of competitors and enables to use them for own development. The competition in the market promotes manufacturers, the development of new technologies for the processing of raw materials, improves the quality of juice and juice products.