

This article presents the results of the study and offered promising niche in the confectionery market in Ukraine. The features of this market, identified key errors in the positioning and promotion of children's brands.

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3 : , -
1-1,1 . -
700-750 . , , ,
95% -
90- -
- "Nestle" (-
1994 ., " ") "Kraft General Foods" (1994
) .
Western NIS Enterprise Fund (« »),
Bleizer (« »), Trilini International (« ' »). [2]
A. -
M. , .. -
35-40% -
2005 . 40-50% 2008 .- 2003-
6,1% (253 .), 15%-18%. 2007 . 2% (249 .).
7% 2008 .

(2009 .).	29%			7,3%),		23%
	, 6 10	(, - ,	-
		(-
), - ,				-
	« »	.				-
		, 2010 .	2009 .			-
		2%, 1017,6 . .				-
		. 2010 ..			[3].	-
	2009 .	17,4 . . -	4,25%.		418,9 . ,	-
		" "	" .	:	" " " " " "	-
					65%	-
					" "	-
		24,3%.			" "	-
	2010 .					-
		, 2010 .				-
		- 33,8% -		19 .	14,2 .	-
	2009 .					-
2009 .				\$54400000,	14%	-
2010 .		45,4%.				-
			15,8%	, 2009 . - 136 . .		-
			- 34,4%.			-
						-
			3-5%			-
						-
						-
						-
				[2].		-
	-					-
						-
					3-4	-
			\$1 ,		\$20 .	-



8-18%
60-70%.
2010 ..
20-25%.
2010 . -

2010 .

30-50%

2010 .

2010 .

10%, 2009 . - 170%. 20-30%
20%.
40-45%

2010 .

50%.

8

50%.

[1].

()

90%

c

- 41%.

2011 ..



2011 . 65% 30%, -5%.

1. : / . (. . .) . - . : . , 2004.
2. , . . . [] / . . . //

Food&Drinks market - 2012. - 1. - : <http://www.foodmarket.spb.ru>
3. [] // -
: - - 2012. - : <http://www.ukrstat.gov.ua/>

339.13:[664.1+664.68+663.91] (477)

339.13:[664.1+664.68+663.91] (477)

UDC 339.13:[664.1+664.68+663.91] (477)

Kryvonis Alina Olexandrivna, assistant lecturer, Donetsk national university of economics and trade after M. Tugan-Baranovsky. **Perspective niche of confectionary market in Ukraine.** presents the results of the study and offered promising niche in the confectionery market in Ukraine. The features of this market, identified key errors in the positioning and promotion of children's brands.

Keywords: confectionery products, children's brand, target audience, brand, flour products.