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CONSIDERATION OF CONSUMER PRIORITIES AT EXPENDITURE OF DOMESTIC ENTERPRISES ON EXTERNAL FOOD MARKETS

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ABSTRACT

The article is devoted to the definition of the essence of the "value" of the product for the consumer, the study of domestic consumer trends at the food market. The consumption of the main types of food products by the population of Ukraine is analyzed according to rational consumption norms and the level of consumption in the EU countries. It is noted that the general economic crisis in Ukraine, the reduction of purchasing power of the population, increase of prices, growth of expenses in the structure of expenditures of households (utilities, transport, etc.) without parallel increase of incomes in the coming years will not improve the situation and will not lead to increase of consumer demand at the domestic market. Moreover, current realities indicate that domestic consumers in the near future will limit their own food costs, using discounts and promotions, as well as give preference to low-priced segment products.

It is determined that these tendencies force domestic enterprises to increasingly reorient their activities to foreign markets, trying to convince foreign consumers of their own competitive advantages. Over the past years, domestic producers have significantly strengthened their position at this market with regard to the export of their own products, which contributed to the preservation of added value within the country.

The article outlines the main consumer trends in the development of world food markets, identifies the main priorities in the functioning of domestic enterprises when entering the external markets, existing problems and justifies the ways of their solution. It is noted that the technologies of food and beverage production vary according to global and regional trends. The "Clean label", taste, and useful properties of the product are just a few trends that stimulate innovative developments in the food industry over the past decade. In order to meet the demands of consumers, manufacturers must keep pace with the time, understanding each new trend and its significance in different regions. Taking these trends into account will allow Ukraine to realize export opportunities and become an active player at the world food market not as a supplier of raw materials, but products with high added value.

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УРАХУВАННЯ СПОЖИВЧИХ ПРІОРИТЕТІВ ПРИ ВИХОДІ ВІТЧИЗНЯНИХ ПІДПРИЄМСТВ НА ЗОВНІШНІ ПРОДОВОЛЬЧІ РИНКИ

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Стаття присвячена визначенню сутності цінності продукту для споживача, дослідженню вітчизняних споживчих тенденцій на ринку харчових продуктів. Проаналізовано споживання населенням України основних видів продуктів харчування відповідно до раціональних норм споживання та до рівня споживання в країнах ЄС. З'ясовано, що загальна економічна криза в Україні, зниження купівельної спроможності населення, підвищення цін, зростання витрат у структурі витрат домогосподарств (комунальні послуги, транспорт тощо) без паралельного зростання доходів у найближчі роки не покращить ситуацію і не призведе до підвищення споживчого попиту на внутрішньому ринку. Більше того, сучасні реалії свідчать, що вітчизняні споживачі в найближчій перспективі будуть обмежувати власні витрати на харчування, користуючись знижками й промоакціями, а також віддавати перевагу товарам низького цінового сегменту.

Визначено, що зазначені тенденції змушують вітчизняні підприємства все більше переорієнтовувати свою діяльність на зовнішні ринки, намагаючись переконати зарубіжних споживачів у наявності власних конкурентних переваг. Протягом останніх років вітчизняні товаровиробники помітно зміцнили свої позиції на цьому ринку, що сприяло збереженню доданої вартості всередині країни.

У статті окреслено основні споживчі тенденції розвитку світових продовольчих ринків, визначено пріоритети у функціонуванні вітчизняних підприємств при виході на зовнішні ринки, існуючі проблеми та обґрунтовано шляхи їх вирішення. Зазначено, що технології виробництва харчових продуктів і напоїв змінюються залежно від глобальних і регіональних тенденцій. «Чиста» етикетка, смакові якості, корисні властивості продукту — це лише декілька тенденцій, які стимулюють інноваційні розробки в галузі виробництва харчових продуктів за останні десятиріччя. Для того, щоб задовольнити запити споживачів, виробники повинні йти в ногу з часом, розуміючи кожну нову тенденцію та її значення в різних регіонах. Врахування зазначених тенденцій дасть змогу Україні реалізувати експортні можливості та стати активним гравцем на світовому ринку продовольства не як постачальник сировинних ресурсів, а продукції з високою доданою вартістю.

Ключові слова: *ринок продовольства, споживчі пріоритети, екологічно чиста продукція, індустрія здорового харчування, «чиста» етикетка, функціональні продукти.*

Formulation of the problem. The food market has always played a leading role in the functioning of any state, and its level of development was determined by the position of the state on the world stage. The high social significance of this market requires the definition and thorough examination of the features of its functioning at the present stage of development, in view of the fundamental changes that take place in society. The problem of simply quantitatively increasing the capacity of this market is gradually losing weight, and the development of new technologies affects the shifting of emphasis from the massive non-direct production to taking into account consumer preferences.

Analysis of recent research and publications. In recent years, domestic and foreign scholars such as O. Goychuk, A. Gordeyev, V. Vlasov, V. Demyanenko, A. Zainchkovsky, E. Kovalev, V. Loginov, S. Mikhnevich, B. Paskhaver, D. Rilko, P. Sabluk, B. Chernyakov and many others have devoted their research to the problems of development of the domestic and world food markets. However, changes in consumer priorities at the relevant markets require a more thorough study of these trends, based on current problems.

Setting objectives. The purpose of the article is to identify the main consumer trends in the development of the world food market and to justify the need for them to be taken into account when implementing the export policy of domestic enterprises when entering the external markets.

Presentation of the main research material. Recently, the trends of population growth and increased purchasing power in developing countries will have a significant impact on the development of world food markets in the direction of increasing demand for food. Strengthening competition on the market and the efforts of commodity producers to attract loyalty of consumers to their own brands by expanding the range, producing non-traditional products, improving flavoring properties, etc. leads to the fact that every year consumers become more discerning and unpredictable in their intentions, changing the motives of purchasing.

In order to win the recognition of consumers by providing food products with additional benefits, manufacturers have to overcome the difficulties — to take into account often conflicting requirements of consumers and at the same time to solve production tasks in the conditions of fluctuations in prices for raw materials and energy.

In the current difficult economic situation, consumers, buying food, seek to find a more advantageous ratio of the value of the product and its value. In the concept of “value” of a product they invest in subjective representations, which depend on a large number of different factors. For some, this is a list of clear substances in the formulation, for others — the price is more important than the food properties of the product, and the third — in the first place put the taste. Understanding the benefits of consumers is a priority task for commodity producers.

Although value compared to spent money is not only a matter of price, but most consumers are closely following their costs. Economic factors such as the global crisis, frozen wages, job insecurity, rising unemployment and rising other costs, in particular for fuel, in aggregate lead to a more lenient approach to purchases.

In Ukraine, during the last years, as a result of declining purchasing power of the population and rising prices for raw materials and other resources, there was a decrease in production. Despite the fact that manufacturers tried to reduce the cost of production of their products, consumers reduced their consumption, preferring to cheaper species, which was reflected in the general situation of consumption of the main types of food products (Table 1).

Table 1. **Consumption of the main types of food products by the population of Ukraine** (per capita per year, kg)

Types of products	Rational consumption ratios	Consumption in the EU (25 countries)	Actually in Ukraine			2016 in% to	
			2014	2015	2016	rational standards	consumption in the EU countries
Meat and meat products	83	95	54,1	50,9	51,4	61,9	54,1
Milk and dairy products	380	363	222,8	209,9	209,5	55,1	57,7
Eggs, pieces	290	222	310	280	267	92,1	120,3
Fish and fishery products	20	24	11,1	8,6	9,6	48,0	40,0
Bread and bakery products	101	91	108,5	103,2	101,0	100,0	111,0
Potatoes	124	81	141,0	137,5	139,8	112,7	172,6
Vegetables and melons food cultures	161	116	163,2	160,8	163,7	101,7	141,1
Fruits, berries and grapes	90	110	52,3	50,9	49,7	55,2	45,2
Sugar	38	41	36,3	35,7	33,3	87,6	81,2
Vegetable oil	13	19	13,1	12,3	11,7	90,0	61,6

* Agriculture of Ukraine 2016 Statistical collection. — Kyiv : Derzhkomstat of Ukraine, 2017. — P. 216.

According to the data of the table. 1 in 2016 there is a nearly two-fold decrease in consumption by the population of Ukraine in relation to rational norms and the level of consumption in EU countries of products such as meat and meat products; milk and dairy products; fish and fish products; fruits, berries and grapes. During this period, to reach rational consumption norms Ukrainians succeeded in such products as bread and cereal products; potato; vegetables and melons food crops. However, such achievements can hardly be considered positive, since these products relate to products of low energy value that help domestic consumers cover the lack of consumption of high-calorie products. Thus, while Ukrainians are only struggling to achieve rational consumption, the EU food market offers consumers new, improved products that are created on the border between foods and medicines with improved functional properties.

It should be noted that the general economic crisis in Ukraine, the reduction of the purchasing power of the population, the increase of prices, the growth of expenditures in the structure of expenditures of households (utilities, transport, etc.) without parallel growth of incomes in the coming years will not improve the situation and will not lead to higher consumer demand in the domestic market.

Moreover, current realities indicate that domestic consumers in the near future will limit their own food costs, using discounts and promotions, as well as give preference to low-priced segment products.

These tendencies force domestic enterprises to increasingly reorient their activities to foreign markets, trying to convince foreign consumers of their own competitive advantages. Note that the EU market is quite promising, which covers 500 million consumers, and is the most solvent market in the world. Over the past years, domestic producers have significantly strengthened their position in this market with regard to the export of their own products, which contributed to the preservation of value added within the country.

Ukraine has some achievements, substantially strengthening its position at the world market, becoming anumber one exporter of vegetable oil, exporter number two of barley, exporter number two or three, depending on the year of corn.

Moreover, even for those goods for which Ukraine has traditionally been import-dependent, in recent years it has managed to reach its export position, in particular, the 8th position in the world in export of poultry meat. Thus, the partial loss of the Russian market was offset by new opportunities associated with the export of products to Europe. In addition, Ukraine managed to open the Kazakhstani market for Ukrainian milk and meat, to increase the export of Ukrainian sugar, the main consumers of which were Kyrgyzstan (49% of total exports), Romania (19%), Kazakhstan (6%).

Consequently, an increase in the export of domestic food products opens up broad prospects for commodity producers, but the effectiveness of such actions will depend on careful study of the market situation, the main trends and opportunities for its further development, as well as consumer priorities and preferences.

The general trend in recent years is the growth of demand for environmentally friendly products, despite the fact that the price for it is 2—2.5 times higher than that of conventional agricultural production. Vegetables and fruits are the most demanded at the world market for organic produce, the second place is dairy products, the third is grain, honey, confectionery and meat products.

The National Council for Organic Standards in the United States defines organic farming as an ecologically safe agricultural system that promotes the development and maintenance of biodiversity, biological cycles and biologically active soil. Products are grown and processed without the use of genetic engineering, synthetic or artificial fertilizers, pesticides, herbicides, antifungal drugs, growth regulators, antibiotics, preservatives, dyes, certain impurities, chemical coatings or radiation. The term “organic” reflects the fact that the main component used in the production are organic matter, living organisms or their products.

In economically developed countries, more than 31 million hectares of agricultural land is occupied with wildlife-tolerant agriculture, and each year this figure is increased by almost 5 million. The largest growth rate of organic farming is shown by China, where more than 3 million “organic” land has recently been certified. Australia keeps 1st rankin the organic countries with 12.1 million hectares, followed by China and Argentina, respectively, 3.5 and 2.8 million hectares. According to analysts, in the near future by 2020, in particular in Europe, about 30% of agricultural land is planned to be used for ecological agriculture.

Consumption of organic farming per capita is highest in Sweden, Germany, Denmark, Austria and the United States. It is precisely in these countries that at the state level there are programs for subsidizing agricultural producers oriented on the cultivation of these products and a campaign to promote the consumption of environmentally friendly food products has been developed.

Unfortunately, in Ukraine, there is almost no domestic market for organic products, due to the high level of prices for it and the low solvency of the bulk of the population. At the same time, at the international market of organic products in the ranking of 100 largest exporting countries, Ukraine ranks 16th in terms of areas for organic products. Organic farms operate in the Kyiv, Poltava, Vinnytsia, Lviv, Luhansk regions, which specialize mainly in the cultivation of vegetables and fruits.

Worthy of note is the positive experience of domestic enterprises in expanding the export of their own premium ecological products, which refutes the widespread belief that Ukrainian companies export to the EU products of the economy segment and the middle price category, since it is easier to compete for the buyers in these groups, having a key competitive advantage is the low cost of production caused by devaluation of the hryvnia. However, Ukrainian goods are already present at the EU market in the premium segment. For example, Galicia, a producer of direct spin juices, has started exporting its products to Poland in 2013, and in 2017 plans to increase its sales in this country by 22—23%. The company did not enter the market with cheap products, like most Ukrainian producers, but chose the premium segment. Sometimes in the niche of premium-product competition is much weaker and is limited to some importers, and not to local companies. In this segment, the "usual" competitive advantages of Ukrainian products also operate — after hryvnia devaluation, it has become much cheaper than European counterparts, and therefore more affordable for local consumers. In addition, the company GALS (Chernivtsi region) in 2013 entered the EU market with organic products — birch sap and nettle. GALS now exports about 30% of its products to Europe, and the company hopes that in a few years, the European and Ukrainian market relations will reach parity [4, p. 36].

In the field of organic products, Ukrainian producers have enormous potential, automatically gaining preference to European companies, but obtaining a certificate confirming the status of "organic products" is a quite problematic challenge and takes a long time (about 3 years) from companies, so the cardinal solution of this problem will be linked to establishing a reliable system of inspection and certification of organic products in the coming years, which will be recognized internationally.

The fastest-growing segment of the global food industry is today a functional food and drink. Growth in the health food industry exceeds the pace of development of the main food industry.

The global market for food and drink, aimed at improving health and overall well-being, including functional, continues to increase. According to Euromonitor, 2014 was the year of a revival in the market for products of the category "health and wellness", which has steadily gained momentum over the coming years. This indicates that even during the period of economic instability the consumer isnot forgetting about his health.

According to Euromonitor forecasts, developing countries will become the main driver of the growth of this segment in the near future, and in the period from 2014 to 2019, these regions will be able to generate 86% of new sales. The largest market for health and wellness products is the United States, and China, Japan, Brazil and the United Kingdom are among the top five leaders [7, p. 8].

According to the definition of Leatherhead Food Research, only those products and beverages that have specific functional properties that are beneficial for health and do not include other products, such as energy drinks, etc., are functional.

According to Leatherhead Food Research for 2010—2015, in terms of value, the market has increased by 27%. Despite this, market growth remained much lower than was observed in the early years of the millennium. The market suffered during the global economic crisis by switching consumers to cheaper products, and its growth slowed down, however, starting from 2014, it continues to grow steadily [7, p. 8].

The global market for functional products is currently undergoing a growing stage due to the product category, which complies with current nutrition trends — products with a balanced composition of nutrients that have low levels of salt, sugar and fat. In view of the significant investments made by leading players at the market, experts in this area predict the possibility of creating innovative breakthrough technologies in the near future.

In the world there is a steady increase in the number of people with excess body weight. Among the "leaders" overweight are China, India, and the USA. An important role in the development of the market for reducing calorie consumption and weight management is played by the use of natural sweeteners in the food industry, in particular stevia. At the world market, the use of stevia in the production of products and drinks has increased significantly in recent years. According to the Zenith international research company, the global stevia market will reach 6500 tons by 2018, equivalent to $ 500 million. Among the most popular stevia products, the leading brands continue to lead to beverages. However, there are new products with this natural sweetener — ready-made breakfast cereals, snacks, ice cream, confectionery, as well as jams and jellies [7, p. 9].

When creating confectionery and bakery products with fruit flavors, concentrate of fruit juices and mashed potatoes are increasingly used. Slices of fruits and berries are gradually replaced with the recipes of crushed dried fruits and candied fruits, which are characterized by high sugar content and, accordingly, high calorie content.

In recent years, consumers increasingly prefer products that contain a significant amount of complex low-glycemic index carbohydrates that are slowly digested and can be a source of energy over a long period of time. This trend has a positive effect on the sale of cereal-based products. In particular, in the world, sales of oat products, from so-called "old" grasses of sprouted grain, are growing.

Another promising direction of market development is the expansion of the production of products that do not contain certain ingredients in its composition. At present, the demand for such products, on the packaging of which are placed with the preposition "without", in particular "without gluten", "without lactose", etc., is increasing. During 2014—2016, the category of such products was a significant success at the market. According to experts in this segment in recent years, increased activity of powerful brands is expected, and products will go beyond those that simply "do not contain" and will start to compete within their categories. Expected amount of gluten-free products market by Packaged Facts by 2018 will reach $ 7 billion. The US market is the world's largest non-gluten-free product. Today, nearly 30% of Americans, according to the NPD Group, are trying not to consume gluten-free products [7, p. 9].

Given these trends, the number of consumers who favor a "clean label" is growing in the world. Buyers are increasingly wary of artificial ingredients, such as supplements and preservatives. They are actively trying to avoid consuming foods that contain E-number supplements, preferring clear ingredients. Studies have shown that more than 70% of consumers in France, Germany, Italy, Spain, the United Kingdom and the United States always or in most cases read the information on the package, which indicates the importance of having a list of familiar substances [1, p. 9].

In general, the trend of naturalness, "clean" labels, healthy eating — one of the main and most promising at the food market. In recent years, food industry experts predict a gradual strengthening and modification of this trend. Manufacturers not only modify the formulation of the product, avoiding E-indexes — they make the label more understandable to the consumer. This can be achieved by deciphering the indexes E (citric acid instead of E-330, pectin instead of E-440, etc.), as well as a more thorough selection of food ingredients. In particular, manufacturers all over the world increasingly prefer dyes from natural sources and plant extracts. Dyes such as curcumin, spinach, paprika, elk juices, beets, black currants, carrots and others in the final product are perceived by consumers positively. But there are ingredients that are perceived by them with certain concerns, such as micro-crystalline cellulose, because it is associated with a greater extent with non-food industries. However, this ingredient is made of vegetable raw materials and is actively used in Europe, the USA, Asian countries for the production of a wide range of food products: thermostable fillings, desserts, milk drinks, etc. In addition, microcrystalline cellulose provides the final product with the necessary structure, while reducing the fat content. A similar situation is with carrageenans. If the origin of such gel-forming agents as pectin, agar or gelatin is sufficiently familiar to the consumer, then the carrageenan is a relatively new and unfamiliar product. However, this gel of natural origin, obtained during the processing of red seaweed by the extraction method, is actively used by manufacturers of confectionery and dairy products all over the world. In this case, the problem can be solved by popularizing the ingredient.

At a high level, there is still a demand for low fat products, although recent research has shown that not every fat is harmful to the human body, the change in consumer behavior is relatively slow. Scientists refute the negative effects of dairy fats and reveal more and more positive effects from the consumption of dairy products, whose sales at the dairy market will grow.

In the countries of Western Europe, the use of starch in new recipes is reduced, while the use of vitamins in the production of new products and drinks is increasing. According to the research company InnovaMarcet Insights, since 2013, worldwide use of vitamins in the formulation of new products has increased by 12%. In recent years, the greatest increase in the inclusion of vitamins in new recipes has been observed when creating baking products (+ 17%). Vitamins C are used most often in foods and beverages. During the past years, among all the vitamins, the following increases were observed in the following vitamins: B7 (+ 108%), K (+ 52%), choline (+ 54%) [3, p. 12].

Across the globe, the demand for protein-rich foods is steadily increasing. Moreover, if earlier similar products were to a greater extent “niche” and were focused primarily on athletes, now the boundaries between specialized products and traditional confectionery products are blurred. Cookies and snacks with high protein content, fitness sweets are increasingly appearing on store shelves, as consumers want to be healthier and more active, but not yet ready to radically change their eating habits. In his diet should be a place for sweets for tea, desserts, and the like. And the manufacturer's task in this case is to offer innovative confectionery products that meet the demand, which are not inferior to the taste of traditional sweets, but much more useful.

The segment of functional products that contain specialized ingredients that add to the product is beneficial for health, continues to grow. The following areas of the segment, such as digestive health, immune support, heart health, body weight control, brain health, cognitive enhancement, bone and joint health, skin and eyes, are predominantly developing. The fastest growing segments at this market are products with probiotic and prebiotic properties.

Probiotic products are the largest segment of the dairy market. Demand for probiotic dairy products in the near future will reach 32.2 billion dollars (24.1 billion euros) in 2018. In addition to dairy products at the market more and more products with probiotics in other categories, in particular, successfully sells ice cream, cheese, butter, candy and bakery products enriched with probiotics. Europe and the Asia-Pacific region are the dominant regions at the market for probiotic products. North American consumers also appreciated these products and this market will grow in the US at a fast pace [7, p. 9].

The world market of prebiotics (non-digestible food ingredients that promote the growth of beneficial microorganisms in the intestine) is also growing very actively. Most companies — leading market players enjoy such a positive dynamic, working successfully, earning significant profits. Experts from Global industry Analysts predict that global sales of prebiotic products will increase to $ 5 billion by 2018 [7, P. 9].

An obvious trend is the growing demand and consumer interest in various kinds of frozen products: desserts and confectionery (frozen fruits and mashed potatoes in chocolate glaze, pastries, etc.). An interest in this area can also be a segment such as frozen pastries and semi-finished products.

Over the past years, market analysts have noted the growth in demand for snacks, the transition from a long process of cooking and eating to a simplified scheme of snacks. This is manifested in the growing demand for products in individual packaging, in the expansion of the range of snacks, the erosion of borders between traditional confectionery and snacks, the emergence of "useful" snacks. Baking in individual packaging, fruit snacks, muesli bars are in great demand among consumers. The reason is, among other things, the ability to combine several trends in one product at a time: a tasty and healthy product that can be eaten easily and quickly on the go. At the snack market, the growing interest in fruits and vegetables as such and as an element of healthy eating is most clearly observed.

In the end, note that if in recent years the simplest way to expand the range and attract the attention of the consumer was to ensure the diversity of the taste gauge, now it matters not only the taste, but also the structure of the product. Increasingly, on the label of the product (sometimes even as part of the name itself), such characteristics as soft, juicy, crispy, delicate, fresh, chewy, porous, and the like.

For consumers, not only the taste impressions, but also the feeling of chilling, are becoming more important. Chewing candies, jelly desserts, mousse puddings are increasingly in demand among consumers, and due to the use of certain gel-forming agents — pectins, carrageenans, gelatin, new unusual shapes of products — jelly balls, marshmallow desserts, pastes and fillings, jelly drinks (liquid marmalade), etc.

Conclusions

The technologies of food and beverage production vary according to global and regional trends. The "clean label", taste, and useful properties of the product are just a few trends that stimulate innovative developments in the food industry over the past decade. In order to meet the demands of consumers, manufacturers must keep pace with the time, understanding each new trend and its significance in different regions. In particular, «clean label» is paying more attention in the UK, Germany and France than in other European countries, the Middle East or Africa. On the other hand, low cost plays a more important role in Eastern Europe and other developing countries. At the same time, sacrificing quality is not a solution to the question. Manufacturers should make significant efforts to make their products more visible on the counter, but they are also highly dependent on the global economic situation and must be confronted with factors such as high prices for raw materials, land and fuel. To retain customers, they must find new ways to minimize these growing costs, and in such a way that they do not increase the price of the final product while maintaining its quality.

The output of domestic enterprises in the external food markets is a rather complicated process, but interesting and promising as it opens up significant opportunities for the implementation of its products to consumers with high purchasing power. However, the inhabitants of many countries are quite conservative and often prefer familiar and already long-term experienced trademarks. In the event that the company still enters this market, taking into account the global trends of its development and consumer priorities, it will have a stable income and will ensure its continued functioning in the future.

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