

## FORMATION OF THE DOMESTIC MARKET OF GLUTEN-FREE PRODUCTS IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

**Anastasiia Riznyk\*, Tetiana Sylchuk, Vita Tsyruhnikova, Olha Dulka, Olena Tyshchenko**

*National University of Food Technologies, Kyiv, Ukraine*

*\*Speaker: [riznyk\\_nastya2707@ukr.net](mailto:riznyk_nastya2707@ukr.net)*

This paper discusses the use of promising domestic raw materials in the technology of innovative agglutinin products that create a new generation of food products. According to experts from the World Health Organization (WHO), human health is interconnected with lifestyle, especially with the quality of food. Given the current conditions in our country, there is a lack of a wide and diverse range of food products for people suffering from genetic diseases. One of these diseases is celiac disease (gluten enteropathy), a multifactorial, progressive disease caused by damage to the villi of the small intestine by certain food components (wheat, rye, barley) containing the protein gluten. If left untreated, the intestinal mucosa can completely atrophy.

The popularity of eating gluten-free products is driven not only by the diagnosis of celiac disease, but also by the general idea of maintaining health and preventing nutritional diseases. In addition, increased marketing efforts and improved distribution channels are driving the need for gluten-free products.

One of the ways to reproduce the state policy in the field of healthy nutrition of the Ukrainian population is to create highly efficient technologies in the agricultural industry, search for new domestic raw materials and develop an innovative generation of food products rich in essential micronutrients. Sales of such products will expand the range of domestic bread products and help replace expensive imported gluten-free products.

In addition, the introduction of innovative technologies using domestic raw materials in domestic enterprises and hospitality facilities remains an equally pressing issue. Taking into account the opinion of experts and the results of international experience, it is obvious that the introduction of advanced technologies in Ukrainian production will create a new generation of safe food products for gluten-dependent consumers and solve an important problem of our time.