

## Research of the Market of Bread and Bakery Products in Ukraine

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**Introduction.** Bread is the main foodstuff in the allowance of the population. The part of consumption of bread is 15. The largest enterprises of baking industry are concentrated mostly in the places of production of flour and in major industrial centres. This industry is represented by a wide network of bakeries, which makes provision of the population of products with bread. The production of bread and bakery products can be attributed to strategic sectors of our country, because of the efficiency of bakery enterprises in many aspects depends not only on food, but also on the national security of the country.

**Materials and methods.** The study is based on the materials of Ukrainian scientists and experts in the field of production bakery as well as the data of the State Statistic Service. To conduct the research, general and special methods were used, in particular methods of system analysis as well as statistical and economic analysis. In addition, it was applied the analysis of current trends and prospects of the market of bread and bakery products in the future.

**Results and discussion.** Today the market of bread and bakery products is filled with products from different manufacturers and a wide range. Production indicators show that the greatest contribution to the development of this industry in the period of 2006-2015 has been done by big and medium-sized bakery plants. Production indicators show that the greatest contribution to the development of this field in the period of 2006-2014 has been done by large and medium-sized bakery factories and companies in Kyiv, Donetsk, Dnipropetrovsk and Kharkiv regions and the dynamic of production capacity in recent years has a negative trend due to the reduction in the quantity of production. The main players of the market in 2015 were such companies as: “Kyivkhlіb”, “Bread of investments”, “Kulinichy”, “Group Lauffer”, “Formula of taste”, “Khlіbprom” and others. Analysing statistics of 1990-2015 years, one can observe a tendency to reduce the output of bread and bakery products. A lot of inhabitants of the country seek a healthy lifestyle and fight over the weight, increasing the popularity of innovative products – the bread, the dietary and some medicinal-prophylactic. Such part of production accounts for about 5-7% of total sales. From the beginning of 2015 year prices for bread and bakery have risen to more than 34%. So, it was a reason to rise prices in raw materials, the tariffs for energy and high level of depreciation of plant equipment. It is also necessary to say that since the beginning of the year, the flour of a superior quality increased from 4 200 to 8 000 hryvnias per ton. If the cost of the flour increases in the production of bread at 2%, then the bakers have the economic reason to increase the price by 1%. Raising prices of flour in two months was 90%.

**Conclusions.** The desire of consumers to a healthy lifestyle gives preference to fabricators that produce baked goods with useful additives. Thus, despite of the fact that, according to the statistical information, the market of bread and bakery products is reduced in bulk, it continues to grow at the expense of demand on more expensive and high-quality products. For a successful functioning at the market of bakery business enterprises have to force to expand the assortment range and the modernization of production.