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23. Production of canned meat for children's food in Ukraine

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Introduction. Analyzing the current state of the market for baby food in Ukraine and in the world, it is possible to predict trends in its development and to predict prospects for the development of food products for children that would be competitive both in the Ukrainian market and in the European Union market.

Results. According to calculations by the Research Institute of Pediatrics, Obstetrics and Gynecology of the Academy of Medical Sciences of Ukraine, the scientifically substantiated annual need for baby food for infants in Ukraine in 2017 is about 514,000, of which 32,000 tons are canned meat. Their real share in the segment of consumer products for children's consumption in 2017 is 0.6% (Diagram 1).

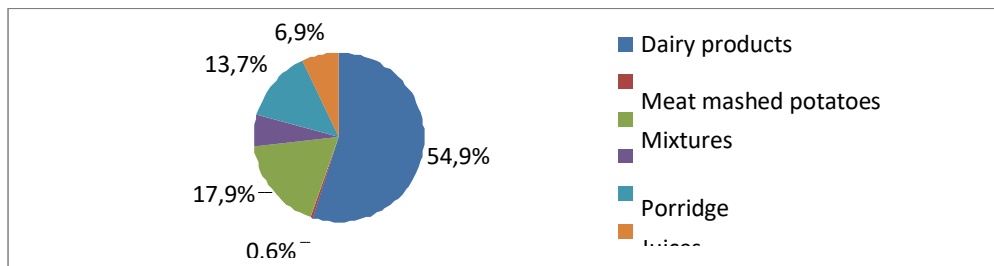


Diagram 1. Structure of the use of baby food of domestic producer in Ukraine for 2017

The most common canned meat for baby food on the Ukrainian market are the following brands: «Кроха», «Semper», «Тема», «Агуша», «Hame», «Gerber», «Hipp», «Semper», «Milupa» and they are exclusively foreign (Diagram 2).

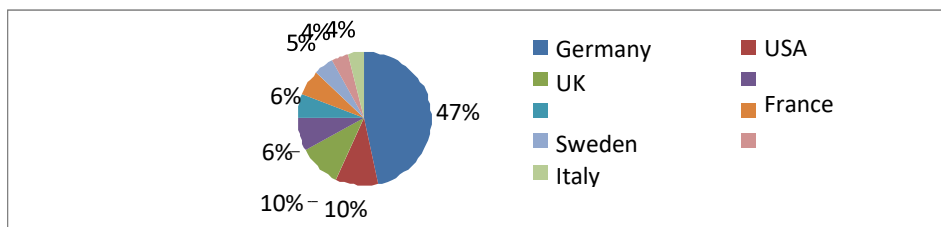


Diagram 2. Importers of baby food in Ukraine 2017 year

The largest assortment of canned food for baby food in the Ukrainian market is represented by the trademark "Hipp" (Austria). This enterprise produces products for infants aged from 4 months to 3 years, including mashed turkey meat, chicken, beef. Trademark "Tema" and "Hame" (Czech Republic) represent approximately the same number of varieties of meat and meat and vegetable mashed potatoes in glass and metal containers of 100 g. The Polish manufacturer "Gerber" on the Ukrainian market offers mashed potatoes in a glass container of 80 grams of turkey and chicken, and meat and vegetable puree from beef and turkey at home with fennel weighing 200 grams. Provides a small assortment of meat and vegetable puree Humana (Germany), which is represented by the following species: chicken with rice and pumpkin; beef with cauliflower and broccoli.

Conclusions. Consequently, this statistics shows that the demand of consumers in this segment of the market is satisfied only at the expense of imported products. Ukrainian producers

