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49. Current market situation and prospects of the Ukrainian and world egg market

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Introduction: Chicken egg is one of the cheap and therefore available source of protein in the human diet. Before industrialization of the agricultural sector the production of eggs was focused exclusively on local markets. However, from the middle of the last century egg business became global.

Resources and methods: In this article the results of researches of the Ukrainian and world markets of egg products have been presented, their current position has been described.

Results: There is a trend in the world that higher level of GDP per capita stimulates the growth of the consumption of animal proteins. It is obvious that welfare growth in developing countries causes the increase of demand for the most available sources of animal protein, the eggs.

According to the Pro-Consulting Agency research, the global market of shell eggs and egg products has several features. First of all, this is high growth rate of global trade on the account of developing countries of Asia and the MENA region. The second peculiarity is the dominant position of the EU countries in eggs and egg products trade, formed mainly by using the internal export and import operations. Thus, according to the FAO (Food and Agriculture Organization of the United Nations) and Pro-Consulting, during 2002-2011 the world import of eggs, dry and liquid egg products was growing on average by 12.8 % annually and reached 3.9 \$ billion in 2012. Over the 2013-2015 period further increase of eggs and egg products import is being predicted with the annual growth rate of 3.6 %. According to the Pro-Consulting Agency, the volume of world imports of eggs and egg products will exceed 4.5 \$ billion in 2015 [1].

EU countries that are major importers and exporters hold specific position in the market. According to the World Poultry Magazine and Pro-Consulting Agency information published in April 2012, AVANGARDCO IPL Company took the second place in the number of hens in the world after Cal-Maine Foods, American agricultural giant [4].

The market of eggs, the most dynamically developing sector of livestock farming of Ukraine, has grown by almost a third over the past five years. The most active growth was observed in the segment of industrial production of eggs. Production of eggs by the industrial enterprises for this period has increased by 54.3%. Development of large-scale commodity production has made significant adjustments for both production and commodity structure of the egg market. At the beginning of the new Millennium households were producing over 65% of the total egg production [2]. In 2011 the share of households decreased to 37.2 %. Another consequence of the development of large-scale commodity production is intensification of market consolidation. According to the Association of Poultry Enterprises "Ptahoprom of Ukraine" total number of major egg producers in Ukraine declined from 156 in 2003 to 92 in 2011.

AVANGARDCO IPL Company dominates in the Ukrainian market of shell eggs and egg products, holding 51 % of the egg market of industrial production and 86 % of the market of dry egg products [5]. Significant increase in the egg supply by the industrial enterprises also was the impetus to the active development and expansion of sales channels in both domestic and external (export) markets. According to the State Statistics Committee of Ukraine, from 2001 to 2010 commodity market capacity of eggs increased by 89 %, while the increase of the turnover was mainly due to increase in sales through distribution networks and shops. In particular, the share of retail chains and stores for the specified period has increased from 31.2 to 59.2 %. Development of industrial production of eggs gave impetus to the development of new Ukrainian lines of industrial processing - production of egg products. Active production of egg products began about five years ago but in spite of such a short period of the industry existence, manufacturers not only increased the volumes of output by 8.2 times but also entered export markets. Taking into account growing demand for egg products from international markets, the development of this promising trend of industrial production is expected. According to the Pro-Consulting Agency's information, the production capacity of the market of egg products in Ukraine

will grow to 34.000 tonnes by 2015 that will cause additional solvent demand for organic eggs in the domestic market [1].

Conclusions: Thus, we can conclude that further prospects of Ukrainian market of shell eggs and egg products will be concerned with the increasing of production volumes, further redistribution of production and increase of the market consolidation, the growth of sales through supermarkets and retail chains, as well as sales increase in export markets at the expense of competitive prices in comparison with other countries-exporters.

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