

Ministry of Education and Science of Ukraine

National University of Food Technologies

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**85**  
**Anniversary International  
scientific conference of young  
scientist and students**

**"Youth scientific achievements  
to the 21st century nutrition  
problem solution"**

**dedicated to the 135th anniversary of the National  
University of Food Technologies**

**April 11–12, 2019**

**Part 1**

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**Kyiv, NUFT, 2019**

Міністерство освіти і науки України

Національний університет харчових технологій

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**85**  
**Ювілейна Міжнародна  
наукова конференція молодих  
учених, аспірантів і студентів**

**"Наукові здобутки молоді –  
вирішенню проблем  
харчування людства у ХХІ  
столітті"**

присвячена 135-річчю Національного  
університету харчових технологій

**11–12 квітня 2019 р.**

**Частина 1**

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**Київ НУХТ 2019**

**85 Anniversary International** scientific conference of young scientist and students "Youth scientific achievements to the 21st century nutrition problem solution", dedicated to the 135th anniversary of the National University of Food Technologies, April 11-12, 2019. Book of abstract. Part 1. NUFT, Kyiv.

The publication contains materials of 85 Anniversary International scientific conference of young scientists and students "Youth scientific achievements to the 21st century Nutrition problem solution".

It was considered the problems of improving existing and creating new energy and resource saving technologies for food production based on modern physical and chemical methods, the use of unconventional raw materials, modern technological and energy saving equipment, improve of efficiency of the enterprises, and also the students research work results for improve quality training of future professionals of the food industry.

The publication is intended for young scientists and researchers who are engaged in definite problems in the food science and industry.

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**Матеріали** 85 Ювілейної Міжнародної наукової конференції молодих учених, аспірантів і студентів "Наукові здобутки молоді – вирішенню проблем харчування людства у ХХІ столітті", присвяченої 135-річчю Національного університету харчових технологій, 11–12 квітня 2019 р. – К.: НУХТ, 2019 р. – Ч.1. – 527 с.

Видання містить матеріали 85 Ювілейної Міжнародної наукової конференції молодих учених, аспірантів і студентів.

Розглянуто проблеми удосконалення існуючих та створення нових енерго- та ресурсощадних технологій для виробництва харчових продуктів на основі сучасних фізико-хімічних методів, використання нетрадиційної сировини, новітнього технологічного та енергозберігаючого обладнання, підвищення ефективності діяльності підприємств, а також результати науково-дослідних робіт студентів з метою підвищення якості підготовки майбутніх фахівців харчової промисловості.

Розраховано на молодих науковців і дослідників, які займаються означеними проблемами у харчовій науці та промисловості.

*Рекомендовано вченою радою Національного університету харчових технологій. Протокол № 8 від 28 березня 2019 р.*

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## 7. Analysis of the market for delicatessen meat products

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**Introduction.** The issues of the establishment and development of the meat products market in Ukraine today have become especially urgent. In particular, it is vividly manifested in the market of sausage products and meat delicacies, which is very dynamic, as it plays a major role in the nutrition of the population, and their production is the most common method of processing meat and other products of slaughter of animals in the meat industry. At the same time, in conditions of increasing competition in the context of the globalization processes taking place in the economy, for any commodity producer, including in the area of production of meat products, it is very important to strengthen its own competitive positions. This can only be achieved by carefully studying the tastes and preferences of the buyer, which will allow the manufacturer to approach the creation of the "ideal" in the eyes of the consumer of the product offer and take the necessary marketing decisions, which, due to a more loyal customer relationship with the product, will increase the degree of presence of the manufacturer in the market. The market for demand and sales of deli meats products is subject to significant fluctuations, due to certain trade, economic and social factors, therefore the analysis of this market is a topical issue.

**Materials and methods.** For carrying out a full inspection and determination of the peculiarities of the meat delicatessen market, information from research articles and journals in a special direction was used. The analysis of annual data on the production of deli meats and consumer purchasing power has been carried out. The dependence of the volume of production and sales of these products on a number of factors and the consequences that led first to the deficit, and further to the expansion of the range, were analyzed.

**Results.** Both boiled-smoked and smoked-baked, and smoked and dried meat deli meats are in great demand. According to market operators, on average, the Delicacy Group takes from 7 to 10% of the total assortment. Sometimes the fate of the delicacy group reaches 20%. From 2010-2014 there was a certain shortage in the market. This was due to the long-term introduction of large areas and energy-intensive equipment. Over the past few years (including 2018 data), there has been a noticeable increase in sales from 8 to 12.5%. This allowed increasing the yield of the finished product, while reducing the cost. The demand for delicacies in major cities has stabilized. Due to the shortage of beef and a large supply of poultry meat, a significant increase in the production of raw smoked and dried jerked pork and poultry delicacies (chicken, turkey) is predicted. Due to the high cost of deli meats, a substantial expansion of the product line of this group of products is predicted for serving cuts (in small portions) using modern packaging solutions.

**Conclusion.** Thus, carrying out a full-scale general analysis of the market for a delicacy group of meat products made it possible to observe a certain positive trend in recent years and to predict possible trade, economic and social changes.

### Literature

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