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8. Marketing research of the poultry meat market conjuncture

8.1 Theoretical and methodological foundations of marketing research of market conjuncture

The successful operation of a poultry enterprise largely depends on high-quality information support. To make well-founded marketing decisions, access to reliable, up-to-date, and comprehensive information is essential. Such information can only be obtained through a comprehensive analysis of the company's marketing environment, allowing for an evaluation of market conditions and the identification of development prospects.

Poultry farming is one of the most dynamic sectors of agriculture. It stands out for its high efficiency in terms of feed and labor costs per unit of production, making it highly competitive compared to other areas of agribusiness. In Ukraine's meat balance structure, poultry meat accounts for almost half, underscoring its significance for the country's food security. The growth in poultry population results from limited supply of other types of meat, such as beef and pork, as well as active private capital investment in the sector.

The development of the poultry meat market should be based on an export-oriented strategy, enabling the balance of domestic supply and demand through entry into international markets. To achieve this, appropriate conditions for regulating product circulation must be ensured, particularly compliance with global market requirements. The development strategy of the market should account for the interaction between domestic producers, processing enterprises, consumers, and export-import operations. The effective functioning of the poultry market is possible only with close coordination among all participants in the supply chain.

Comprehensive studies of the agricultural and food market require special attention to market conditions analysis. This aspect is crucial, as it allows the determination of quantitative indicators of development, assessment of qualitative market characteristics, and identification of major trends. However, the term "market conditions" still lacks a universally accepted definition. Many scholars interpret this concept differently, depending on methodological approaches, research conditions, and sector specifics. Such differences highlight the need for further study and clarification of this term to create a unified concept that most accurately reflects the essence of market processes [169, 170].

The concept of "conditions" was first defined as a term by Ferdinand Lassalle in his polemical work against F. Schulze-Delitzsch. Lassalle equated conditions with a complex of all existing and unknown circumstances that shape a person’s environment within a mercantile world. This definition laid the foundation for the further development of the concept, establishing the basis for analyzing the interrelations among economic, social, and market processes.

In the 17th century, the term "conditions" began to be used to mean "state of affairs" or "temporary interconnections." This approach reflects researchers' attempts to understand how the interaction of various factors influences economic processes. Similar views are evident in the works of renowned scholars such as A.E. Schäffle, W. Sombart, and W. Röpke. These researchers expanded the interpretation of conditions by focusing on the analysis of temporal and causal relationships that define the state of the economic environment.

It should be noted that the evolution of the concept of "conditions" has been inseparably linked with the development of economic science. This term began to be widely used to describe specific features of market relations formed under the influence of political, social, and technological factors. Thus, conditions became an important tool for assessing the current state of the market, forecasting its development, and identifying major trends [171].

Albert Eberhard Schäffle interpreted the concept of "conditions" as a set of external influences that are unpredictable and independent of the subject conducting activities. In his view, these influences shape the specific conditions in which the subject finds themselves at any given moment, creating a dynamic basis for making economic decisions. This approach allows conditions to be viewed as a constantly changing external context that directly impacts economic activity.

Werner Sombart, in turn, characterized conditions as a form of economic reality's movement, manifested in cyclical changes between states of economic expansion and decline. He emphasized that these changes are an integral part of economic life, defining its rhythm and structure. This perspective underscores the importance of understanding cyclical fluctuations to forecast economic processes and adapt to new conditions.

Wilhelm Röpke proposed another perspective, defining conditions as the relationship between supply and demand in a given market. According to him, this relationship is dynamic, difficult to predict, and practically impossible to fully calculate or control. Röpke stressed that the evaluation of conditions depends on how this relationship affects the profitability of individual economic entities. He identified price and methods of product realization as the main factors determining profitability.

Thus, in the works of these scholars, market conditions appear as a multifaceted phenomenon formed by both external and internal factors. Their approaches emphasize the necessity of a comprehensive approach to analyzing market situations, accounting for its dynamic nature, cyclicality, and the influence of supply-demand interaction. This understanding is crucial for making well-grounded economic decisions, particularly in modern markets characterized by high variability and uncertainty.

Adolf Wagner considered the concept of "market conditions" as a combination of technical, economic, social, and legal factors that form the foundation for the functioning of the national economy. He emphasized that under conditions based on the division of labor and private ownership of material means of production, these factors determine supply and demand, as well as the value of goods. Wagner paid particular attention to exchange value and pricing, which, in his view, are formed independently of the will and efforts of economic actors and beyond their individual production costs for specific goods [172].

The foundation of Wesley Mitchell's concept of market conditions analysis was the systematic statistical study of economic indicators characterizing the impact of various factors on economic processes. He proposed using economic-mathematical modeling to analyze changes in market conditions, which came to be known as "economic barometers." One of the most well-known approaches of the time was the "Harvard Barometer," developed by Warren Persons. **This tool included several components that provided a comprehensive assessment of the market situation:**

1. **Profit barometer** – covered the analysis of discount rates, price indices, and stock prices.
2. **Production barometer** – included studies of orders, raw material and semi-finished goods supply, production volumes, and employment levels.
3. **Foreign trade barometer** – tracked import and export dynamics.
4. **Sales barometer** – accounted for the volumes of shipped finished products, as well as wholesale and retail trade turnover.
5. **Credit barometer** – analyzed the movement of monetary assets, deposits, and credit operations [173, pp. 8–16].

This system allowed not only the monitoring of current economic conditions but also the forecasting of changes in market conditions, enabling entrepreneurs and policymakers to make more informed decisions. Tools like the "Harvard Barometer" revolutionized market process research by providing a holistic analysis of economic activity at both macro- and micro-levels.

Thus, both Wagner and Mitchell laid the groundwork for the further development of the theory of market conditions analysis. Their works highlight the importance of a multifactorial approach to studying economic conditions, which is critically important for managing economic processes in today's dynamic market environment.

Significant changes in methodological approaches to the study of economic conditions occurred under the influence of the Great Depression of the late 1920s and early 1930s. This global economic crisis, which had devastating consequences for many countries, was not predicted even by such advanced tools as the Harvard Barometer. This fact revealed the limitations of approaches based solely on analyzing the dynamics of variables within a single stage of the production process – namely, exchange or the market. The Great Depression served as a catalyst for revisiting approaches to analyzing economic conditions, which then began to consider the dynamics and proportions of the entire reproduction process at the macroeconomic level [174, p. 650].

The theory of economic conditions also drew the attention of Ukrainian scholars, among whom M.I. Tugan-Baranovsky occupies a prominent place. He introduced a general concept of economic conditions, provided an in-depth explanation of their essence, and justified the need for their study to analyze the dynamics of national economic development. His research significantly contributed to the understanding of economic processes and the development of methodologies for their analysis.

A leading center for economic research in this field was the Conjuncture Institute, founded by Nikolai Kondratiev in 1920. In Kondratiev's works, the concept of "economic conditions" was not limited to the stage of exchange. He defined economic conditions as "the direction and degree of change in the aggregate elements of economic activity compared to a previous point in time" [175, p. 67]. This approach allowed for the consideration of the impact of various factors, including production, consumption, distribution, and exchange, making his concept more comprehensive and applicable in practice.

It is worth noting that the Ukrainian school of economic analysis already demonstrated an innovative approach to studying market conditions during that period. Rather than focusing solely on market indicators, Ukrainian researchers considered the interconnections between all stages of the economic cycle. This comprehensive approach laid the foundation for the further development of economic science, providing a deeper understanding of changes in economic systems and creating tools for their analysis and forecasting.

Thus, the Great Depression not only tested economic theory but also stimulated the improvement of methods for studying market conditions, subsequently leading to the development of new approaches in macroeconomic analysis and forecasting.

S.O. Pervushin, analyzing the concept of "market conditions," proposed two definitions depending on the perspective: dynamic or static.

Dynamic aspect views market conditions as a continuously developing process reflecting movement and changes in economic conditions and interconnections. In this context, market conditions are understood as the constant transformation of economic reality, which evolves under the influence of numerous factors.

Static aspect interprets market conditions as the state of the national economy at a specific point in time. This approach involves comparing the current state of the economy with the previous one, allowing an assessment of changes that have occurred in the structure and dynamics of economic processes [176, pp. 23–24].

Market condition studies are a comprehensive system of research activities aimed at obtaining reliable information about the state of markets – whether sectoral, product-specific, or regional. The primary goal of such studies is to analyze the relationship between supply and demand for goods and services, study the structure and volume of demand, and assess whether the offered goods (in terms of volume, quality, and structure) meet market needs. Particular attention is paid to analyzing the adequacy of the trade sector's material and technical base to meet market development needs, which is crucial for ensuring effective commercial activities.

A broader approach to market condition studies also includes:

— Assessing the mass appeal of demand for certain goods or services, allowing the identification of key consumer trends.

— Examining regional features of supply and demand, which helps account for the specifics of individual markets.

— Analyzing external and internal factors influencing market conditions, such as changes in economic policy, the impact of global economic trends, and innovations in production and logistics.

— Forecasting market development based on identified patterns.

In conclusion, market condition studies are essential for a comprehensive understanding of market dynamics, enabling the development of effective strategies for market participants, as well as ensuring the alignment of production and trade activities with market needs.

The complexity of market condition research enables the creation of more accurate and well-grounded recommendations for managerial decision-making. Such an approach is an indispensable tool for businesses aiming to adapt to the rapidly changing economic environment and enhance their competitiveness in dynamic market conditions.

It is worth noting that the conditions of a specific commodity or industry market do not develop in isolation but are closely interconnected with those of other sectors and markets, as well as the overall economic environment. At the same time, transferring trends and characteristics of the general economic conditions to specific industries or markets, or vice versa, is not only incorrect but also methodologically flawed. For instance, unfavorable conditions in one industry may influence related sectors, but the strength and direction of this influence depend on the specifics of the interconnections between them.

Therefore, analyzing the conditions of a specific industry or commodity market must take into account the interrelations and mutual influences between various economic sectors and the overall economic environment. This approach ensures a more comprehensive and realistic understanding of market processes, facilitating more accurate forecasting and the development of effective management strategies.

Market condition research requires systematic and continuous monitoring of the market's state, as it is a dynamic system governed by probabilistic laws and subject to various fluctuations. These fluctuations can be caused by both internal factors (changes in demand, price volatility, technological advancements) and external factors (economic policies, global market trends, geopolitical events) [177, p. 9].

In its modern understanding, market conditions are defined as a set of circumstances under which market activity takes place at a specific point in time. They are characterized by the balance of supply and demand for goods or services, price levels, their correlation, and other market parameters such as demand elasticity, competition levels, and market shares of participants.

Additionally, market conditions encompass the analysis of psychological and behavioral factors that influence consumers and businesses. For example, changes in consumer preferences, expectations regarding future economic conditions, and trust levels in the market can significantly affect the overall state of market conditions.

Thus, a comprehensive approach to analyzing market conditions allows not only the assessment of the current situation but also the identification of key factors influencing market development and the forecasting of future trends. This is an important tool for making informed decisions in business, management, and public policy.

The conditions of the poultry market are analyzed using a system of economic indicators that enable the quantitative evaluation of qualitative changes in the market environment. These indicators provide a basis for analyzing current trends and forecasting the market's future development. It is crucial that the system of indicators reflects the main directions, dynamics, changes, and growth rates of market conditions while minimizing the influence of random, uncontrollable, and hard-to-predict factors.

The system of market condition indicators should include metrics that accurately and promptly characterize the market's state. These should allow for the evaluation of general processes as well as the analysis of specific phenomena. This means that alongside aggregated data providing an overall view of the market, more detailed indicators should be used to explore particular aspects of market conditions [178, p. 11].

For a full-fledged analysis of market conditions, the following groups of indicators can be used:

1. **Demand and supply indicators**: sales volumes, market share, demand satisfaction levels, availability of stock.
2. **Price indicators**: average product prices, price dynamics, the relationship between wholesale and retail prices, price elasticity of demand.
3. **Competitive environment indicators**: the number of market participants, competition levels, market concentration.
4. **Efficiency indicators**: profitability levels, profit volumes, labor productivity.

5. **Foreign trade indicators**: export and import volumes, international competitiveness, global price dynamics for similar products.

6. **Socio-economic indicators**: per capita consumption levels, changes in consumer preferences, income levels of the population.

The system of indicators should be designed to enable both horizontal (market-to-market comparisons) and vertical (detailed analysis of specific aspects) assessments. This allows for the identification of both general trends and unique characteristics that affect the development of specific market segments.

Applying such a system provides a comprehensive assessment of market conditions, facilitates the forecasting of changes, and supports the development of effective strategies for businesses operating in this market. For the poultry market, this might include analyzing consumption trends, changes in production costs, and the impact of government policies on industry development.

Thus, from the multitude of economic indicators, it is essential to select those most significant for reflecting the influence of factors shaping market conditions. These should be the indicators and factors that directly impact the formation of the current market conditions and provide an assessment of its dynamics in the near future [179, p. 78].

In developing a system of market condition indicators, it is crucial first to define the object of research. This can be:

1. **General economic conditions** – analyzing overall trends and processes in the economy at the macro level.

2. **Regional conditions** – studying the specific features of market development in a particular geographic region.

3. **Industry conditions** – examining the state and dynamics of a specific industry or economic sector.

In addition to defining the object, it is important to consider the goals and objectives of the research, as they directly influence the selection of indicators, methods of analysis, and approaches to interpreting the results.

A common feature of all market condition indicators is their ability to change depending on the transition of the economy from one phase of the cycle to another. Studying such changes allows not only an assessment of past changes but also the identification of patterns that can be used to forecast future market conditions. For instance, analyzing the behavior of key indicators, such as demand, supply, prices, production volumes, and investment activity across different phases of the economic cycle, helps uncover their interdependencies and predict future trends [180, p. 57].

When developing a system of market condition indicators, the following principles should also be considered:

1. **Timeliness** – the indicators must reflect current economic changes and be accessible for regular monitoring.
2. **Relevance** – selected indicators should correspond to the specifics of the research object and reflect key aspects of market conditions.
3. **Comprehensiveness** – the system should include aggregated data for an overall picture as well as detailed indicators for analyzing specific aspects of market dynamics.
4. **Predictive value** – the indicators should have the potential for use in forecasting market changes, providing opportunities to assess likely market development scenarios.

The results of market condition analysis can be useful not only for assessing the current state of the market but also for developing strategic decisions such as optimizing production, planning investments, or entering new markets. Thus, a well-designed system of indicators is a crucial tool for ensuring effective management in a dynamic economic environment.

The proposed system includes the most important and commonly used indicators that can be utilized to analyze key market changes. It serves as an essential tool for identifying market condition development prospects, particularly for organizing forecasts of its dynamics and changes.

Among the various economic indicators, three main groups stand out as critical for analyzing the poultry market:

1. **Demand and supply indicators**: These characterize the balance between the quantity of goods consumers are willing to buy and the quantity available in the market.
2. **Price dynamics indicators**: These reflect changes in price levels that directly influence market conditions.
3. **Efficiency and competitive environment indicators**: These allow for the evaluation of market productivity and the level of competition.

Analyzing these indicators is vital for formulating effective market management strategies, developing marketing campaigns, and ensuring the stability and competitiveness of the industry.

Market demand for poultry is influenced by a combination of factors that shape consumer interest and sales volumes. **Among the most significant factors are:**

1. **Income levels in society**: consumer purchasing power is a key factor directly impacting their ability to buy. Higher income levels encourage increased demand for higher-quality products, such as poultry, which remains relatively affordable compared to other types of meat.
2. **Market capacity**: demand volumes largely depend on the number of consumers and their needs in a particular region. Population growth or market segment expansion can increase consumption volumes.
3. **Product availability**: regular availability of poultry in stores and a diverse product range (fresh, frozen, organic) affect the stability and volume of demand.

The market mechanism of relationships operates through a set of economic laws that are interrelated and form the basis of market processes. Among them, the most significant are:

1. **The law of value**: it determines that the price of a product should correspond to the costs of its production. For poultry, this includes costs for raising birds, feed, logistics, and marketing.
2. **The law of the average profit rate**: this law ensures equilibrium among producers and incentivizes them to seek efficient production methods. For example,

reducing production costs for poultry increases profitability without significantly raising prices.

3. **The law of supply and demand**: this law regulates market equilibrium, determining the quantity of goods and their price to satisfy consumer needs and ensure market stability. If supply exceeds demand, prices decrease, and in the case of shortages, prices rise.

Based on these laws, market price formation is influenced by the complex interconnection of producers, sellers, and consumers. For instance, in the poultry market, seasonal consumption changes, fluctuations in feed costs, or rising transportation expenses can significantly impact the final product price [181, p. 58].

The demand for poultry is the result of a multifactorial system that includes socio-economic, demographic, and market factors. Understanding these factors and the laws governing market processes allows producers and sellers to develop effective strategies to meet consumer needs and maintain competitiveness in the market.

Two main groups of participants operate in the market simultaneously: consumers, who generate demand for products, and enterprises, which provide production and supply.

Supply is defined as the total amount of goods available on the market that can be offered for sale at prices satisfying producers [182, p. 126]. In other words, supply depends on the ability of producers to deliver goods to the market under conditions that ensure the coverage of production costs and the generation of profit.

In the mechanism of market interaction, there is a consistent relationship between the level of market price and the quantity of products that producers are willing to offer for sale. **The primary stimulating factor influencing production volumes and supply is the price level. According to economic laws:**

— If the price of a product rises, it encourages producers to increase production volumes, as a higher price allows for greater profit.

— If the price decreases, producers reduce production volumes because revenues may no longer cover production costs.

Thus, the price level is the primary criterion for the feasibility of producing a specific type of product. For producers, it is crucial that market prices not only cover production costs but also provide the desired level of profitability, incentivizing continued activity.

Resource prices also play an important role in determining supply volumes through their impact on production costs:

— A decrease in resource prices reduces costs, enabling businesses to purchase more resources and increase production volumes under equal conditions.

— An increase in resource prices raises costs, potentially forcing producers to reduce supply volumes.

However, modern technologies can partially neutralize the impact of rising resource prices. The use of innovative solutions allows companies to produce more products with the same or even fewer resources, enhancing competitiveness and ensuring supply stability.

The relationship between price and supply volume forms the core law of the market economy: supply volume increases with rising prices and decreases with falling prices. This occurs because higher prices create additional incentives for producers to expand production, while lower prices reduce the interest in increasing supply volumes [182, p. 128].

In the market, the interaction of demand and supply is represented through market mechanisms, often illustrated using graphs that show changes in demand and supply curves relative to price levels. **Figure 1 highlight the following key aspects:**

— An increase in price causes movement along the supply curve toward higher supply volumes.

— A decrease in price leads to movement in the opposite direction, reducing supply.

The figure also display the equilibrium point, where demand equals supply. This point is critical for establishing the market price and determining optimal production and consumption volumes.

Supply in the market is influenced by price levels, resource availability, innovative technologies, and economic laws. Understanding the interconnections between these factors allows for the forecasting of changes in market conditions and the making of informed decisions to stabilize and develop the market situation.

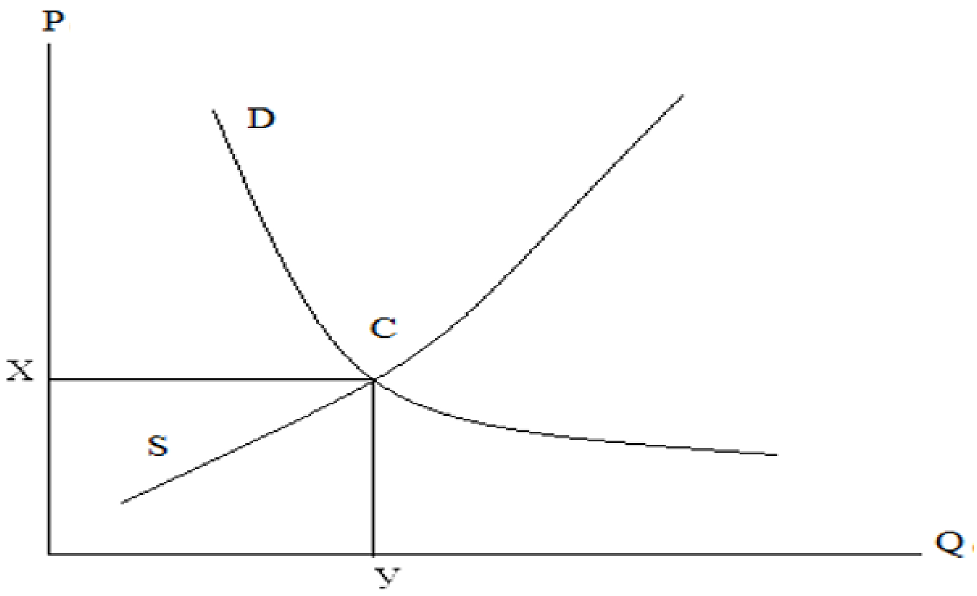

Figure 1. Demand-Supply Curve and Equilibrium Price. Source: [183]

Consumers typically plan to purchase a specific amount of a product (denoted as YY, in kg or tons) if the price is XX UAH per unit (kg or ton). When producers supply exactly this amount of product, corresponding to the demand, a situation of market equilibrium arises.

Market equilibrium is characterized by the alignment of demand and supply volumes at a certain price level, referred to as the equilibrium price. The equilibrium price is a key indicator of market balance, as it ensures optimal satisfaction of consumer needs while achieving producers' profitability goals. In this state, the market operates without product shortages or surpluses, guaranteeing stability in economic relations between consumers and producers [184].

On the figure, the equilibrium price (XX) is represented by the intersection point of the demand and supply curves – point CC. It illustrates:

— **Consumer demand**: the quantity of product they are willing to purchase at a given price.

— **Producer supply**: the volume of product they are willing to provide at the same price.

Point CC on the graph demonstrates that at price XX, the market reaches equilibrium, meaning producers sell the entire volume of product corresponding to demand without creating surpluses or shortages.

In reality, equilibrium is not always stable due to various factors affecting demand or supply:

1. **Increased demand** (e.g., due to rising consumer incomes or changing preferences) shifts the demand curve to the right, potentially raising equilibrium prices and sales volumes.

2. **Increased supply** (e.g., through technological advancements or lower production costs) shifts the supply curve to the right, leading to a decrease in equilibrium prices under other equal conditions.

3. **Decreased demand** or reduced supply impacts equilibrium prices and sales volumes accordingly.

Equilibrium price serves as an important benchmark for all market participants:

— For consumers, it indicates the fair value of products they are willing to purchase without overpaying.

— For producers, it signals the volume of product worth producing to avoid overproduction or shortages.

— For market regulators, it acts as a marker of market health and balanced economic relations.

Thus, equilibrium price is the result of the natural functioning of market mechanisms. It ensures a balance between producer and consumer interests, creating stable conditions for market functioning. Analyzing changes in equilibrium price enables the forecasting of market conditions and informed managerial decision-making.

The formation of demand and supply in the agri-food market is a complex process involving a system of interrelated organizational forms and regulated economic, informational, and legal methods. This system aims to effectively implement the law of supply and demand balance and stimulate the sale of agri-food products. The organizational mechanism, particularly marketing services within business structures, plays a crucial role in this.

Marketing services act as a key element in establishing interactions between producers and consumers. They perform the following tasks:

— Collecting and analyzing information on market conditions, consumer preferences, and demand changes.

— Developing product promotion strategies aimed at satisfying the needs of the target audience.

— Ensuring communication among all participants in the market process.

— Creating demand through advertising campaigns, promotions, and sales stimulation activities.

Effective marketing services enable businesses to adapt supply to changes in demand, optimize production volumes, and minimize the risks of overproduction or shortages.

The challenge of aligning supply and demand in the agri-food market is one of the key issues for its stable functioning. This interdependence is reflected through:

— Price fluctuations caused by imbalances between offered product volumes and actual demand.

— Seasonality in the production and consumption of agricultural products, creating temporary surpluses or shortages.

— Changes in consumer preferences that can drastically alter demand structures.

To address these issues, modern marketing tools and improved forecasting mechanisms for market conditions must be implemented.

Effective regulation of the interdependence between supply and demand in the agri-food market can ensure:

— **Improved market efficiency**: balance between supply and demand contributes to price optimization, increased competitiveness among producers, and sustainable industry development.

— **Consumer satisfaction**: aligning supply with consumer needs provides access to quality food products at affordable prices.

— **Reduced producer losses**: rational production planning prevents overproduction, which could lead to price drops and financial losses.

The formation of demand and supply in the agri-food market requires a comprehensive approach that combines organizational, economic, and informational mechanisms. Marketing services play a particularly significant role in this process, ensuring supply adaptation to market needs. Solving the supply and demand alignment issue will not only improve market functioning but also enhance the population's well-being by meeting their needs for quality products.

8.2 Analysis of the key factors influencing market conjuncture development

The factors influencing economic conjuncture are referred to as conjuncture-forming factors. Their diversity and unique combinations are the objective reason behind the multifaceted and distinctive nature of markets. The state of the market conjuncture is determined by economic conjuncture indicators, which reflect the current market situation shaped by these factors. However, the complexity of these factors, their nonlinear interrelations and effects, as well as the variety and nonlinear changes of indicators under the influence of different factors, significantly complicate the establishment of functional dependencies between them [185, p. 96].

One of the key challenges in studying market conjuncture is that the indicators of one conjuncture may simultaneously act as factors forming another conjuncture. Conversely, the indicators of the second conjuncture also affect the first. Moreover, the same indicators may perform a dual function – acting both as market state indicators and as factors influencing its formation.

Economic conjuncture represents a complex dynamic system that characterizes the state of the market at a specific moment in time. It forms under the influence of a set of conjuncture-forming factors, and its state is reflected in economic conjuncture indicators. **The impact of each factor on the conjuncture differs significantly in terms of:**

— Magnitude and scale of influence: ranging from local to global.

— Duration of action: continuously acting or temporary.

— Direction of influence: positive (stimulating) or negative (restraining).

— Nature of influence: random, spontaneous, cyclical, or non-cyclical.

The totality of conjuncture-forming factors is divided into several groups based on their nature and type of influence:

1. **Permanently acting factors** – those that form the fundamental conditions of market functioning, such as the level of technological development, demographic structure, or resource availability.

2. **Temporary factors** – influences that act for a limited time, such as seasonal fluctuations or temporary government regulations.

3. **Random and spontaneous factors** – unpredictable events like natural disasters, economic crises, or geopolitical conflicts.

4. **Stimulating factors** – factors that contribute to market growth, such as innovations or an increase in consumer demand.

5. **Restraining factors** – factors limiting development, such as resource shortages or economic sanctions.

6. **Cyclical factors** – those that operate within economic cycles, such as phases of growth or decline.

7. **Non-cyclical factors** – phenomena independent of economic cycles, such as long-term demographic trends.

The movement, change, and development of market conjuncture always occur within certain spatial boundaries. **Therefore, the factors influencing market conjuncture are usually categorized into three main groups (Figure 2):**

1. **Global factors** – events and trends affecting the global market, such as changes in international trade, global energy prices, or global financial crises.

2. **National factors** – factors related to economic policy, macroeconomic stability, or the tax system within a specific country.

3. **Regional factors** – local conditions like infrastructural development, climatic features, or the availability of labor in a particular region.

Economic conjuncture is a multifactorial system in which various indicators and factors interact to shape a dynamic market situation. Understanding the nature and characteristics of conjuncture-forming factors is critically important for forecasting market trends and developing effective management strategies.

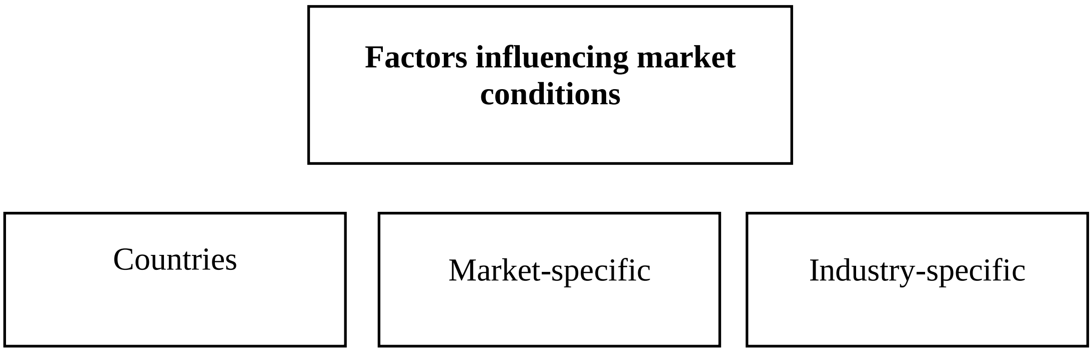

Figure 2. Factors Influencing Market Conjuncture. Source: [186, p. 87]

Industry factors include the unique characteristics and indicators specific to individual sectors of the economy. Key aspects of these factors include:

— Production dynamics and industry structure – changes in production processes, output volumes, and structural shifts within the industry.

— Dynamics of external trade in industry products – export and import volumes, trade directions, and their changes over time.

— Pricing on international markets – mechanisms of price formation in industry-specific markets that account for competition, demand, supply, and other factors.

— Activities of companies within the industry – strategic actions of key players, their innovation activity, efficiency, and market share.

Each industry has its own specificity, reflected in the product and service range aimed at respective global markets. These features shape the unique market conjuncture of the industry.

Market factors are directly related to the state of demand and supply for a specific product or service. These factors include:

— **Demand and supply** – the primary drivers determining the volume of goods produced and consumed.

— **Price levels** – a key indicator reflecting the balance between demand and supply.

— **Market monopolization** – the degree of market concentration in the hands of specific players.

— **Competitive conditions** – the presence of barriers for new companies entering the market, levels of price and non-price competition.

— **Product requirements** – standards for quality, packaging, and labeling set by consumers and regulatory bodies.

Country-specific factors align with the permanently acting elements of a country's general economic conjuncture. These include:

— **Economic policy** – levels of taxes, customs tariffs, and subsidies.

— **Infrastructure development** – transport, logistics, and information infrastructure.

— **Legal aspects** – regulatory framework, adherence to competition laws, export, and import regulations.

— **Socio-economic conditions** – income levels, employment, and resource availability.

The interaction of industry, market, and country-specific factors forms the overall market conjuncture. Their impact is complex, as each factor can interact with others, either amplifying or weakening their effects.

The duration of factors' influence on market conjuncture is a relative concept and can be determined using the following principles:

1. **Inertia factors** – those that act during a period when changes in market conjuncture are minor. Understanding the inertia period allows these factors to be classified appropriately.
2. **Short-term factors** – those that influence the market for a period during which the economic conjuncture does not undergo significant quantitative changes. Examples include seasonal demand fluctuations and short-term changes in tax policy.
3. **Long-term factors** – factors that drive structural changes in the market, such as the development of new technologies, population growth, or urbanization.

A generalized classification of conjuncture-forming factors can be graphically represented (Figure 3), illustrating their complexity and interrelations across categories. This visualization helps better understand the nature of each factor's influence and effectively utilize their analysis for forecasting market conjuncture.

The formation of market conjuncture depends on multifactorial impacts, which have both short-term and long-term consequences. Understanding industry, market, and country-specific factors, along with the duration of their influence, is critically important for effectively managing economic processes and developing strategies for growth.

If a factor operates over a time period during which economic conjuncture undergoes only quantitative changes without significant structural transformations, it is classified as a **medium-term factor**. When the influence of a factor results in both quantitative and structural changes in economic conjuncture, it is considered a **long-term factor**. If the factor's impact causes significant structural transformations in market conjuncture, it is classified as a **long-range factor**.

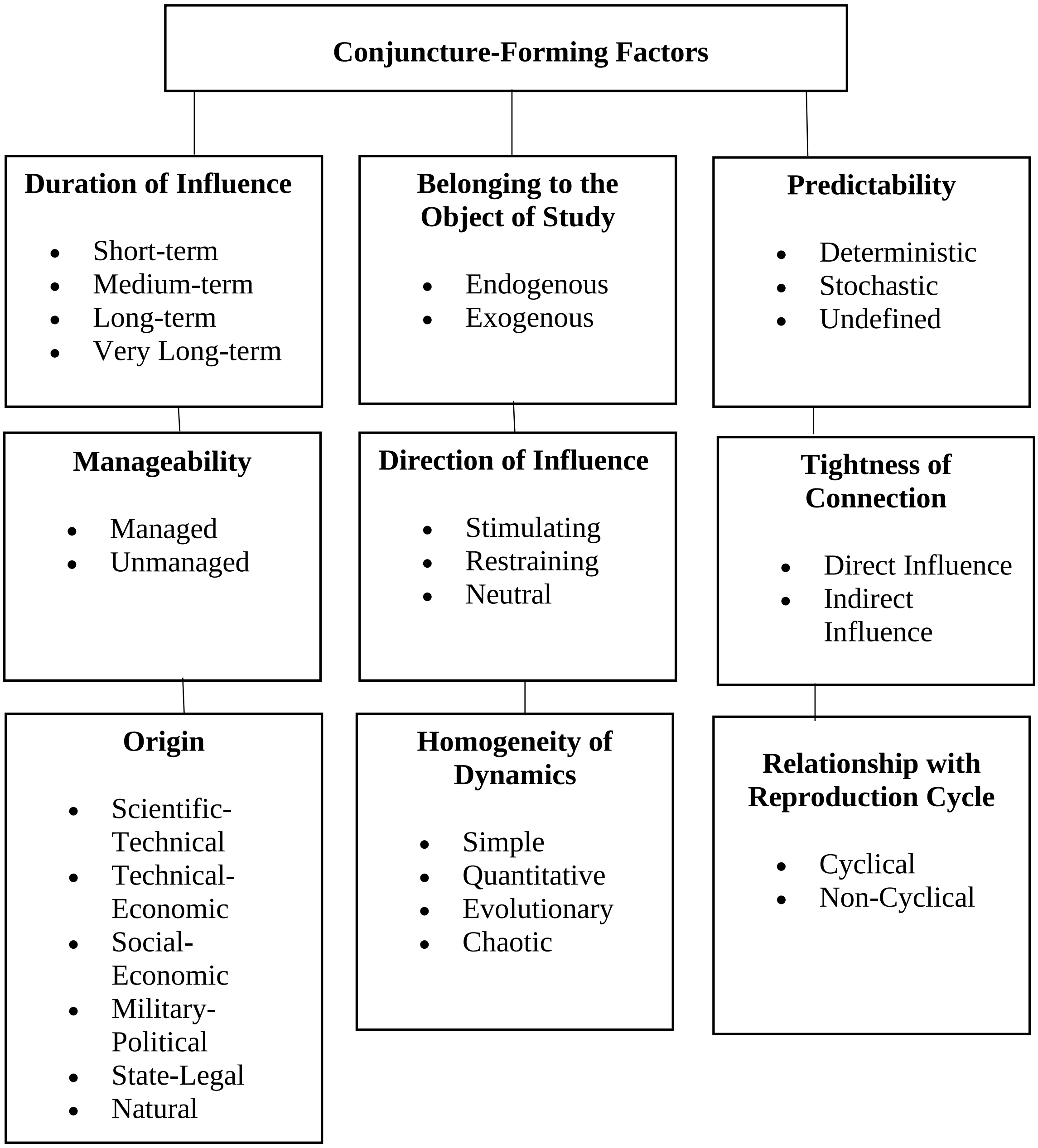

Figure 3. Conjuncture-Forming Factors. Source**:** [187, p. 79]

Given the difficulty in defining the precise time frame of factors' influence, they are commonly divided into **permanent** and **temporary factors**.

Permanent Factors factors establish the fundamental conditions for the functioning of the economic system and determine the long-term stability of market conjuncture. **Examples include:**

1. **Natural Potential of Countries:**

— Reserves of natural resources (minerals, water resources, land resources).

— Climatic conditions affecting agriculture and the economy as a whole.

— Environmental conditions and the quality of the surrounding environment.

2. **Economic Potential:**

— Sectoral structure of the economy, determining national specialization.

— Quantitative and qualitative characteristics of production capacities.

— Export opportunities and integration into global trade.

3. **Demographic Potential:**

— Population size and structure.

— Standard of living, income levels, and consumer preferences.

4. **Legal and Regulatory Environment:**

— National and international legal regimes.

— State of international and national financial systems.

— Mechanisms for regulating trade and economic relations.

5. **Sociocultural and Political Factors:**

— Political stability and international relations.

— Cultural, traditional, and religious aspects influencing economic behavior.

These factors form the foundation of the market economy and are critical for long-term market conjuncture forecasting**.** Temporary Factors have a limited duration of influence but can significantly alter market conjuncture in the short term. **Examples include:**

1. **Natural Phenomena:**

— Natural disasters (earthquakes, hurricanes, floods).

— Natural events affecting agriculture or resources.

2. **Technological Disasters:**

— Accidents in industries, transportation, or infrastructure.

3. **Political and Social Upheavals:**

— Wars, revolutions, armed conflicts.

— Changes in international agreements or domestic policies.

4. **Decisions by International Organizations:**

— Sanctions, quotas, embargoes affecting trade and financial markets.

Temporary factors are generally unpredictable and often have a negative impact on market relations.

For methodological purposes, **Classification of Conjuncture-Forming Factors** can be classified as follows:

1. **By Relation to the Research Object:**

— **Endogenous (internal)** – factors originating directly within the market being studied, such as production levels, demand, supply, and internal competition.

— **Exogenous (external)** – factors influencing the market from outside, such as international trade, geopolitical situations, and global price changes.

2. **By Predictability:**

— **Deterministic** – factors with a clear and defined influence, such as planned tax policy changes or announced trade agreements.

— **Stochastic (probabilistic)** – factors with a random nature, such as seasonal demand fluctuations or natural disasters, which can be predicted only with certain probabilities using statistical methods.

— **Uncertain** – factors whose influence cannot be predicted due to insufficient information, such as unforeseen political crises or natural disasters.

3. **By Controllability:**

— **Controllable** – factors regulated through state policies, such as taxes, subsidies, or tariffs.

— **Uncontrollable** – factors beyond the influence of government or business, such as natural disasters or global economic trends.

4. **By Direction of Influence:**

— **Stimulating** – factors fostering market growth, such as innovation or rising demand.

— **Restraining** – factors limiting growth, such as resource shortages or strict regulations.

— **Neutral** – factors that do not directly impact market growth but create general conditions for its functioning.

5. **By Origin:**

— **Scientific and Technical** – level of technology, adoption of new developments.

— **Technical and Economic** – labor productivity, production costs, capital intensity.

— **Socioeconomic** – population income levels, demographic indicators, employment rates.

— **Military and Political** – political stability, the presence or threat of military conflicts.

— **State and Legal** – legislative framework, business protections, degree of government intervention.

— **Natural** – climatic conditions, resource availability, geographic location.

6. **By Dynamics:**

— **Homogeneous Dynamics** – characteristic of processes that maintain unchanged primary attributes over time (e.g., stable consumption of specific goods).

— **Non-Homogeneous Dynamics** – reflects quantitative and qualitative changes that occur gradually (evolutionary dynamics) or suddenly (chaotic dynamics).

7. **By Relationship with the Reproduction Cycle:**

— **Cyclic** – factors influencing economic cycles, such as renewal of fixed assets or demand for consumer goods.

— **Non-Cyclic** – factors independent of economic cycles, like innovations, inflation, or seasonality.

Permanent factors are essential for forming the general economic conjuncture and provide stability, determining long-term trends. Temporary factors, although secondary at the macroeconomic level, can significantly alter the conjuncture of specific markets in the short term, acting as key drivers of change.

The analysis of market conjuncture is a complex task requiring the study of the market as a reflection of current economic processes. Market conjuncture at any given time may differ from long-term economic trends, making its study critical for effective decision-making. This includes evaluating the current state of the market, forecasting changes, and forming strategies for stable economic development.

8.3 General characteristics of the poultry meat market in Ukraine

Poultry meat production is one of the most dynamically developing sectors of the meat production subsector within Ukraine's agro-industrial complex. Over the past decade, there has been steady growth in chicken production, ensuring the population is supplied with nutritious food products and contributing to the export potential of the industry.

The sector demonstrates high growth rates due to the implementation of modern technologies, optimization of production processes, and effective marketing strategies. The export of products, particularly poultry meat, continues to grow, showing positive trends in foreign markets such as the European Union, the Middle East, and North Africa.

To maintain competitive positions, producers must ensure a high level of product quality, implement safety standards (HACCP, ISO), and maintain price competitiveness. These measures enable Ukrainian chicken products to secure strong positions in both domestic and international food markets.

The demand for poultry meat in domestic and foreign markets continuously drives increased production volumes. For instance, in 2013, all farming categories accounted for approximately 185 million poultry heads. By 2023, this number had risen to 240 million, reflecting a growth of nearly 30% (Figure 4). **Key reasons for this growth include:**

— **Increased consumer demand for chicken** due to its affordable price, high nutritional value, and versatility in cooking.

— **Rising export demand**, supported by access to new markets and stronger positions in traditional markets.

Over the last decade, Ukraine has emerged as one of the leading poultry meat exporters in the region. Export volumes show consistent growth. In 2013, exports amounted to 200 thousand tons, while in 2023, this figure exceeded 450 thousand tons, representing more than a twofold increase. The primary export destinations include EU countries such as the Netherlands, Germany, and Poland, as well as Saudi Arabia and the United Arab Emirates.

Poultry meat, particularly chicken, has established itself as one of the staple food products in Ukraine’s domestic market. The steady growth in production volumes is associated with active investments in infrastructure development, modernization of production facilities, and the adoption of innovative technologies.

Despite its achievements, the poultry meat sector faces several challenges:

— Rising production costs due to increased feed and energy prices.

— International competition from products originating in other countries.

— Compliance with strict ecological and sanitary standards to gain access to premium markets.

The poultry meat industry in Ukraine has demonstrated dynamic development and significant progress over the past decade. Driven by growing demand, improved product quality, and active penetration of foreign markets, this sector plays a crucial role in ensuring the country's food security and enhancing its competitiveness on the global stage.

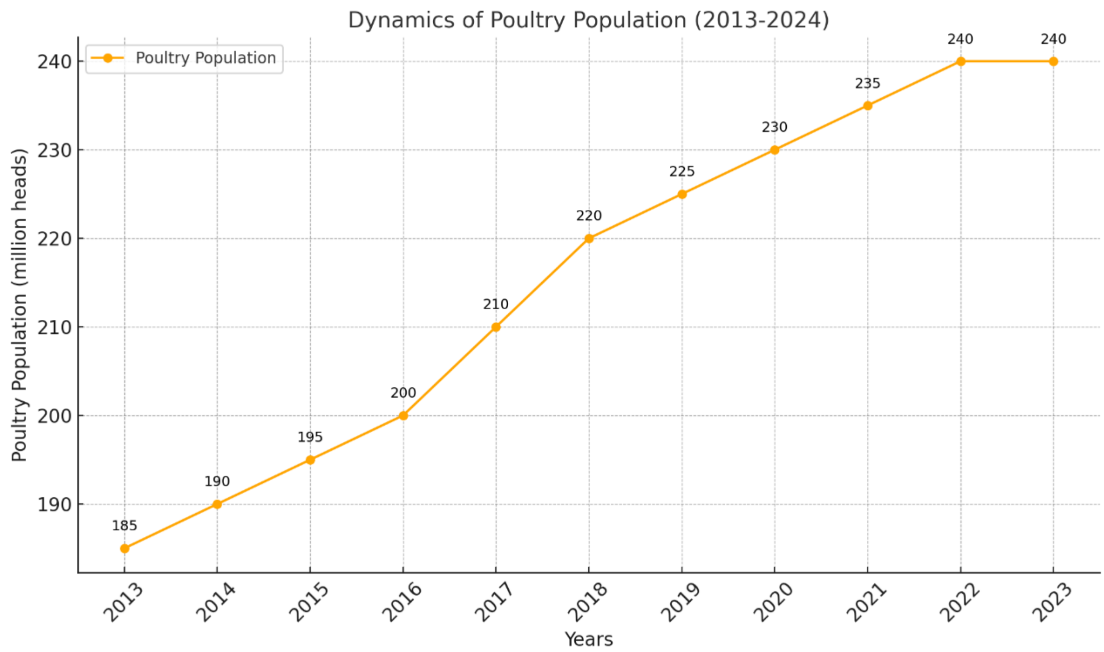

Figure 4. Dynamics of Poultry Population in Ukraine (2013–2023), million heads. Source: [184]

A significant portion of production is carried out using industrial methods, ensuring high technological standards and product quality. Modern production facilities enhance process efficiency, adherence to safety standards, and cost optimization.

As of 2023, the majority of poultry population is concentrated in agricultural enterprises, accounting for approximately 60% of total production. This trend reflects the significant strengthening of the role of large agro-industrial complexes in the poultry sector. At the same time, the share of household farms is gradually decreasing due to the integration of modern technologies and the concentration of production in specialized enterprises (Figure 5). **Key Drivers of Growth in Industrial Production are:**

— **Infrastructure modernization**: introduction of advanced technologies in the production process, automation, and digitalization of management.

— **Compliance with international quality standards**: ensuring products meet HACCP and ISO requirements, granting access to foreign markets.

— **Economic efficiency**: optimization of costs for feed, energy, and labor through large-scale production.

— **Growing demand in domestic and international markets**: favorable conditions for exports and increased chicken consumption among the population.

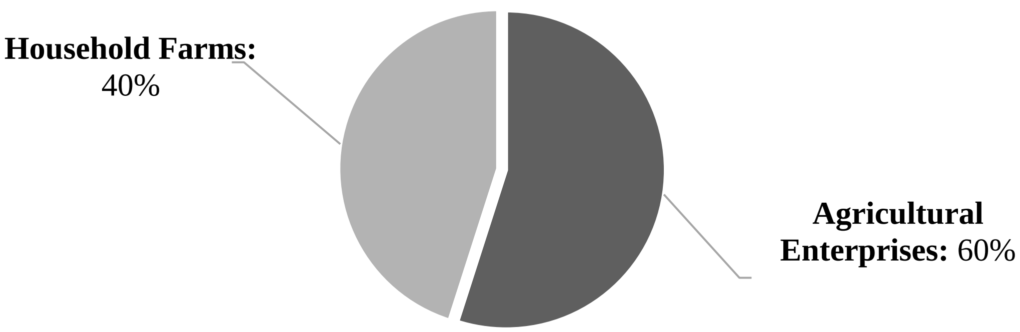

Figure 5. Poultry Population Structure in Ukraine by Farm Categories, 2023, %. Source: [184]

Thus, in 2023, agricultural enterprises continue to dominate as the main suppliers of poultry products, solidifying their positions in both domestic and international market segments.

The poultry meat market in Ukraine in 2023 generally shows positive developments but remains influenced by factors that hinder its growth. The primary challenge for producers is high production costs. Despite the active adoption of modern technologies in industrial poultry farming, achieving the desired economic efficiency remains a complex task. Feed accounts for the largest share of production costs, making up to 70% of total expenses. Fluctuations in grain prices, which form the basis of feed, significantly affect production costs. Additionally, producers face rising costs for energy resources, fuel, equipment, veterinary drugs, and labor.

Macroeconomic challenges also remain a significant factor affecting the development of the industry. Inflation, currency devaluation, political instability, and intensified competition in both domestic and international markets create additional risks for producers. In such conditions, the industry continues to adapt by implementing new approaches to production and marketing.

As of 2023, the poultry population in Ukraine reached 240 million heads, indicating significant growth compared to 2018. The leading regions in terms of poultry numbers are Vinnytsia region, with 35.2 million heads (14.7%); Kyiv region, with 34.8 million heads (14.5%); Cherkasy region, with 28.1 million heads (11.7%); and Dnipropetrovsk region, with 22 million heads (9.2%). Other regions account for approximately 41.7% of the total poultry population in the country (Figure 6).

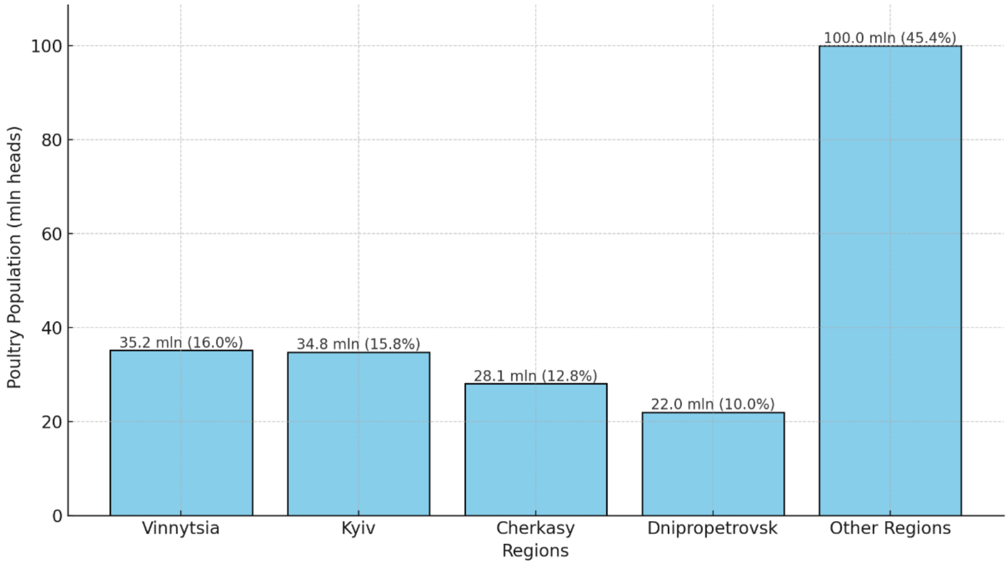

Figure 6. Poultry Population Structure in Ukraine by Regions, 2023, %.
Source: [184]

Despite the challenges, the market demonstrates significant potential for further development. The high quality of Ukrainian poultry, competitive pricing, and expanding export opportunities contribute to the industry's growth. In 2023, export volumes increased, particularly to countries in the European Union, the Middle East, and Africa. Ukrainian producers continue to modernize production facilities, which helps mitigate the impact of rising costs and ensures a stable supply of products to both domestic and international markets.

As of 2023, according to the State Statistics Service of Ukraine, the total production volume of poultry meat in Ukraine amounted to 665.1 thousand tons, which is 0.9% more compared to 2022. The structure of poultry meat production is dominated by agricultural enterprises, which in 2023 produced 627.9 thousand tons of live weight of poultry for slaughter, marking a 1.4% increase from 2022. It is worth noting that in 2018, the volume of poultry sold for slaughter by agricultural enterprises in Ukraine was 1,410.2 thousand tons. Compared to 2016, this indicator grew by 8.88%. However, a decline in poultry meat production is observed in 2023 compared to 2018. This decrease could be attributed to various economic and social factors affecting the poultry industry in Ukraine.

Figure 7 illustrates the dynamics of poultry sales for slaughter in Ukrainian agricultural enterprises from 2013 to 2023. The data shows a general trend of production growth with some fluctuations in specific years.

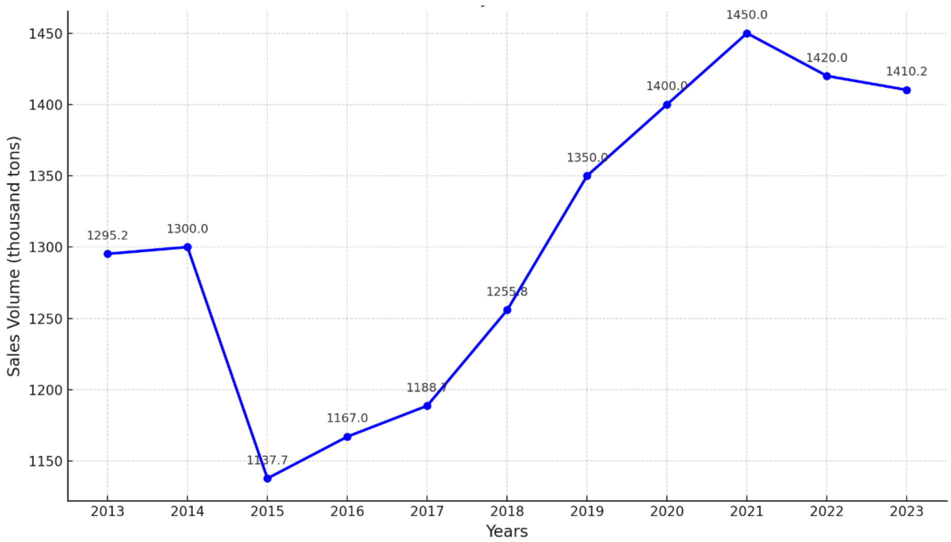

Figure 7. Poultry Slaughter Sales in Ukraine, 2013–2023, thousand tons.

Source: [184]

In 2013, the volume of sales stood at 1,295.24 thousand tons, followed by moderate growth to 1,300 thousand tons in 2014. However, in 2015, this figure decreased to 1,143.7 thousand tons, likely due to economic and political factors that impacted the industry during that period.

Starting in 2016, a steady growth trend is observed: the sales volume increased from 1,167 thousand tons in 2016 to 1,255.8 thousand tons in 2018. This period was marked by a return to stability and the development of the poultry industry due to production modernization and increased domestic and foreign demand.

The highest sales volume was recorded in 2019, reaching approximately 1,350 thousand tons. In the 2020–2023 period, the indicators stabilized with slight fluctuations: in 2020, sales reached 1,400 thousand tons, but in 2022–2023, they slightly declined, standing at 1,410.2 thousand tons in 2023.

Overall, the dynamics of poultry slaughter sales reflect the steady growth of production capacity and the industry's adaptation to changing economic conditions. The positive trend is driven by increased domestic consumption, expanded export opportunities, and the introduction of modern technologies in production processes. At the same time, fluctuations in certain years may be attributed to external shocks, including global market changes, inflationary processes, and resource cost variations.

Figure 8 illustrates changes in production, consumption, export, and import volumes, which are key elements in forming the overall market conditions.

The data demonstrates steady growth in poultry meat production, increasing from 1,100 thousand tons in 2013 to a peak of 1,370 thousand tons in 2021. After this, a slight decline to 1,335 thousand tons was observed in 2023. This highlights the active development of the industry while also underscoring the influence of economic and political factors on its stability.

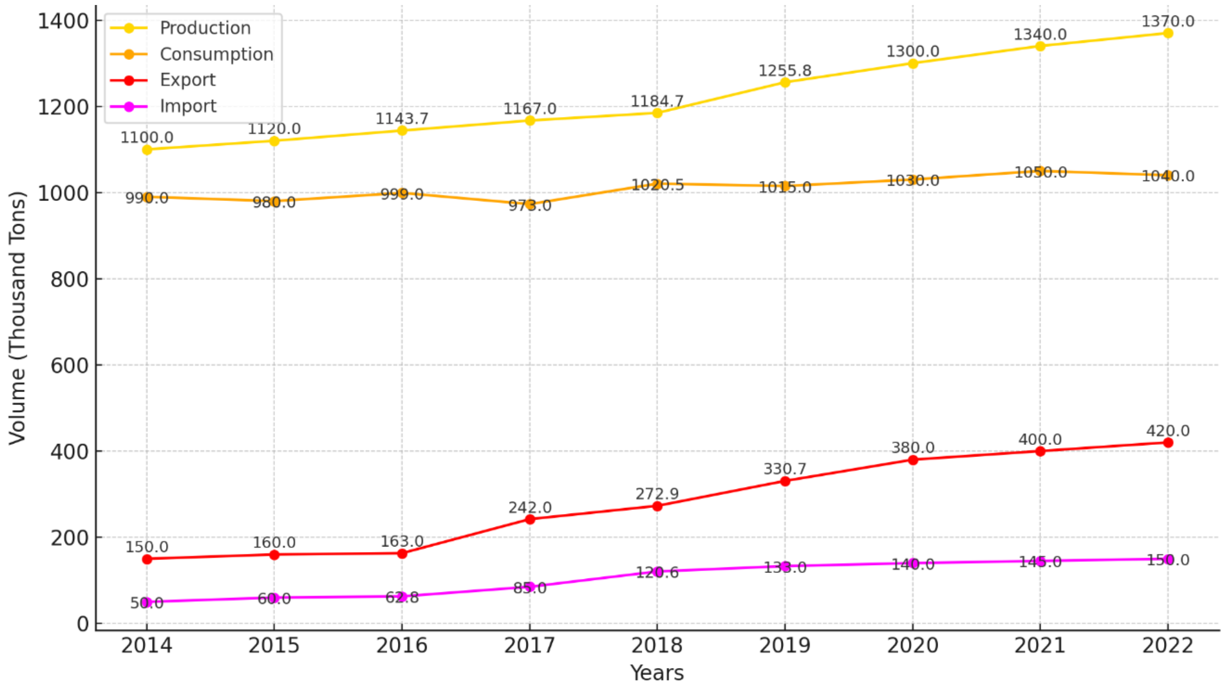

Figure 8. Balance of Poultry Meat Supply and Demand in Ukraine, 2013–2023, thousand tons. Source: [184]

Poultry meat consumption remained relatively stable, fluctuating between 990–1,050 thousand tons during the analyzed period. The highest consumption level (1,050 thousand tons) was recorded in 2021, indicating growing demand among domestic consumers.

Exports showed significant growth, reflecting Ukraine's strengthening position in international markets. Export volumes increased from 150 thousand tons in 2013 to 420 thousand tons in 2021 but slightly decreased to 410 thousand tons in 2023. This dynamic highlights the high export potential of the industry despite external challenges.

Imports, on the other hand, remained relatively stable, with a gradual upward trend: from 50 thousand tons in 2013 to 145 thousand tons in 2023. This could be attributed to the demand for specialized products not sufficiently produced in Ukraine or adaptation to the standards of specific markets.

Overall, the presented graph indicates the development of the poultry industry in Ukraine, which demonstrates steady growth in production and exports – key factors in its success. At the same time, stable consumption and controlled imports point to a balanced domestic market. These trends emphasize the strategic importance of the industry for the national economy.

Figure 9 illustrates significant changes in the financial performance of the industry during the analyzed period, highlighting the impact of both internal and external factors on the economic efficiency of production.

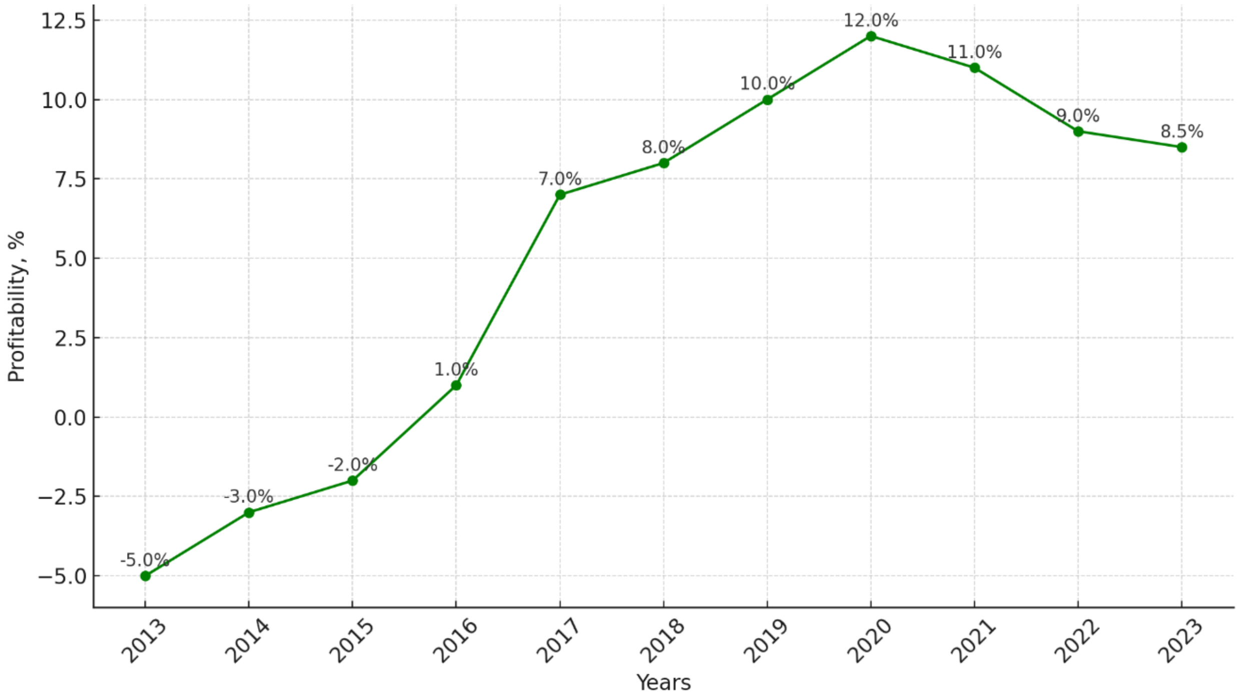

Figure 9. Dynamics of Profitability in Poultry Meat Production by Ukrainian Enterprises, 2013–2023, %. Source: [196]

At the beginning of the period, from 2013–2015, production profitability was negative, reaching its lowest level of -5.0% in 2013. This situation can be explained by the effects of economic instability, high resource costs, and difficulties in adapting the industry to new economic conditions.

In 2016, the profitability indicator turned positive for the first time, reaching 1.0%. This marks the beginning of a gradual recovery in the industry, particularly due to modernization of production facilities, increased domestic demand, and expanded export opportunities.

The highest profitability levels were observed in 2019–2021, with the indicator consistently exceeding 10.0%. In 2019, profitability reached 10.0%; in 2020, it increased to 12.0%; and in 2021, it remained high at 11.0%. This reflects efficient resource utilization and growing demand for Ukrainian products in both domestic and international markets.

However, in 2022–2023, a decline in profitability to 9.0% and 8.5%, respectively, was recorded. This decrease could be attributed to rising costs of energy resources, feed, logistics, and the impact of inflationary processes and macroeconomic instability.

Overall, the presented graph illustrates the gradual recovery and growth of the economic efficiency of the poultry industry in Ukraine after periods of crisis, while also highlighting its vulnerability to external and internal challenges. Profitability analysis serves as an essential tool for identifying strategic development priorities for the industry and enhancing its competitiveness.

Figure 10 depicts a gradual increase in product prices throughout the year, indicating the influence of certain economic factors on pricing. At the beginning of the year, in January, the average price was 72.5 UAH/kg.

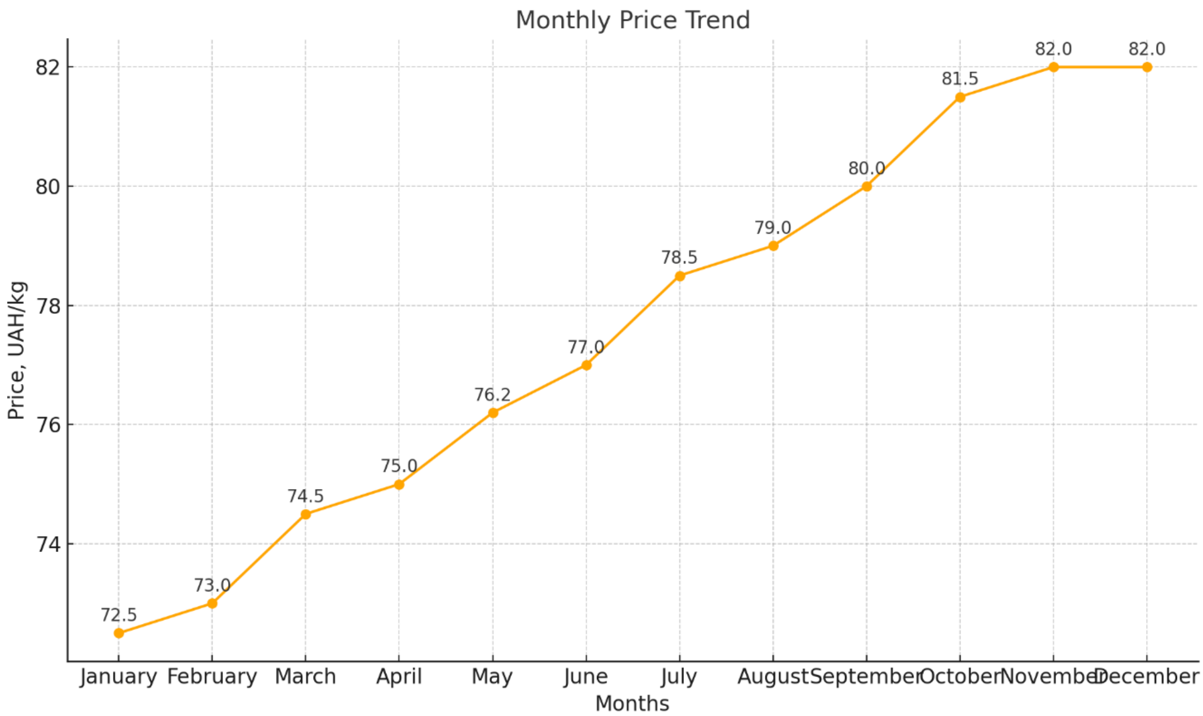

Figure 10. Dynamics of average prices for poultry (chicken carcasses) in Ukraine in 2023, UAH/kg. Source: [196]

In February, it increased to 73.0 UAH/kg, indicating a slight but stable upward trend. In March and April, prices continued to rise, reaching 75.0 UAH/kg, likely driven by increased demand for meat products after the winter season.

The fastest price growth was observed between May and August when the average price rose from 76.2 UAH/kg to 79.0 UAH/kg. This can be attributed to seasonal factors, including higher feed costs, increased poultry maintenance expenses during the summer, and rising energy costs.

In September and October, the price continued to climb, reaching 81.5 UAH/kg, and by the end of the year, in December, the average cost of chicken carcasses amounted to 82.5 UAH/kg. This growth may be a result of inflationary processes, increased logistics expenses, and rising production costs.

Overall, the chart illustrates a steady upward trend in chicken carcass prices in Ukraine throughout 2023. This demonstrates the significant impact of economic, seasonal, and market factors on product pricing, which is essential for analyzing the poultry meat market and forecasting further changes in pricing policies.

Ukrainian poultry producers are confidently consolidating their market positions due to high-quality standards and competitive pricing, which distinguish their products from imported alternatives. Key advantages include strict adherence to safety and quality requirements and the use of modern poultry farming approaches. In particular, industry enterprises use feed with minimal artificial additives, contributing to the ecological purity and natural quality of the meat [177].

Additionally, Ukrainian poultry farms optimize logistics processes as much as possible, ensuring product preservation at all stages of supply. The advantage of a short supply chain following the "farm-to-table" principle significantly reduces the time between production and consumption, minimizing the risk of quality deterioration. As a result, consumers receive fresh, safe, and high-quality meat products.

Improved quality standards and the introduction of new production technologies enable Ukrainian producers not only to meet domestic market demand but also to actively expand their presence in international markets. Compliance with international standards such as HACCP and ISO, as well as a reputation for reliable suppliers, contributes to export growth to Europe, Asia, and Africa.

Thus, the competitive advantages of Ukrainian poultry producers are based on the combination of high product quality, affordable prices, and efficient logistics, making their products attractive to both domestic and international consumers.

In 2023, Ukraine exported 424.6 thousand tons of poultry meat and by-products, a 3% increase compared to the previous year. However, export revenue decreased to 799.6 million USD. The main importers of Ukrainian products remain the Netherlands (32.8% of total exports), Saudi Arabia (17.4%), and Slovakia (13%) [198].

It is worth noting that in 2021, Ukraine reached a record volume of poultry meat exports—459.1 thousand tons, 6.5% more than in 2020. The main buyers then were Saudi Arabia, the Netherlands, and Slovakia.

In 2022, poultry meat export volumes decreased by 10% to 413.2 thousand tons, but export revenue increased to 852.9 million USD. The Netherlands regained first place among importers of Ukrainian products (29.6%), followed by Saudi Arabia (25.8%) and Slovakia (7.6%) [188].

Overall, Ukrainian poultry meat producers continue to hold strong positions in international markets, demonstrating flexibility and adaptability to changing global trade conditions.

Top 7 Ukrainian poultry meat exporters include the following enterprises [189]**:**

1. **MHP (Myronivsky Hliboproduct) –** the largest poultry meat producer and exporter in Ukraine, supplying products under brands such as "Nasha Ryaba," "Qualiko," and others. MHP holds a leading position in the domestic market and actively exports to the EU, the Middle East, Africa, and Asia. The company implements innovative technologies, ensuring high product quality and compliance with international standards (HACCP, ISO).

2. **Volodymyr-Volynska Poultry Farm ("Epikur") –** one of Ukraine's largest poultry meat producers, actively expanding export supplies. The company specializes in antibiotic-free chicken production that meets high environmental standards. Its primary export markets are EU countries.

3. **Agro-Oven –** a leading poultry meat producer in central Ukraine. The company exports to CIS countries and expands its presence in Middle Eastern markets. It is known for its modern production technologies and high-quality standards.

4. **Agromars Complex ("Havrylivski Kurchata") –** one of Ukraine's largest chicken producers, focusing on the domestic market and exports. The company has a high level of vertical integration, allowing it to control all production stages – from poultry farming to product delivery.

5. **Ukrlandfarming -** a large agricultural company engaged not only in grain cultivation but also in poultry meat production. Its primary focus is on exporting to Asian and Middle Eastern countries. The company actively introduces innovative technologies in production and logistics.

6. **Dnipro Poultry Complex –** a key player in the poultry meat market, ensuring significant volumes of chicken production for domestic consumption and export. The company emphasizes product sustainability and the implementation of international quality standards.

7. **Chornobaivska Poultry Farm –** a major poultry meat producer targeting both domestic and foreign markets. The company actively cooperates with countries in the Middle East and the European Union.

The industry leader is "Myronivsky Hliboproduct (MHP)," which accounts for 45% of the market. Other major producers, such as "Volodymyr-Volynska Poultry Farm" (15%), "Agro-Oven" (10%), and "Agromars Complex" (8%), also have a significant impact. The market share of other producers is 10%, indicating the presence of small and medium-sized enterprises in the industry.

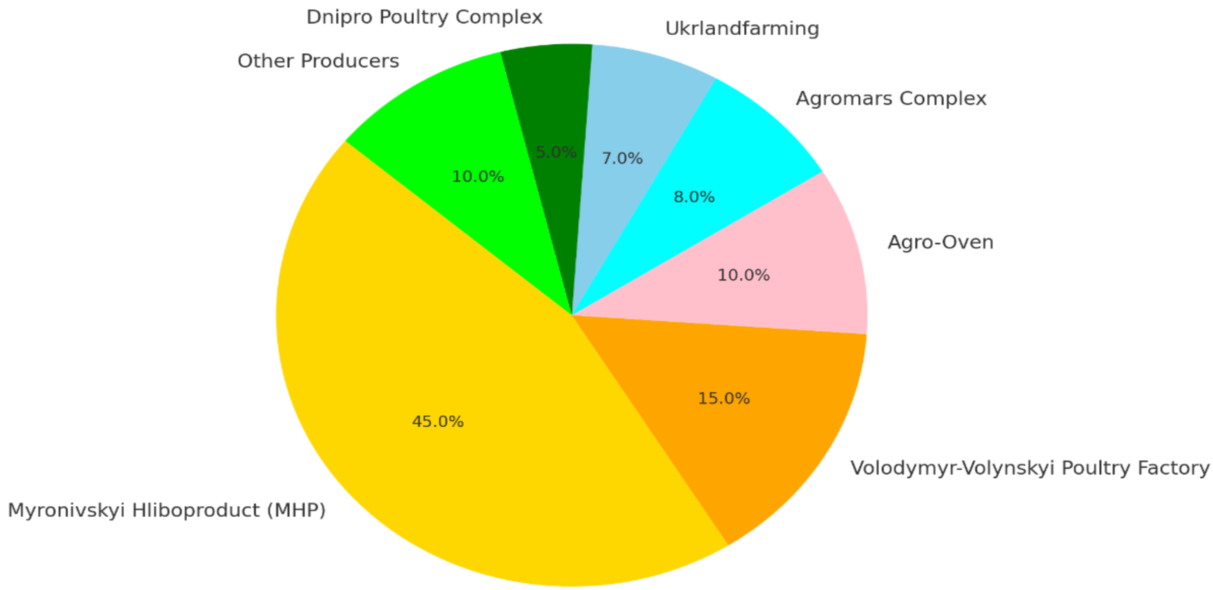

Figure 11. Market share of enterprises in the poultry meat market in Ukraine in 2023, %. Source: [184, c. 29]

Ukrainian poultry industry enterprises continue to demonstrate high export growth rates, primarily due to competitive pricing, compliance with international quality standards, and the implementation of modern production technologies. Industry leaders emphasize expanding the geography of supply and strengthening their position in the global market.

The development of the poultry meat market is closely tied to the supply of high-quality compound feeds. Stimulating the development of the national feed market is strategically crucial, as feed costs account for 65–75% of the production cost of poultry meat. To enhance the competitiveness of enterprises' products, it is important to implement an effective pricing policy aimed at reducing production costs, including optimizing feed production processes and their rational use.

Developing a strategy for managing the feed market is a pressing task requiring diagnostics of existing strategic alternatives and a comprehensive approach to the development of Ukraine's feed production industry. Supporting national producers in this area will strengthen the poultry industry's positions in both domestic and foreign markets.

According to the analysis of the poultry meat market, domestic production is sufficient to fully meet internal demand, ensuring an overall market balance. Production is concentrated in the most developed regions of Ukraine, particularly in Kyiv, Vinnytsia, Cherkasy, Dnipropetrovsk, and Kherson regions, where the leading enterprises of the industry are located. The industry leader, Myronivsky Hliboproduct (MHP), significantly influences the market structure, which may limit competition levels.

Exports of Ukrainian poultry meat show stable growth. The main importing countries are Egypt, Iran, Moldova, Kazakhstan, Armenia, and Georgia. Promising directions for export expansion remain the markets of African countries, the European Union, and China. Achieving this requires raising quality standards and adapting products to meet international market requirements.

However, despite the significant volumes of domestic production, Ukrainian producers face competition from foreign companies, particularly from Poland and Germany. This creates challenges for the national industry, necessitating the development of a state strategy to support producers. The implementation of an import substitution policy is essential, aiming to create favorable conditions for the development of national production, introduce modern technologies, and support the competitiveness of domestic products.

Overall, the development of the poultry meat market in Ukraine depends on the integration of modern technologies, improved logistics, and expanded export opportunities, which will strengthen the position of Ukrainian products in the global market.

8.4 Analysis of the marketing mix of the TM "Nasha Ryaba" by PJSC "Myronivsky Hliboproduct"

PJSC "Myronivsky Hliboproduct" (MHP) is a leading company in the Ukrainian poultry market, accounting for about 35% of the total chicken consumption in the country and over 55% of the industrial production segment of this product. Such a significant share highlights the company's dominant role in the industry and its key contribution to meeting domestic demand with high-quality products [189].

The **"Nasha Ryaba"** brand is one of the most recognized and popular in Ukraine. All chicken sold under this brand is 100% produced and processed at MHP enterprises, ensuring its high quality and safety for consumers [190].

MHP's poultry production segment includes three broiler poultry farms, which provide the main production volume of chicken, and two farms specializing in breeding parent stock and producing hatching eggs. This structure allows the company to maintain a full production cycle – from breeding to processing – enhancing efficiency and product quality.

In addition, MHP operates 15 distribution centers, ensuring prompt product delivery to the market. Its fleet of refrigerated trucks, compliant with modern logistics standards, enables the transportation of chilled and frozen products to clients in the shortest possible time. This not only preserves the freshness of the products but also enhances the company's competitiveness in both domestic and international markets.

PJSC "Myronivsky Hliboproduct" actively implements innovative approaches to production and logistics management, enabling it to maintain its leading position in the industry. Through an integrated production cycle, quality control at all stages, and effective logistics solutions, the company sets new standards for the Ukrainian poultry industry.

Each enterprise producing poultry meat under the "Nasha Ryaba" trademark of PJSC "Myronivsky Hliboproduct" has implemented an integrated agricultural production management system called GlobalG.A.P. This system covers all stages of the production cycle—from obtaining hatching eggs to transporting poultry for slaughter. The standard is based on Good Agricultural Practice (GAP), which includes: risk analysis and determination of critical control points (HACCP system), environmental protection, ensuring the health and well-being of employees, and adherence to high animal welfare standards. Implementing such standards ensures production efficiency, compliance with international requirements, and product competitiveness in global markets.

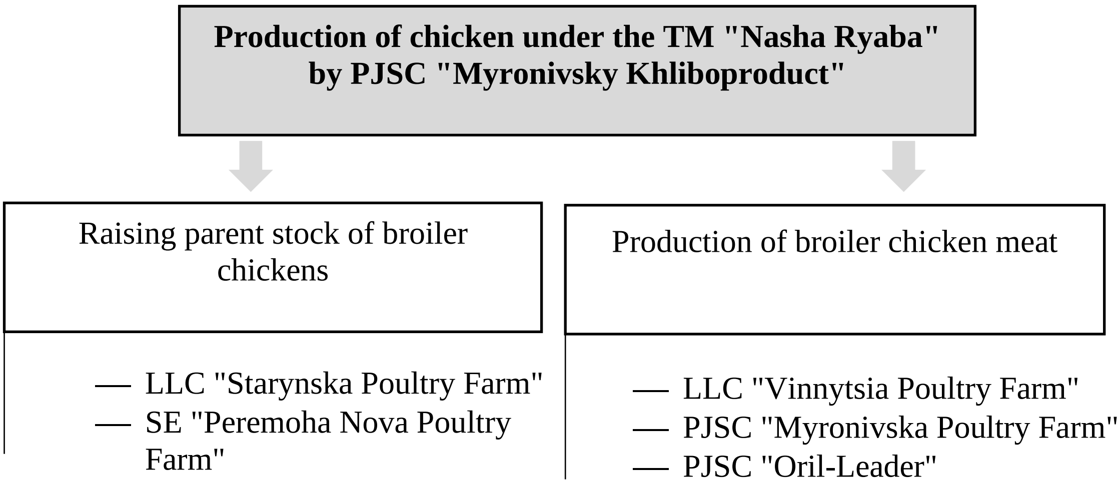

Figure 12. Structure of poultry meat production under the TM "Nasha Ryaba" by PJSC "Myronivsky Hliboproduct". Source: [189]

Analyzing the key performance indicators of the enterprises, it can be concluded that the most powerful producer of poultry meat under the "Nasha Ryaba" brand in 2019 was PJSC "Myronivska Poultry Farm." During the reporting period, the enterprise achieved impressive results, producing 247 million tons of poultry meat annually, equivalent to 810,000 tons per day. This reflects the high productivity and scale of the producer's operations.

Overall, all enterprises within the structure of PJSC "Myronivsky Hliboproduct" demonstrated stable and high performance. Specifically, the poultry survival rate during rearing ranged from 95.0% to 96.3%, which is an indicator of a high level of production process organization and technology efficiency.

Moreover, the enterprises actively implement innovative technologies aimed at increasing productivity, improving product quality, and minimizing environmental impact. This includes the use of eco-friendly feed, optimization of poultry housing conditions, and continuous monitoring of critical control points. All these measures ensure production sustainability and allow the company to maintain its leadership in the Ukrainian poultry meat market.

The success of the "Nasha Ryaba" brand enterprises is the result of not only implementing modern standards but also a consistent development strategy focused on meeting the needs of both domestic and international markets.

Table 1. Key performance indicators of the group of enterprises of PJSC "Myronivsky Hliboproduct" producing poultry meat under the TM "Nasha Ryaba" in 2019. Source: [189]

Indicators	LLC "Starin Poultry Farm"	SE "Poultry Farm 'Peremoga Nova'"	LLC "Vinnytsia Poultry Farm"	PJSC "Myronivska Poultry Farm"	PJSC "Oril-Leader"
Simultaneous raising, thousand units (hens and roosters)	1300,0	930,0	-	140975,8	42154,3
Average laying hen population, thousand units	-	351,0	-		
Poultry meat production, thousand tons/year	-	-	280,3	247345,7	105,0
Ratio of roosters to hens in the productive zone, roosters per 100 hens	8,5	9,0	-	-	-
Egg productivity per hen, total for the enterprise, units	164,0	156,0	-	-	-
Survivability (raising), %	95,7	96,0	-	96,3	95,0

The production of chicken under the trademark "Nasha Ryaba" is carried out within a fully controlled closed-cycle system, ensuring a high level of product quality and safety. **The entire production process is divided into four main stages** [190]**:**

1. **Cultivation of grain crops**: the first stage involves growing strategically important crops such as wheat, corn, sunflower, and rapeseed, which form the basis for subsequent feed production. In-house grain production ensures stable raw material supply and quality control.

2. **Production of balanced compound feed**: using its own raw materials, the company produces balanced compound feeds, optimizing poultry diets, improving productivity, and ensuring the environmental sustainability of the products.

3. **Breeding parent stock and broilers**: this stage includes breeding parent stock, producing hatching eggs, and rearing broiler chickens. All processes are carried out at the company’s facilities, ensuring complete control over every stage.

4. **Production, packaging, and logistics**: the final stage involves poultry processing, packaging of finished products, and transportation to consumers. Chilled chicken is delivered via the shortest routes, preserving its freshness and quality.

PJSC "Myronivsky Hliboproduct" was the first company in Ukraine to offer consumers chilled, rather than frozen, chicken, which was an innovative solution for the domestic market.

To ensure quality, MHP operates modern production laboratories at every enterprise. These laboratories control not only each batch of chicken but also water, feed, bedding, equipment, and other components of the production process. The laboratories operate according to the international standard ISO/IEC 17025:2006, ensuring the highest precision and reliability of research results.

The production of chicken under the TM "Nasha Ryaba" complies with European quality and food safety standards, including ISO 9001 and ISO 22000, as well as Ukrainian state standards DSTU ISO 9001 and DSTU ISO 22000. Additionally, the facilities have implemented the FSSC 22000 food safety management system and the voluntary HACCP food safety control system [190].

Certification is carried out by the independent international company SGS, guaranteeing the product’s compliance with the highest quality standards. Thanks to this, TM "Nasha Ryaba" maintains a leading position in the domestic market and competes confidently in international markets. The high level of technology and systematic approach to process management enable the company to meet modern challenges and supply consumers with products that meet the highest safety and quality standards.

The company's product range is highly diverse, offering everything from whole chicken carcasses to chicken hearts (Table 2).

Table 2. Assortment of packaged products by PJSC "Myronivsky Hliboproduct" under the TM "Nasha Ryaba" and retail prices at the beginning of 2019. Source: compiled by the author based on [190-193]

Product name	Possible packaging, kg	Price, UAH/kg		
		METRO	Auchan	Novus
Packaging SES				
Chicken fillet	0,5; 1	129,90	89,95	134,00
Chicken thigh	0,5; 1	77,90	77,00	78,99
Boneless chicken thigh fillet	0,5; 1	109,90	92,95	114,00
Chicken drumstick	0,5; 1	58,90	59,95	61,99
Chicken leg	0,5; 1	-	-	-
Chicken wing	0,5; 1	69,90	79,95	78,99
Cut chicken wing	0,5; 1	61,90	52,95	61,99
Boneless chicken thigh	0,5; 1	-	-	-
Fillet mignon	0,5	119,90	89,95	124,00
Chicken thigh meat	1	98,90	99,95	99,99
Chicken hind quarter	1	55,90	56,95	-
Chicken assortment	1	69,90	-	-
Halal chicken fillet	0,5	128,90	131,95	
Halal chicken wing	0,5	-	81,95	-
Vacuum packaging				
Chicken carcass	Whole	58,90	59,90	62,99
Halal chicken carcass	Whole	69,90	-	-
Chicken quarter "Appetizing Country"	1,5	65,90	54,95	-
Chicken liver	0,5; 1	49,90		61,99
Chicken gizzards	0,5; 1	52,20	51,60	56,90
Chicken hearts	0,5; 1	75,20	88,25	69,99

PJSC "Myronivsky Hliboproduct" actively expands its distribution channels, particularly by introducing halal chicken, which allows the company to enter new international markets and meet the needs of consumers with specific cultural and religious preferences. Notably, the highest prices for products under the "Nasha Ryaba" trademark were recorded in the Novus supermarket chain, emphasizing the high level of trust in the brand and its popularity among consumers [189].

The company's products are distributed throughout Ukraine via an extensive franchise network, direct deliveries to supermarkets, retail chains, and other sales channels. The company's infrastructure includes six direct sales branches, four inter-branch logistics hubs, and five distribution centers equipped with storage facilities and a modern vehicle fleet. This allows the company to ensure efficient and timely delivery of products to franchise outlets, supermarkets, catering establishments, and other clients.

The "Nasha Ryaba" brand is one of the most widespread in Ukraine: PJSC "Myronivsky Hliboproduct" products are represented in 98% of the country's retail chains, including leading supermarkets such as Fozzy, Silpo, ATB, Eko, Novus, Metro Cash & Carry, Auchan, and Furshet. The company actively uses marketing tools to support sales, conducting trade marketing campaigns, national promotional campaigns supported by media outlets, and special events to attract new customers. The effectiveness of these campaigns significantly exceeds that of competitors, ensuring higher revenues for retail outlets [189].

MHP products are also supplied to catering establishments, fast-food restaurants, and fine dining restaurants, creating additional sales channels. The product range includes exclusive culinary products under the "Legko!" brand, strengthening the company's position in the industrial market segment. Additionally, MHP supplies raw materials to companies engaged in further poultry meat processing [189].

One of the company's key advantages is its diverse product range, meeting modern market demands and satisfying various consumer needs. The "Nasha Ryaba" brand has been recognized as one of the most popular in Ukraine: in the "50 Most Popular Brands" ranking prepared by Focus magazine, the brand took first place. The brand's recognition level reached 97%, confirming its leadership in the Ukrainian market.

Overall, PJSC "Myronivsky Hliboproduct" demonstrates a high level of efficiency in sales management by continuously improving its infrastructure, expanding its geographical presence, and developing new strategies to strengthen its position in both domestic and international markets.

To develop the marketing strategy for the "Nasha Ryaba" brand, PJSC "Myronivsky Hliboproduct" can utilize the McKinsey Matrix, based on two key factors: market attractiveness and brand competitiveness. This matrix allows the company to assess the brand's market position and determine directions for its further development.

The evaluation is based on specific indicators. Each indicator under the two main factors is assigned weight coefficients (from 0.01 to 0.99) depending on their importance. Indicators are also rated on a 10-point scale, where a higher score reflects a better position compared to competitors. The total score for each factor is calculated by multiplying the weight coefficient by the rating of each indicator, and these values are then summed to obtain the final result (Table 3).

Market attractiveness includes parameters such as market capacity (national production and export-import balance), market growth rates, and competition levels. For the "Nasha Ryaba" brand, these parameters are rated as follows:

— Market capacity – 1.4 points.
— Market growth rate – 1.52 points.
— Competition level – 1.4 points.

Brand competitiveness is based on characteristics such as product quality, assortment, market share, and sales volume. For "Nasha Ryaba," these indicators are rated as follows:

— Product quality – 2.2 points.
— Assortment – 1.04 points.
— Absolute market share – 1.2 points.
— Sales volume – 1.1 points.

According to the analysis, the brand's competitive advantage lies in the high quality of its products, which meet international standards, and a wide assortment that caters to diverse consumer needs. Additionally, a significant market share and stable sales growth rates indicate the strong position of "Nasha Ryaba" in the Ukrainian market.

Table 3. Overall evaluation of market attractiveness and brand competitiveness for "Nasha Ryaba". Source: Compiled by the author

Market attractiveness	Quantity/ weight	Rank	Q	Competitiveness	Quantity /weight	Rank	Q
Market capacity	0,14	10	1,40	Product quality	0,22	10	2,20
Growth rate	0,19	8	1,52	Absolute market share	0,12	10	1,20

Continuation of table 3

Profitability	0,16	6	0,96	Relative market share	0,08	10	0,80
Level of competition	0,14	10	1,40	Assortment attractiveness	0,13	8	1,04
Size of required investments	0,14	6	0,84	Effectiveness of distribution channels	0,08	10	0,80
Market risk	0,13	10	1,30	Effectiveness of advertising activities	0,06	10	0,60
Availability and accessibility of material and technical resources	0,07	10	0,70	Price level	0,11	6	0,66
State regulation	0,03	1	0,03	Financial resources	0,09	10	0,90
				Sales volume	0,11	10	1,10
Total	1		8,15	Total	11,0		9,30

Advantages of using the McKinsey Matrix for the "Nasha Ryaba" brand strategy:

1. **Resource optimization**: allows the company to focus efforts on the most promising directions.
2. **Market position strengthening**: identifies competitors' weaknesses and leverages them effectively.
3. **Innovation development**: enhances product attractiveness through the implementation of new technologies.

Thus, using the McKinsey Matrix enables an effective evaluation of the "Nasha Ryaba" brand's development prospects and directs marketing efforts toward achieving strategic goals, including maintaining leadership in the market and expanding export share.

Let us construct the McKinsey Matrix based on Table 4. The "Nasha Ryaba" trademark occupies a leading position in the market, confirmed by its placement in the upper-left quadrant of the McKinsey Matrix. This indicates a high level of market attractiveness (8.15 points) and significant brand competitiveness (9.30 points) on a ten-point scale. These indicators demonstrate the confident dominance of the "Nasha

Ryaba" trademark among competitors and reflect its stable development within the industry.

As part of the diploma research, a study was conducted to assess the consumer appeal of the "Nasha Ryaba" brand. The survey was carried out among students of the National University of Life and Environmental Sciences of Ukraine, allowing for the collection of a representative sample of young consumers. The research involved direct face-to-face conversations with passersby, ensuring interactive engagement with respondents and enhancing the quality of the collected data.

A total of 48 individuals were surveyed, answering questions about the frequency of consumption of "Nasha Ryaba" products, their quality characteristics, and their overall perception of the brand. The study found that most respondents highly rated the quality of the products, the assortment, and the brand's availability in retail networks. Additionally, a significant number of respondents expressed trust in the brand due to its reputation, built on adherence to high production standards.

This study confirmed that "Nasha Ryaba" is one of the most recognizable and popular trademarks among the younger generation, an important segment of consumers. The findings also highlight the success of the brand's marketing strategy, aimed at maintaining its competitiveness and increasing consumer satisfaction.

Table 4. McKinsey Market Attractiveness and Competitiveness Matrix.

Source: compiled by the author

Market attractiveness	Brand competitiveness TM			
	High 6.67	High 6.67 Brand "Nasha Ryaba"	Average 3.33	Low 0.0
	Average 3.33			
	Low 0.0			

According to the results of the study, the majority of respondents (50%) reported purchasing products under the "Nasha Ryaba" trademark several times a month. Another 26% of consumers purchase chicken products several times a week, spending an average of 50 UAH per purchase. Notably, 84% of respondents consume chicken meat, express positive opinions about "Nasha Ryaba" products, and are familiar with the chilling technology that replaces traditional freezing.

The study revealed that 49% of respondents first learned about the brand through television advertisements. Another 30% noted the impact of marketing activities in the franchise network, particularly merchandising and the use of POS materials at retail outlets, which led to spontaneous purchases. Meanwhile, 17% of respondents received information about the brand through recommendations from friends and family, highlighting the importance of trust in the brand among consumers.

Attitudes toward "Nasha Ryaba" advertising were predominantly positive. Specifically, 19% of respondents rated it as "excellent," 62% as "good," and only 19% expressed a "satisfactory" opinion. Importantly, no negative feedback on advertising was recorded, which indicates high-quality and effective marketing communication for the brand.

An analysis of the emotional impact of the brand’s advertising and promotion activities showed that 43% of respondents recalled at least one element of the brand’s logo, 29% remembered two elements, 7% mentioned three, and two respondents identified four elements. Responses were often filled with positive emotions, with the brand being associated with terms like "chicken," "yellow," "cute," "homely," and even "fairy-tale." Many respondents highlighted qualities such as "tasty," "fresh," "tender," and "high quality."

A distinctive feature of "Nasha Ryaba" products, according to 25% of respondents, is the chilling technology. However, some consumers do not fully understand this technology, confusing it with partial freezing. Additionally, 44% of respondents noted the high-quality characteristics of the products, including 36% emphasizing taste, 16% freshness, 20% appearance, and 8% mentioning the wide assortment. Other responses included quick preparation time, associations with cleanliness, tenderness, leanness, and meatiness.

Furthermore, 25% of respondents highlighted the importance of the brand's promotional activities, such as advertising campaigns, anti-advertising, the presentation of retail outlets, and well-organized and polite customer service.

The brand's market success is ensured by the comprehensive use of marketing tools such as public relations (PR), creative advertising, branding of retail outlets with POS materials, and effective merchandising. The combination of these approaches allows the brand not only to maintain its popularity among consumers but also to expand its market share.

8.5 Recommendations for improving the marketing mix of the TM "Nasha Ryaba" of PJSC "Myronivsky Hliboproduct" and ways to enhance the efficiency of poultry meat production

The analysis of the marketing activities of the "Nasha Ryaba" brand by PJSC "Myronivsky Hliboproduct" demonstrates positive profitability dynamics and stable growth in turnover. Under current conditions, assortment planning and management are critically important elements of the marketing strategy. This process impacts not only sales but also directly influences production, finances, material and technical support, and interaction with the company's design and technology departments. Assortment management involves creating products that meet consumer needs and ensure maximum company profits [194].

Given the economic and financial instability in the country, as well as the influence of macro- and microeconomic factors, market conditions may change. **In this regard, the marketing department of PJSC "Myronivsky Hliboproduct" is recommended to take the following measures within the framework of managing the "Nasha Ryaba" assortment:**

— Expand the product range with new items focused on changing consumer preferences, including premium-class products, organic options, and ready-to-eat meals.

— Constantly monitor external factors, such as demand fluctuations, changes in the competitive environment, and product offerings in various market segments.

— Ensure a high level of customer service, especially during the use of existing assortment products.

— Enhance efforts to generate demand, particularly when evaluating, creating, and promoting new products, by strengthening communication policies [195].

To improve the pricing policy of the "Nasha Ryaba" brand, it is recommended to make prices more flexible. This can be achieved by adjusting forecasted price levels, creating favorable conditions for their effective use, and developing a more advanced system of discounts. Discounts that take market conditions into account will stimulate sales growth, increasing the company's competitiveness. Moreover, the company should periodically review price levels, considering changes in market conditions to avoid losing market share or reducing profitability [199].

A strategic direction for PJSC "Myronivsky Hliboproduct" is the development and expansion of the distribution channels for the "Nasha Ryaba" brand. While the retail segment is already well-developed, the company focuses on cooperation with large wholesale organizations, stores, catering establishments, and other potential clients. Finding new partners and building long-term cooperation are key tasks implemented through an effective marketing communications policy.

Advertising remains an important tool for supporting sales. To increase sales across product groups, attract new customers, and strengthen the brand's market position, it is necessary to develop an effective advertising strategy aimed at increasing product recognition and customer loyalty. A successful combination of advertising campaigns, trade marketing promotions, creative initiatives, and public relations will help achieve the set goals and ensure the company's sustainable growth.

Taking into account the key stages to ensure the effective achievement of marketing goals, the main objectives of the advertising campaign are:

— **Building the company's image**: strengthening associations with quality, reliability, and consumer care. This will enhance brand recognition among potential customers and solidify loyalty among existing ones.

— **Attracting new customers**: through vibrant and well-planned advertising activities, the brand should capture the attention of a new audience that has not previously used the products.

— **Informing about products**: increasing consumer awareness of the advantages of "Nasha Ryaba" products, including their quality, diverse assortment, the unique production technology (chilling instead of freezing), and promotional offers.

To ensure the campaign's effectiveness, the advertising budget must be carefully calculated. The "percentage of sales volume" method, allocating approximately 3.5% of total sales revenue, is recommended. This approach allows for adjustments to expenses based on current revenues, ensuring the campaign's scale matches the company's financial capabilities. **The budget distribution includes:**

— Allocating funds for multi-channel advertising (television, social media, online platforms).

— Investing in outdoor advertising (billboards, ads in public transport).

— Financing promotions aimed at boosting sales (tastings, purchase bonuses, etc.).

Target Audience and Campaign Concept:

— **Core consumers**: households with average incomes seeking quality and safe products for their families. The primary focus is on women aged 25–55, who typically make decisions about food purchases.

— **Additional audience**: catering establishments (restaurants, cafes, catering companies) that can use the brand's products in their operations.

— **Potential consumers**: young people aiming for healthy and quick meals and audiences prioritizing eco-friendliness and ethical production.

The "Nasha Ryaba" brand positions its products as high-quality, eco-friendly, and safe for health. **Key advantages forming the product concept include:**

— Freshness ensured by the chilling technology.

— The use of natural feed without artificial additives.

— A wide product range to meet diverse culinary needs.

— Availability in most retail chains and online ordering options.

To maximize reach, the advertising campaign is recommended to utilize the following channels:

— **Television**: commercials showcasing the production process and product benefits.

— **Social media**: campaigns highlighting product benefits, promotions, and engaging audiences through interactive content.

— **Outdoor advertising**: billboard and transport ads with the brand’s recognizable design.

— **Merchandising in stores**: utilizing POS materials, promotional stands, and product tastings.

This advertising campaign aims to achieve ambitious marketing goals, ensuring strengthened market positions and increased customer loyalty.

Market Segmentation and Positioning Effective advertising communication begins with clearly defining the target audience, including potential consumers and decision-makers. Market segmentation is a mandatory step that identifies the most attractive segments for the company and adapts advertising efforts to the specific needs of various customer groups.

For the "Nasha Ryaba" brand, careful segmentation, proper product positioning, and effective channel selection are essential for a successful advertising campaign that will enhance the brand’s market standing and foster customer loyalty.

In line with its strategic marketing goals, the "Nasha Ryaba" brand emphasizes conducting an intensive advertising campaign to maximize target audience reach. A strategy focused on broad consumer awareness not only increases product knowledge but also boosts demand among potential clients. This approach helps build a positive brand image and strengthens its market position.

In addition to active advertising activities, effective public relations are a vital component of the marketing strategy. Disseminating information about innovations, achievements, and updates involving the "Nasha Ryaba" brand in mass media, including local newspapers, helps build trust in the brand and maintain its reputation. This also creates additional opportunities to attract new customers and retain existing ones.

Given the growing importance of public relations, it is advisable to develop clear recommendations for PR professionals that align with modern marketing concepts and facilitate the effective implementation of PR activities. **Below are recommendations to ensure the productive operation of the public relations department:**

1. **Develop an informational campaign**: create and publish high-quality materials highlighting the achievements of the "Nasha Ryaba" brand, the ecological nature of its production, the company's social responsibility, new products, and production technologies. This information should be tailored for various communication channels, including print media, social networks, and the corporate website.
2. **Strengthen trust through transparency**: organize open events such as tours of production facilities, participation in exhibitions and conferences, aimed at showcasing high product quality and ecological production practices. This will help strengthen consumer trust in the brand.
3. **Interactive engagement**: use modern digital platforms to conduct online surveys, contests, and quizzes that encourage customers to actively engage with the brand. This approach enhances customer loyalty and fosters an emotional connection with the brand.
4. **Support local initiatives**: participate in social and charitable activities at the local level, such as supporting schools, hospitals, and sports clubs, demonstrating the company's social responsibility and improving its reputation.
5. **Monitor and analyze public opinion**: continuously analyze consumer feedback, utilize analytical tools to track the effectiveness of PR activities, and adjust strategies based on the obtained results.

Integrating these recommendations into marketing activities will enable the "Nasha Ryaba" brand to not only maintain its leading market position but also significantly enhance its competitiveness by ensuring high levels of consumer trust and loyalty.

Increasing poultry meat production is possible only with the rational use of production potential, which is influenced by several key factors, including economic, social, natural, and biological factors [200].

Economic Factors Contributing to Efficiency are:

1. **Agricultural intensification**: this can be achieved by implementing advancements in scientific and technical progress, modern intensive technologies, and rational forms of production organization. Modern innovations significantly boost labor productivity and ensure stable production growth.

2. **Accelerating scientific and technical progress and infrastructure development**: particular attention should be paid to procurement, storage, and product marketing. Improving logistics and transportation conditions will help reduce losses and lower production costs.

3. **Specialization and concentration of production**: developing agro-industrial integration, including agricultural cooperation, allows optimizing production costs and improving efficiency.

4. **Improving economic relations in agriculture**: this includes effective management and planning, optimizing procurement systems, fair pricing, creating effective mechanisms for material incentives, and increasing responsibility for financial and operational results.

5. **Collaboration among enterprises**: enhancing mutual responsibility among agricultural, industrial, and procurement enterprises for final results reduces costs and increases the output of finished products.

6. **Resource saving**: strict adherence to resource-saving practices, reducing production costs, and improving product quality are critical components of economic development strategies.

7. **Rational feeding and care**: balanced feeding regimens and proper care for poultry are essential for successful development. Expanding the feed base is critical to achieving high profitability [201].

Active implementation of comprehensive mechanization of technological processes is essential to improve poultry meat production efficiency. Mechanizing labor-intensive operations such as feed distribution, manure collection, and water supply reduces labor costs by 35–40% per production unit [200].

Recommendations for Enhancing Production Efficiency are:

— **Improving product quality**: enhancing labor organization and material incentive mechanisms increases productivity and employee motivation.

— **Integration with processing enterprises**: collaboration with processing companies that provide financial support fosters production base modernization. Such cooperation helps reduce costs, implement modern technologies, and enhance product competitiveness [202].

— **Adopting innovative systems**: transitioning to high-capacity poultry farms and advanced cage systems increases productivity and reduces feed costs, supporting greater efficiency.

To address production challenges, deepening specialization and increasing production concentration are essential:

1. **Creating specialized enterprises**: dividing production facilities by stages of the technological cycle (e.g., breeding, hatching, rearing) minimizes infection risks and enhances process efficiency.

2. **Developing infrastructure for integration**: establishing logistical hubs, transport networks, and digital platforms for tracking product movement ensures coordination across production stages.

3. **Implementing advanced technologies**: utilizing automated equipment for feeding, ventilation, cleaning, and monitoring reduces costs and increases productivity.

4. **Optimizing production processes**: streamlining the placement of age groups and other zones minimizes infection risks and improves resource management.

5. **Enhancing genetic potential**: utilizing breeding programs for more productive and disease-resistant breeds boosts production efficiency.

6. **Focusing on environmental sustainability**: applying modern ecological standards, including waste management and energy-efficient systems, minimizes environmental impact.

7. **Developing partnerships**: forming cooperatives and clusters unites producers for resource sharing, experience exchange, and greater competitiveness.

Deepening specialization and increasing concentration in production not only improve productivity and reduce costs but also enhance product quality and competitiveness in both domestic and international markets.

8.6 Proposals for improving the effectiveness of conducting market research on the poultry meat market

Today, marketing research is an integral part of the effective marketing activities of any enterprise, particularly in the agricultural market. Such research serves as the primary source of information for top management, helping to make strategic decisions aimed at meeting consumer demand. The more accurate, reliable, and timely the collected data is, the greater the chance an enterprise has to respond promptly to changes in market conditions, especially in the poultry meat market.

The peculiarities of agricultural marketing are determined by the unique conditions of agricultural production and product distribution. This specificity explains the existence of various marketing models in the agricultural sector. **At the same time, marketing research in this market is based on key principles that form the foundation for developing tailored strategies:**

1. Consumer Demand Research – studying consumer demand dynamics, considering forecasted trends, is a key element of marketing research. This enables enterprises to better understand current and future market needs and incorporate these insights when developing, implementing, and executing management decisions.

2. Maximum Market Orientation – adapting production to market demands enhances enterprise efficiency. In this context, profit serves as the ultimate indicator of the success and effectiveness of implemented strategies.

3. Active Market Influence – utilizing various tools, such as advertising, sales promotion, PR campaigns, and other promotional methods, not only satisfies current demand but also shapes new consumer habits and demands [203, p. 122].

The main goal of marketing research in the agricultural market, including the poultry meat market, is to orient agri-industrial enterprises toward operating under real market conditions and to minimize uncertainty during managerial decision-making. Such research results provide agribusinesses with ongoing feedback from the market and consumers, serving as a crucial tool in the fight for market positions [204, p. 18].

Key Objectives of Marketing Research in the Poultry Meat Market are:

— **Monitoring and Forecasting Consumer Demand:** analyzing demand trends and dynamics to identify promising areas for production and sales.

— **Analyzing Market Conditions:** studying market indicators, including production volumes, consumption, export-import operations, competitive environments, and pricing trends.

— **Assessing Competitiveness:** researching market positions of enterprises, identifying strengths and weaknesses, and understanding factors that provide a competitive advantage.

— **Developing Promotion Strategies:** creating recommendations to enhance marketing activities, including designing targeted advertising campaigns, loyalty programs, and other sales-stimulating measures.

Thus, marketing research is a vital tool that helps agricultural enterprises not only operate effectively in domestic markets but also enter foreign markets, satisfying demand both locally and internationally.

Challenges of Marketing Research in Poultry Farming are:

1. Insufficiently Qualified Personnel. The poultry farming sector faces a shortage of highly qualified specialists who can combine managerial skills with analytical abilities. Effective management involves not only working with clients but also analyzing data, identifying trends, and making strategic decisions. Despite gradual improvements in Ukraine's research market, there is still a need to enhance the quality of both data collection and processing.

2. **Underestimation of Marketing Research.** Management in agricultural companies often undervalues or distrusts marketing research. This creates internal barriers that hinder the development of the research sector. Managers often view marketing research as optional expenses rather than as a tool to improve business efficiency.

3. **Budget Constraints.** Enterprises are often unwilling to allocate sufficient funds for marketing research, especially for analytical work. Producers tend to minimize research expenses, which limits their ability to gain deep market insights. Most research efforts are directed toward PR campaigns rather than practical applications.

4. **Savings on Marketing.** Ukrainian agricultural producers frequently cut marketing expenses, including research. This results in low demand for professional marketing services, as enterprises rely primarily on their capabilities, often ignoring changes in consumer preferences.

We have some recommendations for Improving Marketing Research:

1. **Expanding Research Scope.** Market research in the poultry meat sector should include analyses of economic, scientific, technical, demographic, environmental, and legislative factors. Special attention should be given to studying market structure and geography, sales dynamics, market entry barriers, and potential.

2. **Integrating Analytical Methods.** Using modern analytical methods such as SWOT analysis allows businesses to evaluate their strengths and weaknesses and analyze market opportunities and threats, fostering more flexible and adaptive strategies.

3. **Enhancing Personnel Qualifications.** Investing in training and professional development for specialists will combine managerial and analytical competencies, critical for successfully conducting research.

4. **Focusing on Consumers.** Studying consumer needs, preferences, and behaviors should become a central element of marketing research. This will enable the creation of products that meet expectations and foster brand loyalty.

5. **Effectively Utilizing Results.** The insights from marketing research should be integrated into managerial decision-making processes, including developing flexible pricing systems, improving product competitiveness, strategic planning, and strengthening brand positions.

Marketing research plays a crucial role in helping enterprises in the poultry farming sector adapt to market changes, efficiently manage production and distribution, and improve their competitiveness. **Effective research also enables companies to analyze the market offer, focusing on the following key aspects:**

1. **Offer Structure and Product Assortment Updates.** Analyzing which market segments are most saturated, identifying popular products, and determining what items can be added to the assortment to meet unmet consumer needs.

2. **Pricing Policies of Producers.** Assessing product pricing levels of different producers, analyzing price trends over time, and identifying key factors influencing pricing policies.

3. **Supply Volumes and Market Share of Key Producers.** Evaluating total supply volumes and the market share of major players, focusing on their production and distribution capacities, both currently and in the future.

4. **Prospects for Supply Development.** Using collected data to assess market growth potential, considering external and internal factors such as demographic trends, changes in consumer preferences, and economic conditions.

Competitor analysis should be systematic and include current product information as well as forecasts of future strategy changes. **Key areas of focus include:**

— **Pricing Policies:** examining competitors' approaches to pricing, discounts, credit terms, and price flexibility.

— **Expansion Plans and Investment Opportunities:** evaluating competitors' strategies for expanding production, entering new markets, and adopting innovations.

— **Technological Advantages:** analyzing production technologies, automation levels, equipment, and compliance with environmental standards.

— **Product Quality and Distribution:** assessing product quality, standard compliance, consumer convenience, and distribution channels.

— **Marketing and Advertising Strategies:** reviewing promotional methods, digital marketing tools, and personnel training programs.

— **Financial Stability:** avaluating competitors' financial conditions and their ability to endure economic challenges, lower prices, or offer additional services.

Implementing these improvements will not only enhance the effectiveness of marketing research but also ensure more stable positioning for enterprises in the competitive poultry meat market.

CONCLUSIONS

1. Studying market conditions is a critical stage in the decision-making process for marketing, especially for enterprises in the poultry sector. It provides relevant, reliable, and comprehensive information about the market's status, dynamics, and trends, which is crucial for effective management. Market conditions represent a multifaceted and dynamic phenomenon influenced by economic, social, political, and technological factors. Its analysis requires a comprehensive approach, taking into account the interplay between demand, supply, pricing, and other market indicators.

The system of indicators used for analysis covers various aspects, such as demand dynamics, supply trends, pricing policy changes, competitive environment, investment activity, and socio-economic factors. This approach allows for identifying key trends and forming well-founded forecasts. The evolution of methodological approaches, from Ferdinand Lassalle's historical concepts to modern economic-mathematical models, underscores the importance of comprehensive market studies to adapt to changing conditions.

2. The peculiarities of the agri-food market, particularly in poultry, require considering high competition, seasonal demand, price fluctuations, and government policies. Marketing services play a decisive role in gathering and analyzing market data, developing effective promotion strategies, and adapting to demand changes. Their activities align supply and demand, ensuring market stability and enhancing the

competitiveness of enterprises. Ultimately, market conjuncture research is a fundamental tool for strategic enterprise management. It enables the prediction of market trends, the formulation of effective marketing strategies, and sustainable sector development in today’s dynamic market environment.

3. The analysis of key factors affecting market conditions reveals that economic conjuncture is a complex, multifactorial system influenced by a combination of interrelated factors. Each factor has varying intensity, duration, scale, and direction of influence, creating unique market conditions at a given time. Economic conjuncture is significantly shaped by the interaction of global, national, and regional factors, which establish macroeconomic and microeconomic stability. Global changes, such as fluctuations in energy prices or geopolitical situations, can substantially affect local markets. National factors, including the tax system, infrastructure development, or economic policies, provide the basic conditions for the country’s economic system. Regional factors, such as resource availability or local climatic conditions, create specific market features.

Sectoral and market factors, including demand, supply, prices, competition levels, and product and service quality requirements, also play a crucial role in shaping market conditions. Additionally, the interaction of constant and temporary factors determines both long-term trends and short-term changes. Understanding the nature, characteristics, and dynamics of conjuncture-forming factors is key to effective market management. This enables forecasting market trends, developing well-founded development strategies, and adapting to changing economic conditions. Such an approach ensures market stability and enhances the competitiveness of participants.

4. The poultry meat market in Ukraine demonstrates stable development, production growth, and export expansion, driven by the adoption of modern technologies, compliance with international quality standards, and expanded supply geography. The industry ensures a balanced domestic market while maintaining competitive positions globally. Key challenges include high production costs, competition with foreign producers, and the need to modernize production processes.

The development of poultry farming in Ukraine requires effective government support, improved logistics, and enhanced competitiveness, which will strengthen the sector's position in both domestic and international markets.

5. The analysis of the marketing complex of TM "Nasha Ryaba" by PJSC "Myronivsky Hliboproduct" demonstrates the effectiveness of its integrated strategy for managing production, distribution, and communications. By implementing modern quality standards, innovative technologies, and control at all production stages, the company ensures consistently high product competitiveness. A diverse product line tailored to various consumer needs, combined with active use of marketing tools, allows the brand to maintain a leading position in the domestic market and actively develop export potential. High consumer trust in the brand, supported by positive perceptions of advertising and active consumer engagement, highlights the success of the implemented strategy and the company's promising future development.

6. The marketing activity analysis of TM "Nasha Ryaba" confirms the effectiveness of its integrated strategy in managing assortment, pricing, distribution channels, and communication policy, enabling the brand to maintain a leading market position. To further enhance competitiveness, it is recommended to introduce new product lines adapted to changing consumer preferences, improve pricing policies, expand distribution channels, and strengthen communication with the target audience. The implementation of modern technologies, production process automation, cost optimization, and assurance of high product quality will further strengthen the company's position in both domestic and international markets, ensuring stable production growth and increased consumer trust in the brand.

7. Marketing research in the poultry meat market is a key tool for strategic decision-making, enabling enterprises to adapt to dynamic market conditions, meet consumer needs, and enhance competitiveness. The unique features of this market require an in-depth analysis of consumer demand, market conditions, competitive environments, and pricing trends. Challenges such as insufficiently qualified personnel, limited budgets, and undervaluation of research importance significantly reduce the effectiveness of marketing activities. However, implementing modern

analytical methods, expanding research scope, improving specialist training quality, and integrating research data into marketing strategies can significantly improve the situation. Effective marketing research will contribute to the rational use of resources, business process optimization, and sustainable development of poultry enterprises, strengthening their positions in both domestic and international markets.