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METHODOLOGICAL FOUNDATIONS FOR ASSESSING THE POTENTIAL OF THE FOOD PRODUCTS MARKET IN THE CONTEXT OF INTERNATIONAL PROJECT DEVELOPMENT

МЕТОДИЧНІ ОСНОВИ ОЦІНЮВАННЯ ПОТЕНЦІАЛУ РИНКУ ПРОДОВОЛЬЧИХ ТОВАРІВ У КОНТЕКСТІ РОЗРОБКИ МІЖНАРОДНИХ ПРОЄКТІВ

The article examines the methodological foundations for assessing the potential of the food products market in the context of international project development. It emphasizes the need to combine quantitative and qualitative methods for a comprehensive analysis of market transformations, taking into account global challenges, the full-scale war in Ukraine, disruptions in logistics, and European integration processes. The importance of adapting the national food sector to EU standards and developing alternative distribution channels is substantiated, as these are key to enhancing the resilience and competitiveness of domestic producers. Practical recommendations are provided for businesses and public authorities to support strategic planning and the formulation of effective food market development policies.

Keywords: market potential assessment, food security, crisis conditions, international projects, methodological approaches, national economy and international security, economic standards and EU policy.

У статті розглянуто теоретико-методичні засади оцінювання потенціалу ринку продовольчих товарів в умовах глобальних трансформацій, повномасштабної війни в Україні, дестабілізації світових логістичних ланцюгів, порушення аграрного виробництва, зміни структури споживання та загострення конкуренції за ресурси. Визначено, що сучасний продовольчий ринок функціонує в умовах високої волатильності, цінових коливань, кліматичних змін, ризиків продовольчої безпеки, зростання витрат на енергоресурси та зниження купівельної спроможності населення. Проаналізовано комплекс взаємозалежних внутрішніх і зовнішніх чинників, які зумовлюють динаміку попиту та пропозиції, ефективність функціонування ринку, рівень інвестиційної привабливості галузі. Особливу увагу приділено систематизації впливу макроекономічних, політичних, інституційних, технологічних і соціальних чинників на функціонування продовольчого ринку. Запропоновано авторську інтегральну методіку оцінювання потенціалу ринку продовольства, яка включає кілька критеріїв, і містить виробничий, логістичний, споживчий, експортний, інституційний і технологічний компоненти, із застосуванням кількісних та якісних показників. Розглянуто можливості використання цифрових інструментів, систем моніторингу, геоінформаційних технологій і прогнозової аналітики для своєчасного виявлення дисбалансів, ризиків, формування адаптивних управлінських рішень. Визначено, що стратегія відновлення продовольчого ринку в Україні повинна базуватись на принципах сталості, екологічної безпеки, інклюзивного розвитку, міжнародної співпраці, інноваційної модернізації аграрного сектору та забезпечення продовольчого суверенітету. Обґрунтовано необхідність розробки нових підходів до агрологістики, розбудови регіональних ланцюгів постачання, розширення доступу малих і середніх виробників до ринку, формування сприятливого інституційного середовища, активізації державно-приватного партнерства та впровадження сучасних моделей управління ринковими процесами в умовах післявоєнного відновлення економіки.

Ключові слова: оцінювання потенціалу ринку, продовольча безпека, кризові умови, міжнародні проєкти, методичні підходи, національна економіка та міжнародна безпека, економічні стандарти та політика ЄС.

Problem statement. The food products market plays a crucial role in the functioning of the national economy, as it ensures the population's access to essential food, constitutes a significant share of GDP, and influences both social stability and national food security. In the context of dynamic global transformations, driven by technological change, climate challenges, disruptions in logistics, rising international competition, and the ongoing war in Ukraine, the effective functioning and development of the food market have become particularly urgent. Assessing the potential of the food products market under such conditions is not only a tool for analyzing the current situation but also a strategic instrument for forecasting, adapting to new circumstances, and identifying areas for international project cooperation. At the same time, the development of modern approaches to market analysis enables more effective decision-making and fosters the integration of the national agricultural sector into global markets.

Analysis of recent research and publications. The assessment of the potential of the food products market is a subject of active research by scholars and practitioners in economics, marketing, agribusiness, and strategic management. Significant contributions in this field have been made in the context of analyzing market competitiveness, modeling supply and demand dynamics, studying consumption patterns, and identifying logistical constraints and other factors that influence the efficiency of food market operations.

In particular, the works of leading scientists focus on: identifying key factors in the formation of market potential. The publications focus on studying the structure of demand, price elasticity, consumer behavioral patterns and the impact of seasonality on the food market. In addition, modern research pays significant attention to environmental factors, sustainable development, the role of organic products and the impact of globalization on the formation of markets [1–3]. Among the most significant works, one can note the studies of domestic and foreign authors who consider: the structure of the food market in different countries [4]; the influence of state regulation and policy on the development of the industry [5]; assessment of the competitiveness of enterprises in the field of production and sale of food products [6–8]. Certain aspects of this issue have already been considered in the authors' previous publications [9–12].

Despite the significant volume of scientific works, the issue of integrating different approaches to assessing market potential, taking into account the specifics of individual regions, socio-economic features and development trends, as well as assessment using econometric methods, remains insufficiently covered. Particular attention must be given to the impact of global challenges such as climate change, geopolitical instability, pandemics, and the conditions of countries' participation in international trade agreements. As a result, the assessment of food market potential requires an interdisciplinary approach that combines quantitative methods, qualitative analysis, and project-oriented thinking. This necessitates further research aimed at improving the methodological framework for assessing the potential of the food market.

Formation of the objectives of the article. The aim of the article is to develop methodological foundations for assessing the potential of the food market in the context of international design in conditions of economic transformations and crises.

The research is aimed at integrating modern approaches to market analysis, which take into account the specifics of consumer behavior, the competitive environment and the influence of external factors, with practical tools for planning and implementing international projects.

Presentation of the main material. The assessment of the potential of the food products market is a crucial and timely area of research, driven by several key factors such as climate change, the depletion of natural resources, demographic pressure in many regions of the world, as well as disruptions in logistics chains and instability of international trade routes caused by military conflicts, particularly in Ukraine.

These challenges necessitate not only systematic monitoring of developments in food markets but also the application of modern methodological approaches to assess their potential – taking into account domestic production capabilities, external demand, export barriers, price trends, and consumer preferences. Such analysis is a prerequisite for substantiating strategies for the implementation of international projects in the field of food security, designing partnership programs with the involvement of donor organizations, adapting agricultural production to global challenges, and strengthening integration into international agri-food markets.

Modern consumers are increasingly focused on the quality, safety, and environmental sustainability of food products. Changing consumer preferences are driving producers to adapt their operations, which creates new challenges for assessing market potential. The improvement of production, storage, and transportation technologies generates new opportunities for market expansion, but simultaneously requires the integration of these changes into market potential assessment methodologies. International competition, market openness, and intensified cross-border trade complicate the analysis of local market potential, as their development is closely linked to global processes. Moreover, fluctuations in food prices, currency risks, changes in economic policy, and the consequences of pandemics (particularly COVID-19) affect the functioning of food markets, increasing the importance of evaluating their resilience and development prospects.

Therefore, the relevance of researching methodological foundations for assessing the potential of the food products market lies in the necessity to account for the complex and multifactorial nature of market processes and their role in shaping sustainable economic development. The findings of such research will contribute to the creation of effective tools for analyzing, forecasting, and managing food markets, which holds significant practical value for various stakeholders.

The methodology for assessing market transformations reflects a set of approaches, methods, and tools used to identify, measure, and analyze changes in economic systems under the influence of various factors. Key drivers of such transformations include technological innovations, legislative changes, the evolution of consumer preferences, international competition, and other external and internal influences. The analysis of these changes plays a critical role in strategic planning, managerial decision-making, and forecasting future trends.

There are several approaches to assessing market transformations, depending on the specifics of the study and the goals set for the analysis (Table 1):

Table 1

The approaches to assessing market transformations

Method/ approach	Type	Application level	Purpose of application	Limitations/Cautions
Regression analysis	Quantitative	Micro/meso	Determining the impact of factors on production/sales volumes	Requires high-quality statistical data, risk of multicollinearity
Time series models	Quantitative	Micro/meso	Forecasting market changes based on historical data	Structural shifts and external shocks are not taken into account
SWOT-analysis	Qualitative	Мікро / мезо	Identification of strengths/weaknesses, opportunities and risks	Subjectivity of expert assessments
PEST-аналіз	Qualitative	Macro	Analysis of the impact of political, economic, social, and technological factors	Does not take into account the internal specifics of the sector
Porter's Five Forces Model	Combined	Meso	Assessing the level of competition: threats from new players, suppliers, buyers, substitute products, and the level of industry competition	Not adapted to dynamic markets
Benchmarking	Combined	Any	Identifying best practices (market or production) for further adoption	Difficulty in collecting quality comparative information
Product Life Cycle Analysis	Combined	Micro	Determining the stage of product development on the market, potential for growth, renewal, replacement	Requires detailed data monitoring, limited for new products
Scenario analysis	Qualitative	Meso/macro	Assessment of possible market transformation scenarios under different external conditions (logistics, war, politics)	High dependence on expert assumptions
Hierarchy analysis method	Combined	Micro/meso	Decision-making in multi-factorial choices (e.g., determining target markets or sales channels)	Subjectivity of weighting factors
GIS analysis (geoinformation modeling)	Quantitative / spatial	Meso/macro	Spatial modeling of demand distribution / logistics paths / regional advantages	Requires spatial data and mapping infrastructure

Source: compiled by the authors based on [6–7; 13–14]

The methodology for assessing market transformations is an important component of strategic planning and management decision-making. The use of various approaches and methods allows for a comprehensive assessment of the changes that are taking place. The effectiveness of analysis and forecasting is enhanced by the correct choice of methodology and its adaptation to the specific conditions of the market under study. The methodology for assessing food market transformations is a key tool for strategic planning, especially in conditions of war, destruction of logistics infrastructure, changes in international trade flows and global security challenges. The choice of analysis methods should take into account the instability of the environment, multidirectional risks and the need to adapt to changes in real time.

Depending on the approach, the following groups of methods are used:

1. Quantitative methods – used to identify statistical patterns and quantitatively predict transformations:

a. Regression analysis: allows you to identify dependencies between variables, assess the impact of individual factors (for example, military risks, changes in demand) on market results;

b. Time series models: used to predict future changes based on historical data, taking into account external shocks;

c. Cluster analysis: helps identify groups of consumers or regions with similar behavior, especially relevant for adapting to changes in consumer demand in war or post-crisis conditions.

2. Qualitative methods – aimed at a deep understanding of the motivations and behavior of market participants, especially when quantitative data is limited or unstable;

a. Expert assessments: based on the opinions of specialists on possible development scenarios, including the analysis of supply risks, external market fluctuations, etc.;

b. Focus groups: allow you to collect information about changes in consumer preferences and sentiment;

c. Interviews with key market players: provide access to up-to-date information on logistical challenges, barriers to export markets, problems with access to financing, etc.

3. Scenario analysis – provides a variant approach to strategic forecasting in an unstable environment:

a. Development of several scenarios for the development of events: (for example, blocking ports, resumption of exports, change in EU policy on supporting agricultural exporters);

b. Assessment of the impact of critical factors on market transformations: including military risks, currency fluctuations, changes in regulatory policy;

c. Preparation of adaptation strategies for each scenario: allows authorities and businesses to respond more quickly to changes [1; 4; 15].

A comprehensive combination of quantitative, qualitative and scenario methods makes it possible to:

– objectively assess the transformations of the food market;

– identify the most vulnerable segments;

– develop adaptive solutions in conditions of high uncertainty;

– ensure the sustainability of the agricultural sector in the context of international projects and integration into world markets.

The above-mentioned methods for assessing transformations can be applied to conduct an in-depth analysis and to form a comprehensive understanding of the ongoing changes. Quantitative methods are appropriate when analyzing statistical data and modeling economic processes. However, in cases where market transformations are complex and multifaceted, making them difficult to capture

solely through quantitative approaches, qualitative methods and scenario analysis should be employed. This combined approach enables a holistic view of the transformations and strengthens the rationale for management decisions.

Within this framework, the level of development of food markets across world regions is a key determinant of progress in the global agricultural market under the conditions of WTO membership. The effective sale of agricultural products can only be ensured through stable and reliable distribution channels. These channels facilitate timely product sales, secure the financial resources needed for uninterrupted production processes, and enhance both product quality and market competitiveness.

In this regard, the involvement of international technical assistance and the development of joint projects are of particular importance, as they not only help offset structural market losses but also create new opportunities for integration into global value chains. Participation in international projects entails the adoption of European quality standards, the application of digital monitoring tools, and access to financing mechanisms, all of which require an in-depth assessment of the food market potential as a systemic basis for informed decision-making.

The development potential of the food market should be defined as the set of resources, conditions, and prospects for increasing the volume of high-quality and competitive food production, as well as for implementing modern approaches to food trade at both national and international levels [4]. Effective assessment of this potential requires a comprehensive analysis of production factors, the availability of infrastructural components, and the broader institutional environment.

Key elements of such an analysis include the sufficiency and condition of production resources (land, labor, and technology), the capacity for modernization of the production process, the implementation of high value-added technologies, and access to innovative logistics and

sales channels. It is also necessary to consider the level of informational support, including the accessibility of market data, awareness of legislative changes, pricing dynamics, and certification requirements. The presence of an integrated, transparent, and adaptive market information system forms the foundation for producers' effective participation in international projects and ensures the sustainable development of the food market as a whole [8].

In case of insufficient production of domestic food products, it will be necessary to cover the deficit with imported analogues to meet the needs of the population. This can pose a serious threat to the country's food security. Therefore, at the state level, it is important to systematically monitor the situation on the food market and implement measures aimed at supporting and protecting domestic producers.

To assess the level of development of the food market potential, it is advisable to group the relevant criteria. We propose the following grouping of criteria (Fig. 1).

According to Figure 1, we have identified three groups of criteria for assessing the potential of the food market: criteria for assessing the volume of food production, criteria for assessing the volume of food sales, and criteria for assessing the logistical and infrastructural support of the food market.

The volume of food production is assessed by indicators of dynamics, such as absolute increases, growth rates, and growth rates. These indicators allow us to analyze the situation in the agricultural sector of the economy, assess the state of individual industries, timely detect declines in the production of certain types of products, as well as determine the causes of these phenomena and develop appropriate strategies to increase food volumes. As practice shows, insufficient state support for agricultural enterprises does not allow organizing an effective process of food production. Therefore, the results of monitoring in agriculture determine the list of measures necessary to

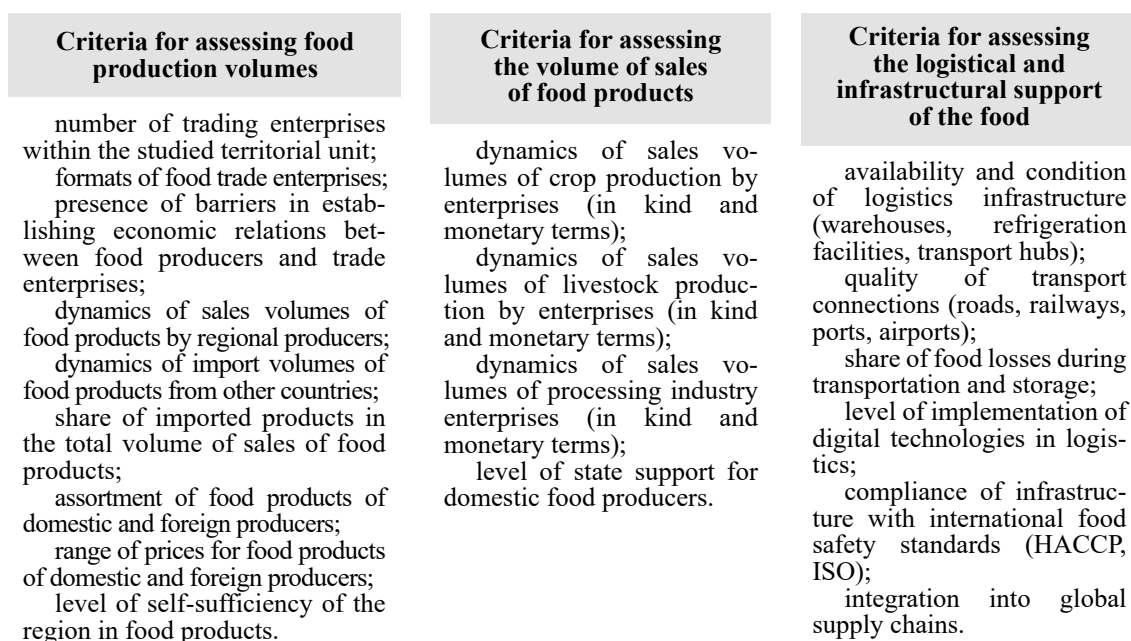


Figure 1. Groups of criteria for assessing the potential of the food market

Source: built by authors based on data from [2–3; 8–10]

support the agricultural sector in order to increase food production and improve its competitiveness.

The volume of food sales is assessed by a number of indicators that characterize the level of trade development, product range, market situation and the level of self-sufficiency of the population in food products within a certain region [16–17].

The criterion for assessing the logistical and infrastructural provision of the food market allows us to assess the market's ability to effectively transport, store and distribute food products, which is critically important for international projects, especially export-oriented or humanitarian-donor projects.

In the conditions of a full-scale war in Ukraine, accompanied by disruption of logistics chains, destruction of infrastructure and difficulty in accessing international trade routes, the issue of not only effective production of agricultural products, but also their marketing is becoming critical for the survival and development of the domestic agricultural sector. Despite the stable demand for Ukrainian producers' products, they often face significant barriers in promoting their products – from the high cost of retail outlets to limited access to chain supermarkets due to non-transparent or discriminatory conditions. Under such circumstances, the lack of effective and accessible product sales channels actually blocks opportunities for sustainable production and expansion of agribusiness, reducing Ukraine's food security and export potential.

In response to the current challenges facing Ukraine's food market, particularly those caused by the full-scale war, logistical disruptions, and restricted access to international trade routes, alternative forms of trade are actively developing within the country. One such approach includes the expansion of specialized agricultural markets, which are primarily oriented toward supporting regional producers. These markets provide access to trading spaces at significantly lower fees, making them more accessible for small and medium-sized agricultural enterprises and food processing businesses. Prices for food products at these venues are, on average, 30% lower than those in commercial markets or retail chains. Due to high consumer demand, products tend to be sold quickly, allowing producers to maintain the necessary working capital for sustaining and expanding food production.

In addition, temporary food fairs are becoming increasingly common, especially in urban areas and during seasonal harvest periods. Although these fairs do not operate continuously, they facilitate the sale of large volumes of food products and enjoy widespread popularity among consumers. Prices at these fairs are also lower than in traditional commercial outlets. These evolving trade formats provide agricultural producers with timely and reliable opportunities to sell their products, which in turn stimulates production growth and strengthens the resilience of the domestic food market [15].

From the perspective of international project development, these formats can be further leveraged to support inclusive market access, reduce transaction costs for local producers, and pilot innovations in food logistics, cold chains, and e-commerce platforms. Integration of these initiatives into broader international frameworks can be facilitated through joint technical assistance programs, public-private partnerships, or EU-funded regional development projects.

One of the key indicators used in assessing the potential of the food market is the share of imported food products in total market supply. A growing reliance on imports

typically signals unmet domestic demand, indicating insufficient levels of local food production. In such cases, the risk of a food crisis increases, highlighting the need for targeted policy interventions and development planning. Therefore, it is essential to calculate the region's food self-sufficiency ratio. A low self-sufficiency rate indicates a high dependency on external suppliers and underlines the need to support the scaling-up of production by either local or foreign producers operating within international cooperative frameworks.

In this context, food market development strategies must include timely monitoring and comprehensive assessment of production volumes, trade dynamics, and infrastructure capacity. These assessments serve as the foundation for designing effective measures aimed at stimulating the agricultural sector and ensuring food security at both the national and international levels. Furthermore, they inform the prioritization of international project funding and technical interventions, thus aligning local market development with global sustainability and resilience goals.

Conclusions. The methodology for assessing market transformations forms a critical foundation for strategic planning and informed decision-making, particularly in the context of international project development. It enables a comprehensive analysis of structural and situational changes driven by economic, geopolitical, environmental, and social factors. The integration of various methodological approaches, both quantitative and qualitative, enhances the depth and reliability of food market assessments and supports the development of evidence-based strategies.

In the current context of global instability, full-scale war in Ukraine, and intensified European integration efforts, the importance of systematic evaluation of food market potential has increased significantly. The rising share of imported food products within the domestic market indicates unmet consumer demand and may serve as an early warning signal for potential food crises. This situation calls for continuous monitoring and the implementation of proactive measures to support domestic producers and reduce dependency on external supplies.

Furthermore, the adaptation of Ukraine's food system to European standards, including those related to product quality, safety, environmental sustainability, and traceability is essential for strengthening its position within international markets. Alignment with EU norms not only facilitates access to European funding mechanisms and technical assistance programs but also increases the country's competitiveness within global agricultural trade networks.

The presented methodological recommendations can serve as practical tools for stakeholders involved in the design and implementation of international projects, particularly those supported by the EU, FAO, or other multilateral donors. They are also applicable for national authorities and private enterprises seeking to develop resilient, transparent, and competitive food markets.

In summary, timely and methodologically grounded assessment of food market development potential provides the basis for creating effective instruments for market management and strategic planning. These instruments will play a pivotal role in ensuring food security, enhancing economic resilience, and accelerating sustainable growth, both nationally and in the broader framework of regional and international cooperation.

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