

MARKET ANALYSIS USE OF HEALTHY PROFESSIONAL PET FOOD

Pet care in Ukraine is a dynamic and high growth industry which attracts increasing numbers of international producers with each passing year. A growing number of Ukrainian pet owners are becoming better educated about how to provide their pets with the best possible care and thus extend their lifespan and improve their overall wellbeing. Moreover, sales of pet care products continue to be supported by the increasingly prevalent 'pet humanisation' trend. Many Ukrainian pet owners strive to give the best to their pets and this is set to support sales of industrially-prepared dog and cat food and dog and cat treats as well as various pet products and accessories and pet-related services over the forecast period.

The health and wellness trend prevails in almost all pet care categories in Ukraine. Ukraine's cat owners are becoming better educated on how to care for their pets and this has led to the development of new specialized pet products with vitamins and minerals which target specific features of pets of different breeds, ages and sizes, among other characteristics. Ukrainian consumers have responded positively to this trend and many of them preferring only to purchase food which has healthy marketing claims for their pets.

Healthy nutrition program from Royal Canin - is much more than a trend. Healthy nutrition program is based on scientific facts and constantly reinforced by new knowledge. Scientific development research center of Royal Canin, together with the experience of the partners - breeders and veterinarians - increase the knowledge base of the company for more than 40 years.

The principle of "Healthy Eating" finds its reflection in a better and longer life thanks to the animal ideally suited nutritional solutions. Each cat and dog are unique, they can not go the same nutrition program. Royal Canin - a company which takes into account age, activity, breed, size and way of life of the animal and offers:

- Rations for puppies / kittens and adult animals;
- Rations for specific breeds of cats and dogs;
- Rations depending on the size of the animal;
- Diets based on the specific needs of castrated animals;
- Diets for animals according to their way of life;
- Diets for cats and dogs with special needs.

The leading local and multinational companies in pet care in Ukraine each offer several brands. The industry's top two players, Mars Ukraine TOV and Nestlé-Ukraine TOV, each accounted for a high proportion of retail value sales in the industry in 2012 and the competition between them remains strong. The success of these leading companies lies in the strength of their brands in various different price segments. The brands of these companies are very well-established and well-known

among Ukrainian consumers thanks to high levels of promotion and advertising support. Nonetheless, local manufactures still made a huge contribution to growth in pet care in 2013 with the majority of them able to attract consumers with low-priced brands.

During 2013, modern grocery retailing channels accounted for 41% of total pet care current value sales. Numerous new supermarkets opened in Ukraine's major cities, which attracted higher numbers of new consumers to this retail channel. Supermarkets and hypermarkets continue to benefit from offering mass economy and mid-priced brands. As a result, more Ukrainian consumers relied on these channels for their pet care products during 2013. Pet shops remain very popular among Ukrainian pet owners as they employ staff who can give advice and make recommendations on the best pet care products to suit each individual pet. Pet superstores, often located in shopping centers, are also becoming popular in Ukraine due to their regular use of special offers and price discounts.

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ON UKRAINIAN LABOR MARKET NEEDS IN MARKETERS

Economic crisis seems to be over, but Ukrainian labor market has not recovered yet. According to the official statistics of the State Employment Service, on 11/09/12 there were registered 416 thousand unemployed in the country (1.5% of working population). Experts claim the real level of unemployment is about 7%. Applying for an appropriate job might take months. However, specialists in sales and promotion are still in demand. The purpose of this work is to analyze the shape of labor market with marketing vacancies. All the statistics data below is from biggest HR portals in Ukraine: <http://rabota.ua>, <http://hh.ua>, <http://www.work.ua>.

In the third quarter of 2012, vacancies number for marketing increased by 1.4 times as compared with the same period of 2011; and this figure is 11.38% of the total vacancies number in the labor market at the moment. During the first half of 2012, the quantity of CVs related to sales, PR, advertising was 7.3% of the total resumes.

Almost a quarter (24%) of all vacant jobs in the "Marketing/Advertising/PR" was placed for specialists in the Internet marketing. World Wide Web is a communication channel rapidly gaining popularity among Ukrainians companies of any size or business type. As a result, demand for that kind of professionals grows permanently. As it is a rather new trend, which has been developing only for the last 6-8 years, specialists with wide experience are sorely lacking. Shortage of educational institutions training the Internet advertisers or marketing managers makes the situation more complicated, as well as the fact that many employers are quite far