

MARKETING RESEARCHES ON THE CHOCOLATE MARKET OF ODESSA

Chocolate market is one of the most perspective Ukrainian markets. It has some specifics:

- strong production concentration
- high level of competition
- transition from polipoly to oligopoly
- high level of profitableness
- income elasticity
- opportunity of nonprice competition
- great potential for increase of consumption

There was organized the marketing research of the chocolate market in Odessa to confirm the information about it. The goals were:

1. To know better preferences of the local residents.
2. To clear up the correlation of import and home production.
3. To make sure about the availability of the market.

Over a period of researches 30 people were asked, 15 men and 15 women. The task was to fill gaps in special questionnaire. After answering questions there was made detailed analysis using cluster, factor and other methods. The conclusion is:

- Low level of competition in the sector of elite chocolate
- Dynamic growth of consumption elite chocolate marks
- Consumer's reorientation on more qualitative marks
- Milk chocolate with different fillings is the most favorite sort
- Bad awareness of the import chocolate
- Low level of trust to foreign marks of chocolate

So we can say that any foreign producer of chocolate can come into Ukrainian market of elite chocolate and be successful. But first he needs to overcome bad awareness about its chocolate by intensive advertising and so on. This is the main problem, but this business is worth risking.