

BRAND POLICY IN UKRAINIAN MARKET

Brand is a name, term, sign, symbol or design intended to identify the product of a seller and to differentiate it from those of competitors. It amounts to a promise of consistent quality and value.

What about Ukrainian market? Which brands have won the love and trust of Ukrainians?

The list of the most popular Ukrainian brands was researched by "TNS Ukraine" in winter 2012 - spring 2013. Brands which have created Ukrainian manufacturing companies were estimated, as well as trademarks, developed or acquired by foreign companies, especially for Ukraine.

So, chicken "Nasha Ryaba", beer "Chernigivske" and sweets "Roshen" – that is what Ukrainians prefer. At least, these brands have entered the top three ranking of the most popular food brands in Ukraine. "Nasha Ryaba" does not give up its position for the fourth consecutive year, well ahead its competitors. Its success is primarily determined developed distribution network, rather aggressive behavior in the market and at the same time, a competent advertising campaign. Over the past year, "Nasha Ryaba" has increased sales volumes in Ukraine for 500 million UAH to 5.6 billion UAH.

In the second place – brand "Chernigivske", domestic sales which have reached 3.89 billion UAH last year. This allowed the beer brand outrun sweet brand "Roshen" 500 thousand UAH.

Breakthrough of the year can be considered brand "Khibniy Dar", which in the current list ranked fourth. Over the year, this vodka brand has increased its sales by almost 1 billion UAH to 2.36 billion UAH.

In this rating there are the 14 newcomers, and one of them immediately broke into the top ten. This is a brand of vodka "Morosha". Brand belongs to the holding Global Spirits which already has a strong and successful brand "Khortytsya". Although the brand "Morosha" appeared just two years ago, it has managed to gain a foothold in the market and even outrun the brand "Khortytsya". At the end of 2012 products under the brand "Morosha" were sold for 500 thousand UAH more than brand "Khortytsya".

If last year's list were favorites of beer and alcohol, but in this year the majority of the sausage and meat products have placed first position. At the end of last year, total sales of 10 meat brands included in the rating, higher than 9.12 billion UAH. Producers of alcohol have earned more than 8.55 billion UAH. In the third place in terms of revenue are beer brands which account for more than 9 billions UAH. Interestingly, all of this six beer brands are owned by multinational companies, such as "SUN InBev Ukraine», Carlsberg Group, and "Efes Ukraine". In all, 50 of the most successful brands in Ukraine have earned more than 44.8 billion UAH last year.

This year, to collect financial information was quite a challenge. Thanks to a flurry of activity control bodies Ukrainian business has become even more closed. Manufacturing companies are reluctant to share their results, and some of them do not publicize and do not speak about their success to tease the competitors and the Raiders.