

## **MARKET RESEARCH CEREAL UKRAINE**

These days, the idea of a quick and healthy food is gaining in popularity. Breakfast as a meal that defines the beginning of the day, should be light, nutritious and healthy. Prepared breakfast cereals based on pantry are nutrients and vitamins, so are an ideal product for use in the morning.

Every year more and more Ukrainians prefer to breakfast cereal, muesli or porridge fast food. Even in the first months of 2012, demand for so-called breakfast cereals increased by 3%. While in Ukraine, many manufacturers of these products, beginners can still find a vacant niche by offering a quality product at an affordable price.

The aim of the study is to analyze the market for cereals in Ukraine 2011-2012. The subject of the study (of the product) is a cereal (corn flakes).

All data obtained through opinion polls, used data from official public resources, sites <http://www.customs.gov.ua/>, <http://ukrstat.gov.ua/>, <http://ppa.gov.ua/>, <http://me.kmu.gov.ua/>; business press Ukraine, advertising materials.

Research objectives:

- conduct market research to identify consumer attitudes to food fast food dried food - breakfast cereals;
- definition of the categories of consumers of breakfast cereals;
- study of the competitive situation in the market of cereals;
- develop a market forecast of cereal

The study obtained the following data:

- the structure of consumption of breakfast cereals in Ukraine is characterized by the following data: approximately 40% of the total consumption of the product accounted for cereals, 25% - for corn sticks. The share of consumption of pads is about 15%. The share of cereals and air molded cereals account for about 10% of total consumption;

• in the sales system of great importance to consumers has the look of the product: the content and packaging. If the manufacturer saves on the beautiful packaging, it is 3% reduces its direct sales - according to most manufacturers. Many companies are trying to attract children using the game elements on the package (for example, cut and glue model aircraft, cars, etc.). At the same time, parents who buy their children breakfast cereals, manufacturers motivate healthy ingredients list on the box;

- the categories of consumers of breakfast cereals in Ukraine:

active consumers (young woman of 35 years, who have children, people who care about their health) - 39%;

moderate consumers (non-working women) - 28%;

passive consumers (women who are 40-50 years old and have grandchildren) - 20%;

very passive (retired men) - 13%;

- now in Ukraine are about a dozen companies making muesli, cereal and oatmeal fast food. Four of them came in the last five years. In second place in terms of products on the market breakfast cereals in Ukraine is the Dnepropetrovsk plant food concentrates. The company's share in the total production of breakfast cereals in 2011 was 31%. Also, a significant amount of the production of breakfast cereals boast "Field" (Lugansk) - 7.3%, Ukrainian Plant cereal in the Khmel'nitsky region - 7%.

Organization of production of corn flakes - the project is quite expensive and difficult. To begin work in this area should only be objectively evaluating their potential.

In 2-3 years, the competition will increase to the point that strong companies will absorb small production and organize their capacities in all regions of Ukraine the production. Demand on the domestic market in 3-5 years will increase by 5-7%, and export - by 3.2%. This means that manufacturers will be able to earn about 5% more than in the past three years. The main thing - when entering the niche count all costs, to consider markets, and to study the consumer market if not the original product, or at least competitive on the "price-quality".

In general, the Ukrainian market of cereals in the next 3-5 years will grow by attracting new customers. According to experts, the market for finished products, as well as fast food and instant food, which includes snacks, Ukraine is full until 50-60%. So it is still possible to enter into a niche and gain a buyer.