

such as bread makers and bidets, as well as indoor sports (exercise bikes) and home sports, entertainment (online games, board games) increased. Demand for home office products has grown, as many types of work have become remote, which has led to a peak in popularity among video conferencing applications such as Zoom, Microsoft Teams and their counterparts.

Major car manufacturers such as Volkswagen, BMW, Daimler and many others have been forced to significantly cut production or even stop production entirely. On the one hand, this happened due to the desire to protect its employees from the spread of the coronavirus, which led to the closure of factories and car dealerships and to the interruption of the supply of parts and components, for example from China. On the other hand, production declined due to a sharp drop in demand.

The situation in travel business and airlines is getting worse. The travel business is one of the hardest hit industries. This applies to both domestic and foreign tourism. Losses are suffered by hotels, travel agencies, tour operators, carriers. According to UNWTO (United Nations World Tourism Organization), the sharp drop in demand for international travel has resulted in a loss of 440 million international arrivals and about \$460 billion in export revenues from international tourism. This is about five times more than the losses from international tourism recorded in 2009 in the context of the global economic and financial crisis.

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## RESEARCH OF GENDER INEQUALITY PROBLEMS IN UKRAINE

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The need to liquidate the elimination of gender inequality, discrimination against any sex, in all spheres of social development, is becoming an integral part of the state policy. But not all existing mechanisms are perfect and some problems of gender discrimination can be traced in the social, political and professional fields. Based on this, the topic is still relevant.

The purpose of the article is to highlight the current situation of gender inequality in Ukraine, especially among young people, as well as to study the role of discrimination problems and the process of their solution.

According to the conclusion of American experts in Ukraine, the observance of women's rights remains an unresolved issue. Scientists have noticed that the nature of gender relations has transformed and the superiority of men over women has become systemic. In addition, it is noted that many areas of professional activity are primarily male, for example: defense, science, heavy industry, transport, construction. In parallel, women dominate in the fields of health care, education, trade, social and financial services. You should also pay attention to the fact that women are more likely to experience discrimination when hiring, they are fired more often [1].

Another important aspect is that UNFPA experts drew attention to the fact that the gender aspect also determines the distribution of roles and responsibilities in Ukrainian families. Research has revealed that a woman spends on average about 49 hours a week on a family, while a man spends

only 22 hours. Additional polls show that 63% of Ukrainian men generally consider taking care of a child only a woman's business [2].

As part of the analysis of progress in combating inequality, progress was assessed in the following areas: gender analysis of policies; availability of anti-discrimination legislation; providing opportunities for women through competitions (for youth); providing opportunities for women to bridge the gender gap in access to finance. Ukraine for the period 2018-2020 has made significant progress in adopting basic documents to strengthen gender equality policy in the country, gender issues have been included in the government's priority action plan. For Ukraine, the task of eliminating gender inequality in access to finance is an urgent task, since it is in Ukraine that gender disparities are strongly pronounced: women own only 22% of businesses, and only 6% of large businesses run. Forward movement is seen in two parallel directions. The first is the strengthening of special gender legislation and special concrete measures for its implementation. The second is the implementation of an integrated gender approach in all strategies, which will ensure equal rights and opportunities for women and men in all spheres of public life [3].

Based on the analysis of trends, it can be concluded that Ukraine has made significant progress in the implementation of gender policy in recent years. Much has been done and is beginning to bring results, but it does not allow radically counteracting gender inequality and eradicating existing stereotypes about the role of men and women in society.

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## THE MAIN TRENDS AND DYNAMICS OF DEVELOPMENT OF THE TRADE AND ECONOMIC RELATIONS OF UKRAINE WITH THE EU

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Foreign economic relations are a complex system of various forms of international cooperation between states and their subjects in all spheres of the economy. This content is expressed in its functions:

- organization and maintenance of international exchange of natural resources and results of work in their material and value form;
- international recognition of the consumer value of the products of the international division of labor;
- organization of international money circulation.

The main component of foreign economic relations is foreign trade. This is a specific sector of the economy of a particular state, the subjects of which are business structures associated with the sale of goods and services in foreign markets, and part of foreign goods in the national market. It is characterized by such concepts as export and import. Foreign trade gives countries the opportunity to specialize in those activities in which they have comparative advantages, discipline domestic producers, lead to higher productivity [2;9-12].