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Economic factors of food market development for school-age children

Anastasiia S. Konovalenko¹, Cand. Ec. Sc., Associate Professor

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Abstract. *The purpose of the research* is to determine the solvency of the population as an economic factor of the macromarketing environment which influences the development of the food market for school children and financial availability of food for children in Ukraine. *Methods.* General scientific methods and approaches, systematic approach, general research methods (analysis, synthesis, generalization, comparison), statistical methods and correlation analysis were used in the research. *Results.* The article examines the key trends in changing of the population solvency as an economic factor of marketing environment, which influences the development of the food market for school-age children and producers' choice of the appropriate marketing strategy. The analysis of gross domestic product per capita and experts' forecasts on the change in the indicator are presented. Factors affecting the state of the Ukrainian economy and positive developments caused by reforms in the justice system, law enforcement agencies and anti-corruption structures are outlined. Attention is paid to the fact that high level of intervention by law enforcement and anti-corruption bodies, political turbulence, limited capacity of the authorities and high risks of the situation destabilization hinder economic transformations, while stabilization of economic development of Ukraine from 2021 predicted by the experts. The dynamics of changes in the solvency of the population, household incomes, ratio of the minimum subsistence level and the minimum wage have been determined. Changes in the subsistence minimum over the last 10 years have been analyzed. It has been proved that the growth rates of the statutory subsistence level and the minimum wage have positive dynamics and are correlated with each other. *Practical meaning.* Economic factors of the macromarketing environment of the food market for schoolchildren has been determined, based on the analysis, considering favourable opportunities and negative tendencies that can be taken into account by food producers in formulating a marketing strategy for the development of food market. *Prospects for further research.* The findings determine the need for further assessment of other categories' impact in order to carry out a comprehensive analysis of market threats and opportunities for food manufacturers for school-age children.

Keywords: macromarketing factors, economic factors, purchasing power, minimum wage, cost of living, child nutrition, financial accessibility.

JEL Classification: J 31, M 39, R 22.

Number of references: 17; *number of tables:* 3; *number of figures:* 5; *number of formulas:* 0.

¹ Dmytro Motorny Tavria State Agrotechnological University; Associate Professor at the Department of Marketing; ORCID ID: <https://orcid.org/0000-0001-9061-5989>; e-mail: avmvpmailru@gmail.com.

Економічні чинники розвитку ринку продуктів харчування для дітей шкільного віку

Анастасія Сергіївна Коноваленко¹, к. е. н., доцент

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Анотація. Мета статті полягає у визначенні показників купівельної спроможності населення як економічного чинника макромаркетингового середовища, що впливає на розвиток ринку продуктів харчування для дітей шкільного віку та фінансову доступність продуктів харчування для дітей в Україні. **Методи.** В ході дослідження використано загальнонаукові методи та підходи, системний підхід, загальнологічні методи дослідження (аналіз, синтез, узагальнення, порівняння), статистичні методи та кореляційний аналіз. **Результати.** У статті розглянуто ключові тенденції зміни купівельної спроможності населення як економічного чинника маркетингового середовища, що впливає на розвиток ринку продуктів харчування для дітей шкільного віку та вибір виробниками продукції відповідної маркетингової стратегії. Наведено аналіз валового внутрішнього продукту на душу населення та прогнози експертів щодо зміни показника. Зазначено чинники, що впливають на стан економіки України, та позитивні зрушення, що обумовлені реформами у системі правосуддя, правоохоронних органах та антикорупційних структурах. Акцентована увага на тому, що заважають економічним перетворенням високий рівень втручання з боку правоохоронних та антикорупційних органів, політична турбулентність, обмежену дієздатність влади та високі ризики дестабілізації ситуації, водночас фахівці прогнозують стабілізацію розвитку економіки України з 2021 р. Визначено динаміку зміни показників купівельної спроможності населення, доходів домогосподарств, співвідношення рівня прожиткового мінімуму та мінімальної заробітної плати. Наведено аналіз зміни показника прожиткового мінімуму за останні 10 років та доведено, що темпи зростання законодавчо встановленого рівня прожиткового мінімуму та мінімальної заробітної плати мають позитивну динаміку та корелюються між собою. **Практичне значення.** На основі проведеного аналізу визначено стан економічних чинників макромаркетингового середовища продовольчого ринку для дітей шкільного віку, які формують сприятливі можливості та негативні тенденції, що можуть бути прийнятими виробниками продовольства до уваги при формуванні маркетингової стратегії розвитку діяльності на ринку продуктів харчування. **Перспективи подальших досліджень.** Отримані результати визначають необхідність подальшої оцінки впливу інших категорій чинників для здійснення комплексної оцінки ринкових загроз та можливостей для виробників продуктів харчування для дітей шкільного віку.

Ключові слова: макромаркетингове середовище, економічні чинники, купівельна спроможність, мінімальна заробітна плата, прожитковий мінімум, харчування дітей, фінансова доступність.

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1. Introduction.

The state of the economy in the country influences opportunities for business development, solvency of the population, a security level of certain sections of the population, etc.

Development of market relations between economic entities necessitates producers' control of economic factors' influence in order to make timely decisions for response and optimal adaptation. The economic situation and

¹ Таврійський державний агротехнологічний університет імені Дмитра Моторного; доцент кафедри маркетингу; ідентифікатор ORCID: <https://orcid.org/0000-0001-9061-5989>; e-mail: avmvp@mailru@gmail.com.

market trends make it possible to assess financial availability of food to the target audience, which directly affects the level of food security for school-age children. Thus, analysing the state and impact of the economic factors of the macromarketing environment of the food market for school-age children, will help us to understand the formation and distribution of resources, to outline market opportunities, taking into account trends threatening the sustainable development and impeding business environment.

2. Literature review.

Providing the population with adequate quantity and quality of food is a strategic issue in the country's food security, as well as a factor in the development of the internal market, which is directly dependent on domestic demand for food.

The need to analyze the factors of the macromarketing business environment in the food market in order to strategically analyze the trends of market development is considered in the studies of A. Samnani (*Samnani, 2014, p. 38*).

The questions of economic welfare of the population were considered in the works of I.A. Koshkaldy and L.V. Sheludko, who outlined priority directions in overcoming the crisis of the income of the population by creating favorable economic, organizational and legal conditions for entrepreneurial activity, increasing its efficiency and removing it from the shadow sector of the economy (*Koshkaldy and Sheludko, 2018, p. 28*).

In her works, M.M. Chornobai emphasized the importance of the population's solvency as a factor of consumption growth and a significant stimulator of the goods and services production development. She linked the level of real incomes of the population to the risk of providing the population with food in the required volumes (*Chornobai, 2016, p. 133*).

Approaches to statistical estimation, modeling and forecasting of incomes and expenditures of the population are the subject of A.V. Sidorova's research. In her work, she points out that the income and expenditure of

the population is one of the most important indicators of the well-being of a society, the level of social and economic development and food security of the state (*Sydorova, 2017, p. 157*).

3. Methodology.

General scientific methods and approaches, systematic approach, general research methods (analysis, synthesis, generalization), statistical methods and correlation analysis have been used in the research.

4. Research objectives.

The purpose of the study is to determine the purchasing power of the population as an economic factor of the macromarketing environment, which influences the development of the food market for school-age children and financial availability of food for children in Ukraine.

5. Results and discussions.

One of the most important indicators of the state of the economy in the country is gross domestic product (GDP) per capita. According to the World Economic Outlook (2018) report, released by the IMF in October 2018, Ukraine's GDP per capita was \$2.82 thousand. For comparison, in developing countries, this figure was \$5.49 thousand, the world average – \$11.73 thousand, in developed countries – \$48.97 thousand. The state of the economy is more precisely characterized by GDP per capita, calculated on the purchasing power parity, which takes into account difference in exchange rates and prices (*Table 1*).

As of 2018, Ukraine's GDP per capita in purchasing power parity was \$9.21 thousand, developing countries – \$12.51 thousand, the world average is absent, developed countries – 51.42 thousand dollars (*International Monetary Fund, 2018*).

According to the IMF forecast, in 2023, GDP per capita in purchasing power parity will amount to \$12.26 thousand, indicating that Ukraine's index will increase by 33%, \$16.5 thousand – for developing countries (32% growth), the average in the world is absent, \$60.29 thousand – for developed countries (17% increase).

Table 1. GDP per capita in different countries, thousand US dollars

Countries	GDP	GDP by purchasing power parity	
		2018	Forecast for 2023
Ukraine	2.82	9.21	12.26
Developing countries	5.49	12.51	16.50
Developed countries	48.97	51.42	60.29
World Average	11.73	-	-

Source: formed and calculated by the author based on statistics (The State Statistics Service of Ukraine, 2019).

Experts estimate that real GDP growth in Ukraine in 2018 amounted to 2.9-3.0%, which is lower than the corresponding indicators of the neighboring countries of Central and Eastern Europe (*International Monetary Fund, 2018*).

The state of the Ukrainian economy is largely dependent on the ongoing political and administrative processes. In particular, experts point out positive developments caused by reforms in the justice system, law enforcement agencies and anti-corruption structures. The negative impact on the activity of business entities is due to the high level of intervention by law enforcement and anti-corruption bodies, whose reform and creation of a viable system are ongoing. According to experts, negative impact of these factors will persist throughout 2019-2020 and, overall, the political background in Ukraine will not sufficiently contribute to the implementation of large-scale economic reforms, given the continuation of Russian aggression, political turbulence, limited capacity of the authorities and high risks of destabilization. At the same time, the Ukrainian society has a considerable potential for resilience to internal and external challenges. Current trends, according to experts' forecasts, give reason to expect stabilization of Ukrainian economy starting from 2021 (*Yurchyshyn, 2018, p. 22*).

Experts confirm that Ukrainian economy fell by 17% in 2014-2015, while the gradual increase of 2.2-2.5% over the next two years should not be considered as evidence of the development stabilization. It is only a certain slowdown in the pace of destructive processes in the economy of Ukraine. According to

experts, the basis for sustainable economic growth has not yet been formed in Ukraine. Development of the Ukrainian economy is inhibited due to fiscal pressure on business, suspension of privatization processes, complications in the field of property rights protection, lack of investment and infrastructure development, etc. Accumulation of the country's external debts, as well as inflationary processes that are not monetary in nature and limit access of the real economy sector to financial and capital resources, hinder the creation of a basis for accelerated economic recovery (*Yurchyshyn, 2018, p. 22*).

Experts include a number of factors, leading to a decrease in the standard of living of the population in Ukraine, processes that currently take place, such as: falling of the UAH exchange rate, rising prices, inflation; increased tax pressure on household incomes; arrears of wages; low level of basic state social guarantees, including the minimum wage, the subsistence minimum, the minimum retirement pension, the basic tariff category of the single tariff net; rising tariffs for housing and communal services and energy, etc.

However, there are also trends formed during 2018, indicating the improvement of the economic situation in Ukraine. They are transformations, influenced by the creation of institutions that support innovations, conditions are being created to implement the measures on modernization of the infrastructure sector (*Yakymenko et al., 2018, p. 63*).

At the same time, IMF experts predict an increase in unemployment in Ukraine. According to 2018 data, this indicator has worsened to 9.4% from 9.2%, and by the end of 2019

forecast is to be up to 9.2% from 8.8% (Politeka, 2018).

The environment of the food market development for children is influenced by the level of purchasing power of the population as a whole, since solvency directly affects the financial availability of food not only for children and adolescents, but also for the general population.

The purchasing power of the population is characterized by its ability to supply itself with goods and services necessary for its livelihood. In a broad sense, purchasing power is an indicator of socio-economic and financial well-being level in the country (Hapii, 2010, p. 139). The purchasing power of the population is defined as the amount of money available, including savings for which the population can purchase goods and receive services. The solvency of the population depends on its income, which consists not only of wages, but also other types of payments: social benefits, pensions, scholarships, income from property, securities, participation in shares, income of the enterprise, natural incomes, etc. (Koshkalda and Sheludko, 2018, p. 28).

Population's income is the sum of money and material goods received and created by citizens over a period of time. In modern conditions, the ability to estimate real incomes

of the population and, accordingly, the real level of solvency is complicated by the existence of the shadow sector in the Ukrainian economy, the receipt of funds from those working abroad, availability of one-time earnings from the population, etc. (Hapii, 2010, p. 140).

Manufacturers of food for children are experiencing a serious decline in the purchasing power of the population, which is mainly caused by rising utility tariffs and falling UAH.

The purchasing power of the population has changed since Ukraine's independence. In the 1990s, there was a permanent process of money depreciation, on the one hand, and chronic delays in payment of wages and pensions, on the other. Such processes have led to impoverishment of the population and the need for its survival (Azarian, 2003, p. 12). During the 2009 crisis, population purchasing power figures indicated that 9.5 million people had total per capita income per month below the subsistence level. This is 17.5% higher than the corresponding figure in 2008 (Hapii, 2010, p. 142).

The statistics shows changes in total household resources over the last 10 years (Table 2).

Table 2. Aggregate resources per month per household in 2009-2018

Year	Aggregate resources per month per household, UAH	Chain growth rates to previous period, %	Share of individual types of resources in the total amount of household resources, %			
			Payment	Income from entrepreneurship and self-employment	Social assistance to the population	Other income
2009	3015.3	-	47.9	5.1	26.0	21.0
2010	3481.0	115.4	47.6	6.1	25.8	20.5
2011	3853.9	110.7	48.9	4.6	25.5	21.0
2012	4144.5	107.5	50.8	4.1	27.1	18.0
2013	4470.5	107.9	50.6	4.1	27.1	18.2
2014	4563.3	102.1	48.8	5.2	27.0	19.0
2015	5231.7	114.6	47.2	5.5	25.2	22.1
2016	6238.8	119.2	46.7	5.2	23.1	25.0
2017	8165.2	130.9	52.4	4.4	20.2	23.0
2018	9904.1	121.3	54.5	6.0	19.9	19.6

Source: formed and calculated by the author based on statistics (The State Statistics Service of Ukraine, 2019).

The results of the analysis show that income in the form of remuneration prevails in the structure of household resources. The share of social payments in the income structure of the population had been increasing until 2014, and since 2014 it has a tendency to decline. In parallel with the increase in the share of social assistance in the income structure, in the same period, the share of income from business activities decreased. For the most part, this tendency can be compounded by the

complications of doing small business in Ukraine, as a consequence of the growing need for social protection. In the period of 2014-2017, there was a decrease in the income of the population from wages and an increase in the share of resources from the category "other income", which includes income from the sale of agricultural products, financial assistance from relatives, other persons and other monetary income, etc. (Fig. 1).

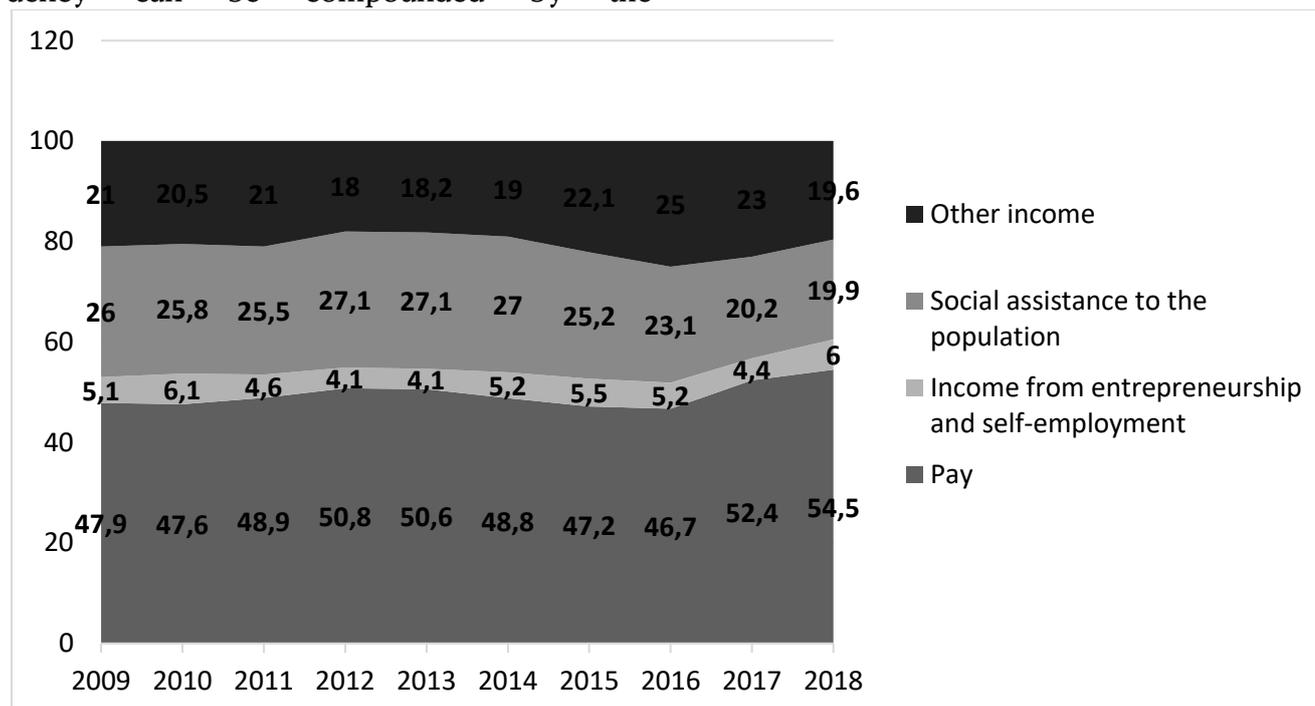


Fig. 1. Aggregate resources per month per household, 2009-2018

Source: formed and calculated by the author based on statistics (The State Statistics Service of Ukraine, 2019).

The tendency of the last three years indicates that the population of Ukraine is increasingly relying on the income they receive as a result of hired labor. There has been an increase in household remuneration. In addition, entrepreneurial activity is declining and income decreases. The share of social assistance to the population in the total amount of household resources decreases (Lavruk, Todoriuk and Kyfyak, 2019, p. 41). The analysis of total household resources suggests a steady upward trend: the chain growth rate over the whole analyzed period is less than 100%. The lowest growth rate was observed in the crisis of 2014, mainly due to political transformations and so-

cio-economic instability of the time. Sharp increase in resources in 2017 (by 30.9%) compared to the previous period was caused by the increase in the minimum wage in Ukraine. This fact also proves the increase in the share of remuneration in the total amount of household resources in 2017 (52.4%).

Reduction in the share of social assistance in household incomes has a dual effect. On the one hand, it helps to increase the activity of the able-bodied population in search of income sources for their families. On the other hand, this tendency indicates a decrease in the state support for socially vulnerable groups due to significant burden on the state budget.

The level of population solvency is influenced by inflationary processes. The dynamics of the consumer price index (inflation index) indicates the rate of money depreciation and the level of price growth in the market, which

directly affects the living standards of the population in Ukraine. In particular, it indicates a significant decrease in the standard of living of the population (Fig. 2).

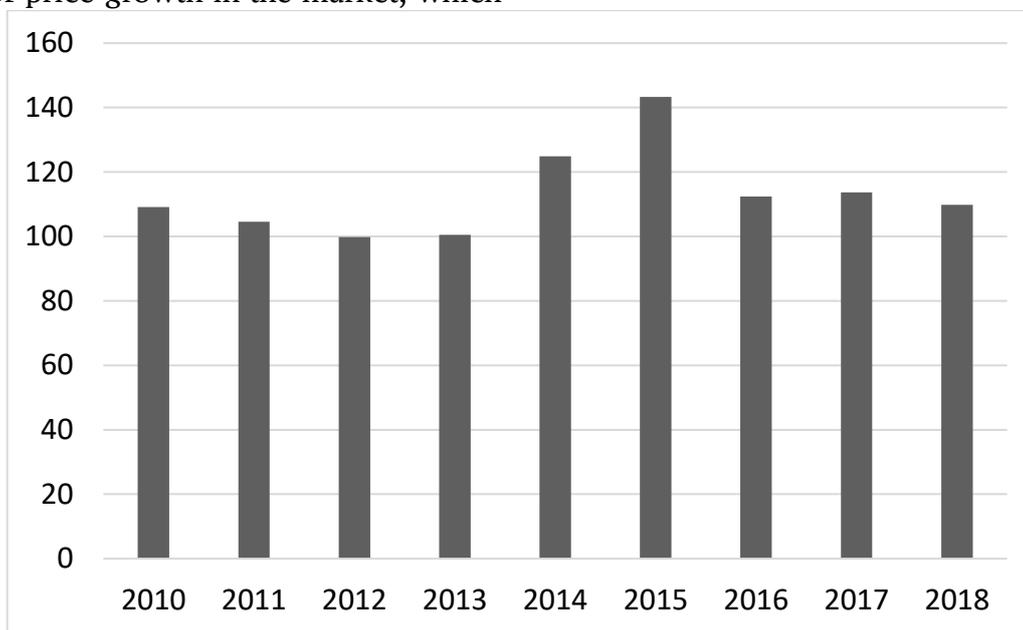


Fig. 2. Dynamics of the inflation index in Ukraine in 2010-2018

Source: formed and calculated by the author based on statistics (The State Statistics Service of Ukraine, 2019)

The standard of living of the population determines financial availability (or inaccessibility) of food, quantitative and qualitative indicators of the children’s diet composition, and, accordingly, the level of food security of children and adolescents. The cost of consumer goods basket is determined as a basis for measuring a subsistence level. However, the decree of the Cabinet of Ministers of Ukraine of October 11, 2016 “On Approval of Food Sets, Non-Food Sets and Service Sets for the Major Social and Demographic Groups” was declared illegal by the Supreme Court (Cabinet of Ministers of Ukraine, 2016). There is a need to review the food basket for 2019.

Given that wages are the main source of income for the majority of the working population of Ukraine, it is important to assess the extent to which the wage level provides minimum requirements for a person’s life at current prices, as evidenced by the established subsistence level.

The subsistence minimum is a cost estimate for a consumer basket that contains minimal sets of food, non-food items and services needed to maintain human health and livelihoods. The main provisions governing the formation of the consumer basket and the use of the subsistence minimum, are established by the Law of Ukraine “On the subsistence minimum” No. 966-XIV of 15.07.1999 (The Verkhovna Rada of Ukraine, 1999).

The current subsistence level is set by the Law of Ukraine “On the State Budget” for a certain period for different social and demographic groups of the population per person per month.

According to the results of the analysis, it is determined that in Ukraine the highest level of the subsistence level is set for children aged 6 to 18 years. For the period from 01.01.2008 to the present time, the subsistence minimum has been constantly increasing (Fig. 3).

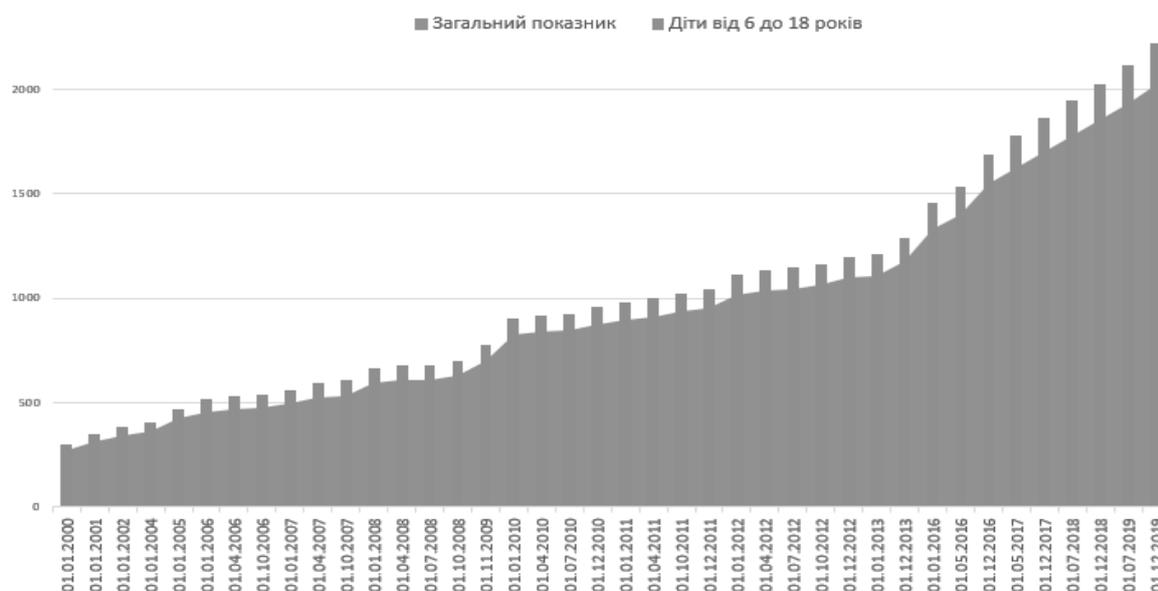


Fig. 3. Dynamics of change in the level of the subsistence minimum in Ukraine in 2009-2018, UAH

Source: formed and calculated by the author based on statistics (*The State Statistics Service of Ukraine, 2019*)

The current dynamics confirms the impact of inflationary processes and the need to systematically adjust the subsistence level in line with current prices for goods and services. It is necessary to compare the living wage with the level of the minimum wage, which allows us to establish the level of the necessary living conditions.

Minimum wage is a statutory wage for simple, unskilled work, below which the monthly rate of work performed by an

employee cannot be established (Code of Labour Laws of Ukraine, the Law of Ukraine "On Wages"). According to paragraph 5 of Article 38 of the Budget Code of Ukraine (*The Verkhovna Rada of Ukraine, 2010*), the rate of the minimum wage is determined in the Law on the State Budget for the respective year. The analysis of changes in the level of total subsistence minimum and the wages rate over the last 10 years has shown uneven changes in these indicators (*Table 3*).

Table 3. Subsistence minimum wage in Ukraine in 2009-2019

Date	The total subsistence level, UAH	minimum wage, UAH	Subsistence minimum wage, %
1	2	3	4
01.04.2009	625	625	100.00
01.07.2009	625	630	100.80
01.10.2009	625	650	104.00
01.11.2009	701	744	106.13
01.01.2010	825	869	105.33
01.04.2010	839	884	105.36
01.07.2010	843	888	105.34
01.10.2010	843	907	107.59
01.12.2010	875	922	105.37
01.01.2011	894	941	105.26
01.04.2011	911	960	105.38
01.10.2011	934	985	105.46
01.12.2011	953	1004	105.35

Continuation of Table 3

1	2	3	4
01.01.2012	1017	1073	105.51
01.04.2012	1037	1094	105.50
01.07.2012	1044	1102	105.56
01.10.2012	1060	1118	105.47
01.12.2012	1095	1134	103.56
01.01.2013	1108	1147	103.52
01.12.2013	1176	1218	103.57
01.09.2015	1176	1378	117.18
01.01.2016	1330	1378	103.61
01.05.2016	1399	1450	103.65
01.12.2016	1544	1600	103.63
01.01.2017	1544	3200	207.25
01.05.2017	1624	3200	197.04
01.12.2017	1700	3200	188.24
01.01.2018	1700	3723	219.00
01.07.2018	1777	3723	209.51
01.12.2018	1853	3723	200.92
01.01.2019	1853	4173	225.20
01.07.2019	1936	4173	215.55
01.12.2019	2027	4173	205.87

Source: formed and calculated by the author based on statistics (The State Statistics Service of Ukraine, 2019).

The results of the analysis indicate a gradual increase in both indicators. Growth rates of the statutory subsistence level and

minimum wage have positive dynamics and are correlated with each other. The correlation coefficient was 0.95 (Fig. 4).



Fig. 4. Growth rates of minimum wage and subsistence minimum in 2000-2019, UAH

Source: formed and calculated by the author based on statistics (The State Statistics Service of Ukraine, 2019)

In Ukraine, the level of subsistence minimum wage is gradually increasing. In addition, the subsistence minimum wage has exceeded the level of 100% for 10 years (Fig. 5).

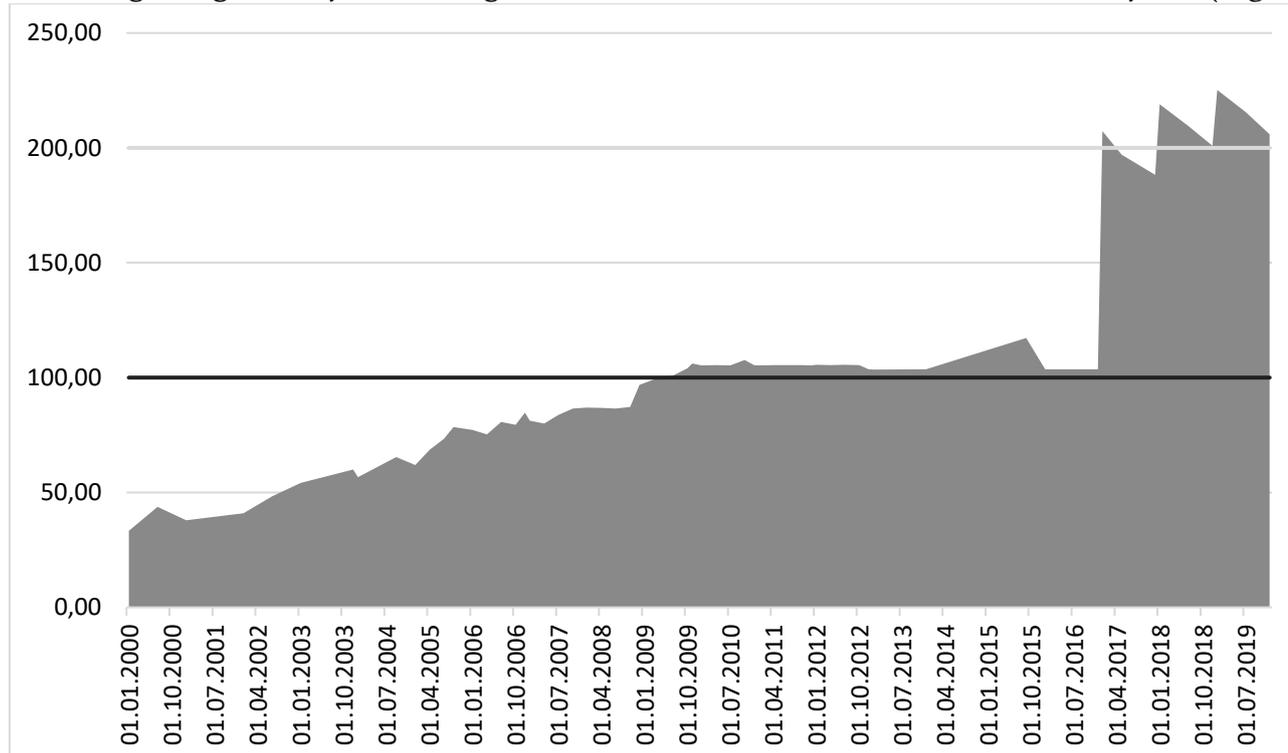


Fig. 5. Dynamics of changes in the level of subsistence minimum wage in Ukraine in 2000-2019, %

Source: formed and calculated by the author based on statistics (The State Statistics Service of Ukraine, 2019)

The obtained data indicate that the minimum wage has twice exceeded the subsistence level since January 1, 2018. According to European standards, as to the standards of the European Social Charter, the minimum wage should be more than 2.5 of the subsistence level (Stavka and Nadtochij, 2016, pp. 4–7).

According to statistics, there is an increase in total household expenditure over the past years caused by an increase in nominal wages, retail prices, an increase in the cost of housing and communal services, etc.

6. Conclusions.

According to the results of the research, the key trends in changes in purchasing power of the population have been identified.

One of the most important economic indicators of the country is gross domestic product (GDP) per capita. Ukraine's GDP per capita amounts to \$2.82 thousand, which in purchasing power parity is \$9.21 thousand. This is lower than the corresponding indicators of

European countries and the world average. Experts predict that Ukraine's GDP will grow by 33% in the next 5 years, but unemployment will increase to 9.2% at the end of 2019. Political and administrative processes, including positive developments caused by the reforms in the justice system, have a significant impact on the Ukrainian economy, law enforcement agencies and anti-corruption structures. Economic transformation is hindered by high levels of intervention by law enforcement and anti-corruption bodies, political turbulence, limited power of the authorities and high risks of the situation destabilization. At the same time, experts predict stabilization of economic development of Ukraine from 2021.

There is a decrease in the standard of living of the population in Ukraine under the influence of UAH fall, rising prices, inflation; increased tax pressure on household income; wages arrears; – low level of basic state social guarantees; rising tariffs for housing and

communal services and energy, etc. Manufacturers of food for children are experiencing a serious decline in the purchasing power of the population, mainly caused by rising utility tariffs and falling UAH.

The study has found that the structure of household resources is dominated by wage income, reduced entrepreneurial activity of the population and income related to it, lower share of social assistance to the population in the total number of household resources. The living wage has been steadily increasing, but the 2019 food basket needs revision. Growth rates of the statutory subsistence level and minimum wage have positive dynamics and

are correlated with each other. The minimum wage has been exceeded by a minimum wage above 100% over the past 10 years. However, according to European standards, the minimum wage should be more than 2.5 of the minimum wage.

Considering the findings, it is possible to point out that there are both favorable and negative trends in the economic basis of the macromarketing environment in the food market. This requires that the impact of other factors be assessed in order to obtain a comprehensive diagnosis of threats and opportunities of producers in the food market for school children.

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