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INTERNATIONAL FOOTWEAR MARKET: TRENDS AND PROSPECTS FOR UKRAINE

Over the past five years, the volume of domestic footwear production is gradually increasing but in 2013-2014 a decline is observed. This is due to the unstable financial situation, the inertia of the crisis in the global and domestic economy.

The low competitiveness of Ukrainian products is due to the high taxation of production, imperfect system of promotion of domestic footwear market, lack of a quick response to inquiries from consumers and fashion, low quality of footwear.

Unequal competitive conditions in the domestic market for Ukrainian enterprises are established by cheap goods of Turkish and Chinese production of low quality and those imported to Ukraine with the understatement of customs value in order to evade full payment of taxes, contraband second-hand and shadow production goods.

A significant reduction in 2014 in exports and imports of shoes is caused by the economic crisis. Over the 2011-2015 years, the volume of export increased by 35%, the volume of import – by 83%. This was contributed by loyal custom conditions in Ukraine on importers and raising duty rates in relation to the EU importers from Asia.

Considering the reorientation to European consumer, the footwear market of the European Union is analysed for choosing optimal consumer countries of Ukrainian shoes.

According to different estimates, footwear market

in Ukraine is 100-170 million couples and its growth – 10-12% per year. While it is accounted for 6-8 pairs of shoes per capita in Western Europe, this figure in our country is only 2.7 pairs.

Export of footwear industry today is primarily due to schemes of work with loaned raw materials or custom manufacturing. Thus, the largest volumes of product categories have been exported to Italy – about 32%, Poland – 20%, Russia – 16%, Hungary – 8%, Germany – 6%, Belarus and Romania – 4% each.

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