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Structural and dynamic parameters of oilseeds product processing market in the current economic conditions

The dynamic parameters of the development of oilseeds product processing market in Ukraine are analyzed. It is determined that the basis for processing of fat and oil sub complex is industry of sunflower processing, whose share in the structure of consumed raw materials in some years reached 99%. In the world market up to 90% of production is sold. Significant volumes of soybeans and rapeseed as a raw material are also exported from Ukraine, which reduces the efficiency of the fat and oil sub complex. Regional structure of oil production is defined. The level of capacity utilization and preconditions for its growth are analyzed. The structure of the market by manufacturers and types of products are investigated. The level of concentration of individual submarkets of fat products using four- and eight-partite indicator and by the Herfindahl-Hirschman Index is calculated. The most concentrated market is market of bottled sunflower oil. It is noted that the most promising markets are markets for product processing of soybean, canola and oilseed flax, which have the significant potential for growth.

Key words: market, concentration, oil and fat complex.