



UDC 339.13:636

O. Grab, postgraduate Department of TG and F,
B. Iegorov, Doctor of Technical Sciences, Professor, E-mail: bogdanegoroff58@gmail.com,
 ORCID: 0000-0001-7526-0315, ResearcherID: Q-1365-2015, Scopus ID: 565788026001,
A. Makarynska, Doctor of Technical Sciences, Associate Professor, E-mail: allavm2015@gmail.com,
 ORCID: 0000-0003-1879-8455, Researcher ID: C-5217-2016, Scopus ID: 57192819060,
 Department of technology grain and Feed, Tel. +38048 7124013
 Odesa National University of Technology, 112, Kanatna Str., Odesa, 65039, Ukraine

OVERVIEW OF THE PET FOOD MARKET IN UKRAINE

Abstract

The article defines the peculiarities of the development of the world pet food market. The current state of the pet food market in Ukraine and the world is analyzed, the main market participants and their advantages are highlighted. The results of a sociological survey of Ukrainians on the question of which pets they keep are presented. It was found that 79% of respondents keep cats as pets, and 61% - dogs. The characteristics of the 5 leaders according to the "Top 101 manufacturers of pet food" according to the results of 2020-2021 are given. Mars, Nestle, Ralston Purina, H. J. Heinz, Hill's, etc. are the largest suppliers of compound feed for pets on the world and Ukrainian markets. Data on the dynamics of the global feed market and growth rates based on the results of 2020-2023 are presented. Experts predict that the growth of the compound feed market for pets is facilitated by the stable economic growth predicted in many developed and developing countries, by 2027 the volume will already reach \$534.36 billion with an average annual growth of 7.6%. Among the domestic producers of pet food, the main producer is the company "Kormotekh", which produces both dry and wet compound feed for pets. The main advantages and disadvantages of wet compound feed for pets are given. Analyzed changes in the cost of the main fodder and additives for the production of compound feed for pets for the years 2020-2023, as well as the average prices for wet compound feed for pets depending on the class as of 2023, which are within the range of UAH 124...470/kg. The main factors affecting the formation of a solid base for the production of fodder for animals of domestic origin are highlighted. The trends were analyzed and the main directions of further development were determined. It was determined that the existence of many unanswered questions creates an objective necessity for the study of the domestic pet food market and the formation of demand for it. It has been established that the development of a proposal for the formation of a market portfolio of domestic producers of pet food will contribute not only to improving the level of competitiveness of existing enterprises in the industry, but also to the emergence of new domestic enterprises.

Key words: domestic animals, complete ration compound feed, dietary feed, dry feed, wet feed, feed raw materials, feed additives.

Statement of the problem

Every year, the number of domestic animals in Ukraine is growing significantly, and today it is more than 5 million animals. Every fourth family in Ukraine keeps a cat or a dog. In 2021, about 45,000 tons of compound feed for dogs and cats worth UAH 680 million were sold in Ukraine. The main profit is obtained from the sale of dry compound feed, the share of which is about 80% of the total volume of sales [1-3].

According to the analysis of the Interfax-Ukraine agency with reference to the data of the Suziria Group company, according to the results of 2023, the market volume of pet products and services for pets in Ukraine increased by 27.3% in hryvnia equivalent - to 35.7 billion hryvnias.

In general, the Ukrainian pet market is growing for the second year in a row. Combined feed constitutes the largest share of the Ukrainian market for pet products. Their production, taking into account the full-scale invasion and changes in logistics, in monetary terms increased by 26% to UAH 21.5 billion in 2023. Last year, Ukraine produced pet food for 21.5 billion UAH, in 2021 - 17 billion UAH. The growth of this category also increased significantly last year - by 26% to UAH 8.3 billion. In 2022, the growth was 16% to UAH 6.5 billion. [1-3].

It is expected that the market for pet products in Ukraine will continue to grow due to the increase in online sales (+10% in 2023) and the demand for animal care products.

In the forecast of the global pet food market in 2023, the market volume is expected to increase from \$366.13 billion in 2022 to \$398.07 billion in 2023, at a compound annual growth rate (CAGR) of 8.7%.

Experts predict that the increase in the compound feed market for pets will be facilitated by the steady economic growth projected in many developed and developing countries. According to the International Monetary Fund (IMF), the growth of world GDP in 2020 reached 3.3%, and in 2021 - 3.4%. Emerging markets are expected to continue to grow slightly faster than developed markets over the forecast period [1-3].

The growth dynamics can be explained by the following factors:

1. people increasingly realize that dry and canned feed is the result of the synthesis of the same natural products that previously had to be bought separately and mixed to form a complete diet;

2. the population is pragmatic, people calculate costs, monetize time, and understand that the purchase of dry and canned feed is economically more profitable and more appropriate (it is stored longer and more conveniently, contains vitamins necessary for the health and longevity of the animal, etc.);

3. the active growth of sales of treats clearly shows that humanity is increasingly taking care of its pets.

Production and sales experts predict that by 2027 the volume will reach \$534.36 billion with an average annual growth of 7.6% [1-3].



Today, the largest suppliers of compound feed for pets on the world and Ukrainian markets are Mars, Nestle, Ralston Purina, H.J. Heinz, Hill's, etc. Every year, one or two new brands and new types of compound feed for pets appear on the market. Unfortunately, the volume of production of combined feed for dogs and cats in Ukraine is extremely small, and the quality of the products often does not meet the requirements for animal feeding and the market. Because of this, domestic products cannot withstand competition with foreign TMs. At the same time, the volume of sales of imported compound feed for dogs in Ukraine is over UAH 300 million annually [4, 5].

The reasons that hold back the further development of the production of compound feed for dogs and cats include, first of all, the inconsistency of domestic technologies for the production of compound feed for agricultural animals with the requirements for compound feed for domestic animals; lack of a system of registration of feed additives; low purchasing power of most pet owners - only 22% buy ready-made feed; a barrier of mistrust to new unknown manufacturers. Also, the problems of the introduction of feed fats, the imperfection of compound feed recipes for domestic animals, as well as the imperfection of technology and high specific energy costs for their production, as well as transportation costs, also remain unsolved [1-3, 6].

In order to solve this task, it is necessary to conduct marketing research and market monitoring, which will allow studying the structure of demand and the patterns of its formation in the domestic market. Conducting a marketing analysis of demand is extremely important for Ukrainian manufacturers, especially in wartime, when manufacturers are faced with various problems, such as: a sharp increase in the prices of auxiliary materials, fuel, electricity, and others. The presence of an element of shortage of various consumables and other problems of a systemic nature can drive the manufacturer into certain limits. The implementation of the results of the marketing analysis for pet food will contribute to the solution of these problems, as well as contribute to the adoption of reasonable management decisions, the effective supply of pet food to consumers, and will improve the financial results of the enterprises producing animal feed.

Analysis of recent research and publications

Both domestic and foreign scientists were engaged in the study of the formation and development of the pet food market. B. Iegorov, S. Kovalchuk, O. Voyetska made a significant contribution to the formation of the foundations for the development of fodder production for domestic animals [7-9]. In his research, S.O. Sirenko [10], having conducted an analysis of the pet food market, describes its main participants in Ukraine, gives the main results of a consumer survey regarding their commitment to certain brands of dog and cat food, based on the data obtained, conclusions are drawn regarding consumer preferences regarding these goods. It is worth noting that there are currently a significant number of articles and publications of a review and advertising nature on the Internet, related to pet food, their advantages, features of production and use. Howev-

er, the analysis of the latest publications proved the absence of works devoted to the classification and determination of the prospects for the development of the domestic production of animal feed.

The research gives reason to conclude that despite the rapid growth of the world pet food market, the domestic market shows unused potential, and therefore can be one of the promising types of activity of the Ukrainian economy.

The problems associated with the application of marketing analysis of demand in modern conditions are one of the most urgent due to the lack of necessary theoretical developments, imperfect information provision, unpreparedness of specialists who could conduct the necessary marketing research. The study and generalization of the experience of economically developed countries and the proposals of domestic scientists indicate the need for further research into the problem of marketing analysis of demand in accordance with the peculiarities of the Ukrainian economy and the specifics of the pet food market. The existence of many unanswered questions creates an objective need to study the domestic pet food market and the formation of demand for it.

Setting the task

The task of this article is to study the market and features of the formation of demand for feed for pets of domestic origin. Development of a proposal for the formation of a market portfolio of domestic manufacturers of pet food for making marketing decisions regarding their entry into international markets.

Presentation of the main research material

The cost of Ukrainian animal feed is estimated at \$300 million per year. For comparison, the US sells more than 11 billion dollars a year. In America, it is the fourth largest consumer category. The top 5 (according to the "Top 101 manufacturers of pet food" [5]) include (Table 1). In the pre-war period, despite quarantine restrictions, the pace of development of the animal feed market at the global level was marked by an increase in both sales and revenue. Growth occurred both in the premium segment and in the economy segment (Fig. 1).

Comparing Ukrainian and foreign indicators, we can see that the expenses of our compatriots on animals are insignificant, and therefore the opening of new production of feed for pets is not particularly profitable, especially in wartime. However, according to the food retail market expert Iryna Kamenska, these indicators are not so small, considering that finished products for pets have been on our market for less than 15 years, while in Europe and the USA they have been sold for more than a century and a half. Euromonitor International analysts single out the Ukrainian feed market as a fast-growing one.

However, despite the decrease in demand for ready-made fodder, Ukrainian feed mills that did not experience the occupation have almost resumed work at the pre-war level, but there are also those that could not hold their ground during these exhausting months of the war and lost production capacity. This was reported by the association "Ukrainian Club of Agrarian Business" [11].



Table 1 - Leaders in the production of animal feed [5]

N o.	Name companies	Region	Annual revenue, bln.	
			in 2020	in 2021
1	Mars Petcare Inc. (USA)	Africa, Middle East, Australia, Asia Pacific, Western Europe, Eastern Europe, Latin America, North America	18 085,00	19 000,00
2	Nestlé Purina PetCare (USA)	Africa, Middle East, Australia, Asia Pacific, Western Europe, Eastern Europe, Latin America, North America	15 422,00	16 500,00
3	J.M. Smucker (USA)	Middle East, North America	2 937,50	
4	Hill's Pet Nutrition (USA)	Africa, Middle East, Australia, Asia Pacific, Western Europe, Eastern Europe, Latin America, North America	2 525,00	3 300,00
5	General Mills (USA)	Asia Pacific, North America	1 694,60	1 700,00

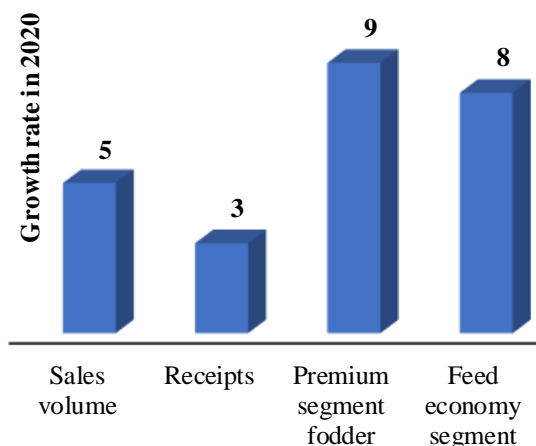


Fig. 1. Dynamics of the global feed market according to the results of 2020, % [5]

At present, in compound feed production, there is a certain imbalance regarding the prices of feed components (including for the production of feed for pets). In particular, as of July 2022, the cost of the main elements decreased by 40% compared to the same period in 2021 and is as follows: fodder wheat — UAH 4,100/t (36% less); fodder corn — UAH 4,700/t (by 33%); fodder barley — UAH 4,000/t (by 35%); sunflower meal - UAH 3,000/t (by 70%); soybean meal — 14,000 hryvnias/ton (by 22%) [11, 15].

However, due to disruption of logistics routes and partial loss of connections with domestic producers of necessary trace elements, vitamins and other feed additives, which are mainly imported to Ukraine, the prices of such components increased by 20-25% on average (compared to July 2021-2022). In particular, there was an increase (Table 2).

Analyzing domestic manufacturers of pet food, it is worth noting that in our country there is only one large domestic manufacturer that has its own factories and controls 6% of the market - the Lviv Kormotekh company, which is part of the Ferment holding (Mew! ", "Gav!" and "4 Legs Club"). This product fully meets European standards. The company built two modern factories for the production of dry and wet compound feed on the territory of Ukraine [12].

But this niche is dominated by international manufacturers - Mars (Pedigree PetFoods, Royal Canin, Nutro products), which occupies 70% of the market in Ukraine, and Nestle (Carnation, Spillers PetFoods,

Table 2 – Comparative cost of feed additives

Component	2022 [15]	2023
Lysine hydrochloride	95 UAH /kg (increase by 26%)	102 UAH /kg (59% increase)
Threonine	95 UAH /kg (by 18%)	124 UAH /kg (by 62%)
Methionine	120 UAH /kg (by 20%)	160 UAH /kg (by 20%)
Valine	280 UAH/kg (by 51%)	350 UAH /kg (by 51%)
Tryptophan	380 UAH /kg (10% reduction)	550 UAH /kg (44% reduction)
Calpan	77 EUR /kg (in 6 times)	77 EUR /kg
Vitamin E	12.85 EUR/kg (by 22%)	12.85 EUR/kg
Vitamin B3	9.30 EUR /kg (by 16%)	9.30 EUR /kg
Vitamin D3	16.3 EUR /kg (5 times)	16.3 EUR /kg
Vitamin A	73 EUR/kg (by 16%)	73 EUR/kg
Grinding salt No. 1	13.75 UAH /kg (5 times)	13.75 UAH /kg
Monocalcium phosphate	51.25 UAH /kg (by 76%)	58.00 UAH /kg (by 13%)

Ralston Purina) with a 15% share. Yes, every year, in addition to the food we produce, an additional 68,000 tons. In general, pets consume more than 85 thousand tons per year.

All over the world, the main fight of food manufacturers is unfolding for the wallets of cat and dog owners, and our country is no exception. About 35% of Ukrainian families have cats (about 6.3 million animals), 18% have dogs (3.2 million). There are, of course, lovers of fish, birds, rodents and various exotic animals, but there are far fewer of them, and they eat quite a bit. At the same time, about 70% of cat food is sold, and 30% for dogs.

Experts say that feeding dogs ready-made food is still held back by stereotypes. As soon as the first supply was available, the owners of the kittens quickly switched to them. It is not surprising, because they always tried to prepare something separately for cats. Dogs are often fed the same food that the whole family eats.



Stereotypes about feeding dogs change very slowly, so the assortment of these foods is less diverse," Ms. Kamenska said.

Nevertheless, he predicted that in the coming years intensive growth will be expected in the sale of dog food. Cat lovers will also increase consumption by 5-7% annually. Food products are divided into dry - about 80% in sales (including 55% - for cats, 25% - for dogs) and wet (canned) - 20%. In the context of price segments, the Ukrainian market is formed by 75-80% of the economic standard food grade and 20-25% of the premium grade with a tendency to increase the share of premium products. The price difference between the segments is very significant: "Standard" is more expensive than "economy", 40-65%, and "premium" is more expensive than "standard", 160-190%. Economy class prevails in Ukraine. The best-selling food brands in this category are: For cats it is Kittyket, for dogs it is Chappie. Ihor Blistov also highlights the following market trends: "The Super Premium category will be reduced: Consumers will be transferred to the Premium segment, and from Premium to Standard and Economy." The amount of one-time purchase of fodder is decreasing, which is a consequence of the low solvency of the population."

Table 3 – Average prices for wet compound feed for pets in 2023, UAH/kg [7]

Class	MasterZoo	JustZoo
Economy	124,48	132,01
Premium	244,74	306,26
Super premium	423,05	462,15
Holistics	437,25	470,00

However, if buyers choose premium or standard products, they pay attention not only to the brand, but also to the fact that the food is suitable for their pet. That is, there is some segmentation of the market: Diet food, medicinal, for puppies, kittens and old animals. All this increases sales revenue (because specialized feeds can be sold more expensively). Even 5-7 years ago, when food products for the prevention of urinary diseases, as well as for cats older than 8 years and for castrated animals, just started to appear on the market, their sales were small, which is very surprising for our Western suppliers. We had to promote these products to regular customers, give them free for testing. Now they are already widespread. When buying food, people are interested in its purpose and preventive properties," says Hanna Geiko, owner of the "Living World" (Odesa) chain of pet shops [13].

According to the results of the last sociological survey, which was conducted in 2022, more than half of Ukrainians keep pets - 57% of respondents, another 21% once kept pets (Fig. 2). In particular, it is worth noting that the war made adjustments and many have several pets. Since many left the country and could not take animals with them.

If we analyze who exactly Ukrainians prefer, then 79% of those polled who keep pets have cats, and 61% - dogs (Fig. 2). Many have both a cat and a dog. Therefore, in the future, the pet food market will be one of the promising ones.

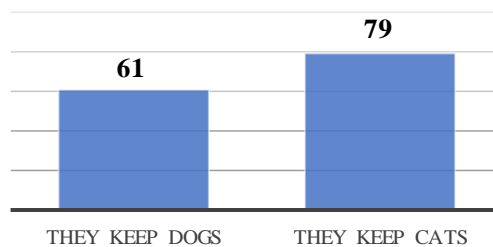
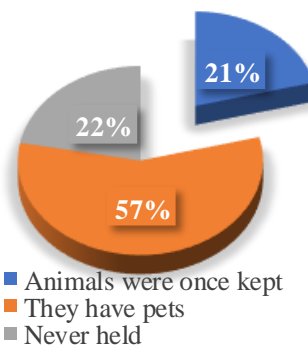


Fig. 2. Results of a sociological survey of Ukrainians on whether they keep pets [14]

At the same time, it is necessary to take into account world trends and trends regarding the quality and composition of animal feed. Let's consider the main ones. Requirements for the quality of food for animals are growing, which forces the business to adapt. Producers from Europe and the USA are focusing on technologies, new varieties of meat, alternative proteins and environmentally friendly approaches. Director of Marketing of the Ukrainian animal feed manufacturer Kormotech, Ihor Blistov, spoke about the results of the German exhibition InterZoo 2022, which products and solutions are popular all over the world.

Snacks for dogs. Pets are pampered and this is a global trend in the pet food and care market. Brands originating from Western or Central Europe offer a wide range of food and snacks for dogs. In Ukraine, the culture of feeding pets is still only forming. Ukrainian manufacturers have much fewer snacks in their assortment. Meanwhile, in European pet stores, the snack group can occupy up to 40% of the shelves, in Ukraine - 3-5%.

Hemp products. This trend is visible in brands from the United States. Their producers are conquering the market with new types of meat. For example, BARF (Bones and Raw Food, i.e. animals are fed raw meat, edible bones and organs). And also products created, in particular, by freeze-dry technology — sublimation drying. Hemp products are also popular.

Alternative proteins. European brands are increasingly using alternative proteins in their recipes. Food industry experts call the transition to such types of protein (legumes, algae, insects) the future of food technology. In the nutrition of domestic animals, it is protein from insects.

Sustainable production. If a modern brand does not adhere to the principles of sustainable development and does not have packaging suitable for recycling, it will not be able to reach a wide range of consumers. These requirements cover the entire life cycle of the product — where and under what conditions raw materi-



als are grown, how the ecosystem is restored, what energy is consumed by production, and so on. Consumers really care about how a product is made.

Alternative sources of energy consumption and work to preserve the planet are not just trends, but global practices. Manufacturers of animal food products do not ignore this issue.

"Holistic" fodder. The idea of a holistic product is particularly popular in the Middle East. What is it? These are new generation feeds, in the production of which ingredients of the highest quality, suitable for human consumption, are used. Synthetic preservatives, flavorings and flavor enhancers are not used in their production [12]. These include such brands as Savory, Carnilove, Pronature Holistic Asiato, Farmina, Acana, Grandorf, Nutram, Baskerville, Chicopee and others.

Conclusions

The market of ready-made food for pets began to develop in Ukraine much later than in the most economically developed countries of Europe and America.

The main factor influencing the choice of food for pets is still the level of well-being of their owners. The smaller the family budget, the cheaper feed is bought. Another effective criterion for choosing fodder is the degree of promotion of the brand. Therefore, new participants in the pet food market in Ukraine have to make significant efforts to gain a foothold in it among competitors already known to the buyer. In general, the pet food market in Ukraine is recognized as promising and attractive for investment.

REFERENCE

1. Rynok kormiv dlya domashnikh tvaryn v Ukraini u 2022 rotsi vyris na 19%, – "Kormotekh". Elektronnyy resurs. [Rezhym dostupu] URL: <https://delo.ua/business/rinok-produkciyi-dlya-domashnix-tvarin-v-ukrayini-torik-skorotivsvyana-chvert-predstavnik-kormotexu-412824/>
2. Kormova baza: rynok kormiv dlya khatnikh tvaryn vidnovlyuyet'sya i maye potentsial rostu v zhe u ts'omu rotsi. Elektronnyy resurs. [Rezhym dostupu] URL: <https://delo.ua/business/kormova-baza-rinok-kormiv-dlya-xatnix-tvarin-vidnovlyujetsya-i-maje-potencial-rostu-vze-u-cyomu-roci-413138/>
3. Novyny rynku kormiv dlya domashnikh tvaryn. Elektronnyy resurs. [Rezhym dostupu] URL: <https://zoobonus.ua/news/novini-rynku-kormiv-dlya-domashnih-tvarin>
4. Analiz rynku volohykh kormiv dlya domashnikh tvaryn v Ukraini. 2023 rik. Elektronnyy resurs. [Rezhym dostupu] URL: <https://pro-consulting.ua/ua/issledovanie-rynka/analiz-rynka-vlazhnyh-kormov-dlya-domashnih-zhivotnyh-v-ukraine-2023-god>
5. Top-101 Vyrobnikiv Kormiv dlya Domashnikh Tvaryn. Elektronnyy resurs. [Rezhym dostupu] URL: <https://murmeo.com/uk/top-vyrobnikiv-kormiv/>
6. Rynok sukhykh kormiv dlya domashnikh tvaryn v Ukraini. Elektronnyy resurs. [Rezhym dostupu] URL: <https://pro-consulting.ua/ua/pressroom/rynok-suhih-kormov-dlya-domashnih-zhivotnyh-v-ukraine>
7. Yehorov B.V. Rozrobka tekhnolohichnykh osnov vyrobnytstva spetsial'nykh kombikormiv/ B.V. Yehorov, O.YE. Voyets'ka // Zb. nauk. pr. ODAKHT. Vyp. 19. Odesa: ODAKHT, 1999: 37 – 40.
8. Yehorov B. Spetsial'ni kombikormy/ B. Yehorov, S. Koval'chuk, O. Voyets'ka // Zerno i khlib, 1999, №2: 33.
9. Yehorov B.V., Voyets'ka O.YE. Kombikormy dlya domashnikh tvaryn/ B.V. Yehorov, O.YE. Voyets'ka // Zerno ta khlib. 1999, № 3: 26–27.
10. Sirenko S. O. Vyvchennya rynku i formuvannya popytu na rynku kormiv dlya domashnikh tvaryn. Ekonomika ta uprav-linnya pidpryemstvamy. 2019. Vyp. 32. S. 213-217.
11. U zv'yazku z tym, shcho zablokovani mors'ki porty sprychynyli v Ukraini velykyy nadlyshok zerna, holovni skladovi kormivi znachno znyzylis' u tsini proty mynuloho roku. Elektronnyy resurs. [Rezhym dostupu] URL: <https://agravery.com/>
12. Kormy dlya domashnikh tvaryn: shcho kupuyut' spozhyvachi dlya svoiykh domashnikh tvaryn, novyny Ukrainy. Elektronnyy resurs. [Rezhym dostupu] URL: <https://biz.nv.ua/ukr/economics/kormi-dlya-domashnih-tvarin-shcho-kupuyut-spozhyvachi-dlya-svoijh-domashnih-tvarin-novini-ukrajini-50249629.html>
13. Vyrobnytstvo kormiv dlya kotiv i sobak: tsyfry i nyuansy biznesu. Elektronnyy resurs. [Rezhym dostupu] URL: https://www.prostobiz.ua/biznes/biznes_start/stati/proizvodstvo_kormov_dlya_koshek_i_sobak_chisla_i_nyuansy_startapa
14. Bil'sh yak polovyna ukrajintiv trymayut' domashnikh tvaryn. Elektronnyy resurs. [Rezhym dostupu] URL: <https://ukurier.gov.ua/uk/articles/bilsh-yak-polovina-ukrajinciv-trimayut-domashnih-t/>
15. Elektronnyy resurs. [Rezhym dostupu] URL: https://ucab.ua/ua/pres_sluzhba/novosti/v_2022_rotsi_vartist_osnovnykh_elementiv_dlya_virobnitstva_kombikormiv_zmenshilasya_na_40

УДК 636.085:577.115

Граб О.В., аспірант кафедри ТЗіК,

Б. В. Єгоров, д-р техн. наук, професор, E-mail: bogdanegoroff58@gmail.com

А. В. Макаринська, д-р техн. наук, доцент, E-mail: allavm2015@gmail.com

Кафедра технології зерна і комбікормів, Tel. +38048 7124013

Одеський національний технологічний університет, вул. Канатна, 112, м. Одеса, 65039, Україна

ОГЛЯД РИНКУ КОРМІВ ДЛЯ ДОМАШНІХ ТВАРИН В УКРАЇНІ

Анотація

В статті визначено особливості розвитку світового ринку кормів для домашніх тварин. Проаналізовано сучасний стан ринку кормів для домашніх тварин в Україні та у світі, виокремлено основних учасників ринку та їх переваги. Представлено дані результатів соціологічного опитування українців щодо питання яких домашніх тварин вони тримають. Виявлено, що 79 % опитаних тримає домашніх тварин кішок, а 61% - собак. Надано характеристику 5-ки лідерів відповідно до «Топ-101 виробників кормів для домашніх тварин» за підсумками 2020-2021 років.



Найбільшими постачальниками комбікормів для домашніх тварин на світовий і український ринки є фірми Mars, Nestle, Ralston Purina, H. J. Heinz, Hill's та ін. Представлено дані з динаміки світового ринку кормів та темпами зростання за підсумками 2020-2023 років. Експерти прогнозують, що збільшенню ринку комбікормів для домашніх тварин сприяє стабільне економічне зростання, прогнозоване в багатьох розвинених країнах і країнах, що розвиваються, до 2027 року обсяг досягне вже \$534,36 млрд за середньорічного зростання на 7,6%. З вітчизняних виробників кормів для домашніх тварин основним виробником є компанія «Кормотех», які виготовляють як сухі так і вологі комбікорми для домашніх тварин. Наведено основні переваги та недоліки вологих комбікормів для домашніх тварин. Проаналізовані зміни у вартості основних кормових засобів і добавок для виробництва комбікормів для домашніх тварин за 2020-2023 роки, а також середні ціни на вологі комбікорми для домашніх тварин в залежності від класу станом на 2023 рік, які становлять в межах 124...470 грн/кг. Висвітлено основні фактори, що впливають на формування міцної бази для виробництва кормів для тварин вітчизняного походження. Проаналізовано тенденції та визначено основні напрями подальшого розвитку. Визначено, що існування багатьох нез'ясованих питань створює об'єктивну необхідність для вивчення вітчизняного ринку кормів для домашніх тварин і формування попиту на ньому. Встановлено, що розробка пропозиції задля формування ринкового портфеля вітчизняних виробників корму для домашніх тварин сприятиме не лише покращенню рівня конкурентоздатності існуючих підприємств галузі, але й сприятиме появі нових вітчизняних підприємств.

Ключові слова: домашні тварини, повнораціонні комбікорми, дієтичні корми, сухі корми, вологі корми, кормова сировина, кормові добавки.

Received 24.10.2022
Reviewed 18.11.2023

Revised 30.11.2023
Approved 26.12.2023



Cite as Vancouver Citation Style

Grab O., Iegorov B., Makarynska A. Overview of the pet food market in Ukraine. Grain Products and Mixed Fodder's, 2023; 23 (4, 92): 35-40. DOI <https://doi.org/10.15673/>

Cite as State Standard of Ukraine 8302:2015

Overview of the pet food market in Ukraine. / Grab O. et al. // Grain Products and Mixed Fodder's. 2023. Vol. 23, Issue 4 (92). P. 35-40. DOI <https://doi.org/10.15673/>



DOI <https://doi.org/10.15673>

Alltech, <https://www.alltech.com/>

According to the materials of the Alltech company

GLOBAL FEED PRODUCTION DOWN SLIGHTLY IN 2023. P.1



Alltech's Agri-Food Outlook estimates that global feed tonnage totaled 1.287 billion metric tons (BMT) in 2023, a decrease of 2.6 million metric tons (MMT) — or 0.2% from 2022*.

The **overall lower demand** for feed was due, in part, to the **more efficient use of feed** made possible by intensive production systems that focus on using animal nutrition, farm management and other technologies to lower feed intake while producing the same amount of protein, or more. Another factor is a **slowdown in the overall production of animal protein** in response to tight margins experienced by many feed and animal protein companies.

Changing consumption patterns caused by inflation and dietary trends, **higher production costs**, and **geopolitical tensions** also influenced 2023 feed production.

Alltech's annual feed survey, now in its 13th year, includes data from 142 countries and more than 27,000 feed mills. It assesses compound feed production and prices by utilizing information collected by Alltech's global sales team and in partnership with local feed associations.

Feed production in 2023 increased in **Asia-Pacific** by 6.5 MMT (1.4%), **Latin America** by 2.5 MMT (1.22%), **Africa** by 1 MMT (1.9%) and **Oceania** by 0.4 MMT (3.7%). Feed production decreased in **Europe** (-3.8%) and **North America** (-1.1%).

Globally, increases in feed tonnage were reported in the **broiler, layer** and **pet** sectors, while decreases were reported in the pig, dairy, beef, aqua and equine sectors.