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ANALYSIS AND PROSPECTS OF ENTERPRISES OF WINE INDUSTRY IN UKRAINE

The article includes analysis of the current state of the wine industry in Ukraine, including factors that hinder its development, and the conditions for future growth. Modern trends in the wine industry in Ukraine are: lower consumption of wine in Ukraine compared with Europe; saving trend of aging vineyards, deficit of table as well as technical grapes; reduce in wine production; minor or completely absent state support of industry in crisis, which applies to administrative measures (such as quotas or licensing) and financial (duties, fees); deterrent tariff and non-tariff measures (excise tax all types of wine).

Assessment of potential prospects of the industry in the context of export growth and employment in a specific niche market in Europe is given.

Recommendations for improving competitiveness of Ukrainian products of the wine industry in the European market are the following: 1) to engage Ukraine its niche in the market, the business community and government must carefully study the modern world trends and meet their development

direction; 2) unique combination of soil, climate and varietal characteristics allow the creation from Ukrainian grapes exclusive dessert and liqueur wines, which have no analogues in the world market; 3) for real promotion of high-performance viticulture and winemaking in Ukraine it is needed to adopt necessary legal and regulatory documents to bring them into line with already existing standards and harmonize with the EU laws and standards of the international market on grapes and wines; 4) availability of own raw material base for the wine industry enterprises of Ukraine, which is the main competitive advantage; 5) it needs effective marketing activities concerning the exploration of domestic and foreign markets, and Ukrainian wine sales organization in the markets of CIS, Baltic and Scandinavian countries, where there is no their own winemaking; 6) it is required a set of measures for protection from counterfeiting of wine products in the market; the importance of research and innovation activity in the production of wine products should be increased.