

STUDY OF CONSUMER DEMAND FOR HEALTH FOOD PRODUCTS IN MODERN CONDITIONS

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Rationalization of population nutrition is one of the key factors in improving health in general. From a physiological point of view, minerals play an important role in the human body, as well as proteins, fats, carbohydrates and vitamins. This is a necessary nutrient that ensures the normal functioning of the body and must come with food.

A study was conducted to identify consumer preferences for food products enriched with bio-organic mineral compounds, in particular, emulsion-type sauces enriched with iodine. The research was conducted in three stages: collection of primary sociological information; preparation of collected information for processing; analysis of processed information, formation of conclusions.

It was established that most of the surveyed respondents, about 48%, have a positive attitude towards fortified foods, 37% have a neutral attitude and only 15% are not ready to consume fortified foods, therefore they have a neutral attitude towards such foods.

Regarding the use of enriched food products for the prevention of diseases, about 58% of consumers expressed a desire to consume products enriched with bio-organic mineral compounds, 29% use medicinal products for this purpose, and 13% of respondents are not ready to consume products enriched with mineral components.

It was established that more than half (65%) of the surveyed consumers want the products to be enriched with a vitamin-mineral complex, as they believe that such products are the most useful. 29% of respondents want whole proteins as an enrichment. Indifference was expressed by 6% of respondents, however, almost none of the respondents expressed a desire to buy products enriched with synthetic additives.

Along with this, the attitude of consumers to products enriched with iodine-protein complexes was analyzed in detail. It was found that most of the respondents (49%) would buy food products with additives containing iodine, 34% of respondents would periodically buy this product, 10% were indifferent and undecided, and only 1% would not buy food products with any additives. In modern conditions, the main share of buyers (49%) seeks to consume health products enriched with iodine.