

ANALYSIS OF THE MARKET OF SAUCES PRODUCTION AND CONSUMPTION IN THE WORLD AND UKRAINE

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Sauce is a liquid seasoning for the main course or side dish. Sauces make dishes juicier by their consistency and increase their calorie content. Many sauces contain spices and flavors exciting the digestive tract; bright coloring of sauces advantageously shades colors of the main products in dishes served in restaurants.

Between 2012 and 2016, sales of sauces in the world increased: in 2016, it amounted about 147 million tons. The largest sales volume of sauces in the world has been recorded in China and the United States. In the top three world leaders in terms of sales per capita in this period, Canada, the United States and Sweden can be included. According to BusinesStat, the volume of sauces sales will increase in 2017–2022.

From 2012 to 2016, the production of sauces in the world grew, and in 2016 it amounted to 155 million tons. For five years, the indicator showed positive dynamics. The leading sauce manufacturers in the world in 2012–2016 were China and the United States. Most of the products are ketchup and tomato sauces, salad dressings and ready-made sauces for second courses, vinegar.

In 2012–2016, the volume of world imports of sauces increased and reached 6.2 million tons in 2016. The decline in imports was recorded only in 2013. The largest importers of sauces in the world in this period were the United States and Great Britain. The main share of total imports of sauces was salad dressing and ready-made sauces for second courses, ketchup and tomato sauces, sour cream. The most expensive products in 2012–2016 were imported to Thailand.

The world export of sauces from 2012 to 2016 increased and in 2016 amounted to 6.4 million tons. The maximum increase in the indicator was recorded in 2014. The main exporters of sauces in the world during the five-year period were the USA, the Netherlands and Germany. In 2012–2016 mayonnaise constituted more than 35% of all export products. Sauces exported from Lithuania had the highest price in the world.

The Ukrainian market of sauces actively developed until 2011. Starting from 2012, the market volume and production of sauce in Ukraine

began decreasing. The next phase of the recession began in 2013 and continues to this day. To increase sales, the company is trying to expand its range.

The fall of production can be traced on an example of mayonnaise. During the season of 2014–2015 Ukraine produced 136 thousand tons of mayonnaise. During 2015–2016, about 120 thousand tons of mayonnaise were released. Moreover, in August 2016, 5.2% more mayonnaise was produced than for the same period of 2015, which may well mean the beginning of stabilization at the market of sauces.

The cost of sauces is strongly influenced by the prices for raw material. For ketchup and tomato sauces, these are the prices for tomatoes. For mayonnaise and mayonnaise-based sauces, these are the prices for sunflower oil and eggs. Increasing cost of the ingredients for sauces influences the cost of its production. Consequently, the prices for consumers are rising, and the consumption is decreasing. As a result, the company slows production rates down.

Over 95% of the adult population of Ukraine use various sauces. They are popular among the Ukrainians due to their low prices, a wide range of tastes and a long shelf life. On the average, Ukrainians use 2 kg of this product per year. Mayonnaise and ketchup are the most popular among consumers. Frequency of ketchup and other sauces purchase is the following: once a week – 21%; once a month – 33%; 2 times a month – 31%; every 3 months and less often – 15%.

Sauces consumption is somewhat seasonal. In winter, there is a growing demand for greasy mayonnaises, in the summer ketchup and tomato paste, which are an excellent addition to meat gain more popularity. The level of sauces consumption is tightly connected with the other products, because it is not an independent dish. Ketchup, mayonnaise and other analogues are bought as a seasoning. Therefore, with the fall of meat, fish, pasta and other products consumption, the consumption of sauces falls respectively.

The leaders in selling sauces in Ukraine are Volynholding (a member of Nestle Corporation), Chumak CJSC, Shchedro Trading House, Olcom Company. The Ukrainian product is delivered to the countries of the neighboring countries (Belarus, Moldova, Turkmenistan), to the markets of Scandinavia (Sweden, Denmark and Norway), the Baltic states, the USA, and to the EU countries (Hungary, Poland, Czech Republic) as well as.