

THE CURRENT STATE OF COFFEE HOUSE IN UKRAINE (СУЧАСНИЙ СТАН КАВ'ЯРЕНЬ В УКРАЇНІ)

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Останнім часом зросла популярність кав'ярень, їх відкривають щороку все більше і більше. В цій праці буде більш детально розглянуто питання популярності кав'ярень в Україні.

In recent years, the coffee market in Ukraine is constantly evolving. There are about 4,000 cafes in the Ukrainian market. The café is a restaurant, a meeting place and a place to serve drinks and desserts: coffee, tea, pastry, ice cream, juices, carbonated and alcoholic beverages. The cafe market can be a promising part of the Ukrainian economy, as the coffee market is replenished annually with new capital of \$ 200–300 million. The further development of the Ukrainian cafe market leads to an increase in its competitiveness.

Demand for coffee in Ukraine is stable and virtually unchanged under the influence of time. However, every year there is an increase in redistribution of consumer demand from other segments. At the same time, a culture of consumption of this fine and popular beverage is being developed in appropriate establishments where it is used more often than at home. This can be explained by the fact that Ukrainian cafes have been developing quite successfully lately, and such establishments on wheels have gained considerable popularity. The analysis revealed that the mobile modules compete with their fixed counterparts. Café establishments are mainly developed in large cities, but are also gaining popularity in small towns. In addition, good placement has a significant impact on success. It should be noted that these restaurants are often more successful when they are located in busy places: in the city center, shopping centers, near the subway, etc. For a coffee shop to be popular, factors such as affordable prices, a variety of menus, quality of service, professionalism of the workers, convenient location, cozy atmosphere and good design must be taken into account. The season is significant, that is, seasonality.

Thus, analyzing all of the above, we can conclude that coffee shops – small establishments catering, offering dozens of varieties of coffee, which can bring a large number of consumers and increase profits.