

## **ABSTRACTS**

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### **THE CHARACTERISTIC FEATURES OF DEVELOPMENT OF THE CONSUMER MARKET OF UKRAINE IN THE POST-CRISIS PERIOD**

The trends of the consumer market development in Ukraine in the post-crisis period are investigated in the present article. To characterize the operation of the consumer market, the structure of the GDP of Ukraine is analysed by the categories of final use. It is shown that final consumer expenditure, which is a potential for the internal consumer market development, only prevail in this structure in a short-term prospect. It is grounded that for clarification of the index of qualitative development of the internal consumer market the additional index of the market volume per capita should be applied. The structure of industries is analysed by the gross value added and employment, which ensure the internal consumer market development. It is revealed that approximately 90% of the population are engaged in these industries. The imbalances in the structure of commodity exports and imports and their projection on the consumer market development are distinguished. It is determined that goods of intermediate use and capital goods prevail in the structure of exports. The conclusion was made that due to a balanced economic policy of the state the import of goods of intermediate use will allow to manufacture final output, which can meet the needs of the internal consumer market as well as be exported; eventually it will stabilize the macroeconomic situation in the country.