

EVOLUTION OF THE FORMATS OF TRADE ENTERPRISES ACCORDING TO THE DYNAMICS OF STATISTICAL INFORMATION

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The role of trade in the implementation of the social and economic policy of the state, the stabilization of the real sector of the national economy and the expansion of the exchange of goods and services has been shown. Trade is presented as one of the complex types of business, which includes a variety of processes: production, purchasing, supply, logistics, sales, relationships with end users. Three stages of trade development have been identified: 2000–2007 – pre-crisis period; 2008–2013 – crisis and post-crisis period; 2014–2017 – the period of development excluding temporarily occupied territories. The structure of the retail network by the number of shops of enterprises, markets and non-store trade was analyzed.

According to the dynamics of retail turnover of enterprises and the number of objects of retail trade in 2000–2017 the main trends in the format of trade enterprises at different stages have been highlighted. A steady increase in the volume of retail turnover of enterprises, along with a decrease in the number of retail outlets was revealed.

The comparison of changes in the index of the physical volume of retail turnover, the number of workers employed in trade and consumer total expenditures of the population has been made. The profiles of retail turnover on the level of consumption of food and non-food products and total household spending have been developed. The relationship between the decrease in the effective demand of the population and the increase in total consumer spending on food has been determined. This factor changes the structure of trade in terms of the prevalence of value sales of non-food goods and services.

Different formats of retailers have been considered in accordance with the theory of retail elasticity. The corporate associations, typical for the retail trade of Ukraine, have been studied on the corporate basis as corporate networks. Based on the study of the dynamics of retail outlets using a trend equation, their forecasted estimation has been calculated up to 2022. With constant trends, the number of objects will be 21420 unit or 55% compared to 2017.

The dynamics of the number of retail outlets and the provision of the trade area per 10 000 customers has been investigated. With constant trends, the number of objects will be 21 420 unit or 55% compared to 2017.

The evolution of trade in offline and online formats has been presented.

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