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MARKETING STRATEGIES FOR THE DEVELOPMENT OF THE ORGANIC PRODUCTS MARKET IN UKRAINE

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Abstract. *This article examines the characteristics of developing and implementing marketing strategies for the organic products market in Ukraine, taking into account current challenges and trends. It describes the main types of marketing strategies, including their innovative components: digital technologies, eco-marketing tools, and social media. It is noted that modern marketing strategies are aimed not only at promoting products but also at shaping a culture of consumption, developing transparent distribution channels, and ensuring the sustainable development of the agricultural sector. It is argued that the choice of a marketing strategy depends on a complex of internal and external factors.*

Keywords: *organic products, organic food market, marketing strategies, eco-marketing, «green» marketing, digital marketing, innovative technologies, sustainable development, competitiveness.*

This article examines the characteristics of developing and implementing marketing strategies for the growth of the organic food market in Ukraine amid current economic and social challenges. The aim of the study is to identify the most effective strategic approaches to promoting organic food products and enhancing the competitiveness of domestic producers in the context of market transformation, digitalization, and increasing environmental awareness among consumers. The methodological basis of the study consists of general scientific and specialized methods, in particular methods of analysis and synthesis, comparative analysis, systematization, generalization, and a strategic approach to evaluating marketing activities in the organic sector.

The study demonstrates that Ukraine has significant potential to strengthen its position in the global market for organic products, while also identifying a number of limiting factors. The article systematizes the main marketing strategies used in the organic sector and defines their content and role in ensuring the competitiveness of organic producers. Particular attention is paid to innovative and digital marketing tools, as their implementation helps to increase consumer trust, ensure supply chain transparency, and improve the effectiveness of interaction between producers and consumers.

The scientific novelty of the study lies in the comprehensive justification of the role of

innovative marketing strategies in ensuring the sustainable development of the organic products market in Ukraine and in substantiating their impact on the competitive advantages of organic producers. The practical significance of the results is determined by the possibility of applying the proposed approaches in the strategic management activities of enterprises producing organic food products.

It is concluded that the integration of innovative marketing tools into the activities of organic producers is a key factor in strengthening market positions, increasing consumer loyalty, and ensuring the sustainable development of the organic sector in Ukraine.

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