

**DEVELOPMENT TRENDS AND CURRENT PROBLEMS OF THE FOOD
INDUSTRY IN UKRAINE AND THE WORLD**

Харчова промисловість є ключовою галуззю економіки України та світу, що забезпечує населення необхідними продуктами харчування. Зростання вимог споживачів спричиняє появу нових проблем, таких як якість та безпека продуктів, забруднення, залежність від імпорту та вплив на навколишнє середовище. Важливою тенденцією є зростання популярності органічної та натуральної продукції, але галузь потребує суттєвих змін для вирішення цих проблем. Україна може стати провідним учасником у розвитку ефективного виробництва органічної та натуральної продукції, підвищенні якості та безпеки харчових продуктів та зменшенні впливу на довкілля за умови співпраці влади, бізнесу та міжнародних інвесторів.

Ключові слова: харчова промисловість, харчування, імпорт, натуральна продукція, тенденція, вплив на довкілля.

The food industry is a key branch of the economy of Ukraine and the world, which provides the population with the necessary food products. Growing consumer demands are causing new issues such as product quality and safety, pollution, import dependency and environmental impact. An important trend is the growing popularity of organic and natural products, but the industry needs significant changes to solve these problems. Ukraine can become a leading participant in the development of effective production of organic and natural products, improving the quality and safety of food products and reducing the impact on the environment, provided that the authorities, businesses and international investors cooperate.

Key words: food industry, nutrition, import, natural products, trend, impact on the environment.

The food industry is one of the most important sectors of the economy in Ukraine and the world. Due to the constant growth of the population and changes in eating habits, this industry is becoming more and more important for providing the necessary food products. However, along with the growth of consumer demands, new problems appear that require attention and solutions. More and more scientists and practitioners devote their work to the study of problems in the food industry of Ukraine and the world, as well as to finding ways to solve them.

The food industry has always been considered a priority and strategically important component of the agro-industrial complex of Ukraine for Ukraine, capable of ensuring food security not only in the domestic market, but also competitive positions among world countries - leaders in the production of food products [1].

As practice shows, one of the main trends in the development of the food industry is the increase in demand for organic and natural food products, as well as the growing popularity of plant-based nutrition and veganism. But, at the same time, there are a number of problems in the industry, in particular, the quality and safety of food, contamination of food, storage and processing, the decrease in the amount of production of own agricultural products, dependence on imports, as well as the impact on the environment (soil pollution and water pollution).

Modern studies indicate that the food industry needs significant changes, taking into account social challenges and new trends. Based on this, Ukraine can become a leading participant in this process, developing effective production of organic and natural products, increasing the quality and safety of food products, reducing the impact on the environment.

Achieving such goals will be facilitated by the use of various approaches and tools, for example, such as:

7. raising public awareness of the benefits of organic and natural products, plant-based nutrition and veganism;
8. support for producers of organic and natural products, for example, with the help of financial incentives and other measures;
9. implementation of effective technologies and practices in production, which will help ensure the quality and safety of food products, as well as reduce the impact on the environment;
10. increasing the volume of agricultural production in Ukraine and increasing its competitiveness on the international market;
11. strengthening control over the quality and safety of food products, taking measures to combat abuse in this area.

In view of the above, we note that currently the food industry of Ukraine remains one of the most optimistic industries. Despite the fact that in 2022-2023, producers suffered great losses (disruption of supply chains, blocking of sea routes of export, damage to production facilities), nevertheless, the food industry demonstrates relative stability against the background of other types of activity, as it provides the basic needs of the population (which have everyday demand both in the country and outside its borders). The key to the successful economic recovery of the food industry is the effective cooperation of the government, business and international investors, as well as the improvement of the legislative and regulatory framework.

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