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TRENDS IN THE DEVELOPMENT OF THE WORLD COFFEEMARKET

Coffee is one of the most popular drinks in the world and is a very important product in the world market. The market for this product has been growing steadily in recent years, and this creates many opportunities for companies engaged in the production and sale of coffee. The coffee business ranks second in the world in terms of turn over of funds, after energy carriers, ahead of weapons and high technologies. Consequently, the analysis of trends in the development of the coffee market in the conditions of turbulence of the international economic environment is very relevant and appropriate.

The coffee market continues to show overall growth than maintain its popularity in the world. There is an increase in coffee production. Over the past five years, coffee production in the world has grown by 10%, which indicates a steady increase in demand for this product (Table 1).

In general, 90% of coffee production is concentrated in developing countries, the key among which are Latin American countries [2]. Coffee-producing countries, in particular Brazil, Colombia, Vietnam, Indonesia, and others, usually provide a significant amount of world coffee exports [3]. The most significant growth in exports is observed in Brazil, Uganda, Italy, and India, but some countries experienced a decrease in exports, in particular, Colombia, Honduras, and Indonesia.

Table 1

Dynamics of global coffee production in 2017-2021, t

Countries	Years					Basic deviation	
	2017	2018	2019	2020	2021	Absolute	Relative, %
Brazil	3424620	3762540	3719220	3804000	2993780	-430840	-12,6%
Vietnam	2005920	1816980	1829220	1740000	1845033	-160887	-8,0%
Colombia	829440	831960	846000	858000	560340	-269100	-32,4%
Indonesia	651120	577080	685980	726000	765415	114295	17,5%
Ethiopia	440820	450660	440580	442500	456000	15180	3,4%
TheWorld	9821580	10347660	9897180	10520820	9917258	89351000	10,0%

** Compiled by the author based on data [1]*

Coffee consumption has increased in recent years, which has created positive prospects for the global coffee market. An increase in coffee consumption was observed both in developed countries, such as the United States of America, the European Union, and Japan, and in countries where the economy is growing rapidly, in particular in China and India. According to the Food and Agriculture Organization of the United Nations, the number of people who drink coffee and the volume of coffee consumed are constantly growing [4]. According to the International Coffee Organisation (ICO) Coffee Development Report 2021, global coffee consumption rose by 1.0 percent to 165.4 million bags in the coffee year 2020/21 after declining by 2.2 percent last year when the world was just facing Covid-19 [1]. Coffee consumption in the world is growing, and this trend is likely to continue in the future.

The geographical structure of coffee imports indicates that the main consumers of imported coffee are countries with high solvency of the population, developed coffee culture, but low volume of own production. The largest importer of coffee is the United States, Germany, Italy, France, Japan, Belgium, Spain, Canada, the Netherlands, and the

United Kingdom. The total volume of coffee imports in the world in the period 2017-2021 decreased by 0.08% [3].

It can be noted that the population of countries with a significant number of coffee consumers is the main driver of growth in demand for coffee. Its formation is influenced by various types of factors. In particular, this is the level of income of the population, climatic conditions, fashion trends, etc. It is also worth noting the increase in demand for organic and environmentally friendly coffee. In particular, consumers are increasingly paying attention to environmental aspects and have become more conscious about coffee production.

Ukraine is a small player in the global coffee market, so it does not produce significant volumes of coffee for export. Ukraine's share in global coffee production is insignificant and amounts to about 0.1%, while the share in consumption is constantly growing. Many Ukrainian companies import coffee from different producing countries, such as Brazil, Colombia, Vietnam, Indonesia, and others [5]. Ukraine usually imports coffee to meet domestic demand. In Ukraine, as in the world, there is a general tendency to increase coffee consumption in recent years. This indicates a high demand for coffee in Ukraine, in particular, the growing popularity of coffee drinks, as well as a coffee culture among the population, and in turn can lead to an increase in imports, since the demand for coffee exceeds domestic production.

In recent years, the coffee market is characterized in general by growth trends, which is manifested in an increase in both production and consumption. Coffee has become one of the most popular drink in the world, and this trend will continue to intensify. The market for this product has become more diverse and corresponds to the different taste preferences of consumers. It should be noted that coffee is an important source of income for many countries, especially those specializing in the cultivation of coffee beans. The coffee market is a rather promising direction in the world market of goods and has a significant potential for its expansion.

List of used sources:

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4. Food and Agriculture Organization of The United Nations. URL: <https://www.fao.org/faostat/en/#data/TCL>
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ДЕТЕРМІНАНТИ АКТИВІЗАЦІЇ ІНВЕСТИЦІЙНОГО ЗАБЕЗПЕЧЕННЯ МОДЕРНІЗАЦІЇ ТРАНСПОРТНИХ ПІДПРИЄМСТВ

В умовах глобальної економічної кризи, спричиненої світовою пандемією та війною в Україні, транспортні підприємства з однієї сторони втратили ринки туристичних та міжнародних перевезень (за оцінками міжнародних організацій лише авіаційний сектор в 2020-2022 рр. втратив близько від 60 до 40% від обсягів перевезень) [1]. З іншої сторони інтелектуалізація, прискорений розвиток технологій цифрової і віртуальної комунікації на підприємствах енергетики і телекомунікацій окреслили нові можливості для розширення ринків або нарощування потужностей [2-3]. У описаних процесах змінюється і парадигма економічного розвитку: постає необхідність переорієнтації з впровадження технічних оновлень на людиноцентричні технології надання послуг і розширення віртуальних технологій, комерціалізації інформації та знань. Втрата промислових потужностей та скорочення доходів населення провокують більш системні кризи