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## ANALYSIS OF THE MARKET OF COSMETIC PRODUCTS IN THE REPUBLIC OF CRIMEA

Perfume and cosmetic products are in stable consumer demand and at the present stage are demonstrating trends towards its further growth. The unstable economic situation in the region has repeatedly made adjustments to the efficiency of the cosmetics industry. In the 90s there was a stagnation of industry, and in some cases its decline. After this period, the Crimean cosmetic industry began to actively develop, gaining momentum in the production of quality, environmentally friendly and safe products. After joining the Russian Federation in 2014, the general development trends of the Crimean economy demonstrate an annual increase in the main socially significant indicators. In order to analyze the market of cosmetics in the Republic of Crimea, its capacity in the region was calculated, the dynamics of retail trade turnover was estimated, manufacturers of the cosmetics industry, represented on the regional market, were studied, pricing studies were carried out in the context of assortment groups, a rating of regions was developed according to the level of promoting competition on the peninsula, the dynamics of exports of the Republic of Crimea were revealed, the commodity structure of the region's exports was examined, export volumes were calculated by countries — the main trade partners, a comparison was made of the commodity structure of exports of the Republic of Crimea to non-CIS countries and the CIS, the dynamics of import of the region was presented, a comparison of the commodity

structure of imports of the Republic of Crimea from non-CIS countries and the CIS was calculated, and the final indicators of foreign trade development were calculated.

*Keywords:* cosmetic industry, export, import, trade, commodity circulation, market, Republic of Crimea, region.

Research and Markets

2020 675

6,4 %

[9].

[2], [1].

90-

2014 [3],

2018 . 0,8 %, 49,1 %, 3,6 %, 41,9 %, 35,1 % . 2014 . 2018 .

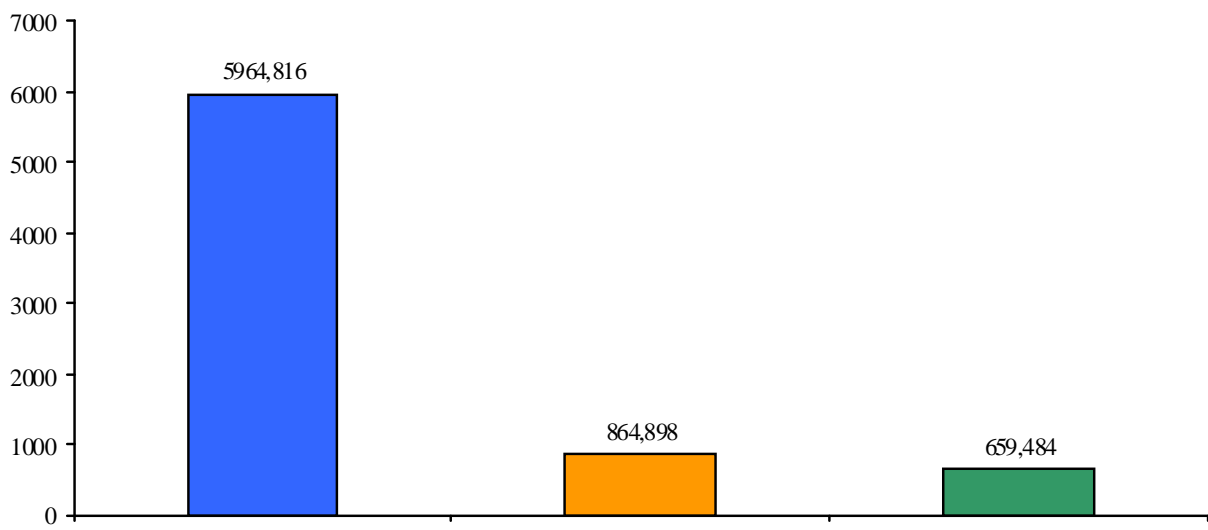
91,1 %, 1.

1.

2014 2018 .\*

	2014	2015	2016	2017	2018
(	1895,9	1907,1	1912,2	1913,7	1911,8
, %	104,3	127,2	125,0	104,5	108,2
,	10769	15658	18071	20128	21170
,	148891,6	214710,2	219861,4	229892,5	256198,0
,	26446,8	47582,3	74795,3	196193,0	296018,7
, (	142,5	127,6	107,2	101,4	105,5

\* [7]



.1. ( )  
 [7]  
 2018 . (1911,8 . .),  
 12 260 .  
 277,211 . . ( ,14,5% .  
 ),  
 20 40 , 211,373 . .,  
 2017 ., — 28463,6 . .  
 2015 . 2018 ., 56,5% ( .2).

2. 2015 2018 .\*

	( . )			
	2015 .	2016 .	2017 .	2018 .
	4158,2	5769,8	5972,0	9567,1

\* [7]

, , 2018 . 3,7%.  
 ,  
 ,  
 ( .3) [4].

« »,

3.

\*

	-	
1. « « », -	krimroza.com/	« »
2. « « », .	zarstvo.su/	« »
3. « », .	www.domprirody.com/	« - »
4. « - », .	aemsz.ru/	« »
5. . . . , -	crimea-nature.com/	« - »
6. « « », .	pantika.biz/	« »
7. « », .	www.eco-skifia.ru/	« »
8. « », .	eco-tavrida.com/	«ECO TAVRIDA»
9. « - », .	sadnikitskiy.ru/	« »
10. « - », .	fiolet.com.ru/	«FIOLET»
11. « « », .	lechebnye-gryazi.ru/	« »
12. « », .	sakilake.com/	« - »
13. « », .	aromaway.ru/	«AROMAWEY»
14. « - », .	poliada-crimea.ru/	« - »
15. « », .	doctor-crimea.com/	« »
16. « », .	xn--80atmjdg7e.xn--p1acf/	« »
17. « », .	xn--80aeqcceafp0aejr3k.xn--p1ai/	« »
18. . . .	line.crimea.ua/	« »
19. « », .	teara.me/	«teaRa»
20. «LavenderFamily», .	- .	«LavenderFamily»
21. . . .	lekkos-crimea.ru/	« »
22. . . .	flora-cosmetic.com/	« » (nature cosmetic)

\*

( .4).

140 . 390 .  
 21 . . . . 3250 . . . .  
 400 . . . . , 100 %  
 , 86 %  
 20 39 . . . . 57,5 % ( .5).

4.

\*

		-	-	-
1.	,	54,00	2299,00	280,00
2.	,	54,00	820,00	240,00
3.	,	130,00	550,00	180,00
4. -	,	134,00	1596,00	330,00
5. -	,	98,00	2700,00	310,00
6.	,	130,00	500,00	290,00
7.	,	130,00	260,00	180,00
8.	,	21,00	3250,00	140,00
9. -	,	124,00	570,00	390,00

\*

5.

-

\*

	19	20 29	30 39	40 49	50	
:	48	168	99	16	13	344
)	48	154	76	10	9	297
)	—	14	23	6	4	47
:	18	38	—	—	—	56
)	15	28	—	—	—	43
)	3	10	—	—	—	13
	66	206	99	16	13	400

—

\*

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[5],

« ».

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)  
)  
)  
)  
)

2030 .,

» [5]. 2015 .,

( .6), 2017 .

14

[6].

6.

2015–

2017 .\*

	( )								
		( .)	(%)		(%)		(%)		
2015	79–82	79–82	0,00	0,00	28–82	0,00	79–82	0,00	
2016	70	41	41,50	65,05	71–85	—	70 (79–82)	32,52	
2017	14	24	48,45	75,94	9	98,27	14 (70)	87,11	

\*

[6]

6

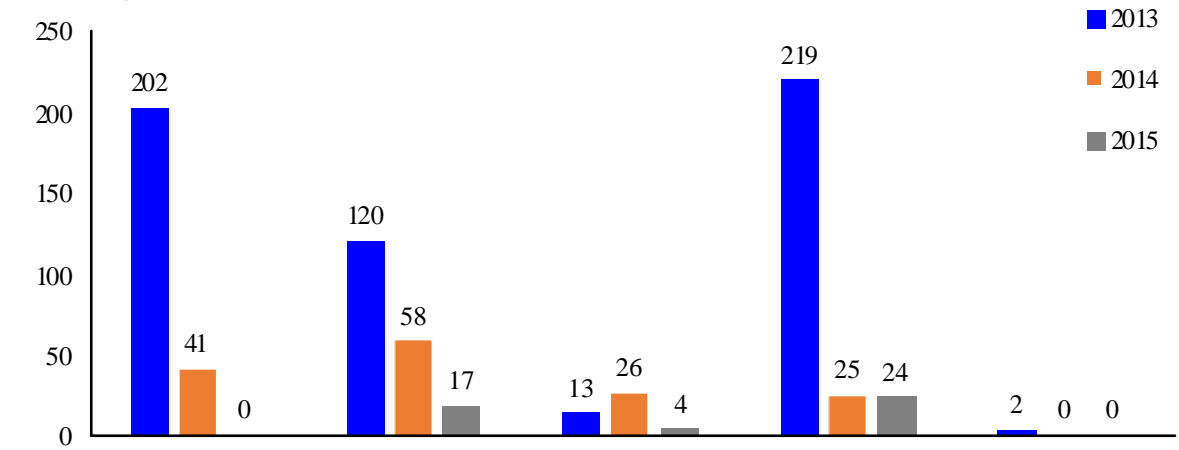
2015 2017 .

2017 .

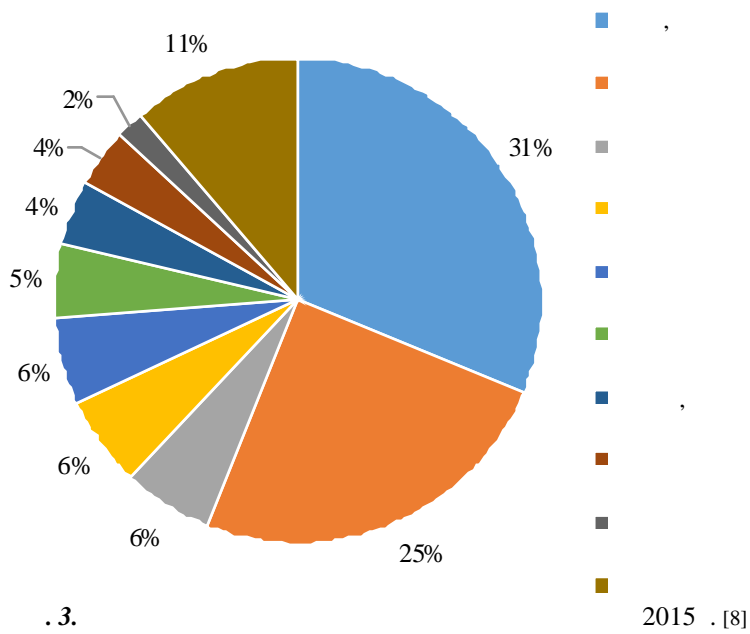
56

244

2014 ., -  
 2013 . 2015 . -  
 2015 . -



.2. 2013 2015 .[4]  
 2015 . 79,3  
 2017 . 56 % 29821,1 . . . . 38 % 26 . ( 2016 .—  
 2016 . (47758,54 . 2017 . 15 ( 2016 .—  
 23 .) . IV 2017 . 17 .) .  
 13751,2 . . . ( 2016 .—26484,62 . . . . ), —16069,9 . . . . (2016 .  
 —21273,92 . . . . ) [8].



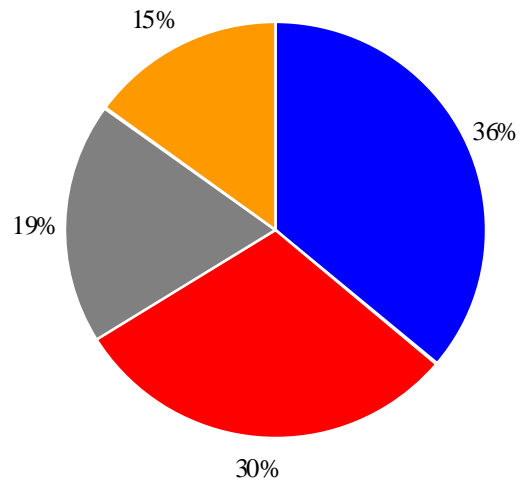
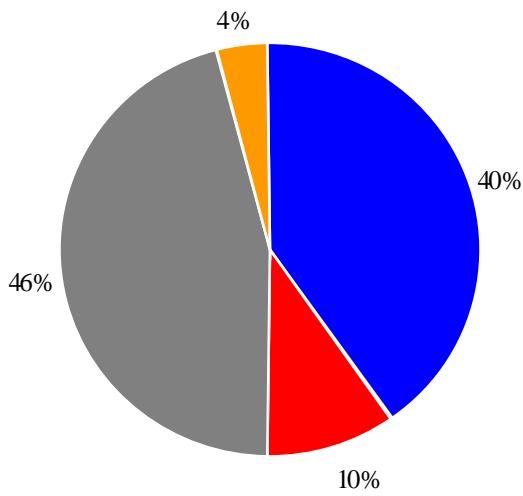
.3. 2015 . [8]  
 245

2017 . \* 7. — 2016-

	2016 .		2017 .	
	.,	,%	.,	,%
	13 904,90	29,1	9 606,51	32,2
	4 116,95	8,6	4 956,07	16,6
	17 621,83	36,9	4 184,09	14,0
	1 513,34	3,2	3 305,70	11,1
	4 428,89	9,3	2 920,05	9,8
	6 172,63	12,9	4 848,68	16,3

\* [8]

2017 .  
 40% ( 2016 . — 33%),  
 5%).  
 — 36% ( 2016 . — 22%),  
 2016 . — 42%),  
 46% ( 2016 . — 28%),  
 — 10% ( 2016 . —  
 — 19% ( 2016 . — 21%)( .4).  
 — 30% (



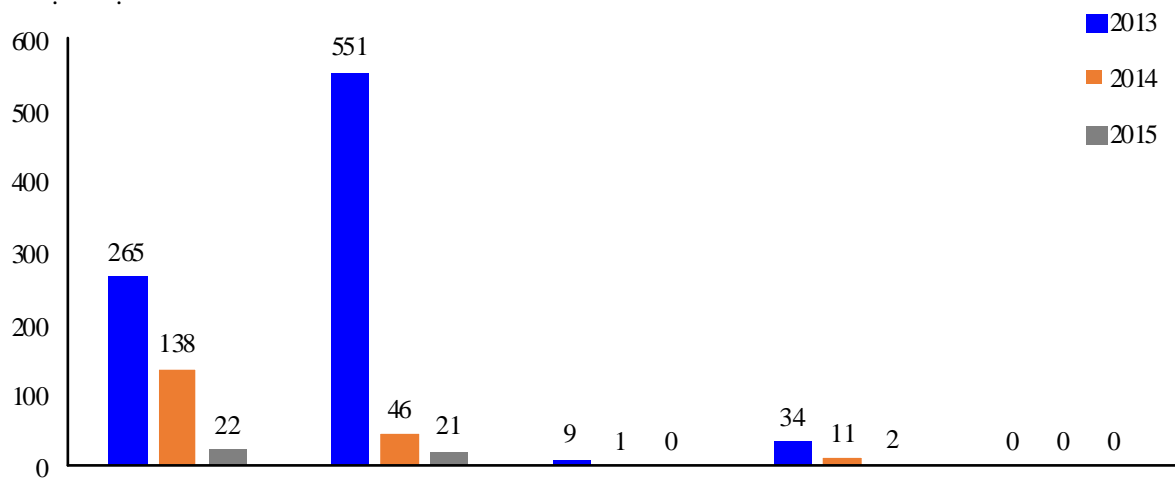
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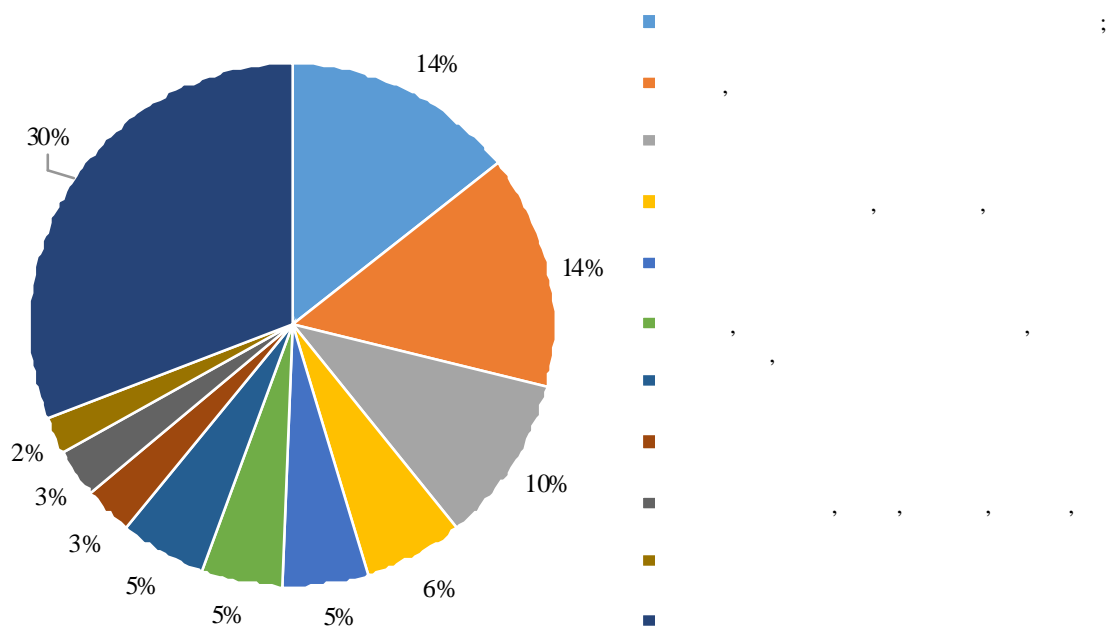
2017 . ( [8])

9,1 . ( .5) 2013 . 2015 .  
 6.





. 5. 2013 . 2015 . [4]



. 6. 2015 . [4]

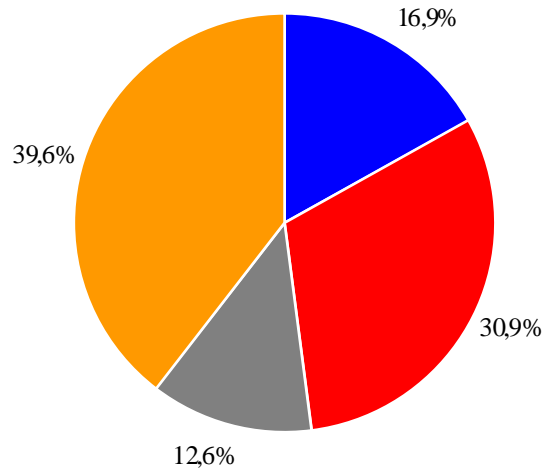
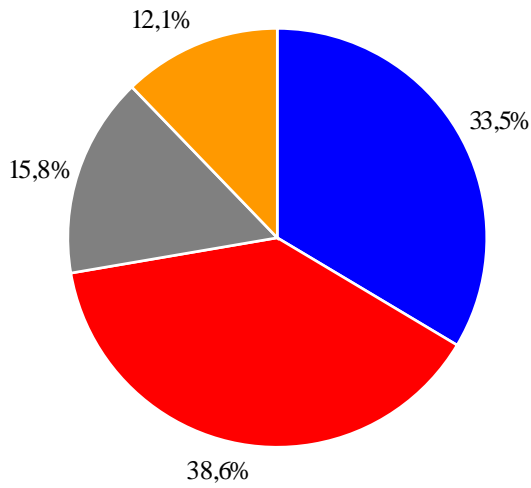
2017 . 63407,23 . . . 2017 .  
 52 ( 2016 .— 49 ).  
 - 2017 . 35189,96 . . . ( 2016 .—43041,43 . . . ),  
 —28217,27 . . . ( 2016 .— 23993,71 . . . ).

33,5 % ( 2016 .—46,8 %) 38,6 % ( 2016 .—36,4 %),  
 ( 2016 .—5,8 %). 2017 . —15,8 %  
 —16,9 % ( 2016 .—13,4 %), —30,9 % ( 2016 .— 58,6 %),  
 ( 2016 .—4 %) ( .7). —13,6 % ( 2016 .—8,5 %), —12,6 %

2017 .\*

	2016 .		2017 .	
	’	%	’	%
	12 536,60	18,7	17 328,58	27,3
	5 312,73	7,9	11 115,85	17,5
	9 043,63	13,5	9 188,54	14,5
	2 552,77	3,8	5 122,70	8,1
	4 670,74	7,0	3 609,10	5,7
	32 918,68	49,1	17 042,44	26,9

\* [7]



.7.  
2017 . (

[7])

2017 . 19% 2016 . 2017 . 93228,33 .  
 19276,6 . . 2016 .—  
 57). ( 52%,  
 —48%. : (21,7%), (16,4%), (15,8%), (10,3%), (5,5  
 %). 2017 . 69,7%  
 2018 . — 23836,00 . . , — 56483,58 . . , —  
 80319,58 . . ( .9).  
 2015 . 2018 . (« .10). »

9.			
	2016 .	2017 .	2018 .*
	( . . . )	( . . . )	( . . . )
	114 793,69	93 228,33	80319,58
	47 758,54	29 821,1	23836,00
	67 035,14	63 407,23	56483,58

\* [7]

10.							
		2015 .			2018 .*		
		( . . . )			( . . . )		
	2015	110,06	0	110,06	1359,8	1041,7	318,1
	2016	237,39	3,95	233,45	424,76	399,45	25,31
	2017	486,38	0	486,38	181,95	134,7	47,26
	2018	870,5	0,02	870,48	55,28	49,52	5,76

\* [7]

96 %, 2015 . 2018 ., 87 %, -

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2. . . . / . . . // . — 2016. — 4 (70). — 268–273.
3. — 21 2014 . N 6- [ . . . ] // : base.garant.ru/70618342/#ixzz5qfH3KKd ( : 24.02.2020).
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