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FACTORS OF FORMATION AND DEVELOPMENT TRENDS OF THE LOCAL RUSSIAN MARKET OF ELECTRICAL PRODUCTS

The purpose of the research is to systematize the factors of formation of one of the directions of the market of industrial goods, namely, the market of electrical goods. Many works by both domestic and foreign authors, who present different points of view and approaches to the study of this phenomenon, are devoted to the functioning of local markets. The market of industrial goods and its component — the market of electrical goods—occupies its place among the local markets of the Russian Federation.

External and internal factors of this market formation are considered, and dominant factors are highlighted. External, uncontrolled factors have a significant impact on the formation and implementation of the strategy of enterprises participating in the local

market. Internal, controlled factors, in turn, are divided into stable and changing. Internal factors allow local market participants to respond to external factors in a timely and adequate manner and minimize their negative impact.

The current state of the Russian local market of electrical goods is characterized by the import dependence of some Russian manufacturers of electrical goods on separate product groups. The market is also characterized by growth, which is due to the strategic importance of this product for other sectors of the economy.

Modern trends in the development of the market of electrical goods are identified and analyzed, including the analysis of the structure and volume of production of electrical products in the context of domestic production and import revenues for selected groups of goods. The structure and dynamics of export deliveries of electrical goods are also analyzed in the context of the selected groups of goods and recipient countries.

Keywords: local market, electrical goods, demand, supply, import, export.

[1].

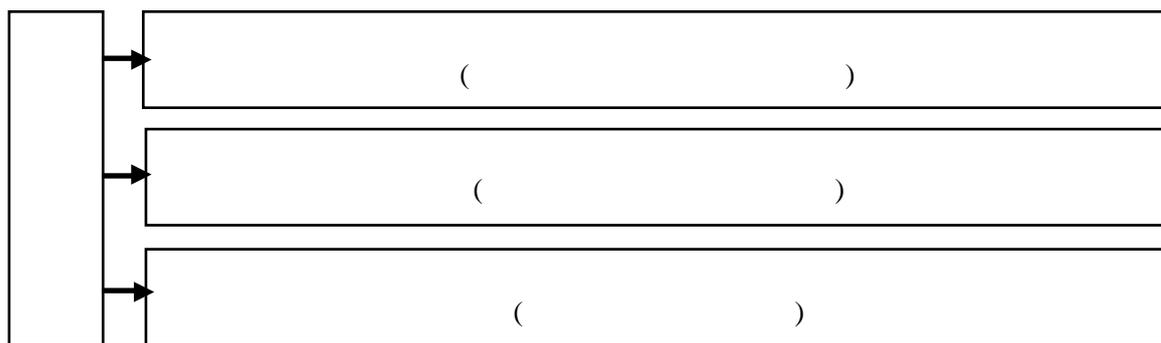
[2]. [3]

[4],

[5], [6], [7], [8]

[9]. [10]

() ()



. I. ([10].

9,3 %, 2019 — 2016 — 6,5 %,

50 %

2018 8–10 18 %, 36–45 %.

2017–2019 . (. 1).

I.

2017–2019 ., % *

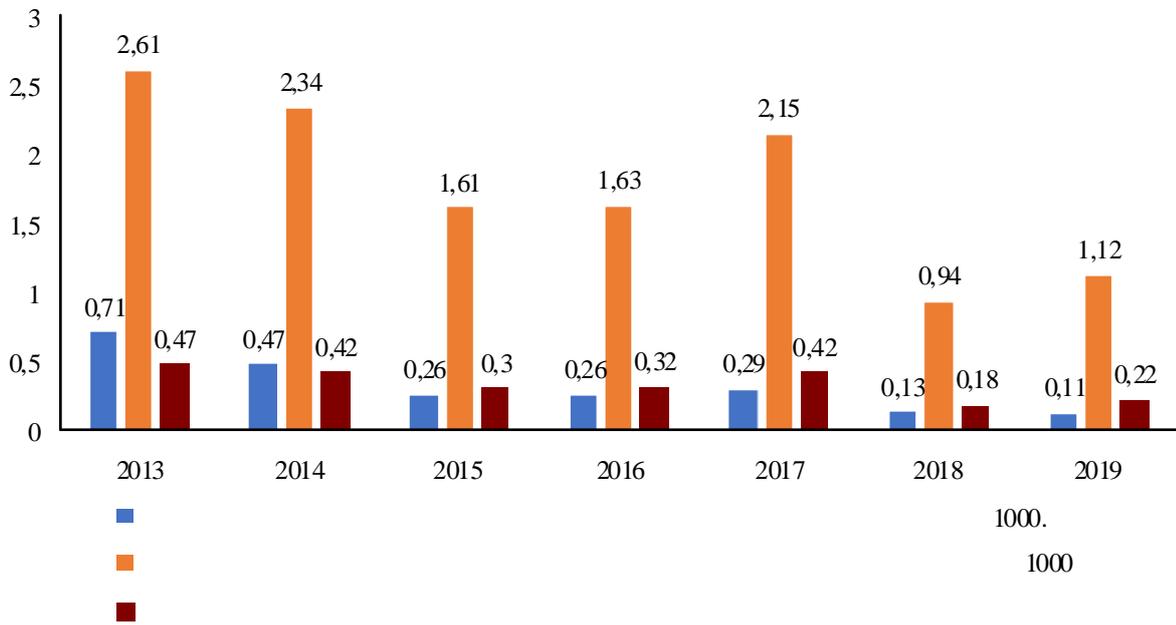
	2017	2018	2019			%	
				2018-2017	2019-2018	2018-2017	2019-2018
1	2	3	4	5	6	7	8
	96,6	101,1	102,9	4,5	1,8	4,66	1,78
	94,6	100,1	104,7	5,5	4,6	5,81	4,6
:	88,9	103,8	90,2	14,9	-13,6	16,76	-13,1
,	92,1	99,0	89,3	6,9	-9,7	7,49	-9,8
	91,5	97,0	129,4	5,5	32,4	6	33,4

* [13]

2017–2019 . 2019 1,8 %, 4,6 %. 2019 -9,7 %.

« » [14]. 750–110 (20 %). (80%),

2013–2019 . (.2).



.2. 2013–2019 ., [13]

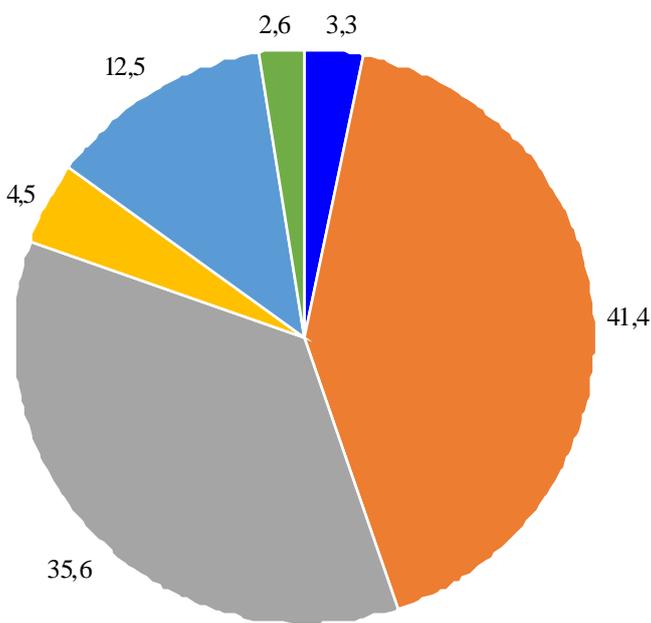
1000. , 2017 29,1 % 2016 2,86 16,5 %.

0,18 — 2018 , 0,22 — 2019 ., 0,4 .

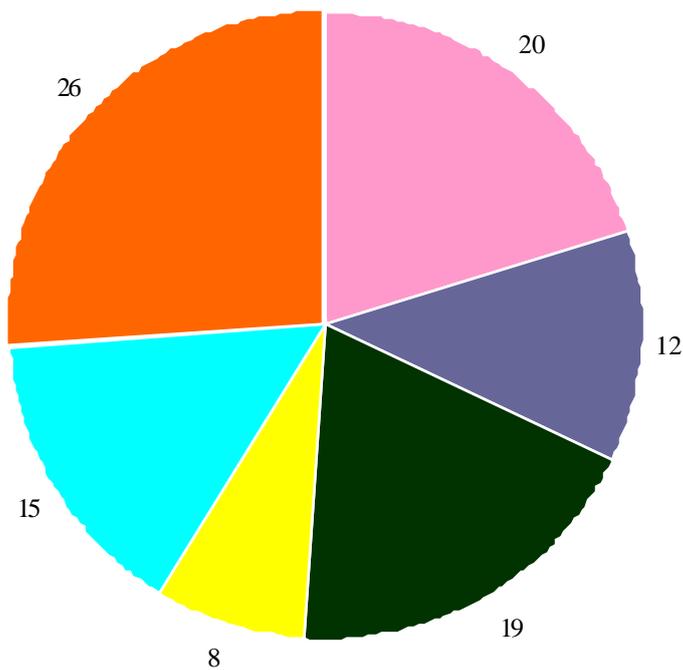
2019 , « 2019 1000 » — 77 % (.3).

1,7–2,2 % [16].

16 %. (.4).

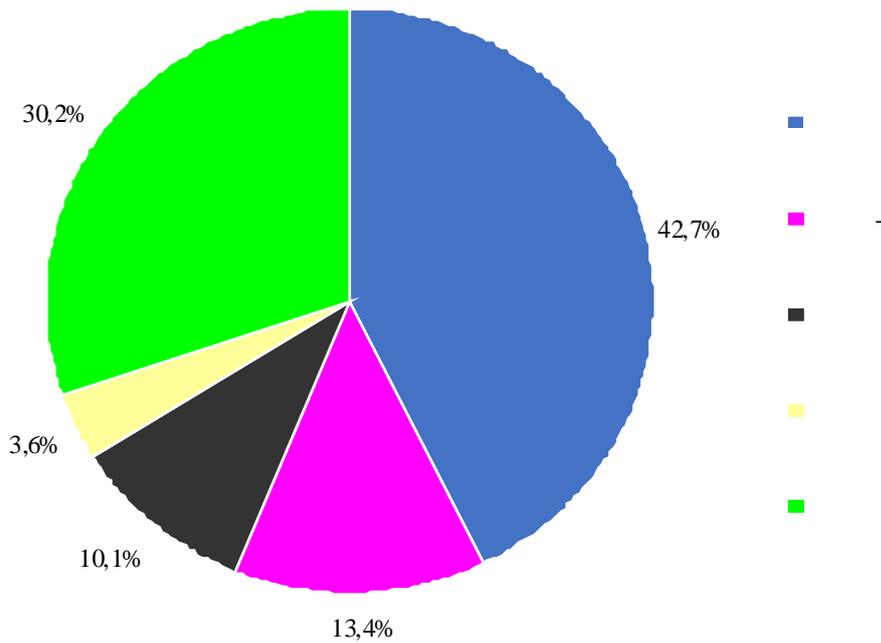


. 3. [15]



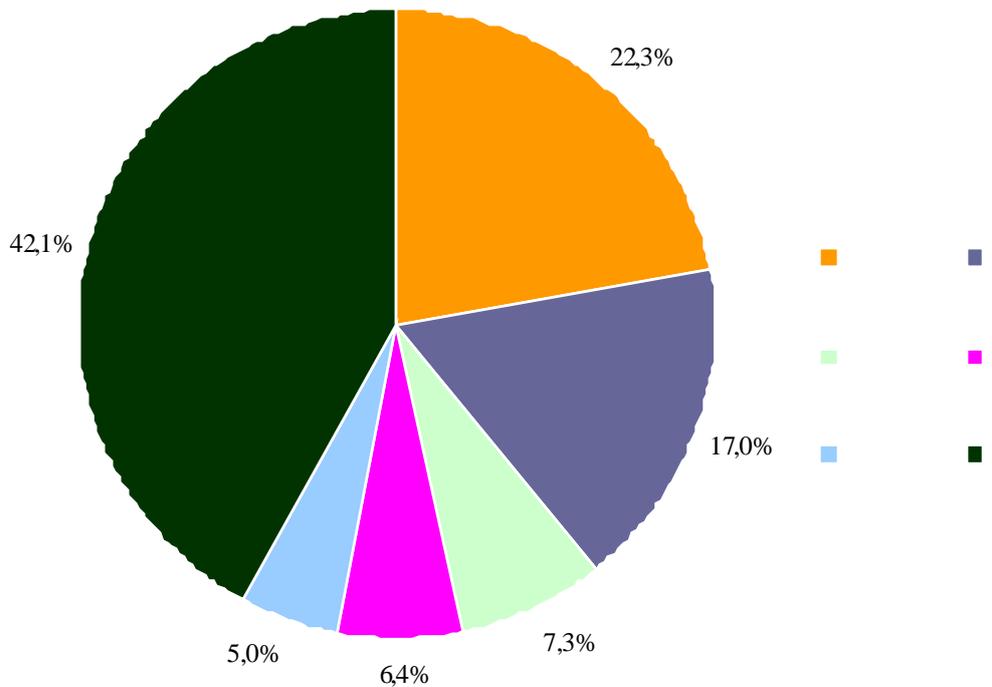
. 4. [16]

2019 , — 20 % , — 12 % , — 19 % , — 8 % , — 15 % , — 26 % . (. 5) .



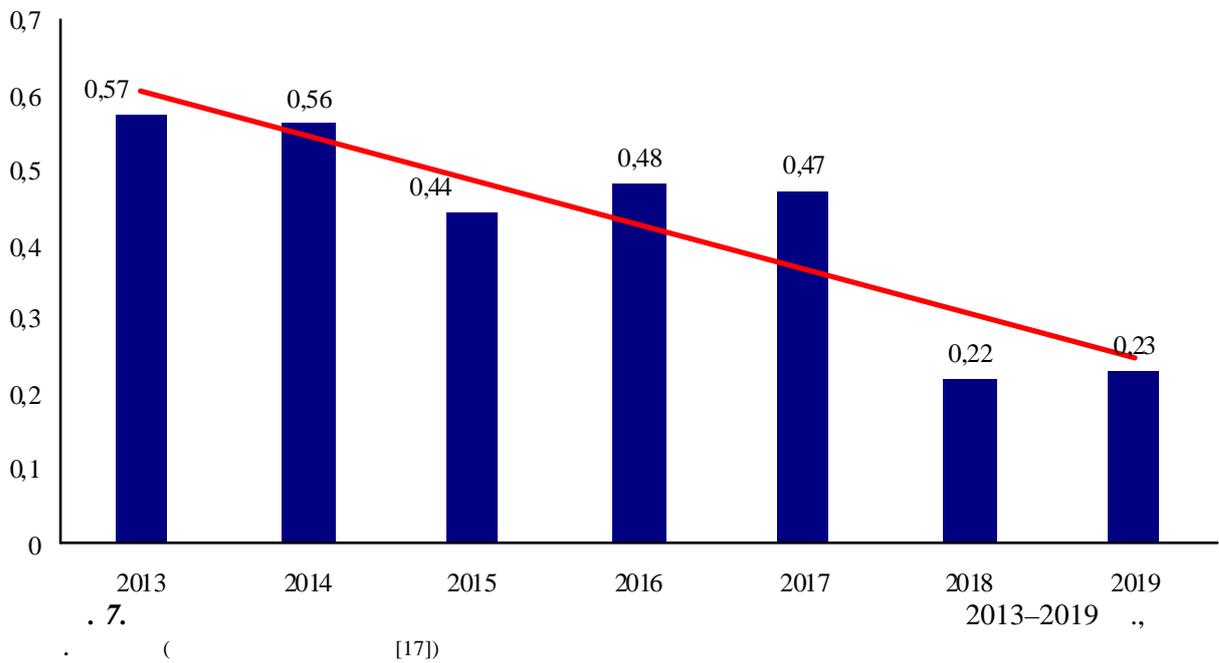
5. , % ([16] 2019 . -

1000 . 6 2019 . (%) , -
 22,3 %, — 17 %, — 7,3 %, — 6,4 %, — 5 %, — 42,1 % .
 2018 . , 66,1 % 2018 . , 58 % 2019 . ,



6. , % ([16] 2019 . -

Schneider Electric, ABB, Legrand, IEK, EKF, TDM. Siemens [16],
 13 19 %
 » (.) . : « » , « » «
 (.) . 2019 ,
 1000 496 [17]. 2013–2019 .,
 (. 7).



7, , 2017 0,47 , 1,6 %
 2016 ., 2018 . 2,1 % ,
 4 % (3,7 %).
 1000 , (33,5 %)
 1000 , (37 %),
 70,5 % (. 8).
 (8,2 %). 2019 (23,3 %) , (22 %)
 (. 9).

2018–2019 . ,
 , 2019
 137

16. — 4. — : www.marketelectro.ru/magazine (: 08.09.2020).
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