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## ***ПЕРШИЙ КРОК У НАУКУ***

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## MARKET DEMAND AND ELASTICITY

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Demand shows the quantity of product, that people can and want to buy for this price. Demand determined by the solvent needs of buyers. It graphing, that shows such quantity of product, that needs demand at different prices and such quantity that consumers will buy at different prices.

Elasticity is the ability of product to change the demand, depending on price or income.

The problem of demand affected the market of Ukraine too. This problem becomes more relevant nowadays, because firstly we have the difficult political situation, for example. Russian products are prohibited, although Ukrainians always could buy them and they were popular. Now Ukraine try to search ways to access to new markets and we should not lose our role there. Since the crisis is the normal theme, being in such situation, other countries have a good chance to offer as much as possible their products for available prices and take a good position. During the time, when Ukraine is in a difficult situation and instead put more money in producing our native products, we just waiting for a good times.

Foreigners have more advantages in the market, because they know more how to offer their goods and attract buyers for beautiful advertisements, and of course for the good quality of product.

In recent years, Ukraine is enough raised the price of the proposed product, it enhance the problem of demand. But the grain harvest will not allow us to feel the deficit of bread. Here Ukrainians are able to buy it, but when it comes to dairy products or pork, not everyone can afford.

For example, according to statistics, Ukrainians average drink about 10 liters of juice per year, and Europeans - 30 liters. This suggests about the low income of Ukrainians. So, producers of juice in Ukraine are trying to attract more customers and make more and more various new juices, new names, new tastes. But all the same people are used to buying something that is more popular and what do they believe. So, demand for Ukrainian products in this situation, too, falls. Elasticity falls under the influence too.

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