

INNOVATION, SOCIAL AND ECONOMIC CHALLENGES

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The International Scientific Online Conference on "Innovation, Social and Economic Challenges" focuses on developing comprehensive solutions to complex issues spanning international economics and globalization, national economic governance, innovation in marketing and management, the economic and societal dimensions of innovation, information technology, and environmental economics. It targets researchers, doctoral candidates, students, business professionals, members of public organizations and academic institutions, and a broad audience interested in these topics.

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UPGRADING THE COMPANY'S BRAND: HEALTHY TRENDSETTING IN THE TASTES OF THE TARGET AUDIENCE¹

In the modern world, more and more consumers are switching to a healthy diet. Thanks to the new trend of a healthy lifestyle, the prospects of the natural sweets market in Ukraine have been developing rapidly since 2016 [79]. The above significantly impacts the country's reputation among the world community. The methods and methodology of the papers [1-7,9-78,80-133] were used for this investigation. Every year, the demand for traditional factory-made pastries and cakes significantly decreases due to the growing popularity of do-it-yourself confectionery. Customers are attracted by the variety of flavors, designs, and the ability to create a cake according to their idea. Nowadays, originality has a great competitive factor over factory products. An individual order is created personally for an important event and has no analogs on the market. A special difference between MOCO Bakery and other city establishments is the individual production of sugar-free desserts to meet the needs of consumers with diabetes, as well as athletes and children. The confectionery team creates products according to their professional recipes while maintaining an identical look. According to Ukrainian statistics, healthy eating advocates most often buy fruit-based sweets. The target audience for these products is women aged 23-50. Young mothers also buy natural sweets for their children to improve their nutrition. Natural products are expensive. They are bought by wealthier people who are health-conscious. These include businessmen, athletes, and people allergic to food coloring. In Sumy, the market segment of custom-made desserts is considerably large, including confectioners working at home and confectionery studios. The advantage of custom-made desserts is not only the design but also the delivery services and ordering through shopping sites. A

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delicious candy for morning coffee, a piece of chocolate in the afternoon, and tea with cookies before bed. The constant desire to eat something sweet is a common story for many people. The need for sweets increased during the war, as many people want to "eat away" their worries due to the increased level of stress and anxiety. The biggest problem is that such eating habits are becoming the norm, and people do not see a problem in the constant consumption of large amounts of sweets. It is about effects of sugar on the human body and how to stop eating sweets. Sugar consumption increases anxiety and stress reactivity, which leads to more anxiety. The authors of [8] found that sugar can increase the risk of mood disorders in both men and women. Sugar consumption causes sudden spikes and drops in blood sugar levels, which cause irritability, nervousness, and moodiness, negatively affecting anxiety.

The trend for sugar-free desserts has always been relevant, but not widely promoted. As a result, home confectioners began experimenting for their pleasure. By 2023, the popularity of "sugar-free desserts" will have entered the European market and is in demand. After all, the latest trends in eating "healthy food" are not only popular but also healthy. Healthy eating increases the level of well-being of the population. European stores have been selling sugar-free products for 4 years now. After all, they carefully monitor the products they use. The trend towards BIO products is gradually filling the Ukrainian market as well. Professional confectioners have already learned how to make their masterpieces without any difference from the original. The target audience always pays attention to new products, because a good name and an interesting product description make you want to try it. The authors' analysis of taste preferences of Moco bakery customers confirms that products that look identical but are patented as "sugar-free" increase interest because the customer believes that it is "healthy food" and they do not notice any difference in taste. A significant advantage of these sweets is the absence of addiction because sugar affects people like a drug. As for sugar substitutes, they are less harmful to the body, but abuse also leads to addiction.

Also, a big advantage of healthy trendsetting is the extension of the dessert line to people with diabetes, because due to sugar substitutes and rational recipes, they can afford such desserts. Or people who have a predisposition to the disease and are trying to avoid it. Healthy eating is not

only fashionable but also useful. Because everyone wishes to have a healthy body and good health.

Moco Bakery follows trends and improves various areas of business every year. According to their research, they made recommendations for service improvement. It was concluded that the confectionery needs to pay considerable attention to the aggregation of social networks, the introduction of quality content, and communication with the client through special offers, etc.

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