

# MARKETING APPROACH IN THE STUDY OF PROFESSIONAL COSMETICS FOR HAIR ON THE UKRAINIAN MARKET

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**Introduction.** To achieve "market orientation" of the company and create favourable conditions for entrepreneurship and innovation need to use marketing. Market Analysis allows you to collect and analyse information.

**Aim.** The aim of our work was to study the current trends in professional cosmetics and make recommendations to increase conservation or part in the target market.

**Materials and methods.** Information materials of the scientific literature, statistical data. Analytical, statistical and marketing research methods are used.

**Results and discussion.** The modern consumer wants to see in a cosmetic product for hair many properties in one package. Only cleaning properties lack. This situation provokes manufacturers to increase product range and creation of new positions, which include professional products. As of 2016 cosmetic hair care products leading position among all the cosmetics, namely 17% of the market. We see rapid growth in demand and increased supply as a result. Thus, the increase of the market of perfumery and cosmetics is 4% for 12 months. Today, the ukrainian market of perfumery and cosmetic products for hair care can be described as: 60% are imported products. Also the relatively high price compared with domestic, not reduce demand. Ukrainian products occupy 40% of the total market and have a price range below middle. The reason for this is the lack of financing of advertising budget Ukrainian producers and public opinion that the imported product identifies a quality product. Ukrainian companies are different from foreign companies. The first compete in price, and the second - give considerable attention to branding, they develop a marketing policy. Ukrainian market of professional cosmetics for hair care is parted between foreign companies. American professional hair care occupies a significant part of the market Ukraine - 30% and represented by such trademarks as Global Keratin, Brazilian Blowout, Tibolli, Keraorganic, Max Blowout, Joico. Equally market share (30%) is a Brazilian cosmetics, represented by such brands: Agi Max DNA, NutriMax, Cadiveu, Honma Tokyo, Inoar, Korban Prof. Next are manufacturers of Italy, France and Japan - each has 10% market share of professional cosmetics for hair care. In addition, sales of products of Japanese companies is rapidly increasing. The reason is the over saturation European and American agents who have become common. Also Japanese companies have advantages. They invest more money in research and development than advertising. Israel and Spain occupy 5% of the Ukrainian market.

**Conclusions.** Thus, it is established that the Ukrainian market of cosmetic products for hair care professional destination is 100% occupied by foreign manufacturers. For Ukrainian producers enough prospects on the market.