

COMMODITY ASPECTS IN RESEARCHES OF SPORTSMEN NUTRITION AS PHARMACY GOODS OF SMALL ASSORTMENT

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In recent years the domestic Ukrainian market is very rich in products for sportsmen, namely imported special nutrition and produced domestically. Ukrainian consumers pay attention to the quality and effectiveness of these products, because we want to be beautiful, healthy and slim.

The objective: from commodity standpoint to analyze purpose, range and consumer properties of sport nutrition products in the domestic market as pharmacy goods of small assortment.

Sport nutrition is special group of foods produced mainly for people of active lifestyle and exercise. Today it is widely used by professional sportsmen and ordinary sport fans. In Ukraine this kind of production is related to foodstuff or nutraceuticals.

Sport nutrition is usually classified as following: high-protein foods, carbohydrate-protein mixtures, aminoacids, nitric oxide donators (NO-formulas), fat burners (for example, L-carnitine), special means, creatine, anti-catabolics (BCAA (Branched-chain amino acids), phosphatidylserine), substances increasing testosterone levels, strengthen joints and ligaments, vitamins, minerals, vitamin-mineral complexes, energetics and isotonics.

In today market of sport nutrition there are many companies producing this type of products. We have analyzed and specified the most popular and claimed manufacturers of foodstuff for sportsmen in the Ukrainian market. Rate of manufacturers of sport nutrition is the following: Multipower (Germany) - 21%, Twinlab (USA) - 13%, Prolab (USA) - 10%, Optimum Nutrition (USA) - 10%, Weider (USA) - 6%, Ironman (Russia) - 4%, other manufacturers - 36%. Domestic company Delmas existing for 21 years in Ukraine produces now more than 50 kinds of sport nutrition products under the brand name "Vansiton".

Our studies have shown that the presence of domestic manufacturers of sport nutrition is very poor and most of products are from the United States and Europe. The results indicate the potential for further expansion in the production of these products.

High-quality food additives are good means to maintain sportive form, health and to achieve sportive goals.