

UDC: 339.138:330.123.4:502.13

DOI: 10.60022/3(4)-6S

Dankeieva OksanaCandidate of Economic Sciences, Associate Professor
National University of Food Technologies, Ukraine**Данкєєва Оксана Миколаївна,**

кандидат економічних наук, доцент, доцент кафедри маркетингу

Національний університет харчових технологій, Україна

ORCID: 0000-0002-1314-2775

Strashynska LarysaDoctor of Science in Economics, Professor
National University of Food Technologies, Ukraine**Страшинська Лариса Володимирівна**

доктор економічних наук, професор, професор кафедри маркетингу

Національний університет харчових технологій, Україна

ORCID: 0000-0002-5345-0609

Zakrevska LiudmylaCandidate of Economic Sciences, Associate Professor
National University of Food Technologies, Ukraine**Закревська Людмила Миколаївна**

кандидат економічних наук, доцент, доцент кафедри маркетингу

Національний університет харчових технологій, Україна

ORCID: 0000-0002-6145-6613

INCORPORATING SUSTAINABLE/ECO-FRIENDLY PRODUCTS INTO THE RETAIL ASSORTMENT STRATEGY IN RESPONSE TO EVOLVING CONSUMER DEMAND

Abstract. *The full-scale war has radically transformed the lives and consumer priorities of Ukrainians, compelling retail businesses to update their assortment policies by focusing on new trends and consumer needs in an environment of uncertainty. Numerous studies indicate that modern consumers increasingly choose goods that align with their values: personal health, ecology, animal welfare, transparency, trust, and support for Ukrainian producers. Consequently, “green” products are gaining particular relevance and represent a key contemporary trend. The purpose of this article is to define the steps and key aspects for the successful integration of “green” products into the assortment policy of retail. As a result of generalizing the obtained data, the steps, key aspects, and strategic decisions for the successful integration of “green” products into retail assortment policies were determined. Furthermore, the experience of leading domestic retailers in applying the “green” trend to their operations was described. This analysis revealed that the “green” trend encompasses not only the product range but also comprehensive ecological solutions aimed at reducing the operational impact on the environment, which positively influences consumer demand in these chains. The main “green” trends integrated into retail both before and after the full-scale invasion were presented, including measures for supporting consumer demand.*

Keywords: “Green” products, consumer demand, retail, assortment policy, retail chains.

ІНТЕГРАЦІЯ «ЗЕЛЕНИХ» ТОВАРІВ В АСОРТИМЕНТНУ ПОЛІТИКУ РИТЕЙЛУ У ВІДПОВІДЬ НА ЗМІНИ СПОЖИВЧОГО ПОПИТУ

Анотація. *Повномасштабне вторгнення росії в Україну кардинально змінила життя та споживачькі пріоритети українців, що змусило ритейл удосконалювати асортиментну політику, орієнтуючись на нові тренди та потреби споживачів в умовах невизначеності. Численні дослідження показали, що сучасні споживачі обирають товари, які відповідають їхнім цінностям: власне здоров'я, екологія, добробут тварин, прозорість, довіра та підтримка українського виробника. Саме тому,*



«зелені» товари набувають особливої актуальності та є ключовим сучасним трендом. Метою статті є визначення кроків та ключових аспектів успішної інтеграції «зелених» товарів в асортиментну політику ритейлу. В дослідженні визначено, що «зелені» товари трансформують купівельні звички, відповідають ситуації на ринку і вигідно інтегруються в асортимент ритейлу, роблячи його привабливішим для покупців та оптимальним для бізнесу. Встановлено, що наразі спостерігається підвищений суспільний інтерес до, так званого, «зеленого» тренду – екологічно відповідальних рішень щодо товарів, послуг, технологій та бізнес-практик. Наведено основні чинники зростання попиту на екологічну продукцію. У результаті узагальнення отриманих даних визначено кроки, ключові аспекти та стратегічні рішення для успішної інтеграції «зелених» товарів в асортиментну політику ритейлу. В статті описано досвід провідних вітчизняних ритейлерів у напрямках інтеграції «зеленого» тренду в їх діяльність, та визначено, що «зелений» тренд включає не лише асортимент, а й комплексні екологічні рішення для зменшення операційного впливу на довкілля, що позитивно впливає на споживчий попит в цих мережах. Наведено основні «зелені» тренди, які інтегрувалися в ритейл до та після повномасштабного вторгнення з урахуванням заходів щодо підтримки споживчого попиту. Доведено, що споживчий попит є визначальним в інтеграції «зелених» товарів в асортиментну політику ритейлу. Підсумовано що для успішної діяльності ритейл повинен не просто реагувати на попит, а проактивно адаптувати свій асортимент, мерчандайзинг та сервіс, враховуючи багатогранний і мінливий споживчий попит.

Ключові слова: «зелені» товари, споживчий попит, ритейл, асортиментна політика, роздрібні мережі.

Formulation of the problem. The full-scale war has significantly altered the lives of Ukrainians, compelling them to re-evaluate priorities not only in their personal lives but also in consumption and product usage. This forces retail businesses to change their approaches to reviewing and improving assortment policy, focusing on new trends, shifted values, and an understanding of consumer needs in an environment of extreme uncertainty for all market participants.

Numerous studies conducted by both retailers and research organizations indicate that modern consumers are choosing products that align with their values, such as: personal health, ecology, animal welfare, transparency and trust in goods, and support for "green" products grown or manufactured in Ukraine. Therefore, one of the contemporary trends in consumer demand is the so-called "green" products, which are transforming purchasing habits, corresponding to the market situation, and successfully integrating into the assortment of modern retail, making it more appealing to the consumer and optimal for the retailer.

Analysis of recent research and publications. Modern trends in the assortment policy of domestic retail are a subject of scientific interest for a number of leading domestic researchers. O. Chyhryn [1] studied the definition of the "green" consumer profile for the formulation of corresponding marketing strategies. S. Kovalchuk [2] investigated how retail adapts to global changes and how to find a balance between eco-friendliness, efficiency, digital technologies, and an emotional connection with customers. The authors I. Taranenko, A. Mostova, and H. Shcholakova [3] in their research, identified the specific impact of green marketing tools, particularly EU eco-labeling, on consumer behavior and substantiated the possibilities for the effective implementation of green marketing practices. M.V. Zavyalova, N.V. Romanyuk, and G. V. Kovbas [4] examined the interrelation between marketing product policy and the increasing consumer demand for products and services that promote a healthy lifestyle within the creative economy. The article by Yu. Zaika and T. Irikh [5] conducted a comprehensive analysis of the competitive environment in the retail sector, as well as considering key market trends. L. Stepasyuk and V. Starominsky [6] proposed and substantiated modern trends in the development of chain retail, considering the specifics of its operation during global crises and war. V. Zhurilo and L. Shatalova [7] dedicated their research to the strategic analysis of the competitive environment in the organic products market of Ukraine, where they determined that, amid the intensification of environmental problems caused by human economic activity, the level of consumer eco-awareness increases. The article by O. Pavlenko, Rozmaryny, and S. Chaban [8], analyzed the problems and prospects of implementing ecological brands in Ukraine.

Considering the significant contribution of previous research on this subject matter, a relevant task for retail's assortment policy in conditions of extreme uncertainty is to account for consumer demand when integrating "green" products into the assortment policy.

The purpose of this article is to define the steps and key aspects for the successful integration of "green" products into the assortment policy of retail.

The main material presentation. Assortment policy is a key and purposeful activity of retail, the main goal of which is to select, ensure, and constantly maintain an optimal set of product groups, types, and

varieties that must accurately correspond to real consumer demand and socially necessary needs.

Numerous studies of consumer behavior and their motivations have shown that it is critically important for retail to understand that consumer demand is formed under the influence of an extremely wide spectrum of factors, consisting not only of external factors, such as the economy or trends, but also of deep individual characteristics—worldview, upbringing, and innate buyer traits.

Accordingly, the purchase decision-making process in retail is also constantly under the influence of:

- Psychological and personal factors, such as motivation, perception, and attitude;
- Sociocultural and situational influences—family, reference groups, and the moment of purchase;
- The complex of marketing strategies applied by both producers and, most importantly, the retailers themselves.

This list of factors influencing consumer demand should be supplemented by knowledge of the specifics of Generational Theory – one of the effective tools for understanding the motivations and behaviors of consumers belonging to different generations.

According to this theory, formulated by American scholars W. Strauss and N. Howe in the last century, people born within a specific time frame and having experienced characteristic events of that era (war, crisis, economic or cultural boom, etc.) share similar life views and socio-psychological characteristics that influence their market behavior [9, p. 14]. The concept suggests that such a similarity in life values shapes corresponding consumer habits, attitudes toward purchases, use of technologies, and brands. In the opinion of [10, p. 78], this provides the ability to predict consumer behavioral patterns and preferences.

As is known, satisfying consumer demand occurs by providing target segments with goods that meet their needs, requirements, values, etc. According to the conclusions of research conducted by leading research organizations [11-13], there is currently an increased public interest in the so-called "green" trend – environmentally responsible solutions regarding goods, services, technologies, and business practices. This trend encompasses a wide range of products – from organic food to renewable energy.

According to researchers [14-19] the demand for ecological products is growing due to three main factors:

1. Growing Environmental Awareness in Society – explained by the increased desire of consumers to live in accordance with the principles of sustainable development and to minimize their own negative impact on the environment.

2. Economic Benefits – although "green" technologies may require initial investment, they often provide long-term economic efficiency (for example, through energy savings).

3. Government Support – governments actively stimulate the development of ecological business through the provision of relevant subsidies and special programs that promote this development [14].

"Green" products are goods that, throughout their entire life cycle, from production to disposal, have a minimal negative impact on the environment and human health. The most reliable indicator of this claim is the presence of eco-labeling: in Ukraine, this is the "Green Crane", and in EU countries, the "European Ecolabel", Organic, and so forth. This labeling confirms that the product complies with specific environmental criteria established by independent certification bodies, and also indicates that these goods differ from others. These goods differ from others in the following ways:

- Composition and Raw Materials. They are made from natural, organic, renewable, or recycled materials, and do not contain harmful chemicals, toxins, aggressive pesticides, or GMOs;
- Production, which occurs with minimal consumption of natural resources, utilizes renewable energy sources, and involves the minimization of production waste;
- Use of minimalistic packaging made from easily recyclable materials, with labeling information indicating the possibility of recycling;
- They have the property of being reusable, biodegradable, or recyclable after use [15; 21].

For the successful integration of "green" products into retail's assortment policy—an important and multifaceted process reflecting the growing demand for environmentally friendly and sustainable products—it is advisable to introduce the following steps with their inherent strategic decisions (Table 1).

Table 1

Steps and Key Aspects for the Successful Integration of "Green" Products into Retail Assortment Policy

Steps	Key Aspects of Successful Integration	Strategic Integration Decisions
Selection of the Integration Strategy	Assessment of Demand for «Green» Products	Conducting research to understand the target audience's readiness to purchase "green" products and their priorities: organics, recyclable packaging, local production, etc.
	Setting Integration Goals	Increasing the share of "green" products in the overall assortment to a retailer-defined percentage.
	Defining the Role of Integration	Making eco-friendliness a central part of the retailer's overall strategy.

Continued from Table 1

Assortment Formation	Ecological Procurement Criteria	Developing clear supplier requirements for product eco-friendliness: certification, composition, packaging, and production processes.
	Search for and inclusion of «green» products in the assortment	Inclusion in the assortment: - organic products; - products made from recycled or renewable materials; - products with minimal or ecological packaging; - locally produced goods; - products certified according to ecological standards.
	Finding the Assortment Balance	Ensuring an optimal balance between traditional and "green" products, considering price and demand.
Search for Reliable Partners who Share	Establishment of Ecological Criteria and Standards	Clear formulation of ecological criteria and standards by the retailer, namely: - clear requirements for the certification of "green" products; - defining standards regarding composition (absence of certain harmful additives), packaging, and production.
	Supplier Audit	- Conducting independent audits of production facilities to verify compliance with declared ecological practices; - searching for small local companies that often have more sustainable and craft products but require assistance with market entry; - building long-term strategic partnerships with suppliers, collaborating on improving product eco-friendliness.
	Influence on Product Ecological Characteristics	Collaboration with suppliers to improve existing products: switching to ecological packaging; replacing ingredients with organic or natural ones, etc. Risk management by planning order volumes based on accurate forecasting of demand for "green" products.
Ecological Values	System of Incentives and Accountability	-Prioritizing "green" suppliers when forming orders and concluding long-term contracts; - developing a supplier evaluation system where sustainability and social responsibility indicators hold significant weight alongside price and quality; - establishing a fair price for "green" products that guarantees supply stability and quality.
Marketing and Communication	Educational Campaigns	Educating customers about the benefits of eco-products and the impact of their choices.
	Merchandising	Segregation and special labeling of "green" products within the retail space.
	Avoiding Greenwashing	Clear and honest informing of consumers about the ecological benefits of products.
Assortment Optimization and Management	Integration of «Green» Product Indicators into Standard Assortment Evaluation	- Determining the percentage of revenue from "green" products in total sales volume; - determining the percentage of SKUs that hold recognized ecological labeling; - using analytical tools for continuous tracking of these indicators and comparing them with established sustainability goals.
	Accounting for Product Life Cycle Stages	- Replacing traditional products with those that have a better ecological profile; - introducing an internal evaluation system that assigns scores to each product based on its ecological characteristics; - developing protocols for non-liquid "green" products: transfer for charity, recycling, or, as a last resort, composting (for organics), instead of landfill disposal; - return infrastructure (for containers or packaging).
	Logistics Management	- Thorough analysis and forecasting of demand; - prioritizing orders from local suppliers, which reduces the transport footprint (CO ₂ emissions) and delivery time; - controlling adherence to the "First-In, First-Out" (FIFO) principle to minimize write-offs.
	Category Management	- Offering "green" products as an alternative to traditional ones in relevant categories; - creating clear zones or separate shelves for ecological products; - using eco-labeling in the sales area to facilitate consumer choice.

Source: developed by the authors using [1; 4-8; 14; 18]

Thus, the integration of "green" products into retail's assortment policy requires a strategic approach that balances environmental standards, consumer demand, and commercial viability.

National retail chains have been implementing the integration of "green" products into their assortment policy since the early 2010s. For instance, one of the largest Ukrainian retail chains, "Silpo," demonstrated an interest in the "green" assortment through the active development of organic and local products by implementing the "Lavka Tradytsii" (Shop of Traditions) project [19]. This ensured a broad representation of

certified organic, farm, and local products within the chain.

It is also important to note that this specific retailer is implementing not only "green" products in its operations but is also successfully developing other ecological services (Table 2).

Table 2

Directions of "Green" Product Integration in the "Silpo" Retail Chain

Direction	Integration into the Chain's Operations
Organic Products	A wide assortment of certified organic products under own import and from Ukrainian producers. Includes groceries, fresh vegetables, and fruits marked with the "Euroleaf," which signifies European organic certification.
Own Farms and Local Products	Development of own farm projects, such as «Lavka Tradytzii», supplying stores with local, often seasonal, products with a minimal logistics footprint.
Plant-Based Alternatives	Significant expansion of the assortment of vegan and plant-based alternatives, such as milk, cheeses, and meat substitutes, which contributes to reducing the climate impact associated with animal husbandry.
Ethical Coffee/Tea	Sale of coffee and tea certified by international eco- and social standards, such as Fair Trade or Rainforest Alliance.
Plastic Reduction	Gradual phasing out of single-use polyethylene bags. Introduction of reusable bags and nets for vegetables/fruits.
Waste Collection and Sorting	SilpoRecycling – a sorting station (currently in the Kyiv region) where customers can drop off sorted secondary raw materials (plastic, paper, glass).
Collection of Hazardous Waste	Collection points for used batteries in many supermarkets. Recycling is financed by the chain together with partner battery manufacturers (e.g., Panasonic, Duracell).
Energy Efficiency	Implementation of energy-efficient technologies in new and renovated stores, such as: the use of freon-free cooling, efficient LED lighting, and heat recovery systems.

Source: developed by the authors using [14-16; 19-20]

It should be noted that the "green" trend includes not only the direct inclusion of eco-products but also the ecologization of packaging and infrastructure, which is a prerequisite for a sustainable assortment policy. These initiatives often intertwine with energy efficiency and waste reduction, as this simultaneously lowers operational costs and contributes positively to the environment.

The ATB chain primarily focuses its activities on environmental solutions in the field of packaging and hazardous waste management. One of the chain's most well-known initiatives is a large-scale project for the collection and subsequent export for recycling of used batteries. Since the end of 2018, the chain has also been known for its fight against plastic. The first step in changing the assortment of packaging materials sold to customers was the introduction of bags with a special additive, d2w, for accelerated decomposition [21; 22]. Subsequently, biodegradable bags made from corn starch, marked with "Ok compost HOME," were also offered to consumers as an alternative to conventional polyethylene.

The chain offers its consumers an ecological solution in logistics for the transportation and storage of purchased goods: the use of cardboard boxes, which are fully recyclable, as an alternative to plastic crates. ATB also views conducting tree-planting campaigns in forestry areas across various regions of Ukraine as part of its environmental responsibility.

The NOVUS chain focuses on both infrastructure ecologization and assortment initiatives. In 2018, the chain marked a strategic "green" step that subsequently influenced its assortment policy and logistics: the start of construction of a "green" logistics distribution center. This center complies with the international ecological standard BREEAM and utilizes freon-free and ammonia-free cooling systems, which significantly reduce the environmental impact [23; 24].

Furthermore, at some facilities, the retailer uses more environmentally friendly gas generators instead of diesel generators in its operations. These systems simultaneously generate electricity, heat, and industrial cooling, enhancing efficiency and reducing emissions.

The NOVUS chain cooperates with recycling companies and transfers significant volumes of secondary raw materials (paper, plastic, glass) for recycling, enabling projects for waste sorting and processing. Like the other chains discussed above, NOVUS cooperates with the "Bateriyky, zdavaytes!" (Batteries, Surrender!) project and collects used power elements for subsequent processing at European factories [24].

Thus, the provided examples of "green" trend integration demonstrate that the "green" policy of Ukrainian retail includes not only the assortment but also comprehensive ecological solutions aimed at reducing the operational impact on the environment, which positively influences consumer demand in these chains.

It should be specifically noted that Russia's full-scale war against Ukraine has slowed down the speed of integrating "green" products into assortment policies but has accelerated the localization trend and made

energy and logistics resilience a new key dimension of the domestic retail's "green" policy. Table 3 presents the main "green" trends that were integrated into retail before and after the full-scale invasion, taking into account measures to support consumer demand.

Table 3

Change in "Green" Trends in Domestic Retail, Considering Measures to Support
Consumer Demand During Wartime

Main Trends	Prior to 2022	After 2022	Measures to Support Consumer Demand
Main Trend in Retail Operations	Sustainable development, plastic reduction in packaging, expansion of organic products	Energy Dependency, Logistics Resilience. Support for loyal producers	Ensuring Uninterrupted Retail Operations. Ensuring the availability of basic assortment by the retailer
Eco-Products	Active expansion of premium lines; import of certified eco-products; food waste reduction.	Increase in the share of products from Ukrainian, especially small and micro, producers that meet "green" criteria.	Chains actively replace some products, including those claiming "greenness" (e.g., phosphate-free detergents, eco-packaging), with own brands manufactured in Ukraine, which allows for control over price and origin.
Locality	Implementation of specialized niche projects (e.g., farm products).	"Ecology" of support: focus on the economic and social resilience of communities.	Comprehensive application of measures focused on information, accessibility, and value confirmation, which will help transform consumer demand for eco-products from a niche to a mass market.
Eco-Initiatives	Expansion of sorting stations, testing of bio-bags; Replacement of lighting with energy-saving LED, optimization of ventilation and air conditioning systems in new and renovated stores.	Preservation of critically important eco-programs (battery collection, basic sorting), but a slowdown in investment in new costly eco-projects. Accelerated implementation of solar panels on the roofs of stores and distribution centers.	Creating a separate, visually attractive space for eco-products in retail to facilitate consumer search. Providing additional bonuses or discounts on eco-products for loyalty program members. Implementation of secondary raw material collection programs at retail outlets, often with a charitable component (e.g., fundraising for the needs of the AFU).

Source: developed by the authors using [2; 6;12;14;20-24]

Thus, before the full-scale invasion, domestic retail actively integrated global trends focused on waste reduction and conscious consumption; global ESG criteria (Environmental, Social, and Governance)—such as reducing plastic use and certification—also dominated.

After February 24, 2022, the focus shifted from the "ecology of comfort" to the "ecology of survival" and support for resilience, concentrating on stability and independence. This involved integrating energy efficiency (generators, solar power stations—SES) and localization as critically important elements of the retailer's "green" strategy.

Conclusions. Thus, consumer demand is crucial in the integration of "green" products into retail's assortment policy. Successful retail must not merely react to demand but proactively adapt its assortment, merchandising, and services, taking into account the multifaceted and fluctuating nature of consumer demand.

Further scientific research plans to analyze the motivations for product selection among consumers belonging to different generations. This will allow retail to predict consumer behavioral models and form a rational assortment.

References

1. Chyhryn O. Yu. (2018). Zeleni spozhyvachi: struktura ta profil [Green consumers: structure and profile] // *Visnyk SumDU. Seriya «Ekonomika»*. № 4. Pp. 72–78. DOI: 10.21272/1817-9215.2018.4-10.
2. Kovalchuk S. V. (2024). Analiz stanu ta transformatsii rozdribnoho reteilu: svitovi trendy ta ukraïnskyi sehment [Analysis of the state and transformations of retail: world trends and the Ukrainian segment] // *Innovation and Sustainability*. № 1. Pp. 120–132. DOI: <https://doi.org/10.31649/ins.2024.1.120.132>.
3. Taranenko I., Mostova A., & Shcholokova H. (2025). Vplyv instrumentiv zelenoho marketynhu na spozhyvatsku povedinku v konteksti polityky zelenoho perekhodu YeS [The influence of green marketing tools on consumer behavior in the context of the EU green transition policy] // *Herald of Khmelnytskyi National University. Economic sciences*. № 1. Pp. 83–87. DOI: <https://doi.org/10.31891/2307-5740-2025-338-11>.
4. Zavialova M. V., Romaniuk N. V., & Kovbas, H. I. (2024). Aktualni tendentsii u popyti spozhyvachiv na produkty ta posluhy, spriamovani na pidtrymku zdorovoho sposobu zhyttia v umovakh kreatyvnoi ekonomiky [Current trends in consumer demand for products and services aimed at supporting a healthy lifestyle in a creative economy] // *Ekonomika ta suspilstvo* [Economy and Society]. № 60. DOI: <https://doi.org/10.31891/2307-5740-2025-338-11>.

org/10.32782/2524-0072/2024-60-105 .

5. Zaika Yu. A., & Irikh T. A. (2025). Reiteil v umovakh suchasnoho konkurentnoho seredovyscha: analiz trendiv ta tendentsii [Retail in the conditions of the modern competitive environment: analysis of trends and tendencies] // *Ekonomichnyi prostir* [Economic Space]. № 199. Pp. 176–183. DOI: <https://doi.org/10.30838/EP.199.176-183> .

6. Stepasiuk L. M., & Starominskiy V. B. (2024). Novi tendentsii ta vyklyky vitchyznianoho prodovolchoho reiteilu [New trends and challenges of domestic food retail] // *EKONOMIKA TA SUSPILSTVO* [Economy and Society]. № 59. DOI: <https://doi.org/10.32782/2524-0072/2024-59-20> .

7. Zhurilo V., & Shatalova L. (2022). Stratehichnyi analiz konkurentnoho seredovyscha na rynku orhanichnoi produktsii Ukrainy [Strategic analysis of the competitive environment in the organic products market of Ukraine] // *Ekonomika ta suspilstvo* [Economy and Society]. № 35. DOI: <https://doi.org/10.32782/2524-0072/2022-35-42> .

8. Pavlenko O. P., Rozmaryna A. L., & Chaban S. P. (2022). Shliakhy udoskonalennia ekolohichnoho brendynhu [Ways to improve environmental branding] // *SWorldJournal*. Issue 11 / Part 1. Pp. 115–121. DOI: [10.30888/2663-5712.2022-11-01-096](https://doi.org/10.30888/2663-5712.2022-11-01-096).

9. Pereverzieva A. V., & Hubar O. V. (2021). Mikroekonomichnyi analiz povedinky spozhyvachiv iz pohliadu teorii pokolin v umovakh tsyfrovizatsii [Microeconomic analysis of consumer behavior from the perspective of generation theory in the conditions of digitalization] // *Vcheni zapysky TNU imeni V. I. Vernadskoho. Seriya: Ekonomika i upravlinnia*. Vol. 32 (71), № 4. Pp. 13–19. DOI: <https://doi.org/10.32838/2523-4803/71-4-3> .

10. Sak T. V. (2024). Teoriia pokolin v marketynhovykh stratehiakh: rozuminnia spozhyvacha kriz pryzmu vikovykh hrup [Generation theory in marketing strategies: understanding the consumer through the prism of age groups] // *Ekonomichnyi zhurnal Odeskoho politekhnichnoho universytetu*. № 4 (30). Pp. 77–84. DOI: [10.15276/EJ.04.2024.9](https://doi.org/10.15276/EJ.04.2024.9). DOI: [10.5281/zenodo.14553522](https://doi.org/10.5281/zenodo.14553522) .

11. Ofitsiyni sait Kantar Ukraine (2025). Zapyt na novynky: yakykh innovatsii ochikuiut ukrainsi [Request for novelties: what innovations Ukrainians expect]. URL: <https://surl.li/ymoty> (accessed October 30, 2025).

12. Ofitsiyni sait elektronnoho zhurnalu Ua-retail. Trend na ekolohiiu i zdorove kharchuvannia v reiteili – na chomu vazhlyvo aktsentuvatsia brendam [Trend for ecology and healthy eating in retail – what brands should focus on]: veb-sait. URL: <https://surl.li/fddyv> (accessed October 30, 2025).

13. Doslidzhennia ukraïnskoho rynku FMCG [Research of the Ukrainian FMCG market]. URL: <https://surl.li/vvjhkd> (accessed October 31, 2025).

14. Bolokhovska, A. (2024). Trend na orhanichne v Ukraini: yak rozvyvaietsia ta shcho proponuie rynek [Organic trend in Ukraine: how the market develops and what it offers] // *Ekonomichna Pravda*. URL: <https://www.epravda.com.ua/columns/2024/01/18/708903/>.

15. Nehoda Yu., & Huz M. (2023). Rynek orhanichnoi produktsii v Ukraini [Organic products market in Ukraine] // *Ekonomika ta suspilstvo* [Economy and Society]. № 54. DOI: <https://doi.org/10.32782/2524-0072/2023-54-34>.

16. Bahorka M. O., & Yakubenko Yu. L. (2025). Rozvytok rynku orhanichnoi produktsii v Ukraini: problemy, perspektyvy ta shliakhy yikh vyrishennia [Development of the organic products market in Ukraine: problems, prospects and ways to solve them] // *Ahrosvit* [Agroworld]. № 4. Pp. 16–23. DOI: [10.32702/2306-6792.2025.4.16](https://doi.org/10.32702/2306-6792.2025.4.16). (accessed October 30, 2025).

17. Zakon Ukrainy (2021). «Pro obmezhenia obihu plastykovykh paketiv na terytorii Ukrainy» [On the restriction of the circulation of plastic bags on the territory of Ukraine] // *Vidomosti Verkhovnoi Rady Ukrainy* [Bulletin of the Verkhovna Rada of Ukraine]. № 31. URL: <https://zakon.rada.gov.ua/laws/show/1489-20#Text> (accessed October 28, 2025).

18. Doslidzhennia ukraïnskoho rynku FMCG [Research of the Ukrainian FMCG market]. URL: <https://hub.kyivstar.ua/articles/doslidzhennya-ukrayinskogo-rynku-fmcsa> (accessed October 25, 2025).

19. Ofitsiyni sait merezhi «Silpo». Lavka tradytsii [Official website of "Silpo" chain]. (accessed October 31, 2025).

20. Ofitsiyni sait merezhi «Silpo» (2025). Proste rishennia – chyste maibutnie [Simple solution – a clean future]. URL: <https://silpo.ua/about/ekodruzhnist-silpo> (accessed October 23, 2025).

21. Ofitsiyni sait Korporatsii ATB. URL: https://www.atb.ua/en_US/page/homepage (accessed October 23, 2025).

22. Ofitsiyni sait Informatsiinoi ahentsii LIHABiznesInform. ATB-market. URL: <https://file.liga.net/companies/atb-market> (accessed October 23, 2025).

23. Ofitsiyni sait Informatsiinoi ahentsii LIHABiznesInform. Novus. URL: <https://file.liga.net/ua/companies/novus> (accessed October 23, 2025).

24. Ofitsiinyi sait rozdribnoi merezhi Novus. URL: <https://novus.ua/novus-about> (accessed October 23, 2025).

Отримано: 23.02.2026

Прийнято до публікації: 24.03.2026

Опубліковано: 15.04.2026