

# MARKETING CONCEPTS IN THE FORMATION OF THE BIOMASS MARKET IN UKRAINE

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In recent years, Ukraine has experienced a gradual increase in the number of facilities and installed capacity for the production of thermal and electric energy from biomass, which is one of the most promising sources of energy in the world and in Ukraine. The source of biomass is waste and residues from agriculture, food industry, waste from harvesting and processing of wood, organic waste from home and housing and communal services. To obtain biomass, special annual or perennial energy crops are also used, which give a rapid increase in mass per unit area.

The purpose of the paper is to investigate the state of development of the biomass market and determine the areas for ensuring the most effective use of marketing opportunities in this area.

Bioenergy is one of the strategic directions for the development of the renewable energy sector for Ukraine, taking into account the great potential of biomass available for its production. In recent years, there has been a gradual increase in installed capacity of biomass and biogas plants.

One of the important directions of Ukraine's energy policy is to increase the use of biomass for the production of electric and thermal energy. To achieve the goals, an important place in the management system of this area of activity is this marketing concepts.

Marketing concepts are the general purpose of the whole business activity. According to the marketing concept, the company must meet the needs of consumers that do not contradict the long-term needs of society, through a coordinated set of marketing activities, which will also allow the company to achieve its goals.

The current state of development of the bioenergy sector in Ukraine and the planned future goals require the creation and operation of a civilized biofuel market. Today, this market is not developed sufficiently, which leads to problems of finding reliable suppliers, instability of prices and quality of biofuels. In order to introduce and develop a competitive market for fuel biomass in Ukraine, it is necessary to create a stock exchange for biofuels.

Each region of Ukraine has its own specifics and opportunities for bioenergy development: in the north and west there are peatlands, wood processing waste, and energy crops. In the east and south, the straw of cereals, sunflower processing waste is remarkable. Biogas can be successfully produced throughout the country. It is possible to make various types of fuel from biomass for using in heating systems.

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