

ABSTRACT

CHERRY EXPORT MARKET IN KOREA

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This work is an analysis of the cherries exported market in Korea.

The report presents data on the volume and dynamics of the cherry market for the period 2012-2016. According to the presented data, the dynamics of the cherry market volume tends to grow. This is due both to the growing consumption culture of fresh sweet cherries by Korean consumers, as well as inadequate volumes of domestic production, or rather with very low.

During the research of the market of fresh sweet cherry in South Korea, the current trends were analyzed in the sector of the economy under consideration. As a result of the systematization of all the collected information, the trends that had the greatest impact on the sweet cherry market in Korea were identified and briefly analyzed.

Within the framework of the research, the analysis of foreign trade supplies in the sweet cherry market in South Korea for the period 2012 - 2016 was carried out. In the process of work, volumes of imports and structure by producing countries of cherries for the specified period were determined. The structure was studied by producer countries, in kind and in value terms. When analyzing the data, the main recipient companies of imported sweet cherry in Korea were identified. The price analysis is carried out, data on average wholesale, retail and general market prices are presented.

The volumes of actual and potential market capacity are also determined. The main criterion for calculating the potential market volume is the possible level of consumption. Based on the available data and the statistical information received, the export potential of the Uzbek sweet cherry and the forecast export volumes of cherries by producer countries are determined. The basic quarantine requirements for the Uzbek sweet cherry were also studied and presented.