

**COMPETITIVE PRIORITIES AS A BASIC CATEGORY IN ASSESSING THE
COMPETITIVENESS OF UKRAINIAN CONFECTIONARY FIELD**

The article offers practical guidelines to assess the competitiveness of confectionery industry in Ukraine on the basis of defining their competitive priorities. The necessity of determining the level of competitiveness of confectioners is grounded. The imperfection of current evaluation methods is defined. The reasons of improving the evaluation methods are considered under the specificity of confectionery companies operating. The decomposition of the main aspects of competitiveness of evaluation in Ukrainian confectioners and causal factors that affect their competitive priorities is presented.

The article proposes the improved method of complex evaluation of the confectionery industry enterprises to:

—to evaluate the level of competitiveness of confectionery enterprises in relation to competitors, using calculations of the integrated indicator factors of resource priorities and factors of consumer priorities;

—to consider the impact the effectiveness of branding companies as one of the greatest leverage in determining of the competitiveness of modern confectioners;

—to rank positions of the enterprises of the branch: to compare them with each other and develop a strategic direction of activity, using the map of competitive priorities;

—to reach more relevant results through the definition of clear quantitative characteristics of the studied factors and their graphical interpretation and qualitative description of causal relationships between factors of competitive priorities;

Prospects for further research are to develop a business model confectioners based on the assessment of their competitiveness.