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BIOPACKING MARKET: FACTORS AND PROSPECTS OF DEVELOPMENT

Usage of non-polluting packaging materials is a global requirement. The main reason for replacement of the traditional polymer materials on the materials of plant origin (biomaterials) is a lack of disposal ways of these substances and as a result — environmental pollution. An environmental danger of traditional materials is the main factor that has influence on the development of bio industry in the advanced countries.

Formation and development analysis of the world biopolymers market allows us to determine the factors under which it was formed. Defined factors are combined into four groups: technological, economic, political and social. A country has the technological prerequisites for the formation of national bio packaging market; however, it must resolve some political, economic and social issues.

The factors and their implementation allow us to predict what opportunities our country might have as a result of bio-packaging market formation:

- creation of high-technology products based on plant raw material of national origin;
- formation of guaranteed national plant raw material sales market;
- creation of additional jobs;
- solution of the packaging disposal problem;
- development of recycling infrastructure.

The subject of the following study analyzes the marketing strategies of the production of bio packaging.