

## STATISTICAL ANALYSIS OF THE SERVICES MARKET IN UKRAINE

**Introduction.** Study service is one of the most important directions of research. Their results are essential to improve the vital activity of the population on the whole and each person. In the post-industrial countries manufacturing of services exceeds production of the goods. At the same time, the service sector – is one of the least studied fields, that conditionally of several factors: first, it is a dynamic field that is developing rapidly. Second, its structure is extremely complex and diversified, that complicate not only its study, but and manage by this complex phenomenal economic formation.

**Analysis of the latest research and publications.**

The works of Kramchenko R. [1] Gavrilenko A. [2] Sidorova A. [3] Kalachova I. [4] dedicated to assessment of current trends of services's development.

Despite research services, nowadays there is a lack of knowledge of the processes of development, particularly those that are able to improve the quality of life of the population, on the one hand, and the structure of the economy on the other.

**The purpose and objective of the research.** The aim of research learning of is the functioning's peculiarity of the service sector as a subsystem of the national economy, the essence of the service market, its structure and dynamics, and forecasting of volumes of realizing services in Ukraine.

The growing number of scientific studies dedicated to service sector, conditionally of objective needs to learning of the dynamic component of the national economy at the national level and at the regional level.

**Basic material.** In the world economy the service sector becomes increasingly dominant set of industries, produces an increasing influence on the process of social reproduction. On average, over 60% of GDP in OECD countries creates in the fields of service industries. The export's value of commercial services reached the quarters of world merchandise exports, which strengthened their place in the system of international exchange. In economically developed countries in the services sector employs over 60% of the working population in the U.S. – up to 75% [5, p. 82]. In global humanity inherent increase in the share of consumer spending on services.

In Ukraine, for a long time have not ensured an integrated approach to the study of statistical services.

First, certain activities that relate to services according to the Classification of Economic Activities (CSEA) do not consider as services. Second, take into account the so-called paid services for population, although the scope of services does not include only the population, all kinds of services are paid (appropriate to distinguish between market and non-market services). Third, the current system of indicators, classifications at the service does not meet the requirements of national accounts and international standards [4, p. 25]. Statistical evaluation of services market by domestic science and Western economists differ because the latter for this area includes all trade (domestic science only retail), transportation (in Ukraine only passenger), communication (in Ukraine only with the Service), that denote on volume indicators.

At the present stage is developing to improve single methodological basis of statistics based services CTEA, national accounting standards, the Unified State Register of Enterprises and Organizations of Ukraine.

Specificity of market is that, firstly, the result of its operation is to meet consumer demand at the time of service, and therefore they do not exist separately from the manufacturers. Second, they do not transport. In addition, the effect of the functioning of this market is not only in services but also outside it, in the adjacent sectors of the economic sector.

Nowadays in Ukraine the most advanced services such sectors as transport and communications, and real estate (Table 1).

The level of service Ukraine looks quite modest. This data indicates about possibility of the development of services, taking into account the growing needs of the population.

Need constant attention of authorities to its progress, especially at the regional and local levels. Therefore, strengthening the growth needs of the population by various stimuli can significantly increase development services. At the same time, it is important to interest authorities in the development of services in Ukraine at national and regional levels.

In every society services are designed to better meet the objective of human needs, due to their way of life. Existing differences in the development of services does not preclude their comparison and detection of progressive tendencies. Taking into account the experience of economically developed countries and taking into account

Table 1

## Structure and dynamics of volume of the realized services by kinds of economic activity

	Volume of the realized services,%					
	2002	2005	2007	2008	2009	2010
Trade: repair, appliances and goods for own use	0,7	0,7	0,9	0,9	0,7	0,6
Activity of hotels and restaurants	1,7	1,7	1,9	1,7	1,5	1,7
Activity of transport and communications	74,4	66,8	62,3	59,5	59,7	58,1
Operations with real estate, renting, engineering, and services for entrepreneurs	13,9	21,0	25,3	28,5	29,2	30,6
education	2,4	2,0	1,5	1,4	1,4	1,3
Health care and social assistance	2,9	2,6	2,4	2,4	2,7	2,6
Other community and personal service activities in the field of culture and sport	4,0	5,2	5,7	5,6	4,8	5,1
<b>Total</b>	100	100	100	100	100	100

the differences of the domestic economy can optimally design future development in the process of economic reforms. Underestimation of the real value of services for the development of the national economy may cause decisions that ignore the contribution of this sector of economic growth in the medium and long term [7].

Except for analyzing the essence market, its structure and dynamics of the study is to predict the future market development.

Prognosis of services market – this is objective probabilistic judgments about the dynamics of its most important characteristics and their alternatives, subject to the formulated hypotheses.

Consider the projections of research (marketing) services. Here you need to understand that the forecast of sales (marketing) - this is definition that the company expects to sell based off current market conditions, market potential and their capabilities. Forecasting of sales depends on the actions of two groups of factors:

– Controlled prices, distribution channels, promotion system, product characteristics, product policy of the company;

– Uncontrolled: the state of economy, inflation, interest rates, changing of demographics, consumer's tastes, competition, state of the field. From here prognostication of sale is to take into account sales opportunities concerning company relatively management of controlled factors and adaptation by the uncontrolled variables.

Perform market outlook for the next six years. To do this, we construct a graph of volume of realized

services and polynomial trendline of five degrees for 2002 – 2010.

Construct a polynomial trend's equation of the fifth degree of volume of the realized services dynamics for 2002 to 2016, which has a follow kind:

$$y_t = a_1 t^5 - a_2 t^4 + a_3 t^3 - a_4 t^2 + a_5 t - a_6 \quad (1)$$

Using Microsoft Excel we have the following polynomial equation of trend:

$$y_t = 35,33t^5 - 996,99t^4 + 9857,9t^3 - 39049t^2 + 76385t - 214,71 \quad (2)$$

To forecast the volume of realized services we shall calculate auxiliary data (Table 2).

Table 2 shows that the volume of realized services is rapidly growing and in 2016 will amount to 1,985,835.79 million., that is almost in eight times more than in 2010.

**Conclusions.** The market in various fields of service is developed differently. At the system of transport and communications, real estate market relations have got the largest development. But in the fields such as culture, health, education, market relations have not only the specificity but and limited capacity. Regarding prospects for the development of Ukraine's services, obvious and natural is its dependence off the timely overcome the overall crisis.

A major impetus for the development of the domestic market was Euro 2012. This fact stimulated the government to action in combat with economic crisis, bringing to the forefront service sector.

Also the development of the service sector in Ukraine

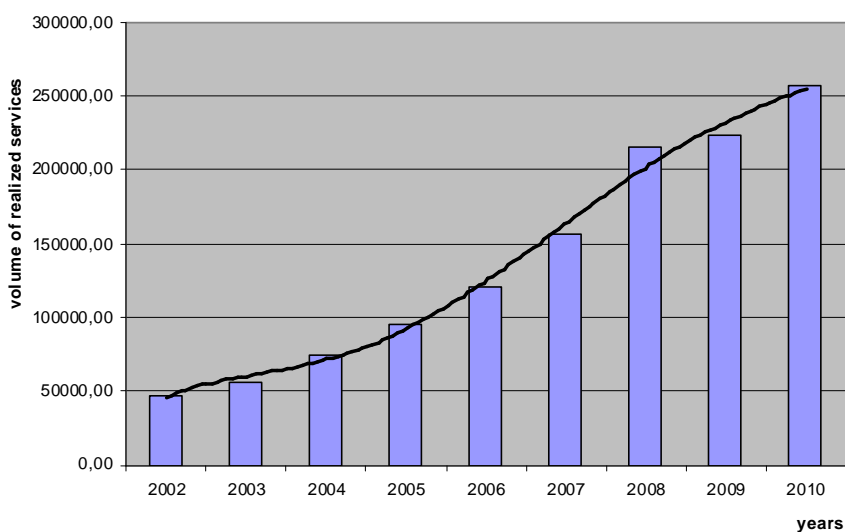


Fig.1. Dynamics of services market and its polynomial trend line of the fifth degree

Table 2

Calculation of auxiliary data for forecast of the volume of Realized services in 2016

Years	Designation of years, t	t <sup>2</sup>	t <sup>3</sup>	t <sup>4</sup>	t <sup>5</sup>	Volume of realized services in Ukraine, mln.
2002	1	1	1	1	1	46971,00
2003	2	4	8	16	32	56718,50
2004	3	9	27	81	243	74406,20
2005	4	16	64	256	1024	95832,30
2006	5	25	125	625	3125	120910,20
2007	6	36	216	1296	7776	157005,10
2008	7	49	343	2401	16807	215801,30
2009	8	64	512	4096	32768	224583,60
2010	9	81	729	6561	59049	257123,30
2011	10	100	1000	10000	100000	279658,29
2012	11	121	1331	14641	161051	328853,43
2013	12	144	1728	20736	248832	445319,41
2014	13	169	2197	28561	371293	693907,89
2015	14	196	2744	38416	537824	1166417,97
2016	15	225	3375	50625	759375	1985835,79

requires to bringing of additional investments, including foreign. Attracting of foreign capital will provide not only the receipt of the necessary financial resources, but also advanced, technically efficient methods of implementation services that will improve their quality, availability, service culture and ultimately it will increase the competitiveness of domestic producers of services and significantly

strengthen the position of Ukraine at international exchange of services.

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#### **Спорняк С. О. Статистичний аналіз ринку послуг в Україні**

У статті розглянуто особливості функціонування сфери послуг як підсистеми національної економіки, сутність ринку послуг та його структуру. Проаналізовано сучасний стан ринку послуг в Україні, структуру та динаміку обсягів реалізованих послуг за видами економічної діяльності. А також представлено прогноз обсягів реалізації послуг до 2016 р.

*Ключові слова:* статистичний аналіз, сфера по-

слуг, обсяги реалізованих послуг, структура та динаміка, прогноз ринку послуг.

#### **Спорняк С. А. Статистический анализ рынка услуг в Украине**

В статье рассмотрены особенности функционирования сферы услуг как подсистемы национальной экономики, сущность рынка услуг и его структуру. Проанализировано современное состояние рынка услуг в Украине, структуру и динамику объемов реализованных услуг по видам экономической деятельности. А также представлен прогноз объемов реализации услуг до 2016 г.

*Ключевые слова:* статистический анализ, сфера услуг, объемы реализованных услуг, структура и динамика, прогноз рынка услуг.

#### **Spornyak S. O. Statistical Analysis of the Services Market in Ukraine**

At the article the features of the functioning of the service sector have been described as a subsystem of the national economy, the essence of the services market and its structure. I have analysed the current state of the services market in Ukraine, the structure and dynamics of the volume of realized services by types of economic activity. Also the forecast of realized services by 2016 is introduced.

*Key words:* statistical analysis, the service sector, the volume of realized services, structure, dynamics, prognosis of services market.

Received by the editors: 24.08.2012  
and final form 20.11.2012