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International Marketing Strategies in Organic Food Market

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Introduction

Strategic importance of the organic food market amid growing demand for eco-friendly food.

- Research Aim - To identify effective foreign marketing strategies based on consumer preferences and behavior

Research Objectives

- - Identify consumer motivations and barriers
- - Segment consumers
- - Propose marketing strategies

Introduction

Global Market Trends

- Organic market reached €136 billion in 2023, annual growth 3–5%.

Ukrainian Market Overview

- Share in consumer basket 1.2–1.5%, awareness 35%, high export potential.

Methodology

- Online survey,
- Secondary data analysis,
- SWOT/TOWS analysis.

Results

Socio-demographic Profile

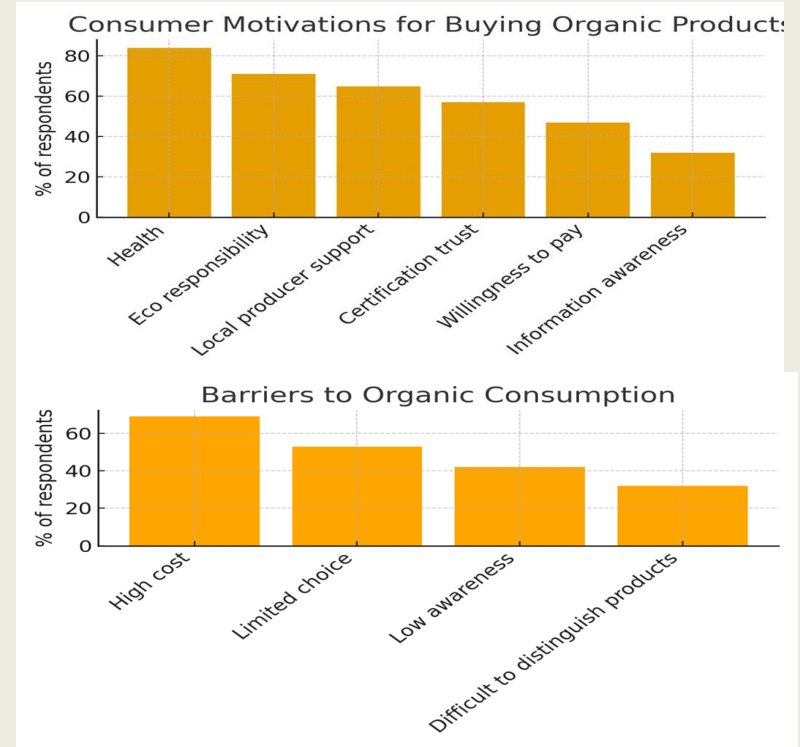
- 64% women, 36% men; majority aged 26–45; 74% with higher education.

Consumer Motivations

- Health (84%), environmental responsibility (71%), support for local producers (65%).

Consumer Barriers

- High cost (69%), limited choice (53%), low awareness (42%).



Correlation analysis by key purchase motivators

Indicator	Health care	Eco responsibility	Local manufacturer support	Trust in certification	Willingness to pay	Information awareness
Health care	1.00	0.94	0.92	0.85	0.87	0.85
Eco responsibility	0.94	1.00	0.90	0.83	0.86	0.87
Local manufacturer support	0.92	0.90	1.00	0.81	0.83	0.80
Trust in certification	0.85	0.83	0.81	1.00	0.89	0.86
Willingness to pay	0.87	0.86	0.83	0.89	1.00	0.89
Information awareness	0.85	0.87	0.80	0.86	0.89	1.00

Correlation Analysis

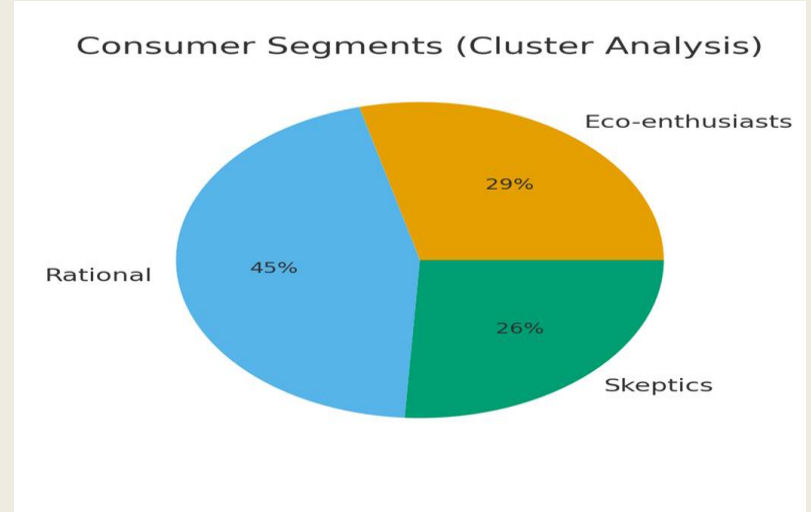
High positive correlations (>0.8) between motivations, trust, and willingness to pay.

Results

Cluster Analysis

3 segments identified:

- Eco-enthusiasts (29%),
- Rational consumers (45%),
- Skeptics (26%).



Results

Eco-enthusiasts

- High education, active information search, strong trust, willing to pay more.

Rational Consumers

- Price/quality focus, local product preference, moderate awareness.

Skeptics

- Low trust in certification, limited knowledge, consider organics too expensive.

Results

Marketing Strategies by Segment

- Eco-enthusiasts → premium & certified
- Rational → discounts, local marketing
- Skeptics → education

Results

SWOT Analysis – Strengths

- International certification standards
- Youth eco-orientation
- Local product trust

SWOT Analysis – Weaknesses

- High price
- Limited regional availability
- Low awareness
- Poor logistics

SWOT Analysis – Opportunities

- Growing EU demand
- E-commerce development
- State support programs

SWOT Analysis – Threats

- Macroeconomic instability
- Pseudo-organic products
- Competition from imports

Results

TOWS Matrix – SO Strategies

- Use international certificates in marketing
- Expand eco-stores
- Youth educational programs

TOWS Matrix – ST Strategies

- Build 'Ukrainian Organics' brand
- Counter pseudo-organics
- Advocate stable legislation

TOWS Matrix – WO Strategies

- Online platforms for regional distribution
- Campaigns with eco-stores
- Farmer cooperation

TOWS Matrix – WT Strategies

- Regional distribution standards
- Digital certificate tracking

Strategic Recommendations

- Certification as competitive advantage
- Cooperation of small producers
- Digital platforms & e-commerce

Conclusions

- Transparency & trust are key
- Digitalization vital
- Educational campaigns needed
- State support essential

***THANK YOU
FOR LISTENING***