

Parkomenko Nataliia

*Professor, Doctor of Economic Science,
Senior Lecturer at the Department of Marketing
Comenius University in Bratislava*

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MONITORING OF AGRICULTURAL MARKETS IN EUROPE

The agricultural market of European countries is quite diverse. There are conservative countries, and there are more open ones. Traditionally, the conjuncture of the European agricultural market is formed by almost all types of agricultural products.

About 20.7% of the world's agricultural land area and 10% of arable land from the total world area are concentrated in Europe. About 1.5 hectares of agricultural land resources are available per person. Europe is one of the countries with a high level of plowed land: approximately 30% due to long-term agricultural production and population density [1]. According to the results of studies by the Food and Agricultural Organization of the United Nations, European countries have small reserves for expanding the area of arable land.

Each European country has its own local peculiarities, which include the form of work of agricultural enterprises, climatic conditions, areas of agricultural land, soil quality.

In the structure of the production of the main agricultural products, about 55% is occupied by livestock products, the largest share in the total volume of production of livestock products is cow's milk, meat of swine, meat of bovine animals and meat of fowls [2]. Wheat, grapes, potatoes, barley, rapeseed and sunflower seeds occupy the leading positions in the ranking of plant products.

In the table 1 shows the export share of agricultural products (meat of swine, meat of bovine animals, meat of fowls, wheat, barley, maize, rape seeds, sunflower seeds, potatoes, tomatoes, grapes, apples, milk, bird's eggs, honey natural) as a percentage of world exports for such European countries as France, Germany, Great Britain, Italy, Spain, Slovakia and Ukraine.

From the list of these countries, Spain and Germany are world leaders in the export of pork, France and Germany specialize in the export of meat of bovine animals, Germany, France and Ukraine – meat of fowls, France and Ukraine – wheat, France, Germany and Ukraine – barley, Ukraine and France – maize, France and Germany – potatoes, Spain and France – tomatoes, Italy and France – apples, Italy – grapes,

Ukraine and France – rape and sunflower seeds, Germany and France – milk, Germany and Spain – eggs, Ukraine, Germany and Spain – honey.

Table 1

**The share of exports of agricultural products
from European countries in 2022, %**

Agro product	France	Germany	United Kingdom	Italy	Spain	Slovakia	Ukraine
Meat of swine	3,1	11,3	1,2	0,5	17,5	0,1	0
Meat of bovine animals	3,9	4,3	1,7	1,7	3,4	0	0
Meat of fowls	2,4	3,4	0,7	1,1	1,4	0,3	2,4
Wheat	10,8	3,2	0,4	0,3	0,3	0,6	3,9
Barley	17,8	9,2	2,9	0	0,5	0,3	4,3
Maize	3,8	0,4	0	0,1	0,2	0,6	9,5
Potatoes	16,3	8,9	3,3	0,9	2,8	0,1	0,1
Tomatoes	5,8	0,4	0	1,5	10,5	0,2	0
Apples	4,4	0,5	0,1	10,6	1,9	0,1	0,2
Grapes	0,3	0,7	0,1	6,8	3,7	0,1	0
Rape seeds	5,4	1,1	0,1	0	0,4	1,2	8,8
Sunflower seeds	9,9	0,6	0,1	0,8	1	1,9	18,5
Milk and cream	6,6	13,3	4,1	1,3	2,6	1	0,1
Bird's eggs	3,2	6,1	2,3	0,6	4,7	0,8	0,8
Natural honey	1,3	5,1	0,6	1	4,4	0,6	5,1

Source: [5]

Thus, these countries directly influence the external conditions of the agricultural market.

The leading agricultural countries of Europe are France and Germany. France is the first country in Europe in terms of agricultural output. In terms of its exports, the country ranks second in the world, all French agriculture exports about 20% of its products [4]. Livestock farming in France accounts for about 70% of the value of agricultural products. Also, priority areas of agrarian business are grain production, viticulture, sugar beet cultivation, and horticulture. Germany, despite the development of industry, is a country with a powerful agricultural sector. Half of Germany's territory is devoted to agriculture. Germany is the world's third largest exporter of agricultural products. German agriculture exports about a third of its production. The main agricultural products are milk, pork, beef, poultry, cereals, potatoes, wheat, barley, cabbage, and sugar beets.

The European agricultural market has its own characteristics, under the influence of which the situation is formed and the system of foreign

economic relations with Ukraine in trade in agricultural products is formed. The expediency of integration in the agricultural sector with European countries brings certain economic benefits to Ukrainian agricultural producers. The European market is the most expensive, profitable, and characterized by high-quality standardized products [3].

The main directions of the development of the Ukrainian agrarian segment are the creation of an attractive investment climate in agriculture, control over the import of agricultural products, preferential lending for the modernization of agrarian business, and financial support for small and medium-sized producers of agricultural products.

In the conditions of martial law, Ukraine remains in the third place among the most important exporters of agricultural products to European countries and occupies the 14th place among the most important importers of European agricultural products. Imports from Ukraine remain at a high level in 2023 as well; the arrival of wheat, sunflower seeds, meat of fowls, eggs, and sugar has increased significantly. At the same time, Ukraine remains an important destination for European agricultural exports. The share of agricultural and food products in the total export of Ukraine increased from almost 44% in 2021 to 57% in 2022 [5]. Almost 90% of exports of agricultural and food products are grain and oil crops. The European market is interested in Ukrainian dairy, meat, fish products, honey.

The reasons for the growth of the export of agricultural products on the agricultural markets of Europe should be attributed to the increase in competitiveness on the world agricultural market, the increase in the food needs of developed countries, the increase in demand for some agricultural crops due to crop failures, and the increase in world prices for agricultural products.

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