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A SYSTEM OF CRITERIA FOR ASSESSING HOW WELL RETAIL ADAPTS TO GLOBAL ECONOMIC MEGATRENDS

The current development of the global economy and society is shaped by megatrends – long-term, sustainable processes that are transforming the political, economic, social and technological spheres. These trends not only drive global change, but also present risks and opportunities for businesses [1]. This is particularly pertinent in the context of retail, as it is a vital component of the population's life support system, providing access to essential goods. In the context of globalisation, digital transformation, urbanisation, demographic shifts and mounting environmental challenges, questions arise about its ability to adapt, recover quickly and develop sustainably.

Each criterion should measure not just sustainability, but also the sector's ability to adapt to a particular megatrend. The presented approach includes separate groups of criteria dedicated to each megatrend that is the subject of assessment in the life support system [2; 3].

Criteria for resilience to technological revolution and digital culture include maximising consideration of consumer demand, as reflected in demand-based sales forecasting and highly personalised offerings. Product availability is also important and is measured by the proportion of online sales in total sales and the average delivery time. Consumer safety and reliability are also important, as determined by the percentage of goods tracked using blockchain technology and the number of cyberattacks and online system failures. Social orientation is reflected in the number of social initiatives implemented on electronic platforms.

In order to be resilient to changes in consumption patterns and consumer empowerment, it is necessary to consider individual needs through loyalty programmes, as well as aligning with healthy eating and sustainability trends. Product availability is ensured by the number of sales channels and access points within the omnichannel framework. Product safety depends on quality certification and sustainable production, while social orientation depends on the proportion of products from local producers and small businesses in the overall range.

The urbanisation resilience criteria focus on meeting population needs through optimal retail outlet density in urban areas and small neighbourhood store development. Accessibility is determined by the proportion of the population living within walking distance and the efficiency of the 'last mile'. Safety covers the sustainability of urban logistics infrastructure. Meeting needs is measured by the variety of products available in urban areas, while social orientation is measured by the number of retail facilities that serve as community hubs.

Resilience to demographic change involves developing a product range that caters for the needs of migrants and internally displaced persons, and implementing a flexible pricing policy for different social and age groups. Accessibility is ensured through the rapid deployment of retail outlets in regions experiencing population growth and the establishment of distribution and delivery points in temporary settlements. A social orientation is demonstrated by businesses' ability to integrate new labour and create comfortable conditions for different social groups.

Indicators of sustainability and environmental challenges demonstrate a shift in public demand towards environmentally friendly goods and waste reduction practices. It is important to comply with environmental safety standards, make efficient use of resources and increase food security. The availability of goods is determined by the proportion of 'green' purchases, safety by the proportion of eco-certified products, and social orientation by the role of retail in promoting responsible consumption.

Criteria for resilience in the health and wellness trend include retailers' ability to respond to the growing demand for healthy food and to

influence new consumer habits. Accessibility is measured by whether all segments of the population can purchase healthy products, not just those in the premium segment. Product quality control and supply chain transparency determine safety. Retailers can promote public health and support regional development by providing fresh produce.

Business resilience in the context of globalisation encompasses a broad spectrum of international goods and an analysis of dependence on global supply chains. Accessibility is assessed by the availability of popular goods worldwide and the efficiency of international logistics. Safety is determined by compliance with international quality standards, as well as resilience to disruptions in global supply chains. A retailer's social orientation is reflected in their ability to use global connections to meet the needs of the population in times of crisis, as well as their participation in international social responsibility initiatives.

The approach thus aims to demonstrate how retail adapts to these forces in order to continue performing its strategic function effectively within the life support system.

A system of criteria for measuring retail resilience is proposed. These criteria cover aspects such as consumer demand focus, goods availability, safety, demand satisfaction completeness, and social orientation.

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