

**SCIENTIFIC
COLLECTION
INTERCONF**



No **61**
June, 2021

THE ISSUE CONTAINS:

Proceedings of the 2nd
International Scientific
and Practical Conference

**RECENT SCIENTIFIC
INVESTIGATION**



OSLO, NORWAY

11-12.06.2021



InterConf
Scientific Publishing Center

SCIENTIFIC COLLECTION «INTERCONF»

№ 61 | June, 2021

THE ISSUE CONTAINS:

Proceedings of the 2nd International Scientific and Practical Conference

RECENT SCIENTIFIC INVESTIGATION








OSLO, NORWAY

11-12.06.2021




MANCHESTER
2021

RECENT SCIENTIFIC INVESTIGATION

PHILOLOGY AND LINGUISTICS

Tsymbolista L.		PARTICIPLES IN GERMAN AND UKRAINIAN: COMPARISON WITH EXAMPLES FROM MODERN FICTION	122
Исмаилова Г.К. Серикбаева Г.Б.		АҒЫЛШЫН ТІЛІНІҢ ТАҒЫРЫПТЫҚ ЛЕКСИКАСЫН СЕМАНТИЗАЦИЯЛАУ	127
Мануляк М.С.		НОМІНАТИВНЕ ПОЛЕ КОНЦЕПТУ "MARRIAGE" В АНГЛІЙСЬКІЙ МОВІ	133
Мельник А.П. Мельниченко Я.Г.		ШЛЯХИ ВІДТВОРЕННЯ НЕОЛОГІЗМІВ ЯК ВІДОБРАЖЕННЯ ГЛОБАЛЬНИХ ВИКЛИКІВ СУЧАСНОСТІ: COVID-19 В НІМЕЦЬКО-УКРАЇНСЬКОМУ ПЕРЕКЛАДІ	137
Молдожанов О.А. Садыкова Б.Р.		РОЛЬ ИГРЫ НА УРОКАХ АНГЛИЙСКОГО ЯЗЫКА В МЛАДШИХ КЛАССАХ ДЛЯ ФОРМИРОВАНИЯ РЕЧЕВЫХ НАВЫКОВ И УМЕНИЙ	145
Мырзахан Г.Н. Курмамбаева Ж.Б.		ШЕТ ТІЛІНДЕ БІЛІМ БЕРУДЕГІ ПСИХОЛИНГВИСТИКАНЫҢ РӨЛІ	153
Суркеева В.Б. Суркеева А.Б.		ПОРОЖДЕНИЕ РЕЧИ НА НЕРОДНОМ ЯЗЫКЕ	159




LAW AND INTERNATIONAL LAW

Бежевець А.М. Крутікова І.Д.		ПРИЙОМНА СІМ'Я ЯК РІЗНОВИД ВЛАШТУВАННЯ ДІТЕЙ-СИРИТ ТА ДІТЕЙ, ЩО ПОЗБАВЛЕНІ БАТЬКІВСЬКОГО ПІКЛУВАННЯ	165
Гуменюк В.В.		ВДОСКОНАЛЕННЯ СПЕЦІАЛЬНИХ ВИМОГ ДО ПОСАДИ СУДДІ АПЕЛЯЦІЙНОГО ТА КАСАЦІЙНОГО СУДАХ	169
Фурса Є.Є.		МІСЦЕ ВЧИНЕННЯ КОНСУЛОМ НОТАРІАЛЬНОЇ ДІЇ: АКТУАЛЬНІ ПИТАННЯ	173



GEOGRAPHY AND LOCAL HISTORY

Yaremenko-Gasiuk O. Lukovets T.		SOME GEOGRAPHICAL ASPECTS OF WORLD'S PERFUME AND COSMETICS INDUSTRY	179
------------------------------------	---	---	-----



ARTS, CULTURAL STUDIES AND ETHNOGRAPHY

Стельмашук Г.Г. Іваницька Т.М.		ОСНОВНІ ТИПИ ПОРТРЕТІВ ЗАКАРПАТСЬКИХ МАЛЯРІВ ХХ СТ.	188
Федотова О.О. Кухтій О.С.		РОЛЬ ДЕРЖСХОВИЩА ТА ДЕРЖФОНДУ ДОРОГОЦІННИХ МЕТАЛІВ І ДОРОГОЦІННОГО КАМІННЯ УКРАЇНИ У ЗБЕРЕЖЕННІ КУЛЬТУРНИХ ЦІННОСТЕЙ	193
Чернуха О.В. Ускова С.А.		ЕПОХА ВІДРОДЖЕННЯ В УКРАЇНІ: УЧАСТЬ У ЄВРОПЕЙСЬКОМУ КУЛЬТУРНО-ФІЛОСОФСЬКОМУ РУСІ ЧИ КАРДИНАЛЬНА ЗМІНА ПАРАДИГМИ СВІТОБАЧЕННЯ?	198

BIOLOGY AND BIOTECHNOLOGY

Макарчук М.О. Мельник Д.С. Чорноконь Н.О.		ВИРОЩУВАННЯ ГЕТЕРОЗИНСИХ ГІБРИДІВ КУКУРУДЗИ У МІНЛИВИХ УМОВАХ КЛІМАТУ	202
Макарчук М.О. Полянецька І.О. Кошовий В.П.		РІСТ І РОЗВИТОК ГЕТЕРОЗИСНИХ ГІБРИДІВ КУКУРУДЗИ В УМОВАХ ЗМІНИ КЛІМАТУ	205

MEDICINE AND PHARMACY

Galashina E.A. Gladkova E.V. Ulyanov V.Y.		THE IMPORTANCE OF NON-SPECIFIC IMMUNITY INDICATORS AND MARKERS OF BONE TISSUE REMODELING IN THE PATHOGENESIS OF ENDOPROSTHESIS INSTABILITY AFTER PRIMARY KNEE ARTHROPLASTY	209
Ivanyuk A.V. Orlova N.M.		REGIONAL CARDIOLOGY CENTER BASED ON PPP PRINCIPLES: CONCEPTUAL APPROACHES TO CREATING	213

GEOGRAPHY AND LOCAL HISTORY

Yaremenko-Gasiuk Olena

PhD, Assistant Professor, the Head of the Department of Foreign Languages
National Pedagogical University named after Drahomanov, Ukraine

Lukovets Tetiana

The 1st grade (stage) of Master's degree
National Pedagogical University named after Drahomanov, Ukraine

SOME GEOGRAPHICAL ASPECTS OF WORLD'S PERFUME AND COSMETICS INDUSTRY

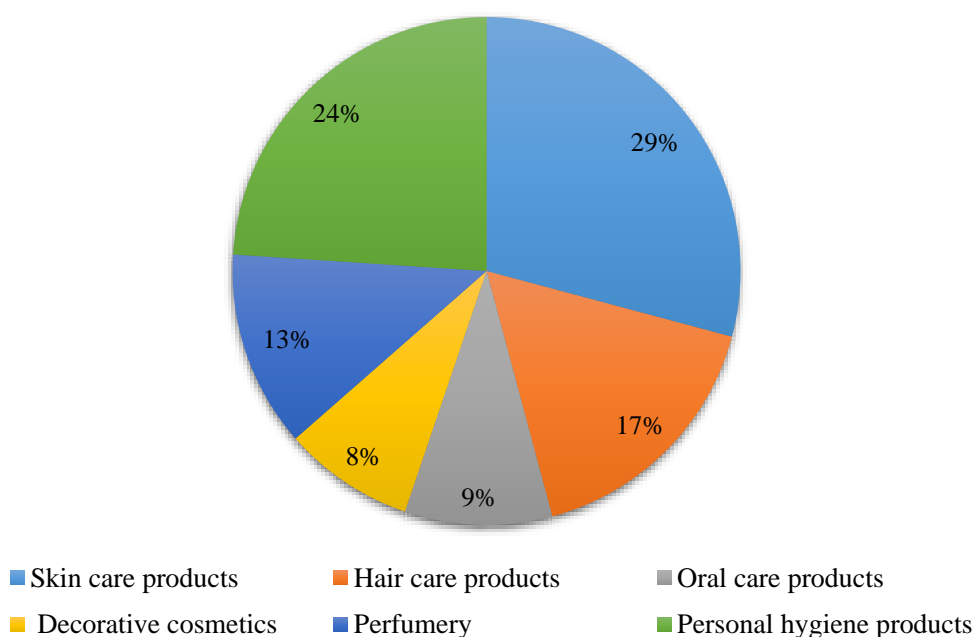
***Abstract.** The perfume and cosmetics industry occupies a leading position in the world market, as it does not lose its position even in times of crisis. This work considers the location of the perfume and cosmetics industry in the world and substantiates the problems and prospects for the development of this industry in Ukraine. In historical terms, the world perfume and cosmetics industry has completely changed its territorial organization. Ukraine has great potential for the development of this industry, but a number of issues need to be addressed, such as: underfunding, outdated equipment, lack of highly qualified personnel.*

***Keywords:** perfume and cosmetics industry, chemical production, territorial organization of the perfume and cosmetics industry, highly developed countries, developing countries, location factors of the perfume and cosmetics industry, parfum and cosmetic market.*

In today's world, the perfume and cosmetics industry plays an important role in people's lives. We use detergents every day to keep the house clean, use cosmetics and perfumes to feel more well-kept. The rapid development of a market economy has affected the expansion of the perfume and cosmetics industry, despite the current financial crisis, demand for perfumes and cosmetics is very high, and production remain almost stable, because people need to use this type of goods regardless of economic situation in the world.

According to its intended purpose, the perfume and cosmetics industry can be divided into a number of segments (see the diagram) [2]. It is difficult to structure

finished products, as each country has its own list of perfumes and cosmetics, which are enshrined in law.

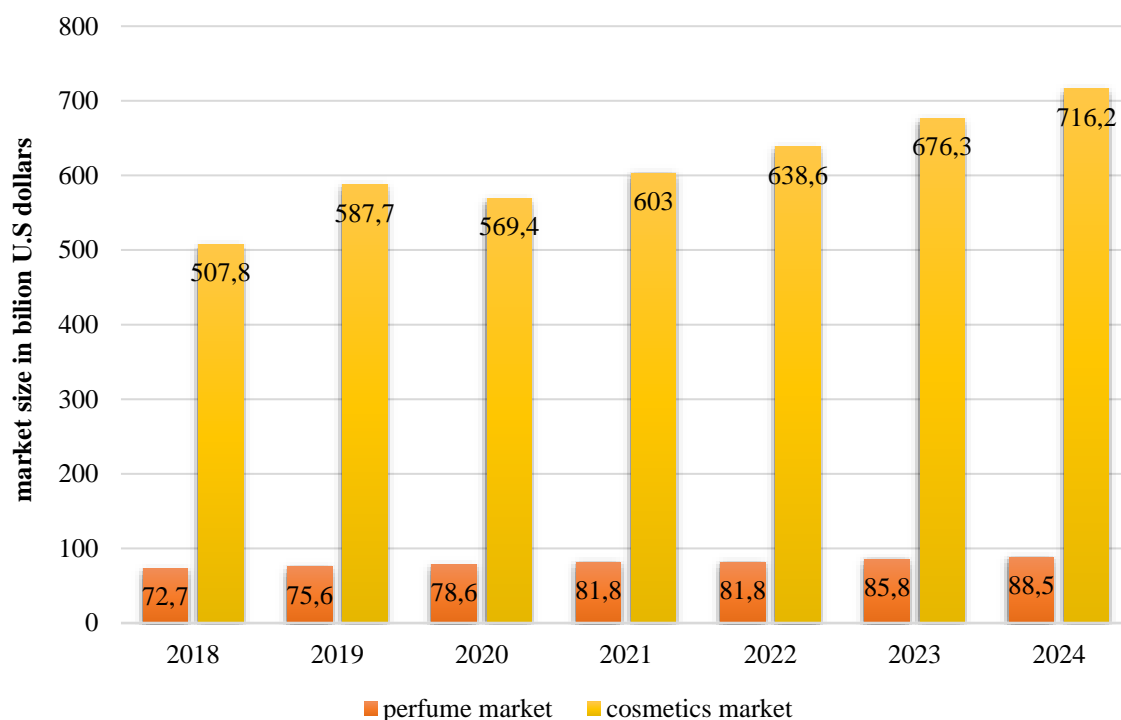


Perfumery and cosmetics for their intended purpose

According to data of 2020, the volume of perfume and cosmetics production is second only to pharmaceuticals. And we know that pharmaceutical production has increased further due to the spread of Covid-19 virus. In 2017, the share of pharmaceutical production in total chemical production was 27%, and now it is 33%. In 2017, the production of perfumes and cosmetics is 10%, but in 2020 the share decreased to 9% [1].

Thus, we see that, despite the unstable economic situation in the world, the perfume and cosmetics market continues to grow in volume. The social orientation and everyday significance of this product is focused on meeting the needs of the population, and therefore the perfume and cosmetics industry occupies a special position among the world industry.

The perfume and cosmetics market is developing rapidly, and high competitive rate among manufacturers of these products encourages them to change the range, or even a complete reorientation to the production of other products that are in demand among the population, because although perfumes and cosmetics are not goods essential, they are considered one of the most profitable commodities in the world.



The size of the cosmetics and perfume market worldwide from 2018 to 2024 (forecast) [4,5]

So, we can see the gradual increase in living standards and population growth form a stable demand for perfumes and cosmetics (women's total expenditure on cosmetics exceeds military spending in some countries). That's why it would be interesting to study some characteristics of cosmetics market distribution and to provide recommendations for the Ukraine cosmetics market development.

The aim of this work is:

- to identify the features of the territorial organization of the perfume and cosmetics industry in the world;

- to substantiate the problems and prospects for their development in Ukraine.

Achieving this goal involves solving the following tasks:

- considering the perfume and cosmetics industry in developed countries and in developing countries;

- analyzing the factors that affect the location of the perfume and cosmetics industry;

- identifying problems and prospects for the development of the perfume and cosmetics industry in Ukraine.

Of course, the leaders in this area are the developed countries of the world - the United States, Japan, Germany, France, Canada, Italy, Japan. They produce more than 75% of the world's chemical industry.

Among these countries the United States takes a leading position; it produces the most science-intensive products. California has the highest concentration of cosmetics in America - about 25% [3]. It was in the United States that "star" fragrances were introduced into fashion. Most of these fragrances are produced here: Jennifer Lopez, Beyonce, Britney Spears, Celine Dion and many others. The greatest concentration of marketing is in the state of California due to social networks of celebrities. For example, Kylie Jenner's Kylie Cosmetics is valued at \$ 800 million as of 2019.

Canada holds a high position in the American beauty industry, due to its close proximity to the United States and due to the fact that Canada falls under the North American Free Trade Area (NAFTA) agreement. Under this agreement, tariffs are cheaper for exports and imports between the participating countries (Canada, USA, Mexico).

France has been a leader in the production of perfumes and cosmetics since ancient times. In France, the perfume and cosmetics industry plays an important role internationally and nationally. This country produces such well-known perfume brands as Chanel, Yves Saint Laurent, Lancome, Christian Dior or Estee Lauder and others. Well-known cosmetic brands made in France include Vichy, Yves Saint Laurent, Yves Rocher, Bioderma and L'Oreal. For example, L'Oreal cosmetics is one of the leading brands in the United States, in 2018 there were 13.8 global sales of cosmetics.

Germany also holds a leading position in the world in the perfume and cosmetics industry. The most popular German brands in Ukraine are Nivea, Schwarzkopf and Essence, which have been in demand for decades.

Italy is also an important player in the cosmetics industry, although the volume of manufactured products is not as large as in other European countries. A characteristic feature of the Italian cosmetics industry is makeup cosmetics, and body and hair products, which account for 30% of cosmetic products in Italy.

A country like Belarus has a well-developed cosmetics industry that is used all over the world. There are more than 20 cosmetic companies in Belarus - Belita, Vitex, Lux Visage, Mastige, Modum, Rekish Cosmetics. The volume of the cosmetic market is over 300 million euros per year.

The Asian region is also characterized by a large number of cosmetic brands known around the world. The Asian market is dominated by regional cosmetic brands. Despite the fact that Western cosmetics are almost non-existent in Asia, their brands are used by people around the world. Today, Korean cosmetics such as Holika Holika, Soda, Hell and others are very popular. In the Asian region, the trend towards "fair skin" is growing, so lightening creams add chemicals harmful to the skin.

Today, developing countries are beginning to make an increasing contribution to the development of this industry. Because the developed countries of the world move certain stages of production to developing countries. This is realized in connection with the development of transport, and therefore the ability to deliver the goods on time. Examples of such countries are Mexico, Argentina, Saudi Arabia, Turkey, Nigeria, and so on. The perfume and cosmetics industry in such countries is developing twice as fast as in developed countries, which provides a significant percentage of growth in the global market for this industry.

The partial relocation of productive forces to developing countries is due to a change in the priority of factors that are important for the development of the perfume and cosmetics industry. Historically, this industry originally developed in places where there were raw materials, now this factor is not so important.

In this work we would like to mention some important factors that help develop the industry under the analysis.

Researches defined some factors which were important for the development of this industry and are important for the further expansion of the market of perfumes and cosmetics. The location of the perfume and cosmetics industry is influenced by the following factors [6]:

1. *The factor influencing the scientific and technological revolution (STR).* This factor makes it possible to produce high-tech, constantly updated, diversified

products. High-tech production provides a significant percentage of profits for highly developed countries.

2. *The factor of highly skilled labor* is very important in the post-industrial stage of society. At the initial stage of development of the perfume and cosmetics industry, only labor resources and their cost were important. Today, with the development of STC, there is a need for highly skilled workers, as production itself has become more complicated.

3. *Raw material factor*. Initially, the production of the perfume and cosmetics industry focused on raw materials, so the enterprises for the production of goods of this industry were located where there are raw materials. However, with the development of the logistics system or the change of raw materials (as a result of the development of the chemical industry), industry moved to developing countries.

4. *Transport factor*. The role of transport is increasing, as there is a rapid growth of trade between countries. In the perfume and cosmetics industry, together with other branches of the manufacturing industry, long-distance transportation of goods is carried out mainly by sea and air transport, and short-distance - by road. Currently, the most popular type of long-distance transportation is sea transport, because it is cheaper.

5. *Market chink*. Today, the raw material factor does not play an important role in the placement of the perfume and cosmetics industry. Therefore, industry can be located in places of consumption of products. This significantly saves time transporting finished products to the consumer.

6. *Fuel and energy factor*. A large amount of energy is burned by laboratories, test centers to maintain humidity and temperature. That is why every year newer resource-saving technologies are mastered, old equipment is replaced with new ones, automation and computerization are introduced.

7. *Environmental factor*. In the twentieth century, due to changes in the environment and the declining role of the raw material factor, the importance of the environmental factor has increased. For a long time, the use of nature by mankind was not rational. Today, more and more companies are trying to reduce energy use to increase the environmental friendliness of production. The most stringent

requirements are typical of highly developed countries, although over the last decade more and more stringent conditions have been imposed on developing countries.

All the above factors are important for the development of the perfume and cosmetics industry in the world. Along with the development of science, the production of goods of this product is improving, so there is a need for highly qualified personnel. Due to the fact that the raw material factor has lost its importance, the market of perfumes and cosmetics will grow every year.

What are the problems and prospects for the development of the perfume and cosmetics industry in Ukraine?

Analyzing the above factors, we can say that Ukraine is at the stage of development of the perfume and cosmetics industry, so it is too early to talk about achieving a level of competitive production. One of the most important problems is the lack of funds, so it is necessary to attract investors. Also, the problem of development of this industry arises due to the lack of highly qualified personnel and outdated equipment (ST).

Today, in the Ukrainian market, the ratio of imported and domestic products in percentage is as follows: more than 90% is accounted for by imported products and about 10%. This is due to the fact that Ukrainian producers do not produce products that are in demand among the population. For example, the production of toilet water in Ukraine has a low price and quality, so this type of product is not popular.

Despite the above factors, there are quality products of this industry at the Ukrainian market. It is important to run advertising campaigns and sales promotions to make brands more recognizable and popular. Improve the technical equipment so that it met all the requirements and the production was environmentally friendly.

The Ukrainian market supports, first of all, large branded manufacturers - Procter & Gamble, Henkel, Amway and others. Procter & Gamble remains the market leader in Ukraine. The company has large production facilities in Ordzhonikidze and has invested more than \$ 200 million in production.

Procter & Gamble, Henkel and Nevskaya Kosmetika, which owns Vinnytsiapobutkhim, remain on the Ukrainian perfume and cosmetics market.

Procter & Gamble Ukraine and Vinnytsia Pobutkhim produce a total of about 70% of all household chemicals, and together with Henkel they account for more than 65% of all detergent sales. The companies supply products abroad and, at the same time, are the main ones in the domestic market.

Conclusion:

After analyzing the abovementioned, we can conclude:

– The perfume and cosmetics industry brings in more and more revenue every year. Despite the economic crisis, the products of this industry continue to be in demand among the population.

– The most developed perfume and cosmetics industry in highly developed countries. However, with the changing factors of the location of productive forces, much of the production shifts to developing countries.

– Factors in the location of the perfume and cosmetics industry have changed historically. Therefore, the raw material factor has lost its importance. Therefore, the production of the perfume and cosmetics industry can be made near the potential consumer. With the transition from industrial to post-industrial society, the development of science is of paramount importance. Consequently, the factor of the development of the scientific and technological revolution (STR) and the factor of highly qualified personnel are the main factors for the placement of this industry.

– The perfume and cosmetics industry is developing rapidly in the world, but in Ukraine this industry is under development. The goods of this industry are in demand in all countries of the world, so there is a need to create their own product to meet the domestic market and increase the economy of their country. The perfume and cosmetics industry is very dynamic, so it is necessary to follow trends and produce exactly what the consumer lacks.

For the development of the perfume and cosmetics industry in Ukraine, it is necessary to attract investors in the first place, because there is a problem of lack of funds. It is necessary to update the technical equipment so that it meets all the requirements and to attract highly qualified personnel for production. This can increase the economic development of the country.

References:

1. 2020 guide to the business of chemistry URL: <https://www.americanchemistry.com/2020-Guide-to-the-Business-of-Chemistry.pdf>
2. Beauty Packaging: <https://www.beautypackaging.com>.
3. Browse our Global List of Industry Research Reports URL: [bisworld.com/au/list-of-industries/bisworld.com/au/list-of-industries\](https://bisworld.com/au/list-of-industries/bisworld.com/au/list-of-industries/)
4. Fragrance Industry Statistics, Trends & Analysis URL: <https://brandongaille.com/37-fragrance-industry-statistics-trends-analysis/>
5. Value of the cosmetics market worldwide from URL: <https://www.statista.com/statistics/585522/global-value-cosmetics-market/>
6. Гладенкова Т. А. Территориальное развитие парфюмерно-косметической промышленности стран мира в постиндустриальную эпоху [Электронный ресурс] / Татьяна Андреевна Гладенкова. – 2020. – Режим доступа до ресурсу: [file:///C:/Users/Lenovo-PC/Downloads/Gladenkova-dissertaciya%20\(3\).pdf](file:///C:/Users/Lenovo-PC/Downloads/Gladenkova-dissertaciya%20(3).pdf)