

## ABSTRACTS

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### **A COMPETITIVE ENVIRONMENT FEATURES AND ANTITRUST REGULATION IN THE RETAIL FOOD TRADE**

Transformational changes in the economy of Ukraine put forward new requirements for the conduct of market relations in the external and internal environment. These changes cover a broad spectrum of industries and sectors, including the retail trade are crucial for any competitive behavior of individual companies and organizations. The competitive behavior of retailers on the one hand depends on their place and role in the retail market, on the other influences manifested through their level of competitiveness. But, in monopolizing markets competitive behavior of economic entities depends on the prevailing competitive environment in the country, whose state is determined by the quality of antitrust regulation. However, implementation of such regulation in each sphere of economic activity is different, depends on many internal and external factors and requires constant improvement. The article deals with theoretical aspects of the evolution of the competitive market environment in the world and in Ukraine. The basic approaches to the formation of anti-monopoly policy and the ways of its implementation in the different periods of the market economy are defined. The features and basic problems of antitrust regulation in the retail food trade and provided suggestions for their removal are observed. In particular, in order to improve the system of antitrust regulation is proposed, to increase both individual and aggregate financial performance threshold concentration participants under which it is necessary to obtain approval of the Antimonopoly Committee concentration. It is necessary to amend the Law «On Protection of Competition» on the threshold concentration of capital.