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The issues of sustainable and qualitative development have long been the focus of world economic and political discussions. For Ukraine, it is even more relevant because the country is undergoing contradictory and complex transformational changes in all spheres of activity for a long time. An essential attribute of the socio-economic development of Ukraine is the presence of a number of problems related to the status and trends of the consumer market as a form of manifestation of the economic mechanism through which expresses the interests of production and consumption. And both are within the scope of destabilizing the state as a result of intense folding of domestic production at a low competitiveness, productivity and raw material orientation, and to ensure effective demand of imports and inflation. A key figure in this process stands trading infrastructure entities that throughout the period of formation of market relations in Ukraine demonstrate active development. At the same time, organizational, large and medium-sized enterprises account for 80% of turnover in view of the fact that their number is about 5%. These structural relations are considered to be deformed, because they do not correspond to market conditions the development of entrepreneurship in the sphere of trade, led to the monopolization of the sphere of circulation of commodities and substantial differentiation level of trading service of the population in the settlements of various types. In addition to these, it is possible to diagnose even a number of problems associated with the formation of new type of relations between the subjects of trade-related infrastructure that accompanied its development over the market formation, exacerbated by the global financial and economic crisis and intensified with renewed vigor after the start of the military-political conflict in the country. Their identification and examination will determine the appropriate mechanisms for managing entities trading infrastructure to ensure effective development. The aim of this research is to identify the problems of the subjects of trade infrastructure in order to ensure sustainable and high-quality economic growth. Methods of this research are structurally-logical and semantic analysis (to clarify the terminology of the theory of trade infrastructure of the consumer market), systematic, comprehensive analysis, analytical methods and comparative economic analysis (the analysis of the status and dynamics of development of the subjects of trade infrastructure of the consumer market) and others. Results of this research are identification and systematization of problems, study prospects for sustainable and qualitative economic development of the trading infrastructure of the consumer market.

Key words: *consumer market, trading infrastructure, economic development, trends and prospects.*

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Shopper Trends

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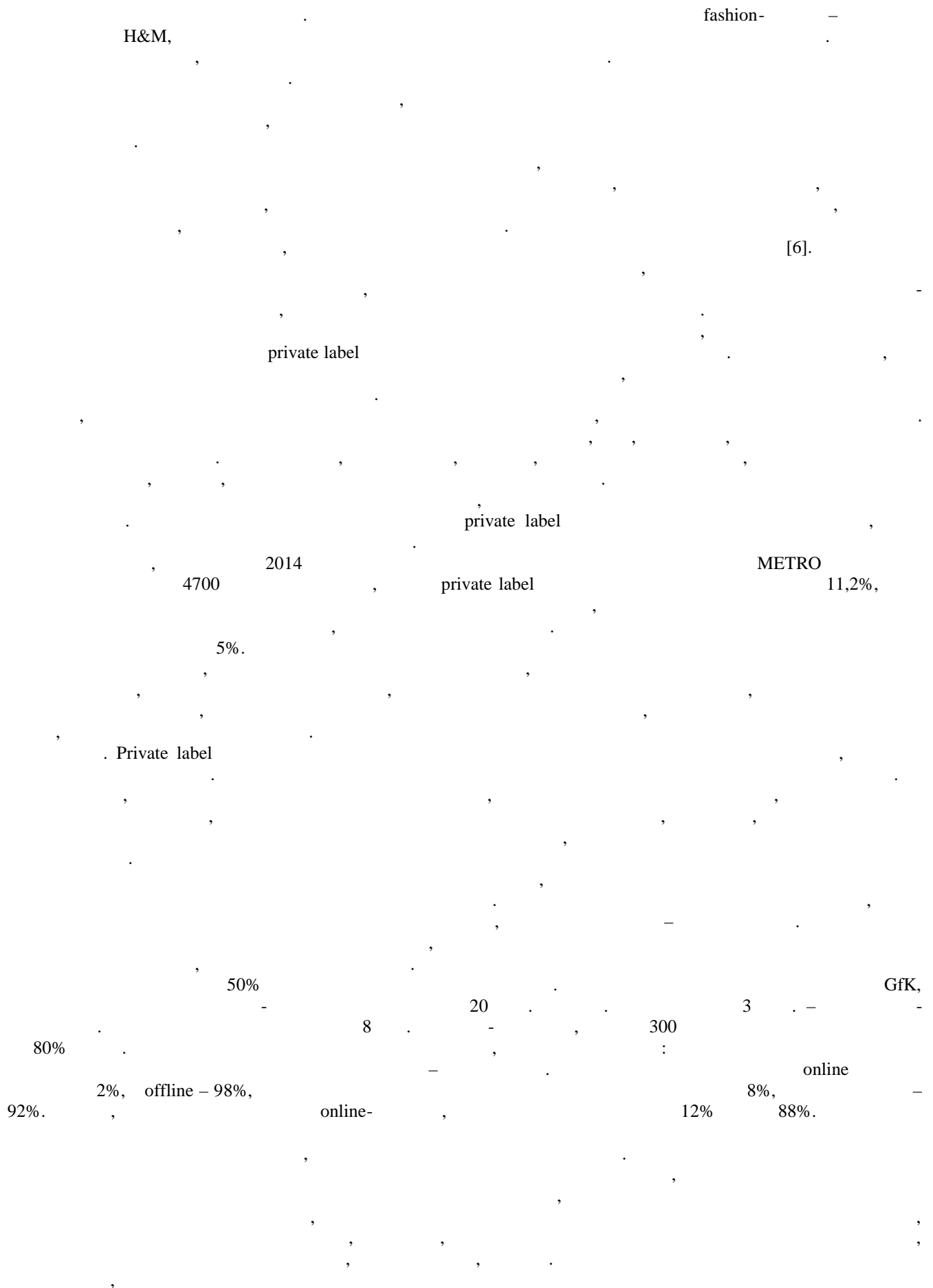
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