

ACCELERATED DEVELOPMENT OF SNACK PRODUCTION IN UZBEKISTAN

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Abstract: This article examines the opportunities for the development of the snack food industry in Uzbekistan, consumer demands, and key market challenges. The study analyzes global and local trends and provides recommendations for the growth of this sector.

Keywords: snacks, food industry, Uzbekistan market, consumer demand, innovation.

SNEK MAHSULOTLARI ISHLAB CHIQARISHNI O'ZBEKISTONDA JADAL RIVOJLANTIRISH

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Annotatsiya: Ushbu maqolada O'zbekistonda snek mahsulotlari sanoatini rivojlantirish imkoniyatlari, iste'molchilarning talab-ehtiyojlari va bozordagi asosiy muammolar yoritiladi. Tadqiqotda global va mahalliy tendensiyalar tahlil qilinib, ushbu sohani rivojlantirish uchun taklif va tavsiyalar beriladi.

Kalit so'zlar: snek mahsulotlari, oziq-ovqat sanoati, O'zbekiston bozori, iste'molchilar talabi, innovatsiya.

УСКОРЕННОЕ РАЗВИТИЕ ПРОИЗВОДСТВА СНЕКОВОЙ ПРОДУКЦИИ В УЗБЕКИСТАНЕ

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Аннотация: В данной статье рассматриваются возможности развития индустрии снековой продукции в Узбекистане, потребности потребителей и основные проблемы на рынке. В исследовании анализируются глобальные и местные тенденции, а также предлагаются рекомендации по развитию этой отрасли.

Ключевые слова: снеки, пищевая промышленность, рынок Узбекистана, потребительский спрос, инновации.

Enter. The term "snack products" refers to popular food products, mainly consumed on the go, designed to satisfy quick hunger. Bread and bakery products include snack loaves, crackers, croutons, bread sticks, and more. In the modern world, snack products are becoming very popular as quick and convenient food products. This segment is developing rapidly in Uzbekistan, and local and international brands are trying to find their place in the market. Changing lifestyles of the population, increasing employment levels and increasing demand for healthy food options are driving the need for further development of this sector. They are

divided into sweet and salty types, and can be in dried or liquid form.

Broadly speaking, they include:

chips and starch-based products (potato chips, corn-based products);

sweet snacks (chocolate, candies, biscuits);

dried and baked products (popcorn, peanuts, pistachios);

healthy alternatives (protein bars, granola, nuts);

drinks (smoothies, energy drinks)

Rapid development of the snack industry in Uzbekistan is important for the country's economy and food industry. The market of snack products plays an important role in meeting the needs of consumers for quick and convenient meals. This article analyzes the importance, current status and prospects of the development of the snack food industry.

Methods. The development of the snack industry is very important, the snack industry is one of the important sectors of the food industry, and it is important for the following reasons:

economic growth - enterprises producing snack products create new jobs and contribute to the country's economy;

export potential - there is an opportunity to enter international markets by improving the quality of local snack products. For example, the brand "Cheers" introduces a new sub-brand - "Nachos Cheers" and exports to CIS countries such as Russia, Kazakhstan, Tajikistan, Kyrgyzstan and Turkmenistan;

meeting the needs of consumers; modern lifestyle requires fast food, which increases the demand for snack products. The production of snack products in Uzbekistan has been developing significantly in recent years. A number of enterprises are engaged in the production and sale of snack products in the country. For example, the directory "Yellow Pages Uzbekistan" contains a list of companies engaged in the production and sale of snack products.

In addition, the state pays great attention to the development of the food industry. The development strategy of New Uzbekistan for 2022-2026 sets goals such as modernization of the food industry, introduction of innovations and increase of export potential.

It is no exaggeration to say that switching to healthy snacks has become a new trend. In this regard, the future of the market in the snack industry during the years 2025-2030. In contrast to traditional chips and sweets, in recent years, products that are useful and harmless to the human body and health are expected to be widely used in global and local markets, and are expected to develop in the following directions:

superfood snacks - products based on chia seeds, quinoa, nuts;

vegan and plant-based snacks - options that do not contain animal products;

protein and collagen bars - special foods for athletes and supporters of a healthy lifestyle;

oat and quinoa-based snacks Oat cookies - healthy snacks with reduced sugar content, rich in protein and fiber, a good choice for vegetarians;

grain snacks market and trends, healthy lifestyle - demand for products with high nutritional value is increasing;

organic and natural products - production without artificial additives is becoming a trend;

♻ ecological packaging - paper or recyclable materials are used instead of plastic.

Cereal snacks are a healthy alternative to traditional fast food or unhealthy snacks, and their market is growing rapidly. They are an ideal option for athletes, supporters of healthy eating and dieters.

Results and discussion. The need for fast food is increasing due to the change in the lifestyle of consumers and the increase in employment.

The following measures can be implemented to further develop the snack industry:

Local production opportunities - for the development of the industry, it is necessary to make effective use of the raw material base.

Introduction of innovations - it is possible to increase product quality and reduce costs by applying modern technologies to production processes. Product range - innovative products such as protein bars, dried fruits, snacks made from natural ingredients are in demand.

Use of local raw materials - by using local agricultural products in the production of snacks, it is possible to reduce the dependence on imports and support local farmers.

Some of the challenges of the snack market and their solutions are as follows:

product quality and ecological packaging - local producers should adapt to quality standards;

development of marketing strategies - it is necessary to form a brand image and bring snack products closer to consumers;

expansion of export opportunities - it is necessary to develop special programs for releasing snack products to the international market;

personnel training - it is necessary to organize trainings and seminars to improve the skills of specialists in the field.

Improving marketing strategies - it is necessary to develop effective marketing strategies to promote products in domestic and foreign markets.

There is a high demand for snacks (chips, popcorn, dried fruits, peanuts and other snacks) in the local market, and their production business can bring good income. Below is detailed information about the demand for snacks in Uzbekistan and local production opportunities.

The demand for snack products in Uzbekistan is increasing year by year. This is due to the following factors:

- the growing need of the population for light meals that are not heavy on the stomach;
- the popularity of fast-food products among the younger generation;
- increased demand for snacks during movies, football and other public events.

The snack market is expanding due to the development of tourism and restaurant business.

Demand for snacks and local products are as follows:

The following types of snacks are in high demand among the population:

- potato chips are one of the most popular options;
- dried fruits (raisins, apricots, plums, figs);
- Nuts such as peanuts, pistachios, almonds;
- dried meat and fish products (jerky, squid);
- products made on the basis of popcorn and corn.

Although local producers are mainly engaged in the preparation of dried fruits and peanut products, the market for products such as chips and popcorn is not yet fully formed. This creates a great opportunity for new entrepreneurs. Cereal products include cereals and products processed from cereals - flour, cereals, bread and pasta products.

Today, in our Republic, special attention is paid to ensuring grain independence based on increasing grain production. The main vitamins found in grain are V, V2, V3, V6, Vg, RR, E and carotene. These vitamins are mainly found in the aleurone layer and bran of the grain. There are many enterprises and organizations engaged in the production and sale of snacks in Uzbekistan, especially in Tashkent. There are different ways to increase the nutritional value of bread, from the theoretical and practical point of view, the use of non-traditional raw materials is of particular interest.

Women should be involved in the development of snacks, because women create the technology for the production of snack products that prevent obesity. Women are conducting many researches in food industry and agriculture, contributing to increasing the efficiency of snack products production. In particular, they:

- ✓ increasing the share of natural ingredients in the product;
- ✓ production of snack products compatible with the principles of rational nutrition;
- ✓ conducting research in areas such as modernization of production processes through innovative technologies.

This plays a significant role in the development of snack products in Uzbekistan.

If we talk about the production process and equipment, the production technologies differ depending on the snacks. Potato chips require special frying equipment, and popcorn requires special popcorn machines. A quality drying system and packaging equipment are required for the production of dried fruits.

Necessary equipment for production:

drying ovens - for natural drying of fruits and vegetables;

frying equipment - for cooking chips, peanuts and other products;

packaging lines – for compact and beautiful packaging of products.

Here's what we can say about competition and branding:

to be able to compete with domestic and foreign brands;

ensuring high product quality;

emphasis on natural and healthy snacks;

It is important to create a unique design and packaging.

Summary. With a good marketing strategy and using local raw materials, it is possible to produce high-quality snacks under the Uzbek brand.

In conclusion, it can be said that for the rapid development of the snack industry in Uzbekistan, it is necessary to implement complex measures in cooperation between the public and private sectors. This will serve economic growth, create new jobs and satisfy the population's need for food products. Snack production in Uzbekistan has a great market potential. The availability of local products, raw materials and labor creates great opportunities for entrepreneurs in this field. Through quality, proper marketing and branding, local snack products can find their place in the domestic and foreign markets.

Snacking is not just a snack food, it's a multi-billion dollar industry globally. Its development depends on lifestyle, healthy eating trends and technological innovations. State support programs and the activity of entrepreneurs can bring this industry to a new level.

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