

# FOOD MARKETING AND PRICE STABILITY IN THE DOMESTIC MARKET

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## Abstract

This article analyzes the issues of marketing strategies for food products in the domestic market and ensuring price stability. Ways to achieve socio-economic stability by ensuring food security, meeting consumer needs, developing market infrastructure, and reducing price volatility were considered. The use of effective marketing tools in a competitive environment, strengthening cooperation between manufacturers and distributors, and price regulation mechanisms used by the state were also analyzed.

**Keywords:** Domestic market, food marketing, price stability, marketing strategy, food safety, supply and demand, market infrastructure, government regulation, logistics, economic stability.

## Introduction

In recent years, due to the increasing demand for food products in the domestic market, population growth, and changes in the global market, the issues of improving marketing strategies and ensuring price stability have become increasingly important. The instability of food prices, especially for basic consumer goods, has a direct impact on the socio-economic well-being of the population.

In this context, one of the important tasks is to strengthen the role of marketing in the domestic market, optimize the product supply chain, introduce modern trade technologies, and achieve market stability through the use of effective methods of price control by the state.

## REVIEW OF RELATED LITERATURE

The issues of food marketing and price stability in the domestic market have been widely studied by foreign and local researchers. In particular, the circulation of food products in the domestic market, consumer purchasing habits, factors affecting prices, the effectiveness of marketing strategies, and ensuring price stability through state intervention are becoming a topical topic for scientific research[1]. The work of foreign researchers in this field, such as P. Kotler, M. Porter, T. Levitt, J. Stiglitz, A. Kay, and G. Schwartz, deserves special attention.

Their works provide in-depth analysis of market segmentation, pricing mechanisms, supply chains, and the formation of a competitive environment in the food industry. In particular, P. Kotler's work on marketing principles serves as an important source for developing the right pricing strategy in the food sector. Also, the research of scientists such as B. Schmitt and S. Rosen is aimed at studying the behavior of domestic market consumers and analyzing the socio-psychological aspects of marketing approaches. This plays an important role in predicting demand for food products and responding quickly to price fluctuations.



Among local researchers, economists such as Sh. Khodjayev, M. Murodov, and R. Jumanazarov have made a significant contribution to the study of theoretical and practical aspects of food marketing and price dynamics in the domestic market of Uzbekistan. Their research examined the economic foundations of ensuring food security, the effectiveness of state regulatory measures, and social protection mechanisms.

### RESEARCH METHODOLOGY

This study combines a systematic approach, analytical-methodological and statistical methods to study food marketing and price stability in the domestic market. The following methodological approaches were used to ensure the scientific validity and effectiveness of the study:

Scientific-abstraction and analysis method - The supply and demand for food products, marketing strategies, price formation, and the economic efficiency of state intervention were theoretically analyzed [2,3].

Empirical research - Practical data on the price dynamics and marketing activities of certain food products in the domestic market were collected and analyzed [4,5,6,7]. Official data from the Statistics Agency of the Republic of Uzbekistan, the Central Bank, and other open sources were used in this regard.

### ANALYSIS AND RESULTS

The dynamics of prices for food and other basic consumer goods in the domestic market of Uzbekistan is one of the most important indicators of the purchasing power of the population, the standard of living, and economic stability in the country. The purpose of this analysis is to study the average prices of certain selected groups of goods, identify the factors influencing price formation, and draw conclusions.

The results of the analysis are grouped into several main areas, revealing the interrelationships between complex price formation mechanisms, supply chain disruptions, the adequacy of marketing infrastructure, and consumer purchasing power. The section also examines in detail aspects such as seasonal variability of food prices, the degree of dependence on imports, and the role of trade intermediaries. Significant changes were observed in the prices of a number of basic food products included in the consumer basket in the first four months of 2025. Below is an analysis of price trends for certain product categories.

#### Average prices of some goods in markets and stores in Uzbekistan<sup>1</sup>

Code	Classifier	2025-M01	2025-M02	2025-M03	2025-M04
017	Beef	89493.8	92263.6	100959.6	106603.7
0020	Mutton	92516	95296.6	103775.5	110394.9
022	Chicken meat	31404.9	31502.1	32177.7	32204.7
026	Different fish	46650.8	47338.2	48231.3	51623.6
027	Fresh milk (1 liter)	7665.8	7719.3	7772.9	7766.3
034	Eggs (10 pieces)	12536.8	11667.7	12009.2	11435.1
063	Carrot	3433.5	3514.2	5169.6	5825.8
066	Onion	3025	3033	3156.7	4004.2
069	Potato	6890.3	7178.4	6449.2	6689.4
0070	Beans	21982.1	21977	22368.1	22782.2
071	Chickpeas	21754	21783.7	21752.3	21950.2
073	Sugar	13688.9	13610.9	13628.3	13714.5

<sup>1</sup> prepared by the author based on analytical data

**Meat products:** Beef prices were 89,493.8 soums in January 2025, but in April this figure reached 106,603.7 soums, an increase of 19.1%. Mutton prices also increased, from 92,516 soums in January to 110,394.9 soums in April (an increase of 19.3%). Chicken prices remained relatively stable, increasing from 31,404.9 soums to 32,204.7 soums, an increase of only 2.5%.

**Fish and dairy products:**

The price of various fish increased from 46,650.8 soums in January to 51,623.6 soums, an increase of 10.7%. This was followed by a significant increase in March and April. The price of fresh milk remained almost unchanged, increasing from 7,665.8 soums to 7,766.3 soums (1.3%).

**Eggs and vegetables:**

The price of eggs (10 pieces) decreased from 12,536.8 soums in January 2025 to 11,435.1 soums in April (-8.8%). The price of carrots increased significantly, from 3,433.5 soums in January to 5,825.8 soums in April, an increase of 69.6%. The price of onions also increased, from 3,025 soums to 4,004.2 soums (32.4%).

**Potatoes and legumes:**

Potato prices were volatile, with a temporary decrease in March (6,449.2 soums), but reaching 6,689.4 soums in April. Bean, chickpea and mung bean prices were relatively stable, reaching 22,782.2, 21,950.2 and 17,891 soums, respectively, in April.

**Sugar:**

The price of sugar has remained virtually unchanged over the months - a slight increase (0.2%) was observed from 13,688.9 soums to 13,714.5 soums.

According to an analysis of price dynamics observed in the consumer market in January-April 2025, the highest growth rates were recorded in the prices of carrots, onions, and meat products. In particular, the price of carrots almost doubled during this period, while a consistent and stable increase was observed in the prices of onions, beef, and mutton. Increased demand for these products due to seasonal factors, reduced production in some regions, and increased storage and transportation costs have led to price increases.

On the contrary, there was a downward trend in the price of egg products, which may be due to an increase in the supply of products in this category, an increase in production volumes, or a decrease in seasonal production costs. In general, such price dynamics are closely related to factors such as fluctuations in the balance of supply and demand in the market, disruptions in the logistics system, and increased costs for energy resources.

The results obtained will serve as an important information base for making informed policy decisions in Uzbekistan to ensure food security, meet the population's needs for basic food products, and support the development of agriculture and the food industry.



## CONCLUSION AND SUGGESTIONS

In the first four months of 2025, prices for carrots, onions, and meat products increased significantly, indicating increased inflationary pressures.

Seasonal price volatility: Food prices can fluctuate dramatically seasonally, especially for fruits and vegetables. This is due to production volumes, storage conditions, and market demand.

The dependence on imports of some food products, especially during the winter season, leads to price volatility. World market prices and exchange rates also affect domestic prices.

Purchasing power of the population: The purchasing power of the population has a direct impact on food marketing strategies. Marketing activities should take into account consumer expectations regarding the price and quality of products.

Stabilize agricultural production: Encourage off-season production, such as expanding greenhouses. Assist farmers in adopting modern agricultural technologies and increasing their productivity. Reduce dependence on a single crop by diversifying cropland.

Reducing dependence on foreign markets: Reducing the share of imports by increasing domestic production. Promoting local varieties and developing the processing industry.

Systematic development of food marketing in the domestic market of Uzbekistan will serve to ensure price stability and ultimately strengthen the food security of the population. These measures will not only ensure economic stability, but also make a significant contribution to improving the well-being of the population.

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