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KOSHER PRODUCTS MARKET IN THE REPUBLIC OF BELARUS

People are becoming more health conscious in today's world. As a result, there is an increasing demand for wholesome and allergen-free food products, which is thought to be the primary factor driving the growth of kosher food products. Furthermore, rising demand for high-quality natural food products that also provide a gluten-free diet is expected to drive demand for kosher foods market growth. The growing tendency for ethically produced and locally sourced ingredients is a key trend driving kosher food demand [1].

The purpose of our research is to analyze the state of the Belarusian market of kosher products and the demand for them. In addition, we will consider the specifics of the kosher products market in the Republic of Belarus, as well as analyze the opportunities for its further development.

Specialists classify the world market of kosher products into four categories depending on the types of products: kosher pareve, kosher meat, kosher dairy products, others.

Kosher is emerging as a new food industry trend that is not limited to the Jewish community but has been accepted by consumers of all religious communities. The number of potential consumers is large and therefore the kosher market is a perspective

one for Belarus. The production and export of kosher products could become a strategic direction for the diversification of the Belarusian economy. It should also be noted that the Jewish community is steadily growing, and the Muslim population is growing at the fastest rate in the world.

It is preferable to export kosher products to Eurasian Economic Union countries. For example, in Russia the demand for kosher products exceeds the existing supply. It also makes sense to supply kosher meat to Kazakhstan. Muslims consume kosher products because of the similarity of kashrut and halal slaughter rules [2].

One of the export destinations can be Israel, since the population of this country will primarily form the demand for kosher products. It should be noted that there are large Jewish communities in other neighboring countries such as Poland, Lithuania, and Latvia. Poland passed a bill that would block the export of kosher and halal meat. The law will come into force in 2025. As a result, this will affect Poland and other European Union countries and Israel, as Poland has been a major exporter to, for example, Israel and France, as well as to Middle Eastern countries. In this regard, the development of kosher production in Belarus is a perspective direction that can contribute to increasing exports and strengthening the country's position in the global food market.

Producers from Belarus are in the early stages of developing the market for kosher products. Minsk Bread Factory No. 4 was the first in the Belarusian market to produce kosher bread, and the first in the CIS to produce kosher wafers [3].

The first restaurant in the Republic of Belarus that received a kosher certificate and opened a kosher hall was the «Яблоко» restaurant. But today one can enjoy kosher cuisine only in the restaurant «Лехайм», where high standards of kashrut are combined with modern European and Middle Eastern menu.

In order to increase demand for Belarusian kosher products not only among the Jewish and Muslim population, but also among the secular population, it is necessary to raise awareness of the country's population about the availability and usefulness of kosher products. There is information - there will be demand.

In the Republic of Belarus, it is necessary to develop a kosher certification system adapted to the production of a variety of food products of different categories. It is also advisable to create training programs for specialists capable of meeting the needs of a diverse range of religious people who follow the rules of kashrut.

Currently the market of kosher products in Belarus is at an early stage of formation. Despite the narrow range of consumers, even the demand of this group remains unsatisfied and is regulated by imports of kosher products.

In conclusion we can say that production of kosher products will occupy a rather empty niche in the kosher market, differentiate production and distinguish products from their analogues. The kosher certificate granted to Belarusian producers will confirm the high quality and reliability of our products and will make it possible to expand the export market of the Republic of Belarus.

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