



Coffee Market of Ukraine

Price analysis 2019





RESEARCH METHODOLOGY

1.1. PURPOSE OF THE STUDY:

CALCULATE THE AVERAGE COST OF A CUP OF COFFEE IN UKRAINE FOR THREE MAIN TYPES: ESPRESSO, AMERICANO, LATTE, BASED ON REAL PRICES IN COFFEE HOUSES OF THE FIVE LARGEST CITIES IN UKRAINE: KYIV, KHARKIV, ODESA, LVIV, AND DNIPRO.

1.2. RESEARCH METHODS

- CABINET - THE MENU IS SEARCHED ON THE INTERNET USING GOOGLE MAPS, 2GIS, COFFEE SHOP SITES, AND THEIR PAGES ON SOCIAL NETWORKS.

ADVANTAGE OF THE METHOD: HIGH EFFICIENCY OF DATA ACQUISITION. THE DISADVANTAGE OF THE METHOD: A LOW SAMPLING RATE, NOT ALWAYS UP-TO-DATE INFORMATION.

- FIELD - AGENTS PHOTOGRAPH THE MENU OF COFFEE HOUSES, AND THE PRICE IS FIXED IN THE STUDY.

ADVANTAGES OF THE METHOD: UP-TO-DATE INFORMATION AND HIGH ACCURACY; EACH AGENT WORKS OUT HIS AREA AND FIXES THE DATA WITHIN THE TASK. THE DISADVANTAGE OF THE METHOD: THE TIMING FOR COLLECTING INFORMATION AND THE HUMAN FACTOR - OFTEN, THE AGENT CHOOSES ONE PRICE SEGMENT AND PROVIDES A PHOTO OF THIS SEGMENT TO A GREATER EXTENT.

- COMBINED - THE COMBINATION OF THE DESK AND FIELD METHODS IN THE PROPORTION STIPULATED IN THE TASK FOR ANALYSIS.

ADVANTAGE OF THE METHOD: ELIMINATES THE DISADVANTAGES OF THE FIELD AND OFFICE METHODS. THE DISADVANTAGE OF THE METHOD: WITH AN INCORRECT PROPORTION OF THE OFFICE AND FIELD METHODS, CORRELATION AND ELIMINATION OF DEFICIENCIES DO NOT OCCUR.



The analysis is carried out by a combined method

$\frac{1}{3}$ COFFEE HOUSES WERE INVESTIGATED BY THE FIELD METHOD.

$\frac{2}{3}$ CABINET, AS THIS METHOD ALLOWS TO CAPTURE A GREATER VARIETY OF PRICE SEGMENTS.

COFFEE HOUSES ARE SELECTED ACCORDING TO THE FOLLOWING CRITERIA:

- NOT NETWORKED
- STATIONARY
- DO NOT WORK FOR TAKEAWAY

DRINK PRICES FOR 100 COFFEE HOUSES WERE OBTAINED FROM A FIELD STUDY. AGENTS IN EACH CITY PHOTOGRAPHED MENUS IN DIFFERENT AREAS.

200 POINTS WERE WORKED OUT USING DESK RESEARCH. COFFEE HOUSES MATCHING THE CRITERIA WERE SELECTED USING GOOGLE MAPS, AND MENU SHOTS WERE TAKEN FROM THERE. BUT DUE TO THE FACT THAT NOT ALL COFFEE HOUSES HAD A MENU AS OF 2021, THE MENU OF 2020 WAS ALSO USED IN THE STUDY, SINCE THE DIFFERENCE, GIVEN THE ECONOMIC SITUATION, IS INSIGNIFICANT.

MENUS FOR DESK RESEARCH WERE ALSO OBTAINED FROM COFFEE SHOP WEBSITES AND THEIR FACEBOOK AND INSTAGRAM PAGES. PREFERABLY, DATA FROM COFFEE SHOP WEBSITES OR THEIR SOCIAL PAGES WAS USED SINCE THE INFORMATION IN THEM IS MORE UP-TO-DATE. ALSO, DURING THE STUDY, MENUS WERE REQUESTED ONLINE FROM REPRESENTATIVES ON THE SOCIAL PAGES OF COFFEE HOUSES, BUT NOT EVERYONE RESPONDED TO SUCH REQUESTS. IN THIS WAY, ONLY FOUR MENUS OF DIFFERENT ESTABLISHMENTS WERE OBTAINED.



Research data:

NON-NETWORK: 200 CABINET + 100 FIELD

NETWORK: 10 NETWORK (26 COFFEE HOUSES)

CITY	NON-NETWORK	NETWORK	AMOUNT
KYIV	62	9	71
ODESA	56	4	60
KHARKIV	56	6	62
LVIV	70	3	73
DNIPRO	56	4	60
TOTAL NUMBER OF COFFEE HOUSES	300	26	326

THE PRICES OF COFFEE HOUSES IN EACH OF THE 5 CITIES WERE PROCESSED, THE BOUNDARIES OF PRICE SEGMENTS WERE DETERMINED CONCERNING THE SOLVENCY OF THE POPULATION OF A PARTICULAR CITY, SEGMENTATION OF ESTABLISHMENTS, THE DETERMINATION OF THE AVERAGE PRICE, MINIMUM AND MAXIMUM VALUES FOR EACH SEGMENT IN DIFFERENT CITIES, FASHION, AND MEDIANS BY SEGMENTS. AS A RESULT, A REPORT WITH CONCLUSIONS AND TABLES WAS GENERATED.



DEFINITION OF THE CONCEPT “PORTION” FOR DIFFERENT TYPES:

CLASSICAL **ESPRESSO** USUALLY HAS A 25-35 ML VOLUME AND IS SERVED IN A 60-70 ML CUP OR A SPECIAL ESPRESSO CUP. A DOUBLE ESPRESSO MADE FROM 18-22 GRAMS OF COFFEE HAS A VOLUME OF 60 ML. IN UKRAINE, THE MOST POPULAR VOLUME IS **30 ML**, WHICH IS TAKEN AS A BASIS FOR COMPARING PRICES. THERE ARE ALSO VOLUMES OF 25/40 ML.

CLASSICAL **AMERICANO** - IS A DOUBLE PORTION OF ESPRESSO WITH A VOLUME OF 50-70 ML, DILUTED WITH 120 ML OF HOT WATER (TEMPERATURE - ABOUT 90°). IN UKRAINE, THERE IS OFTEN A VOLUME OF **130 ML**. THERE ARE ALSO 60//90/100/120/150 ML.

LATTE - THE LARGEST AND MOST MILKY ESPRESSO-BASED COFFEE DRINK. IT IS PREPARED IN A CUP WITH A VOLUME OF 250–300 ML AND IS USED AS A SINGLE SHOT OF ESPRESSO. THE REST OF THE DRINK IS MILK AND A LITTLE MILK FOAM. IN UKRAINE, THERE IS OFTEN A VOLUME OF **220 ML** OF DRINK PER SERVING. THERE ARE ALSO 180/200/240/250/280/300 ML.



JUSTIFICATION OF MATHEMATICAL CALCULATIONS

THE MOST POPULAR WAY TO CALCULATE THE AVERAGE IS **AVERAGE**, WHICH IS CONSIDERED THE SUM OF ALL INDICATORS DIVIDED BY THEIR NUMBER. **IN THIS WAY, THEY DETERMINED AVERAGES IN EACH PRICE CATEGORY FOR DIFFERENT CITIES.** THE AVERAGE FORMULA WAS USED TO SIMPLIFY CALCULATIONS AND MINIMIZE ERRORS, WHICH AUTOMATICALLY CALCULATES THE ARITHMETIC MEAN.

IN THE CASE OF THE AVERAGE **VALUE FOR EACH CITY**, WE WOULD GET DISTORTED VALUES USING THE ARITHMETIC MEAN SINCE THE NUMBER OF COFFEE HOUSES IN DIFFERENT PRICE SEGMENTS IS DIFFERENT. ACCORDINGLY, THE WEIGHTED AVERAGE WAS USED FOR THE CALCULATION SINCE IT CONSIDERS THE DIFFERENCE IN THE NUMBER OF COFFEE HOUSES IN EACH CATEGORY. SO, THE WEIGHTED AVERAGE IS CALCULATED USING THE FOLLOWING FORMULA:

$$X = (A1 * W1 + A2 * W2 + A3 * W3) / (W1 + W2 + W3),$$

WHERE A1, A2... - THE AVERAGE PRICE FOR THE CITY IN THE SELECTED PRICE SEGMENT, W1, W2... - THE CORRESPONDING PRICE SEGMENT.



JUSTIFICATION OF MATHEMATICAL CALCULATIONS

IN ADDITION TO THE AVERAGE VALUES, THE MODE AND MEDIAN WERE ALSO FOUND.

MODE SHOWS THE MOST COMMONLY USED PRICE VALUE AND THUS HELPS TO UNDERSTAND **THE MOST COMMON PRICES**. PROBLEMS AROSE ONLY FOR SOME CITIES IN THE HIGH PRICE CATEGORY WITH AMERICANO SINCE THE SPECIFICS OF THIS SEGMENT IS THAT AMERICANO IS PRACTICALLY NOT OFFERED, AND INSTEAD, THERE ARE MANY DIFFERENT TYPES OF AUTHOR'S COFFEE. THE AMOUNT OF DATA MIGHT NOT BE ENOUGH TO FIND THE MODE, SO THERE MIGHT BE A “-”.

THE MEDIAN IS THE POINT ON BOTH SIDES OF WHICH THERE IS THE SAME NUMBER OF SAMPLE ELEMENTS. IN OTHER WORDS, THIS IS THE VALUE BELOW WHICH 50% OF THE VALUES AND ALSO ABOVE 50% OF ALL VALUES IN THE SAMPLE.



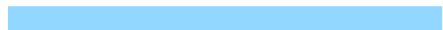
MARKET ANALYSIS

THE COFFEE HOUSE MARKET IN UKRAINE IS STILL QUITE YOUNG AND IS ONLY DEVELOPING, ALTHOUGH THERE IS ALREADY MUCH COMPETITION. CURRENTLY, THERE ARE 7.4 THOUSAND DIFFERENT COFFEE HOUSES ON THE MARKET. MOST WORK IN MAJOR CITIES OR ON TOURIST ROUTES. GOOD LOCATION HAS A SIGNIFICANT IMPACT, SO COFFEE HOUSES ARE OFTEN LOCATED IN BUSY PLACES IN THE CITY CENTER, SHOPPING CENTERS, OR THE SUBWAY. A QUARTER OF ALL COFFEE HOUSES ARE LOCATED IN KYIV, ALMOST THE SAME NUMBER - IN KHARKIV, ODESA, LVIV, AND DNIPRO TOGETHER.

City	Amount of coffee houses
Kyiv	1998
Kharkiv	696
Odesa	549
Lviv	303
Dnipro	299
Other	3555
All	7400



MARKET ANALYSIS



THE MARKET ANALYSIS REPORT PROVIDES A DETAILED OVERVIEW OF THE CURRENT MARKET TRENDS AND OPPORTUNITIES. IT INCLUDES A COMPREHENSIVE ANALYSIS OF THE MARKET SIZE, GROWTH RATE, AND KEY PLAYERS. THE REPORT ALSO HIGHLIGHTS THE CHALLENGES AND RISKS ASSOCIATED WITH THE MARKET, AS WELL AS THE POTENTIAL FOR INNOVATION AND GROWTH. THE ANALYSIS IS BASED ON A THOROUGH REVIEW OF MARKET DATA, INCLUDING FINANCIAL STATEMENTS, INDUSTRY REPORTS, AND EXPERT OPINIONS. THE REPORT IS DESIGNED TO PROVIDE A CLEAR AND CONCISE SUMMARY OF THE MARKET ANALYSIS, ENABLING STAKEHOLDERS TO MAKE INFORMED DECISIONS.

Market Analysis Data		
Category	Value	Unit
Market Size	1200	Million
Growth Rate	5.2%	Annual
Key Players	10	Count
Challenges	3	Count
Risks	2	Count
Innovation	1	Count
Growth	1	Count



MARKET ANALYSIS

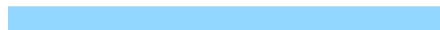
На рынке Украины можно выделить два основных **формата кофейни**, которые являются самыми популярными:

- Традиционная кофейня, где в основном ассортимент продукции составляет кофе, чай и десерты, иногда интерьерные или сладкие. В этих заведениях часто предоставляют услуги самообслуживания, где клиент делает заказ через барную стойку и сразу же забирает его в стаканчик или с собой. Это очень удобно, особенно, если есть ограничения по времени.

- Кафе, где в ассортименте, кроме кофе и чая, входят еще закуски, другие блюда и даже коктейли и разный алкоголь. В этих заведениях обслуживают по более высокой цене. Часто такие кафе предоставляют или только наиболее популярные виды кофе, или широкий выбор, включая авторские кофейные напитки. Предоставление такой формат востребован, соответственно, кафе будет привлекать больше клиентов.



MARKET ANALYSIS



The market analysis is a key component of the business plan. It provides a detailed overview of the market environment, including the size, growth, and structure of the market. The analysis also identifies the key players in the market and their competitive advantages. This information is essential for understanding the market dynamics and for developing a competitive strategy. The market analysis is a critical tool for businesses to make informed decisions about their future growth and development.

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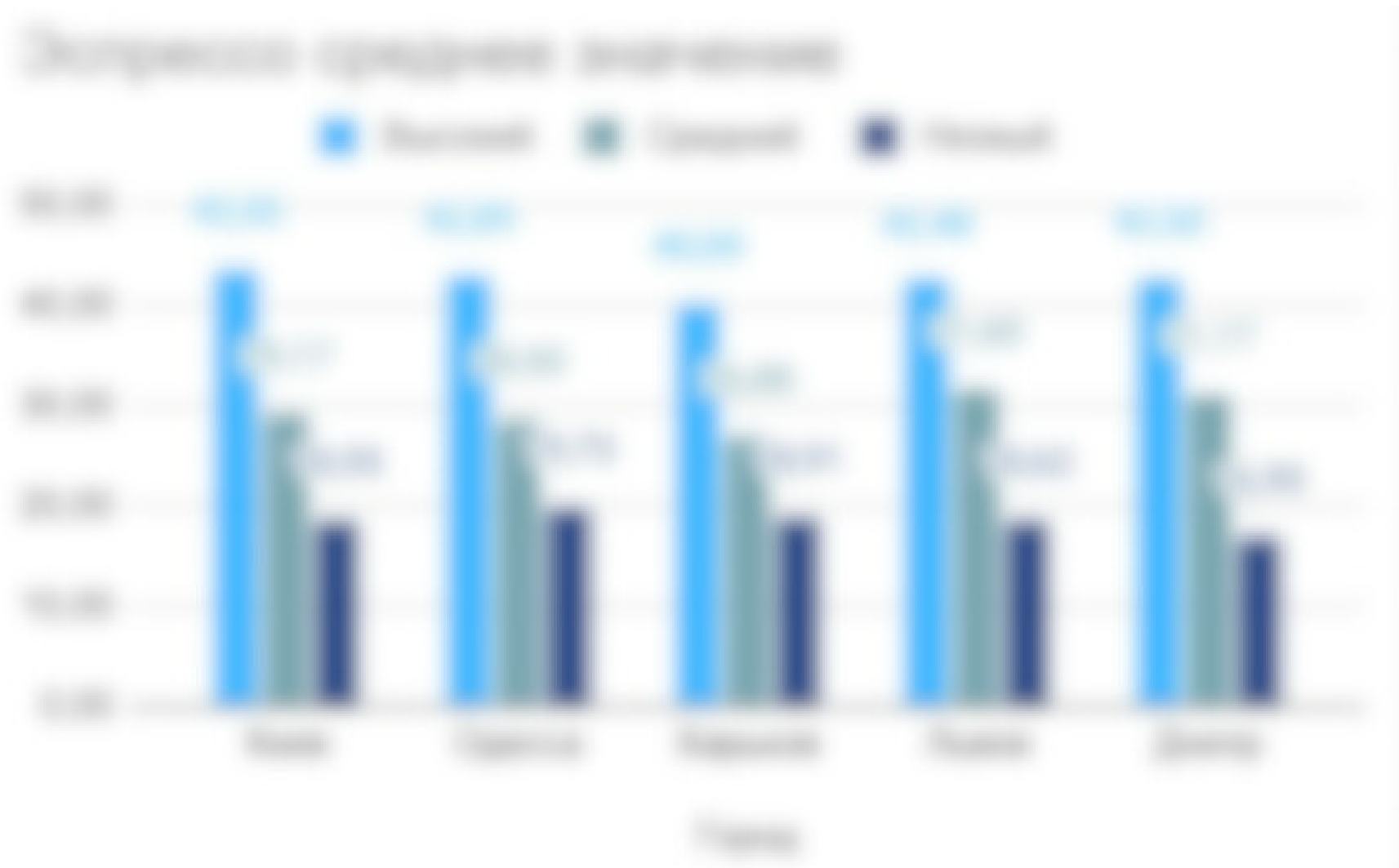
RESEARCH RESULTS

Города по сегментам делиться по цене для жюри, так как в большинстве случаев это классический вариант, который подается в фиксированном объеме. Низкий сегмент заканчивается ценой 24 грн за порцию жюри. Средний ценовой сегмент определяется от 25 грн до 35 грн для всех городов, кроме Киева. В Киеве от 25 грн - это высокий ценовой сегмент, поскольку цены на кофе в этом городе ниже остальных, поэтому было изменено граничное значение. Для остальных городов высокий ценовой сегмент начинается от 36 грн за порцию.

Преимущественно цена американо такая же, как и для жюри, или на несколько гривен больше. Но американо часто отсутствует в среднем и высоком сегменте, поскольку заменяется на авторские напитки. Что касается цен на дате, то они сильно отличаются в разных городах. Более того, нет фиксированного объема. Поэтому для категоризации джигитов использовать цены на жюри.

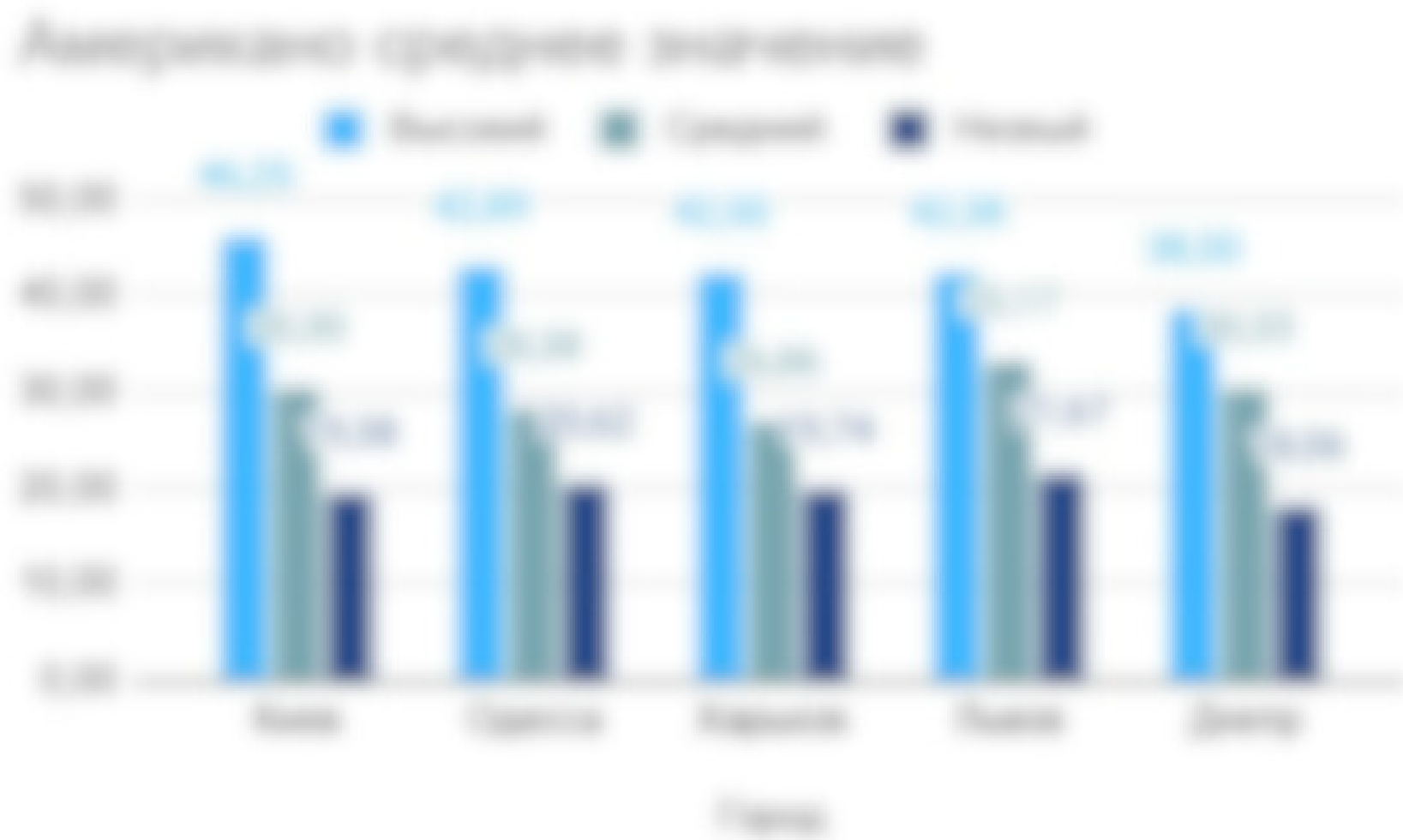


ANALYSIS BY CITIES





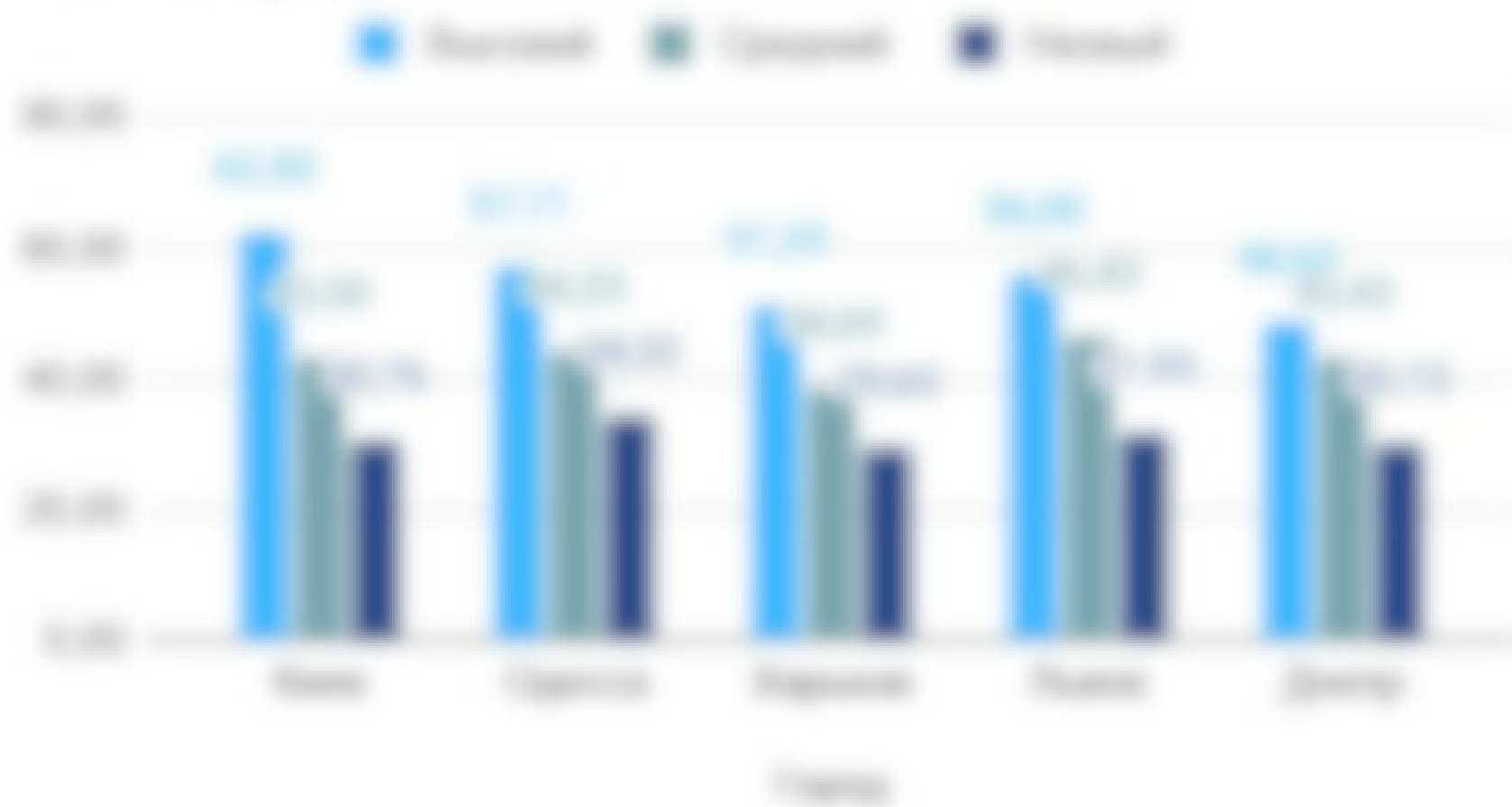
ANALYSIS BY CITIES





ANALYSIS BY CITIES

Bar chart showing the number of respondents by city and gender.







HIGH-PRICE SEGMENT



Product portfolio overview				
Product	Price	Volume	Revenue	Profit
Product A	100.00	1000	100.00	20.00
Product B	200.00	500	100.00	20.00
Product C	300.00	300	90.00	18.00
Product D	400.00	200	80.00	16.00
Product E	500.00	150	75.00	15.00
Product F	600.00	100	60.00	12.00
Product G	700.00	80	56.00	11.20
Product H	800.00	60	48.00	9.60
Product I	900.00	50	45.00	9.00
Product J	1000.00	40	40.00	8.00



MIDDLE-PRICE SEGMENT



The middle-price segment is characterized by a high degree of competition and a focus on value for money. This segment is typically associated with a high level of customer loyalty and a strong emphasis on service quality. The middle-price segment is often the most profitable for a company, as it offers a good balance between price and quality. This segment is also the most vulnerable to competition, as it is the most likely to be targeted by new entrants. The middle-price segment is a key focus for many companies, as it offers a good opportunity to build a strong brand and a loyal customer base.

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MIDDLE-PRICE SEGMENT

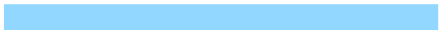


MIDDLE-PRICE SEGMENT				
Item	Price	Price	Price	Price
Item 1	10.00	10.00	10.00	10.00
Item 2	15.00	15.00	15.00	15.00
Item 3	20.00	20.00	20.00	20.00
Item 4	25.00	25.00	25.00	25.00
Item 5	30.00	30.00	30.00	30.00
Item 6	35.00	35.00	35.00	35.00
Item 7	40.00	40.00	40.00	40.00
Item 8	45.00	45.00	45.00	45.00
Item 9	50.00	50.00	50.00	50.00
Item 10	55.00	55.00	55.00	55.00





LOW-PRICE SEGMENT



Low-price segment			
Item	Price	Price	Price
Item 1	10.00	10.00	10.00
Item 2	15.00	15.00	15.00
Item 3	20.00	20.00	20.00
Item 4	25.00	25.00	25.00
Item 5	30.00	30.00	30.00
Item 6	35.00	35.00	35.00
Item 7	40.00	40.00	40.00
Item 8	45.00	45.00	45.00
Item 9	50.00	50.00	50.00
Item 10	55.00	55.00	55.00





Kyiv

Ukrainian people in Kyiv have been suffering from the Russian invasion since 2014. The Russian army has been occupying the city and the surrounding areas. The Russian army has been causing a lot of damage to the city and the surrounding areas. The Russian army has been causing a lot of damage to the city and the surrounding areas. The Russian army has been causing a lot of damage to the city and the surrounding areas.

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Category	Value	Value	Value
Category 1	10.00	10.00	10.00
Category 2	10.00	10.00	10.00
Category 3	10.00	10.00	10.00



Lviv

Lviv является одним из ключевых туристических центров в Украине, и каждый турист желает попробовать Львовский кофе, о котором ходят легенды, а количество рецептов сложно подсчитать. Как следствие, во Львове работает очень много классических кофеен, которые предлагают различные виды кофе, авторские напитки и десерты. Они пользуются спросом среди местных и туристов, поэтому цены достаточно высокие. Во Львове работает 303 кофейни, из которых было проанализировано 20 100 какао-бобов и 20 100 какао-бобов. С началом карантина некоторые заведения полностью отказались от физических версий меню и предлагают только онлайн-меню QR-код, который открывает меню.

Количество заведений в разных ценовых категориях практически одинаковое, и каждый может выбрать ту кофейню, ценовая политика которой ему подходит. Среди проанализированных кофеен 28,77% - это кофейни высокой ценовой категории (21 заведение), 34,37%, или 25 заведений, - средней и 36,86% (27 кофейни) - низкой ценовой категории. При этом следует заметить, что цены варьируются от 14 до 65 грн для эспрессо, от 18 до 65 грн - для американо и от 14 до 75 грн для латте.





Lviv

Account Number	Budgeted	Actual	Variance
Depreciation Expense—Equipment	\$1,000	\$980	\$20
Depreciation Expense—Buildings	\$1,000	\$1,020	(\$20)
Total Depreciation Expense	\$2,000	\$1,980	\$20



Odesa

Одеса є одним з найбільш розвинених міст України, який має велике значення для економіки та культури країни. Місто є важливим торговельно-промисловим центром, який приваблює інвестиції та талановитих фахівців. Одеса має багату історію та культурну спадщину, яка робить її одним з найцікавіших міст України.

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Odesa

Ukrainian name: Одеса, Russian name: Одесса, English name: Odesa, German name: Odessa, French name: Odessa, Italian name: Odessa, Spanish name: Odessa, Portuguese name: Odessa, Dutch name: Odessa, Swedish name: Odessa, Norwegian name: Odessa, Danish name: Odessa, Finnish name: Odessa, Estonian name: Odessa, Latvian name: Odessa, Lithuanian name: Odessa, Polish name: Odessa, Czech name: Odessa, Slovak name: Odessa, Hungarian name: Odessa, Romanian name: Odessa, Bulgarian name: Одеса, Serbian name: Одеса, Croatian name: Одеса, Slovenian name: Odessa, Macedonian name: Одеса, Montenegrin name: Одеса, Albanian name: Odessa, Greek name: Οδessa, Turkish name: Odessa, Azerbaijani name: Одеса, Georgian name: Одеса, Armenian name: Օդեսա, Hebrew name: אוֹדֶסָה, Yiddish name: אָדעסאַ, Russian name: Одесса, Ukrainian name: Одеса, Belarusian name: Одэса, Polish name: Odessa, Czech name: Oděsa, Slovak name: Oděsa, Hungarian name: Odessa, Romanian name: Odessa, Bulgarian name: Одеса, Serbian name: Одесса, Croatian name: Одесса, Slovenian name: Odessa, Macedonian name: Одесса, Montenegrin name: Одесса, Albanian name: Odessa, Greek name: Οδessa, Turkish name: Odessa, Azerbaijani name: Одесса, Georgian name: Одесса, Armenian name: Օդեսա, Hebrew name: אוֹדֶסָה, Yiddish name: אָדעסאַ

Ukrainian name: Одеса, Russian name: Одесса, English name: Odesa, German name: Odessa, French name: Odessa, Italian name: Odessa, Spanish name: Odessa, Portuguese name: Odessa, Dutch name: Odessa, Swedish name: Odessa, Norwegian name: Odessa, Danish name: Odessa, Finnish name: Odessa, Estonian name: Odessa, Latvian name: Odessa, Lithuanian name: Odessa, Polish name: Odessa, Czech name: Odessa, Slovak name: Odessa, Hungarian name: Odessa, Romanian name: Odessa, Bulgarian name: Одеса, Serbian name: Одесса, Croatian name: Одесса, Slovenian name: Odessa, Macedonian name: Одесса, Montenegrin name: Одесса, Albanian name: Odessa, Greek name: Οδessa, Turkish name: Odessa, Azerbaijani name: Одесса, Georgian name: Одесса, Armenian name: Օդեսա, Hebrew name: אוֹדֶסָה, Yiddish name: אָדעסאַ, Russian name: Одесса, Ukrainian name: Одеса, Belarusian name: Одэса, Polish name: Odessa, Czech name: Oděsa, Slovak name: Oděsa, Hungarian name: Odessa, Romanian name: Odessa, Bulgarian name: Одеса, Serbian name: Одесса, Croatian name: Одесса, Slovenian name: Odessa, Macedonian name: Одесса, Montenegrin name: Одесса, Albanian name: Odessa, Greek name: Οδessa, Turkish name: Odessa, Azerbaijani name: Одесса, Georgian name: Одесса, Armenian name: Օդեսա, Hebrew name: אוֹדֶסָה, Yiddish name: אָדעסאַ

Ukrainian name	Russian name	English name	German name
Одесса	Одесса	Odesa	Odessa
Одесса	Одесса	Odesa	Odessa
Одесса	Одесса	Odesa	Odessa



Dnipro

The Dnipro river is one of the longest rivers in Ukraine, flowing from the Carpathian Mountains to the Black Sea. It is the second longest river in Ukraine, after the Dnieper. The river is 1,362 km long and has a catchment area of 603,700 km². It is the main source of water for the Dnipro region and is used for agriculture, industry, and transportation. The river is also a major source of electricity, with several large dams and power plants along its course.

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Dnipro

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Kharkiv

Kharkiv is a city in Ukraine, located in the northeast. It is the second largest city in Ukraine, after Kyiv. The city is known for its industrial and cultural heritage. It was the capital of the Ukrainian People's Republic in 1918-1920 and again in 1935-1938. The city was heavily damaged during the Russian Revolution and the Second World War. It was the site of the Kharkiv massacre in 1942. The city is now a major center of industry and culture in Ukraine.





Kharkiv

Kharkiv is a city in Ukraine, located in the northeast. It is the second largest city in the country and is known for its industrial and cultural heritage. The city has a long history and has been a major center of industry and commerce in the region. It is also a major transportation hub, with a large railway station and an international airport. The city is home to many universities and research institutions, and it is a center of culture and arts. The city has a diverse population and is known for its friendly people and warm climate. It is a beautiful city with many parks and green spaces, and it is a great place to visit and live.

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Kharkiv		Population		Area	
City	Population	2018	2019	Area	Population
	City	2018	2019	Area	Population
	City	2018	2019	Area	Population



Conclusions

