

**Conclusion.** The introduction of new technologies in wood processing can reduce the power intensity of production, speed up basic production processes, increase working capacity and make the use of raw materials more rational. The goal of innovative modernization projects is to improve these characteristics.

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УДК 338

#### ANALYSIS OF RUSSIAN KICKSHARING MARKET

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*Резюме – в статье рассмотрено текущее состояние российского рынка кикшеринга (рынка совместного использования электронных самокатов), представлена оценка рынка и его основные игроки, дан прогноз на будущее время.*

*Resume – the article examines the current state of the Russian kicksharing market (e-scooter sharing market), shows the assessment of the market capacity and the main players of the market, provides a forecast for the future.*

**Introduction.** One of the recent trends in the world is the development of sharing e-scooters, which are no longer limited to entertainment sphere but also serve as a viable transportation option. Kicksharing (e-scooter sharing) is a form of short-term rental that allows users to rent an e-scooter for a quick ride within city area.

**Main part.** The kicksharing industry in Russia is relatively new, and it has encountered various challenges, such as inadequate infrastructure and marketing strategies. As of 2023, CIS countries make up only 1.32 % of the global kicksharing market, with Russia occupying the largest share at 1.28 % [1].

The development of the e-scooter sharing market in Russia repeats the growth dynamics of developed countries, but with a lag of 2 years. A rapid increase in the volume of the e-scooter sharing market in some developed countries occurred in 2019 and in Russia in 2021. Among the reasons for the rapid development of the e-scooter sharing abroad are traffic jams, shortage of parking

spaces, existence of a developed infrastructure of bicycle lanes, culture of micro-mobility. In 2022 total customer base of Russian kicksharing services numbered 15.5M of users (+57 % to 2021) and it is expected to reach 32.5M of users in 2025 with the CAGR 2022-2025 at 28 % (fig. 1). The growth potential of the e-scooter sharing market is possible due to the opening of the service in new cities and the increase in penetration in existing cities. There are a total of 172 cities in Russia with populations of 100+K of people. Moreover, in Europe the density of e-vehicles on a limited area is higher (6.3 e-scooters per 1K people in Berlin, 11.5 in Oslo, 12.2 in Helsinki) than in Russian cities (2.4 in Kazan, 3.2 in Moscow, 3.8 in St. Petersburg), that provides drivers to the market as well [2].

In 2022 there were about 40 companies in the Russian kicksharing market: Whoosh, Urent, Yandex Go, E-Motion, Lite, Molnia, toGO, Busy-Fly and others. The largest players on the market are Whoosh, Urent and Yandex Go. Their combined market share by revenue in 2022 was 94 %. Whoosh accounts for 47 % of all market revenue in 2022. In 2021 corporation Yandex launched its kicksharing service and in 2022 they presented self-designed e-scooter. Yandex Go e-scooters have become an organic addition to Yandex ecosystem. The company has huge resources of capital and R&D expertise, and customer base of Yandex ecosystem has tens of millions of people who can be involved in kicksharing. That’s why Yandex Go represents a great threat to the competitive positions of Whoosh and Urent.

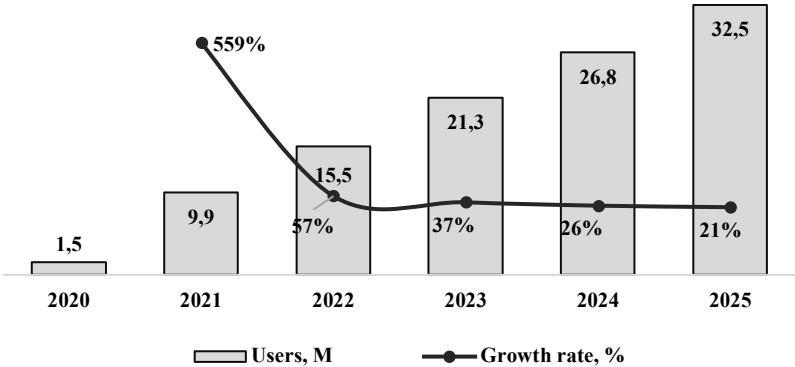


Figure 1 – Users of kicksharing services in Russia

Total kicksharing fleet in 2022 equaled to 191K of e-scooters (+66 % to 2021) and it is foreseen to reach 439K of e-scooters in 2025 with CAGR 2022–2025 at 32 %. In 2022 the biggest share of fleet was held by Urent (42 %) and Whoosh (39 %). Yandex Go (9 % of total fleet) plans to have up to 70K of e-scooters (4x to 2022) in 2023. Whoosh plans to have 130K of e-scooters at the end of 2023 (1,6x to 2022). [3]

**Conclusion.** Even though e-scooter sharing has only recently emerged in Russia, now kicksharing is a fast-growing market segment that offers a convenient and eco-friendly transportation option for urban residents. The industry will continue to develop in Russia. Growth will be demonstrated by all of its key indicators – volume, number of users, fleet size and number of trips.

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УДК 32

## ADVERTISING IN MODERN BUSINESS WORLD

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*Resume – this article considers the role of advertising in modern business and its impact on marketing policy.*

*Резюме – в данной статье рассматривается роль рекламы в современном бизнесе и ее влияние на маркетинговую политику.*

**Introduction.** In the current state of the market economy, advertising holds immense significance. The advertising industry is rapidly expanding and has become one of the fastest-growing markets worldwide. Its growth and expenses surpass even that of developed countries' gross products. Moreover, in the last decade, advertising costs have surged two to three times in these countries.

**Main part.** The global advertising industry is continuously expanding, and over the last decade, it has become one of the most rapidly developing areas in the marketing business. The share of international advertising has been on the rise, thanks to the creation of an extensive network of advertising agencies that operate across multiple countries. This expansion of advertising from one country to another is made possible due to the high level of economic integration among many developed nations.

Advertising informs consumers about products and companies, helping to expand production and drive sales. It bridges the gap between producers and consumers by conveying product availability, price and use, and gauges consumer demand. Advertising enhances brand image and cultivates brand loyalty, stimulating demand and driving sales. It also contributes to the economy by creating jobs and generating revenue.

Effective use of advertising media is vital for manufacturers to influence the sales market productively, avoid being overshadowed by competitors, and increase sales. Advertising increases competition for buyers, which leads to product improvement, service development, and price reductions. Through its informative function, advertising makes the market more accessible to buyers, allowing them to choose goods and services that match their needs, preferences, and budget. This freedom to choose helps to ensure that consumers receive maximum value for