The American Journal of Management and Economics Innovations
ISSN 2693-0811 | Open Access

TYPE Original Research
PAGE NO. 17-29
DOI 10.37547/tajmei/Volume07Issue08-02

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# Impact of Digital Technologies on Brand Product Strategy Development in Ukraine's Oil-and-Fat Market

**OPEN ACCESS**
SUBMITTED 15 July 2025
ACCEPTED 25 July 2025
PUBLISHED 05 August 2025
VOLUME Vol.07 Issue 08 2025

CITATION
Ihor Stasitskyi, Ulyana Balyk, & Oksana Stets. (2025). Impact of Digital Technologies on Brand Product Strategy Development in Ukraine's Oil-and-Fat Market. The American Journal of Management and Economics Innovations, 7(8), 17–29.
https://doi.org/10.37547/tajmei/Volume07Issue08-02

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**Abstract:** The article "Impact of Digital Technologies on Brand Product Strategy Development in Ukraine's Oil-and-Fat Market" analyzes the impact of digital technologies on the formation and adaptation of product strategies of Ukrainian brands in the oil-and-fat industry. The study emphasizes the relevance of understanding how the digital environment, growing consumer expectations for transparency and innovation, as well as increased global competition are changing the strategic behavior of companies.

The work uses a mixed methodology that combines bibliometric analysis, market trend study, SWOT analysis, and content analysis of corporate web resources and social networks. This allowed us to explore the role of specific digital tools in shaping modern product strategies. Based on a content analysis of leading Ukrainian brands, the authors proposed a typology of digital strategies used in the sector.

The results indicate that digitalization contributes to the growth of companies' competitiveness through the personalization of offers, transparency in supply chains and optimization of business processes.

Ukrainian brands actively integrate digital technologies into various communication channels and operational activities, demonstrating a high level of readiness for digital transformations. The article contributes to the development of the discourse on the digital modernization of traditional industries and offers practical recommendations for enterprises seeking to update their product strategies through digital integration.

**Keywords:** digital technologies, product strategy, brand, oil and fat market, e-commerce, agri-food sector.

**Introduction**

In today's globalized world and the rapid development of digital technologies, the business environment is undergoing dramatic changes that directly affect the formation and implementation of brand product strategies. This is especially noticeable in the agro-industrial sector of Ukraine, in particular in the oil and fat complex, which is today a key sector of the food industry of our country. Given the constant growth of competition, both within the country and on the foreign market, business entities are forced to actively implement new approaches to marketing based on digital technologies in order to increase the efficiency of sales of their products and improve communication with consumers and adapt to changing market conditions.

Digital technologies, including big data, artificial intelligence, the Internet of Things, digital platforms, social networks, etc., open up new opportunities for analyzing consumer behavior, personalizing offers and building long-term relationships with customers. The use of these tools helps not only to improve production and logistics processes, but also to gain competitive advantages through more flexible and quickly adapted product strategies. This is especially important for the Ukrainian oil and fat market, where it is the quality of products and consumer trust that determine the reputation of a brand.

Thus, studying the impact of digital technologies on the development of brand product strategies is an extremely important task for understanding current market trends and developing effective management solutions that will allow manufacturers to improve their positions at the domestic and international levels. In this article, we will analyze the main digital tools, their application in the process of forming product strategies, and assess the impact of digitalization on the competitiveness of brands in the oil and fat complex of Ukraine. The issue of the impact of digital technologies on the development of brand product strategies has been widely studied by domestic and foreign scholars. For example, V. V. Chernyak, L. M. Dziubenko, & V. V. Cherednychenko [1] studied the impact of Internet technologies on the development of e-commerce and online trading. D. Krylov [2] studied the development of e-commerce in Ukraine. This allowed us to better understand the features of the national digital market. The impact of a digital brand on the domestic economy (including problems and prospects) was also studied by O. Kabanova, N. Terentieva & N. Rahulina [3]. T. Ostapenko, I. Sozynova & V. Kovpik [4] studied modern branding in the digital economy. This study emphasized the importance of digital tools and platforms that change approaches to the formation of companies' product strategies. B. Ronaldo, & H. Mulyono [5] analyzed marketing strategies that enable brands to function effectively in the online environment. This directly affects the formation and implementation of companies' product strategies in the online space. K. Zhang [6] proves that companies can predict consumer preferences and adapt their marketing strategies using personalization of customer experience using artificial intelligence. The author also emphasizes the importance of artificial intelligence in optimizing supply chain management through real-time analytics, which helps to increase efficiency, ensure sustainability and reduce operational risks. Some of the sources we reviewed concern the impact of specific digital tools on the development of brand product strategies. For example, H. Taherdoost & M. Madanchian [7] investigated the impact of blockchain technology on e-commerce. A similar study was conducted by J. Neha, R. Ramesh & Z. Tasnim [8], who examined the integration of blockchain into supply chains to increase transparency and traceability. This directly affects product strategies, as it allows consumers to receive reliable information about the origin and quality of the product. The impact of artificial intelligence and machine learning on e-commerce was also studied by F. Richard, K. Štefan & K. Lenka [9]. The authors note that these technologies can significantly transform product strategies, helping brands personalize offers, optimize pricing and automate communication with customers. These sources have allowed us to form a comprehensive view of the general trends and patterns of digital technologies in brand product strategies. However, it should be noted that the impact of digital technologies on the development of brand product strategies in the

Ukrainian oil and fat market remains insufficiently studied, which emphasizes the relevance of further research in this area.

**Significance of the study**

This study aims to deepen the understanding of the transformation processes taking place in the product strategies of Ukrainian brands in the oil and fat industry under the influence of digital technologies. The analysis of digital tools and practices used by enterprises allowed us not only to identify effective ways of digital adaptation, but also to create a typology of strategies that meet the requirements of the modern market.

The results of the study have both theoretical and practical significance. They expand scientific understanding of the digital transformation of traditional industries and at the same time offer practical recommendations for enterprises that want to update their product strategies. The conclusions obtained can become the basis for the development of more effective, personalized and flexible approaches. Thus, our study will contribute to the formation of a holistic view of digital integration in the production and marketing practices of food industry enterprises in Ukraine.

**Research Questions**

1. How do digital technologies influence the formation and implementation of product strategies of domestic enterprises in the oil and fat industry?

2. What digital strategies are implemented by domestic enterprises in the oil and fat sector?

3. What strategic directions will influence the digital transformation of this market?

**Research Hypotheses**

1. There is a significant relationship between digital technologies and the effectiveness of product strategy.

2. Clearly defined digital strategic priorities help the industry become more resilient to future changes.

**Methodology**

**Research Design**

In this study, to analyze the impact of digital technologies on the development of product strategy of enterprises in the domestic oil and fat sector, we used a mixed method research approach. In order to study the theoretical basis of the study and assess the impact of digital technologies on the development of product strategy, bibliometric analysis, market trend analysis, statistical data review, and SWOT analysis were used.

**Participants**

The study did not involve specific participants. We used secondary data obtained from publicly available sources, including industry reports, digital marketing research, and official statistics. Key sources included publications from the State Statistics Service of Ukraine, analytical reports from industry associations, official documents on digital transformation, and marketing case studies of leading oil and fat companies operating in Ukraine.

**Data Collection**

Data was collected over a two-month period. Data collection was carried out through a systematic review of relevant literature, industry publications and digital databases. Tools such as VOSviewer and Google Scholar Metrics were used in the process of selecting influential publications on digital tools in marketing and product strategy. In addition, market reports and statistical bulletins for 2018–2024 were analyzed to analyze trends in the Ukrainian oil and fat market.

**Reliability**

To ensure the reliability of secondary data, only peer-reviewed publications, official government statistics, and reports from reputable industry organizations were selected for our study. Data from various sources were checked for consistency and accuracy.

**Validity**

The validity of the content was increased by using bibliometric analysis, market trend monitoring, statistical analysis, and SWOT analysis. This allowed for deeper and more comprehensive coverage of the research problem.

**Data Analysis**

Data processing took place in four main stages: bibliometric analysis to identify key digital tools that influence product strategies; market trend analysis to determine the main directions of market development under the influence of digital technologies; statistical analysis, which allowed assessing the state and dynamics of the domestic oil and fat market; SWOT analysis, which summarized internal strengths and weaknesses, as well as external opportunities and threats that affect the digital transformation of the industry. The results of all analytical stages were

synthesized to identify current challenges and opportunities for developing digital product strategies adapted to the Ukrainian vegetable oils market. To operate effectively in the market, a company must have a well-formed and well-grounded product strategy. Product-related decisions play a key role in the company's overall marketing policy [10].

**Result**

Product strategy is a strategy for creating and further developing a product to achieve one or more business goals. A successful product strategy combines the goals of the organization with the needs of consumers in order to clearly convey the true purpose of the product [11, p. 42]. Product strategy determines how the organization approaches the development, branding, promotion and advertising of its products or services in the market. It includes market analysis and segmentation, product positioning, pricing, distribution organization, marketing activities and product portfolio management. The main goal of product strategy is to ensure that the company's products or services meet the needs of the target audience, create sustainable competitive advantages and contribute to the successful promotion of products on the market [10]. In modern conditions, this cannot be achieved without the active use of digital technologies, because today they have significantly changed the approaches to product policy management. Digitalization opens up new opportunities for demand analysis, personalization of offers and rapid response to market changes. In this context, it is worth considering the classification of digital technologies and assessing their potential for business development.

**1**. E-commerce (B2C, B2B platforms, trading platforms). E-commerce is not just financial transactions between a client and a company. It also covers non-financial interactions between a firm and its consumers [7]. Nowadays, a transaction is considered e-commerce if it frequently uses the World Wide Web at any stage of the transaction life cycle.

E-commerce covers a variety of business models, including B2C, B2B, and marketplaces. These platforms allow businesses to expand their markets, optimize sales processes, and interact with end users. Integration with other digital technologies, such as artificial intelligence and data analytics, opens up new opportunities for personalizing offers and improving the quality of the user experience. According to the Global B2C & B2B E-commerce Market Digital Trends and Consumer Shifts Report 2025 [12], about 50% of industry professionals plan to invest in automation, personalization and AI-based supply chain solutions by 2028. Digital payments and cross-border e-commerce are also growing significantly. B2B commerce is expected to exceed $40 trillion by 2026, which indicates a shift to digital procurement and automation using artificial intelligence [12]. E-commerce is becoming a powerful driver of the digital economy, significantly improving enterprises' access to markets and increasing their operational efficiency [5].

**2**. Social networks and content marketing. Today, social networks are one of the most effective channels for communicating with the audience, effectively promoting the brand and attracting new customers. The use of content marketing (videos, blogs and infographics) creates useful content that meets the needs of consumers and strengthens their loyalty to the brand. Research shows that companies with well-established strategies in social networks demonstrate better relationships with customers, increase customer satisfaction, and therefore improved business performance [13, p. 887]. Analysis of recent research on marketing in social networks indicates that social networks are not only transforming approaches to marketing, but also opening up new directions, including digital advertising, virtual marketing technologies, marketing using artificial intelligence, etc. [14].

**3**. Big data analytics and business analytics. Big data analytics allow businesses to efficiently collect, process, and analyze large amounts of information to make effective management decisions. Key areas include demand forecasting, customer segmentation, assortment optimization, and pricing. Business analytics helps identify trends, assess campaign effectiveness, and improve strategic planning. Key trends for 2025 include overcoming data fragmentation, improving data quality, implementing real-time data streaming, and using large language models (LLMs) for more accessible analytics [15]. The use of machine learning and data mining allows businesses to obtain valuable information that will allow them to make effective strategic decisions that will open up new opportunities.

**4**. Artificial Intelligence (AI) and Machine Learning (ML). Today, AI is the most in-demand technology in e-commerce [9]. After all, the use of AI in e-commerce is a significant competitive advantage. Even during the Covid-19 era, retailers were implementing AI

technologies to provide quality customer service remotely [16]. Modern digital technologies have opened up new opportunities for personalizing consumer experience and optimizing business processes. For example, the introduction of tools based on the analysis of large amounts of data has made it possible to better understand consumer behavior, predict trends, and manage supply chains more effectively [6, p. 49]. Intelligent systems, which are actively used in various industries today, can take different forms: software solutions (virtual assistants, analytical platforms for text and image processing, search services, speech and facial recognition systems) and physical devices (robots, drones or unmanned vehicles) [17].

**5**. Internet of Things (IoT) in manufacturing and logistics. Today, the Internet of Things is increasingly changing the way production and logistics are organized. Thanks to the ability to connect equipment to the Internet and receive data in real time, enterprises receive tools for more accurate control of the technical condition of machines, timely maintenance and optimization of work processes.

In the field of logistics, IoT allows you to track the movement of goods, control transportation conditions (temperature, humidity, vibrations), and plan routes more effectively. This not only reduces costs and delivery time but also increases the level of service for customers. Particular efficiency can be achieved when IoT is combined with big data processing technologies and artificial intelligence systems. Such a combination allows enterprises to better understand how the logistics system works as a whole, identify problem areas, analyze risks and respond promptly to changes. As researchers T. Majeed and B. Biomarker note [18, p. 13], the combination of IoT and AI in the field of logistics helps reduce costs, increase transparency and efficiency of interaction between all participants in the supply chain.

These technologies not only improve productivity but also help build trust among partners and consumers. As companies continue to implement and improve these technologies, the logistics of the future will allow businesses to thrive in the dynamic e-commerce environment.

**6**. Blockchain. Blockchain is a relatively new technology that provides a new level of security, openness and efficiency in financial transactions. Unlike traditional online transactions, which often require the participation of intermediaries (banks or credit card operators), blockchain allows for direct settlements between parties. This not only reduces processing time but also reduces various risks. The growth of digital transactions in various sectors of the economy creates new challenges, including issues of data security and trust in the platform. In this context, blockchain can significantly strengthen information protection and ensure transparency of transactions [7]. Blockchain technologies are also actively implemented in the field of logistics and supply chain management, where they are used to track the origin of products, confirm their originality and establish trust between all participants in the chain.

This is especially important in industries such as food, pharmaceuticals, and agriculture, where the accuracy and integrity of product information is critical. In particular, according to B. Vignesh et. al., the use of blockchain in agri-food supply chains helps to create tamper-proof records, increases end-to-end visibility, and provides reliable data in real time [19]. The application of blockchain technology in the field of supply chain management allows us to significantly reduce operating costs, simplify the traceability of goods and reduce the likelihood of fraud. This is confirmed by the results of a number of modern studies [8]. Due to these advantages, blockchain is the most promising tool for ensuring the security and reliability of logistics processes in the modern digital environment.

All of the above technologies interact with each other, creating comprehensive solutions that allow businesses to adapt faster to market changes, optimize all their processes and better respond to consumer needs.

In this context, changing consumer behavior, which is closely related to digital transformations, is of particular importance. New technologies are changing not only the channels of interaction with customers, but also the expectations themselves: buyers are increasingly seeking an individual approach, instant response and transparency in the activities of brands. The modern consumer is an active participant in the digital environment, interacting with the brand daily through online platforms. Awareness of these changes allows companies to more effectively shape their product strategies, communications and loyalty models. Changes in consumer behavior under the influence of digitalization can be characterized by the following trends:

**1**. Consumer awareness and demand. As a result of the active digital transformation, which was reinforced by such global challenges as the COVID-19 pandemic and war, the behavior of the domestic consumer has changed somewhat. Today, consumers quickly find information, compare prices, read reviews and apply discounts or promotional codes in the process of online shopping. According to Ukrainian analysts, a clear trend towards convenience and speed has formed in the period from 2020 to 2025, which forces businesses to adjust their offers to new customer expectations [20].

**2**. The growth of online shopping and the role of reviews. Digital technologies have also significantly affected the scale of online shopping. In 2021, the e-commerce market in Ukraine grew by 41%, and globally it is expected that by 2026 more than 24% of all retail sales will take place online. This corresponds to a projected volume of over 8 trillion US dollars, indicating an unprecedented pace of development of this segment [21].

It is also important to note that about 68% of users trust online ratings, and this factor increasingly affects the choice of products. It should be noted that reviews not only influence decisions but can also motivate manufacturers to improve their products.

It is also worth noting that in Ukraine the main share of online sales is concentrated on three leading platforms: OLX.ua provides approximately 40% of online orders, Rozetka.com.ua - 32.5%, and Prom.ua - 26.5% [2].

**3**. Demand for personalized offers and unique experiences. Another modern trend is personalized experience. Modern marketing is increasingly focused on individual customer needs, forming offers that take into account the individual needs of the audience. Personalization covers not only advertising messages, but also the platform interface, recommendation algorithms and after-sales service. For it to be effective, companies need to constantly analyze the collected data, quickly adapt their strategies, and maintain a constant dialogue with the consumer [22].

In the context of digital transformation, personalization has become one of the main conditions for successful brand interaction with customers. According to various sources:

- 77% of consumers choose brands that use a personalized approach;

- 91% of consumers buy products from brands that remember their tastes.

- personalized product recommendations based on artificial intelligence increase the conversion rate by 18% [23].

Companies that actively use loyalty programs, segmented offers and omnichannel, as a rule, demonstrate higher sales figures. It is worth noting that about 70% of buyers positively perceive the opportunity to freely switch between online and offline channels (omnichannel), while maintaining a single user experience.

Thus, digitalization has formed a new model of interaction between business and consumers. The modern buyer is an active and demanding participant in the digital environment, who expects not only a quality product, but also shared values with the brand. For companies, this means:

- responding quickly to changes in consumer behavior;

- implementing technologies that support personalization and automation;

- demonstrating a transparent position on environmental and social issues.

Businesses that manage to integrate these approaches into their strategy will not only increase customer loyalty but also build a sustainable competitive advantage in the new digital economy.

In the context of the topic of our article, it is important to consider the Ukrainian fat-and-oil market, one of the most dynamic and important sectors of the country's agro-industrial complex, which is largely export-oriented.

In 2023/24 marketing year, Ukraine's agrarian sector demonstrated strong development dynamics in the production and processing of oilseeds. Despite external challenges, industry remains strategically important for the national economy and exports, confirming its ability to adapt to changes in the external environment.

Sunflower remains the leading crop, with gross harvest reaching 14.8 mln tons (Table 1). For the first time in recent years, the entire harvest was fully processed, which indicates maximum utilization of production capacities and a significant reduction in raw material exports. Turnips also showed positive dynamics: the volume of its processing increased to 1 million tons (22% of total production), which was a record figure for Ukraine. A similar trend is observed in the soybean

segment: 1.6 million tons were processed at domestic enterprises, which corresponds to about 41% of the entire harvest. We can see that the industry is gradually shifting its focus from exporting raw materials to deep processing, which contributes to the growth of added value within the country.

**Table 1: Key indicators of the oilseeds market in Ukraine (2023/24 MY)**

| Crop / Product | Production of raw materials (mln tons) | Processed (mln tons) | Oil production (mln tons) | Export of oil (mln tons) | Export share (%) | Change by 2022/23 MY (%) |
|---|---|---|---|---|---|---|
| **Sunflower / Sunflower oil** | 14,8 | 14,8 | 6,6 | 6,2 | 93 % | +9% (raw materials)<br>+13.7% (oil)<br>+17 % (exports) |
| **Rapeseed / Rapeseed oil** | 4,1 | 1,0 | 0,43 | 0,424 | 99 % | +22 % (raw materials)<br>+404 % (oil and exports) |
| **Soybeans / Soybean oil** | 3,9 | 3,6 | 0,29 | 0,210 | 72 % | +25 % (raw materials)<br>+22 % (oil and exports) |

Source: [24; 25; 26]

In 2023/24 MY, Ukraine strengthened its position as one of the world's leading exporters of vegetable oil. The country produced 6.6 million tons (+13.7% year-on-year) of sunflower oil, 430 thousand tons (+404%) of rapeseed oil, and 290 thousand tons (+22%) of soybean oil. Most of these products were sold on foreign markets. Thus, 6.2 million tons (93% of production) of sunflower oil were exported, 424 thousand tons (99%) of rapeseed oil, and 210 thousand tons (72%) of soybean oil.

It is important to note that the current situation on the oilseed market in Ukraine is being shaped by both internal and external factors:

- the war, which caused serious logistical difficulties, in particular in the field of transportation and export;

- the increase in the cost of energy and raw materials, which directly affects the cost of processing;

- limited access to investment resources and modern technologies.

Given these factors, a SWOT analysis of the Ukrainian fat-and-oil market was conducted to comprehensively understand the current state and prospects of the industry (Table 2).

**Table 2: SWOT-analysis of the fat-and-oil market of Ukraine (2023/24 MY)**

| Strengths | Weaknesses |
|---|---|
| Ukraine's leadership in the global sunflower oil market | High dependence on exports of raw materials and finished products |
| Developed processing infrastructure (especially for sunflower) | Low depth of rapeseed and soybean processing compared to potential |
| Growth of domestic processing, especially in the soybean and rapeseed sectors | Vulnerability to logistical constraints and destroyed infrastructure due to the war |

| | |
|---|---|
| High quality of raw materials and products, known in foreign markets | Insufficient development of brands in the global market |
| Stable demand for products from the EU, Asia, and the Middle East | Limited access to financing and modern technologies for small and medium-sized producers |
| **Opportunities** | **Threats** |
| Expansion of deep processing and production of value-added products | Prolonged war and political instability affecting the agricultural sector and export logistics |
| Implementation of biotechnologies adapted to climate change | Volatility in global oil prices and competition from South America and the EU |
| Entering new markets, particularly in Africa and Asia | Import restrictions or changes in trade conditions by key partners |
| Digitalization of agribusiness, development of online sales and internet marketing | Rising costs of energy, logistics and fertilizers, which reduces margins |
| Expanding public-private partnerships and support programs for the agricultural sector | Risks of climate change (droughts, erratic precipitation) affecting yields |

Source: compiled by the author

Thus, the Ukrainian oilseeds market is characterized by a stable structure, significant export positions, and significant potential for increasing domestic processing. Today, in the development of the industry, several trends can be identified that determine the direction of its development:

- processing of raw materials instead of exports
- growing demand for products with high added value
- implementation of digital technologies that help increase the efficiency of companies.

These processes force companies to adapt their product strategies in order to successfully respond to challenges at both the global and national levels. Accordingly, companies are reviewing their approaches to assortment management, pricing, development of sales channels and formation of competitive advantages.

Table 3 provides an overview of the main market trends and their impact on the product policy of companies

**Table 3: The main vectors of development of the fat-and-oil market and their strategic importance for the commodity policy of enterprises**

| Trend | Essence of changes | Strategic response of companies |
|---|---|---|
| Growing demand for natural and healthy products | Consumers increasingly prefer products with high nutritional value, without synthetic additives and GMOs | Updating the assortment policy: expanding natural product lines, introducing organic certification, communicating through "healthy" brand narratives |
| Greening of production requirements | Raising standards for sustainable development, environmental responsibility and reducing environmental pollution | Modernization of production in line with the principles of the green economy, transition to environmentally friendly packaging, transformation of brand positioning towards sustainability |
| Development of digital commerce and change in sales formats | Rapid expansion of e-commerce and digital channels of customer interaction | Strengthening online presence, investing in own e-commerce solutions, integrating omnichannel strategies into product policy |

| | | |
|---|---|---|
| Transformations in international trade and logistics | Instability of the foreign economic environment, disruption of traditional supply chains, and increased transportation risks | Reorientation of logistics routes, development of alternative distribution channels, regional diversification of suppliers and markets |
| Technological innovations in processing and production | Implementation of modern technological solutions in raw material processing, quality improvement and energy efficiency | Use of the latest technologies (bio-, nano-, enzyme-based), increased automation, focus on competitive properties of the final product |

Source: [27, c. 10]

The considered vectors of development of the Ukrainian market of oil and fat products determine the need for not only production but also marketing transformations. Adapting product policy to modern conditions involves the active use of the latest promotion methods, especially in the digital environment.

Today, the Internet is an extremely powerful tool for building a brand, which has significant advantages over traditional advertising methods. One of the main advantages is the possibility of diverse communication with the audience. Thanks to online platforms, brands can create and distribute content in various formats - from text to video and audio [4, p. 325]. This contributes to the formation of a holistic and recognizable brand image.

Digital brands have become an important factor in the development of the Ukrainian economy. Thanks to digital technologies, communication improves, competitiveness increases, innovative development is activated, new jobs are created, which makes digital brands a powerful engine of economic growth and integration of Ukraine into the global economy [3].

The use of Internet marketing tools (social networks, content marketing, personalized advertising campaigns) helps companies interact more effectively with their audience and form a positive image. The introduction of artificial intelligence and big data analytics into marketing strategies allows for a more accurate understanding of consumer behavioral patterns, which opens up new opportunities for attracting customers and increasing their loyalty. The use of mobile applications and loyalty programs aimed at stimulating repeat purchases supports the formation of a stable customer base and provides a long-term competitive advantage [27].

In the framework of this study, we propose the following typology of digital brand strategies in the fat-and-oil industry of Ukraine, formed on the basis of a content analysis of the practices of leading companies (Table 4). The proposed approach allows us to identify both existing digital models and promising areas for their further development, taking into account market challenges and global trends.

**Table 4: Typology of digital strategies of Ukrainian brands in the fat-and-oil sector**

| № | Type of digital strategy | Description | Key tools | Example of implementation |
|---|---|---|---|---|
| 1 | **Digital operational excellence** | Automation of production and logistics processes and value chains | ERP, IoT, drones, satellite monitoring, TMS/WMS | **Kernel**: using SAP, AgriChain system for logistics management, GPS monitoring and route optimization. |
| 2 | **Digital branding & content strategy** | Communication through social networks, influencer marketing | Instagram, YouTube, video campaigns, collaborations | **Oleina: culinary content on Instagram.**<br>**Stozhar: product videos and commercials on the YouTube channel**. |

| | | | | |
|---|---|---|---|---|
| 3 | **Omnichannel digital presence** | Integration of online and offline channels | Websites, mobile applications, e-commerce, marketing integration | **Generous Gift**: selling goods on Rozetka, combining retail and online presence. |
| 4 | **Digital product innovation** | Development and promotion of innovative products through digital channels | Landing pages, Instagram testing, feedback | **Oliyar**: promoting new products through social media and the website. |
| 5 | **B2B digital enablement** | Digital solutions for wholesale customers and traders | B2B platforms, APIs, supply analytics | **Olkom Group**: "For Business" section on the website as an indicator of B2B strategy. **Oliyar**: tools for partner procurement. |
| 6 | **Data-driven strategy** | Big Data, CRM, AI for consumer data management | Big Data, CRM systems, AI targeting | **Kernel**: AgriChain for agro-analytics. **ViOil**: BI analytics for logistics. **Delta Wilmar**: CRM for the B2B segment. **SMART-oil**: CRM via chatbots. **Oleina**: AI targeting in Meta Ads. Generous |
| 7 | **Digital sustainability & traceability** | Traceability, ethics, open reports | Blockchain, reports, tracking systems | **Kernel**: blockchain in GPS logistics systems, tracking grain batches. **Bunge Ukraine**: Covantis for blockchain-based trading. |

Source: compiled by the author based on open data and official resources of the companies

The analysis of digital strategies of leading Ukrainian brands in the fat-and-oil sector showed a high level of adaptation of companies to the challenges of the modern digital environment. Companies are effectively implementing a wide range of digital solutions, from automation of production and logistics processes to personalized CRM systems and artificial intelligence tools in marketing. Particular attention is paid to examples of blockchain implementation, which demonstrate companies' desire for transparency, traceability, and sustainable development. All the strategies considered indicate a deep transformation of the industry towards digital maturity. For most companies, digitalization today is not just an optimization tool, but also a way to create new value for the consumer through improved service, quality of communications, product innovation, and transparent origin of goods.

In the face of growing competition, instability of the external environment, changes in consumer behavior, and the global transition to sustainable development, Ukrainian oil and fat brands are faced with the need not only to maintain the achieved level of digitalization, but also to constantly adapt to new challenges. That is why it is important to identify promising directions for the further development of digital strategies, taking into account global trends. Below are the key directions that, in our opinion, will determine the future of digital transformation in the industry:

**1**. Deep personalization using artificial intelligence and machine learning. As competition in the fast-moving consumer goods (FMCG) segment continues to grow, companies are forced to develop adaptive demand

forecasting, dynamic pricing, and personalized content marketing systems. Using artificial intelligence to analyze user behavior will help to better segment the audience and offer relevant products.

**2**. Integrated ecosystems and digital platforms. Building multi-level digital ecosystems that unite B2B, B2C, and C2C segments will reduce transaction costs, increase customer loyalty, and expand sales channels.

**3**. Digital environmental responsibility. In today's environment, there is a growing need to strengthen digital control in supply chains and implement digital product passports. This opens up additional opportunities for marketing through environmentally-oriented content.

**4**. Integration with international trade hubs and blockchain consortia. Further joining of Ukrainian producers to global initiatives such as Covantis or IBM Food Trust will strengthen export positions, increase importers' confidence and accelerate international transactions.

**5**. Development of digital products and services. Creating additional services based on products (e.g., cooking apps, online recipes, interactive menus) helps brands to integrate more deeply into consumers' daily lives and increase the number of contacts with them.

**6**. Data protection and digital ethics. Due to the tightening of requirements for personal data processing (GDPR, Digital Markets Act, etc.), Ukrainian companies need to pay attention to the compliance of digital strategies with the norms of digital ethics, transparency of algorithms and preservation of user privacy.

**Implications of the study**

The results of this study offer practical insights into how digital technologies can be strategically used to shape and improve product strategies in the Ukrainian oil and fat industry market. This study adds to the existing body of knowledge by systematically mapping the intersection of digital transformation and product strategy in a specific industry context.

**Conclusions**

In today's market environment, a sound product strategy is key to any business' success. In this study, we focused on the role of digitalization in transforming product strategy, highlighting its potential to optimize processes, personalize offerings, and respond quickly to market changes. We analyzed the impact of various digital technologies, from e-commerce and social media to artificial intelligence, big data analytics, the Internet of Things, and blockchain. Each of them, both individually and in combination, creates the conditions for integrated solutions that help companies improve their efficiency and meet consumer needs.

Our findings are supported by an analysis of the Ukrainian oil and fat market, where leading domestic companies are already actively implementing digital strategies. Among their practices are production automation, digital branding development, blockchain, omnichannel presence, product innovation, etc.

The study revealed a significant relationship between the use of digital technologies and the effectiveness of product strategy implementation in the oil and fat industry of Ukraine. Thanks to digital tools, brands are becoming more competitive in the market. The results confirm the need to integrate digital technologies into strategic planning to achieve long-term success and sustainability of enterprises in the sector.

**Recommendations**

The further development of digital strategies of Ukrainian brands in the fat-and-oil sector should be aimed at deeper integration of digital innovations into all aspects of business - from the agricultural field to the consumer's plate, taking into account the principles of sustainability, flexibility and adaptability in a turbulent global environment.

Future research should focus on quantifying the effectiveness of these digital strategies.

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