The ice cream industry development problem in Ukraine. TETYANA Y. SHARAHMATOVA (Odessa national academy of food technologies), Hanna S. Tanasova (Odessa national academy of food technologies).

Abstract. The article considers the main problems of the ice cream market in Ukraine and studies the consumer preferences of the population. The analysis of the ice cream range on the Ukrainian market has found that the modern enterprises do not produce ice cream for gerodietetic purposes. Therefore, it is appropriate to develop this ice cream technology for the nation’s health support.

Key words: ice cream, vegetable oils, fatty-acid composition, ice cream market, blend.