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MARKETING INNOVATIONS: KEY TRENDS IN THE MODERN TEA INDUSTRY, AS ILLUSTRATED BY THE CASE OF JSC MONOMAKH

Marketing innovation is currently one of the key strategic priorities for business development. Today's consumers prefer high-quality goods and are becoming increasingly discerning when it comes to choosing food and drink products. Marketing innovations in the tea industry primarily involve creating new, creative approaches to developing high-quality products in order to establish and promote a competitive product on the market.

One of the biggest trends in the tea market is the automation of production. Automated production lines are a key factor in ensuring the high quality of finished products, which is why Monomakh JSC invests annually in the acquisition of new lines and has a positive track record in the automation of production processes. Another important area of the company's innovative development is the use of modern equipment, which ensures the appropriate quality of raw materials [1]. Monomakh JSC's production facilities have been fully modernised in accordance with current international standards. The company operates closed production lines, as well as specialised areas for processing black, green and flavoured tea. Quality control of raw materials and finished products is carried out in a certified laboratory [2]. In 2020, the Monomakh JSC factory was certified in accordance with the ISO 22000:2018 standard. This document certifies that the quality and safety of the products have been confirmed at an international level. The certification process at Monomakh JSC was accompanied by an international audit. The company was one of the first among Ukrainian firms in this sector to successfully complete this process of demonstrating compliance with the ISO 22000:2018 standard [3].

From a marketing perspective, the company's innovative approaches involve researching the processes by which consumer demand is shaped in different parts of the world. Although tea is a widely consumed product, the tea market can vary significantly depending on the traditions and culture of tea consumption in each country. The company's strategic priorities are to establish the core quality and philosophy of tea as a culture of consumption and to adapt product ranges to the specific characteristics of each market [4].

One of the company’s most promising ranges has been the creation of the Lovare tea collection, which initially began as a few aesthetically designed packs of aromatic loose-leaf tea. Over time, the production and marketing of this range, utilising innovative approaches, became a powerful marketing strategy that evolved into a recognisable brand, now available in more than 30 countries worldwide. The brand’s development was driven by a strong team of technologists and marketing and sales specialists. The core marketing approach was based on shifting the perception of tea from an everyday drink to a product of indulgence. By focusing on flavour, aroma and design, the team of specialists succeeded in creating a new culture of consumption, specifically tea that requires no added sugar, as it already possesses a rich aroma and a complex, multi-faceted flavour [5].

Given the fierce competition and high demand for tea products, marketing innovations are now an absolute necessity for ensuring a company’s competitiveness. The dynamic nature of the external environment shapes a wide range of consumer preferences and intensifies competition in the global market, which in turn necessitates the use of the latest approaches to the positioning and promotion of tea beverages.

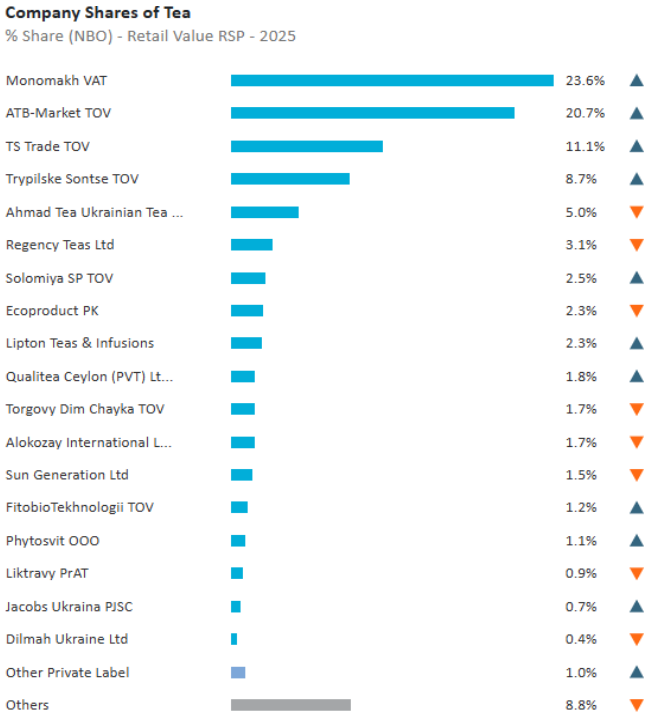


Fig. 1. Market shares of tea sellers in the Ukrainian market

Source: compiled based on data from [6]

According to the official reports for 2025, Monomakh JSC holds a leading position in tea sales among the major producers of this beverage (Fig. 1). This is testament to the high quality of its products and the effective work of the marketing department in boosting sales and raising the company's profile in the market. One of the defining marketing trends of today, which the company utilises in its operations, is the digitalisation of marketing communications. As one of the leading sellers and producers of tea, Monomakh JSC is actively developing its sales markets through social media, online platforms and e-commerce. The main objective of these approaches is to expand sales channels for its products and to develop loyalty programmes as part of building relationships with consumers.

Currently, particular importance is being placed on the latest tools for content creation and actively engaging external partners to expand the brand, developing targeted advertising and optimising multi-channel marketing. According to marketing research by Monomakh JSC, Ukrainian brands are increasingly confidently entering international markets across various sectors. An important step in this direction is effective personalisation and forecasting of consumer behaviour. With this approach, global companies are entering new markets by creating customised product ranges based on research into core customer preferences, whilst developing unique offerings and a visual identity that align with their needs and lifestyle. Creating a consumer profile and understanding their needs allows companies to more effectively increase customer satisfaction and strengthen their emotional connection with the brand's products.

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