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Research of the Ukrainian market and quality of home and sleepwear

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Abstract. The study of demand, supply, and assortment of clothing indicates the need to improve production control, select high-quality raw materials to increase competitiveness and meet consumer needs in this market segment. The purpose of the study was to analyse supply and demand in the Ukrainian market of home and sleepwear and its range. The study assessed the supply and demand market with the help of information resources and search services on the Internet. In the conditions of the enterprise ELLEN GROUP LLC, organoleptic, instrumental methods of assessing the quality of consumer properties of raw materials and finished products were used during production control using regulatory documentation. The factors influencing the formation of high quality of finished products, namely the manufacturing process, stages of production quality control, regulatory documents and consumer properties, were investigated. The analysis of fashion trends and market offers allowed to determine the demand and create a modern classification system for home and sleepwear that meets modern consumer requirements. The main factors that shape the quality level of finished products are highlighted. It is determined that the high quality of garments is achieved by observing a clear technological

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process of their manufacture. The quality is governed by the rules and regulations of the state standards and normative documents and the use of high-quality raw materials. Recommendations are provided to guide the choice of high-quality clothing for home and sleep with ensuring comfort and safety of the consumer during use. A classification system has been developed, taking into account current market offers, different needs and requirements of consumers. The factors influencing the formation of high-quality clothing for home and sleep are identified. They are the technological process of manufacturing, during which aesthetic, ergonomic properties are formed and the choice of raw materials with high-quality indicators, which ensures an appropriate level of consumer properties such as hygiene and safety of finished products. To achieve optimal everyday comfort and quality sleep, the main aspects and effective solutions that should be followed when choosing clothes for home and sleep are outlined. The results of the study should increase the competitiveness of enterprises, improve the quality of life of consumers, in particular in the field of home and sleepwear

Keywords: assortment; brand; supply market; consumer demand; consumer properties

Introduction

As of 2024, Ukraine is under Russian aggression, and the ongoing hostilities have a significant impact on the lives of citizens. The hostilities have effectively overlapped with the challenges posed by the Covid-19 pandemic, social and environmental crisis. Ukrainians are experiencing double pressure on their physical and psychological lives, which requires improvement in the overall situation. Sleep is a key element of a person's mental and physical health, balanced well-being, increased productivity and overall quality of life. An important guarantee of a good night's rest is the rational choice of home sleepwear. The chosen garment should not only be comfortable, but also fully meet the individual needs of the consumer and ensure optimal heat exchange to regulate body temperature, i.e. meet quality consumer properties. Therefore, in 2024, research on the range of market offerings of homewear in Ukraine and its quality is important and relevant.

Scientists T. Ahmed *et al.* (2022), Md.R. Islam *et al.* (2023) note in their research papers that knitwear has been incredibly successful in the field of leisure and sleepwear over the period 2013-2023. Especially high demand among consumers is for loungewear and sleepwear made from knitted fabrics based on blended yarns.

In studies of the effect of pure and linen blends on the comfort properties of bedding fabrics, scientist U. Bilen (2021) found that the thermal characteristics of fabrics made from a blend of linen and artificial cellulose fibres did not have a significant difference in heat absorption, but consumer properties such as breathability, flexibility, compression and slipperiness increased. He also noted that the fabric made with 80% lyocell and 20% linen fibre in the weft has the highest heat and vapour permeability and elongation, as well as the fabric with 100% cotton fibre. In summary, the research results showed that a fabric made from 80% lyocell and 20% linen will provide good thermal and bedding comfort.

In the works of researchers N.A.K.S. Senthil & B. Dhurai (2021) is noted that knitwear composed of linen fibres is in high demand in the global market, as it has high tensile strength, medium stiffness, high hygroscopicity and moisture resistance, significant cooling effect, comfort and aesthetics in use.

Given the increase in population, which leads to an increase in demand for home and sleepwear products and the observed limitation in the amount of resources and economic instability, there is a need to find an alternative to traditional types of natural fibres for the production of light industry products. To address this issue, Md.R. Islam *et al.* (2023) investigated the general concept of fibre blending in the manufacture of fabrics, the specifics of using okra fibre for the production of fashionable knitwear with high strength and thermal characteristics. The blending of natural and synthetic fibres is an innovative concept of achieving comfort and functional properties at the same time, which is necessary in leisure and sleepwear or underwear, i.e. the group of clothing that is in maximum contact with the human body. These issues have been addressed by scientists M.S. Sk *et al.* (2021), M.M. Rahman *et al.* (2021) and M. Chowdhury *et al.* (2022). Scientists L. Navone *et al.* (2020) and N.P. Bukhonka (2023) studied the effect of mixing natural and synthetic fibres on improving the consumer properties of the resulting materials, which is carried out to achieve a high level of comfort and functionality of finished textile and knitted products.

The purpose of the study was to examine the assortment groups of clothing for home, leisure and sleep, as well as their consumer properties. To do this, the following tasks were identified: to analyse the factors influencing the formation of quality properties of finished products; to identify the range of sleepwear that is in the greatest demand among consumers in the Ukrainian market and to systematise it into a commodity classification.

Materials and methods

The tasks were carried out during 2023 in the laboratory of the clothing industry of the Department of Light Industry Technologies of Lutsk National Technical University and in the production facilities of ELLEN GROUP LLC. The scientific work investigated consumer requests for home, leisure and sleepwear in the context of modern requirements and formed a scientific concept for systematising the assortment matrix of this group of goods. To study the assortment of clothing for home, leisure and sleep, the study first identified the current requirements of the current regulatory documents used in Ukraine, conducted an in-depth analysis of the demand and requirements of the modern consumer regarding the development of trends for the future, and identified the valuable properties of the products in demand. Based on the combination of modern consumer requirements and factors of forming a proper conformity assessment of clothing for home and sleep, valuable recommendations are identified that should be used when choosing this group of clothing, meeting consumer needs and increasing their level of stress resistance. For this purpose, the research used methods of scientific knowledge, namely theoretical generalisation and comparison, analysis and synthesis.

In addressing these issues, detailed analytical studies of data on the current assortment, as well as the market for supply and demand of home and sleepwear were carried out using information resources and the Internet search service. The production of home and sleepwear at the studied enterprise was carried out in compliance with the rules and regulations of the state standards of Ukraine (DSTU GOST 30383-95, 2000; DSTU GOST 25296:2005, 2005; DSTU GOST 31405:2014, 2014). Using organoleptic and instrumental methods of quality control in accordance with regulatory (DSTU 2201-93, 1993; DSTU ISO 3635:2004, 2004) and technical documentation, the consumer properties of raw materials and finished products were assessed.

The object of the research was the factors of forming a proper assessment of conformity and the necessary level of quality of clothing for home and sleep: technological manufacturing process (involves the creation of a model (in the case of a new model), cutting of product details from ready-made patterns, stitching, cleaning operations, wet-heat treatment, quality control and packaging of finished products), consumer properties (aesthetic, ergonomic (anthropometric), hygienic (hygroscopicity, breathability, thermal insulation and electrification characteristics), product safety); materials used at the researched enterprise

for the manufacture of goods from the group of clothes for home, sleep and leisure (cotton, viscose and modal fabric and accessories: rings, regulators, silicone, lace, edging, silicone, elastic, buttons, fasteners, ribbon elastic, elastic strap), norms and quality requirements according to state standards.

Results

The market of textile products, clothing, is an important component of the commodity market, which meets the needs of all segments of the population. A detailed analysis of the Ukrainian market of home sleepwear of various assortments, as well as specialised production, shows their significant popularity and rather rapid development, respectively (Kokorina & Morozova, 2012; Navone *et al.*, 2020; Made in Ukraine. Catalogue of Ukrainian manufacturers. Clothing, 2024).

A significant number of brands develop fashion collections and create their own designer clothes (Chuprina, 2015; Ditkovska, 2018). Modernisation of models significantly increases consumer demand in the market for this group of goods. The market of home wear is represented by many foreign (Turkey, Italy, and Poland) and Ukrainian producers and is characterised by different levels of quality. Internationally renowned clothing brands such as Donna Karan, McCartney, Calvin Klein, Stella, Emilio Pucci (Senthil & Dhurai, 2021; Official website of the Ukrainian Association of Light Industry Enterprises, 2024) also present new collections of sleepwear every season.

Ukrainian manufacturers of home and sleepwear offer a fairly wide range of products, in line with current fashion trends, taking into account aesthetic, ergonomic, hygienic and functional properties (Clothing market in Ukraine: Home fashion and shopping trends, 2020). The high quality of consumer properties of clothing for home and sleep, optimal comfort, a variety of styles and design solutions expand the possibilities of using it during various home activities, such as fitness, relaxation, film viewing, professional and educational activities in an online format, computer work, etc.

A variety of textile materials with different price segments are used to make stylish clothes with maximum comfort, from expensive Italian fabrics to more affordable ones locally produced in India, China, Turkey, etc. (How to choose a fabric for a nightgown, 2024). For sleepwear, natural, artificial, and synthetic fabrics are used: tencel, modal, viscose (viscose with wool), cotton, linen, hemp, etc., both with 100% raw materials and in a mixture of certain compositions (Here's why quality sleepwear is important for good sleep, 2022). Depending on the season, thin and dense fabrics are used (Vanishree *et al.*, 2018)

The number of manufacturers of sleepwear on the Ukrainian market is increasing every year (Catalogue of enterprises of Ukraine. Production of work clothes, 2024). For example, well-known brands and leading manufacturers of sleepwear are BARWA garments, Harper's Homewear, DARI CO, Balcony Garment, Ellen, Jeff & Fa Zagrava, Kiss My Eyes, Komilfo, MiaNaGreen, Modena, Kotovich, Ozone, Skif Textile, Sleeper,

VP Violet delux, Zen Wear, Mashsh, Costa, Ladan, Nash odiah, Pani Yanovska, Roksana, Natalux, Kruta Pizhama, Masky Karnaval, Jasmine Lingerie and Edelvika. As of 2024, these products are sold in stationary outlets and online stores (Tausif *et al.*, 2015; Shatska, 2016; Ukrainian brands with comfortable and stylish home clothes, 2022). The types of home and sleepwear of some brand representatives are shown in Figure 1.

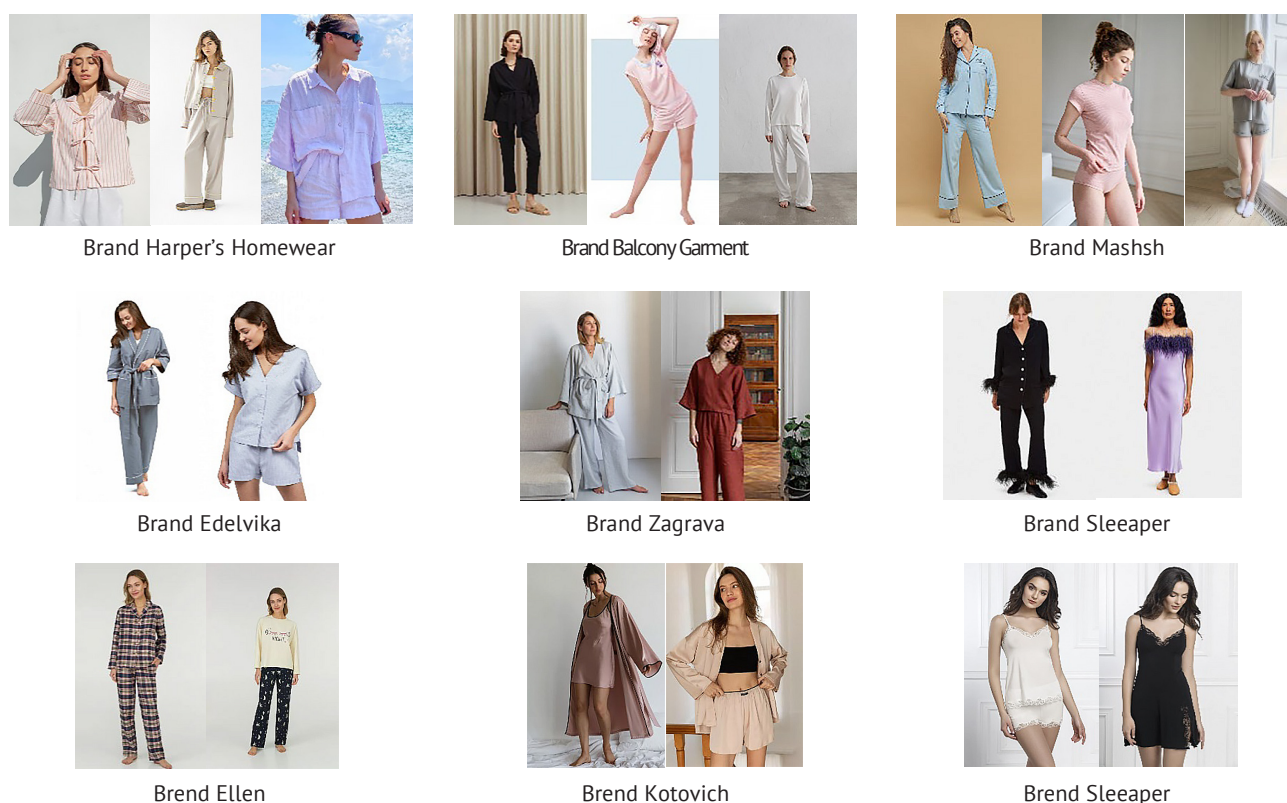


Figure 1. Modern range of home and sleepwear by Ukrainian brands

Source: developed by the authors

The designs of the studied products range from graphic elements and logos to sophisticated modern styles, allowing you to find a suitable option according to your individual preferences and financial capacity. In 2024, minimalist design and geometric shapes are becoming more popular, reflecting the trend towards simplicity and elegance. Experiments with the structure and texture of fabrics using innovative technologies in the production of home and sleepwear are also relevant design trends (Vigneshwaran *et al.*, 2009).

Sleepwear is divided into two main categories: nightgowns and pyjamas. By gender, they are divided into women's and men's, and by age – children's, teenagers and adults. Men's pyjamas do not have many

types of models, but usually consist of sets of trousers (shorts) and shirts (T-shirts, long sleeves). Women's sleepwear is represented by a much wider range of products – pyjamas, children's pyjamas, overalls, nightgowns, combinations, house dresses, bathrobes, T-shirts of various types, etc. (Senthil *et al.*, 2021).

Other aspects that extend the classification of sleepwear were also studied, namely by age category, specific purpose, seasonality, service life status, origin of textile materials and design. The results of the analysis are systematised and summarised in the developed classification system for sleepwear, which takes into account the modern assortment matrix depending on the different needs and requirements of consumers (Fig. 2).

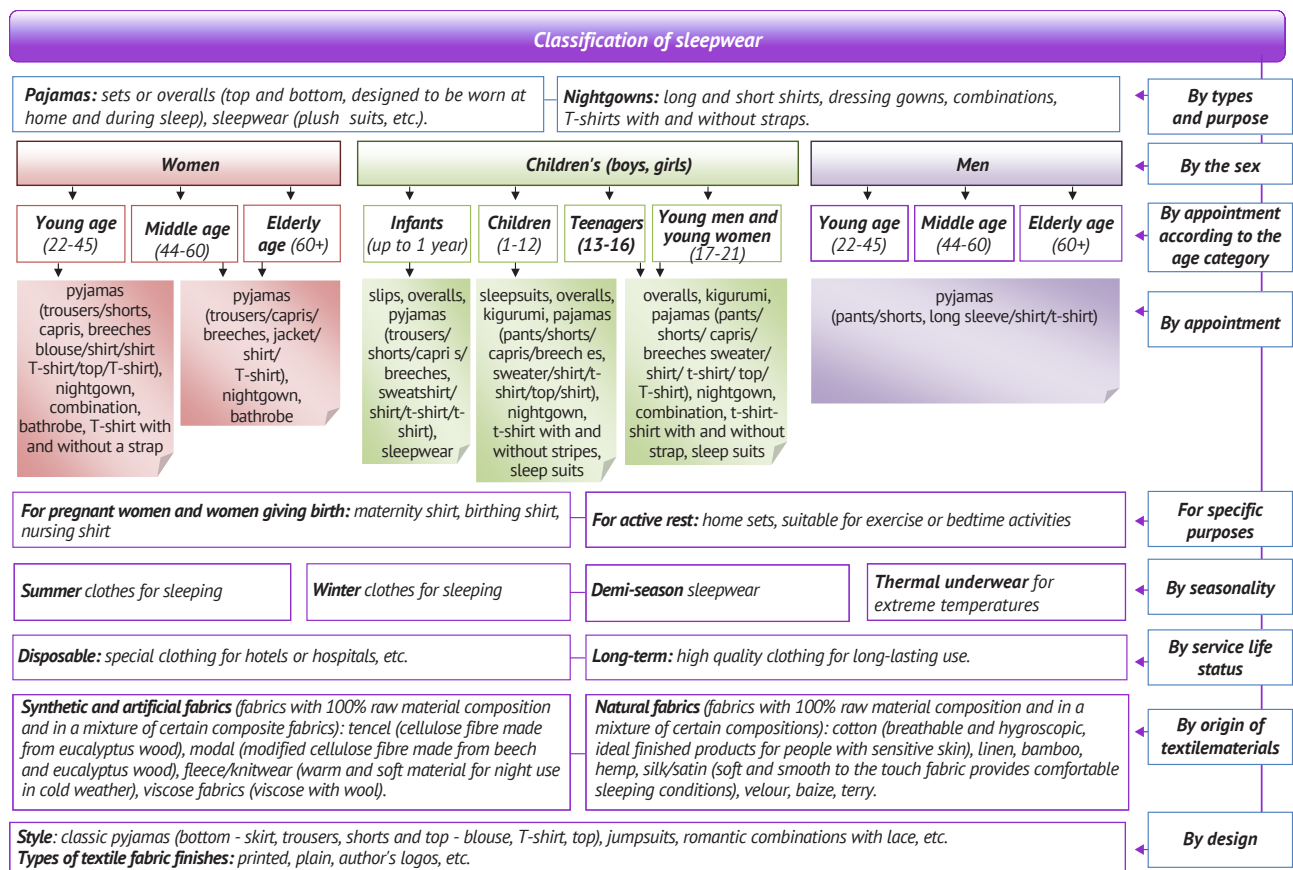


Figure 2. Classification of sleepwear

Source: developed by the authors

The main factors on which the high quality of finished products depends are compliance with the norms and rules of the manufacturing process (aesthetic, ergonomic properties and safety of products are formed) and the level of quality of consumer properties of the material, fabric and accessories (hygienic properties, hygroscopicity, breathability, heat protection and electrical characteristics are ensured). These factors were studied in detail in the real conditions of the Ukrainian company ELLEN GROUP (Lutsk, Volyn region). This production facility is a Ukrainian brand of TM Ellen for women's clothing for home, leisure, sleep and underwear of high quality. Women's sleepwear is represented by long and short nightgowns of various cuts, modern lightweight models of suits, sets (shorts and T-shirt), overalls, etc.

Nightgowns for everyday use should be as natural as possible, with high hygroscopic, performance, hygienic and hypoallergenic properties. These properties are met by cotton fabrics. Cotton fabrics are used to make strapless shirts decorated with lace ribbon, guipure shirts, collared shirts, nursing shirts and a T-shirt with a placket. Viscose fabrics are used to create sets of nightgowns and aesthetic bathrobes, both laconic, elegant models and more open styles decorated with lace. Viscose products have their own advantages:

- lightness of the material, which ensures weightlessness of the garment on the body;
- high breathability, which guarantees comfort in use;
- the fabric does not electrify and does not roll;
- high colour fastness;
- high degree of heat regulation.

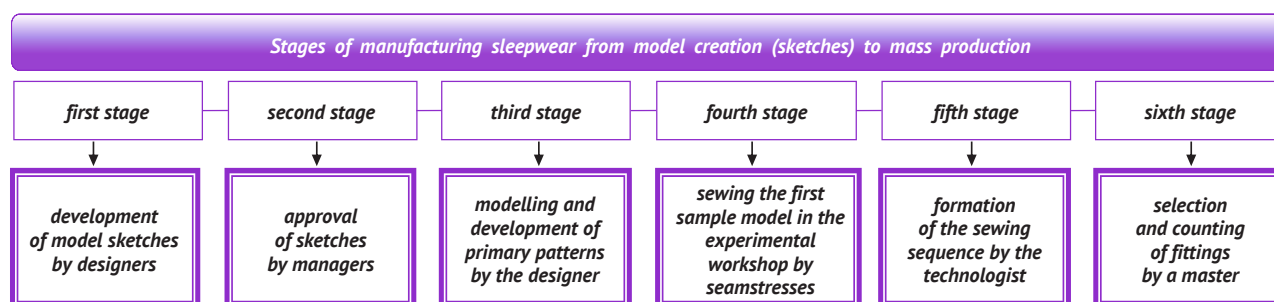
However, the material's low maintenance is a disadvantage. Viscose products are prone to fading, should be washed only at low temperatures without spinning, with mild detergents, and dried horizontally to avoid deformation (Vanishree *et al.*, 2018).

Modal is used in this production to make nightgowns, which makes the finished products aesthetically pleasing and elegant. The high-cost fabric has a sufficient list of advantages: it does not lose colour, does not shrink, is resistant to washing, soft and pleasant to the touch (Vigneswaran *et al.*, 2009). The combination of the modal with lace gives lightness and translucency to the finished products. Table 1 presents in detail the selection of materials and accessories used to produce a certain range of sleepwear in the conditions of the studied enterprise. In the production, the largest number of units are made specifically of nightgowns of various assortments. In general, from the creation of the model (sketches) to mass production, the model is developed in six stages, which are presented in Figure 3.

Table 1. The range of sleep shirts produced in the conditions of the studied enterprise

No.	Types of sleep shirts	Materials	Accessories
1	Shirt with straps	cotton, modal	rings, regulators, silicone, lace
	Sets (nightgowns and dressing gowns)	viscose	lace, edging
2	Guipure nightie	cotton, modal	silicone, rubber band, lace
3	Shirt with collar	cotton	edging, buttons
4	T-shirt with a strap	cotton	buttons
5	Nursing shirt	cotton	fasteners, elastic band, elastic strap, lace

Source: developed by the authors

**Figure 3.** Stages of manufacturing sleepwear from model creation (sketches) to mass production

Source: developed by the authors

In the case of approval of the technological process of manufacturing the model and approval of its mass production, the finishing shop starts work, where the parts of the product are cut out according to the ready-made patterns, which are sorted by the stage of sewing the parts and numbered. Next, the finished parts are sent to the sewing shop, where seamstresses and technologists sew up the model batches. The sewn product is sent to cleaning operations to remove excess threads. The technological process is completed by wet-heat treatment of finished products, quality control and their packaging in branded packaging. According to this sequence of the technological process, other models of clothing for home, recreation, sleep and underwear are also manufactured at the production facility. In order to achieve high quality of finished products, quality control is carried out at all stages of production.

The first stage of production control is acceptance (incoming) control, where purchase raw materials (materials and accessories) are rejected according to DSTU 2201-93 (1993). At the investigated enterprise, possible defects or undesirable properties of the raw material sample are evaluated and predicted using the organoleptic method. Then, using the instrumental method, with the help of special equipment, selected samples of raw materials are examined for the presence of all defects and deficiencies: tears, unevenness of colour, point defects, distortions and evenness of the edge. As practice shows, incoming quality control is an important stage, which depends on the level of hygienic properties (hygroscopicity, breathability, thermal insulation and electrification properties) and safety of the potential finished product. As a result of this control,

the manager of procurement and quality of materials makes a decision on the further supply of raw materials.

In the experimental workshop, the clarity of the design of the models and the technological map is evaluated, which depends on the fit of the finished products and their aesthetics in general. The finished product is put on a figure or mannequin with all buttons fastened and a belt tied (if available), and the quality of fit is determined by the organoleptic method. At this stage, in accordance with the rules and requirements of DSTU ISO 3635:2004 (2004), the anthropometric properties of clothes are controlled, that is, their compliance with the dimensional characteristics of consumers (human body dimensions according to age and gender), which are an essential aspect of the formation of quality consumer properties of ready-made garments mass production. Aesthetic properties are evaluated: information expressiveness (compliance with modern fashion trends with market demand forecasting, iconicity, originality and expressiveness of style), integrity of the composition, rationality of the form, perfection of production execution and stability of the product type. Determine the presence of structural defects: vertical, horizontal and diagonal folds, corner folds, violations of symmetry and general balance of the model, convenience and comfort when using small details (pockets, valves, belts, fasteners, etc.).

The cutting shop performs quality control of the finished cutting materials. In case of defects, they mark them and send the defective part for re-cutting. In the Sewing Department, technologists and supervisors of the Technical Control Department carry out operational control during the execution and completion of

technological operations. The main types of operational control are:

- periodic control of all technological operations, during which, at set intervals, information is received on the quality of the controlled operations;
- self-control – the seamstress controls the quality of her operation;
- mutual control – the quality of the previous operation is controlled.

The quality of the finished product manufacturing technology is determined by organoleptic and measuring methods on a special table. The quality of the product is assessed organoleptically from the wrong side and then from the front. The presence of textile defects (thinning, stains), symmetry of paired parts, quality of stitches, stitching, seams, joints (glue, thread) and moisture and heat treatment are determined. The measuring method determines the size of defects and the symmetry of paired parts. After a successful inspection, the products are sent to the packaging department and a common batch is formed.

To ensure that clothing has anti-allergenic qualities, it is important to observe such aspects as loose fitting, the absence of aggressive chemicals in the raw materials from which the products are made, and their allergenic testing. After all, hypoallergenic clothing for home and sleep creates a safe and comfortable environment, especially for those consumers who are prone to allergies or have sensitive skin (Vigneswaran *et al.*, 2009).

Therefore, in order to achieve optimal everyday comfort and quality sleep, it is necessary to choose the right clothing for the intended purpose with high-quality consumer properties. To achieve this goal, when choosing clothes for home and sleep, it is proposed to be guided by the following rules: the fabric of the product should be anti-allergenic and as natural as possible; clothes should not stretch, lose colour or fade after washing; the design should not contain a large number of small elements, buttons, ties and elastic bands, especially in children's clothing; the neck should be easy to stretch or have special fasteners; clothes for home and sleep should be free and comfortable. The combination of these components will significantly improve the overall health, comfort and ensure high performance.

Discussion

Following the transition to remote work and distance learning due to the global Covid-19 pandemic (2020) and Russia's full-scale invasion of Ukraine (since 24 February 2022), people are spending more time at home. These factors have led to a significant increase in consumer demand for sports and home wear. For example, in March 2020, sales of pyjamas increased by 143%, while sales of bras decreased by 13%. By the last quarter of 2020, clothing retailers noted that comfort had become a key factor for consumers (Navone *et al.*, 2020; Made in Ukraine. Catalogue of Ukrainian manufacturers. Clothing, 2024).

There is another side to the issue under study. Analytical studies by experts of the Ukrainian Association of Light Industry Enterprises (Official website of the Ukrainian Association of Light Industry Enterprises, 2024) indicate that, compared to the period of 2021–2022, in 2023, consumers' demand for fashionable clothes increased, changing it from everyday and home clothes, expressing a desire to update their wardrobe and get psychological satisfaction. Analytical research by NPD Group (Official website of the Ukrainian Association of Light Industry Enterprises, 2024) and B. Riley Securities (Polkovnychenko & Korovinchenko, 2021; Official website of the Ukrainian Association of Light Industry Enterprises, 2024) also show that in 2024, there may be high demand for light industry categories – trendy trends of a particular season that were in crisis during the pandemic and full-scale invasion, and product categories such as home and sleepwear that were in high demand in the relevant periods may lose sales momentum. At the same time, as required by the circumstances over a significant period of time, for the sake of the economic balance of enterprises, organisations, institutions and the country as a whole, a significant number of professional and educational activities continued to operate, and some of them were established and successfully operated in an online format on an ongoing basis and have established themselves as an additional area of financial income and training, respectively (Navone *et al.*, 2020; Polkovnychenko & Korovinchenko, 2021; Made in Ukraine. Catalogue of Ukrainian manufacturers. Clothing, 2024). Therefore, it is quite predictable that this trend will continue in the long term and will develop in different directions.

In the process of conducting information and literature analysis, it was found that the issues of optimising the range of modern clothing for home, sleep and leisure, as well as establishing the factors for forming a proper conformity assessment and their required level of quality, have not been studied at the scientific level. Blended yarn manufacturing technologies make it possible to improve, predict and obtain the necessary consumer characteristics of finished products, enrich and expand the product range, and regulate their cost. These technological solutions are quite popular and relevant in the spinning industry, and the latest composite solutions in fibre blends are being developed on their basis.

The combination of natural and synthetic fibres is a proven trend to achieve both comfort and functionality in finished textile and knitwear products. To obtain high heat-resistant properties of knitted fabrics, C. Vigneswaran *et al.* (2009) investigated a blend of jute and cotton. Combining the valuable properties of natural fibres with the practical properties of synthetic fibres is a relevant and correct strategy for obtaining household products with high performance properties that meet consumer requirements. This practice of combining

the properties of natural and synthetic fibres was followed in their research by U. Hussain *et al.* (2015), M. Tausif *et al.* (2015).

It is worth noting that Ukrainian scientists G.V. Kokořina & S.N. Morozova (2012), T.I. Godunok & T.V. Tsybal (2016) conducted research in this area, but they dealt with the design of clothing for sleep and leisure. These works outline a number of unresolved problems that complicate the overall process of model building, namely: the lack of an expanded modern classification of sleepwear, systematisation of existing types and requirements for it, as well as a database of dynamic indicators to determine the system of constructive allowances. In the context of the availability of meeting the needs of the textile industry to create textile products taking into account their environmental sustainability, biodegradability, and the possibility of easy processing, researchers point to the need to prioritise the use of numerous biodegradable natural fibres (Vinod *et al.*, 2020).

In order to meet the growing needs of demanding home textile consumers, scientists are conducting applied research to provide fabrics with special properties that are particularly delicate and demanding from the textile technology point of view, and even some indicators are in some contradiction. Any single natural or chemical fibres cannot meet the complex requirements, and only by using a certain complex of multifibre chemicals can the appropriate functionality be achieved (Bentis *et al.*, 2023). For example, the authors C. Fu *et al.* (2021) in their scientific work reveal research on the coating of linen fabrics with polysiloxane using a hydrosilylation reaction in the presence of a Carstedt catalyst at room temperature. It is stated that such fabrics have shown high and durable hydrophobic properties (contact angle and slip angle are approximately 145° and 23°, respectively) with a proper ability to self-clean from certain pollutants. In their works, P. Chauhan *et al.* (2019), B.K. Tudu *et al.* (2020) and W. Li *et al.* (2022) address the issue of self-cleaning materials, which provides high physical dust repellency of the material intended for the manufacture of home textiles and clothing. At that time, researchers J. Huang *et al.* (2022), D. Song *et al.* (2023) outline the factors for improving the antibacterial characteristics of textile fabrics used for the manufacture of home textiles.

As a result of a critical analysis of information sources, it should be noted that high competition enables enterprises to survive in the market by entering it with high quality goods and satisfying consumer needs. The analysed studies of scientists do not address the issues of analysing the factors influencing the formation of quality properties of finished products, identifying the range of sleepwear that is in the greatest demand among consumers in the Ukrainian market and presenting the classification of this group of clothing. Since, as of 2024, many enterprises and educational institutions continue the practice of distance work and study, respectively, and

a sufficient number of consumers use such conditions of professional and educational interaction, the purpose and objectives of this scientific work are relevant.

Conclusions

The main purpose of the research was to identify the modern assortment of sleepwear and determine the factors influencing the formation of quality properties of finished products. To solve the tasks, detailed research of global and Ukrainian scientific papers was carried out, which revealed the lack of analysis of factors influencing the formation of quality properties of finished products and systematisation of the modern range of sleepwear in demand in the Ukrainian market. The analysed research papers generally dealt with the production of household products with high performance properties that meet consumer requirements by combining the valuable properties of natural fibres with the practical properties of synthetic fibres. Such technological processes in the spinning industry make it possible to improve, predict and obtain the necessary consumer characteristics of finished products, enrich and expand the range of products, and regulate their cost. As of 2024, many enterprises and educational institutions, following the emergency introduction of remote professional and educational activities (the global Covid-19 pandemic and Russia's military aggression in Ukraine), have implemented and abandoned the practice of remote work and study, and consumers successfully use such conditions of professional and educational interaction. Therefore, the home, leisure and sleepwear group will consistently have a successful marketing position in the commodity market.

As a result of the conducted research, it was determined that this group of textile products – clothing for home and sleep – has a significant and stable demand in the Ukrainian market, and their assortment, in accordance with modern fashion trends, consumer requirements and with different price segments, is provided by well-known international brands and Ukrainian manufacturers. Based on the carried out analysis, the assortment matrix of sleepwear is systematised and a classification is developed according to the following items: types and purpose, gender, age category and purpose according to age category, specific purpose, seasonality, service life status, origin of textile materials and design. The main aspects and effective solutions when choosing clothes for home are proposed.

In the context of the analysis of the enterprise ELLEN GROUP, the factors of influence that form the high consumer properties of finished products were identified. The high quality of goods is guaranteed provided that a clear technological process of manufacturing garments is followed, governed by the rules and regulations of state standards and regulatory documents, as well as the use of high-quality raw materials. The study found that the manufacturing process forms the

aesthetic and ergonomic properties of goods, and the choice of high quality raw materials ensures an appropriate level of hygiene and safety of products.

Prospects for further research include the development of targeted, regulatory and technical documentation on quality control and conformity assessment for new models created in response to the demands of time and consumer requests. This will regulate the requirements for effective solutions and key aspects when consumers choose clothing for home, leisure and

sleep; creation of a modern system of anthropometric data, taking into account the new range of clothing for home, leisure and sleep, as well as the parameters of a typical figure.

Conflict of interest

None.

Aknowledgements

None.

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Дослідження українського ринку та якості одягу для дому та сну

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Анотація. Дослідження попиту, пропозицій, асортименту одягу вказує на необхідність покращення виробничого контролю, вибору якісної сировини для підвищення конкурентоспроможності та задоволення потреб споживачів в цьому сегменті ринку. Метою дослідження був аналіз попиту та пропозицій на українському ринку одягу для дому та сну та його асортименту. У дослідженні здійснювалася оцінка ринку попиту і пропозицій за допомогою інформаційних ресурсів, пошукових сервісів в комп'ютерній мережі Internet. В умовах підприємства ТОВ «ЕЛЛЕН ГРУП» під час виробничого контролю використовувалися органолептичні, інструментальні методи оцінки якості споживчих властивостей сировини та готових виробів з використанням нормативної документації. Досліджено фактори впливу на формування високої якості готових виробів, а саме технологічний процес виготовлення, етапи виробничого контролю якості, нормативні документи та споживчі властивості. Аналіз модних тенденцій і ринкових пропозицій дозволив визначити попит та створити сучасну систему класифікації одягу для дому та сну, що відповідає сучасним вимогам споживачів. Висвітлено основні чинники, які формують рівень якості готових виробів. Визначено, що висока якість швейних виробів досягається дотриманням чіткого технологічного процесу їх виготовлення, керованого нормами і правилами державних стандартів та нормативних документів та застосуванням високоякісної сировини. Надано рекомендації, якими запропоновано керуватися під час вибору одягу для дому та сну високої якості із забезпеченням комфортності, безпечності споживача під час експлуатації. Розроблено систему класифікації з врахуванням сучасних ринкових пропозицій, різних потреб та вимог споживачів. Визначено фактори впливу на формування високої якості одягу для дому та сну: технологічний процес виготовлення, в ході якого формуються естетичні, ергономічні властивості і вибір сировини з високими якісними показниками, що забезпечує відповідний рівень таких споживчих властивостей, як гігієнічність та безпечність готових виробів. Для досягнення оптимального повсякденного комфорту та якісного сну окреслено основні аспекти та ефективні рішення, якими необхідно керуватися під час вибору одягу для дому та сну. Результати дослідження мають підвищити конкурентоспроможність підприємств, поліпшити якість життя споживачів, зокрема в галузі одягу для дому та сну.

Ключові слова: асортимент; бренд; ринок пропозицій; попит споживачів; споживчі властивості