

ANALYSIS OF LOGISTICS MARKETPLACES IN UKRAINE AND WORLD

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Abstract. *Technology improvements and the rise of e-commerce have significantly transformed the logistics sector in recent years. Numerous online markets that link shippers and carriers have emerged as a result of this change, delivering improved visibility, efficiency, and cost-effectiveness. In this essay, we will examine the study of the European and Ukrainian logistics markets.*

The way firms function in the transport sector has undergone a transformation thanks to the logistics markets in Europe and Ukraine. These internet platforms do away with conventional middlemen like freight forwarders by providing a central location for shippers and carriers to communicate. An important advantage of logistics marketplaces is improved supply chain visibility. Through integrated tracking solutions offered by these platforms, shippers may simply follow their goods in real time. Businesses may optimize their operations by quickly identifying bottlenecks or delays and assuring on-time customer deliveries thanks to this degree of transparency.

But regardless of all the above the logistics market has changed significantly and rebuilt itself to a new level under the influence of the war in Ukraine. Retailers and manufacturers lost demand, and global industrial projects were suspended. Many companies have switched to cross-docking (receiving and shipping goods without long-term storage) with minimal inventory or abandoned warehouses and storage. The Russian invasion and the blockade of Ukrainian ports have made exports of agricultural and other products much more difficult. Ukraine has addressed the problem by controlling the largest ports and gradually increasing the efficiency of the Danube ports. Freight traffic by rail declined significantly due to transit problems and technical limitations. Despite this, there are still problems with capacity, restrictions at checkpoints, and technological limitations. The ban on civil aviation flights over Ukraine complicates international air travel and threatens airport infrastructure. As a result of all the restrictions on other modes of transport, road transport has become a priority. However,

this is accompanied by problems at border crossings and congestion. At the same time, freight forwarders' associations from other countries have provided important support in solving problems and provided valuable information on logistics issues [9,13].

It is worth noting that the Ukrainian transport and logistics system was under considerable stress at the beginning of the war, but thanks to adaptation and cooperation with partners, it managed to ensure normal transport operations in the context of the conflict. Also, despite the war, in 2022, a powerful warehouse hub emerged in western Ukraine, particularly in the Lviv region, which spurred new construction and the filling of existing facilities. Nevertheless, the warehousing market in Ukraine remains promising. Given the current stability of rental rates and demand, the development of the warehousing market will depend on the political and economic situation in the country [9,12].

Considering how quickly the logistics market has adapted, it is appropriate to evaluate several businesses that are now active in Ukraine and pushing the boundaries of their capabilities. This investigation intends to illuminate prominent logistic platforms in Ukraine and their equivalents in other European nations. The table below shows the three companies the author chose for comparison (Table 1).

Table 1 – Comparison of Ukrainian logistics marketplaces

Logistics e-marketplaces	Overview	Key Features	Strengths
Lardi-Trans [11]	A prominent Ukrainian logistics platform provides a variety of services, including information services, logistics, and freight and cargo transportation.	It offers a set of tools for searching for cargo and transport, insurance, fleet management, electronic document flow, and conducting tenders. The platform also features a system of reviews and company ratings to determine the reliability of contractors. It has a unique tool called the "Reliability Zone" to protect your business from unwanted contractors	Extensive industry experience, a large network of carriers, and a user-friendly online platform.

Della [3]	Online logistics platform that connects shippers, carriers, and freight forwarders in Ukraine and other CIS countries.	Della provides an online marketplace for finding transport services, as well as tools for cargo tracking, route optimization, and communication between users.	Extensive reach across the CIS region, a user-friendly interface, and real-time tracking features.
Cargofy [1, 12]	Company which connects shippers and carriers and enables them to identify the best transportation options and manage logistics operations, is one well-known marketplace in Ukraine	Among the services provided by Cargofy are goods exchange, tracking, and document management. The Cargofy company was founded to use technology to automate procedures in the market for goods transportation. As a result, the service automatically shows the shipper all available delivery options, including offers from hundreds of self-employed carriers, transport, and courier companies, allowing them to choose the most profitable in terms of time and price.	Advanced technology solutions, efficiency in matching loads with available carriers, and a customer-centric approach.

The comparison of these Ukrainian logistics marketplaces shows the diversity of services and approaches in the Ukrainian logistics sector. This comparison provides an important overview of the strengths and characteristics of Ukrainian logistics marketplaces. Based on these characteristics, marketplaces can choose the most suitable logistics partner for shipper`s needs. The competition between these companies also drives them to continuous improvement and innovation.

– It can also be noted that the Ukrainian logistics market is developing and improving due to the diversity of logistics services and technological solutions. Competition between companies drives them to continuously improve quality and innovate in the industry. This can lead to the following results:

- Increased quality of service for customers through competition.
- Introduction of new technologies and efficient solutions in logistics.
- Increased global connectivity and opportunities for international transport.

– Providing a wider range of logistics services to different customers and industries.

Overall, this comparison demonstrates the potential development of the logistics market in Ukraine and contributes to the improvement of logistics services in the country.

Due to the region's complicated supply chains and the need for effective transportation options, logistics markets have seen tremendous growth in Europe. A thorough examination of the key logistical hubs in Europe reveals a vibrant and fiercely competitive business. With the growth of e-commerce and globalization, logistics has evolved into a crucial component of supply chain management for companies doing business both locally and globally.[5]

Beyond Ukraine's borders, Trans.eu, is a pan-European digital transport network created to facilitate cooperation between haulers and contractors across the whole of Europe. It boasts over a hundred thousand verified companies registered in more than thirty nations, which streamlines cooperation by promoting communication among stakeholders through open data exchange capabilities. [10]

Outside of Ukraine's jurisdiction, it is clear from an analysis of broader trends in the European logistics marketplace that major international businesses have made great progress toward taking control of the industry. For description:

1) Uber Freight: Uber Freight disrupts established freight brokerage methods by using its experience garnered from revolutionizing ride-hailing services around the world to match loads with carriers smoothly.[7]

2) Amazon Flex: Known primarily as a major online retailer, Amazon now offers drivers flexible work schedules while maximizing the effectiveness of package distribution through Amazon Flex.[2]

3) Shippeo: This company, which specializes in real-time tracking systems and predictive analytics tools, makes it easier to achieve the end-to-end transparency required for effective supply chain operations, which is advantageous to both producers and retailers.[1]

4) Saloodo! : DHL's digital freight platform provides shippers and carriers with an all-in-one transport management system, from booking to invoice settlement, assuring smooth transactions. [6]

It is essential for industry participants in Ukraine and across Europe to react quickly as the logistics markets keep changing by embracing technological improvements, encouraging collaborations, enhancing infrastructure capacity, and looking into new business opportunities. Businesses may increase the efficiency of their supply chains while

enjoying streamlined procedures that ultimately result in sustainable success by utilizing these platforms' capabilities efficiently.

However, there are variations when taking into account elements like legal framework and infrastructure development. Despite ongoing efforts by Ukrainian government officials to upgrade the nation's roads, trains, and ports, the country still has infrastructure issues when compared to Western Europe's more industrialized nations. As a result, for efficient operation, Ukrainian logistics may require greater investment in infrastructure modernization and technical capabilities. Additionally, the coordination of cross-border delivery in Europe is made challenging by the disparities in regulations across the various EU members. To target the market and find chances, it's essential to comprehend these variances.

The effective adoption of new technology is a challenge for the logistics industries in both Europe and Ukraine. Given the rapid advancement of technology, including the use of AI and blockchain-based systems, collaboration between Ukrainian and top European service providers is becoming essential. activities at all levels. Additionally, it will present a chance for technology transfer, which will be advantageous to both areas and foster efficiency, expansion, and competitive advantage in the logistics services industry. Similar to this, collaborative research projects can promote innovation by introducing new technology into specialized sectors of the market, such as last-mile deliveries or storage.

To strengthen links between the two areas, there are several options for collaboration between Ukrainian and European players. Borderless logistics networks with shared standards and protocols can improve supply chain management, facilitate cross-border trade, and simplify operations throughout the continent. The synergy between the two areas can provide a more competitive and dependable logistics landscape because of Ukraine's closeness to eastern markets and Europe's impact on western markets. Such collaboration can enhance the end-user experience by providing seamless transportation options without significantly raising costs. By combining their respective advantages from joint ventures, Ukrainian and European businesses may effectively penetrate the global market. In order to react to cutting-edge changes in the logistics industry, these partnerships' common expertise will also be helpful in the formulation of future-focused initiatives. [4,5]

Conclusion

In conclusion, the comparison of the similarities and contrasts between the markets in Ukraine and Europe provided light on potential areas of collaboration as well as difficulties each sector's logistics industry may

encounter. A more integrated logistics market may be developed by combining our individual capabilities and expertise to overcome shared challenges like infrastructure development or technological integration.

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