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Anna Flehantova

PhD in Economics, Docent,
Associate Professor of International Economics and
International Economic Relations Department,
Poltava University of Economics and Trade
ORCID: <https://orcid.org/0000-0001-9158-8847>

Kateryna Bender

Student,
Poltava University of Economics and Trade

Флегантова Анна Леонідівна, Бендер Катерина Василівна
Полтавський університет економіки і торгівлі

ANALYSIS OF COMPANIES' COMPETITIVENESS IN THE GLOBAL MARKET

АНАЛІЗ КОНКУРЕНТОСПРОМОЖНОСТІ КОМПАНІЙ НА ГЛОБАЛЬНОМУ РИНКУ

Summary. The competitiveness of fifteen leading companies from five key sectors of the global market was examined for the period 2022–2024: the automotive industry, sportswear and footwear, consumer electronics, food and beverages, and luxury goods. The dynamics of operational efficiency were analyzed, revealing significant variability in performance indicators caused by both internal factors (innovation, digitalization, management efficiency) and external challenges (global economic instability, changes in consumer demand, stricter regulatory constraints). In particular, the sportswear industry showed the highest instability, while luxury goods companies demonstrated the greatest stability. Key factors influencing the maintenance of competitiveness in the current global environment were identified.

Keywords: competitiveness, global market, transnational corporation, analysis, world market.

Анотація. У статті проведено поглиблений порівняльний аналіз рівня конкурентоспроможності п'ятнадцяти провідних компаній, що представляють п'ять ключових галузей глобального ринку: автомобільну промисловість, індустрію спортивного одягу та взуття, сектор споживчої електроніки, харчову індустрію та сегмент предметів розкоші. Дослідження охоплює період 2022–2024 років та ґрунтується на розрахунку коефіцієнта конкурентоспроможності, що дозволяє здійснити комплексну оцінку ефективності бізнес-стратегій, рівня адаптивності до ринкових змін, здатності до інновацій та чутливості компаній до зовнішніх чинників. Методологія враховує такі аспекти, як фінансові показники, інвестиції в дослідження та розробки, ринкова частка та споживча лояльність. Виявлено значну варіативність показників усередині кожної з галузей, що свідчить про різну ступінь гнучкості компаній і здатність до інноваційних змін. Найбільшу нестабільність продемонстрував сектор спортивного одягу, де компанія Adidas суттєво втратила свої позиції через розрив важливих партнерських відносин та значні труднощі цифрової трансформації. Це підкреслює критичну важливість своєчасної адаптації до нових бізнес-моделей. У той же час Nike показав поступове, але стабільне зростання завдяки активному впровадженню цифрових каналів збуту, інноваційним маркетинговим рішенням та розширенню асортименту продукції. У секторі споживчої електроніки Apple зберігає позиції беззаперечного лідера, незважаючи на певні коливання, зумовлені глобальними економічними чинниками та зміною споживчих уподобань. Тоді як Samsung і Lenovo демонструють позитивну динаміку відновлення конкурентних переваг, активно інвестуючи в нові технології та розширюючи свої продуктові лінійки. Компанії харчової промисловості, зокрема McDonald's і PepsiCo, забезпечують стійкі результати завдяки ефективному стратегічному управлінню, оптимізації операційних процесів та здатності швидко адаптуватися до змін споживчого попиту та харчових трендів. У сегменті предметів розкоші зафіксована відносна сталість показників, що значною мірою зумовлено силою брендів, унікальністю продукції, високою лояльністю клієнтів та обмеженою чутливістю до економічних коливань. Автомобільна промисловість виявила динамічність змін, зокрема компанія Volkswagen у 2023 році досягла максимального значення коефіцієнта конкурентоспроможності серед досліджуваних компаній, що пояснюється успішною стратегією електрифікації та оптимізацією виробництва. У результаті дослідження визначено ключові фактори, що впливають на конкурентоспроможність у сучасному світі: інноваційний потенціал, стратегічна гнучкість,

рівень цифровізації, ефективне управління ризиками та здатність компаній до адаптації в умовах глобальних трансформацій та нестабільності ринку. Ці фактори є критично важливими для підтримки та підвищення конкурентних позицій у довгостроковій перспективі.

Ключові слова: конкурентоспроможність, глобальний ринок, транснаціональна корпорація, аналіз, світовий ринок.

Problem statement. In the context of rapid globalization and intensified competition in world markets, qualitative and quantitative analysis of company competitiveness gains particular significance and is critically important for their successful functioning and sustainable development. The modern business landscape is characterized by unprecedented dynamism: new technologies constantly emerge, consumer preferences change, and geopolitical factors create additional challenges. In this context, it's no longer enough for companies to simply adapt to changes – they must stay a step ahead, anticipate trends, and effectively leverage their advantages. Calculating the competitiveness coefficient is one of the most effective and comprehensive tools that allows for an objective assessment of enterprises' market positions. This indicator considers a wide range of factors influencing a company's success, including both internal characteristics (such as management efficiency, innovation potential, financial performance, optimization of production processes, and product and service quality) and external influences (for example, market trends, competitor actions, legislative changes, macroeconomic stability, and geopolitical risks). Such an approach ensures a holistic understanding of a company's status and its growth potential. The use of this integrated indicator enables the systematization of information regarding company development dynamics and the identification of key factors affecting their success in modern market conditions. This is not merely a statistical snapshot but a tool that allows for tracking development trajectories, identifying strengths and weaknesses, as well as potential threats and opportunities. Analyzing the competitiveness coefficient helps determine a company's capacity for innovation, how quickly it adapts to new challenges, how effectively it utilizes its resources, and whether it can maintain customer loyalty. In an environment of increasing global competition, the ability of companies not only to preserve but also to build upon their competitive advantages is the key to their long-term survival and prosperity. The absence of a systematic approach to assessing competitiveness can lead to erroneous management decisions, loss of market positions, and decreased profitability. Thus, a detailed analysis and understanding of the factors that shape competitiveness are not just an academic interest but a vital necessity for any company striving for success in the global market. This research aims to fill gaps in understanding these complex interrelationships and provide practical recommendations for enhancing competitiveness.

Analysis of the last research and publications.

The issue of competitiveness in the global market attracts considerable attention of scientists, which is reflected in numerous studies in recent years. M. Shkurat investigates the issue of global competitiveness of international companies, focusing on the analysis of business strategies that contribute to strengthening their positions in the world market [33]. T. Kovalchuk and V. Zaghariy pay attention to innovation strategies that determine the level of international competitiveness of Ukrainian enterprises, emphasizing the importance of an integrated approach to managing innovative development in the context of global competition [34]. A. Sholom and O. Shynkarenko consider the competitiveness of economically developed countries, highlighting modern features and key factors that influence its formation and further development [35]. These studies form a scientific basis for the analysis of factors that determine the competitiveness of companies in various sectors of the global market.

The purpose of the study is to analyze the competitiveness of companies in leading industries in the global market in the period 2022–2024.

Summary of the main research material. We selected fifteen companies from five different areas of activity: automotive industry, sportswear and footwear industry, consumer electronics industry, food and beverage industry, luxury goods industry. The automotive industry includes companies: Volkswagen, Toyota, Tesla; the sportswear and footwear industry includes companies Nike, Adidas, Puma; the consumer electronics industry includes companies Samsung Electronics, Apple, Lenovo; the food and beverage industry includes McDonald's, Starbucks, PepsiCo; the luxury goods industry includes Louis Vuitton, Burberry, Christian Dior.

Advisable to conduct a comparative analysis of the competitiveness of leading companies within different sectors of the global market. This will allow a more complete assessment of their market position and development dynamics in the face of growing competition. The generalized results of such an analysis are presented in table 1.

The analysis shows significant fluctuations in competitiveness among companies in different industries in 2022–2024. The most unstable was the sportswear industry, where Adidas sharply lost its position. In the electronics sector, Apple demonstrates consistently high results, while Samsung and Lenovo are gradually restoring competitiveness. McDonald's and PepsiCo maintain their leadership in the food industry, and companies in the luxury goods segment

Table 1 – Dynamics of the competitiveness coefficient of leading companies by industry in 2022–2024

Directions	Company	Years		
		2022	2023	2024
Automotive industry	Volkswagen	15,96	22,59	9,97
	Toyota	11,25	6,41	11,05
	Tesla	11,51	5,76	8,13
Sportswear and footwear industry	Nike	9,19	9,75	13,74
	Adidas	357,03	117,76	3,95
	Puma	20,71	13,83	2,14
Consumer electronics industry	Samsung	8,08	4,74	10,44
	Apple	14,58	12,17	15,99
	Lenovo	17,21	10,17	13,69
Food and beverage industry	McDonald's	22,83	18,94	23,15
	Starbucks	9,73	13,86	10,76
	PepsiCo	19,22	17,01	21,96
Luxury goods industry	Louis Vuitton	18,70	19,50	17,32
	Burberry	24,24	27,39	24,35
	Christian Dior	36,79	37,35	35,32

Source : compiled by the author based on data [1–30]

have shown consistently high values. In general, the success of companies depends on the flexibility of strategy, adaptation to the market and innovative development.

Fig. 1 shows the unstable dynamics of the competitiveness of leading automakers in 2022–2024. In 2023, Volkswagen reaches the highest value of the competitiveness coefficient (22,59), which indicates the effective implementation of strategies during this period and the strengthening of its position in the global market. At the same time, Toyota and Tesla show a decline, which may be due to high competition, rising costs or delays in delivery. In 2024, the situation stabilizes somewhat: Toyota shows improvement,

partially compensating for the previous decline, Volkswagen loses part of its positions, probably due to a decrease in profitability or a change in demand, and Tesla shows a slight but positive growth, which indicates a gradual restoration of dynamics.

Overall, the industry is characterized by a high degree of competitiveness fluctuations, which is due not only to internal factors (level of innovation, financial stability, logistics), but also to external challenges, such as global instability, demand transformation, raw material prices, environmental and regulatory restrictions. Such instability requires flexible strategic planning and increased sustainability of business models companies.

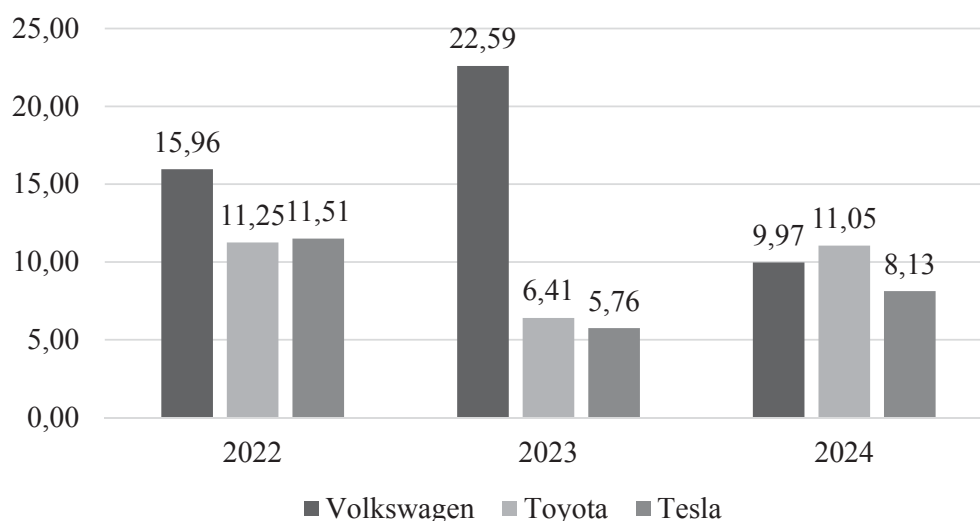


Figure 1 – Dynamics of the competitiveness coefficient of Volkswagen, Toyota and Tesla in 2022–2024

Source : compiled by the author based on data [1–6]

Data analysis allows us to draw a number of conclusions regarding changes in the market positions of these companies and the factors that caused these changes.

In 2022, Adidas showed the highest competitiveness coefficient (357,03), but in 2023 it dropped to 117,76, and in 2024 to a critical level of 3,95. Such a rapid decline can be explained by several key events. In October 2022, Adidas terminated its partnership with Kanye West due to his anti-Semitic statements [31]. The company also faced challenges adapting to digital trends and competition from Nike (Fig. 2).

Nike, on the contrary, has shown stable growth: from 9,19 in 2022 to 13,74 in 2024. This growth

is associated with the company's effective digital strategy, in particular the development of its own e-commerce platforms and mobile applications [32].

For Puma, the ratio is expected to gradually decline from 20,71 in 2022 to 2,14 in 2024. This could be due to a lack of large-scale product innovations, lower marketing investments, and fierce competition from market leaders. In addition, the company's 2023 financial statements show a decrease in sales in key regions.

Fig. 3 shows the dynamics of the competitiveness coefficients of the three leading companies in the consumer electronics industry – Samsung, Apple, and Lenovo – for the period 2022–2024.

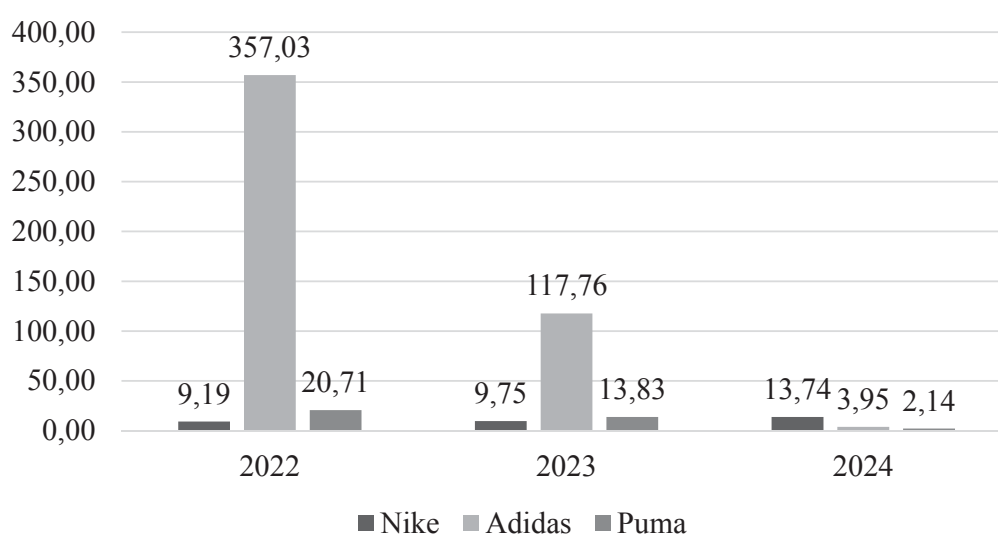


Figure 2 – Dynamics of the competitiveness coefficient of Nike, Adidas and Puma in 2022–2024

Source: compiled by the author based on data [7–12]

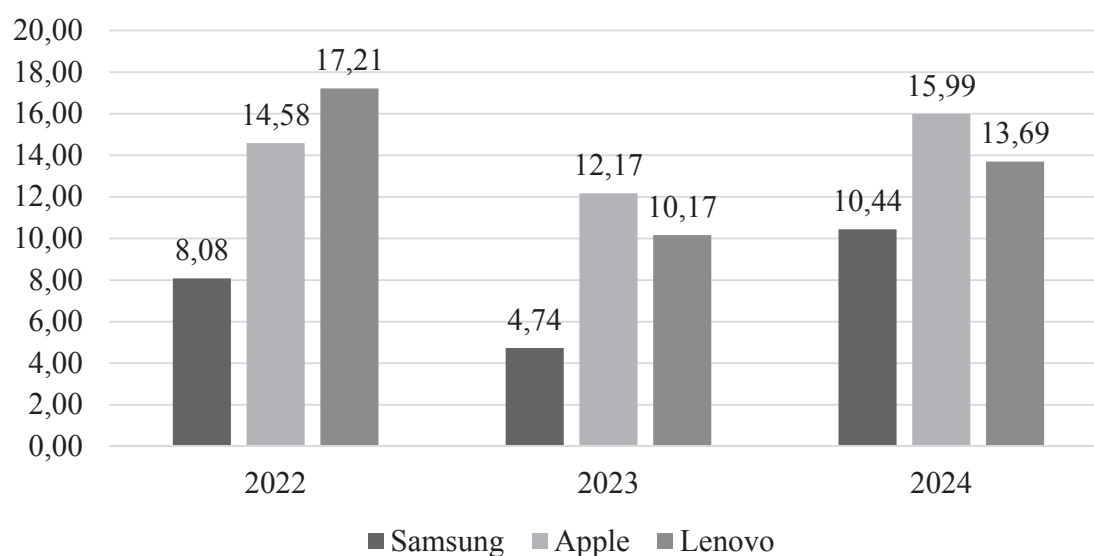


Figure 3 – Dynamics of the competitiveness coefficient of Samsung, Apple and Lenovo in 2022–2024

Source : compiled by the author based on data [13–18]

Apple demonstrates consistently high performance indicators, despite a slight decline in 2023. In 2024, the company's competitiveness increased to 15,99, which exceeds the level of 2022, which indicates the effectiveness of the chosen business strategy, a strong market position, and the ability to adapt to changes in the external environment.

Samsung has been characterized by unstable dynamics during the period under review: in 2023 there was a decrease to 4,74, but already in 2024 the indicator recovered to 10,44. Such volatility may be due to the influence of global economic factors, in particular, changes in demand for products, competition from Chinese manufacturers, and internal operational challenges.

Lenovo had the highest efficiency level among the three companies in 2022 (17,21), but already in 2023 the indicator decreased to 10,17, which may indicate vulnerability to external risks. A partial recovery in 2024 (13,69) indicates an improvement in the company's financial and economic situation, but its efficiency has not yet reached the level of 2022.

An analysis of the financial performance of McDonald's, Starbucks, and PepsiCo from 2022 to 2024 allows us to assess the dynamics of their competitiveness and adaptability to market conditions (Fig. 4).

McDonald's has consistently demonstrated a high level of competitiveness over the period under review. Despite a decline in the index in 2023 to 18,94, a full recovery to 23,15 is observed in 2024, which even exceeds the value in 2022 (22,83). This indicates the sustainability of the company's business model, effective cost management, and successful response to external challenges.

PepsiCo also shows positive dynamics: after a moderate decrease in competitiveness in 2023 to 17,01, in 2024 the indicator increased to 21,96, which almost reaches the level of 2022 (19,22) and indicates successful strategic planning and growing demand for the company's products. The company maintains high competitiveness in its segment.

Starbucks, on the other hand, shows less stable results. After a significant increase in competitiveness in 2023 to 13,86, in 2024 there is a decrease to 10,76, which, although higher than the 2022 level (9,73), nevertheless indicates some instability. Such fluctuations may be due to changes in consumer behavior, dependence on the retail segment and global economic factors.

Examining the competitiveness indicators of the three leading companies in the luxury goods industry – Louis Vuitton, Burberry, and Christian Dior – for the period from 2022 to 2024 allows us to assess the level of their financial stability, adaptability to market changes, and overall competitiveness dynamics (Fig. 5).

Christian Dior has maintained the highest competitiveness values among the companies studied throughout the period: from 36,79 in 2022, the indicator increased slightly in 2023 to 37,35, and decreased slightly in 2024 to 35,32. Despite this decrease, the level remains consistently high, indicating an effective business model, strong brand capitalization, and stable demand for products.

Burberry shows a similar stable trend with minor fluctuations. The figure in 2022 was 24,24, in 2023 it increased to 27,39, and in 2024 it decreased to 24,35. The decrease in the last year may be due to changes in consumer preferences or increasing operating costs,

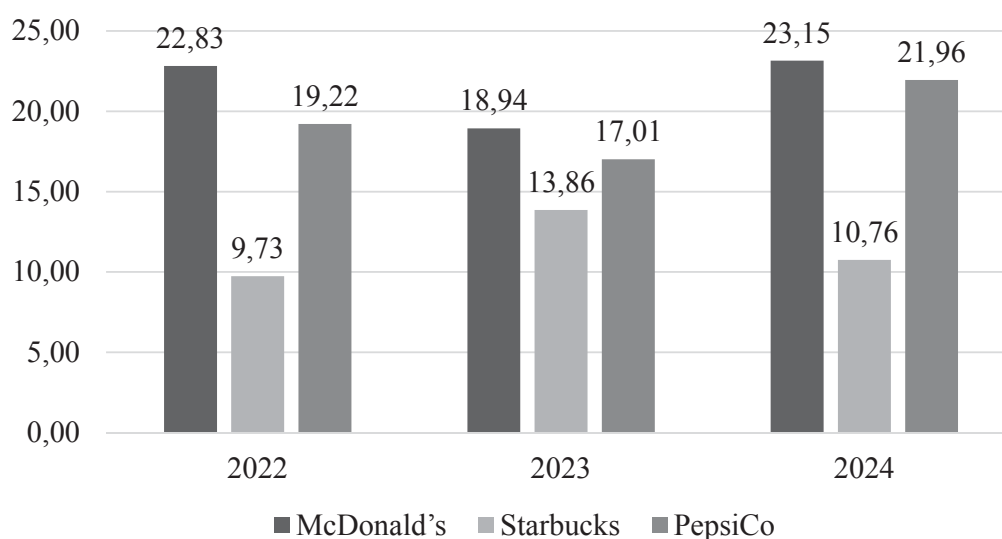


Figure 4 – Dynamics of the competitiveness coefficient of McDonald's, Starbucks and PepsiCo in 2022–2024

Source : compiled by the author based on data [19–24]

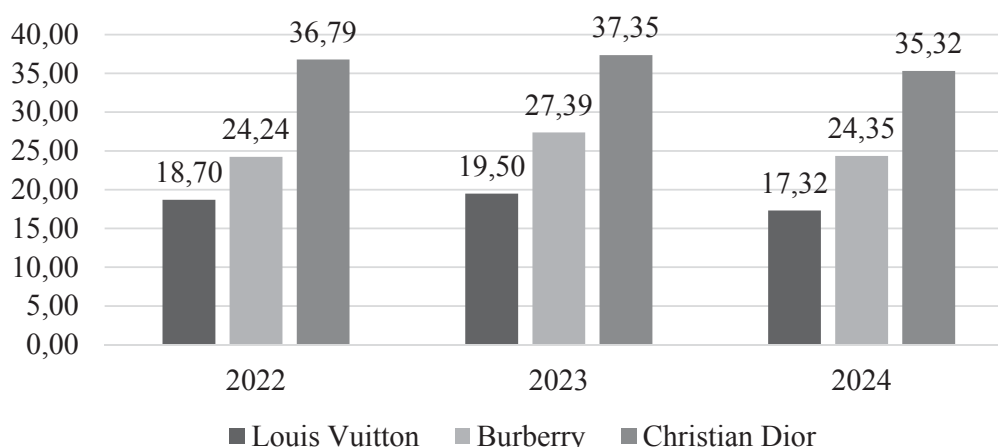


Figure 5 – Dynamics of the competitiveness coefficient of Louis Vuitton, Burberry and Christian Dior in 2022–2024

Source : compiled by the author based on data [25–30]

but in the long term the company's competitiveness remains at a high level.

Louis Vuitton, although inferior to its competitors in terms of the absolute value of the indicator, also demonstrates relatively stable dynamics. In 2022, the competitiveness was 18,70, in 2023 – 19,50, and in 2024 the indicator decreased slightly to 17,32. This indicates a high level of adaptability of the company, although the growth rate is moderate compared to competitors.

A detailed analysis of the competitiveness of leading companies in various industries allows us to identify the main development trends, success factors and challenges faced by market participants. The results of the analysis indicate significant diversity in the dynamics of performance indicators among companies in different sectors. In particular, companies in the consumer electronics industry demonstrate a high level of volatility, which is associated with intense competition and rapid technological change. At the same time, leaders in this industry retain the ability to adapt and recover from crisis periods.

In the food and beverage industry, there is general stability and gradual growth in the effectiveness of leading brands, which confirms their resilience and ability to maintain market positions through innovative marketing strategies and expansion of product lines. As for the luxury goods industry, it is characterized by a high level of margin and stability of indicators, which is due to strong brand equity and consumer loyalty. Minor fluctuations in indicators indicate high adaptability of companies to changes in the macroeconomic environment.

Conclusions. The conducted research of the competitiveness of fifteen leading companies

representing five key industries of the global market in 2022–2024 made it possible to identify both general patterns and industry-specific features of the dynamics of their development. The results of the analysis showed significant variability in the effectiveness of the functioning of the studied entities, due to the influence of both internal factors (level of innovative activity, degree of digital transformation, effectiveness of management decisions) and external challenges (global economic shocks, transformation of consumer demand, regulatory and environmental restrictions).

The most pronounced instability was demonstrated by the sportswear industry, where Adidas experienced a significant reduction in competitive positions, in contrast to Nike, which ensured gradual growth thanks to digital innovations. The consumer electronics segment is characterized by a high level of volatility, but Apple continues to maintain its leading positions. In the food and beverage industry, McDonald's and PepsiCo have demonstrated a high level of resilience and the ability to respond quickly to changing market conditions. Luxury goods companies maintain consistently high performance indicators, which confirms the effectiveness of brand strategies and the stability of consumer loyalty. In the automotive industry, dynamism of competitive positions is observed, in particular, with peak values at Volkswagen in 2023. Summarizing the results of the study, it should be noted that the determining factors for ensuring and maintaining competitiveness are innovative potential, strategic flexibility, the level of digitalization, effective risk management, and the ability of companies to adapt in the face of global transformations.

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