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DEVELOPMENT OF BRANDING STRATEGY IN THE SYSTEM OF MARKETING OF CHILDREN'S GOODS

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ABSTRACT

The relevance of the research is predetermined by the important role that the concepts “child” and “childhood” play in the value system of a person as a person in general and as a consumer and buyer in particular. The level of socio-economic development of Uzbekistan allows us to assert a significant share of expenditures in the household budget for goods for children. In 2020, more than a third of the volume of the children's goods market was accounted for by domestically produced brands. Digital marketing tools are becoming essential in the process of brand formation and promotion in the market. Under the conditions of the negative impact of the demographic situation on the market of goods for children and an increase in the share of domestic products for children in the market, the role of branding of children's goods is increasing.

KEYWORDS: *Brand Insight, Children's Product Market, Children's Product Marketing, Design of Potential Children's Brands.*

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