

# THEORETICAL FOUNDATIONS FOR THE DEVELOPMENT OF THE AGRICULTURAL PRODUCTS MARKET IN UZBEKISTAN

Introduction. The situation on the global agricultural market shows that the growth rate of agricultural production and exports is observed in countries with natural and climatic advantages. Research by international food safety experts highlights the complex situation facing the world and some of its regions. Research by international food safety experts highlights the complex situation facing the world and some of its regions. This situation can be especially observed in the markets of fruits and dried fruits, vegetables, canned foods, processed fruits and vegetables, vegetable oils, flour and baked goods, tea, coffee, citrus fruits, milk and meat products. In this case, the demand for a particular product and sales volume are greatly influenced by its appearance, color, size, beautiful packaging, reputation of the manufacturing company, behavior of the seller and the ability to offer the product. advertising and other factors.

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