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INNOVATION MARKETING WITHIN THE SYSTEM OF MARKET ANALYTICS AND ENTERPRISE PRODUCT POLICY FORMATION

The article examines the essence of innovation marketing as an integrated activity aimed at the creation, promotion and commercialization of new products based on consumer behavior analytics, competitive environment and technological trends. The primary objective of the study is to substantiate the theoretical foundations and develop practical recommendations for the use of market analytics tools, summarize approaches to assortment optimization based on market research, and identify the role of innovation marketing in ensuring product competitiveness in a dynamic market environment. The key role of market analytics in marketing decision-making is identified, particularly in forming an optimal product assortment that ensures brand stability and competitiveness. Methodological approaches to assessing the effectiveness of innovation activities based on a combination of analytical indicators and data-driven marketing tools are analyzed. Special attention is paid to the use of artificial intelligence, machine learning and predictive analytics for modelling market trends and consumer preferences. The feasibility of using assortment optimization algorithms that allow balancing innovative and traditional products is substantiated. The results of the study show that the effective integration of innovation marketing and analytical tools forms the foundation of strategic flexibility, profitability and competitiveness of enterprises in dynamic market conditions.

Keywords: innovation marketing, market analytics, product assortment optimization, innovation strategy, competitiveness, artificial intelligence, data-driven marketing, predictive analytics, consumer behavior, digital transformation.

Problem statement. Innovation marketing is a complex and multifaceted process based on the development, implementation and commercialization of new products that meet the needs of consumers and the requirements of a highly competitive environment. In today's conditions of increasing global competition, rapid technological development and the digitalization of all spheres of life, the role of innovation marketing is growing significantly. It helps enterprises not only to adapt to changes in the external environment but also to ensure long-term sustainable development, improve competitiveness and strengthen their market positions.

The dynamic nature of consumer needs, the emergence of new technologies and the transformation of business models necessitate the use of modern analytical tools to support marketing decision-making. It is analytics that acts as the foundation for forming an optimal product assortment that meets current demand and ensures effective positioning of innovative products in the market.

Market analytics enables enterprises to identify key trends in consumer behavior, assess

competitive positions, forecast demand and justify the expediency of introducing new products. At the same time, the formation of an innovative assortment requires not only analytical support but also the integration of strategic approaches to innovation marketing, which ensures the creation of added value for both consumers and the enterprise.

The relevance of the study is determined by the growing need of enterprises to form a balanced and adaptable assortment portfolio that takes into account the influence of technological trends, changes in consumer needs and the high level of uncertainty in the modern business environment. In such conditions, innovation marketing becomes a key tool for managing the competitiveness of products, and the use of market analytics creates the basis for effective decision-making.

Analysis of recent publications. Modern approaches to innovation marketing emphasize its strategic nature and its role in ensuring the competitive advantages of enterprises. Innovation marketing is considered as a system of measures aimed at identifying consumer needs, developing and promoting products that have unique consumer value and meet modern technological requirements. Researchers such as P. Kotler, K. Keller, S. Illiashenko and others highlight the importance of integrating innovative solutions into all elements of the marketing complex and emphasize the need for analytical support for innovation processes [1–13].

Market analytics is a key component of innovation marketing, enabling enterprises to make informed decisions regarding the development, production and promotion of new products. Analytical tools, including consumer research, competitive analysis, forecasting models and big data technologies, contribute to the formation of an optimal assortment portfolio and increase the effectiveness of innovation strategies.

Despite the significant number of scientific works devoted to innovation marketing and market analytics, certain aspects remain insufficiently explored. In particular, the issue of integrating analytical tools into the process of forming an innovative assortment requires further scientific justification. Most studies focus on the development and promotion of innovative products; however, the analytical support of the process of managing an innovative assortment is often fragmented and lacks a systematic approach.

Another poorly researched issue is the influence of technological trends: artificial intelligence, big data, machine learning on decision-making in the field of innovation marketing. Despite the active dissemination of data-driven technologies, enterprises often face difficulties in applying analytical tools effectively, especially in conditions of limited resources and high uncertainty.

In addition, the impact of external factors changes in consumer behavior, economic instability, regulatory requirements on the process of forming an innovative assortment also requires deeper study. These aspects determine the relevance of developing an integrated approach to the analytical support of innovation marketing and the optimization of the assortment portfolio.

Purpose of the article. The purpose of the article is to substantiate the theoretical foundations and develop practical recommendations for the use of market analytics tools, summarize approaches to assortment optimization based on market research, and identify the role of innovation marketing in ensuring product competitiveness in a dynamic market environment.

Task statement. The research methods employed in this study include analysis, synthesis, tabular method, generalization, induction, and deduction. The primary objective of the study is to substantiate the theoretical foundations and develop practical recommendations for the use of market analytics tools, summarize approaches to assortment optimization based on market research, and identify the role of innovation marketing in ensuring product competitiveness in a dynamic market environment.

Summary of the main research material. In contemporary economic research, increasing attention is being paid to the interconnection between innovation marketing and analytical decision-support systems, driven by the evolution of the knowledge-based economy, the expansion of digital business practices, and the intensification of data utilization in strategic management.

Innovations in marketing are not only new products, but also new ways of interacting with the client, new services, business models, and promotion methods. In the context of innovation marketing, a comprehensive approach is important, where a deep understanding of consumer needs in modern conditions plays a key role.

Innovation marketing is a strategic activity of an enterprise aimed at bringing new or improved goods, services, or processes to the market. It includes market analysis, defining the target audience, and developing a market entry strategy. Its goal is not only to satisfy existing demand, but also to form new consumer needs by introducing unique value propositions [2].

Innovation marketing, as a component of innovation management, is focused on the creation, promotion and commercialization of new products that can meet the changing needs of consumers and ensure the long-term competitiveness of the enterprise.

However, the effectiveness of this process largely depends on the level of information support, the accuracy of analytical forecasts and the quality of data used for decision-making. That is why analytical support is today considered not as an auxiliary element of marketing, but as its intellectual core, which determines the effectiveness of innovation activities.

Current trends in 2024–2025 indicate that the innovation landscape of Ukraine has changed significantly. Thus, according to the State Statistics Service of Ukraine, the number of innovatively active enterprises in 2022–2024 almost doubled (compared to the previous three-year period), making up 18,5% of the total number. This indicates a reorientation of business towards innovation as the main means of increasing sustainability. The leaders in terms of the share of innovatively active companies are scientific research and development (43%), vehicle production (41%), and computer, electronics, and optics production (33%) [14; 17; 18].

These are the areas that require the most in-depth market analytics. The Ukrainian IT sector in 2024 led in the implementation of innovations and digital transformation. The government has identified the development of artificial intelligence (AI) as one of the key priorities for 2024–2027, which directly affects data analysis methods and product policy [14–16].

According to the Global Innovation Index 2024, Ukraine ranked 60th out of 133 countries, showing a decline compared to 55th place in 2023 [17]. Ukraine dropped five positions and now ranks 4th among the group of countries with lower-middle income levels.

This level of innovation of the national economy is determined by insufficient demand for innovative products from the state, even in critical and knowledge-intensive industries, in the absence of state orders for innovative products. This emphasizes the need to strengthen internal innovation policy and effective marketing to improve integration into global market processes.

The analytical component of innovation marketing includes the collection, systematization, interpretation and use of data to substantiate management decisions. At the current stage of business development, market analytics provides the enterprise not only with statistical information, but also with deep insights that allow predicting demand dynamics, assessing risks, forming assortment policy and adapting innovation strategies to changes in the external environment.

Using Big Data technologies, artificial intelligence, machine learning and analytics of these processes, marketers are able to identify hidden patterns of consumer behavior, optimize product positioning and model scenarios for its entry into the market. In turn, market analytics helps to understand consumer needs and the competitive environment, and optimizing the product range allows companies to offer the most relevant products.

The relationship between innovation marketing and analytical support is manifested primarily in the fact that analytics forms the basis for management decisions at all stages of the life cycle of an innovative product – from idea generation to commercialization. At the initial stages, analytical methods are used to assess market attractiveness, identify unmet needs and identify promising niches. At the innovation development stage, analytics helps create a value proposition, optimize product characteristics and test its concept. In the promotion process, innovation marketing relies on data on the effectiveness of advertising channels, consumer behavior in the digital environment, as well as the results of A / B testing to increase conversion and customer loyalty.

In addition, analytical support for management decisions in the field of innovation marketing ensures a reduction in the level of uncertainty, which is an integral feature of innovation processes. Using analytical models, companies can calculate the expected return on innovation, assess the product life cycle, and develop scenarios for responding to market changes. At the same time, combining innovation marketing with analytical technologies allows for the creation of dynamic monitoring systems that provide real-time tracking of changes in consumer preferences, the competitive environment, and the effectiveness of marketing activities.

The impact of innovation marketing on product policy is the need for constant product range renewal, product life cycle reduction, and rapid response to technological trends and changes in consumer behavior. Thus, innovations become the basis for the formation of a flexible and adaptive product strategy that allows the company not only to compete but also to set new standards in the industry (Table 1).

Table 1

Types of marketing innovations

Type of innovation	Example of implementation
Product	Introduction of new or enhanced product functionality
Pricing	Implementation of dynamic pricing
Communication	Use of AR/VR technologies in promotion
Channel	Adoption of direct-to-consumer (D2C) models
Service	Personalized customer service

Source: complied by authors

The modern paradigm of innovation marketing management is based on the principle of data-driven decision making – making decisions based on reliable data and analytical evidence. In such a management system, the role of subjective assessments of managers is minimized, and priority is given to analytically based forecasting models. This ensures increased planning accuracy, optimization of resource allocation, increased effectiveness of marketing programs, and the formation of a balanced assortment.

Another modern tool is direct-to-consumer (D2C) – this is a modern strategy in which the brand itself becomes a seller, using digital tools for direct communication with the consumer, which allows strengthening loyalty and increasing business profitability. Market research here is a key element in the formation of an effective assortment, as it allows you to identify unmet consumer needs, analyze the competitive environment, and track changes in the market situation.

Assortment management, in turn, is based on this data to make informed decisions about introducing new products, removing unprofitable items, or adjusting product lines. Harmonious interaction between analytics and management decisions forms a sustainable product policy that meets the market situation.

As practice shows, modern marketing is based on a data-driven approach. This means using large amounts of data to form conclusions about consumer behavior, market segmentation, demand forecasting, and identifying new niches. Modern market analytics tools include ABC/XYZ analysis, SWOT analysis, PESTEL analysis, customer loyalty index (NPS), BI analytics (Business Intelligence) systems, Big Data analytics, and customer relationship management systems (Table 2).

Big data enable enterprises to analyze large volumes of information obtained from various sources, including transactions, web analytics, social media, and customer databases. CRM systems ensure the systematic management of customer interactions, allowing the creation of detailed customer profiles. For example, Netflix uses big data to analyze viewer behavior and forecast audience interests, which enables the launch of new products oriented toward future demand. Digital dashboards such as Google Trends or NielsenIQ make it possible to monitor trends and shifts in consumer preferences in real time. Their integration into marketing analytics allows companies to rapidly adapt product policy to changing market conditions.

Table 2

Types of marketing innovations

Method	Description
ABC analysis	Classification of products based on revenue contribution
XYZ analysis	Assessment of demand stability
Product life cycle	Product withdrawal or renewal decisions
Portfolio analysis	BCG and GE/McKinsey matrices

Source: complied by authors

The use of these tools makes it possible to develop more accurate demand forecasts, assess the performance of individual product items, identify bottlenecks within the assortment, and detect potential niches for innovative solutions. The application of analytical instruments reduces risks and increases the effectiveness of the assortment renewal process.

In international practice, innovation has long become a core instrument for supporting assortment strategies. For instance, Apple regularly updates its product portfolio by leveraging technological breakthroughs and focusing on product differentiation. Zara applies the fast fashion model, whereby new collections appear in stores within two to three weeks after development. This has been made possible by close market feedback and rapid analysis of consumer demand. In the United States, companies such as Amazon and Walmart employ artificial intelligence algorithms to generate personalized recommendations and manage inventory. All these examples demonstrate the critical importance of analytics in product assortment optimization.

In the Ukrainian market, successful implementation of innovation marketing is demonstrated by companies such as Nova Poshta (introduction of parcel lockers and mobile applications with personalized offers), Kyivstar (development of a digital services ecosystem), and Roshen (creation of unique product designs and concepts combining tradition and innovation). These companies actively use market research to support decisions related to new products and services, enabling them to maintain leading market positions.

Demand forecasting under conditions of intensive innovation activity is a complex task that requires precise mathematical and statistical approaches. The most commonly used methods include regression analysis, time series models, neural networks, and machine learning techniques. These tools allow both historical data and trend changes to be taken into account, ensuring flexibility in assortment management. For example, FMCG companies apply predictive models to optimize supply chains and minimize inventory levels. Forecasting results form the basis for decisions related to new product launches,

marketing campaign planning, and pricing strategies.

A new product isn't always about developing a new-to-the-world product. In fact, according to Kotler, only 10% of all new products are truly innovative and unique to the world. Upgrading existing products and relaunching them as new products, adding new products to the existing product mix, etc. are all essential practices for the company as they operate in a dynamic business environment where customer's needs and tastes, technologies, and product life cycles are always changing. But no matter what type of new product the company develops, its process can be easily be broken down into eight stages [19].

Evaluation of innovation effectiveness within the product assortment should consider financial, marketing, and consumer-related indicators. Key methods include profitability analysis of new products, return on investment (ROI) assessment, market share growth metrics, brand awareness levels, and customer satisfaction indices. Integrated approaches are also applied, such as the Balanced Scorecard, which combines financial and non-financial metrics. Innovation success can additionally be assessed through the product life cycle, including time-to-market, sales growth rates, and the duration of the maturity stage.

Innovations can significantly influence consumer behavior by stimulating interest in a brand and shaping new needs and expectations. Active innovation implementation enhances trust in a company as a market leader, which in turn increases customer loyalty. For example, brands such as Tesla and IKEA create strong emotional connections with consumers through innovation, resulting in repeat purchases, positive reviews, and recommendations. In the contemporary market environment, innovativeness has become a key customer retention factor alongside quality, price, and service.

Innovations also enable the creation of new product categories targeting specific market niches. This not only expands the assortment but also contributes to the formation of new market segments. For example, the emergence of products labeled as "eco," "organic," or "vegan" has created entire subcategories within the food industry. Market segmentation has become more detailed, incorporating behavioral patterns, consumption styles, and digital interactions.

Thus, innovations play a crucial role in shaping personalized product offerings, thereby enhancing the overall competitiveness of enterprises. The experience of many successful companies demonstrates that the greatest effect is achieved through the effective integration of analytics, innovation, and product assortment optimization. This creates a feedback loop in which each new initiative is validated by data, integrated into the assortment, and continuously adjusted based on sales performance and behavioral changes.

Fig. 1. The new product development process – 8 steps of NPD

Source: [20]

Innovation marketing acts as a driver of the generation of new product and solution-oriented initiatives, whereas market analytics ensures the systematic collection and interpretation of data on demand dynamics, the competitive environment, and consumer behavior. Product analytics performs the function of evaluating the performance of individual product items and identifying directions for adjusting the product line. The interaction of these components creates a synergistic effect aimed at optimizing the product assortment, thereby ensuring a balance between innovative potential, market relevance, and economic efficiency.

In the process of managing innovation marketing, a key analytical component is product assortment optimization, which provides a rational allocation of resources between innovative and traditional products. This approach is aimed at achieving a strategic balance between revenue stability and the development of the enterprise's innovative potential. In the scientific literature, assortment optimization is understood as a system of methods and algorithms that make it possible to determine the most effective structure of the product portfolio in accordance with demand, profitability, risks, and the product life cycle [10].

Innovative products are generally characterized by a high level of uncertainty, short life cycles, and the need for significant investment, whereas traditional products ensure sales stability and form the basis of the company's financial sustainability. Therefore, a key task of modern marketing is to identify the optimal ratio between these categories. The application of optimization algorithms makes it possible to quantitatively assess this balance by taking into account a complex set of factors, including demand dynamics, the level of competition, and profitability. The relevance of using optimization algorithms is driven by the need to move from intuitive assortment management to analytically grounded decision-making.

Moreover, within the framework of the data-driven marketing concept, assortment optimization is carried out based on a combination of traditional financial indicators and consumer behavioral data. Modern algorithms incorporate data from CRM systems, sales analytics, digital reviews, customer retention rates, and levels of consumer loyalty to innovative solutions. This enables enterprises to develop demand forecasting models and adaptively modify the assortment structure in response to market fluctuations.

From a scientific perspective, the feasibility of applying such algorithms is explained by the fact that assortment optimization becomes an integral element of innovation marketing, as it integrates analytical, economic, and behavioral components. This approach allows not only for increasing the efficiency of innovation commercialization but also for ensuring the long-term stable functioning of enterprises.

Thus, the use of assortment optimization algorithms is justified and necessary in the context of the digital economy. These tools enable enterprises to achieve strategic flexibility, reduce risks associated with the introduction of new products, and maintain a balance between innovative development and financial stability. Such instruments contribute to the formation of a data-oriented product policy, which constitutes the foundation of enterprise competitiveness in a dynamic market environment.

Conclusions. The conducted study confirms that effective innovation marketing in contemporary economic conditions is impossible without deep integration with market analytics, which serves as the basis for the dynamic optimization of the product assortment. The integration of innovation marketing and market analytics is a key prerequisite for the formation of an effective product policy within modern enterprises. As demonstrated by successful companies, innovativeness contributes to the development of new market segments, stimulates consumer activity, and fosters long-term customer loyalty. Such interaction ensures enterprise stability, flexibility, and dynamic growth under conditions of continuous market change. The integration of innovation marketing, analytics, and assortment planning creates a new quality of marketing management.

In turn, market analytics provides the foundation for decision-making by reducing the risks associated with new product launches and enabling flexible responses to changes in demand. Companies that effectively combine these areas demonstrate greater adaptability, faster responses to environmental changes, and improved satisfaction of target market needs.

Product assortment optimization should be carried out with due consideration of demand forecasting models, real-time CRM data, competitive environment analysis, and the implementation of big data technologies. A comprehensive approach to assortment formation allows enterprises to create competitive advantages not only through pricing factors but also through the uniqueness of the product offering. Ukrainian companies successfully apply analytics for assortment optimization, focusing on data-driven decision-making, big data, geo-analytics, and AI-based forecasting to identify demand and manage distribution channels.

As a result of the interaction of these components, a new management paradigm emerges

analytically oriented innovation marketing which enhances enterprise performance and minimizes long-term reputational and regulatory risks, thereby increasing competitiveness in both domestic and global markets.

Thus, innovation marketing and analytical support for managerial decision-making form an interdependent system in which analytics functions not only as a tool but also as a strategic driver of innovative activity. Their integration enhances enterprise adaptability to changes in the market environment, facilitates the development of scientifically grounded growth strategies, and ensures sustainable competitive positions in the marketplace.

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МАРКЕТИНГ ІННОВАЦІЙ У СИСТЕМІ РИНКОВОЇ АНАЛІТИКИ ТА ФОРМУВАННІ ТОВАРНОЇ ПОЛІТИКИ ПІДПРИЄМСТВ

У статті розглядається сутність маркетингу інновацій як комплексної діяльності, спрямованої на створення, просування та комерціалізацію нових продуктів на основі аналітики поведінки споживачів, конкурентного середовища та технологічних трендів. Основною метою дослідження є обґрунтування теоретичних основ та розробка практичних рекомендацій щодо використання інструментів ринкової аналітики, узагальнення підходів до оптимізації асортименту на основі маркетингових досліджень, а також визначення ролі маркетингу інновацій у забезпеченні конкурентоспроможності продукції в динамічному ринковому середовищі. Визначено ключову роль ринкової аналітики у прийнятті маркетингових рішень, зокрема у формуванні оптимального асортименту продукції, що забезпечує стабільність та конкурентоспроможність бренду. Проаналізовано методологічні підходи до оцінки ефективності інноваційної діяльності на основі поєднання аналітичних показників та інструментів маркетингу, що базуються на даних. Особлива увага приділяється використанню штучного інтелекту, машинного навчання та прогнозної аналітики для моделювання ринкових тенденцій та уподобань споживачів. Обґрунтовано доцільність використання алгоритмів оптимізації асортименту, що дозволяють збалансувати інноваційні та традиційні продукти. Результати дослідження показують, що ефективна інтеграція маркетингу інновацій та аналітичних інструментів формує основу стратегічної гнучкості, прибутковості та конкурентоспроможності підприємств у динамічних ринкових умовах.

Ключові слова: маркетинг інновацій, ринкова аналітика, оптимізація асортименту продукції, інноваційна стратегія, конкурентоспроможність, штучний інтелект, маркетинг на основі даних, прогнозна аналітика, поведінка споживачів, цифрова трансформація.

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