

Hudz T.P.

MOBILIZATION OF HOUSEHOLD SAVINGS BY NON-BANK FINANCIAL INSTITUTIONS FINANCIAL INSTRUMENTS IN UKRAINE

The article studies the tools for mobilizing household savings by non-bank financial institutions. The subject of the study was the financial services of insurance companies, credit unions, private pension funds, joint investment institutions aimed at attracting temporarily free financial resources of the population. The research methods are the dialectic approach, methods of analysis and synthesis, induction and deduction, statistical indicators of the series of dynamics, analysis of coefficients, vertical and horizontal analysis, logical approach. The results of the analysis showed that among the financial services of non-bank financial and credit institutions, insurance policies prevail in the portfolio of household savings. The signs of a slow revival of interest of individual investors in the savings instruments offered by credit cooperation institutions have been identified. The growing activity in the households on the placement of savings under non-state pension schemes was characterized. A stable trend of expanding the population's investment in securities through joint investment institutions has been identified. The main reasons for the low level of mobilization of household savings through the tools of non-bank financial and credit institutions are identified, namely: poverty, insufficient financial literacy and trust, lack of individual investors in Ukraine. The results of the study develop the scientific and practical basis for the formation of the financial potential of non-bank financial and credit institutions in modern market conditions in Ukraine. In order to reduce the impact of negative factors on the process of generating savings for the population of Ukraine, a diversified approach to investing by households through the tools of non-bank financial and credit institutions is recommended.

Keywords: financial instruments, financial and credit institutions, financial services, savings.