

MODERNIZATION OF UKRAINE'S LIGHT INDUSTRY IN THE CONTEXT OF EUROPEAN INTEGRATION

The relevance of the article is determined by the fact that Ukraine's light industry, under the conditions of full-scale war and deepening European integration, is facing two interrelated challenges. On the one hand, the sector has to preserve production capacity, employment, fiscal contribution and the ability to meet domestic demand despite energy, labour, logistical and raw-material constraints. On the other hand, approximation to the European Union market changes the very logic of competitiveness, since traceability of material origin, compliance with ecodesign requirements, digital labelling, sustainability of supply chains, textile waste management and the ability to verify social and environmental parameters of production are becoming increasingly important for textile, garment, footwear and leather products. The purpose of the article was to substantiate the organisational and economic directions of modernization of Ukraine's light industry in the context of European integration, taking into account wartime constraints, foreign trade imbalances, the transformation of EU requirements for textile products and the need to increase the sector's value added. The research methodology was based on the use of systemic, structural-functional, comparative and economic-statistical approaches, which made it possible to interpret modernization not only as technological renewal, but also as a transformation of the enterprise development model. The study summarizes contemporary scientific approaches to the development of light industry under wartime conditions, European integration, export-import restrictions and green-digital transformation. It was established that in 2025 the sector retained significant economic potential, as evidenced by 2,219 enterprises, more than 90 thousand employees, 17,708 taxpayers and UAH 8.1 billion in tax revenues; however, its development was constrained by import pressure, a negative trade balance of USD 2.7 billion and imports exceeding exports by 3.5 times. The article substantiates that modernization should be based on the localization of part of raw-material and production chains, a shift from low value-added operations to more complex products, enterprise energy resilience, digital traceability, human capital development and adaptation to EU regulatory requirements. The practical significance of the results lies in the possibility of using the proposed modernization logic by enterprises, sectoral associations and public authorities in the formulation of industrial, export and European integration policy for light industry.

Keywords: light industry; modernization; European integration; textile products; export; import; ecodesign; digital product passport; value added; industrial policy.