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## MODERN STATE OF RETAIL BANKING IN UKRAINE

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*Summary. In the article further analysis of modern state of retail banking was accomplished, tendencies and trends of its development were discovered. The influence of population requirements in financial*

*service and changes of market conditions onto the formation of product range of banking retail was thoroughly studied.*

**Key words:** *innovative banking products, retail banking, deposit portfolio, payment card.*

**Formulation of the problem.** In terms of world economic integration the essential role pertains to the sphere of circulation of banking products. The satisfaction of the population primary needs depends on the situation in national retail.

**Purpose of article** is making the in-depth analysis of the modern state of Ukrainian retail and revealing the ways and tendencies of its development in future.

Retail banking is a complex of services and banking products for private consumers.

The formation of retail banking product range is driven by results of profound and comprehensive study of population needs in financial services and

includes, first of all, the creation of complex products, that completely satisfy these needs. Parameters and nature of such products change depending on the changes of market conditions and customer needs.

Retail banking should develop in the way of saving deposits on the existing level, increase of the resource base by attracting population deposits, growth of unsecured and short-term loans, increase in fee income due to the growth in the number of transfers, utility payments, maintenance payment cards, and also through the development of alternative distribution channels (Internet and client-bank self-service terminals, ATM networks).

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