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Reduction and Substitution of Markets

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ABSTRACT

The article discusses the problem of reducing and replacing markets in the past, present and future. The author assumes that the market collapses when a new market takes its place or is another already existing one is being expanded. Two reasons for the replacement of markets are identified – technical innovations and the deterioration of business conditions in the established markets. In the first case, the replacement of the market comes from the supply side, in the second – from the demand side. When the conditions of activity worsen in one market, buyers' demand flows from the collapsing market to another, which increases due to this. The author also divides market substitution processes into spontaneous and organized ones. It is noted that the coronavirus epidemic puts on the agenda the problems of curtailing three markets that make up a significant part of consumption in the modern economy: mass gatherings (entertainment events), public transport, and restaurants. It is indicated that economic science in these conditions should reorient its research from the problems of economic growth to the problems of changing the structure and composition of markets to achieve balanced development, taking into account current and future restrictions on activities in the areas mentioned above.

Keywords: commodity market; private cars; public transport; medicine market; chemical fertilizers; herbicides and pesticides

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INTRODUCTION

World economic science was not prepared for the impact the coronavirus pandemic had on the economy. In times of crisis, there is always a growing interest in challenges that are overshadowed during periods of economic growth.

In 2012, Nobel Memorial Prize in Economic Sciences Alvin Roth introduced the term “unraveling markets”. [1] This term can now be considered accepted in the conceptual structure of economic science. [2]

Such a successful term as “to unravel”, unfortunately, is not available in Russian. It means simultaneously “dismantle”, and “fall apart”. There was a tangle of business connections and then it was unraveled — that’s why it fell apart.

The first question to be answered is: how do markets actually wind up? The first, quite obvious, is that the old market is leaving only with the creation of a new, more attractive and more efficient. [3] Thus, the research objective of closing markets should include a description of the markets that will replace them.

Market creation can occur in two ways, the best known of which is technological innovation. Recall markets that have been closed and replaced. For example, the market for video recorders and videotapes had disappeared because a market for disk drives and CDs had emerged, which in turn had also “died” because it had been replaced by a market for solid-state media. And this market is likely to be closed by cloud technology.

In 1998, Kodak had 170 thous. employees and sold 85% of the world’s photographic paper. Within the next few years, the company went bankrupt. Digital cameras were invented in 1975, the first of which had a resolution of only 10 thous. pixels, and Kodak did not expect much from such a competition. Nevertheless, the progress of digital photography was inexorable. Similar developments can and do occur in many industries, agriculture, transport and communications.

Smaller ones are replacing some markets, as a result, of technological advances (for example, cheaper solid-state data drives have been created instead of videotapes). Others are being replaced by larger markets (the road map market has disappeared and a larger navigation market has emerged).

There is no other way to create new markets and replace old ones with technological innovations: if conditions in a certain market become complex, consumer money flows to others.

Consider six markets as examples: tourism, restaurants, entertainment, medicines, private cars and dangerous means of increasing crop yields (chemical fertilizers, herbicides and pesticides). They now appear to be stable and even key to the modern economy, although their phasing-down has actually begun before the pandemic. The pandemic has imposed market closures not only on the health sector, it has led to changes in many aspects of lifestyle, and markets are being curtailed by restrictions. Research in this direction is in dissonance with the traditional focus of economic research on economic growth. Replacing some markets with others is a more general objective than the growth of existing markets or the creation of new ones. Any new market, however, will in one way or another tighten on the already entrenched economy.

There is clearly a moral element in reducing markets that increase the likelihood of infection and limit their development. [4]

ACTUAL UNRAVELING AND SUBSTITUTION OF IMPORTANT MARKETS (TOURISM, RESTAURANTS, MASS EVENTS)

It is now becoming clear that the concentration of large numbers of people in one place will contribute to the rapid development of the pandemic and increase the incidence of disease and death. If there is an outbreak of disease, there will certainly be

a prohibitive measure. The main component will be administrative decisions, leading to the closure of this market, not its replacement by others. This will significantly undermine the development of the world economy, and some economies (such as Italy or Brazil) will collapse economically.

The main problem to be addressed by the economy in anticipation of future possible (possibly continuous) epidemics — necessary reduction in contacts.

The decline in international and domestic tourism caused by the restrictive measures against the pandemic is considered by many to be an “unprecedented” situation. But, despite the “unprecedented” nature, measures are proposed that have clearly set precedents: tax cuts in tourism, exemptions and incentives, visa simplification, cheaper visas, new border control technologies.[5]

Against this background, there is a spontaneous substitution of the tourism market. Limited travel opportunities are people starting to build the place where they live: repair an apartment, build a cottage house, and change a TV, refrigerator or computer.

Substitution — is spontaneous, in the sense that these markets were not prepared for a surge in demand and responded, as in the market economy — to price increases. In value terms, these markets have grown significantly and in physical terms — slightly, since production capacity was not designed to accommodate this increase in demand. If government structures did not follow a well-established path to redress grievances, but commissioned studies on the diversion of household money, different support measures could be adopted.

Instead of giving subsidies and concessions to producers of building materials, appliances and electronics, low-rise construction, they were directed to industries that are prevented by the same State through restrictions and prohibitions. Substitution markets should have been raised, not tried at any cost to preserve the

old ones. Once the epidemic was over, it would be possible to return to the old markets, where people spent a large part of their income.

It is obvious that the most severe damage caused by the coronavirus pandemic was to the restaurant business. The experience of 2020 has shown that financial assistance to this market does not have the desired effect. The reason is that, in addition to financial assistance, restrictions are imposed on the number of visitors, making this type of business unprofitable and non-prospective.

The main line of closure of this market is delivery of prepared meals to the house. Replacing restaurant attendance with food delivery is certainly not an option, — it will take decades to change habits and traditions. In order to understand how they will change, it's useful to refer to the story of how they appeared. The habit is historically relatively recent, it can be considered that the mass spread of it began in the first decades of XIX century. The word “restaurant” came before. In 1765 a store was opened in France where “soup, regain your strength” was sold. Then, for almost half a century, Europeans became accustomed to eating well outside their homes. Special catering line — Southern European taverns, where you could have both a snack and a drink. To the north of Europe, they probably reached through America, where they began to open in 1656, and then in some states the presence of taverns became mandatory.

But there is another line that belongs to the UK. The first place where people cooked their own food opened in London in 1200. Only after 200 years did restaurants have tables, dinning cutlery and portions not for carrying out, but for use on the ground. Even then, for a long time, food was served on a common dish for the company (<https://pitportal.ru/pipressarchiv/11594.html>). The tradition came, most likely, from Asia, where this custom has survived so far.

The Industrial Revolution gave a boost to the food supply, that created the need to create



canteens at plants and factories. At present, there is a trend towards the revival of the practice of preparing semi-processed goods as an independent branch of the food industry. Combined with a booming delivery service, it's likely to form a new market to replace what used to be the old one.

Should the State support the shrinking market, or should it be supportive of the substituting market? With regard to recent developments — is the choice between supporting a restaurant business or a delivery service, a fitness center or a home gym salesperson. In addition, there should be moral considerations, responsibility for a possible increase in mortality.

In the context of reducing global communication, it is useful to look at the history of the 2020 Olympic Games in Tokyo. They were rescheduled to July-August 2021 with planned limitations: all athletes must pass a coronavirus test both on arrival and on departure, no contact allowed between athletes outside the competition and no foreign fans.

The experience of the 2021 Olympics in Japan shows that if the market for large-scale sporting and spectacular events is not even closed, it will change significantly. As in Tokyo in subsequent games, there may be empty stands, foreign fans are not allowed, and contacts between athletes outside the competition are limited.

The next Olympic Games, to be held in Paris in 2024, are in doubt. The French budget deficit in 2021 was 152 billion euros (<https://www.budget.gouv.fr/budget-etat>), and government revenues are declining. It is unlikely that it will be possible to increase the budget expenditure by another 20–30 billion euros.

The games are most likely to be held in Los Angeles instead of Paris, where they are planned for 2028. But beyond that, the economic prospects for the Olympic Games are very uncertain.

The Olympic Movement is the “top” of mass sports events of the world, both socially and

economically. Its dismantling could trigger a more global process — the dismantling of the non-supporting mass sports market.

Modern television broadcasts of matches without spectators are not a substitute for sports and other events, therefore holographic and 3D-technologies are developed, which can create presence effects, including emotional contact with other fans.

The possible substitution of the market for mass sports events may be the development of cybersports, the intensive distribution of video games. The first competition was held at Stanford University in 1972 and in 2020, “... game platforms have noted record numbers of daily activity among players due to quarantine and a large amount of free time, which had to take home”. [6] International competitions are already being organized. Although they are two orders of magnitude smaller than the market for mass sporting events, the intensive development of cybersports in South Korea, China and other Asian countries makes it possible to predict the rapid development of this market in the world, which will partly replace the market for mass sports events.

The hint of possible ways to replace spectacular events other than sports gives TikTok — Internet-service for creating and viewing short (up to 1 minute) videos. Chinese company ByteDance established it in the summer of 2018, then TikTok and its parent company sold 35 billion dollars in turnover in 2020 and 7 billion dollars in profits, and the number of users increased to 850 million. This unique phenomenon requires in-depth research.

RESTRUCTURING OF THE HEALTH-CARE MARKET

There are currently two major world markets: food and medicine. They outperform energy markets, automobiles, etc. It seems to many that paying for medicine as much as for food — nonsense. It may look like a pyramid scheme, but it's real. If for the private car market a

“waste” scheme is gradually emerging, then for the drug market this outcome is not quite clear. However, some hints of this already have.

The dismantling of the market begins with the targeted delivery of drugs to the patient organ, reducing the need for the active substance. The directed delivery makes it possible to reduce the dosage of the drug and to minimize its side effects on other cells. The need for medicines is thus reduced.

At the end of the 19th century, prominent German bacteriologist Paul Ehrlich first pointed out the possibility of targeted delivery of medicines. The term “magic bullet” he proposed implied a drug, which selectively finds and kills tumor cells and does not affect healthy tissues. [7] The dosage can be reduced many times over. Either magnetic or ultrasound delivery is used. Latest — is for the introduction of drugs into tissues (phonophoresis).

The pandemic has brought to the fore the market for medical diagnosis. In the Russian Federation only 330.6 million tests were carried out in 2020, an annual increase of 18.2%. [8] Before it increased annually by percentages. The developed offer of the diagnostic market in the coming years will be a driving force for the development of this type of medical service.

Worldwide, tele-health surveillance is available 24 hours a day. For example, in Germany and in a number of other countries, it has become common for all those suffering from coronary heart disease to wear a cardiograph on a permanent basis and to transmit information via the Internet. For Russia, it's exotic for now, but prospects for this market are very good. Remote monitoring of health makes it possible to detect problems prior to the onset of a disease or the aggravation of a chronic disease. It also facilitates early warning of infections and epidemics.

Large transnational companies have entered the market: General Electric, Siemens, Aloka, Philips. The world biomonitoring market is expected to reach 35.7 billion dollars by 2025,

with average annual growth 9,7%. [9] The high demand for health monitoring systems is due to the ability to analyse the state of the organism and make decisions online, without waiting for a person to feel unwell and reach the clinic or call “ambulance”.

If the health of a particular individual is monitored continuously, the drug mix and dosage will also become individual. Moreover, these drugs will not cure, but prevent disease at the first symptoms. The market for continuous monitoring will grow in response to the pandemic.

Current treatment — mainly medication with less frequent physiotherapy and surgical interventions. The drugs have already markedly lost dietary supplements (DS), which are fundamentally different from drugs: they don't immediately improve well-being, they can be taken long enough without side effects. And, although on the packaging sold by DS is obligatory inscription “isn't a drug”, their popularity has increased in recent years. The market is expanding accordingly.

DS appeared in Russia in 1994, — it was then that these products were not registered as medicines but were placed in a separate group. Since 1998, DS have been actively promoting in the Russian market.

Every drug has a clear chemical formula and contains only what is described in the manual. DS doesn't have a defined formula, but what makes it possible for the input components to interact and activate the right component at the right time. Drugs are alien to the body, and the DS simply restore the lack of what should be normal in the body. Each drug acts on a specific symptom or syndrome. The use of DS results in deep alterations in the body leading to the normalization of organ functions and exchange processes. In a drug, the effects are selective, in DS — complex, they are not directly related to specific diseases.

One of the major reasons for the growth of the DS market is that, due to fewer physical



pressures, food consumption in modern humans is lower than before. As calorie intake decreases, so does intake of essential (essential) elements in food, i.e. those that the body cannot itself synthesize. Drugs cannot compensate the shortage of essential substances, only biologically active additives can reduce it.

But if the DS has so many virtues, why does the drug market flourish? There are two reasons for this. First, from drug use, the result is quick and visible, and in DS it comes after long use. Second, the effects of drugs stop when they stop being used. If DS consumption stops, the positive effects continue.

DS market in Russia is growing faster than world average. [10] The reasons for this appear to be a combination of the low purchasing power of the population and the artificial overpricing of imported drugs.

Within the drug market DS is promoted. New developments have shifted towards biological substances. That is, essentially, it's already DS, but with effects like in drugs. Such drugs are more likely to focus on prevention rather than treatment, and are also similar to DS in use. In addition, this trend intensifies: the message on the label "isn't a drug" is perceived in a very different way than half a century ago.

Today 85% of the world's DS is produced in just three countries: 35% — in USA, 32% — in European Union (mainly in Germany and France), 18% — in Japan. Russia is still lagging behind, but the rapid growth of this market gives rise to hope for equalizing the positions. [11] So far, it is unrealistic to expect that the DS market will significantly push back the huge pharmaceutical market.

Pharmaceutical market is close to new developments in the field of medical technology and the development of its domestic sector, i.e. production of home devices and appliances.

The market for drugs is also significantly tightened with physiotherapy. Health benefits of bathhouses are widely known, inhalation or local infrared heating. Economically speaking,

all of this means that the drug market is closing.

Whereas previously the main part of the range of "Home Medical Appliances" stores was made up of objects intended for the disabled, now their range has expanded considerably. In developed countries, household medical equipment accounts for 40% of total medical products. And over the years, that share has been rising quite rapidly.

Previously, crutches and wheelchairs were the core of this market segment, and now — high-technology diagnostics and therapies. In the medical equipment market, Russian manufacturers account for only 1% and 40% of it belongs to the USA. Relatively low representation of China. But for now, current retail sales of domestic medical equipment in China have already reached 64.5 billion RMB (9,7 billion dollars) per year.¹ [12] And it is becoming a significant element in the expansion of the domestic consumer market, which for China is considered an essential element of the economic strategy.

The pandemic has significantly accelerated the restructuring of the medical home appliance market owing to the fact that contact with other people has become dangerous.

The discussion on scaling down large-scale markets is particularly relevant for our country. Most developed countries are taking steps at the national level to contain treatment costs: an international concept for the evaluation of medical technologies has been developed — Health Technology Assessment (HTA), evaluation of economic and clinical effectiveness. In our country, the problem has not spread, on the grounds that health care is seen as a necessary cost to reduce, which is apolitical, it's not acceptable to speak of their ineffectiveness. There is little economic research in this area.

But there is the Strategy for the

¹ Report on Analysis of Demand and Investment in the Medical Equipment Market in China. Beijing; 2016.



Development of the Pharmaceutical Industry of the Russian Federation up to 2020, which also has no economic calculations. The so-called “Pharmaceutical innovation model” is considered for the future in strategy, that our pharmacists will start producing original drugs instead of generic drugs.

An essential element of the post-pandemic global economy will be the previously marginalized category “right to health”. It has traditionally been interpreted as a set of obligations of the State towards its citizens: a set of free medicines, an ambulance service, etc. In the new interpretation, the right to health would be an obligation not only of the State but also of citizens.

Prior to the pandemic, Russia had adopted a long-term health-care development programmer, which envisaged that from 2024 the main funding of public health institutions would not be directed to treatment, but to disease prevention, so-called four “P” program: identify any **P**redation to certain illnesses, **P**revention a disease, **P**ersonalization approach to the treatment, **P**articipation of the patient. It’s an English tracing paper on Russian: predation, prevention, personalization and participation. The intention was to focus the existing system against aggravation and complications on prevention, towards prevention, early detection of diseases, control of risks of disease, genetic tracing.

In 2019, the Health Bill was passed through the Health Standing Committee of the National People’s Congress. In addition to defining “basic health services” as a State obligation, it asserts that public health is the highest priority for all levels of government. Disease prevention and control is the first of all measures. The draft law emphasizes the early warning of infectious diseases, which is the responsibility not only of the State but also of all individual and legal persons. Compulsory vaccination is also introduced, which is understood not only as a right but also as an obligation.[12]

HOW CAN MARKETS FOR CHEMICAL FERTILIZERS, HERBICIDES AND PESTICIDES BE CLOSED

Is it possible to increase yields with traditional technologies? This path is deadlocked and will require a sharp increase in investment in fertilizers and pesticides, which are not actually paid for now, even without taking into account the value of the resource. It destroys soil — the main source of food and other agricultural products.

There are glaring examples. The proportion of organic matter in the soils of the North-East of China has decreased from 10% in the 1950s to 1–5% today. 30% of China’s land is on the verge of infertility. Russia’s other problem is not the loss of organics, but the intensive contamination of the soil with poisonous chemicals and the increase of resistance of pathogens to them. As a result, soil fertility can only be restored in half a century, if it becomes a major part of the budget.

The downsizing of the market now consists of the introduction of genetically modified organism (GMO). The coverage of GMO by individual crops is impressive. It accounts for 70% of the sown area, 49% — for cotton, 26% — for corn and 21% — for rape. GM crops occupy only 9% of the sown area so far. Leaders here are the US, Brazil, Argentina, India, Canada and China. Gene modification consists of relatively simple procedures for the introduction of a resistance gene for pathogens or a toxin-producing toxin for pests. It’s projected that new GM-technologies will be developed after 2020 to provide combinations of desirable qualities such as tolerance to drought. By 2050, there will be more radical options that will shut down the fertilizer and poison market. The new market is initially monopolized, with only six company’s worldwide controlling GM-seed production.

At the end of 2015, President of the Russian Federation V.V. Putin announced that the Russia would become “a leading exporter of “non-GM-products” in the world”. 194 State scientific



institutions and 166 institutions The Federal Agency for Scientific Organizations (FASO) in Russia are working on innovation in the Russian agribusiness complex with a total employment 25.4 thous. people. In 2014, the federal budget allocated 378.4 million roubles for this purpose (822 thous. roubles per organization in year or 1 240 roubles per employee per month). That is, there is little meaningful financing for good agricultural practices. That just means that we run the risk of being stuck in the fertilizer and chemical markets.

But the world goes beyond GMO products. In 1980, Japanese professor Teruo Higa (University of Agriculture, Okinawa) developed the so-called EM-technology or efficient microorganism's technology. T. Higa tested a group of 80 microorganisms from five families. It showed that the kit contributes to soil improvement, the suppression of pathogens, the building of resistance to disease and pests. A set of effective microorganisms is cultivated (multiplied) in bioreactors and introduced into the soil.

Argentina offers another way out of the established market for fertilizers and pesticides. This country was a major GMO-experiment site with large investments from the USA. There is now a kickback in the other direction. This kickback is something like our "jump" from one extreme to, from centrally planned economy — into the most unregulated market. Principle of the new direction that has become part of Argentine public policy, — no future use of imported fertilizers and chemicals. After harvesting, a set of useful micro-organisms should be extracted from the soil sample of a specific field and reproduced in a laboratory, and then introduce them during sowing or spring pre-sowing in the same field. This forms an autonomous metabolic system that perfectly preserves soil fertility without interference from foreign fertilizers and pesticides.

It is possible to come back to the discourse on the phasing out of the drug market. The fact is that EM-technology now concerns not

only plants but also farm animals. The young bull is taken from a complex of effective microorganisms that live in it and on it at a time when it is absolutely healthy. These microorganisms are stored in a state of hibernation, and when treatment becomes necessary, they reproduce and return the bull through food or shower. It turns out that he's in a favorable environment that's better than drugs, that helps his health. This is already the Japanese experience.

The active application of EM technologies in animal husbandry was bound to lead to their use in high performance sport. And already in some countries of the world, athletes are taking sets of micro-organism complexes from their best sporting times, keeping them in special conditions, and when the time comes for important competitions, the athlete is injected in ways that are no different from normal nutrition or water procedures. The drug produced by the body itself cannot be identified or condemned. This places the high-performance sport market in a very different area, where human microbiology will play a major role.

RADICAL CHANGES IN THE PUBLIC TRANSPORT MARKET AND PROSPECTS FOR THE REPLACEMENT OF THE PRIVATE CAR MARKET

The world economy is now trapped in an institutional trap — a continually expanding private car market. It is clear that this area of scientific and technological development is deadlocked on several criteria. First, there will never be money to build roads where private cars can drive. China already has 50-lane motorways, but they're full of cars. The alignment of the road network with the number of vehicles is not possible in all countries of the world, either for financial or urban reasons. Second, this transport resource is inefficient, never fully used. One passenger usually drives by a driver and, with



a probability of 50%, each private car with a capacity of 4 to 5. In addition, there are problems not directly related to transport. You can't even park a car anymore. Area of one parking space with access an average of 25 square meters (this is more than the standard floor space per person), at work — the same. Besides work, there are shops, polyclinics and other public institutions.

Therefore, it is now clear that the market is winding down. Vehicles will first be replaced by unmanned moving vehicles, then remote control will be implemented, after which the ownership of a private car will be revoked. So the tracks are going really well in Finland, where there's a 70-kilometre stretch of highway dedicated specifically to autopilot cars. Cars on this highway will be driven through cables laid under the canvas and "communicate" with each other in analogy to how drivers communicate with each other. Since 2016, the Federal Road Agency of the Russian Federation, together with the Finnish Transport Agency, has been preparing Russian roads for unmanned transport: tracks fitted with electronic devices in contact with autopilots. A similar experiment was started earlier in California, where autopilot control is carried by satellite. Many programmers from our country participated in the development. This experience is replicated in many countries under the Aurora brand. Japan and Norway are participating in the project. Investment in research and development on this topic will amount to 70 billion euros by 2030, and 44 million unmanned vehicles will travel on the world's roads.

There are many institutional barriers to the gradual replacement of private cars by drones, triggered as necessary. It is necessary to define the right of limited ownership of the vehicle, which will grant you on order distribute insurance risks, optimize waiting time, etc.

The coronavirus epidemic showed how weak the automobile market is. As a result, world car sales fell from 88.9 million in 2019 to 76.5

million in 2020, i.e. by 14% (<https://auto.verity.ru/statistics/sales/2020/>).

Triple pressure on this market from rental (carsharing), delivery systems and drones will reduce it quite quickly.

This means that the automotive industry, as it stands, will not be maintained and will need to be transformed into a new format focused on the improvement of autopilots, sensors and on-board computing systems. Economists are now using data on the dynamics of the automobile market extensively (it may be said) in their economic growth forecasts, but will have to turn to other information. The number of accidents will also be drastically reduced, from one accident per 100 thous. km of track to 10 million km of accident-free running.

The process of substitution will also involve public land transport, which will forgo stable routes, and will be on call, assembling hitchhikers in vehicles with a small number of passengers in each of them. This will be possible as the economy enters the digital age, building many routes according to the requests of passengers. The boundary between public and private transport will be blurred, with many passenger options. Related to this process will be the redefinition of the ownership of the private car, followed by relevant legislation.

FROM SPONTANEOUS TO ORGANIZED MARKET SUBSTITUTION

In previous private substitutions of markets, one can see both unmanageable processes and restructuring with some government regulation. There are many options for such restructuring at the country level.

We will consider options at the supranational level. In 2015, UN experts proposed a concept for sustainable development consisting of 17 goals (Sustainable Development Goals, SDG).² Is it legitimate to look for any substitute markets

² Resolution adopted by the General Assembly on 25 September 2015. UN. 2015. 21 October.



in the global sustainable development goals adopted at the global level?

In author's opinion, there are at least three goals out of 17 (specifically 6, 12 and 14) that can serve as a basis for the development and promotion of new substitute markets at the global level.

One of the most pressing problems facing the world economy is addressed by SDG 6 — access to clean water. Currently, 2.2 billion people are excluded. The substituting market can be formed by increasing water quality requirements and the spread of general payment practices for drinking and technical water. The clean water market in particular may replace part of the market for medicines for the treatment of infectious and gastrointestinal diseases.

There is now a market for bottled mineral and drinking water. In our country, there are prospects for the growth of this market. With the introduction of mandatory labeling of bottled water from 01 September 2021 (which will guarantee quality), it will partly replace the market of medicines. To increase this market, it is necessary to promote clean water with constant indications that diseases are imminent when using dirty water.

Goal SDG 12 — sustainable consumption and production patterns (halve per capita world food waste at the retail and consumer levels and reduce food losses in production and supply chains, including post-harvest losses, etc.). This target directly targets the restaurant business, which is the world's leading supplier of food waste. In fact, the goal is to create a food waste processing industry with a corresponding demand for food processing products.

Food waste is now being processed into several useful products: animal feed, organic fertilizer (particularly using effective micro-organisms and earthworms) and biogas. A total ban on the disposal of food waste in garbage cans would help to create this market. The development of these markets will facilitate the substitution of markets for food and chemical fertilizers.

Goal SDG 14 — conserve and sustainably use oceans, seas and marine resources for sustainable development. New markets can be formed in a number of ways: underwater tourism, less exposed to the impact of the pandemic, construction of underwater settlements, increased requirements and penalties for pollution of the oceans and seas, establishment of international volunteer units for the environmental health of the seas and oceans. The market is created as a commercial accompaniment of these measures and should partly replace international tourism.

As illustrated by the examples, the formation of these three replacement markets needs to be organized in two directions — forced creation of demand and incentives for participants to enter these new markets.

CONCLUSION

Thus, economic theory and government regulatory practice are now faced with choices: treat events as transient or perceive them as an opportunity to open up new avenues for research and action. Meanwhile, the decline in tourism and restaurants has led to higher prices for building materials, household appliances and electronics, and it's surprising to professionals and politicians.

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