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DOI: <https://doi.org/10.32782/business-navigator.81-42>**Flephantova Anna**

PhD in Economics, Docent,
Associate Professor at the International Economics and
International Economic Relations Department
Poltava University of Economics and Trade
ORCID: <https://orcid.org/0000-0001-9158-8847>

Bender Kateryna

Student
Poltava University of Economics and Trade

Флегантова А.Л.

кандидат економічних наук, доцент,
доцент кафедри міжнародної економіки та
міжнародних економічних відносин
Полтавський університет економіки і торгівлі

Бендер К.В.

студентка
Полтавський університет економіки і торгівлі

FORECASTING THE COMPETITIVENESS OF COMPANIES IN THE CONTEXT OF ECONOMIC GLOBALIZATION

ПРОГНОЗУВАННЯ КОНКУРЕНТОСПРОМОЖНОСТІ КОМПАНІЙ В УМОВАХ ЕКОНОМІЧНОЇ ГЛОБАЛІЗАЦІЇ

This article presents forecasting of the competitiveness of fifteen leading companies from five different industries using the GROWTH and TREND functions in Microsoft Excel. The market positions of key players in the automotive industry, sportswear and footwear, consumer electronics, food and beverages, and luxury goods sectors were analyzed. The highest competitiveness coefficients were recorded for Adidas, Christian Dior, and Burberry, indicating their innovative activity, effective development strategies, and ability to adapt to global challenges. A comparison of the two forecasting methods showed their overall consistency, with the TREND function better reflecting long-term tendencies, while GROWTH represents the current state of development. The results emphasize the importance of innovation, digital transformation, branding, and strategic adaptability for ensuring sustainable competitiveness of companies in the context of economic globalization.

Keywords: forecasting, competitiveness, global market, transnational corporations, globalization.

У статті проведено прогнозування конкурентоспроможності п'ятнадцяти провідних компаній, що представляють п'ять ключових індустрій: автомобільну промисловість, індустрію спортивного одягу та взуття, споживчу електроніку, харчові продукти і напої, а також індустрію предметів розкоші. Прогнозування здійснювалося за допомогою функцій РІСТ і ТЕНДЕНЦІЯ у програмі Microsoft Excel, що дозволило врахувати як сучасні тенденції розвитку, так і екстраполяцію на майбутнє на основі історичних даних. У роботі детально проаналізовано ринкові позиції ключових компаній, серед яких Volkswagen, Toyota, Tesla, Nike, Adidas, Puma, Samsung Electronics, Apple, Lenovo, McDonald's, Starbucks, PepsiCo, Louis Vuitton, Burberry і Christian Dior. Результати показали, що найбільш високі коефіцієнти конкурентоспроможності прогножуються у компаній Adidas, Christian Dior та Burberry, що свідчить про їхню інноваційну активність, ефективну стратегію розвитку та здатність адаптуватися до викликів глобалізованого ринку. Водночас, компанії Puma та Samsung демонструють нижчі показники, що може бути пов'язано із зростанням конкуренції або зовнішньоекономічними труднощами. Порівняння двох методів прогнозування підтвердило їхню загальну відповідність, при цьому функція ТЕНДЕНЦІЯ виявилася більш ефективною для відображення довгострокових трендів, а функція РІСТ краще характеризує поточний стан розвитку. Отримані результати підкреслюють важливість інвестицій в інновації, цифрову трансформацію, брендинг та стратегічну адаптивність для забезпечення стабільної конкурентоспроможності компаній в умовах посиленої глобальної конкуренції та економічної нестабільності. Проведене дослідження дозволяє зробити узагальнення на галузевому рівні, що дає змогу системно оцінити тенденції розвитку конкурентоспроможності в різних секторах, а також визначити основні фактори, які впливатимуть на їх майбутній розвиток у 2025 році. Практична цінність роботи полягає в можливості використання отриманих

прогнозів для стратегічного планування і прийняття управлінських рішень компаніями, які прагнуть посилити свої конкурентні позиції на світовому ринку.

Ключові слова: прогнозування, конкурентоспроможність, світовий ринок, транснаціональні корпорації, глобалізація.

Statement of the problem. In modern conditions of globalization, economic competition is taking on new forms, which leads to increased integration processes, changes in consumer models and the active spread of technological innovations. This transforms the business environment, increasing the intensity of competition and complicating the adaptation mechanisms of companies. Competitiveness is no longer limited to efficiency at the national level, but is interpreted as the ability to innovative development and flexible adaptation in a global context. Forecasting competitive potential requires a comprehensive analysis of internal resources and external influences – such as digitalization, geoeconomic risks and institutional conditions. The ability of enterprises to quickly respond to these challenges and adapt strategies is the key to maintaining and strengthening their positions, which emphasizes the importance of scientifically based, integrated approaches to assessing competitiveness.

Analysis of recent research and publications. In the process of analyzing modern research on competitiveness, it was found that most of the works pay the main attention to the analysis of factors of formation of competitive advantages and development of strategies for their increase. In particular, Yu. Umantsiv, I. Rudenko, T. Ozhelevska, T. Shcherbakova and V. Khrustaleva [31] investigate the key factors of development of competitiveness in the IT sector, paying attention to intellectual capital and innovations. At the same time, they partially touch on aspects of strategic planning, which have the potential to predict the development of companies. The study by V. Yu. Khalina, Yu. V. Kolbasynsky, and V. D. Kravchenko [32] focuses on dynamic management of competitiveness in conditions of uncertainty. The adaptive approach to change proposed

by them can serve as the basis for building forecasting models that allow enterprises to adjust their strategies in a timely manner. N. Volosnikova, S. Klymova, N. Hubanova, M. Kosych, and V. Yatsyna [33] analyze the directions of competitiveness development at the macro level, emphasizing the role of innovation and integration into global processes. They also emphasize the need to assess trends, which creates the prerequisites for the formation of forecasting scenarios for the development of competitiveness. Thus, the analyzed sources provide a thorough understanding of the key factors and strategies of competitiveness, and also indicate the possibilities and need for further development of forecasting methods in this area. It is on the basis of this analysis that our study attempts to comprehensively forecast the competitiveness of companies in conditions of economic globalization.

Formulation of the research task. The purpose of the article is to substantiate theoretical and methodological approaches and practical tools for predicting the level of competitiveness of companies in the context of economic globalization, as well as to develop forecasts of its change taking into account the influence of global economic factors.

Summary of the main research material. Based on the calculated competitiveness coefficients for fifteen companies representing five different leading industries (table 1), we developed a forecast for the competitiveness coefficient in the Microsoft Excel with the GROWTH function for five different industries: automotive, sportswear and footwear, consumer electronics, food and beverage, and luxury goods.

We have assigned three companies to each direction, which in our opinion most vividly describe the state of each direction, the automotive industry includes

Table 1

Dynamics of the competitiveness coefficient of leading companies by industry in 2022–2024

Directions	Company	Years		
		2022	2023	2024
Automotive industry	Volkswagen	15,96	22,59	9,97
	Toyota	11,25	6,41	11,05
	Tesla	11,51	5,76	8,13
Sportswear and footwear industry	Nike	9,19	9,75	13,74
	Adidas	357,03	117,76	3,95
	Puma	20,71	13,83	2,14
Consumer electronics industry	Samsung	8,08	4,74	10,44
	Apple	14,58	12,17	15,99
	Lenovo	17,21	10,17	13,69
Food and beverage industry	McDonald's	22,83	18,94	23,15
	Starbucks	9,73	13,86	10,76
	PepsiCo	19,22	17,01	21,96
Luxury goods industry	Louis Vuitton	18,70	19,50	17,32
	Burberry	24,24	27,39	24,35
	Christian Dior	36,79	37,35	35,32

Source: compiled by the author based on data [1–30]

companies: Volkswagen, Toyota, Tesla; the sportswear and footwear industry includes companies Nike, Adidas, Puma; the consumer electronics industry includes companies Samsung Electronics, Apple, Lenovo; the food and beverage industry includes McDonald's, Starbucks, PepsiCo; the luxury goods industry includes Louis Vuitton, Burberry, Christian Dior (table 2).

Table 2
Forecast of competitiveness of companies in 2025

Competitiveness coefficient		2025
Automotive industry	Volkswagen	9,56
	Toyota	12,39
	Tesla	11,15
Sportswear and footwear industry	Nike	10,22
	Adidas	103,24
	Puma	6,16
Consumer electronics industry	Samsung	8,29
	Apple	14,53
	Lenovo	13,74
Food and beverage industry	McDonald's	21,58
	Starbucks	11,37
	PepsiCo	19,35
Luxury goods industry	Louis Vuitton	18,50
	Burberry	25,28
	Christian Dior	36,46

Note: calculated by Microsoft Excel function GROWTH

Source: compiled by the author based on data [1–30]

After analyzing the predicted competitiveness coefficients of companies in the Microsoft program Excel by the GROWTH function in 2025, we can see that the highest values are observed in the companies Adidas – 103,24 [9; 10], Christian Dior – 36,46 [29; 30] and Burberry – 25,28 [27; 28]. This indicates their strong market position, effective development strategy, active implementation of innovations, as well as a stable presence in the global environment. Adidas has a fairly high result compared to other companies, but it may be due to a change in sales or a reorientation to sustainable development, that is, the company changes its course from traditional business to one that does not harm the future.

High indicators are also demonstrated by companies from the food and beverage industry: McDonald's – 21,58 [19; 20] and PepsiCo – 19,35 [23; 24]. This is due to the scale of their activities, high ability to adapt to local markets and stable consumer preferences. While, relatively low coefficients are recorded in Puma – 6,16 [11; 12] and Samsung – 8,29 [13; 14], which may indicate a slowdown in growth rates or the loss of some competitive advantages, possibly due to increased competition or external economic challenges.

Summarizing the results of the analysis, we can conclude that the most successful in the conditions of economic globalization are those companies that actively invest in innovation, digital transformation, building brand loyalty, and sustainable development.

The results obtained allow for generalization at the industry level, which allows for a more systematic assessment of trends in competitiveness development within individual sectors. For this purpose, the average

predicted values of the competitiveness coefficient were calculated for each of the five areas studied (table 3).

Table 3
Average predicted values of the competitiveness coefficient of companies by industry in 2025

Direction	Average predicted value of the competitiveness coefficient by direction, 2025
Automotive industry	11,04
Sportswear and footwear industry	39,87
Consumer electronics industry	12,19
Food and beverage industry	17,44
Luxury goods industry	26,75

Note: calculated by Microsoft Excel function GROWTH

Source: compiled by the author based on data [1–30]

Analysis of average predicted values of the competitiveness coefficient by various industries in 2025 calculated in the Microsoft program Excel with the GROWTH function indicates a significant difference between the directions. The highest indicator can be observed in sportswear and footwear 39,87. This is due to the extremely high result of Adidas, which significantly raised the overall average value across the entire direction. In second place in terms of competitiveness we can attribute the luxury goods industry with a score of 26,75, which is due to the consistently high results of companies such as Christian Dior, Burberry and Louis Vuitton. The food and beverage industry has a moderately high level of competitiveness, which is associated with the volume of activities, the diversity of business models and the ability to adapt to local markets. In contrast, the automotive industry has a score of 11,04 and the consumer electronics sector has a score of 12,19, which is relatively lower compared to the sportswear and footwear industry, as well as the luxury goods industry. This may indicate a high level of competition, the need for constant innovation and the impact of global risks in the field of logistics and technology. Therefore, we can conclude that in 2025, the most competitive industries will remain those that combine a strong brand, innovative approaches, adaptability to market changes, and a strategic focus on sustainable development.

At the same time, we conducted a forecast of the competitiveness coefficient of companies in the Microsoft program Excel using the TREND function. This method allowed us to track the dynamics of changes in the competitiveness of companies taking into account previous periods, which provides a deeper analytical approach to assessing their development prospects in 2025. Unlike the GROWTH function, which reinforces an existing trend, the TREND function simply extrapolates past data into the future. As in the previous calculation of the competitiveness coefficient, the analysis was carried out in five industries: the automotive industry, the sportswear and footwear industry, consumer electronics, food and beverages, and the luxury goods industry. For each direction, three key companies were selected that best describe each direction in the global market (table 4).

Table 4

Competitiveness ratios of companies in 2025

Competitiveness coefficient		2025
Automotive industry	Volkswagen	10,18
	Toyota	11,82
	Tesla	10,43
Sportswear and footwear industry	Nike	10,54
	Adidas	180,89
	Puma	13,27
Consumer electronics industry	Samsung	7,58
	Apple	14,13
	Lenovo	13,56
Food and beverage industry	McDonald's	21,57
	Starbucks	11,51
	PepsiCo	19,35
Luxury goods industry	Louis Vuitton	18,53
	Burberry	25,35
	Christian Dior	36,50

Note: calculated by Microsoft Excel function TREND

Source: compiled by the author based on data [1–30]

After analyzing the predicted competitiveness coefficients of companies for 2025, calculated in the Microsoft program Excel using the TREND function, we observe similar trends to the results of the previous method. The highest values were shown by Adidas – 180,89 [9; 10], Christian Dior – 36,50 [29; 30] and Burberry – 25,35 [27; 28], which indicates their high market resilience, strategic adaptability and effective innovation policy. Adidas's indicator should be especially noted, which significantly exceeds the average values in other industries and may be the result of an aggressive expansion strategy, reorientation to sustainable development and active entry into new markets.

Stable competitive positions are also demonstrated by companies in the food and beverage sector, in particular McDonald's – 21,57 [19; 20] and PepsiCo – 19,35 [23, 24], which confirms the effectiveness of their presence in the global market, wide consumer reach and flexible adjustment of the business model to local markets. At the same time, Samsung and Puma, despite some growth in dynamics, demonstrate relatively lower values: Samsung – 7,58 [13; 14] and Puma – 13,27 [11; 12], which may indicate the need for increased investment in innovation, digital transformation and differentiation in a competitive market.

For a deeper analysis, it is advisable to summarize the predicted values of competitiveness coefficients by calculating the average indicators for each industry (table 5).

Analysis of average predicted values of the competitiveness coefficient by industry direction in 2025 calculated in the Microsoft program Excel's TREND function indicates a significant asymmetry. The highest result is demonstrated by the sportswear and footwear industry – 68,23, which was significantly influenced by the Adidas company's indicator. The luxury goods industry with an average value of 26,79 confirms the stable market position of premium brands, which combine a high level of recognition, exclusivity and innovation in promotion. The food and beverage industry with an indicator of 17,48 demonstrates relatively stable competitiveness, which is due to the scale of its activities, the flexibility

Table 5

Average predicted values of the competitiveness coefficient by industry in 2025

Direction	Average predicted value of the competitiveness coefficient by direction, 2025
Automotive industry	10,81
Sportswear and footwear industry	68,23
Consumer electronics industry	11,76
Food and beverage industry	17,48
Luxury goods industry	26,79

Note: calculated by Microsoft Excel function TREND

Source: compiled by the author based on data [1–30].

of business models and the ability to adapt to changes in consumer preferences in different regions. In contrast, the automotive industry with a value of 10,81 and the consumer electronics industry with a value of 11,76 have relatively lower average values, which may indicate intense competition, complexity of logistics processes, rising production costs, as well as the impact of an unstable geoeconomic environment.

For a more detailed analytical conclusion, a comparison of the results obtained using two forecasting methods was conducted: GROWTH and TREND. This method helps to assess the stability and accuracy of the results obtained, identify potential fluctuations in the dynamics of competitiveness coefficients and better understand what factors influence changes in the positions of companies in the context of economic globalization (table 6).

Table 6

Comparison of competitiveness coefficients of companies in 2025

Company	GROWTH	TREND	Deviation
Volkswagen	9,56	10,18	0,62
Toyota	12,39	11,82	-0,57
Tesla	11,15	10,43	-0,72
Nike	10,22	10,54	0,32
Adidas	103,24	180,89	77,65
Puma	6,16	13,27	7,11
Samsung	8,29	7,58	-0,71
Apple	14,53	14,13	-0,4
Lenovo	13,74	13,56	-0,18
McDonald's	21,58	21,57	-0,01
Starbucks	11,37	11,51	0,14
PepsiCo	19,35	19,35	0
Louis Vuitton	18,5	18,53	0,03
Burberry	25,28	25,35	0,07
Christian Dior	36,46	36,5	0,04

Note: calculated by Microsoft Excel function GROWTH and TREND

Source: compiled by the author based on data [1–30]

Comparative analysis of the results obtained by the methods of GROWTH and TREND shows the general correspondence of the approaches in assessing the competitiveness of companies. The greatest improvement is seen in the companies Adidas and Puma, which

indicates a sustainable development of their competitive positions in the sports industry. In turn, Samsung, Tesla and Toyota show a slight decrease, which may indicate a possible slowdown in development. Many companies, such as McDonald's, PepsiCo, Christian Dior and Apple demonstrate some stability in their positions. This indicates their long-term presence in the global market. Therefore, the TREND formula more accurately conveys long-term changes, while the GROWTH method reflects the current state of advantages within the competitive environment.

Conclusions. According to the forecast of the competitiveness of companies for 2025, the best results

are shown by those companies that actively introduce innovations, expand their sales markets and strive for sustainable development. In particular, the leading positions are occupied by Adidas, Christian Dior, McDonald's and Burberry. Analysis of the results of the GROWTH and TREND methods confirmed the general correspondence in the dynamics of indicators. However, the TREND method better reflects long-term changes. The greatest fluctuations can be observed in companies that have unstable market policies or have recently undergone structural changes. The success of companies in the global environment is largely determined by their ability to adapt to technological changes and global challenges.

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