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Innovative Marketing Strategy Tools for Promoting the Green Agribusiness Brand

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ABSTRACT

The aim of the study was to carry out a comprehensive assessment of the level of development of organic farming and the effectiveness of the use of innovative marketing tools in the green agribusiness of Ukraine. It was found that the share of organic agricultural land in Ukraine increased from 0.6% in 2019 to 1.2% in 2025, which corresponds to a growth rate of 12.2%/year. The introduction of innovative marketing tools among Ukrainian enterprises is on average 38.3%. In particular, ESG reporting is used by 28% of companies, digital marketing by 35%, eco-labelling by 42%, and social media is used by 48% of enterprises. Correlation analysis showed a strong direct relationship between the use of marketing tools and the effectiveness of a green brand: ESG reporting - 0.71, digital marketing - 0.78, eco-labelling - 0.82, social networks - 0.76. Regression analysis confirmed the statistical significance of all factors ($P < 0.01$), with the highest impact on brand performance being eco-labelled ($b = 0.78$). The study confirms that the comprehensive implementation of ESG practices, digital marketing, and eco-labelling has a positive impact on the competitiveness of enterprises and shaping of sustainable green brands.

Keywords: Organic Farming, ESG Reporting, Digital Marketing, Eco-Labelling, Social Media, Brand Effectiveness, Sustainable Production
JEL Classifications: O13, O31, M31, M37

1. INTRODUCTION

The development of organic farming in the world is becoming an important factor in the sustainable development of agricultural production and ensuring food security. The global area of organic agricultural land in 2023 reached almost 99 million hectares, which is about 2.1% of all agricultural land in the world, and continues to grow compared to previous years. Therefore, there is an increase in demand for environmentally friendly products and the introduction of modern technologies of farming in many countries. In particular, in Europe, organic farmland occupies about 3.9% of all agricultural land. Such countries as Austria with over 27% of certified organic land are the leaders in terms of the share of organic area. These trends demonstrate the high level of development of the sector and the readiness of individual countries to transition to a sustainable production model (Gelgile and Shukla, 2023).

The change in consumer priorities towards environmental safety, sustainable production, and social responsibility necessitates a review of approaches to shaping and promotion of brands in the agricultural sector. Green agribusiness ceases to be a niche phenomenon and is gradually transforming into a strategic direction for the development of modern agriculture. At the same time, the very fact of introducing environmentally friendly technologies does not guarantee market success without effective

communication of their value for the consumer, partners, and society as a whole (Chen et al., 2021).

Innovative marketing strategy tools play a special role in the context of digitalization of the economy and high competition. They enable not only to inform the market, but also to build an emotional connection with the consumer and increase the level of trust in the brand, confirming its environmental responsibility (Khurdei et al., 2023). The use of digital marketing, social networks and interactive content contributes to more effective communication with the target audience. The involvement of data analytics technologies, elements of artificial intelligence (AI), and green branding opens up new opportunities for the promotion of agribusiness products focused on the sustainable development principles. However, the practical application of these tools in the agricultural sector remains fragmented and often lacks proper academic and methodological justification (Barrett et al., 2020).

Domestic and foreign researchers establish that environmental marketing is considered as a tool for forming a positive image of an enterprise and influencing environmentally friendly consumer behaviour. In particular, the role of green branding in ensuring competitive advantages of enterprises is substantiated, and the importance of environmental responsibility as a factor in increasing consumer trust is proven (Humeniuk et al., 2021). Marketing research established the effectiveness of using digital communications, social networks, content marketing, and innovative information technologies in brand promotion. A number of researchers also identified key sustainable development principles and substantiated the feasibility of implementing ESG approaches in business development strategies (Sheyoputri, 2024; Kryvenko, 2023).

At the same time, the analysis of academic publications made it possible to establish that the mentioned developments are mainly general theoretical or concern enterprises in the industrial and service sectors. The issues of shaping and implementing marketing strategies specifically for "green" agribusiness brands remain poorly covered. In particular, approaches to adapting innovative marketing tools were not adequately substantiated, taking into account the specifics of agricultural production, seasonality, and risks inherent in the agricultural sector. Methods for assessing the effectiveness of such tools, in particular from the standpoint of economic, environmental and social results, are not properly arranged, and clear mechanisms for integrating marketing strategies with the sustainable development principles and ESG approaches are been determined. Therefore, this causes a significant academic and applied gaps in the field of developing competitive advantages of green agribusiness.

The aim of this study is a comprehensive assessment of the level of development of organic farming and the effectiveness of the use of innovative marketing tools in the green agribusiness of Ukraine. It is also planned to compare the obtained results with the indicators of leading European countries — Poland, Germany, and the Netherlands. As a result, it will be possible to identify key imbalances, generalize successful practices, and substantiate priority areas for increasing the competitiveness of Ukrainian agricultural enterprises on the basis of sustainable development.

1.1. Research Objectives

- Analyse the dynamics of the share of organic agricultural land in Ukraine and other European countries for 2019-2025;
- Assess the growth rate of organic land and the intensity of the development of the organic sector in Ukraine compared to European countries;
- Investigate the level of use of innovative marketing tools, including ESG reporting, digital marketing, eco-labelling and social networks, in the green agribusiness;
- Conduct correlation and regression analysis to determine the impact of marketing tools on the effectiveness of green brands;
- Identify priority areas for the development of green agribusiness and provide practical recommendations for increasing the effectiveness of brands and the competitiveness of Ukrainian enterprises.

The novelty of the study is a comprehensive assessment of the development of organic farming and the integration of innovative marketing tools in the green agribusiness of Ukraine using quantitative correlation and regression analysis. The study is the first to identify priority factors influencing the effectiveness of green brands compared with the practices of leading European countries.

Based on the analysis, the following hypotheses were advanced:

- Hypothesis 1. The implementation of ESG reporting in green agribusiness enterprises contributes to increasing brand effectiveness and strengthening consumer trust.
- Hypothesis 2. The use of digital marketing and active use of social networks has a positive effect on the competitiveness and popularity of green brands in the domestic and international markets.
- Hypothesis 3. Eco-labelling is a key factor in increasing brand effectiveness and building a sustainable image of the enterprise.

2. LITERATURE REVIEW

The issues of ecological and green marketing have been widely studied by domestic and foreign researchers. In the studies of Vollrath and Villegas (2021), Ivashkiv et al. (2020) and other authors, ecological marketing is considered as a component of the modern marketing concept. It is aimed at combining the economic goals of the enterprise with the society needs and the of environmental protection requirements. The researchers substantiate that green marketing contributes to the creation of long-term competitive advantages by increasing the level of consumer trust and brand loyalty (Ustik et al., 2025).

In the studies of Moldavan et al. (2023), considerable attention is paid to shaping of a green brand and the environmental image of companies. The researchers found that effective "green" branding is based on the transparency of production processes, the reliability of environmental claims and the active communication of sustainable development values. At the same time, they emphasize that greenwashing practices — unfounded positioning of a company as environmentally responsible — can have only a short-term marketing effect. In the long run, such approaches lead to a decrease in consumer trust, reputational losses and a weakening

of the brand's competitive position. That is why transparency, reliability of environmental claims, and compliance with ESG principles are of particular importance in modern marketing strategies of green agribusiness.

Issues of digital and innovative marketing are widely covered in the studies of Kanellos et al. (2024) and Mustafa et al. (2023), who reveal the role of digital communication channels, social networks, content marketing and data analytics in shaping interaction with target audiences. The researchers prove that the use of digital tools enables increased personalization of marketing messages and the effectiveness of brand promotion in a competitive environment.

A separate area of research is the concept of sustainable development and the implementation of ESG approaches in the activities of enterprises. The studies of Babaiev et al. (2025) and Hermiyetti (2025) substantiated the importance of integrating environmental, social, and management factors into business development strategies. The authors believe that compliance with ESG principles has a positive impact on the reputation of companies, investment attractiveness, and long-term financial stability.

Domestic researchers, in particular Litvak and Litvak (2023) and Radchenko et al. (2020), studied the features of the development of the agricultural sector, the competitiveness of agricultural enterprises, and the directions of their adaptation to modern challenges. The studies of Danko and Nifatova (2022) reveal the theoretical and methodological principles of marketing activities of enterprises, in particular in the field of agribusiness. At the same time, the issues of green marketing in the agricultural sector are considered by domestic authors fragmentarily.

A summary of the results of studies shows that, despite significant achievements in the field of ecological and digital marketing and sustainable development, a number of issues remain poorly studied. In particular, limited attention has been paid to the development and implementation of marketing strategies specifically for green agribusiness brands. Approaches to the adaptation of innovative marketing tools taking into account the specifics of agricultural production require further academic substantiation. The mechanisms for integrating marketing strategies with the sustainable development principles and ESG are also poorly covered, which determines the relevance of this study. Despite the significant number of studies, aspects related to the specifics of the development and implementation of marketing strategies specifically for green agribusiness brands are not studied. In particular, the adaptation of innovative marketing tools to the specifics of agricultural production, methods for assessing their effectiveness, as well as mechanisms for integrating marketing strategies with the sustainable development principles and ESG approaches are poorly studied. That is why there is a scientific and practical need for a systematic research in this area.

3. MATERIALS AND METHODS

3.1. Research Design

The research was conducted in several interconnected stages. The first stage involved an analysis and generalization of academic literature on the issues of ecological and innovative marketing for the purpose of creating a theoretical background for the study. The second stage involved the analysis of statistics and official reports characterizing the development of green agribusiness and the marketing activity of enterprises in Ukraine and certain European countries (Germany, Poland, the Netherlands). The third stage was a comparative analysis of marketing strategies and promotion tools, as well as a generalization of the obtained results for drawing conclusions and providing recommendations.

3.2. Sampling

Four countries were selected for the study: Ukraine, Poland, Germany and the Netherlands. Ukraine is the focus of the study, as the development of its green agribusiness and the introduction of innovative marketing tools are analysed. Poland, Germany, and the Netherlands were included in the sample for comparison with leading practices in Europe, as these countries demonstrate a high level of development of organic farming and widespread use of ESG approaches and modern marketing strategies.

The study covers the period 2019-2025, making it possible to assess the dynamics of the development of organic farming and the integration of marketing tools in modern conditions of digitalization and increasing environmental awareness of consumers. The analysis took into account the share of organic agricultural land in the total area of land, as well as the level of use of key marketing tools: ESG reporting, digital marketing, social networks, and eco-labelling. The choice of these tools is determined by their impact on the brand effectiveness and competitiveness of green agribusiness enterprises.

The information background of the study was secondary statistics obtained from official sources. These were reports of the European Commission, Eurostat, the Food and Agriculture Organization (FAO), the Organisation for Economic Co-operation and Development (OECD), national statistical services of Ukraine and the European Union (EU) countries, as well as analytical reviews of specialized organizations and industry associations. A separate group of sources consisted of non-financial reports of companies, marketing reports, and open data on the implementation of ESG practices in the agricultural sector.

The limitations of the study is the use of the data for the limited period of 2019-2025. This does not provide a full consideration of long-term trends in organic farming and marketing practices. Furthermore, the focus on four countries limits the generalizability of the findings to other regions of the world.

3.3. Research Methods

The methodological backgrounds of the study is a systematic and comparative approach that enables analysing innovative tools of marketing strategies for promoting green agribusiness brands, taking into account industry specifics and cross-country differences. The paper uses the principles of marketing theory, green branding, sustainable development, and ESG approaches.

Statistical data were processed by using descriptive statistics, in particular, analysis of dynamics, structure, and averages. Its use

made it possible to identify the main trends in the development of green agribusiness in Ukraine and European countries. Comparative analysis was used to compare indicators of the development of green agribusiness and the features of marketing strategies in different countries. This approach enabled identifying common features and differences in approaches to promoting environmentally friendly brands.

Correlation analysis was used to assess the relationship between the level of development of green agribusiness and the use of innovative marketing tools. It determined the closeness and direction of the correlation between indicators of the environmental orientation of agricultural production, the level of integration of ESG principles, and the results of marketing activities. Regression analysis was used to quantify the impact of individual factors on the effectiveness of promoting green agribusiness brands. A linear regression model was used in the study, which has the form:

$$Y = a + bX + \varepsilon \quad (1)$$

Where Y - performance indicator (effectiveness of marketing strategy or level of development of a green brand), X - factor variable (level of use of innovative marketing tools or ESG integration), aaa - free member of the equation, b - regression coefficient, ε - random error.

The use of correlation and regression analysis quantitatively substantiated the influence of marketing and institutional factors on the development of green agribusiness brands and increase the reliability of the obtained conclusions.

3.4. Research Tools

The study used a set of quantitative indicators to assess the implementation of innovative marketing tools in green agribusiness. This set enables assessing the level of integration of ESG principles, digital marketing, social networks, and eco-labelling. ESG reporting reflects the degree of integration of social and environmental standards into the companies' activities and affects consumer trust and brand reputation. Digital marketing demonstrates the use of modern digital channels to promote products and expand market opportunities. Activity in social networks indicates the level of interaction with customers and building of a positive image, and eco-labelling shows the degree of product certification and the role of green branding in increasing the companies' competitiveness.

The degree of implementation of each tool, the average value, minimum and maximum values, as well as the range were calculated. The average value was calculated as the arithmetic mean of the levels of implementation of the four tools under study in a specific country. The minimum value reflected the lowest level of integration among the four tools, while the maximum value was the highest. The range was calculated as the difference between the maximum and minimum indicators to assess the unevenness of the integration of tools among enterprises. This technique provides a comprehensive assessment of the application of marketing practices in different countries and served as the basis for comparative analysis.

Correlation analysis determined the strength and direction of the relationship between the level of use of marketing tools and brand effectiveness. The Pearson correlation coefficient was used for this purpose, which was defined as the ratio of the sum of the products of deviations of indicators from the average values to the product of the square sums of deviations. Regression analysis, in turn, quantified the impact of each tool on brand effectiveness and identified priority areas for increasing the competitiveness of green brands.

4. RESULTS

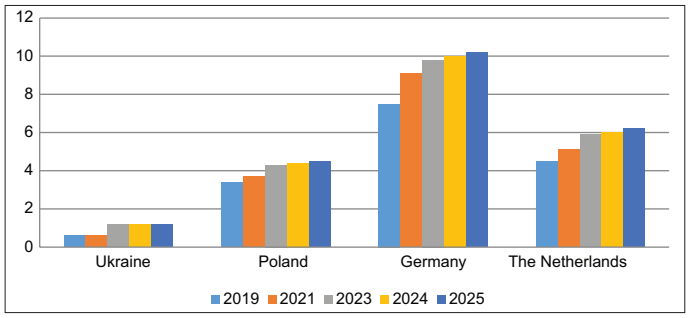
The data in Figure 1 demonstrate a gradual increase in the share of organic agricultural land in the total area of agricultural land in all four countries for 2019-2025. This trend indicates the active implementation of organic farming practices and the growing attention to environmentally friendly production. The growth is especially noticeable in European countries, reflecting the high level of development of the sector and the readiness to transition to a sustainable model of agricultural production.

In Ukraine, this indicator remained at 0.6% in 2019-2021, after which it increased to 1.2% and stabilized at this level until 2025. Despite the doubling of the share of organic land in 6 years, Ukraine remains one of the least developed in this sector among the compared countries. Therefore, this indicates the gradual nature of the development of organic production. In Poland, the share of organic land increased from 3.4% in 2019 to 4.5% in 2025, which is characterized by a stable, moderate growth rate. Germany demonstrates the fastest pace of development of organic farming: From 7.5% in 2019, the share of organic land increased to 10.2% in 2025. So, the country has active state support, high demand for organic products and the development of appropriate infrastructure. The Netherlands also show a steady growth from 4.5% to 6.2%, confirming the gradual transition to sustainable agriculture and the popularity of organic products among the population. In general, there is a clear trend towards an increase in organic land in Europe, while Ukraine is still lagging behind in absolute terms, but is showing positive dynamics.

The intensity of organic farming development was assessed by calculating the growth rates of the indicator, which enables not only to compare absolute values, but also to assess the relative growth of organic land in different countries. The calculations showed the highest growth rate in Ukraine, where the share of organic land doubled and amounted to 200% of the initial value. Poland, Germany, and the Netherlands demonstrate more moderate but stable growth: in these countries the share of organic land reached 132-138% of the 2019 level. Such dynamics indicate the active development of the organic sector in Europe and gradual but noticeable progress in Ukraine, reflecting the processes of transition to sustainable agriculture and the growth of demand for environmentally friendly products (Figure 2).

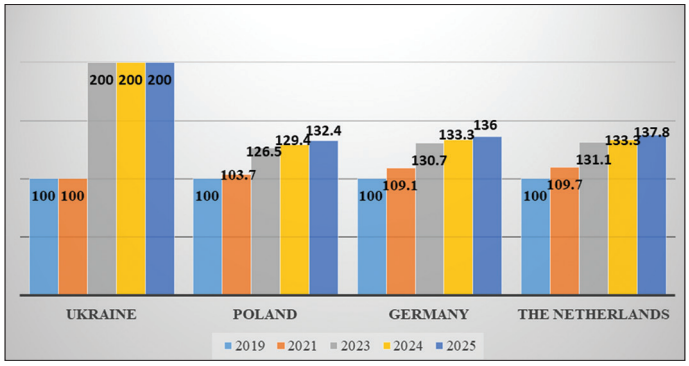
The next stage of the study was a comparative analysis of the level of use of innovative marketing tools in green agribusiness. The data in Figure 3 demonstrate that the level of implementation of modern marketing approaches differs significantly between countries. So, it

Figure 1: Share of organic agricultural land in the total area of agricultural land, %



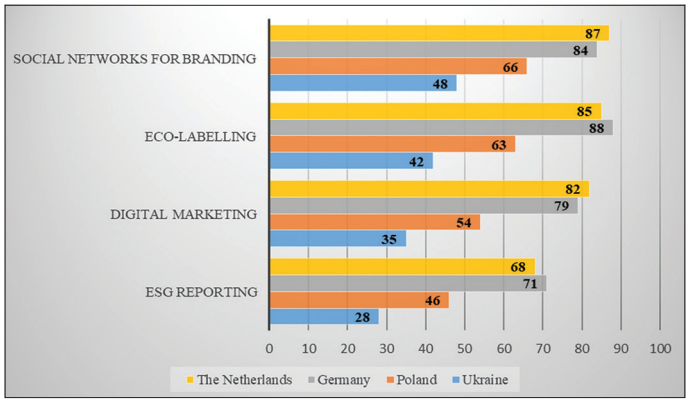
Source: Created by the authors based on Agroberichtenbuitenland (2025); EU (2026); European Environment Agency (2025); European Statistical System (2025); FiBL (2025); State Statistics Service of Ukraine (2025); UNN (2025); World Bank Group (2025)

Figure 2: Growth rates of the share of organic land in 2019-2025



Source: developed by the authors based on Agroberichtenbuitenland (2025); EU (2026); European Environment Agency (2025); European Statistical System (2025); FiBL (2025); State Statistics Service of Ukraine (2025); UNN (2025); World Bank Group (2025)

Figure 3: Level of use of innovative marketing tools in green agribusiness, % of enterprises



Source: Developed by the authors based on Agroberichtenbuitenland (2025); EU (2026); European Environment Agency (2025); European Statistical System (2025); FiBL (2025); State Statistics Service of Ukraine (2025); UNN (2025); World Bank Group (2025)

is possible to identify leaders in the application of innovations and assess the effectiveness of various strategies for promoting green brands in an international context. In Ukraine, a relatively small percentage of enterprises apply ESG reporting, only 28%, which indicates a low level of integration of social and environmental standards into corporate governance. Poland demonstrates a more active implementation of this tool: 46% of companies already apply ESG reporting, which indicates increased attention to transparency and social responsibility. Germany and the Netherlands have the highest rates of implementation of ESG practices, 71% and 68%. Therefore, in these countries, environmental and social reporting is an integral part of the strategy of most enterprises, and green marketing is used as a competitive advantage.

Regarding digital marketing, Ukraine demonstrates the use of this tool by 35% of enterprises, which indicates the early phase of digitalization in the sector. Poland has already reached the mark of 54%, while Germany and the Netherlands are ahead of all competitors with a usage level of 79% and 82%, respectively. The presented data indicate the active use of modern technologies to promote organic products and create a sustainable brand image in domestic and international markets.

Eco-labelling is the most common marketing tool among European countries. In Ukraine, it is used by 42% of enterprises, in Poland — 63%, in Germany — 88%, and in the Netherlands — 85%. High indicators in Germany and the Netherlands reflect the fact that consumers in these countries prefer products with a confirmed environmental standard, and manufacturers are actively responding to this demand.

Regarding the use of social networks for branding, Ukraine shows a level of 48%, Poland - 66%, Germany - 84%, the Netherlands - 87%. This tool is becoming key for creating a positive image, interacting with customers, and promoting green products, especially in countries with a high level of digitalization and environmental awareness of consumers.

In general, the results of the analysis showed that in Ukraine the implementation of innovative marketing tools in green agribusiness is at an early stage. At the same time, a high level of integration of modern marketing practices is observed in Poland, Germany, and the Netherlands. Companies increase competitiveness, strengthen brands, and effectively promote environmentally friendly products on the market. A more detailed analysis of the main statistical indicators of the use of marketing tools (Table 1) confirms these conclusions.

In Ukraine, the average value of the use of tools is only 38.3%. The range between the minimum and maximum levels (28-48%) indicates the uneven integration of ESG approaches, digital marketing and social networks among enterprises. In Poland, the average increases to 57.3%, and the range remains stable (20%), which indicates a more systematic implementation of marketing practices. Germany and the Netherlands demonstrate a high level of tool integration: The average value exceeds 80%. The range of values is much smaller (17-19%), which confirms the stability and widespread use of ESG approaches and modern digital marketing among most companies. So, statistical data emphasize Ukraine's lagging behind in terms of the level of integration of

marketing tools, while indicating significant potential for the further development of green agribusiness.

The performed correlation analysis (Table 2) confirmed a strong direct relationship between the use of marketing tools and brand effectiveness. Specifically, the correlation coefficient for ESG reporting is 0.71, for digital marketing 0.78, for eco-labelling 0.82, and for social media 0.76. The highest impact is observed for eco-labelling, highlighting the importance of certification.

Regression analysis (Table 3) quantifies the impact of each tool. The results show that an increase in the level of use of ESG reporting, digital marketing, eco-labelling, and social networks by one unit leads to a noticeable increase in brand effectiveness. The strongest impact is exerted by eco-labelling. All factors are statistically significant, which confirms the reliability of the results and indicates the key role of marketing tools in increasing the competitiveness of green brands.

Thus, the analysis shows that the use of innovative marketing tools directly affects the effectiveness of the development of green brands. Increasing the level of digitalization and integration of ESG practices is a key factor in the companies' competitiveness in the organic market. Practical recommendations arising from the analysis are the implementation of ESG reporting, the development of digital marketing and the active use of social networks. Such measures contribute to increasing consumer trust in the brand, strengthening corporate reputation, and building sustainable brands of green agribusiness. For Ukrainian companies that are at the early stage of implementing innovative tools, this means the need for an integrated approach. The simultaneous implementation of environmental practices and an active presence in the digital space can significantly increase the effectiveness of the brand and competitiveness in the domestic and foreign markets.

Table 1: Main statistical indicators of the use of marketing tools, %

Indicator	Ukraine	Poland	Germany	The netherlands
Average value	38.3	57.3	80.0	80.5
Minimum value	28	46	71	68
Maximum value	48	66	88	87
Range	20	20	17	19

Source: Developed by the authors

Table 2: Correlation analysis between the use of marketing tools and brand effectiveness

Indicators	Correlation coefficient (r)	Significance level (P)
ESG reporting-brand effectiveness	0.71	<0.05
Digital marketing-brand effectiveness	0.78	<0.01
Eco-labelling-consumer trust	0.82	<0.01
Social media-brand awareness	0.76	<0.01

Source: Developed by the authors

Table 3: Regression analysis of the impact of marketing tools on brand effectiveness

Factor (X)	b (regression coefficient)	Standard error	t-test	P-value
ESG reporting	0.65	0.12	5.42	<0.01
Digital marketing	0.72	0.10	7.20	<0.01
Eco-labelling	0.78	0.09	8.67	<0.01
Social media	0.70	0.11	6.36	<0.01

Source: Developed by the authors

The obtained results give grounds to state that the hypotheses advanced in the study are confirmed. The first hypothesis regarding a positive dynamics in the development of organic farming in the studied countries was confirmed. In 2019-2025, an increase in the share of organic agricultural land was observed in all countries, the most intensive in the EU countries. The second hypothesis regarding significant inter-country differences in the level of use of innovative marketing tools in green agribusiness was also confirmed. Ukraine demonstrates the initial level of implementation of ESG practices, digital marketing and branding, while Poland, Germany, and the Netherlands are characterized by a high and systemic level of integration of these tools. The third hypothesis regarding a direct relationship between the use of innovative marketing tools and the effectiveness of the development of green brands received full statistical confirmation, as evidenced by the results of correlation and regression analysis. Therefore, all three hypotheses of the study are confirmed by empirical data, which indicates the significant role of marketing innovations in the development of organic and sustainable agribusiness.

5. DISCUSSION

The results of the study on the development of organic farming and the use of innovative marketing tools in green agribusiness indicate significant differences between Ukraine and leading European countries (Poland, Germany, and the Netherlands).

The study found that the share of organic land in Ukraine in 2025 is only 1.2%, which demonstrates a certain increase compared to 2019-2021 (0.6%), but remains at a low level compared to Poland (4.5%), Germany (10.2%), and the Netherlands (6.2%). Analysis of growth rates shows that the relative doubling of the share of organic land in Ukraine reflects the potential for the development of the sector, but absolute indicators remain low, which indicates the gradual transition to sustainable agriculture. A more systematic and stable growth of organic land is observed in Poland, Germany, and the Netherlands, which is consistent with the data of Koberniuk (2023). These authors emphasize active government support, high demand for organic products, and the availability of infrastructure for its production and promotion on the market.

At the same time, some sources, in particular Hermiyetti (2025) and Rodzinka et al. (2021), note a faster growth of organic land in Ukraine. Such discrepancies may be explained by the use of different methods of area assessment and sources of statistics. Such a discrepancy may be determined by the fact that some authors took into account planned or certified organic areas, while our study used actual areas according to official statistics. Regarding marketing practices, the study showed that Ukraine is at the early stage of implementing ESG reporting, digital marketing,

eco-labelling, and social networks. Only 28% of Ukrainian companies use ESG reporting, while in Poland this figure is 46%, and in Germany and the Netherlands - 71% and 68%, respectively. The results confirm the conclusions of Litvak and Litvak (2023) and Radchenko et al. (2020), who noted the slow integration of ESG practices in Ukraine. At the same time, Danko and Nifatova (2022) noted that some companies are already experimenting with digital and social tools. This is consistent with our data on the use of digital marketing (35%) and social networks (48%) in Ukraine. In Germany and the Netherlands, on the contrary, there is a high level of use of ESG reporting, digital marketing, eco-labelling and social networks (79-88%), which indicates a comprehensive approach to promoting green brands. The presented data are consistent with the conclusions of Babaiev et al. (2025) and Hermiyetti (2025), who emphasized that the success of green brands largely depends on the integration of innovative marketing practices into the corporate strategy. However, some authors, in particular Moldavan et al. (2023), noted that the pace of implementation of individual tools (for example, ESG reporting) in the Netherlands may be lower than the level of overall integration of digital marketing and social networks. This trend explains the slight differences in the comparative analysis data.

Furthermore, the research of Berezovskyi (2024) emphasizes the gradual development of the organic sector in Ukraine and the need to increase the level of digitalization and integration of ESG approaches. Similar conclusions are drawn by Kudriavtsev (2024) and Luchko (2024), who note that the low level of state support and limited investments limit the development of organic farming in Ukraine. At the same time, Brożek et al. (2025) and Domańska et al. (2022) note that the use of modern marketing tools in Poland, Germany, and the Netherlands is more systematic and comprehensive. Therefore, companies are able to effectively form a green image, increase consumer loyalty, and strengthen their positions in the market. Moreover, Omobitan and Khanal (2025), Vyshnevska et al. (2021) in their studies emphasize the importance of integrating ESG practices and digital marketing to increase consumer trust and brand competitiveness in European countries. The obtained results are consistent with these conclusions and add a quantitative assessment of the impact of individual marketing factors on brand effectiveness, which gives grounds to identify priority areas for the development of Ukrainian enterprises. One of the important aspects of the discussion is to explain the reasons for Ukraine's lagging behind in the development of organic farming and the use of marketing tools. Key factors include insufficient state support, limited investments in infrastructure development, low digitalization of business. There is also a relatively low level of environmental awareness of consumers compared to European countries, which is confirmed by the findings of Banelienė and Strazdas (2025). At the same time, the gradual increase in the share of organic land and the initial implementation of ESG reporting and digital marketing indicate the potential for the development of the sector.

The results of the study also confirm the conclusions of world authors, in particular, Vollrath and Villegas (2021), Ivashkiv et al. (2020), about the close connection between the sustainable development of agribusiness and the effectiveness of marketing strategies. Studies conducted in the EU countries show that the integration of ESG practices and digital marketing contributes to increasing consumer trust, increasing sales, and strengthening the brand (Nientied and Toto, 2022; Popescu, 2022). These conclusions coincide with the results of our study, which enables determining specific coefficients of influence of individual marketing tools on brand effectiveness.

Therefore, there is a need for a comprehensive approach to the development of the agricultural sector in Ukraine, which involves simultaneously increasing the level of organic production, introducing digital tools in marketing, and integrating ESG principles. In combination, such measures contribute to increasing the competitiveness of Ukrainian producers, developing domestic and foreign markets, and developing sustainable and transparent business processes in the agricultural sector.

Comparison with other studies allows us to state that Ukraine has the potential to reach the level of leading European countries. However, this requires coordination of state policy, attracting investment, consumer education, and active promotion of green brands.

6. CONCLUSION

The relevance of the study of the development of organic farming in Ukraine is determined by the growing demand for safe and environmentally friendly products, as well as the need to increase the competitiveness of the agricultural sector. An analysis of the development of organic farming in 2019-2025 showed that the share of organic land in Ukraine increased from 0.6% to 1.2%. The data corresponds to a doubling of the indicator and indicates positive dynamics. Compared to Poland, Germany, and the Netherlands, where the share of organic land reached 4.5%, 10.2%, and 6.2% respectively, Ukraine remains at the early stage of development of the organic sector. At the same time, its growth rates are much higher. Poland, Germany, and the Netherlands demonstrate a stable increase in organic land and moderate annual growth rates. Therefore, this indicates a high level of development of the sector, effective state regulation, and active support for organic production.

The level of implementation of innovative marketing tools in green agribusiness varies significantly between countries. In Ukraine, the average value of the use of marketing tools is only 38.3%, while it reaches 57.3% in Poland, and exceeds 80% in Germany and the Netherlands. Therefore, the results confirm that Ukraine is at an early stage of digitalization and integration of ESG approaches, while European countries demonstrate a high level of use of modern marketing practices. Correlation and regression analyses showed a strong direct relationship between the use of marketing tools and brand effectiveness. The highest impact is provided by eco-labelling, which emphasizes the key role of product certification and confirmation of its environmental value in building consumer trust. Digital marketing, ESG reporting, and social networks also have a positive statistically significant impact on brand effectiveness.

An integrated assessment of the development of organic farming and marketing activity showed that the combination of an increase in the share of organic land with the effective use of marketing tools is a key factor in the competitiveness of green brands. For Ukraine, this means the need for a comprehensive approach that involves a simultaneous increase in organic land and active digitalization. The integration of ESG practices into this process can significantly increase the effectiveness of the brand in domestic and foreign markets. Practical recommendations are to prioritize the development of environmental labelling, digital marketing and ESG reporting, as well as the active use of social networks to build a sustainable image of a green brand.

The practical value of the study is assessed development of organic farming and the effectiveness of using innovative marketing tools in green agribusiness. Prospects for further research are related to the analysis of the impact of marketing tools on the economic performance of enterprises, assessing the effectiveness of state support programmes for organic farming, and developing models for integrating digital technologies and ESG approaches to strengthen green brands. The practical value of the study is that the obtained results enable enterprises to increase competitiveness, form a sustainable brand, and optimize strategies for promoting organic products in domestic and foreign markets. The results can also be applied in the production and management activities of agricultural enterprises, in the development of state support programmes for organic farming, as well as in the development of digital solutions and ESG strategies for green brands.

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