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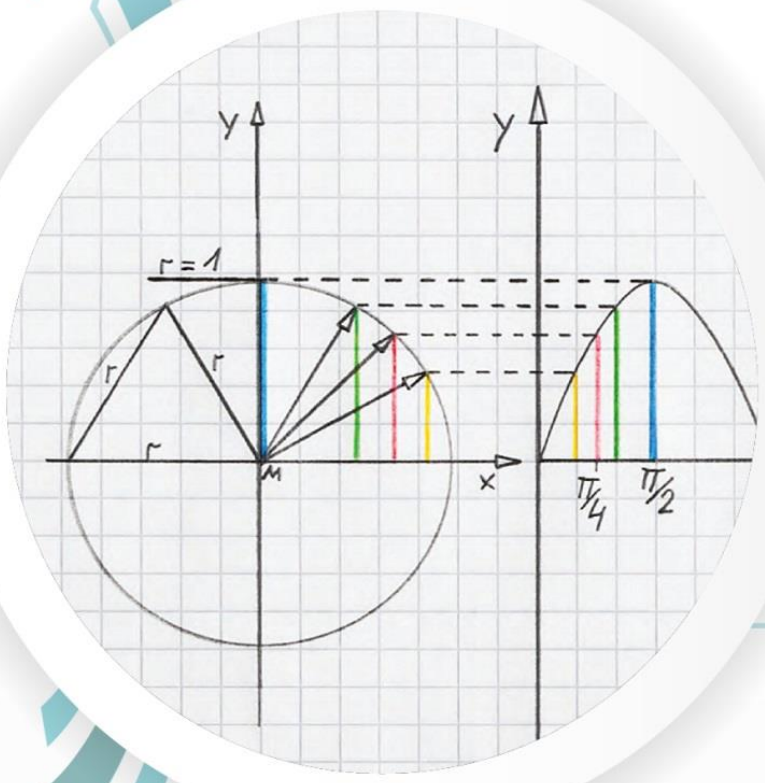

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SECTORAL ANALYSIS OF HOUSEHOLD SERVICES IN THE REGION

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Abstract. The article presents a sectoral analysis of the household services sphere at the regional level. It examines the dynamics of development, structure, and territorial distribution of enterprises providing household services. The study systematizes the factors influencing the industry's development, highlighting key socio-economic determinants. Major challenges and potential directions for the sector's growth at the regional level are identified, including mechanisms of state regulation and investment support. Statistical data as well as comparative and structural analysis methods are employed. Based on the findings, practical recommendations are proposed to improve the efficiency of the household services sector.

Keywords: household services, regional economy, sectoral analysis, socio-economic development, consumer services, small business, Uzbekistan.

Relevance of the Research Topic

The household services sector represents an integral part of the region’s social infrastructure and plays a key role in meeting the daily needs of citizens. It directly affects the quality of life, social stability, employment, and the level of economic activity in the regions. Under current conditions, its importance is growing significantly, especially in the context of transitioning to a new model of socially-oriented market economy.

In recent years, Uzbekistan has been implementing large-scale reforms aimed at economic diversification, entrepreneurship stimulation, increasing regional investment attractiveness, and ensuring balanced socio-economic development. These directions are reflected in the *Uzbekistan 2030* Development Strategy, which defines

the service sector as one of the drivers of sustainable growth and improving public welfare.

Against this background, the study of the household services sector is particularly relevant. Unlike major economic sectors such as industry or agriculture, household services are characterized by a high degree of territorial decentralization and a direct focus on the end consumer. This determines their particular significance in the regional economy, where they perform economic, social, and cultural functions simultaneously.

A sectoral analysis of household services in a regional context — considering the specifics of socio-economic conditions, urbanization levels, demographic characteristics, and infrastructure — is of special research importance. Such an analysis allows assessing the structure and dynamics of the sector, identifying dominant types of services, their availability and quality, as well as growth points and limiting factors.

Despite positive trends in recent years — increased number of small enterprises, growth in the volume of services provided, and digitalization — several systemic problems persist:

- Inter-district disparities in the development level of household services.
- Weak material and technical base of many enterprises.
- Shortage of qualified personnel, especially in rural and remote areas.
- Limited access to modern technologies and digital platforms.

Moreover, regional policy in supporting the household services sector remains fragmented and insufficiently systematic, particularly in promoting sectoral investments, ensuring service quality, and implementing standards and certifications. Therefore, there is a need for scientific reflection and the development of mechanisms to improve the effectiveness of managing the sector's development, including a comprehensive regional-level approach.

Thus, the relevance of this research is due to the need for:

- A systematic assessment of the current state and development trends of the household services sector at the regional level.
- Identification of internal growth reserves and formulation of practical recommendations for local authorities.
- Ensuring balanced development across districts within a unified socio-economic space.
- Scientifically substantiating mechanisms to improve the efficiency, quality, and sustainability of the household services sector.

A comprehensive sectoral analysis will not only deepen the theoretical and methodological understanding of service sector development but also provide practical value for developing regional development programs and supporting small businesses in Uzbekistan.

Literature Review

Issues related to the development of household services have been addressed by both foreign and local scholars.

P. Kotler (2017) emphasized consumer orientation, the need for differentiation, and standardization of services under growing competition.

C. Lovelock (2016) focused on service quality management and the need for comprehensive training and local adaptation.

C. Grönroos (2007) developed a service quality perception model, considering functional quality, technical quality, and corporate image, relevant for Uzbekistan's regional context [1,2,3].

Among local researchers,

Usmonova D.I. (2021) analyzed marketing in household services, focusing on regional demand differences [6].

Karimova Z.Kh. (2022) examined the role of household services in employment and entrepreneurship in rural areas [5].

Thus, the literature review shows that household services are studied from marketing, quality, and employment perspectives, but sectoral analysis focusing on territorial differences and enterprise structures remains underexplored.

Research Methodology

The study uses:

- Comparative analysis (to assess dynamics and territorial differences),
- Structural analysis (to identify the share of service types),
- Statistical grouping (by district and service type),
- Graphic-tabular methods (to visualize data),
- Content analysis of legal documents,
- SWOT analysis elements (to identify growth factors and constraints).

The empirical basis includes data from the Andijan Regional Department of Statistics (2021–2024), the State Statistics Committee of Uzbekistan, and local development programs.

Geo-analytical elements were also used to assess spatial distribution of enterprises. Cartographic data helped visualize service density by district and highlight "weak zones" in population coverage.

Descriptive statistics were applied to calculate annual growth rates, concentration, and availability ratios, increasing accuracy in interpreting industry dynamics.

Research Results Analysis

Table 1

Development Dynamics of Household Services in Andijan Region (2021–2024)

District	No. of Enterprises (2021)	No. of Enterprises (2024)	Growth (%)	Volume of Services (billion UZS, 2024)
Andijan	210	305	+45.2	112.4
Asaka	115	156	+35.6	56.7
Balykchi	98	133	+35.7	44.1

District	No. of Enterprises (2021)	No. of Enterprises (2024)	Growth (%)	Volume of Services (billion UZS, 2024)
Ulugnor	67	95	+41.8	28.6
Jalakuduk	89	120	+34.8	42.5
Khojaabad	123	168	+36.6	58.9
Regional Avg.	—	—	**+38.4**	**482.0**

Key insights:

- The highest enterprise growth is in Andijan and Ulugnor districts, due to active state support.
- Ulugnor, despite fewer enterprises, shows a strong upward trend (+41.8%), revealing internal potential.
- The total volume of services in the region has increased by nearly 1.5 times since 2021.

Conclusion: The service structure is shifting toward personalized and specialized forms (e.g., appliance repair, salons, cleaning, laundries), requiring skilled labor and tech upgrades.

Further analysis reveals a qualitative shift — more enterprises are offering high-value services like IT support, eco-friendly dry cleaning, interior design, and furniture repair.

Urban concentration of services creates rural service gaps. For instance, Balykchi and Jalakuduk show below-average service availability, confirming the need for small business incentives and rural investment.

A positive trend is the growing involvement of women and youth in service entrepreneurship. From 2022–2024, women comprised 45% of new entrepreneurs; in online services, over 50%. This opens paths for inclusive development.

There's also a rise in self-employed individuals using digital platforms (aggregators, mobile apps, social media). While currently underregulated, this model is vital for youth employment in enterprise-scarce areas.

Thus, the development of the household services sector increasingly depends on institutional flexibility, digital transformation, and adaptive local policies. Enhancing these factors can make the sector a tool for sustainable and inclusive growth.

Conclusions and Recommendations

1. The household services sector is growing steadily, but inter-district disparities require a differentiated approach.

2. Key growth drivers: small business expansion, employment programs, improved business environment.

3. Promising directions: service digitalization (online booking, payments), quality standards implementation, mobile service development.

Recommendations:

- Strengthen regional vocational training systems to match local demand.
- Introduce regional subsidies and tax incentives for new rural enterprises.
- Establish regional service standardization and SME support centers.
- Develop an electronic platform for monitoring, registering, and promoting household services.

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