The work carried out market research on the possibility of increasing the efficiency of promotion to the consumer market Ukraine novel functional foods. The results of a questionnaire survey of managers of food processing industry and trade have shown that they generally have a positive attitude to the production and delivery to the consumer market of functional foods. Established that one of the main obstacles to food and processing industry to produce functional foods is the lack of economic interest and institutional arrangements of local authorities should develop programs that support and maintain the health of the population.

Based on the findings the methodological approaches and principles of effective positioning of innovative functional food products on the domestic market. Thus, the model of increasing the efficiency of communication with the consumer in the derivation of functional foods for the consumer market, and develop interventions for consumers with a negative perception of functional foods due to lack of information, or distorted information about them. Methodological approaches to improve the efficiency of promoting functional foods to the consumer market include identifying the demands of consumers, which vary depending on several factors, and the design of functional foods in the form of evidence of benefits of a new product and new product positioning.

**Keywords:** marketing, research, consumer, product, functional, survey, efficiency, positioning.