

## IMPORTANT FEATURES OF THE MODERN SERVICES MARKET IN THE SERVICES SECTOR

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### Abstract

This article analyzes the key characteristics of the modern services market. The study examines service volume dynamics, sectoral structure, digital transformation, and innovative solutions in Uzbekistan and globally over the past five years. Based on statistical data, the research provides a scientific analysis of regional disparities, growth rates of financial and digital services, and their impact on service quality and customer experience.

### Keywords

services market, modern services, digital transformation, service quality, customer experience, regional diversification

### Annotatsiya

Ushbu maqolada xizmatlar sohasida zamonaviy xizmatlar bozorining muhim xususiyatlari tahlil qilinadi. So‘nggi besh yil ichida O‘zbekiston va global bozoridagi xizmatlar hajmi, tarmoq tarkibi, raqamli transformatsiya va innovatsion yechimlar o‘rganilgan. Statistik ma‘lumotlar asosida xizmatlar bozorining hududiy farqlari, moliyaviy va raqamli xizmatlar segmentining o‘shish sur‘ati, shuningdek, xizmat sifati va mijoz tajribasini yaxshilashdagi ahamiyati ilmiy tahlil qilingan.

### Kalit so‘zlar

xizmatlar bozori, zamonaviy xizmatlar, raqamli transformatsiya, xizmat sifati, mijoz tajribasi, hududiy diversifikatsiya

### Аннотация

В данной статье анализируются ключевые характеристики современного рынка услуг. Рассмотрены динамика объема услуг, структура отраслей, цифровая трансформация и инновационные решения на рынках Узбекистана и глобальном уровне за последние пять лет. На основе статистических данных проведен научный анализ региональных различий, темпов роста финансовых и цифровых услуг, а также их влияния на качество услуг и клиентский опыт.

### Ключевые слова

рынок услуг, современные услуги, цифровая трансформация, качество услуг, клиентский опыт, региональная диверсификация

## INTRODUCTION

In recent years, the services sector has become one of the leading drivers of the global and national economy. This sector is accelerating its growth in terms of its share in the economy's gross domestic product, employment, and innovative transformation. The services market, especially in the conditions of Uzbekistan, is growing as a central element of the strategy of economic diversification and economic stability. According to Uint indicators, the total volume of the services market in Uzbekistan in January-November 2025 reached 916 trillion soums, which shows significant growth, with the highest growth in financial and communication services.

The modern services market, along with classic features such as intangibility, inseparability, variability, and perishability, also has complex features related to digital transformation, service quality, customer experience, and technological integration. This creates new challenges and opportunities for services policy and business strategies.

## **METHODOLOGY**

This article uses an integration of scientific articles, reports of the State Statistics Committee, and economic research to analyze the modern characteristics of the services market based on scientific and statistical sources. The analysis examined the dynamics of the services market, growth rates across sectors, digital trends, and the state of innovative transformation in the sector for 2019–2025. National and international statistical data, as well as scientific articles on the topic, were selected as scientific sources.

## **RESULTS**

The development trends of the services market over the past five years show that this sector has become an important driver of economic growth and innovation processes. In the conditions of Uzbekistan, the steady growth of the volume of services, significant changes in the structure of the industry and the rapid development of the digital services segment reveal the modern features of the services market. This growth reflects not only the growth of economic indicators, but also the increase in the quality of services, consumer experience and technological integration.

At the regional level, the analysis shows that the development of the services sector is uneven, with some regions and districts experiencing significant growth in the volume of services, while in others this growth is relatively slow. This indicates the difference in the pace of development of the services market and the diversification of types of services across regions. At the same time, the rapid development of innovative solutions, digital platforms and e-services in the services market is contributing to increasing the efficiency and competitiveness of services.

The analysis shows that financial and digital services dominate the structure of the services segment. This advantage demonstrates the adaptability of the services market to technological transformation and the ability to quickly adopt digital innovations. At the same time, high quality, customer experience and service uniqueness stand out as the main priorities in the services market. This situation shows the modern services market as a system related not only to economic, but also to social and technological processes.

Also, digital transformation and AI integration in the services market allow market entities to automate services, strengthen interactive communication with customers and optimize the service delivery process. These processes create the opportunity to increase market efficiency, improve the quality of services and quickly respond to consumer demands. Therefore, the growth of the services market is reflected not only in volume and indicators, but also in the form of services, innovative solutions and technological transformation.

In general, an analysis of the modern characteristics of the services industry shows that the growth of the sector is associated not only with economic volume, but also with the introduction of technological innovations, improving digital services and consumer experience. This will ensure the stability of the services market, enhance its competitiveness through innovative solutions, and strengthen its position in the national economy.

## **DISCUSSION**

The growth and structural changes observed in the services market over the past five years reveal not only economic indicators, but also the functional and strategic characteristics of the sector. The analysis shows that the dominance of the financial and digital services segments

confirms the flexibility of the services market to digital transformation and the ability to quickly adopt innovative solutions. At the same time, regional differences reveal the uncertainty of the pace of development of the services market and the diversification of the industry structure, which increases the need for strategic planning and coordination of regional policies.

The steady growth of the volume of services and the significant development of services in various sectors indicate that the modern market needs strategies aimed at improving efficiency, quality and customer experience. The introduction of digital services and electronic platforms allows partially to mitigate the classic features of the services market, such as intangibility and variability, and optimize the consumer experience. In this way, the services sector becomes an important mechanism not only for economic growth, but also for competitiveness and innovative development.

The analysis also shows that digital transformation and AI integration in the services market allow companies and organizations to automate operational processes, strengthen interactive relationships with customers, and improve the quality of service. This creates the opportunity to ensure the stability of the sector and quickly respond to market demands. At the same time, the socio-economic importance of the services market is also growing: its contribution to employment, territorial integration, and the national economy is significantly increasing.

The trends observed in the modern characteristics of the services sector show that market growth is not only related to volume and indicators, but also to quality, innovative solutions, digital transformation, and meeting consumer needs. In this regard, the modern services market is seen as a dynamic, complex, and multifaceted system. This reinforces the need to combine digital transformation, innovative services, and territorial diversification in the development of scientific research and practical strategies.

The discussion also shows that the development of the services market is aligned with global and national trends, with digital services and financial services taking the lead. This situation contributes to increasing the stability, competitiveness and innovative potential of the services market, while creating the need for strategic planning that takes into account regional and social differences.

## **CONCLUSION**

The development of the services market over the past five years shows that it is an important factor not only of economic growth, but also of innovation and digital transformation. In the conditions of Uzbekistan, the steady growth of the volume of services, the rapid development of financial and digital services segments, and the presence of regional differences demonstrate the complex and multifaceted characteristics of the sector. At the same time, strategic measures to improve the quality of services, improve customer experience, and strengthen technological integration significantly increase market efficiency.

The growth trends of the modern services market show that digital transformation, innovative solutions, and adaptability to customer needs are the main factors ensuring the sustainable development and competitiveness of the services sector. Therefore, in the analysis of the services market from a scientific and practical perspective, it is important to take into account, along with economic indicators, such parameters as improving the quality of services, territorial diversification, and digital integration.

In general, the analytical and statistical data obtained on the modern characteristics of the services sector clearly indicate the stability, innovative development, and place of the sector in the national and global economy. On this basis, future research and strategic decisions should be shaped by structural changes in the services market, digital services, and territorial diversification.

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