



National Bank
of Ukraine

Business Outlook Survey of Odesa Oblast *

Q1 2025



*This survey only reflects the opinions of respondents in Odesa oblast (top managers of companies) who were polled in Q1 2025, and does not represent NBU forecasts or estimates

A survey of companies carried out in **Odesa oblast** in Q1 2025 showed that, on the back of the war, qualified staff shortages and high energy prices, respondents weakened their expectations for the output of Ukrainian goods and services, while also reporting guarded expectations for the performance of their companies over the next 12 months. Prices were expected to rise further. Depreciation expectations remained strong.

Company managers said they expected that over the next 12 months:

- the output of Ukrainian goods and services would decrease: the balance of expectations was (-13.9%), compared to (-18.9%) in Q4 2024 (Figure 1) and 15.6% across Ukraine. Respondents from trading companies reported the dimmest expectations (-42.9%). Meanwhile, the firmest expectations were reported by manufacturing companies (16.7%)
- prices for consumer goods and services would rise: 56.8% of respondents said that price growth would exceed 10.0%, compared to 52.8% in the previous quarter and 60.3% across Ukraine. Respondents continued to refer to military actions, the hryvnia exchange rate and production costs as the main inflation drivers (Figure 2)
- the hryvnia would depreciate: 91.9% of respondents (compared to 91.4% in the previous quarter) expected the hryvnia to weaken against the US dollar, the figure across Ukraine being 89.1%
- the financial and economic standings of their companies would deteriorate: the balance of expectations was (-2.7%), compared to (-2.7%) in the previous quarter and 4.7% across Ukraine (see Table). The gloomiest expectations were reported by respondents from agricultural companies (the balance of responses was (-20.0%)), while the most optimistic expectations were reported by manufacturing companies (16.7%)
- total sales, including external sales, would increase: the balances of responses were 2.7% and 18.8% respectively, up from (-8.1%) and 17.6% in the previous quarter (see Table). Across Ukraine, the balances of responses were 2.7% and 13.4% respectively
- investment in construction and in machinery, equipment, and tools would increase: the balances of responses were 2.9% and 11.1% respectively, compared to (-8.6%) and (-5.9%) in Q4 2024 (see Table). Across Ukraine, the balances of responses were 2.7% and 13.4% respectively
- staff numbers would decrease: the balance of responses was (-27.0%), compared to (-19.4%) in Q4 2024. Overall, across Ukraine, the balance of responses was (-0.6%) (Figure 4)
- purchase and selling prices would rise: the balances of responses were 97.3% and 54.1% respectively (compared to 91.9% and 59.5% respectively in Q4 2024) (Figure 6). Respondents from manufacturing and trading companies reported the firmest intentions to raise their selling prices (100.0% for each). Respondents said that energy prices, wage costs, the hryvnia exchange rate (the impact of this factor was reported to have increased) were the main selling price drivers (Figure 7)
- per-unit production costs and wage costs per staff member would grow: the balances of responses were 55.6% and 45.9% respectively, compared to 48.6% and 50.0% in Q4 2024 (Figures 4 and 6).

As in the previous quarter, companies named military actions and their consequences, qualified staff shortages and high energy prices as the main drags on their ability to boost production (Figure 5).

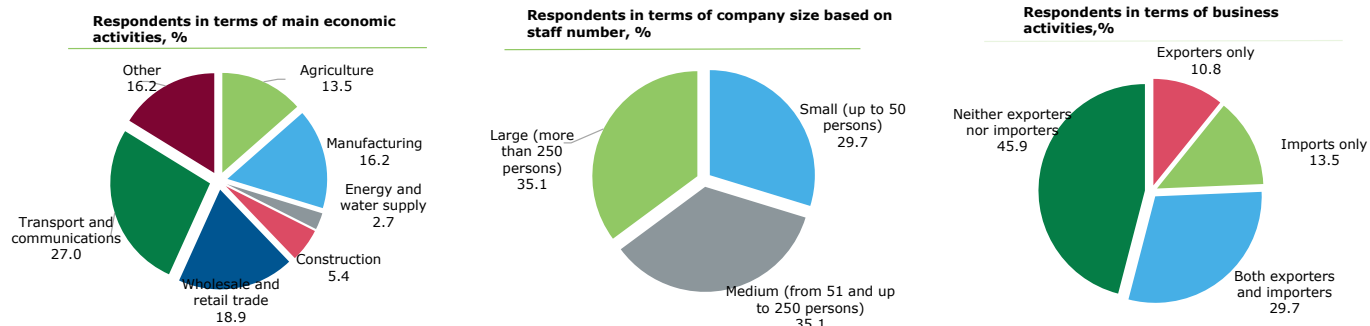
Respondents expected that their borrowing needs would increase somewhat in the near future (Figure 8). The respondents who planned to take out bank loans (32.4% of those surveyed) usually opted for domestic currency loans. Respondents improved their assessments of lending conditions, but still described these conditions as tight (Figure 9). Respondents referred to the availability of other funding sources, high interest rates and collateral requirements as the main factors deterring them from taking out loans (Figure 10).

94.6% of the respondents in the oblast said that they had encountered no difficulties in effecting transactions with funds deposited in bank accounts (96.6% across Ukraine).

Assessments of financial and economic standings as of the time of the survey (Figure 3)

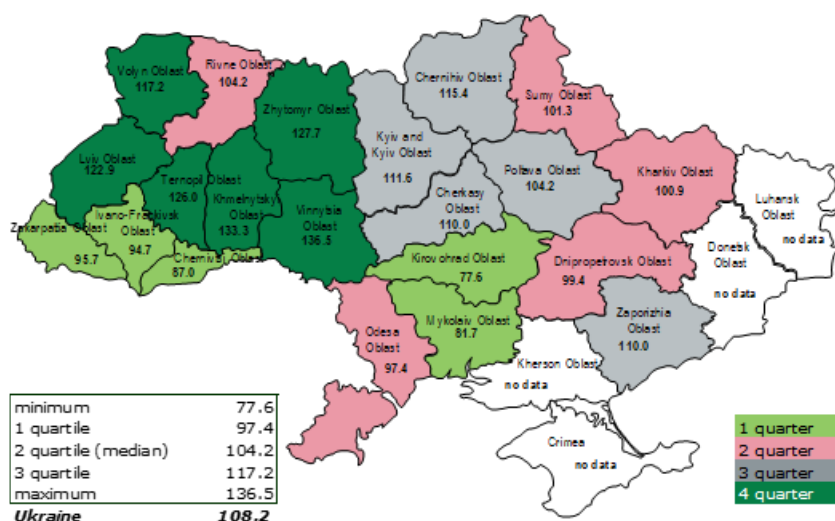
- Companies assessed their current financial and economic standings as bad: the balance of responses was (-5.4%), compared to (-2.7%) in Q4 2024 and (-3.4%) across Ukraine.
- Finished goods stocks were assessed at below their normal levels: the balance of responses was (-21.4%), compared to (-28.6%) in Q4 2024.
- Companies had a sufficient amount of unutilized production capacity to meet any unexpected rise in demand: the balance of responses was 5.6%, compared to 18.9% in Q4 2024.

Survey Details^{1,2}



- Period: 3 February through 27 February 2025.
- A total of 37 companies were polled.
- A representative sample was generated on the basis of the following economic activities: agriculture, manufacturing, trade, transport and communications, and other economic activities.

Business Outlook Index for Next 12 Months in Terms of Oblasts³, %



*a quartile is the value of the BOI where an ordered sample is divided into four equal-sized subgroups

**a median is the value of the BOI in the middle of an ordered sample where the sample is divided into two equal-sized subgroups

Table. The Business Outlook Index of Companies in Odesa Oblast and Its Components

Expectations over next 12 months for	Balances of responses, %				
	Q1 24	Q2 24	Q3 24	Q4 24	Q1 25
Financial and economic standings	7.9	0.0	-13.9	-2.7	-2.7
Total sales	5.3	0.0	-13.5	-8.1	2.7
Investment in construction	-2.7	-5.4	13.5	-8.6	2.9
Investment in machinery, equipment, and tools	7.9	-2.6	10.8	-5.9	11.1
Staff numbers	-10.5	-31.6	-27.0	-19.4	-27.0

¹ This sample was generated in proportion to the contribution of each region and each economic activity to Ukraine's gross value added.

² Data for totals and components may be subject to rounding effects.

³ The business outlook index (BOI) is an aggregate indicator for expected business performance over the next 12 months. It is calculated using the balances of respondents' responses regarding changes in the financial and economic standings of their companies and future economic activity.

Figure 1

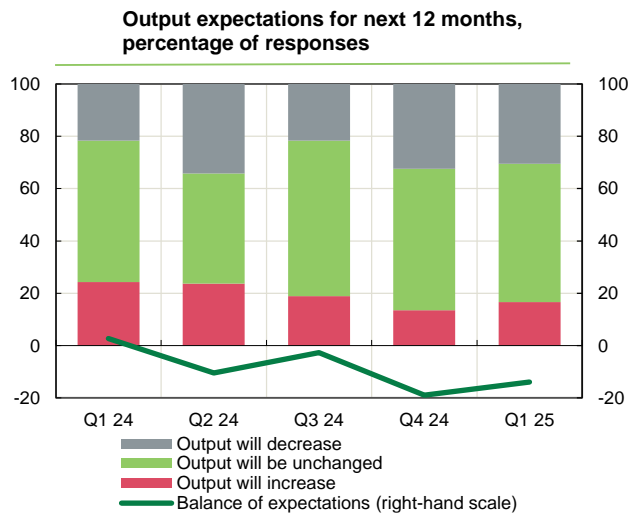


Figure 2

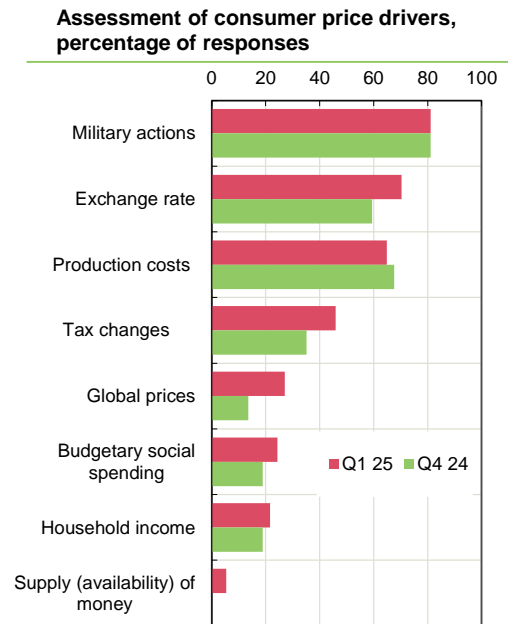


Figure 3

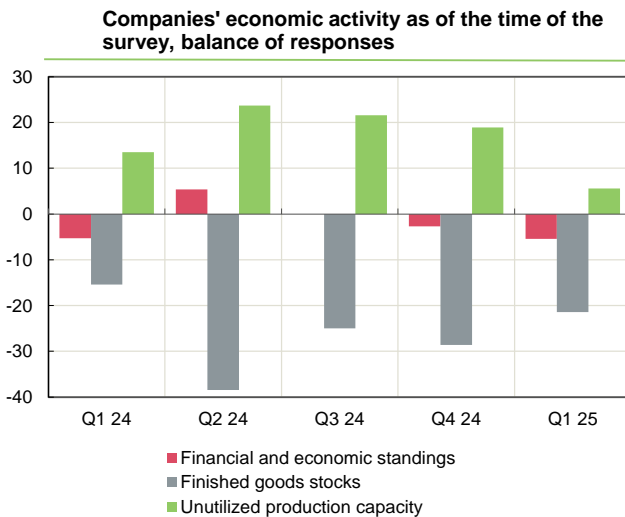


Figure 4



Figure 5

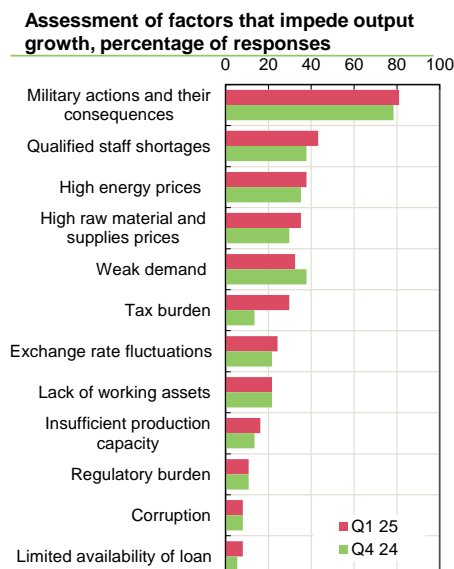


Figure 6

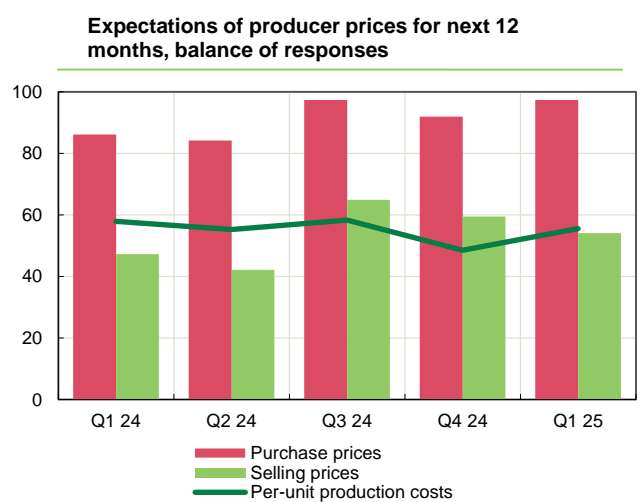


Figure 7

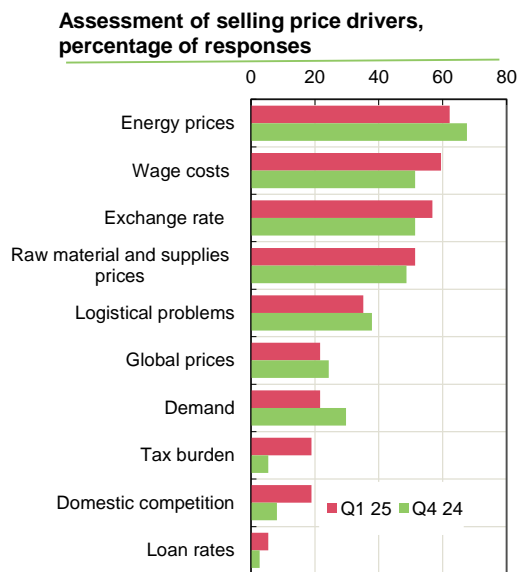


Figure 8

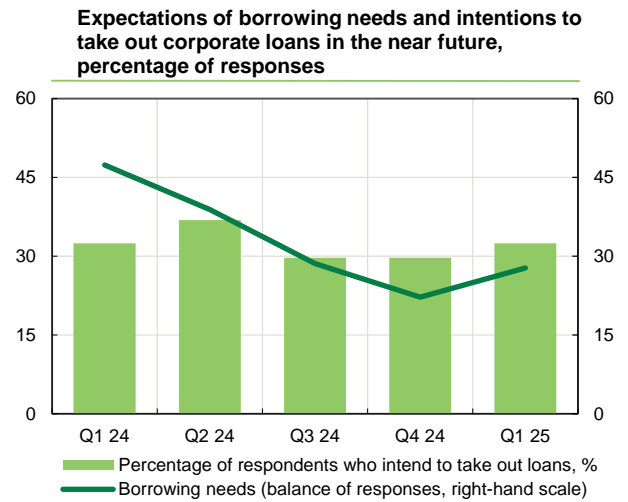


Figure 9

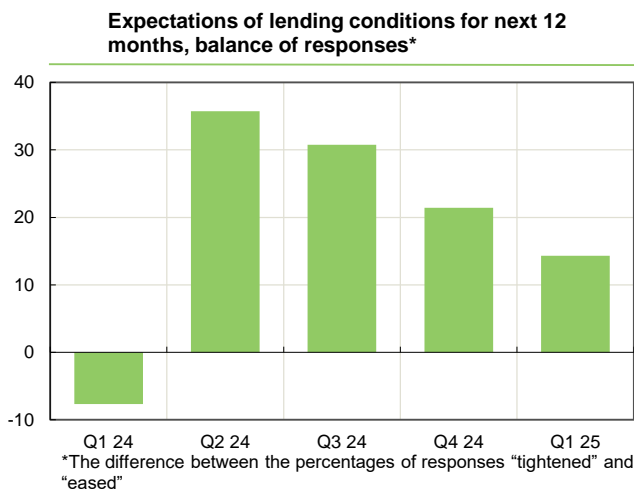


Figure 10

