



National Bank  
of Ukraine

# Business Outlook Survey of **Zakarpattia Oblast**\*

**Q4 2024**



\*This survey only reflects the opinions of respondents in Zakarpattia oblast (top managers of companies) who were polled in Q4 2024, and does not represent NBU forecasts or estimates

A survey of companies carried out in **Zakarpattia oblast** in Q4 2024 showed that, on the back of the war, qualified staff shortages and weak demand, respondents expected the output of Ukrainian goods and services to decrease. They had cautious expectations for the performance of their companies over the next 12 months. Respondents expected that prices for consumer goods and services would continue to rise. Depreciation expectations strengthened.

#### The top managers of companies said they expected that over the next 12 months:

- the output of Ukrainian goods and services would drop: the balance of expectations was (-9.1%), compared to 27.3% in Q3 2024 (Figure 1). Overall, across Ukraine, the balance of responses was (-1.4%)
- prices for consumer goods and services would rise: 63.6% of respondents said that growth in the prices of consumer goods and services would not exceed 10.0% (as in the previous quarter and compared to 46.3% across Ukraine). Respondents continued to refer to military actions, production costs (the impact of this driver was reported to have increased) and the hryvnia exchange rate as the main inflation drivers (Figure 2)
- the hryvnia would depreciate more strongly: 90.9% of respondents (81.8% in Q3 2024) expected the hryvnia to weaken against the US dollar, the figure across Ukraine being 92.8%
- the financial and economic standings of their companies would remain unchanged: the balance of responses was 0.0%, as in the previous quarter (see Table). Overall, across Ukraine, the figure was (-1.2%)
- total sales would drop: the balance of responses was (-18.2%), down from 0.0% in the previous quarter. At the same time, respondents expected that external sale would increase: the balance of responses was 33.3%, up from 0.0% in Q3 2024 (see Table). Across Ukraine, the balances of responses were 9.0% and 7.7% respectively
- investment in construction would decrease: the balance of responses was (-9.1%), as in the previous quarter. At the same time, respondents expected that investment in machinery, equipment, and tools would remain unchanged: the balance of responses was 0.0%, as in Q3 2024 (see Table). Across Ukraine, the balances of responses were (-1.6%) and 9.3% respectively
- staff numbers at their companies would decrease: the balance of responses was (-27.3%), compared to 0.0% in the previous quarter (Figure 4). Across Ukraine, the balance of responses was (-6.6%)
- purchase prices would grow at a slower pace: the balance of responses was 81.8%, down from 90.9% in the previous quarter. Respondents also expected that selling prices would rise more quickly: the balance of responses was 72.7%, up from 63.6% in the previous quarter (Figure 6). Wage costs (the impact of this factor was reported to have increased), high energy prices and the hryvnia exchange rate were cited as the main selling price drivers (Figure 7)
- per-unit production costs and wage costs per staff member would increase: the balances of responses were 45.5% and 54.5% respectively, compared to 45.5% and 36.4% respectively in Q3 2024 (Figures 4 and 6).

Companies cited military actions and their consequences, qualified staff shortages and weak demand as the main drags on their ability to boost production (Figure 5).

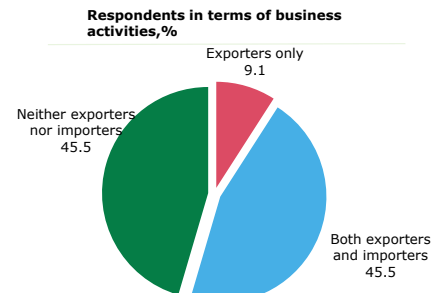
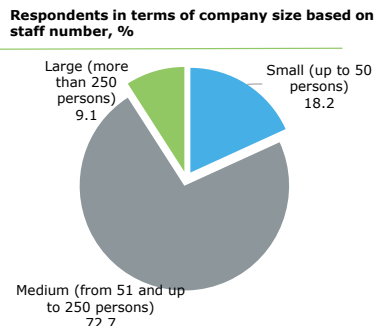
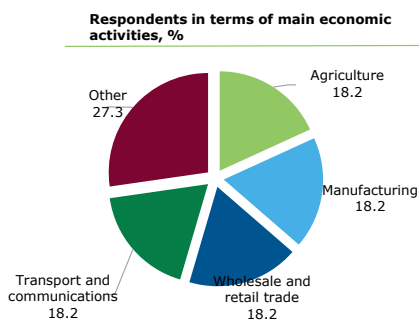
The share of respondents who planned to take out bank loans was 27.3% (Figure 8). The companies that planned to take out bank loans usually opted to take out domestic currency loans. Respondents referred to the availability of other funding sources, high loan rates and uncertainty about their ability to meet debt obligations as they fall due as the main factors deterring them from taking out loans (Figure 9).

All of the respondents said that they had encountered no difficulties in effecting transactions with funds deposited in bank accounts (96.5% across Ukraine).

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

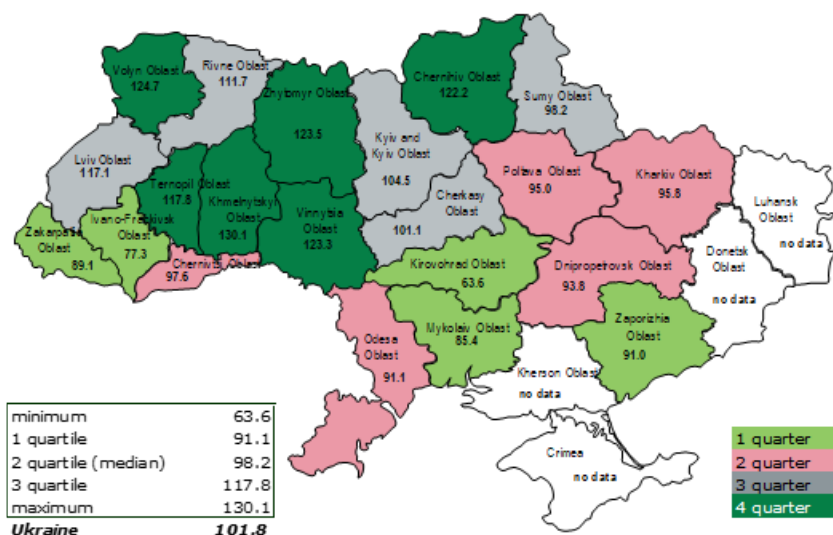
- Companies assessed their current financial and economic standings as good: the balance of responses was 9.1%, compared to 18.2% in the previous quarter and (-6.1%) across Ukraine.
- Finished goods stocks were assessed as lower than normal: the balance of responses was (-50.0%), down from (-20.0%) in the previous quarter.
- Companies said they would need additional capacity to meet any unexpected rise in demand: the balance of responses was (-27.3%), down from (-18.2%) in Q3 2024.

Survey Details<sup>1,2</sup>



- Period: 31 October through 26 November 2024.
- A total of 11 companies were polled.
- No economic activity was able to generate a representative sample.

Business Outlook Index for Next 12 Months in Terms of Oblasts<sup>3</sup>, %



<sup>3</sup>a quartile is the value of the BOI where an ordered sample is divided into four equal-sized subgroups  
<sup>\*\*</sup>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 Zakarpattia Oblast and Its Components

Expectations over next 12 months for	Balances of responses, %				
	Q4 23	Q1 24	Q2 24	Q3 24	Q4 24
Financial and economic standings	-18.2	0.0	9.1	0.0	0.0
Total sales	0.0	0.0	0.0	0.0	-18.2
Investment in construction	-18.2	-18.2	9.1	-9.1	-9.1
Investment in machinery, equipment, and tools	-9.1	-9.1	-9.1	0.0	0.0
Staff numbers	-9.1	-18.2	-18.2	0.0	-27.3

<sup>1</sup> This sample was generated in proportion to the contribution of each oblast and each economic activity to Ukraine's gross value added.

<sup>2</sup> Data for totals and components may be subject to rounding effects.

<sup>3</sup> 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

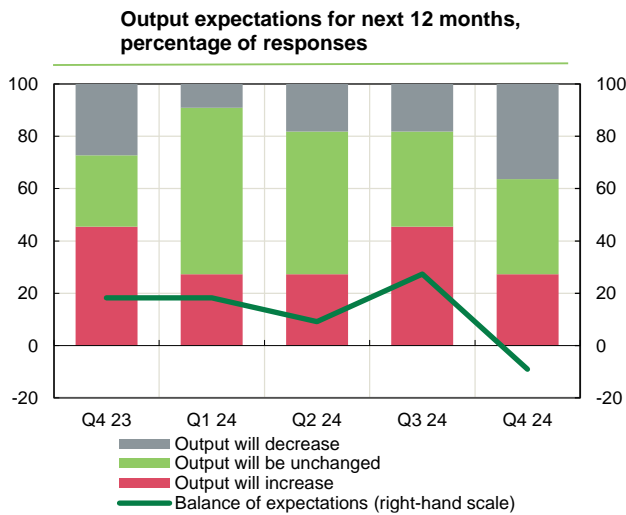


Figure 2

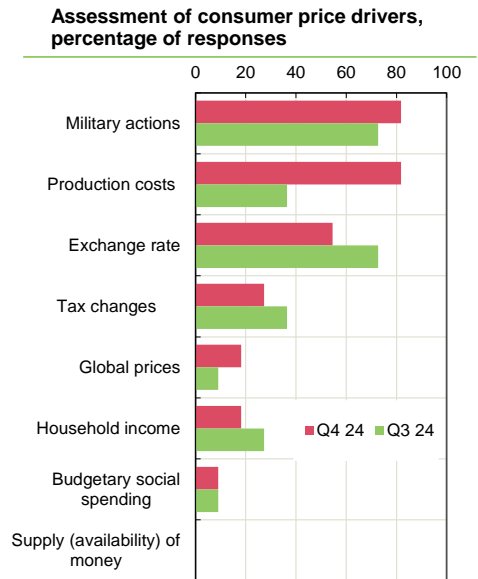


Figure 3

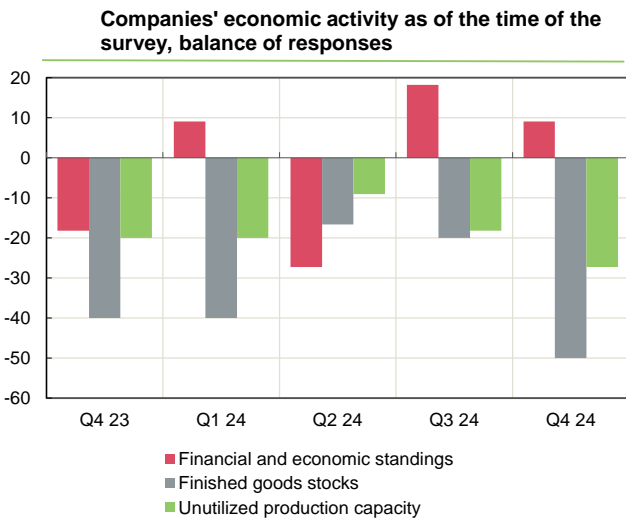


Figure 4

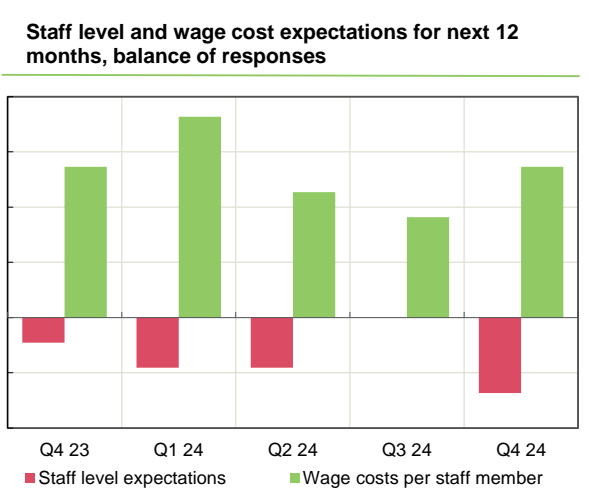


Figure 5

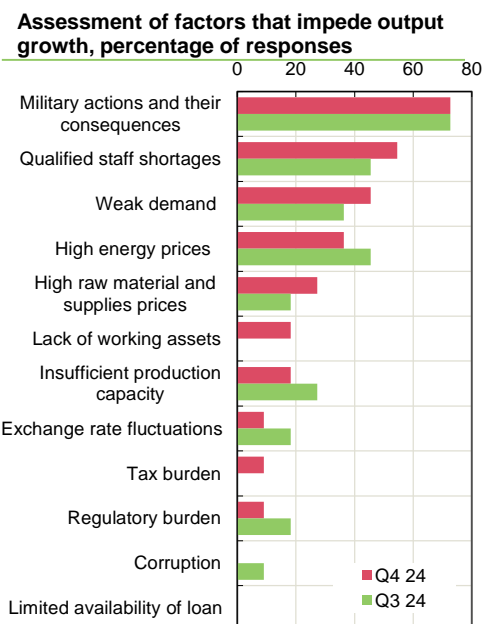


Figure 6

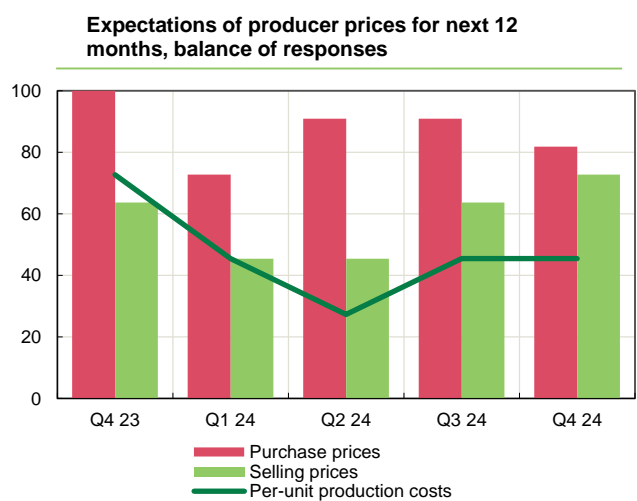


Figure 7

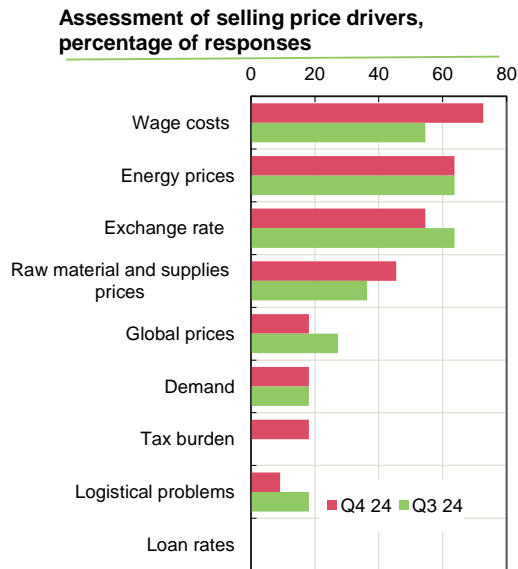


Figure 8

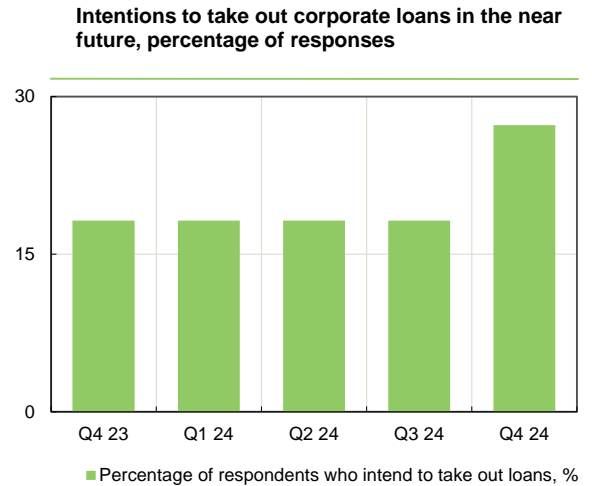


Figure 9

