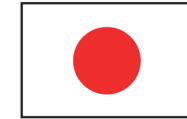
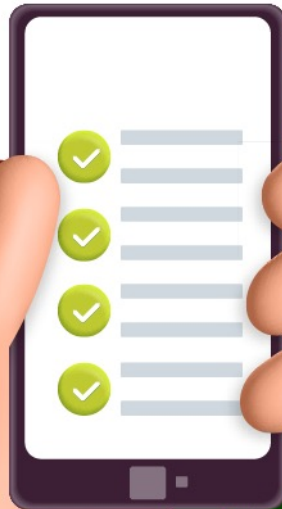




THE UKRAINIAN CHAMBER
OF COMMERCE AND INDUSTRY



From
the People of Japan



BUSINESS BAROMETER

MONTHLY UKRAINIAN BUSINESS SURVEY

January 2026 | #28

survey January 13-23, 2026



Hot issues –

Are businesses ready to invest in a free economic zone in Donbas?

The results presented solely represent the opinions of the respondents and should not be interpreted as forecasts or evaluations by the Ukrainian Chamber of Commerce and Industry.

Issue #28 | JANUARY 2026

- In January 2026, the overall Business Barometer index declined to -11.5 ($\Downarrow -4.2$ points), reaching its lowest level in the past six months.
- Negative sentiment prevails across all four sectors: manufacturing (-12.7 , $\Downarrow -2.1$), construction (-4.3 , $\Downarrow -4.3$), services (-9.3 , $\Downarrow -7.7$), and trade (-14.6 , $\Downarrow -5.9$).
- Similarly, negative expectations dominate across all business size categories, with a clear trend toward increasing pessimism. A further deterioration in sentiment was recorded among micro (-13.2 , $\Downarrow -6.2$), small (-9.4 , $\Downarrow -2.6$), medium-sized (-12.3 , $\Downarrow -3.8$), and large enterprises (-9.0 , $\Downarrow -2.3$).
- Exporters' expectations remain more pessimistic than those of businesses overall (-13.4 , $\Downarrow -2.8$).
- The survey results on business readiness to invest in a potential free economic zone in Donbas indicate that a relative majority of respondents (46%) are not currently considering such investments and have no plans to do so. An additional 12% are not considering investment at this stage but do not rule it out. Only 8% of businesses are considering and ready to invest, while a further 13% would consider investment under certain conditions, such as security, guarantees, and the tax regime. Nearly one-fifth of respondents stated that it is difficult to answer this question at present and too early to assess the feasibility of such investments.

The Business Barometer value of 0 points indicates no change in expectations. A value above 0 suggests that businesses anticipate an improvement in economic trends compared to the previous month. A value below 0 reflects negative expectations regarding changes relative to the prior month.

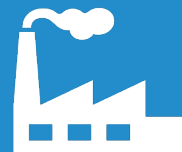


BUSINESS BAROMETER

BUSINESS BAROMETER	2024				2025												2026
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
OVERALL	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
MANUFACTURING	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
SERVICES	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
TRADE	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
CONSTRUCTION	🟢	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
MICRO ENTERPRISES	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
SMALL ENTERPRISES	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
MEDIUM ENTERPRISES	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
LARGE ENTERPRISES	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
EXPORTERS	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡

- 🟢 the index value is over 10 points
- 🟡 the index value is from -10 to 10 points
- 🟠 the index value is below -10 points

-11,5 ↓-4,2
BUSINESS BAROMETER
OVERALL



MANUFACTURING

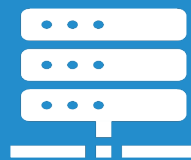
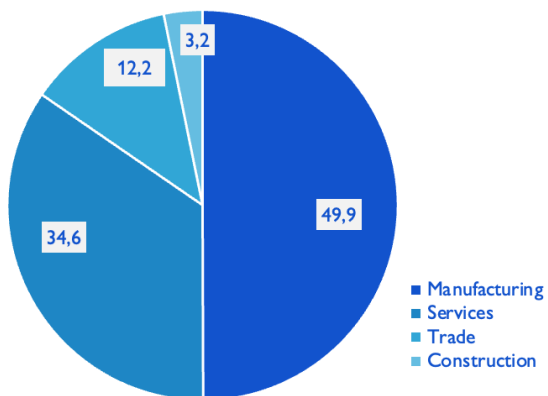
-12,7 ↓-2,1



CONSTRUCTION

-4,3 ↓-4,3

Distribution of respondents by sector
Share of respondents, %



SERVICES

-9,3 ↓-7,7

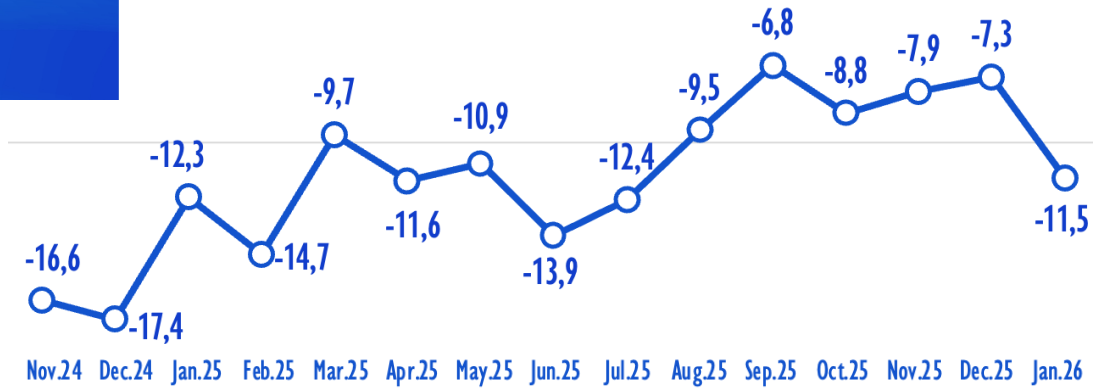


TRADE

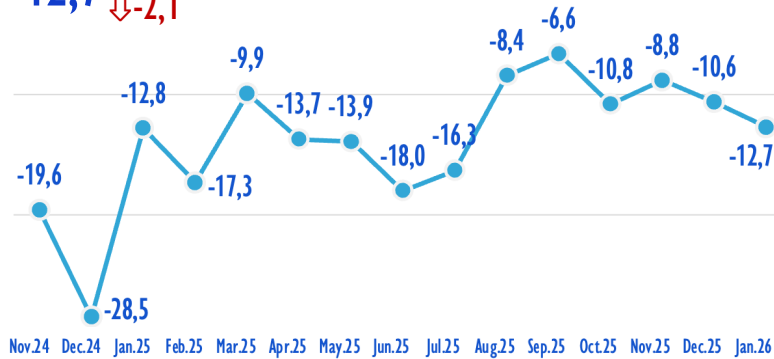
-14,6 ↓-5,9

BUSINESS BAROMETER OVERALL

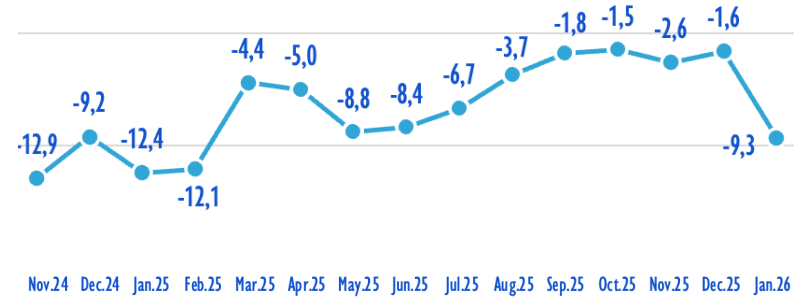
-11,5 ↓-4,2



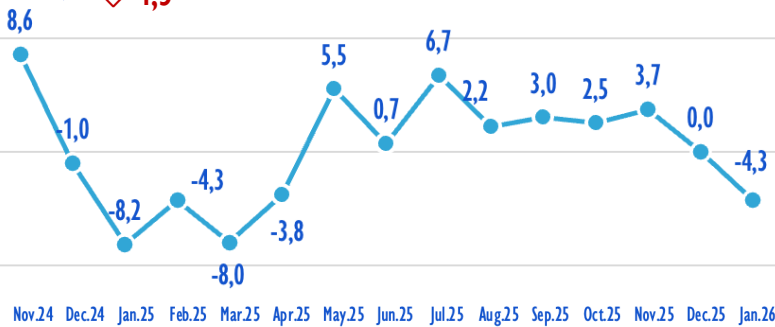
MANUFACTURING



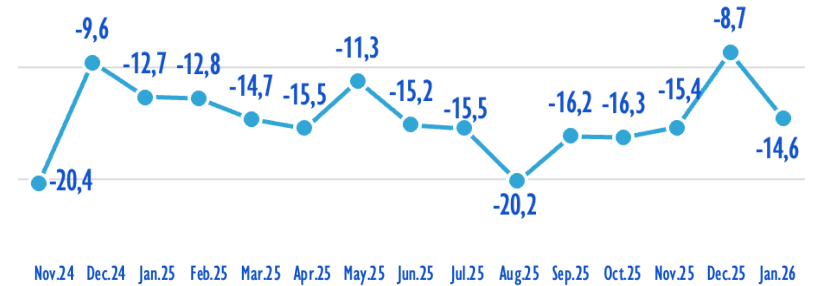
SERVICES



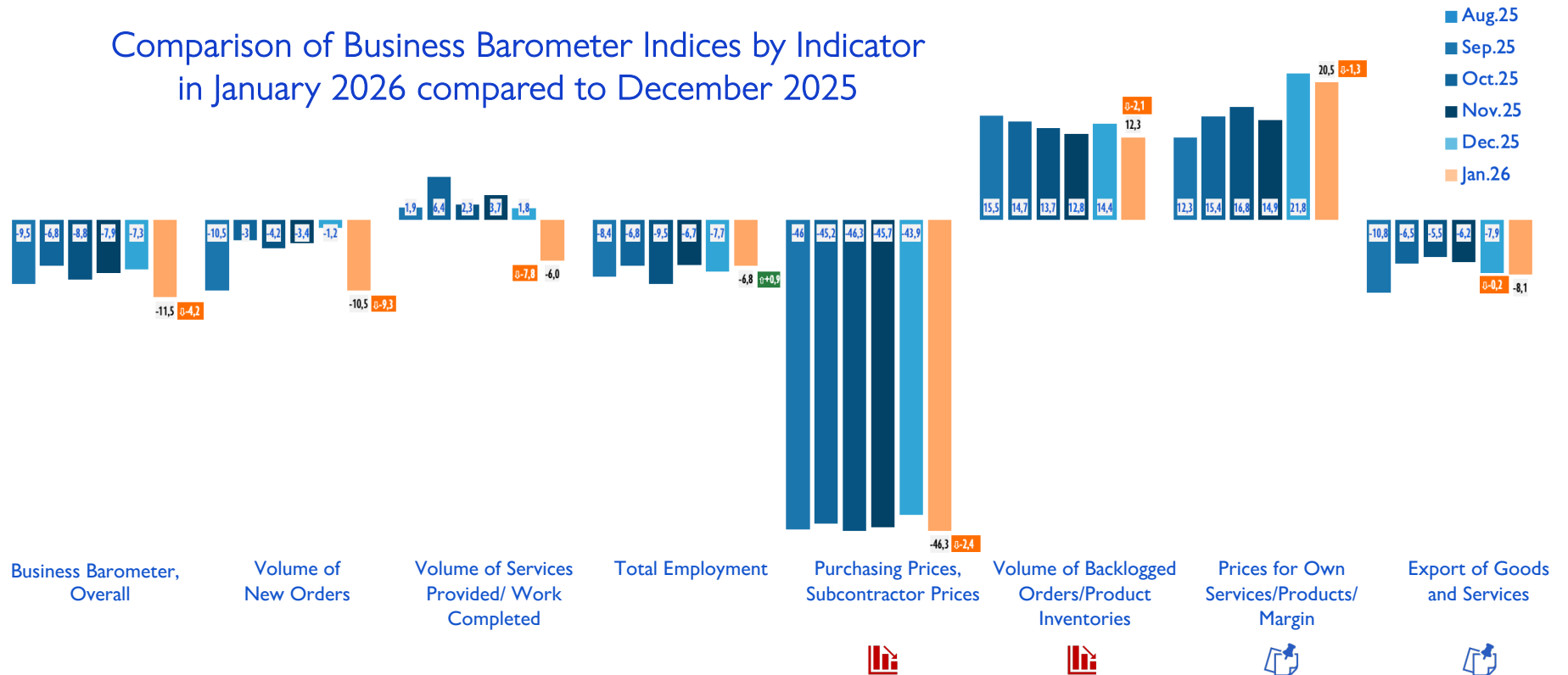
CONSTRUCTION



TRADE



Comparison of Business Barometer Indices by Indicator in January 2026 compared to December 2025



In January 2026, the overall Business Barometer index declined by 4.2 points to -11.5.

Positive business expectations outweigh negative ones regarding a reduction in the volume of outstanding orders (12.3, ↓-2.1) and the potential to increase prices for own goods or services (20.5, ↓-1.3). However, the dynamics in both cases are negative. All other indicators remain in the negative expectations zone.

Pessimistic forecasts are intensifying regarding the volume of new orders (-10.5, ↓-9.3), the volume of services provided or works performed (-6.0, ↓-7.8), and exports of goods and services (-8.1, ↓-0.2). The only indicator showing a moderation of pessimism relates to the total number of employees (-6.8, ↑+0.9).

Traditionally, the most problematic issue for businesses remains the increase in procurement prices and contractor prices (-46.3, ↓-2.4).



Deterrent indicators are considered in the opposite sense when calculating the Business Barometer indices.

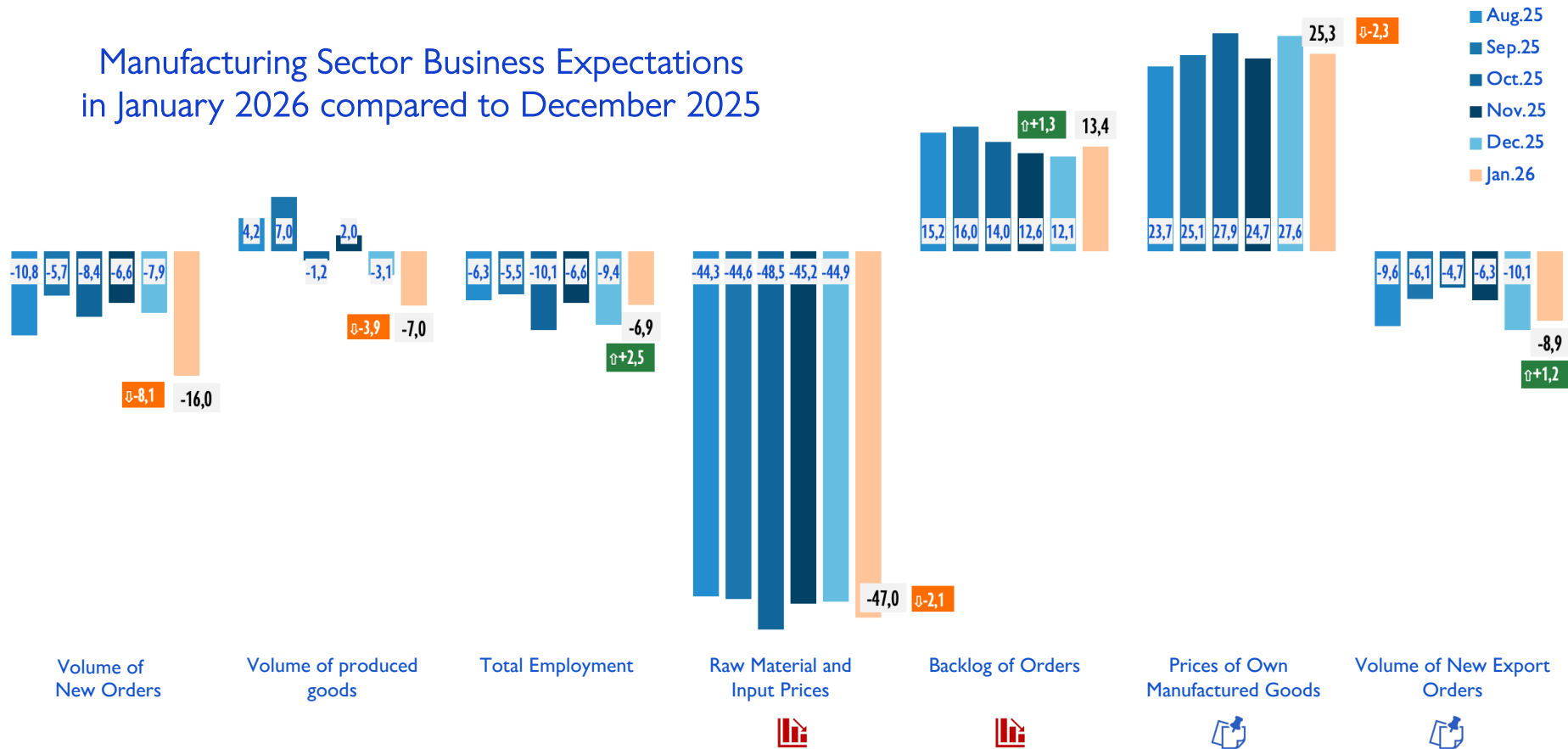


These indicators provide additional insight into market conditions and are not considered in the calculation of the Business Barometer.

-12,7 ↓-2,1

MANUFACTURING

Manufacturing Sector Business Expectations in January 2026 compared to December 2025



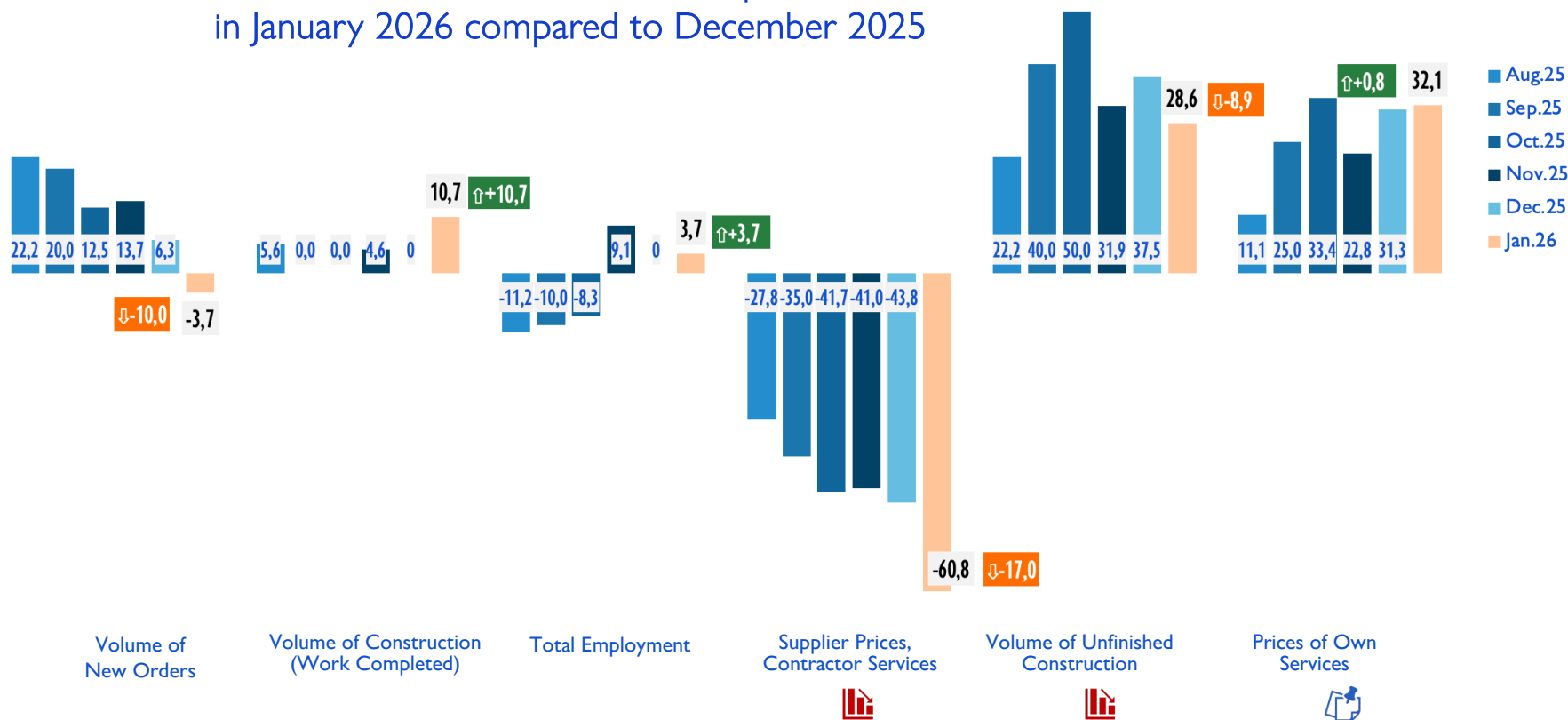
In January 2026, the manufacturing sector shows a further deterioration in expectations (-12.7, ↓-2.1).

Positive expectations outweigh negative ones regarding a reduction in the volume of outstanding orders (13.4, ↑+1.3) and the potential for further price increases for domestically produced goods (25.3, ↓-2.3).

All other indicators remain in the negative expectations zone. Manufacturing respondents anticipate a decline in the volume of new orders (-16.0, ↓-8.1), output volumes (-7.0, ↓-3.9), the total number of employees (-6.9, ↑+2.5), and the volume of new export orders (-8.9, ↑+1.2).

Traditionally, the most problematic issue for the manufacturing sector remains the increase in procurement prices for raw materials and inputs (-47.0, ↓-2.1).

Construction Sector Business Expectations in January 2026 compared to December 2025

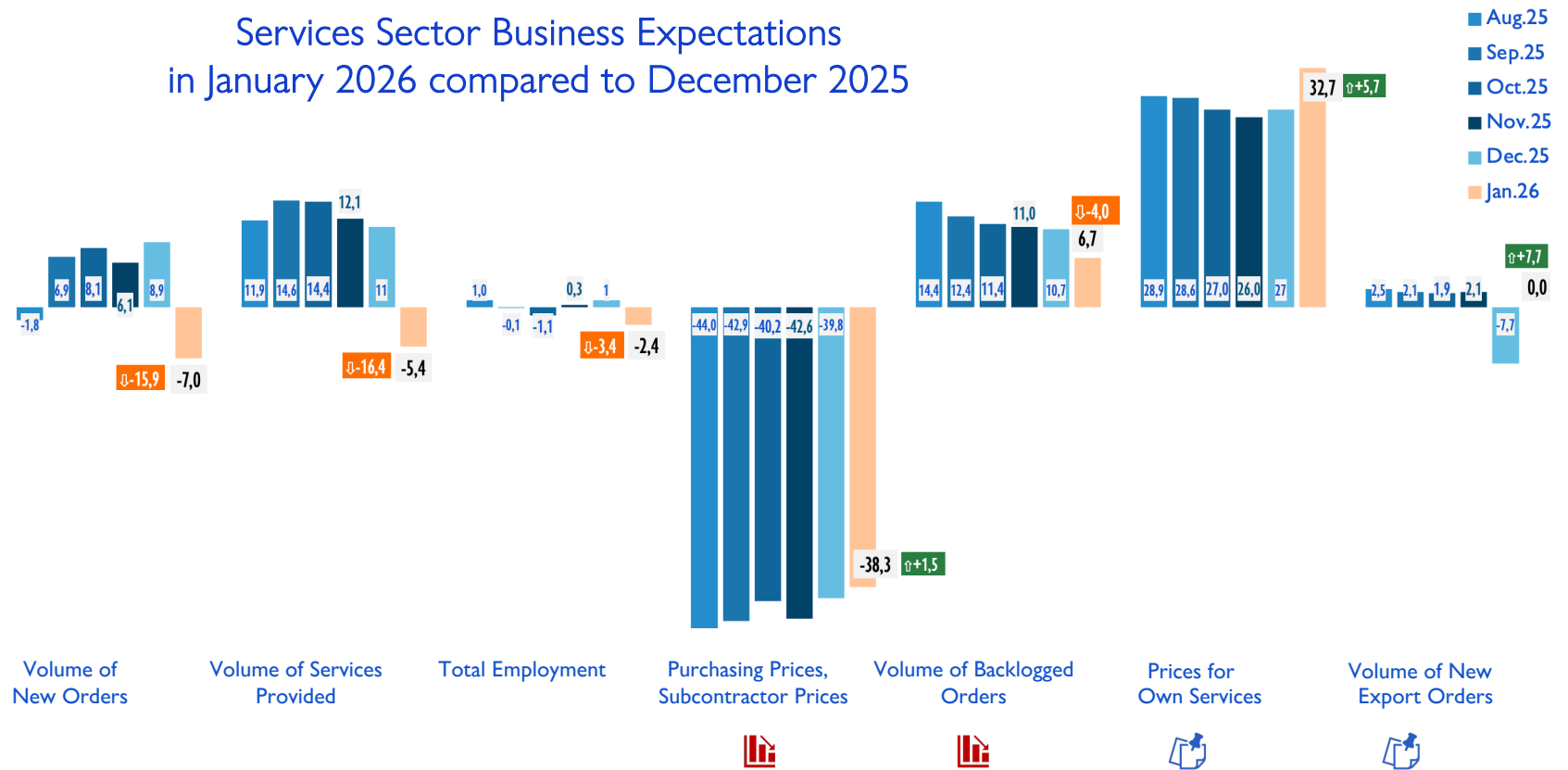


In January 2026, the construction sector maintains a moderately negative outlook (-4.3, ↓ -4.3) compared to the previous month's balance. At the same time, most indicators are in the positive expectations zone, with mixed dynamics. Respondents expect increases in construction activity or completed works (10.7, ↑ +10.7), the total number of employees (3.7, ↑ +3.7), and prices for own services (32.1, ↑ +0.8). A reduction in the volume of unfinished construction is also anticipated (28.6, ↓ -8.9). Pessimistic expectations relate to a decline in the volume of new orders (-3.7, ↓ -10.0) and a further increase in supplier prices or contractor service costs (-60.8, ↓ -17.0).

-9,3 ↓ -7,7

SERVICES

Services Sector Business Expectations in January 2026 compared to December 2025



In January 2026, enterprises in the services sector report a further deterioration in expectations (-9.3, ↓ -7.7).

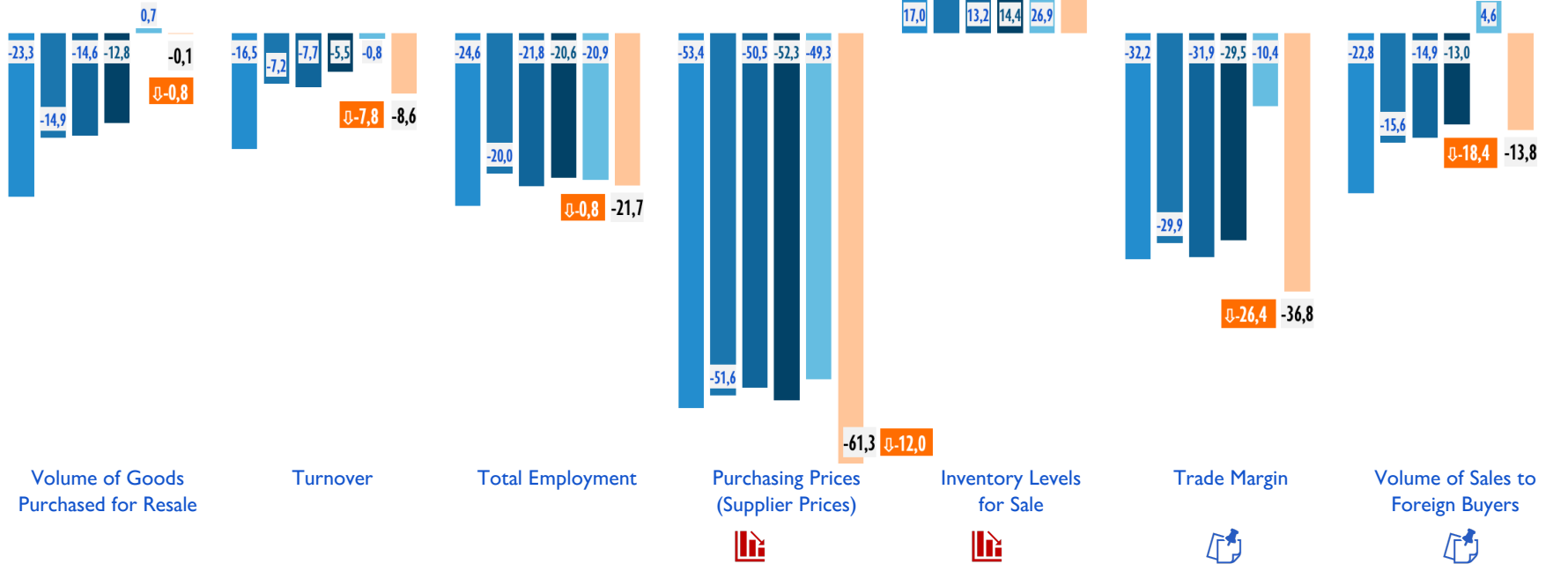
Positive expectations prevail regarding a reduction in the volume of outstanding orders (6.7, ↓ -4.0) and the possibility of further increases in prices or tariffs for own services (32.7, ↑ +5.7).

At the same time, a decline is expected in the volume of new orders (-7.0, ↓ -15.9), the volume of services provided (-5.4, ↓ -16.4), and the total number of employees (-2.4, ↓ -3.4), alongside a continued increase in procurement prices (-38.3, ↑ +1.5).

The volume of new export orders is expected to remain unchanged (0, ↑ +7.7).

-14,6 ↓ -5,9 TRADE

Trade Sector Business Expectations in January 2026 compared to December 2025



In January 2026, the Business Barometer index for the trade sector indicates a further deterioration in sentiment (-14.6, ↓ -5.9).

There is no positive momentum, with optimistic expectations observed only with regard to a reduction in inventories or stocks of goods for sale (18.8, ↓ -8.1).

Against the backdrop of an overall negative trend, pessimistic expectations dominate concerning a decline in the volume of goods purchased for resale (-0.1, ↓ -0.8), turnover (-8.6, ↓ -7.8), the total number of employees (-21.7, ↓ -0.8), trade margins (-36.8, ↓ -26.4), and the volume of sales to foreign buyers (-13.8, ↓ -18.4).

The most problematic issue remains the continued increase in procurement prices or supplier prices (-61.3, ↓ -12.0).

-11,5 ↓-4,2
BUSINESS BAROMETER
OVERALL

MICRO-
ENTERPRISES
(0-9 persons employed)

-13,2 ↓-6,2

SMALL
ENTERPRISES
(up to 50 persons employed)

-9,4 ↓-2,6



EXPORTERS

-13,4 ↓-2,8

MEDIUM
ENTERPRISES
(50-249 persons employed)

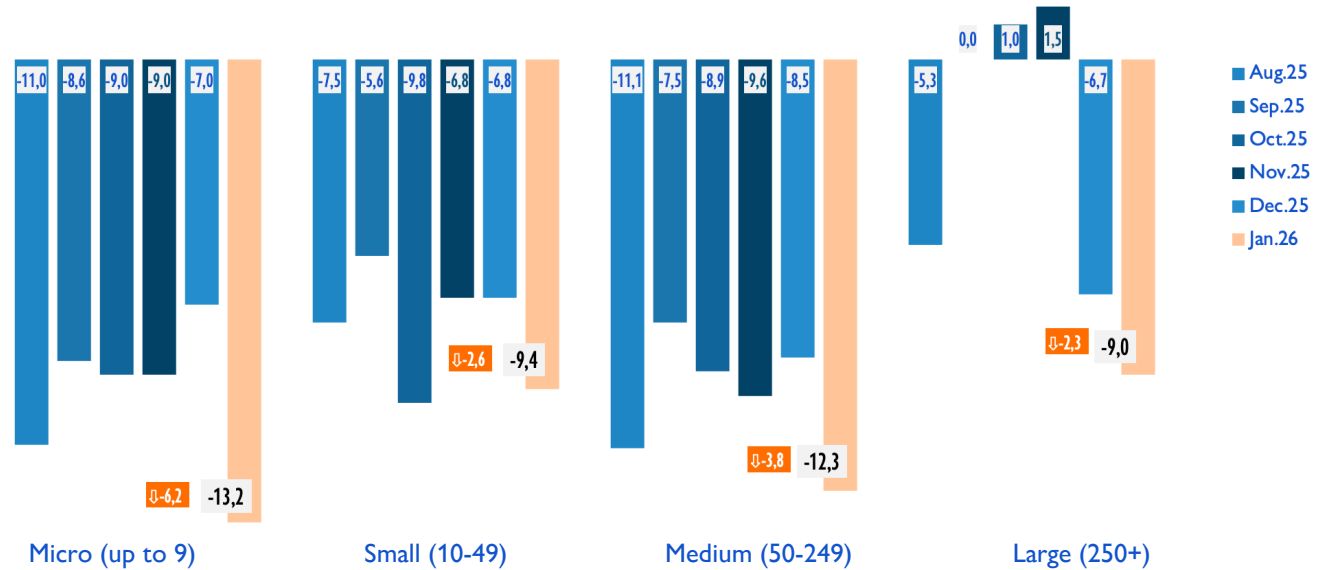
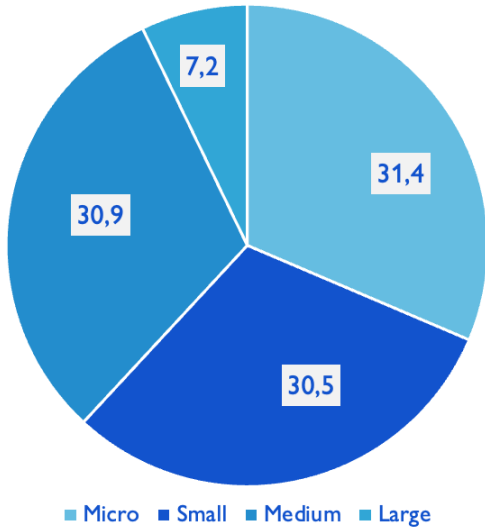
-12,3 ↓-3,8

LARGE
ENTERPRISES
(250 or more persons employed)

-9,0 ↓-2,3

Business and Entrepreneur Expectations by Company Size in January 2026 compared to December 2025

Share of respondent companies by size, %



In January 2026, negative expectations continue to dominate regardless of business size.

A further strengthening of pessimistic sentiment is observed among micro (-13.2, ↓ -6.2), small (-9.4, ↓ -2.6), medium-sized (-12.3, ↓ -3.8), and large enterprises (-9.0, ↓ -2.3).

January 2026 Exporters' Expectations Across All Sectors Compared to December 2025

Provides an additional assessment of market conditions, not included in the Business Barometer

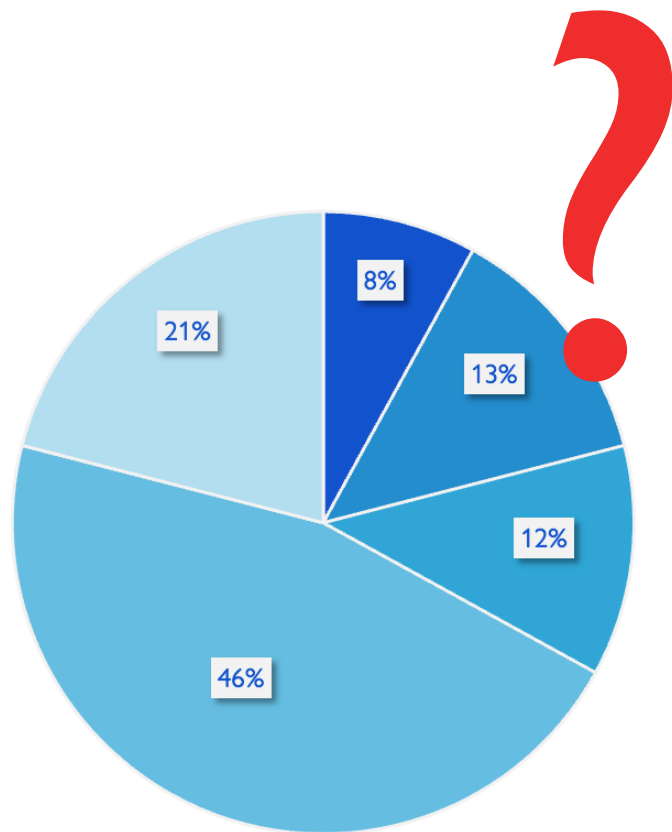


In January 2026, exporters recorded a further deterioration in expectations (-13.4, ↓-2.8).

A positive signal is the expectation of a reduction in the volume of outstanding orders among exporters (14.5, ↑+1.1), alongside the continued potential for price or margin growth for own services (18.0, ↓-3.5).

All other indicators remain in the negative expectations zone, with a tendency toward further deterioration. Exporters anticipate a decline in the volume of new orders (-16.4, ↓-6.5), the volume of services provided (-6.0, ↓-3.1), a reduction in total employment (-11.6, ↓-1.4), and a further increase in procurement prices (-47.7, ↓-4.1).

Overall, exporters' expectations remain slightly more pessimistic than those of the domestic business community.



Hot issues –

Are businesses ready to invest in a free economic zone in Donbas?

- We are considering and ready to invest
- Under certain conditions (security, guarantees, tax regime, etc.)
- We are not considering it at the moment, but do not rule it out
- We are not considering it and do not plan to

ACTUAL PROBLEM

GENERAL RECOMMENDATIONS

For BUSINESS

For the AUTHORITIES

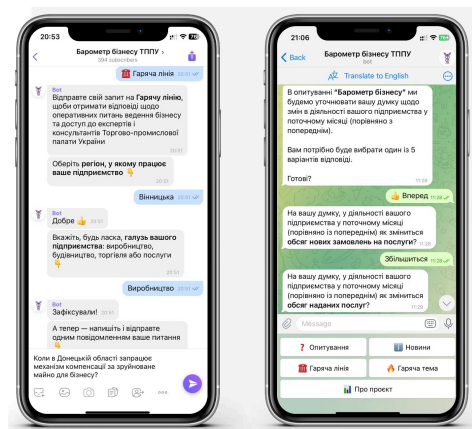
1

Increase in purchase prices or contractor prices

- Price monitoring and supplier diversification
 - Introduction of tender procedures and auctions
 - Conclusion of fixed-price contracts
 - Inventory optimization
 - Hedging through instruments such as futures and options
 - Vertical integration to ensure control over the supply of raw materials and inputs
 - Analysis of alternative products, materials, or technologies to substitute more expensive resources
 - For importers: assessing the feasibility of investing in local production to reduce dependence on imports and exposure to exchange rate volatility
- Maintaining a prudent monetary policy by the National Bank of Ukraine
 - Expanding targeted lending to domestic producers
 - Ensuring a sufficient level of external financing inflows
 - Assessing the feasibility and appropriateness of attracting economic migrants in the required quantity and with the skills needed for the economy

Chatbots VIBER & TELEGRAM

- Monthly regular survey
- The "hot" issue of the month
- "Hotline" of the Ukrainian CCI system



The Business Barometer from the Ukrainian Chamber of Commerce and Industry (UCCI) represents the perspectives of enterprises and entrepreneurs who are members and partners of the UCCI. It reflects expectations for changes in the business environment in the coming month compared to the previous one.

Based on a survey that considers the status of indicators (or "sub-indices") of the respondents' activities across four sectors (manufacturing, construction, trade, services), the Business Barometer is tailored to meet the needs of the members and partners of the Ukrainian Chamber of Commerce and Industry. A distinctive feature of the Business Barometer is the inclusion of specialized industry questions and an analysis of export conditions, which provides additional insights into market conditions.

The survey covers questions regarding:

- Volume of new orders/purchase of goods;
- Production volumes/turnover;
- Total employment;
- Purchasing prices/contractor prices;
- Unfulfilled order volume/inventory levels;
- Prices of own production/trade margin*;
- Exports*

* *Extra questions that are not considered in the calculation of the Business Barometer.*

The Business Barometer is calculated using the following methodology:

$$BB = P1 * 1 + P2 * 0,5 + P3 * 0 + P4 * (-0,5) + P5 * (-1)$$

where:

- P1 = % of responses indicating unconditional improvement
- P2 = % of responses indicating conditional improvement
- P3 = % of responses indicating no change
- P4 = % of responses indicating conditional deterioration
- P5 = % of responses indicating unconditional deterioration

- A value **above 0** indicates growth or expansion in the economic sector compared to the previous month.
- A value **below 0** indicates contraction.
- A value **of 0** means no change compared to the previous month.

Attention! The indicators "Purchasing Prices" and "Unfulfilled Order Volume/Inventory Levels" are considered deterrents and are interpreted inversely in the calculation.

To detail the provided responses, a 5-point scale is used (will decrease – likely to decrease – no change – likely to increase – will increase).

For calculating the Business Barometer indicator, a 3-point scale is applied, and responses are summed up as follows:

- will decrease and likely to decrease;
- no change;
- likely to increase and will increase.

FOR THE SUPPORT



THE UKRAINIAN CHAMBER
OF COMMERCE AND INDUSTRY



**From
the People of Japan**



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