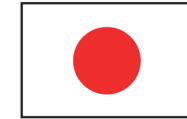




THE UKRAINIAN CHAMBER  
OF COMMERCE AND INDUSTRY



From  
the People of Japan



# BUSINESS BAROMETER

MONTHLY UKRAINIAN BUSINESS SURVEY

**August 2025 | #23**

survey August 13-19, 2025



Hot issues –

**Is your business ready to invest and grow  
without war risk insurance?**

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 #23 | AUGUST 2025

- In August 2025, the overall Business Barometer Index rose to **-9.5** (↑ **+2.9** points), while still remaining in negative territory.
- Only the construction sector recorded positive business expectations (**2.2**), though with a weakening trend (↓ **-4.5**). Negative sentiment continues to dominate across the other three sectors: manufacturing (**-8.4** ↑ **+7.9**), services (**-3.7** ↑ **+3.0**), and trade (**-20.2** ↓ **-4.7**).
- Across all business size categories, expectations remain in the negative zone, though the dynamics are mostly improving. Pessimism eased among micro (**-11.0** ↑ **+2.0**), small (**-7.5** ↑ **+5.5**), and medium-sized (**-11.1** ↑ **+2.6**) enterprises. Only large businesses showed a deterioration in sentiment (**-5.3** ↓ **-3.2**).
- Exporters' expectations remain slightly more pessimistic than those of businesses overall (**-10.2** ↑ **+4.3**).
- The survey results on business readiness to invest and grow without war risk insurance show that half of entrepreneurs are either “rather unprepared” (26%) or “not prepared” (24%). Only 6% reported being ready to continue development without insurance coverage. Another 26% indicated “rather yes,” though with limited investment scale. Nearly one-fifth of respondents (19%) found it difficult to provide a clear answer.

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

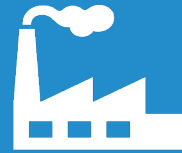


BUSINESS BAROMETER	2024				2025							
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
OVERALL	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
MANUFACTURING	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
SERVICES	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
TRADE	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
CONSTRUCTION	🟢	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
MICRO ENTERPRISES	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡	🟡
SMALL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

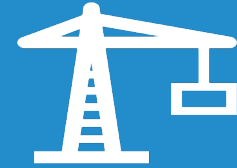
-9,5 ↑ +2,9

BUSINESS BAROMETER  
OVERALL



MANUFACTURING

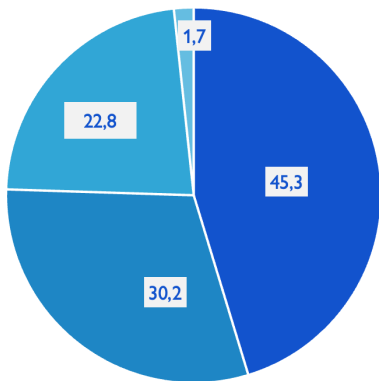
-8,4 ↑ +7,9



CONSTRUCTION

2,2 ↓ -4,5

Distribution of respondents by sector  
Share of respondents, %



- Manufacturing
- Services
- Trade
- Construction



SERVICES

-3,7 ↑ +3,0

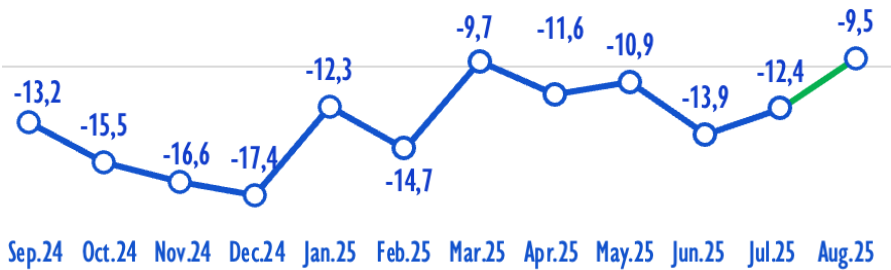


TRADE

-20,2 ↓ -4,7

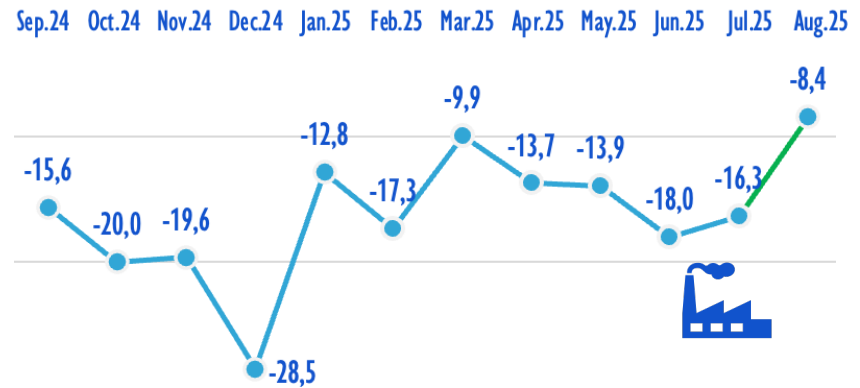
## BUSINESS BAROMETER OVERALL

**-9,5**  $\uparrow +2,9$



## MANUFACTURING

**-8,4**  $\uparrow +7,9$



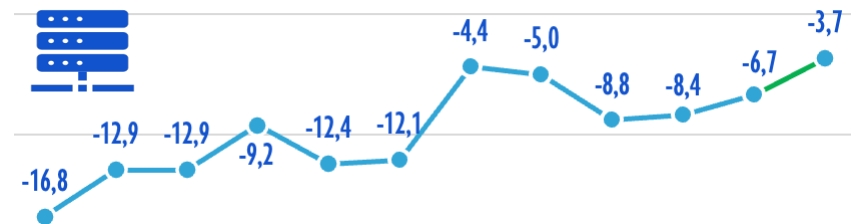
## CONSTRUCTION

**2,2**  $\downarrow -4,6$



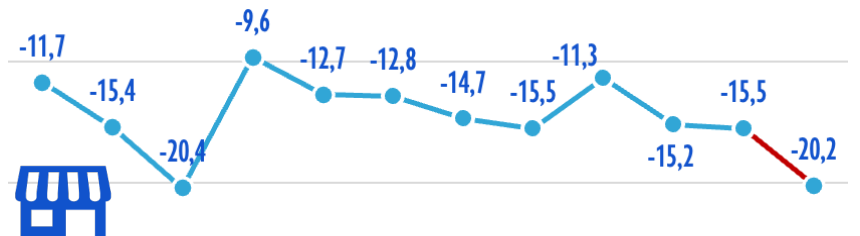
## SERVICES

**-3,7**  $\uparrow +3,0$



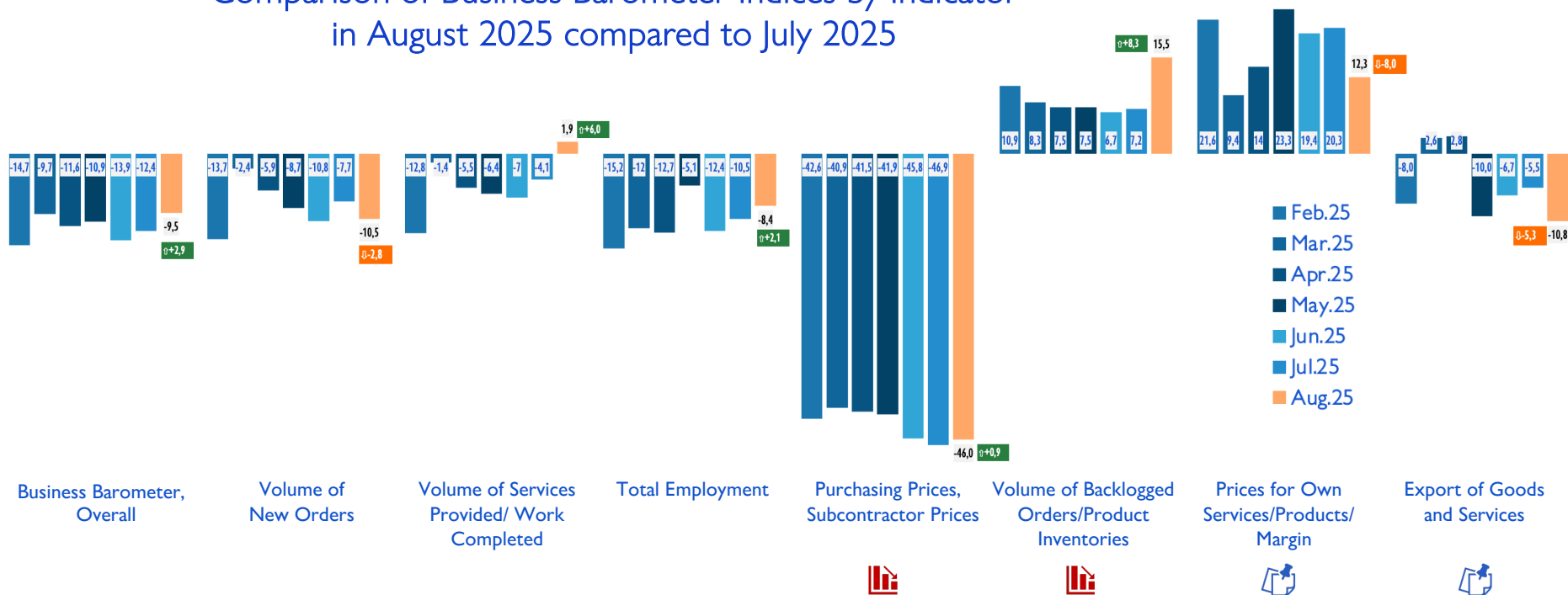
## TRADE

**-20,2**  $\downarrow -4,7$




## BUSINESS BAROMETER OVERALL -9,5 ↑+2,9


### Comparison of Business Barometer Indices by Indicator in August 2025 compared to July 2025



In August 2025, the overall Business Barometer Index increased by 2.9 points, reaching -9.5. Positive business expectations prevail over negative ones regarding a reduction in the volume of unfulfilled orders (15.5 ↑ +8.3), an increase in the volume of services provided or work performed (1.9 ↑ +6.0), and the potential to raise prices for own goods and services (12.3 ↓ -8.0). While the first two indicators show positive dynamics, the latter demonstrates a negative trend.

Other indicators remain in the zone of negative expectations, with mixed dynamics. Pessimistic forecasts are easing with regard to the total number of employees (-8.4 ↑ +2.1) and growth in purchase and contractor prices (-46 ↑ +0.9), while they are worsening concerning a decline in new orders (-10.5 ↓ -2.8) and exports of goods and services (-10.8 ↓ -5.3). As in previous months, the increase in purchase and contractor prices remains the most pressing challenge for businesses (-46 ↑ +0.9).

 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.

## Manufacturing Sector Business Expectations in August 2025 compared to July 2025



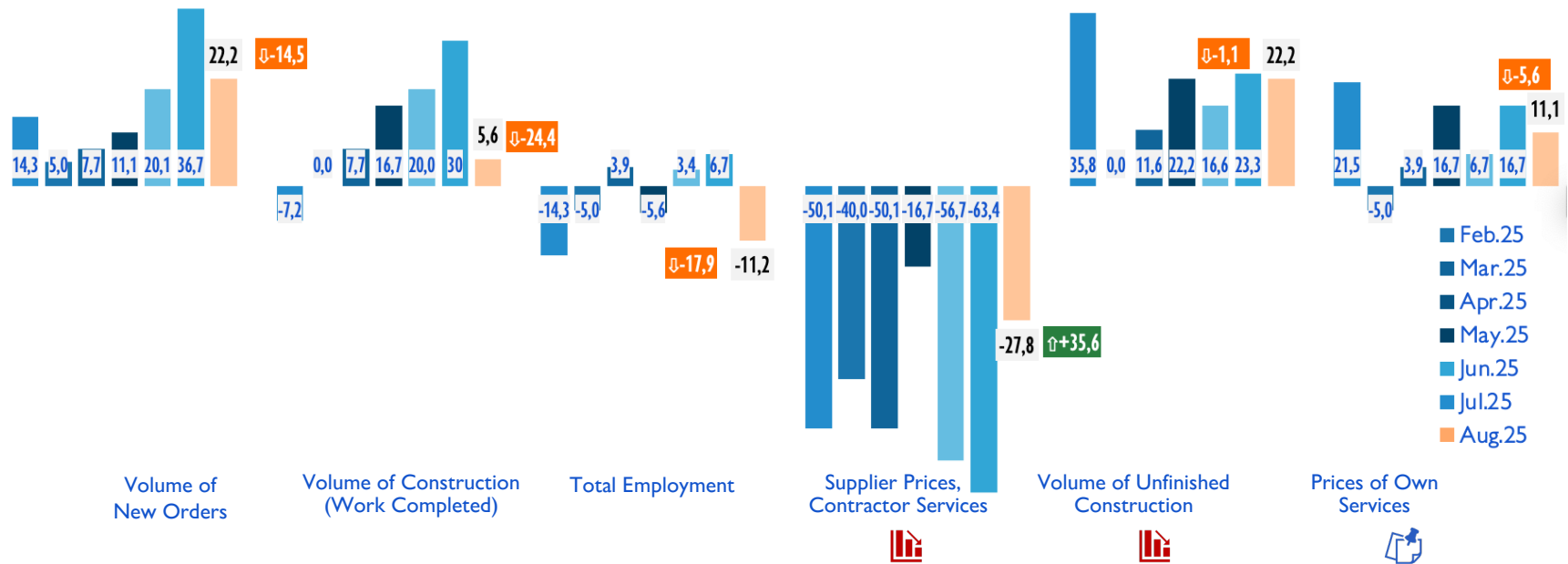
In August 2025, the manufacturing sector showed a marked easing of negative forecasts (-8.4  $\uparrow$  +7.9).

Positive business expectations outweigh negative ones with regard to higher production volumes (4.2  $\uparrow$  +13.1) and reduced volumes of unfulfilled orders (15.2  $\uparrow$  +10.8), both showing positive dynamics, as well as the potential to further increase prices for manufactured goods (23.7  $\downarrow$  -5.7).

All other indicators remain in negative territory, though most show a tendency toward easing pessimism. Manufacturers anticipate a decline in new orders (-10.8  $\uparrow$  +2.0), a reduction in total employment (-6.3  $\uparrow$  +6.0), and a drop in new export orders (-9.6  $\downarrow$  -2.8).

Despite the positive dynamics, the rise in input and raw material prices remains the most pressing challenge for businesses (-44.3  $\uparrow$  +7.5).

## Construction Sector Business Expectations in August 2025 compared to July 2025

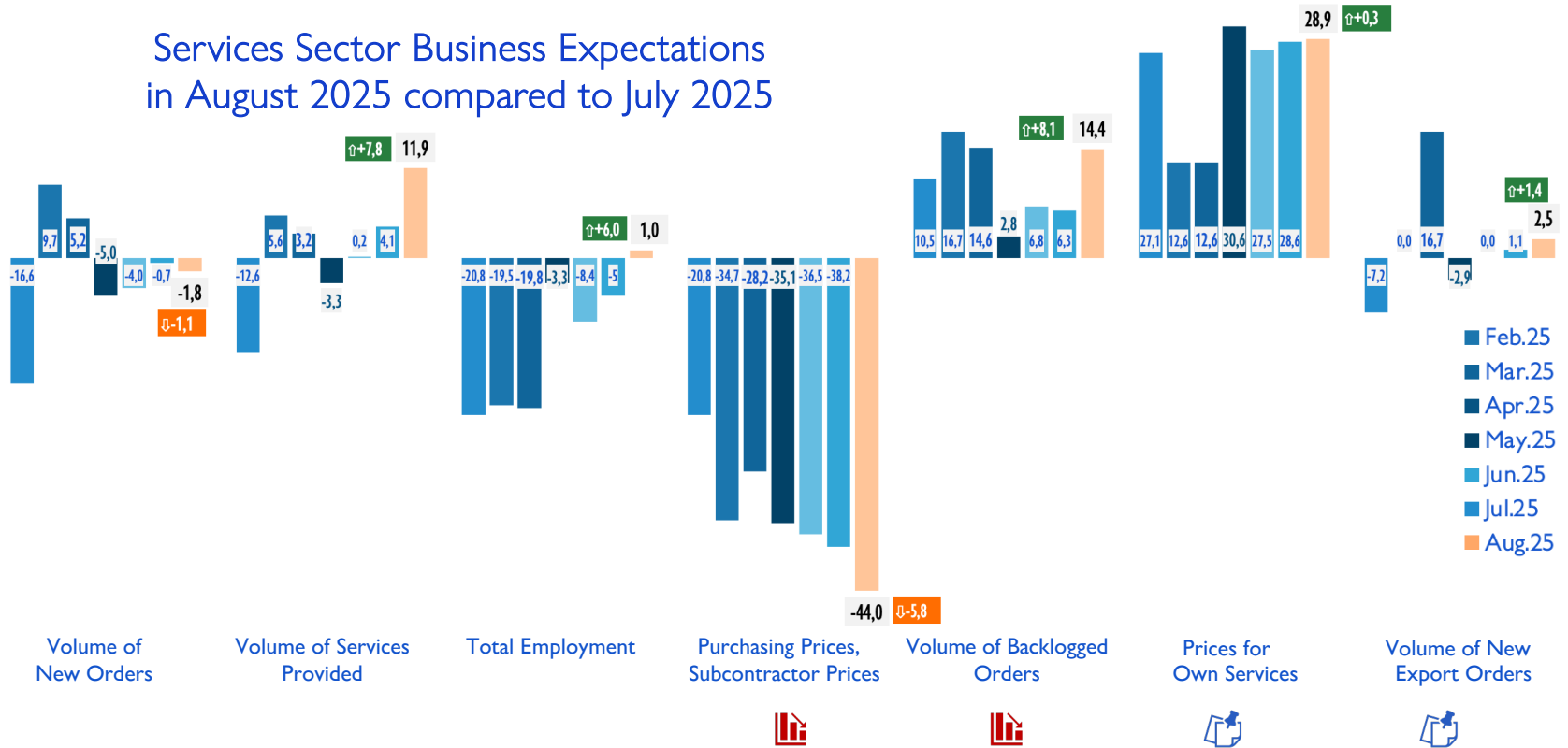


In August 2025, the construction sector holds a somewhat less positive outlook than in the previous month (2.2 ↓ -4.5).

Most indicators remain in positive territory, though the dynamics are negative. Businesses expect an increase in new orders (22.2 ↓ -14.5), higher construction volumes or completed works (5.6 ↓ -24.4), and higher prices for their own services (11.1 ↓ -5.6). At the same time, the volume of unfinished construction is projected to decline (22.2 ↓ -1.1).

Pessimistic expectations persist with regard to a reduction in total employment (-11.2 ↓ -17.9) and a further rise in supplier or contractor prices (-27.8 ↑ +35.6), despite a notably positive shift in dynamics.

## Services Sector Business Expectations in August 2025 compared to July 2025

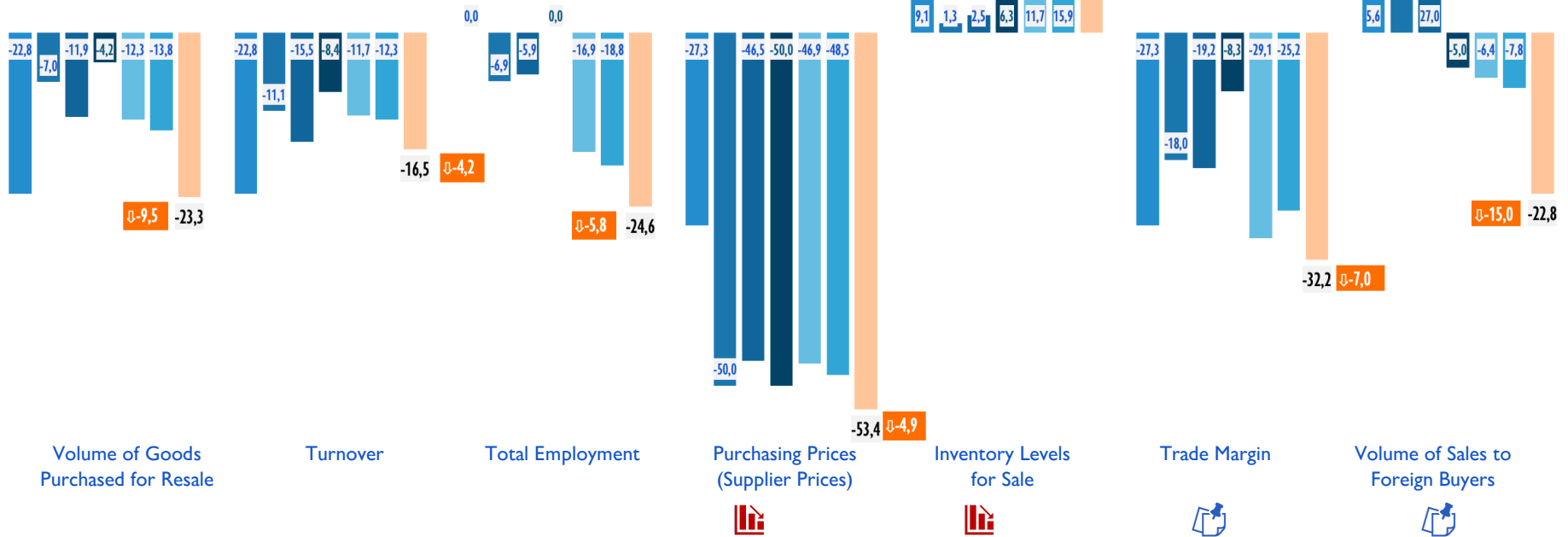


In August 2025, companies in the services sector reported a notable easing of moderately negative forecasts (-3.7 ↑ +3.0). Positive expectations prevail regarding an increase in the volume of services provided (11.9 ↑ +7.8), a rise in total employment (1.0 ↑ +6.0), and a reduction in the volume of unfulfilled orders (14.4 ↑ +8.1). The strongest optimism is observed with respect to the possibility of further increases in prices or tariffs for own services (28.9 ↑ +0.3). At the same time, a slight decline in new orders is anticipated (-1.8 ↓ -1.1), alongside continued growth in purchase prices (-44.0 ↓ -5.8). The volume of new export orders is expected to be slightly above the previous month's level (2.5 ↑ +1.4).

## Trade Sector Business Expectations in August 2025 compared to July 2025

**-20,2** ↓ **-4,7**

## TRADE



In August 2025, the Trade Sector Business Barometer Index showed a significant strengthening of negative sentiment (-20.2 ↓ -4.7). Positive dynamics supporting more optimistic expectations were observed only with regard to a reduction in inventories or stock of goods for sale (17.0 ↑ +1.1). Against the background of negative dynamics, pessimistic expectations strongly prevail concerning a decline in the volume of goods purchased for sale (-23.3 ↓ -9.5), turnover (-16.5 ↓ -4.2), total employment (-24.6 ↓ -5.8), and sales to foreign customers (-22.8 ↓ -15.0). A reduction in trade margins is also anticipated (-32.2 ↓ -7.0). The most pressing challenge for businesses in the trade sector remains the further increase in purchase or supplier prices (-53.4 ↓ -4.9).



**-9,5**  $\uparrow +2,9$

BUSINESS BAROMETER  
OVERALL

MICRO-  
ENTERPRISES  
(0-9 persons employed)

**-11,0**  $\uparrow +2,0$

SMALL  
ENTERPRISES  
(up to 50 persons employed)

**-7,5**  $\uparrow +5,5$



EXPORTERS

**-10,2**  $\uparrow +4,3$

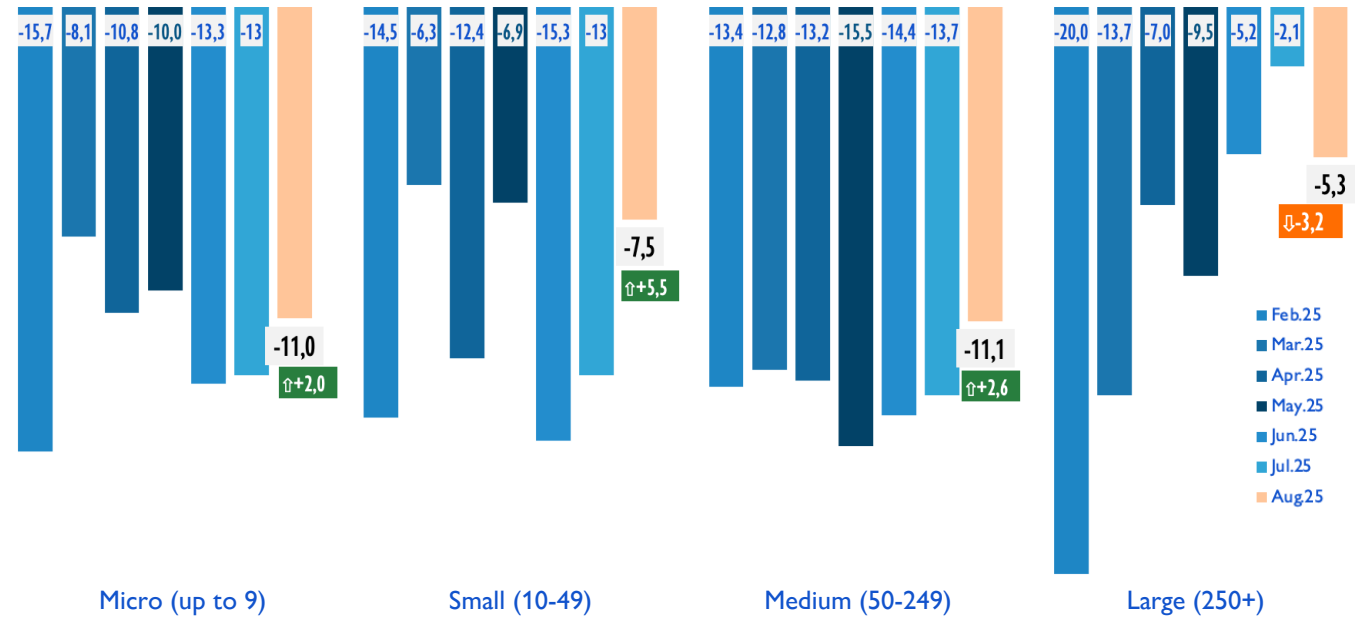
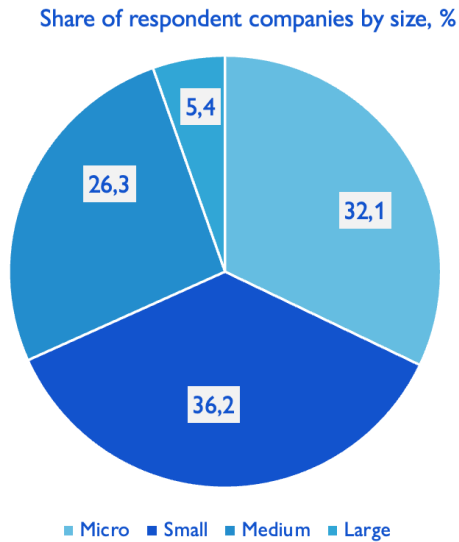
MEDIUM  
ENTERPRISES  
(50-249 persons employed)

**-11,1**  $\uparrow +2,6$

LARGE  
ENTERPRISES  
(250 or more persons employed)

**-5,3**  $\downarrow -3,2$

## Business and Entrepreneur Expectations by Company Size in August 2025 compared to July 2025



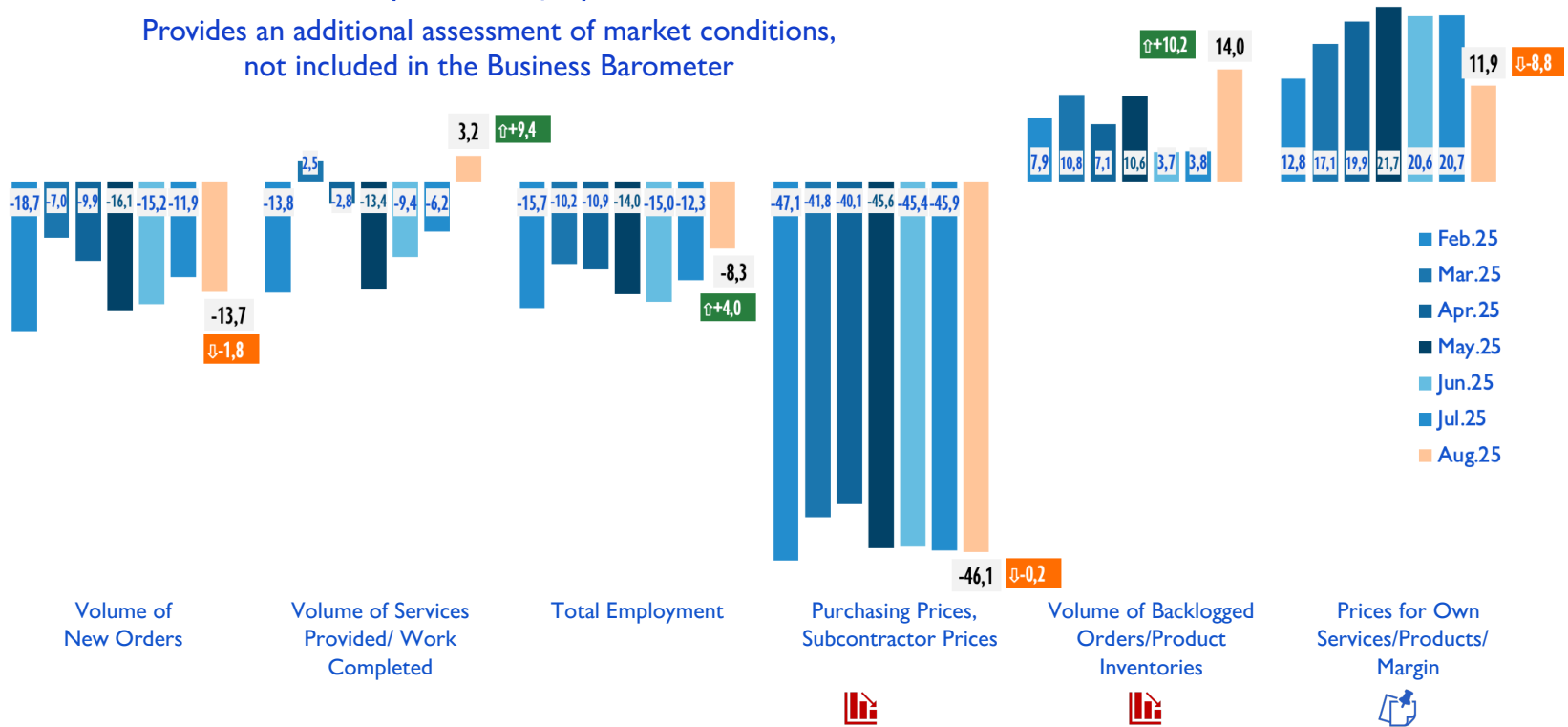
In August 2025, negative expectations continued to dominate across all business size categories.

A softening of pessimistic sentiment was observed among micro (-11.0 ↑ +2.0), small (-7.5 ↑ +5.5), and medium-sized (-11.1 ↑ +2.6) enterprises.

Only large enterprises demonstrated a deterioration in dynamics (-5.3 ↓ -3.2).

## August 2025 Exporters' Expectations Across All Sectors Compared to July 2025

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



In August 2025, exporters reported a notable easing of negative expectations (-10.2 ↑ +4.3).

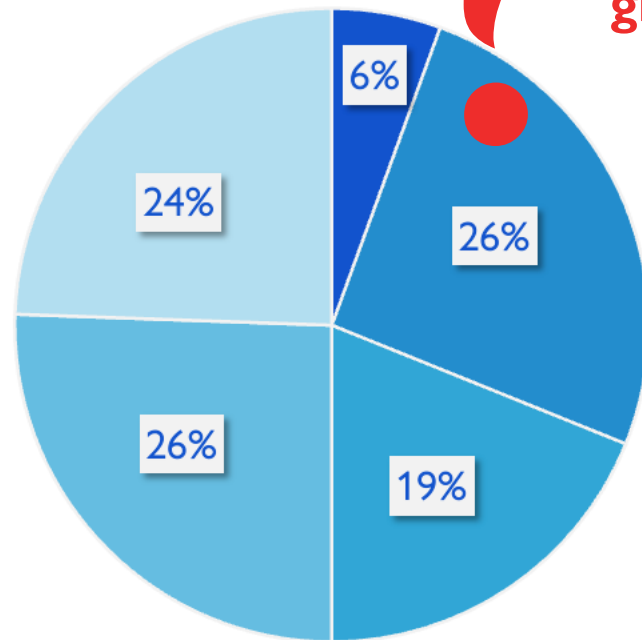
Positive sentiment is reflected in the reduction of unfulfilled orders (14.0 ↑ +10.2), the still-present potential to raise prices for own services (11.9 ↓ -8.8), and an increase in the volume of services provided (3.2 ↑ +9.4).

Other indicators remain dominated by negative forecasts. Exporters anticipate a decline in new orders (-13.7 ↓ -1.8), a reduction in total employment (-8.3 ↑ +4.0), and a rise in purchase prices (-46.1 ↓ -0.2).

It is worth noting that exporters' expectations remain somewhat more pessimistic than those of the domestic business community overall.



Hot issues –  
**Is your business ready to invest and grow without war risk insurance?**



- Yes, ready to proceed without insurance coverage
- Rather yes, but with limited investment scale
- Difficult to say — depends on the level of risks and the situation
- Rather no — risks are too high without insurance
- No, not ready — insurance instruments are required

## ACTUAL PROBLEM

## GENERAL RECOMMENDATIONS

## For BUSINESS

## For the AUTHORITIES

1

War risk insurance

- Monitoring of existing war risk insurance programs offered by domestic insurance companies to assess the economic feasibility of their purchase
- Participation in the public discussion of the Draft Law on the War Risk Insurance System

- Revision of the Draft Law on the War Risk Insurance System, considering the business community's position

2

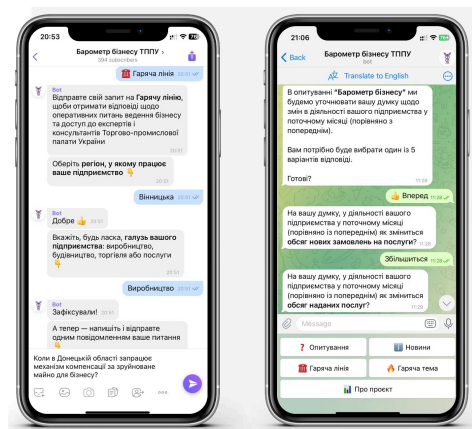
Increase in purchase prices or contractor prices

- Monitoring of prices and diversification of suppliers
- Introduction of tender procedures and auctions
- Conclusion of fixed-price contracts
- Optimization of inventories
- Hedging using 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 replace more expensive resources
- For importers: assessing the feasibility of investing in local production to reduce dependence on imports and currency fluctuations

- Maintaining a balanced monetary policy by the National Bank of Ukraine
- Expanding targeted lending to domestic producers
- Ensuring an adequate level of external financing inflows
- Assessing the possibility and feasibility of engaging economic migrants in the required numbers and with the necessary skills 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  
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the People of Japan**



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The opinions, statements, conclusions, or recommendations expressed in this document belong to the authors and do not necessarily reflect the views of UNDP, the United Nations, the Government of Japan, and/or other international partners.