

# Business Outlook Survey of Odesa Oblast\*

Q3 2025



\* This survey only reflects the opinions of respondents in Odesa oblast (top managers of companies) who were polled in Q3 2025, and does not represent NBU forecasts or estimates.

A survey of companies carried out in **Odesa oblast** in Q3 2025 showed that, on the back of the war, weak demand, and qualified staff shortages, respondents had weak expectations for the output of Ukrainian goods and services. They also reported gloomy 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 (-5.6%), compared to (-10.8%) in Q2 2025 (Figure 1) and 6.1% across Ukraine. Respondents from manufacturing companies reported the dimmest expectations (-33.3%). Meanwhile, the firmest expectations were reported by transport and communications companies (30.0%)
- prices for consumer goods and services would rise: 54.1% of respondents said that price growth would exceed 10.0%, compared to 51.4% in the previous quarter and 57.9% across Ukraine. Respondents continued to refer to military actions and their consequences, the hryvnia exchange rate and production costs as the main inflation drivers (Figure 2)
- the hryvnia would depreciate: 86.1% of respondents (compared to 81.1% in the previous quarter) expected the hryvnia to weaken against the US dollar, the figure across Ukraine being 83.9%
- the financial and economic standings of their companies would deteriorate: the balance of expectations was (-13.5%), compared to 0.0% in the previous quarter and 1.7% across Ukraine (see Table). The gloomiest expectations were reported by respondents from companies engaged in other economic activities (the balance of responses was (-50.0%)), while the most optimistic expectations were reported by transport and communications companies (30.0%)
- total sales would decrease at a faster pace: the balance of responses was (-18.9%), compared to (-2.7%) in the previous quarter. External sales were also expected to drop: the balance of responses was (-12.5%), compared to 18.8% in the previous quarter (see Table). Across Ukraine, the balances of responses were 11.0% and 16.1% respectively
- investment in construction would increase: the balance of responses was 10.8%, compared to 0.0% in Q2 2025. Respondents expected that investment in machinery, equipment and tools would rise at a slower pace: the balance of responses was 5.4%, down from 13.5% in Q2 2025 (see Table). Across Ukraine, the balances of responses were 0.0% and 4.3% respectively
- staff numbers would decrease: the balance of responses was (-18.9%), compared to (-13.5%) in Q2 2025. Overall, across Ukraine, the balance of responses was (-4.4%) (Figure 4)
- purchase and selling prices would rise more quickly: the balances of responses were 100.0% and 75.0% respectively (compared to 94.4% and 56.8% respectively in Q2 2025) (Figure 6). Respondents from manufacturing companies reported the firmest intentions to raise their selling prices (100.0%). Respondents said that energy prices, wage costs and raw material and supplies prices were the main selling price drivers (Figure 7)
- per-unit production costs would grow at a faster pace: the balance of responses was 51.4%, up from 40.5% in Q2 2025. Meanwhile, respondents expected that wage costs per staff member would rise more slowly: the balance of responses was 24.3%, down from 35.1% in Q2 2025 (Figures 4 and 6).

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

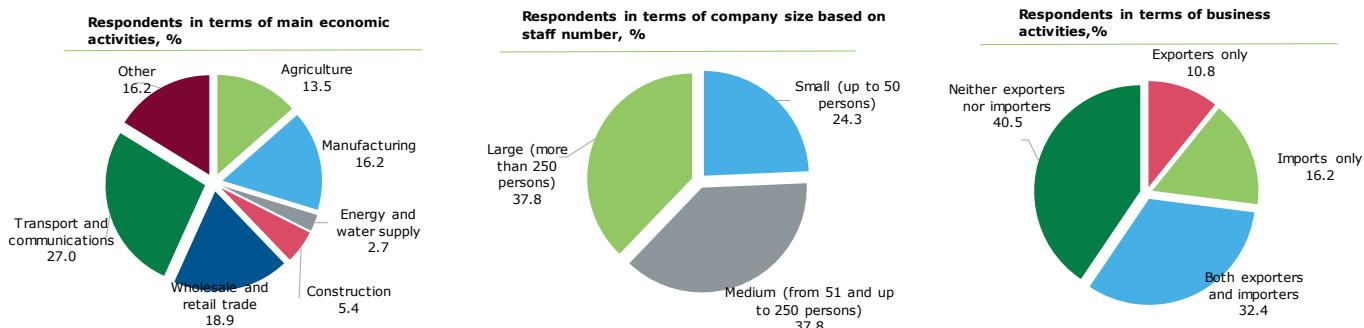
Respondents reported weaker intentions to borrow in the near future (Figure 8). The respondents who planned to take out bank loans (29.7% of those surveyed) opted only for domestic currency loans. Respondents said that lending conditions had remained tight (Figure 9). Respondents referred to high interest rates, the availability of other funding sources 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 (96.1% across Ukraine).

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

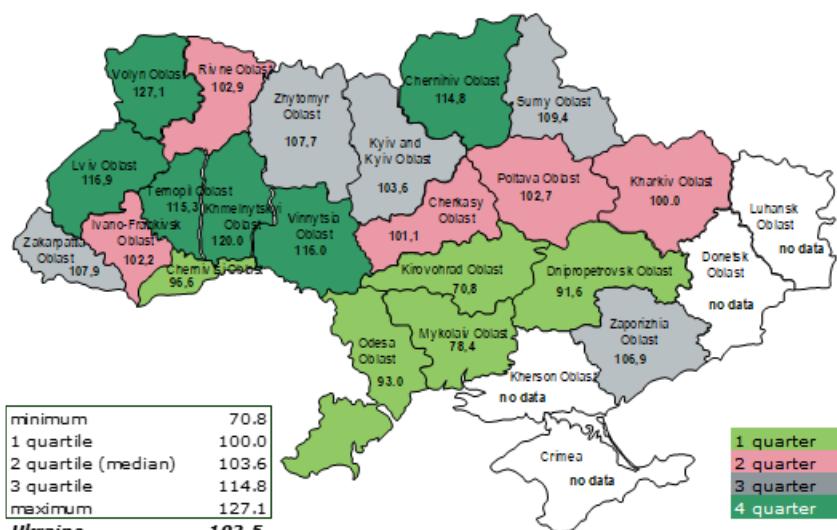
- Companies assessed their current financial and economic standings as bad: the balance of responses was (-13.5%), compared to (-8.1%) in Q2 2025 and (-4.5%) across Ukraine.
- Finished goods stocks were assessed at below their normal levels: the balance of responses was (-23.5%), compared to (-33.3%) in Q2 2025.
- Companies had a sufficient amount of unutilized production capacity to meet any unexpected rise in demand: the balance of responses was 30.6%, compared to 25.0% in Q2 2025.

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



- Period: 31 July through 27 August 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 Oblasts<sup>3</sup>, %



\*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, %				
	Q3 24	Q4 24	Q1 25	Q2 25	Q3 25
Financial and economic standings	-13.9	-2.7	-2.7	0.0	-13.5
Total sales	-13.5	-8.1	2.7	-2.7	-18.9
Investment in construction	13.5	-8.6	2.9	0.0	10.8
Investment in machinery, equipment, and tools	10.8	-5.9	11.1	13.5	5.4
Staff numbers	-27.0	-19.4	-27.0	-13.5	-18.9

<sup>1</sup> This sample was generated in proportion to the contribution of each region 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

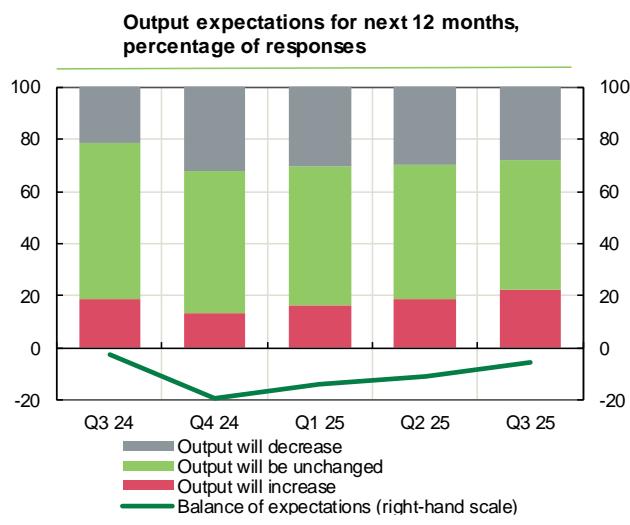


Figure 2

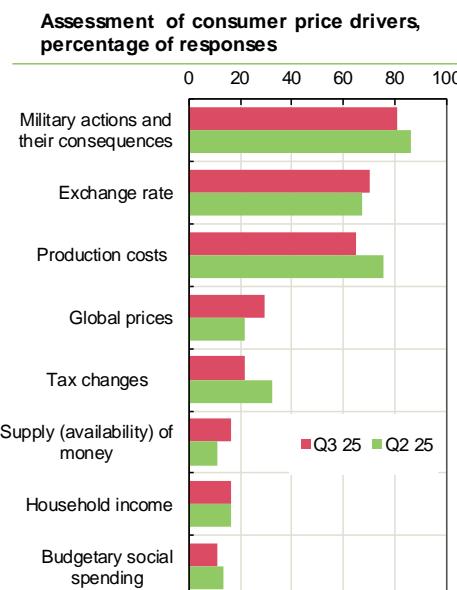


Figure 3

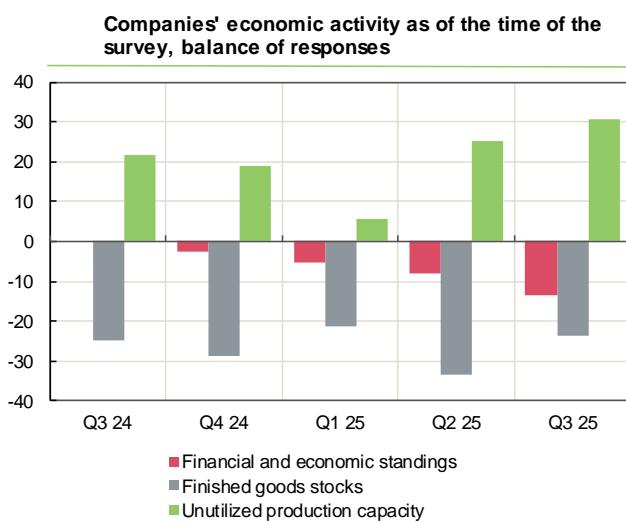


Figure 4

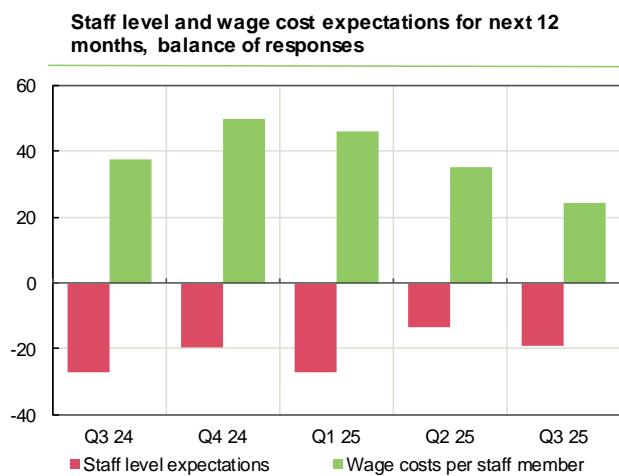


Figure 5

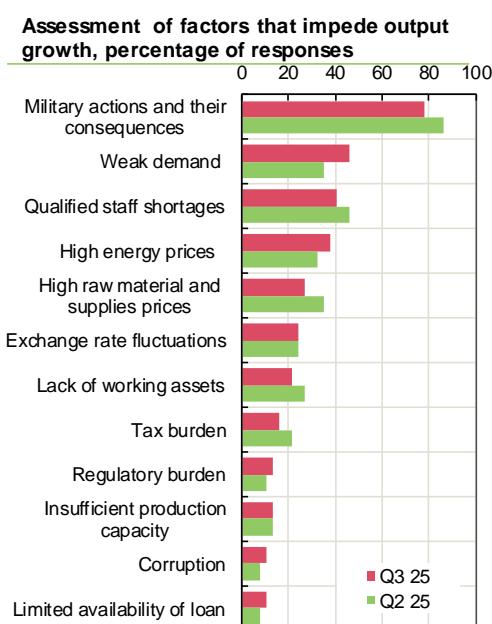


Figure 6

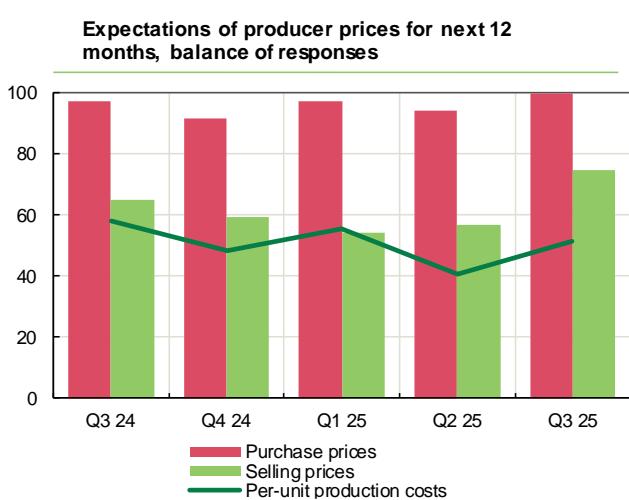


Figure 7

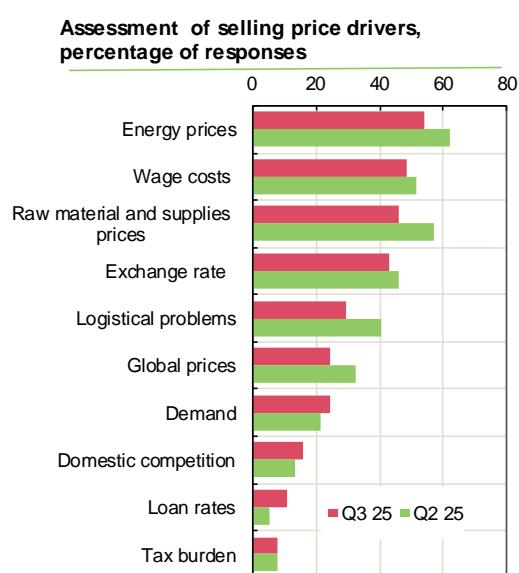


Figure 8

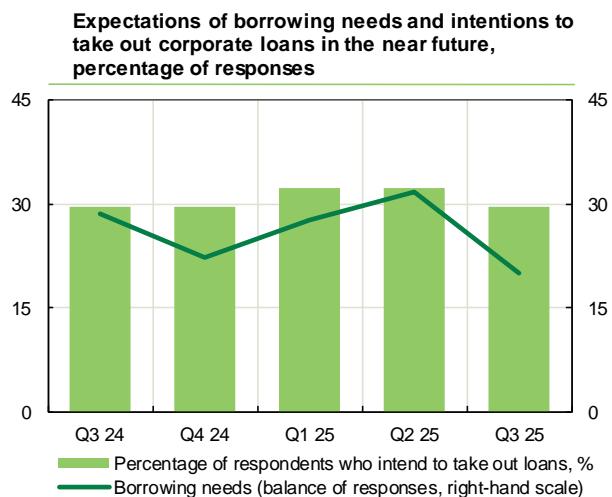


Figure 9

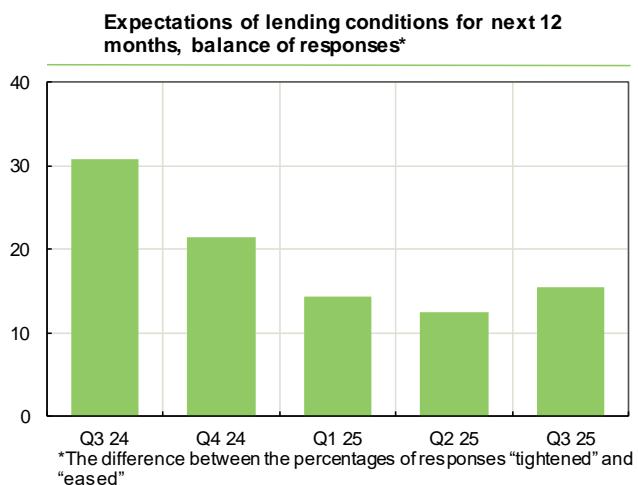


Figure 10

