

# **BUSINESS FORECAST 2021**

**thoughts and expectations of 100+ EBA member companies'  
CEOs on their plans and ambitions in 2021**



# 60%

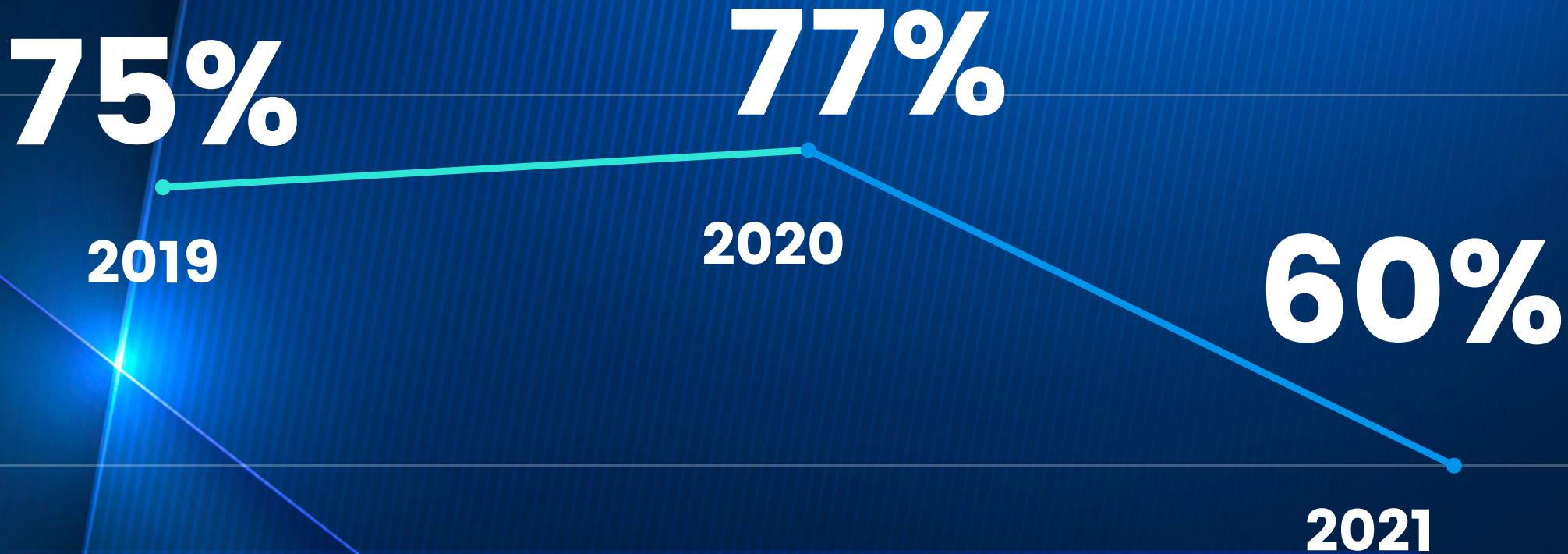
expect positive growth dynamics  
for their business in 2021

75% expected business growth in 2019

86% did so in 2018



# Percentage of CEOs expecting positive growth dynamics for their business





# REVENUES GROWTH in UAH

**up to 10%**

as expected by 37% of CEOs

**10-20%**

as expected by 28% of CEOs

# GROWTH IN VOLUME TERMS

**up to 10%**

as expected by 38% of CEOs

**10-20%**

as expected by 15% of CEOs



# 29 UAH / 1\$

average currency rate factored  
into 2021 budgets

28 UAH per 1\$ in 2020

30 UAH per 1\$ in 2019



# STAFF AND SALARIES

60% will leave staff numbers unchanged

28% plan to increase staff

12% plan staff cuts

31% plan new significant investment projects

54% plan to increase compensation  
by 5 to 10%



# **TOP 3 TASKS FOR GOVERNMENT**

**jUDICIAL REFORM AND THE RULE OF LAW**

**COMBAT CORRUPTION**

**POLITICAL STABILITY AND GOOD  
GOVERNANCE**