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THE WORK OF THE HOTEL AND RESTAURANT ESTABLISHMENTS IN UKRAINE IN THE CONDITIONS OF WAR

The work of hotel and restaurant business is an important indicator of the country's economic stability. The war in Ukraine has dramatically changed the conditions of functioning of institutions in this area. Many businesses were forced to close or adapt to new realities, including a decline in the purchasing power of the population. Migration processes that changed customer flows and general demand for services were also significantly influenced. Security issues, restrictions on operations in the frontline regions and logistical difficulties were also important aspects [Безуглий та ін., 2024].

The war has significantly affected the number of existing establishments in the sphere of temporary accommodation and catering facilities. While in 2021 there were 69,7 thousand establishments in Ukraine, in 2022 this figure dropped to 57,7 thousand, which is explained by the mass closure of enterprises through hostilities, migration of the population and economic instability. However, in 2023 there was a partial recovery of the industry - the number of establishments increased to 67,3 thousand units as a

result of business adaptation to the conditions of war, opening new locations and support from international organizations - Fig. 1.

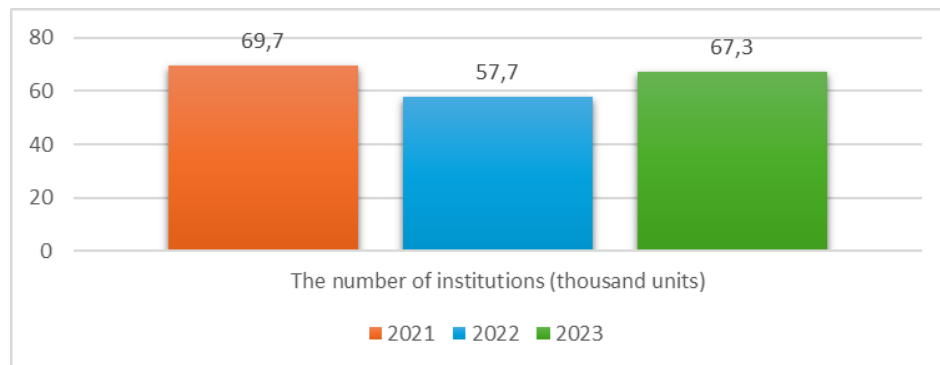


Figure 1. Dynamics of the number of establishments of temporary placement and organization of food 2021-2023.

Source: [Державна служба статистики України, 2025]

At the same time, the structure of enterprises has changed: the share of legal entities in 2021 was 10,8%, and in 2023 it dropped to 8,3%, indicating a shift in business towards individual entrepreneurship, which provides greater mobility and financial flexibility. The share of individual entrepreneurs increased from 89,2% in 2021 to 91,7% in 2023, as large companies suffered greater losses due to the destruction of infrastructure and economic risks - Fig. 2.

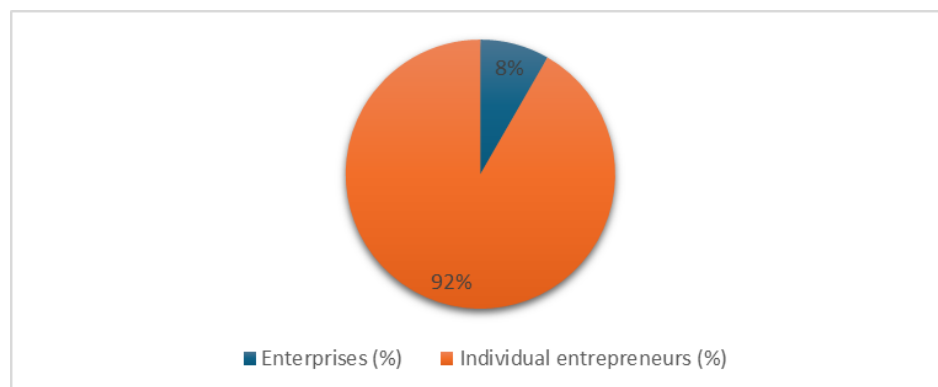


Figure 2. The structure of hotel and restaurant business in Ukraine in 2023

Source: [Державна служба статистики України, 2025]

Despite the negative trends of 2022, in 2023 there was a partial recovery in the temporary accommodation and catering sector. This is due to several factors. First, many Ukrainians returned home, which increased demand for services in the western and central regions. Secondly, international assistance has contributed to the

stabilization of the economy, which has eased the conditions for opening new institutions. Third, the role of volunteer initiatives and the support of displaced people has increased, which created new business models [Валінкевич та ін., 2024]. However, in 2023, the security situation remained unstable, limiting the ability to business recovery in some regions.

In 2024, hotel and restaurant business in Ukraine demonstrates a gradual recovery after a significant reduction in 2022. The main drivers of this process were the adaptation of enterprises to new economic realities, the growth of domestic tourism and the support of small businesses. Relatively safe regions continue to attract guests, which stimulates the development of hotel infrastructure. At the same time, restaurants and cafes are changing their operations, expanding delivery services, takeaway and special programs for displaced people and the military. Big business has suffered significant losses, while individual entrepreneurs have become more flexible and mobile, which is contributing to faster market adaptation.

Despite the positive trends, the industry remains sensitive to security risks that affect the investment attractiveness and enterprise stability. Some Ukrainian companies are expanding their operations to international markets, and foreign donors are supporting businesses through grant programs, which allows the sector to develop even in difficult conditions. In general, the hotel and restaurant business of Ukraine continues to adapt and find new opportunities, which allows us to predict further recovery in the coming years.

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