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Ukraine Autos Report Q4 2015

https://marketpublishers.com/r/U14FA2C5738EN.html
Date: October 2015
Pages: 57
Price: US$ 1,295.00 (Single User License)
ID: U14FA2C5738EN

Abstracts

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Vehicle sales in Ukraine dropped 54.5% in 2014, to 105,957 units and BMI estimates a 62.8% drop in the market in 2015, as the conflict continuation of conflict weighs on consumer and business spending over the year.

In 2016, the country's political and economic crisis will drag on and BMI remains significantly bearish on the country's consumer and business investment stories. Soaring inflation, substantially tighter government spending, diminished purchasing power and extremely tight credit conditions contributed to the dismal economic outlook. This will significantly temper both consumer and business appetite for big ticket purchases such as new cars over the next five years and risks to this outlook also remain firmly weighted to the downside, as a further deterioration in the political and economic outlook is a strong possibility.

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