



# Joint Market Monitoring Initiative (JMMI) December 2025

REACH Ukraine

**REACH** Informing  
more effective  
humanitarian action

**IMPACT** Shaping practices  
Influencing policies  
Impacting lives  
**REACH PANDA AGORA**



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- 01** Methodology
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- 03** Local markets and inflation overview

A faint world map is centered on the page, overlaid with a light gray geometric grid of interconnected lines forming various polygonal shapes. The map shows the outlines of continents in a light gray tone.

**01**

# Methodology

# Methodology

Providing data on price trends and market functionality indicators

Data collection is a joint, partner-led exercise

Monthly basis

Quantitative, structured interviews: retailer and customer key informant (KI) interviews

Per assessed hromada:

- 3 prices per item
- 5 customer KI interviews



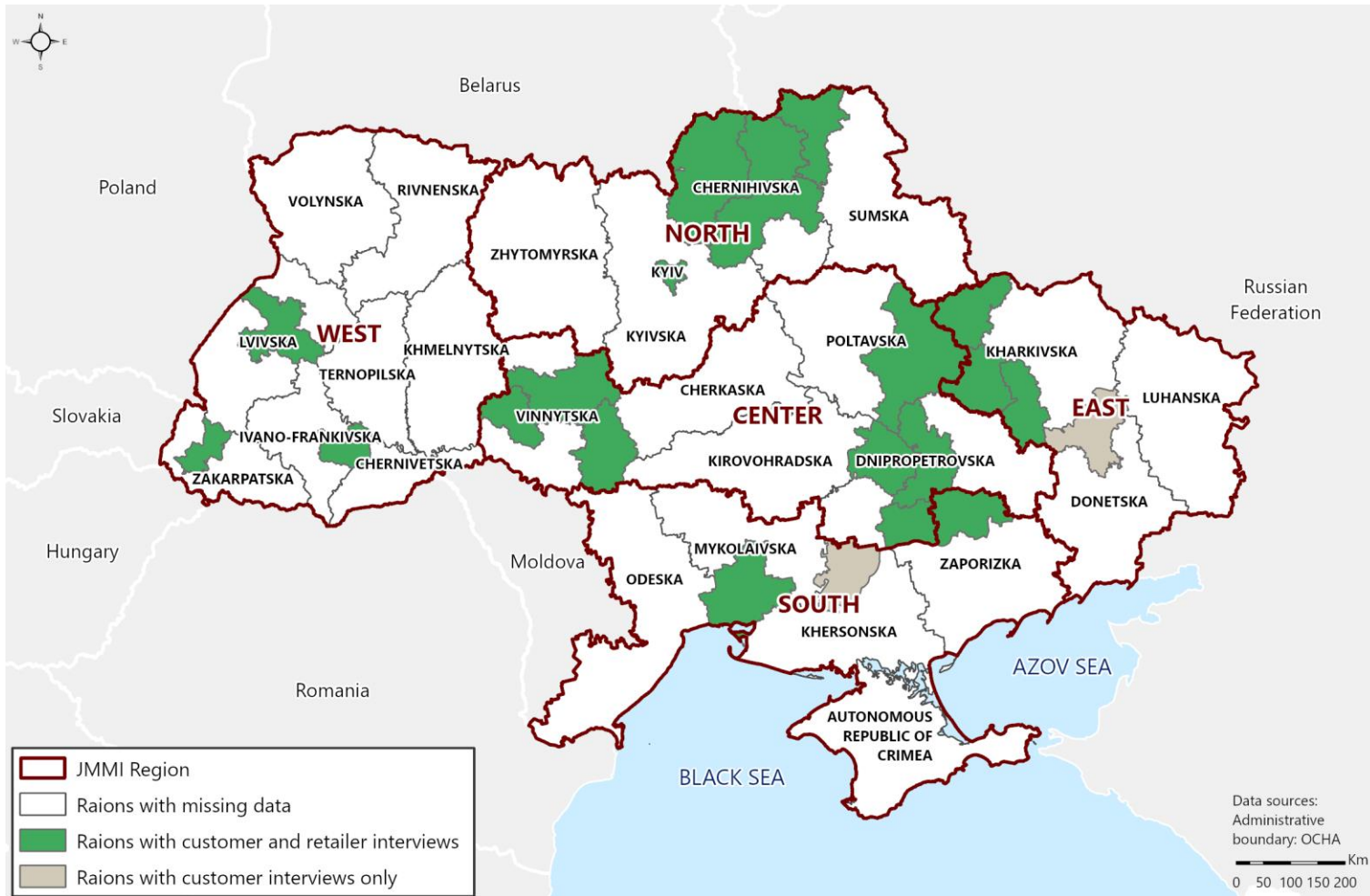
## Limitations:

The results should be considered as indicative.

Only the price of the least expensive commonly purchased brand or variety is recorded for each JMMI item.

Some changes in the overall median prices may be driven by shifts in coverage rather than by true price.

# JMMI in December 2025



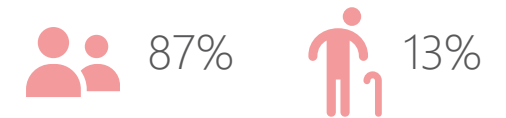
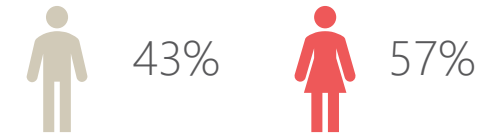
9 Participating partners

13 Assessed oblasts

41 Assessed hromadas

352 Key informant interviews (KIIs)

202 Customers surveyed



150 Retailers surveyed

20 Commodities assessed

# Partners



acted

КАПІТАС  
УКРАЇНИ



CARITAS  
UKRAINE



# Donors



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A world map is centered in the background, rendered in a light gray color. Overlaid on the map is a complex geometric pattern of thin, light gray lines forming a network of irregular polygons, resembling a low-poly mesh or a stylized globe grid. The overall aesthetic is clean and modern.

**02**

# Key Findings

# Key Findings



**The value of the JMMI basket shows moderate growth compared to previous months.** In December, the cost of the JMMI basket amounted to UAH 1,238, which is 2% higher than in November. This was driven by a 5% increase in the value of the non-food component, while the value of the food component of the JMMI basket decreased by 1% over the same period.



**In December, annual consumer inflation continued to decline and stood at 8.0%, the lowest level in the past 12 months.** At the same time, the annual inflation rate for the food and non-alcoholic beverages group was 10.2%, which is also the lowest figure recorded over the past 12 months.



**The impact of power outages is becoming more noticeable for the stable operation of stores.** In December, 36% of Retailer KIs reported issues with storing goods during periods without electricity, which is 10% higher than in November and 25% higher than in October. At the same time, the lack of electricity does not significantly affect customers' access to stores: only 9% of Retailer KIs reported that power outages impacted the ability to make purchases, which is a slightly lower figure than in November and October.



Among the areas surveyed, Customer KIs most often reported issues with the availability of essential items in the Khersonska and Chernihivska Oblasts. **The Novovorontsovka and Borozenska Hromadas in Khersonska Oblast appear the most vulnerable, with limited availability of heating and vehicle fuel.**

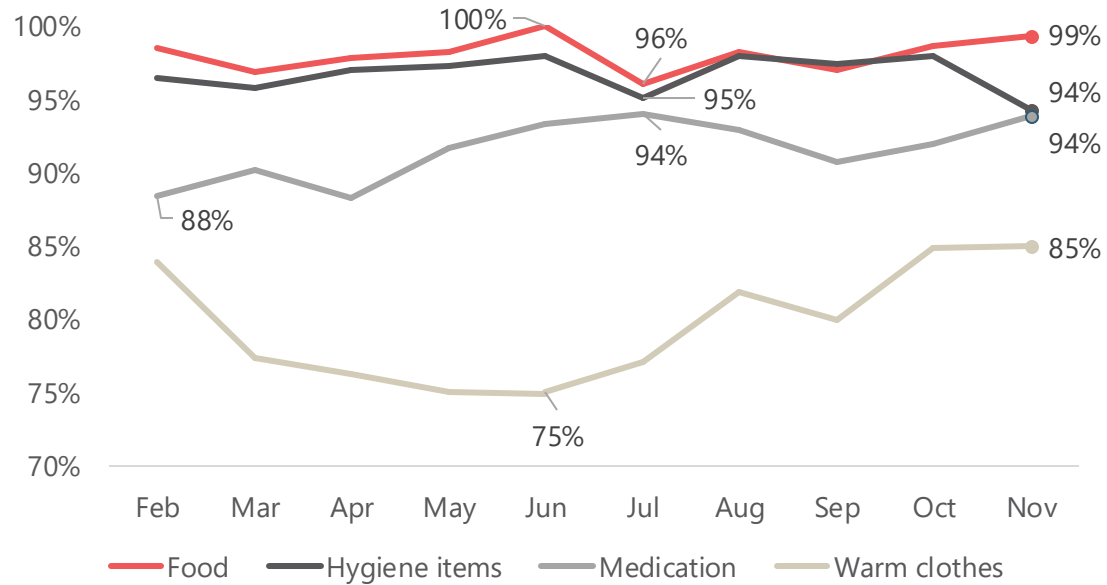
A world map is shown in a light gray, semi-transparent style, overlaid on a background of a light gray geometric pattern consisting of interconnected lines forming various sized triangles and polygons. The map shows the outlines of continents. In the center of the map, over Europe, the number '03' is written in a bold, red, sans-serif font.

**03**

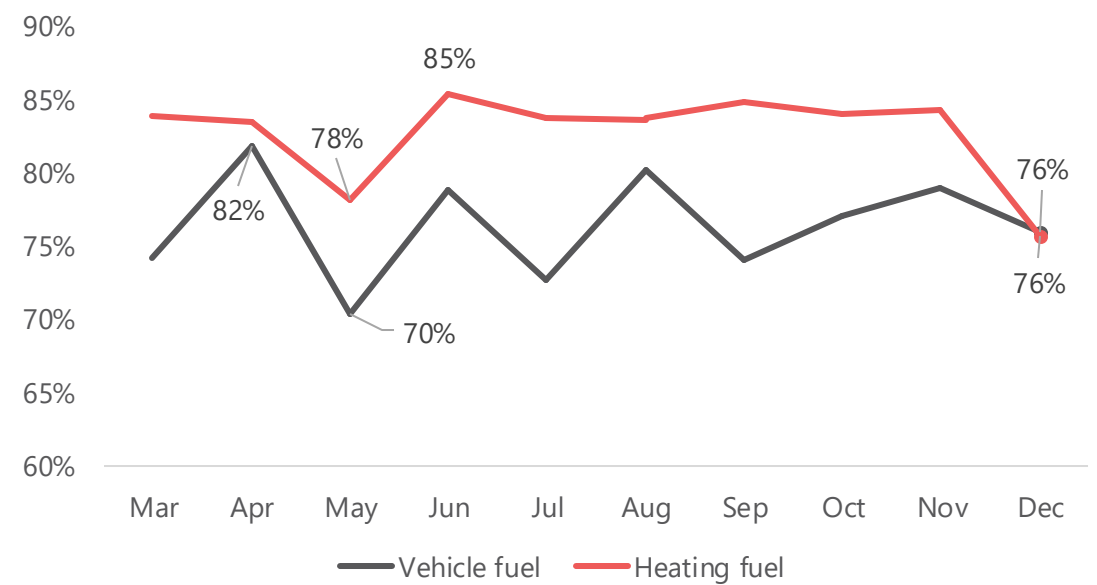
# Market and Inflation Overview

# Availability of goods and fuel

% of customer KIs reporting full availability of essential items, overall



% of customer KIs reporting full availability of fuels, overall



Hromadas in which customer KIs in December reported the greatest level of availability issues:

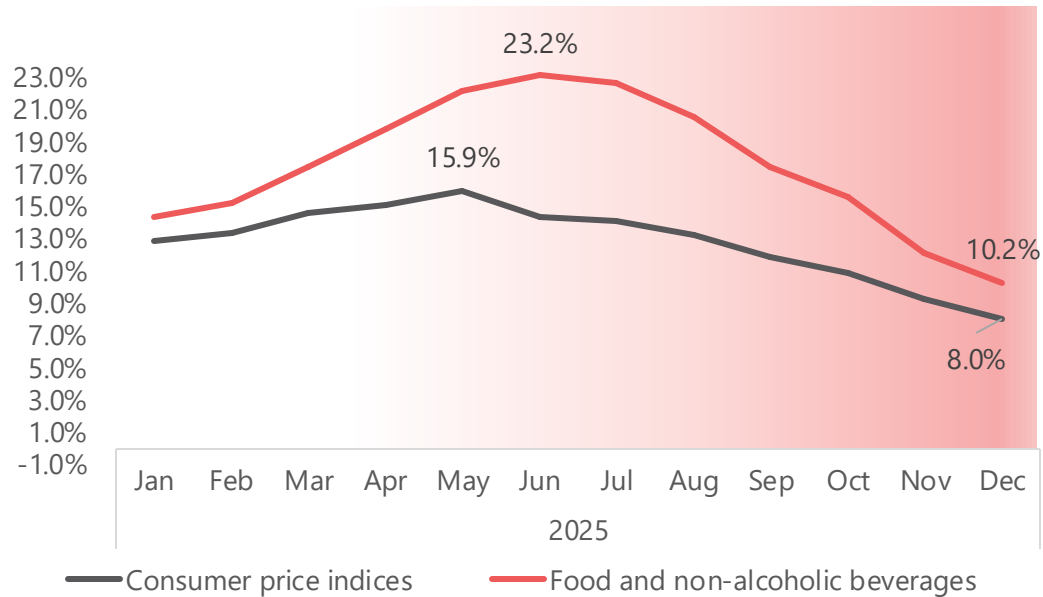
Warm clothes
Semenivska ( <b>Chernihivska</b> )

Heating fuel
Novovorontsovka ( <b>Khersonska</b> )
Borozenska ( <b>Khersonska</b> )
Novhorod-Siverska ( <b>Chernihivska</b> )

Vehicle fuel
Novovorontsovka ( <b>Khersonska</b> )
Borozenska ( <b>Khersonska</b> )

# Change in prices

## Annual inflation rate (%)\*



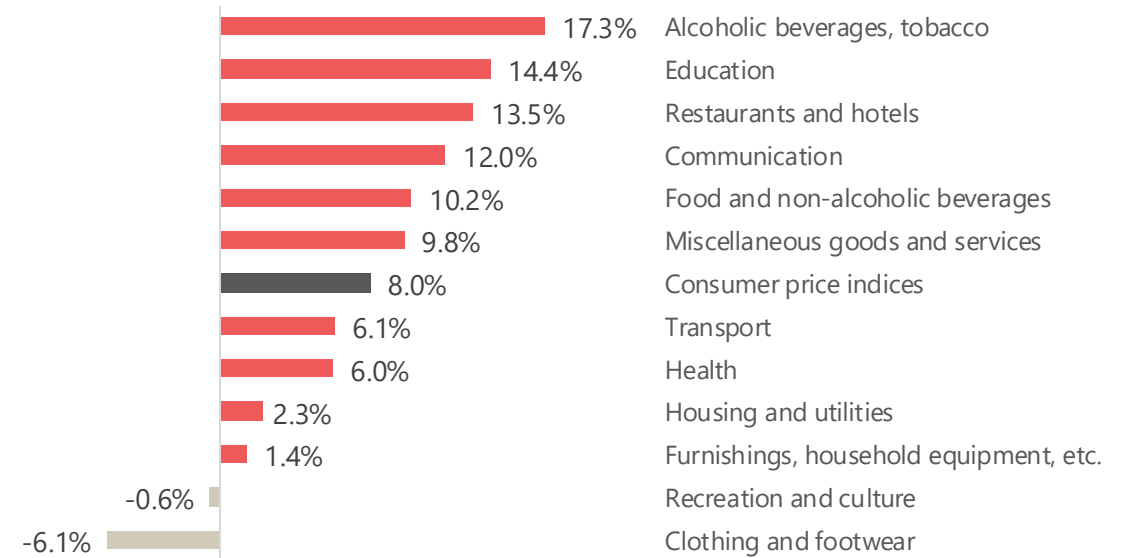
Source: SSSU

Meat, edible oil and fish increased the most annually (by 21%, 17.3% and 16.6% respectively).

In November 2025, inflation continued to slow, to 8.0% yoy. Due to the continued effects of larger harvests, the actual inflation trajectory was running below the forecast trajectory.\*\*

Inflation is expected to continue to slow in 2026, particularly due to the gradual easing of labour market mismatches, moderate external price pressures, and the NBU's monetary policy measures.\*\*

## Consumer price changes (%) for groups of goods and services, from December 2024 to December 2025



Source: SSSU

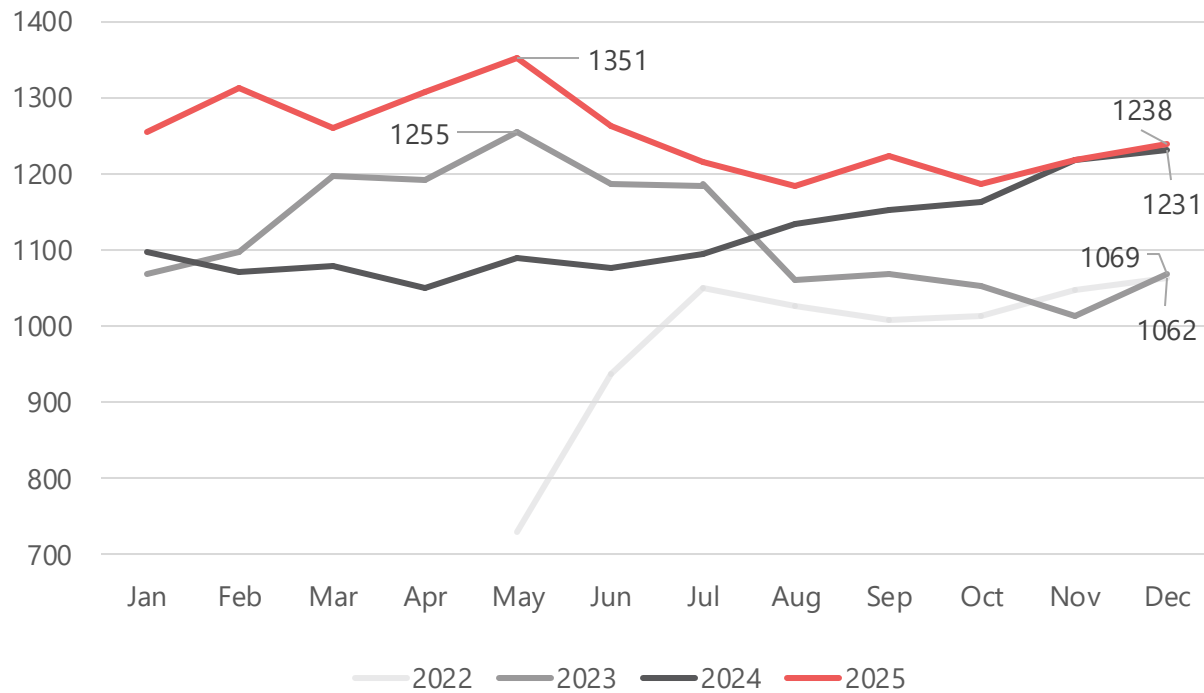
Monthly inflation\* showed a slight increase. Accordingly, in December 2025, the consumer price index rose by 0.2% compared to the previous month, while prices in the food and non-alcoholic beverages group remained at the same level, showing 0.0% change in December.

\* Annual inflation is the change of the price level between the current month and the same month of the previous year, monthly inflation is the change of the price level between the current month and the previous month.

\*\* National Bank of Ukraine, [NBU December 2025 Inflation Update](#).

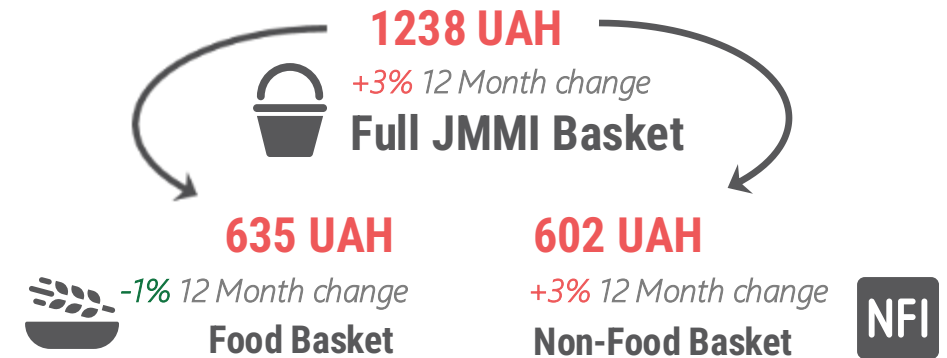
# Prices for items in the JMMI basket

## Monthly evolution of the JMMI basket price (in UAH), overall



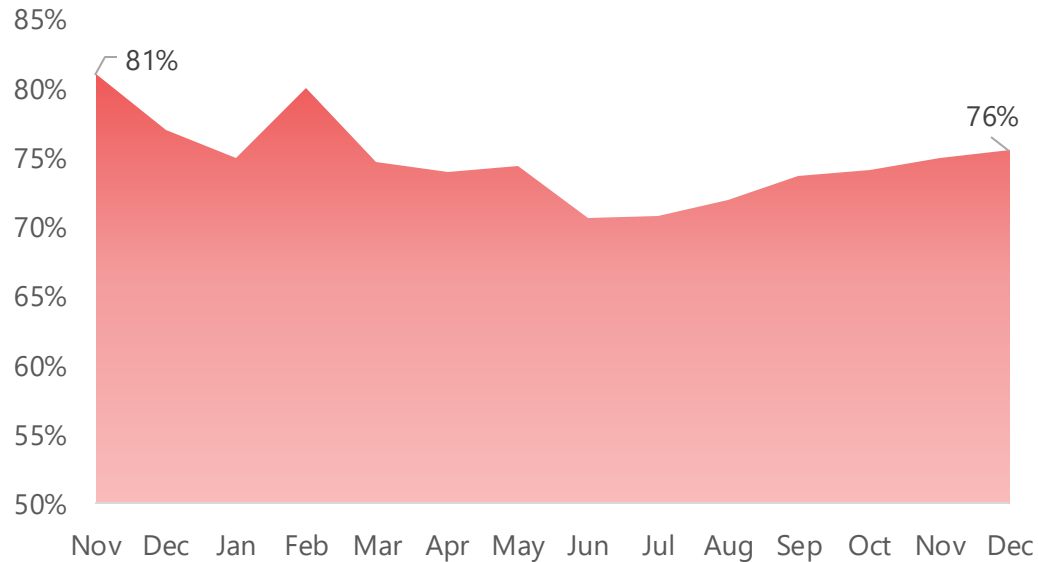
In December 2025, the highest cost of the full JMMI basket was observed in Kyiv city (1386 UAH).

## JMMI basket in December



# Affordability

% of customer KIs reporting that financial factors affected their access to goods in stores or marketplaces, overall



**84%** of customer KIs aged 60 and above reported that financial factors affected their access to goods in stores or marketplaces in December

% of customer KIs reporting that financial factors\* affected their access to goods in stores or marketplaces in December, by type of barrier, age group, gender, and type of area

Reported financial barrier	18-59 years old	60 years and above	Women	Men	Rural	Urban
Item price have increased	59%	84%	66%	60%	60%	64%
Fuel for vehicle is too expensive	24%	12%	15%	29%	21%	21%
Public transportation is too expensive	10%	19%	13%	8%	10%	11%
Cannot afford the items (despite prices have not risen)	13%	16%	16%	11%	12%	14%
Items are not available	2%	-	2%	1%	-	2%
Do not have enough physical cash	1%	3%	0%	2%	5%	-

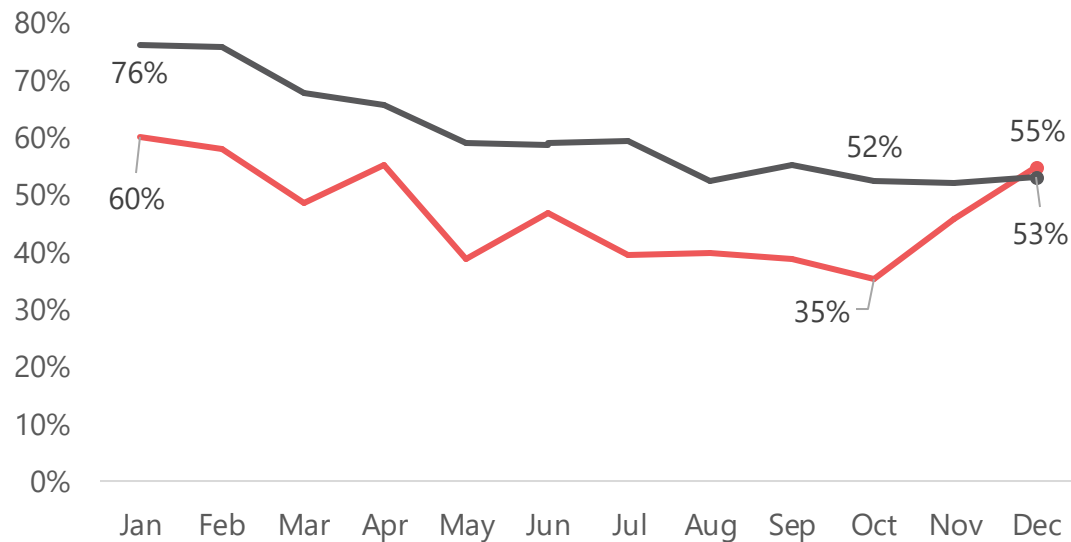


Price increase was reported as the main financial barrier to accessing goods by 76% of customer KIs in the South and 72% in the Center.

\* Respondents could select more than one option.

# Market functionality

% of retailer KIs reporting difficulties in keeping their stores operational and anticipating new challenges in the coming months due to the war



— % of retailer KIs reporting difficulties in keeping their store operational  
— % of retailer KIs reporting anticipating new challenges due to the war

Top 4 difficulties\* faced by retailer KIs in keeping their store operational and well-stocked due to the war in December

- 1 **36%** Absence of electricity *The highest value of the indicator was in the South (71%), Kyiv city (56%) and West (56%)*
- 2 **16%** Fully staffing the store
- 3 **14%** Movement restrictions
- 4 **12%** Prices charged by suppliers

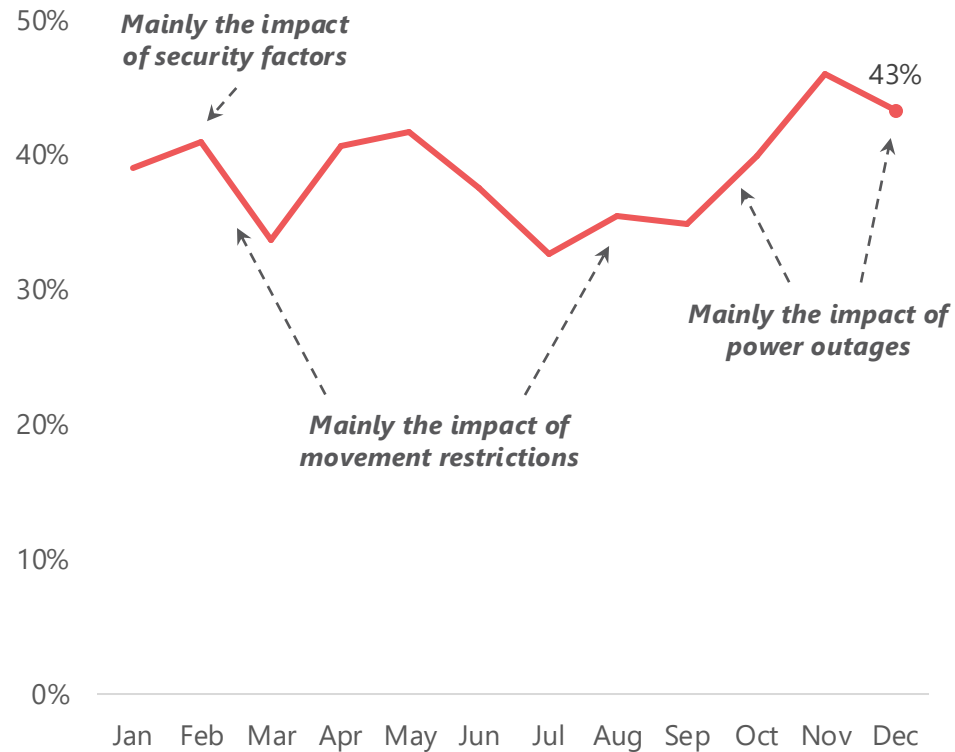
Top 2 challenges\* retailer KIs expected to face in the coming months due to the war in December

- 1 **36%** Rising prices
- 2 **26%** Reduced purchasing power of customers

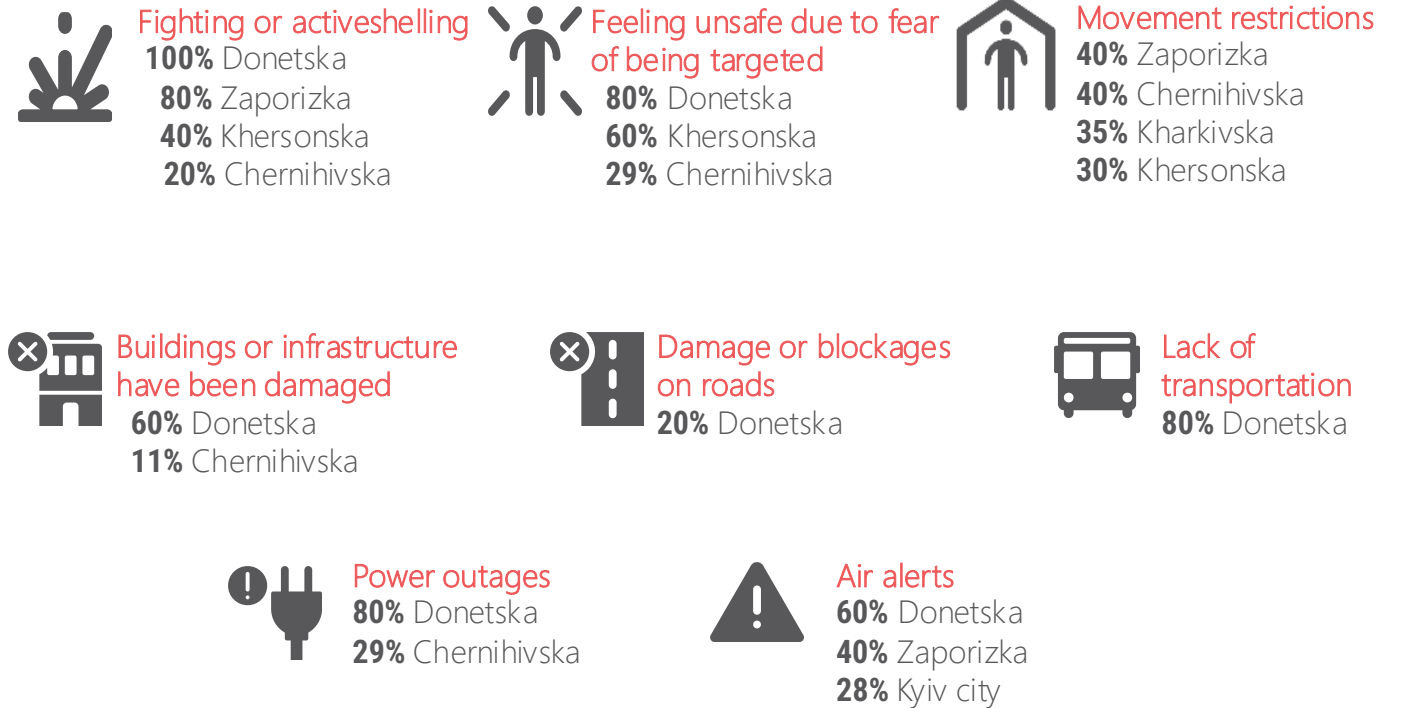
\* Respondents could select more than one option.

# Accessibility of stores and markets

% of customer KIs reporting that full-scale war has affected their ability to access stores



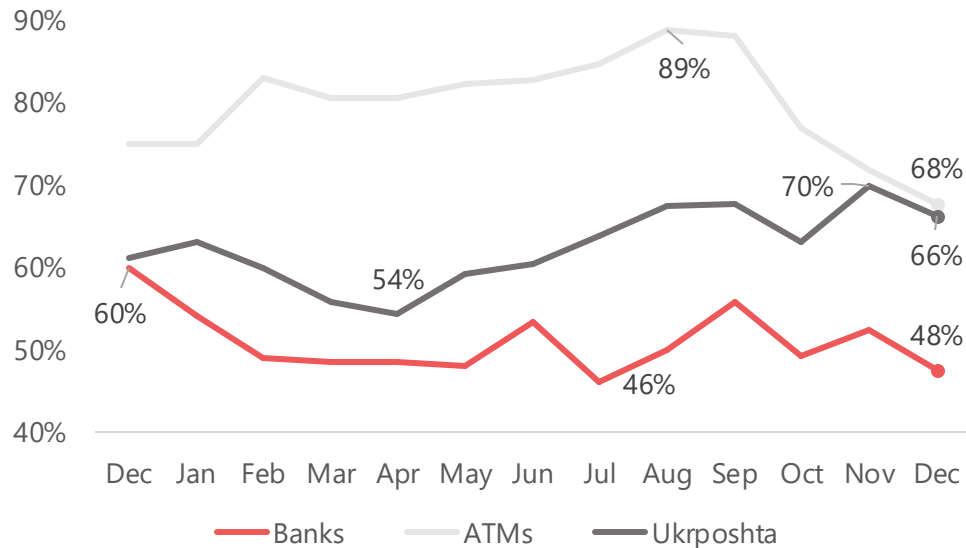
Main physical barriers\* to accessing stores or marketplaces reported by customer KIs in December



\* Respondents could select more than one option.

# Accessibility of financial services

## % of customer KIs reporting full availability of financial services, overall



Air alerts restricted the opening hours of bank branches (reported by 34% of customer KIs) and Ukrposhta offices (21%) across the country.

## Main barriers\* to accessing financial services, reported by customer KIs in December:

### Bank branches

**Power outages**  
60% Donetska  
40% Poltavaska  
20% Chernihivska

**Air alerts**  
100% Vinnytska  
80% Donetska  
65% Kharkivska  
62% Chernihivska

**Accessible only nearby**  
100% Mykolaivska  
80% Khersonska

### ATMs

**No ATM**  
90% Khersonska  
50% Mykolaivska  
40% Lvivska

**Power outages**  
80% Donetska  
60% Poltavaska  
49% Chernihivska

**Lack of ATMs**  
20% Donetska

### Ukrposhta offices

**Only mobile post offices**  
100% Mykolaivska  
30% Khersonska

**Air alerts**  
100% Vinnytska  
44% Chernihivska  
40% Donetska

**Power outages**  
40% Donetska  
22% Chernihivska

\* Respondents could select more than one option.

# Thank you for your attention



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