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ANALYSIS OF THE CURRENT ELECTRIC MOTOR MARKET IN UKRAINE: FORMATION, ASSESSMENT, PERSPECTIVES

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Abstract. This article presents a comprehensive analysis of the current electric motor market in Ukraine, what is the **object of research**, covering its formation, major trends, assessment of the current status, and development prospects. Special emphasis is placed on the impact of economic factors and global trends on the market structure and competitiveness. The role of domestic manufacturers, import partners, and consumers in shaping supply and demand for electric motors is examined. The impact of martial law on the electric motor market in Ukraine has been studied, which is manifested in a sharp drop in the total market volume (by ~50% in 2022); an increase in prices (over 30%); a decrease in the share of the domestic manufacturer (up to 70%). A cardinal change in the demand structure in favor of the defense sector is also observed. Key areas for further sector development are identified. The findings **aim** to support businesses, and researchers in making strategic decisions amid rapid economic and technological transformations. The **research methodology** was a comprehensive analysis of statistical data for the period from 2019 to 2024, which are freely available. Thus, the **subject of research** became statistical data that characterize the electric motor market and its changes. The study examines the economic condition of the industry, analyses domestic and foreign manufacturers, and assesses the structure of domestic consumption of the electric motor. We analysed the development trajectory of the industry and the growth potential of this sector of the national economy. The **scientific significance** of the work lies in its ability to inform and improve promising investment projects aimed at developing the electric motor market and restoring the industry. The **value** of the study lies in the fact that it emphasises the importance of attracting international grants and implementing comprehensive state policies that must be implemented with a long-term perspective.

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JEL Classification L10, L68, O40.

INTRODUCTION

The electrical engineering industry is fundamental to the development of the national economy, as it is the basis for electrification and technical development. The modern Ukrainian electric motor market has a complex structure and operates in conditions of numerous economic, technological and political challenges. The need for research in this area is explained by its impact on the functioning of the economy as a whole. The market has a large number of electric motors, each with unique characteristics that determine their application. The last five years have been marked by major transformations in the industry due to global technological changes, internal economic factors and the consequences of war. This study allows us to analyse past trends and identify prospects for future development and recovery.

LITERATURE REVIEW

The electrical engineering industry is an important component of the national economy, providing the material and technical basis for electrification and technological progress. The electric motor market in Ukraine is multifaceted and operates in an environment of significant challenges in the areas of economics, technology and geopolitics.

The research by Ivanov and Shevchenko (2023) focuses on analysing the dynamics of the electric motor market in Ukraine, highlighting the complexity of the market due to the influence of both internal economic processes and external technological trends. The authors note that significant changes in recent years are related to adaptation to global environmental requirements and the need to modernise production.

The research by Petrenko and Kuznetsov (2024) is also important, as it identified the role of technological innovations in the development of the industry, focusing on the introduction of intelligent engines and energy-efficient technologies.

At the beginning of military operations, Bondarenko (2022) analyses the impact of geopolitical challenges on the state of the electrical engineering industry, in particular the electric motor market, pointing to the risks associated with war, sanctions and the need to find new external markets.

An important factor in the formation of modern commodity markets is government policy and regulations that promote global integration and trade.

Kravets and Lomachenko (2023) examine investment trends, emphasising the need for state support and international investment to modernise production and develop the electric motor market in Ukraine.

Moroz and Marchenko (2021) examine regulatory changes affecting the competitiveness of electric motor manufacturers, focusing on the impact of European standards and the regulatory framework that shapes the conditions for integration into the global economy.

Thus, the electric motor market in Ukraine is in a transitional phase, accompanied by both challenges and opportunities. Studying this market is important for assessing the overall state of the country's economy.

PAPER OBJECTIVE

Research into the electric motor market allows us not only to assess past trends, but also to predict its role in the future reconstruction and modernisation of the country.

The aim of this work is to analyse fluctuations and structural changes in the Ukrainian electric motor market for the period 2019-2024, identifying key influencing factors and assessing the consequences of martial law.

The objectives of this work are as follows:

1. To study the state of the market in the pre-war period (2019 – early 2022) and identify key pre-war trends.

2. To analyse the impact of the full-scale invasion on demand, supply and the structure of the electric motor market (2022-2024).

3. To conduct a comparative analysis of the main market parameters.

4. To assess the prospects for market recovery and development in the context of Ukraine's economic reconstruction.

Market analysis is based on data from government agencies, official statistics, analytical reports and expert publications.

RESULT AND DISCUSSION

The electric motor market in Ukraine is a critically important segment of industry, as electric motors are the main type of electric drive equipment and are used in virtually all sectors of the economy: from industry and agriculture to housing and communal services and domestic use. An electric motor is an electromechanical device that converts electrical energy into mechanical work (shaft rotation).

Various types of motors are available on the Ukrainian market:

-Alternating current (asynchronous and synchronous).

-Direct current.

-Servo motors.

Stepper electric motors.

The share of different types of electric motors on the Ukrainian market is shown in the Figure 1.

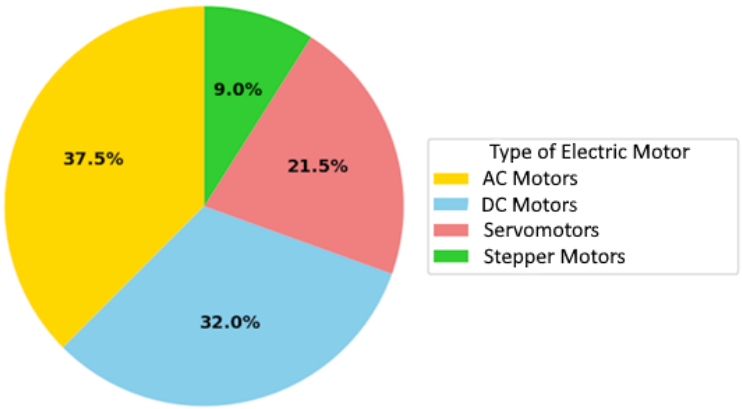

Fig. 1. Structure of the Ukrainian electric motor market by type

Source: compiled by the author according to the open's sources

It should be noted that the key features of the electric motor market in Ukraine are:

- high dependence on the overall state of industry. Sales volumes correlate with GDP and industrial production dynamics;

- consumer conservatism. Many companies repair old motors rather than buying new ones, which hinders market growth;

- gradual renewal of the fleet. The trend towards energy efficiency and automation is stimulating the replacement of outdated models with modern ones;
- strong dependence on imports as stated on the website State Statistics Service of Ukraine website: (State Statistics Service of Ukraine, n.d., 2025).

The Ukrainian electric motor market is represented by diverse players, which can be classified by type of activity:

1. *Domestic manufacturers*:

PJSC 'Elektromotor Plant' (Zaporizhia): Market leader with a full production cycle. Specialises in the serial production of AIP series asynchronous motors (IE1, IE2, IE3) with a power range from 0.06 to 630 kW.

JSC 'Kharkiv Electromechanical Plant' (KEMZ, Kharkiv): A large manufacturer with a wide range of products, including special-purpose and DC motors.

Electromash LLC (Bila Tserkva): Specialises in the production of motors for the agricultural sector (AIRS) and motors with increased starting torque.

Electromotor Scientific and Production Enterprise LLC (Kropyvnytskyi): Manufacture and specialised repair/modernisation of motors as stated on the Ministry of Economy, Environment, and Agriculture of Ukraine website (Ministry of Economy of Ukraine, n.d., 2025).

2. *Official distributors and representatives of foreign manufacturers:*

Siemens Ukraine (Kyiv): Localisation and sale of SIMOTICS series motors (IE3, IE4).

ABB Ukraine (Kyiv): Distribution of M2BAX and M3BP series motors (IE3, IE4) as stated on the Pro-Consulting (2021) report.

3 Market operators can be structured by product segment:

Standard motors (AIP, IE1, IE2): Domestic manufacturers (Elektromotor, KEMZ, Elektromash).

High-efficiency motors (IE3, IE4): Foreign brands (Siemens, ABB, WEG) and some domestic manufacturers that have mastered these standards.

Special motors (explosion-proof, crane): KEMZ, Elektromotor, custom service companies.

Repair and modernisation: Numerous service companies throughout Ukraine.

Analysis of the electric motor market in Ukraine in 2019 – early 2022.

The electric motor market in Ukraine developed as part of the broader machine-building sector. Until 2014–2019, a number of large factories produced a wide range of industrial motors; at the same time, imports accounted for a significant share of the market. In 2019 – early 2022, the market was closely linked to the overall state of industry (metallurgy, machine building, fuel and energy complex, agricultural sector) and investment activity in production modernisation. The main indicators of the Ukrainian electric motor market in the pre-war period are shown in the Figure 2.

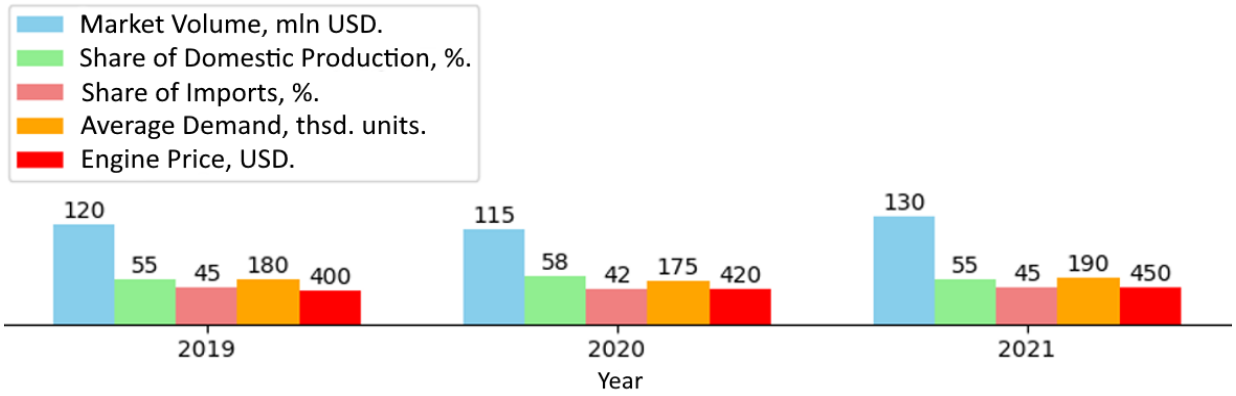

Fig. 2. Ukrainian electric motor market in the pre-war period in 2019 – early 2022

Source: compiled by the author according to the sources State Statistics Service of Ukraine, n.d., (2025) and Ministry of Economy of Ukraine, n.d., (2025).

The market was divided among key players, with the leaders holding a significant share.

PJSC 'Elektromotor Plant': Annual sales amounted to approximately 45-55 thousand motors worth $35-45 million. Market share in real terms – about 25-30%.

Other domestic manufacturers (KEMZ, Elektromash, etc.): Total annual volume – approximately 40-50 thousand motors worth $25-35 million. Market share in physical terms – approximately 25%.

Official distributors of imported brands (Siemens, ABB, WEG, etc.): Total annual import volume – approximately 80-90 thousand motors worth $60-70 million. Their share in physical terms is ~45%, but in value terms their share was higher due to premium prices.

The sales structure by product type differed for domestic and imported manufacturers.

For domestic manufacturers (Elektromotor, KEMZ, Elektromash):

-AIR series motors (IE1, IE2): ~85% of sales in physical terms. The basis of production.

-AIR series motors (IE3): ~10%. A developing segment supported by government energy conservation programmes.

-Special motors (crane, metallurgical, explosion-proof): ~5%. Niche but high-margin products.

For imported brands (Siemens, ABB, WEG):

-High-efficiency motors (IE3, IE4): ~60% of sales in value terms. Key advantage and competitive advantage.

-Specialised motors and drives (servo motors, motors with gearboxes): ~25%. Technologically complex products for precision applications.

-Standard motors (IE1, IE2): ~15%. Often supplied as part of complete equipment.

The structure of consumption (demand) in the electric motor market is shown in the Figure 3.

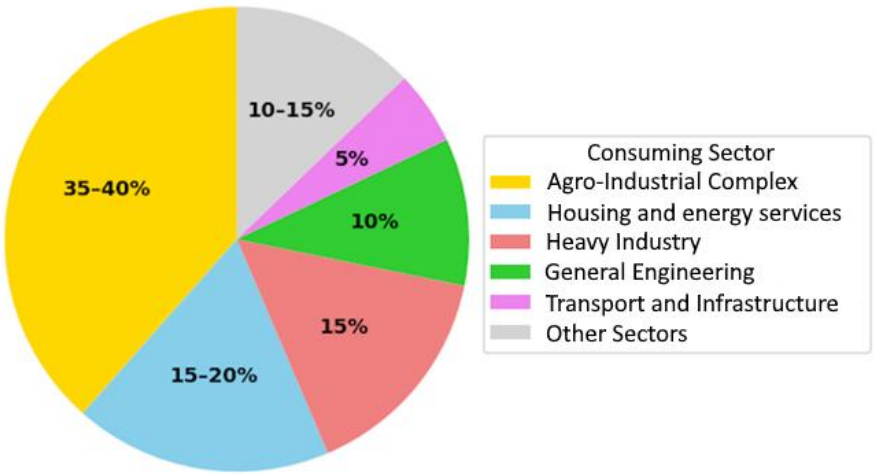

Fig. 3. Structure of consumption (demand) in the electric motor market

Source: compiled by the author according to the sources State Statistics Service of Ukraine, n.d., (2025) and Ministry of Economy of Ukraine, n.d., (2025).

In 2019-2021, Ukraine's foreign trade in electric motors had a stable structural character. Ukraine established itself as an exporter of standard products with low added value to the markets of the CIS countries and an importer of high-tech, premium products from the EU countries. This model illustrated the technological gap between domestic production and European industry leaders. The dynamics of exports of electric motors (UKT FEA: 8501) in 2019-2021 is presented in the Figure 4.

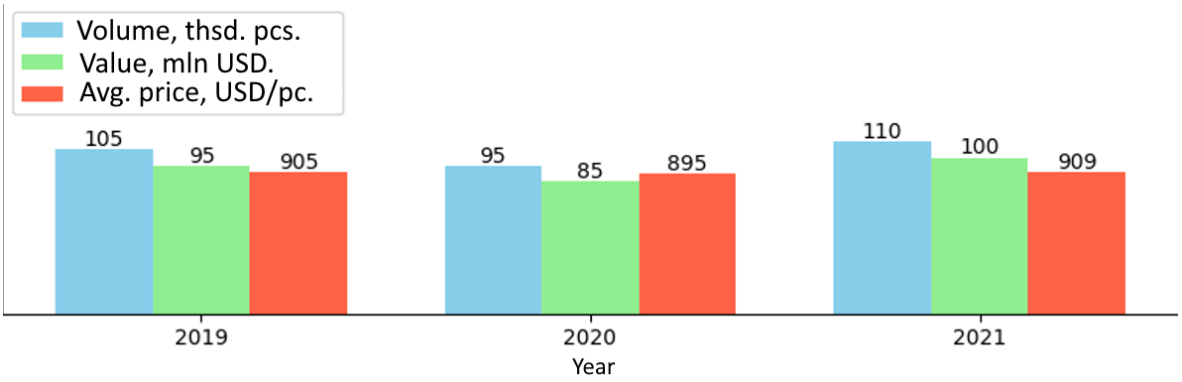

Fig. 4. Dynamics of exports of electric motors (UKT FEA: 8501) in 2019-2021

Source: compiled by the author according to the sources State Statistics Service of Ukraine, n.d., (2025) and Ministry of Economy of Ukraine, n.d., (2025).

Over 80% of exports in kind were asynchronous AC motors with a capacity of over 750 W (UKT ZED code 8501). These are standard AIR series motors of medium power (from 0.75 kW to 160 kW) of energy efficiency classes IE1 and IE2, which are the main product of domestic manufacturers (PJSC "Plant "Electromotor". The stably low average price (about $900 per unit) confirms the export of mainly products of the middle and lower price segments with low added value. The geography of export supplies of Ukrainian electric motors is shown in the Figure 5.

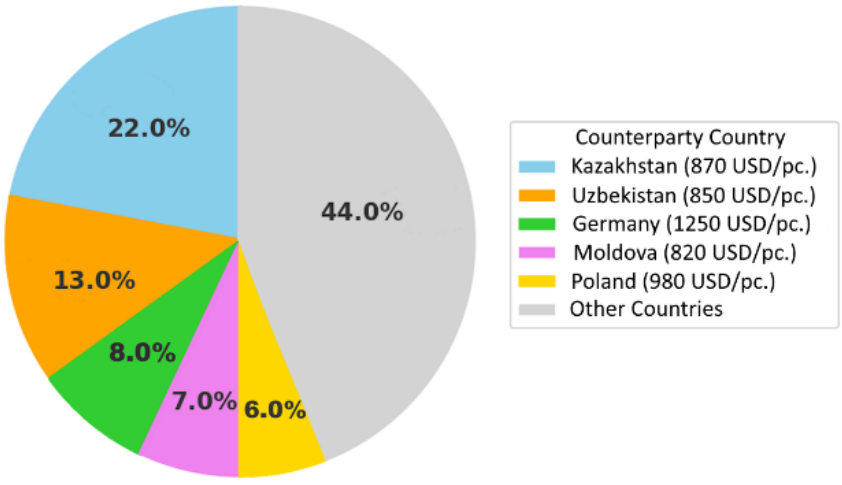

Fig. 5. Geography of export supplies of Ukrainian electric motors

Source: compiled by the author according to the sources State Statistics Service of Ukraine, n.d., (2025) and Ministry of Economy of Ukraine, n.d., (2025).

Imports, although smaller in volume, significantly exceeded exports in value, which indicates the dependence of Ukrainian industry on high-tech products. The dynamics of imports of electric motors (UKT FEA code 8501) in 2019-2021 are shown in theTable 1.

Table 1

Dynamics of imports of electric motors (UKT FEA:8501) in 2019-2021

Indicator	2019 year	2020 year	2021 year
Volume, thousand pcs.	75	70	85
Cost, million USD	135	125	155
Average price per unit, USD/pc.	1800	1785	1823

Source: compiled by the author according to the sources State Statistics Service of Ukraine, n.d., (2025) and Ministry of Economy of Ukraine, n.d., (2025).

Imports were focused on:

1. High-efficiency motors (IE3, IE4) and specialized motors (e.g., for CNC machines, robotics).
2. Motors with a capacity of over 1000 kW for heavy industry and energy, which are not produced in Ukraine.
3. Servomotors and high-precision DC motors.
4. Components for production (e.g., high-quality stators, rotors) (Zhytomyr Journal, 2025).

The high average import price (over $1,800 per unit) confirms the import of technologically complex, premium, and specialized products.

The main directions of electric motor imports to Ukraine are shown in the Figure 6.

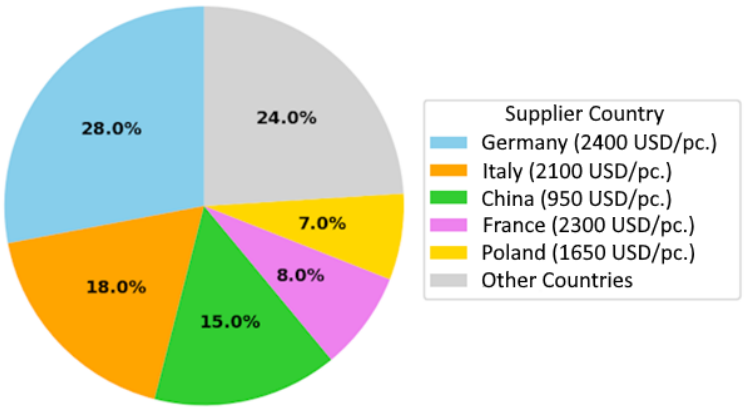

Fig. 6. The main directions of electric motor imports to Ukraine

Source: compiled by the author according to the sources State Statistics Service of Ukraine, n.d., (2025) and Ministry of Economy of Ukraine, n.d., (2025).

The period of 2019-2021 was characterized by relative stability of macroeconomic indicators. The key driver of the cost, and therefore the final price, was the cost of raw materials (steel, copper). The dynamics of average prices for electric motors in Ukraine (2019-2021) is given in Table 2.

Table 2

Dynamics of average prices for electric motors in Ukraine (2019-2021)

Product category	2019 year	2020 year	2021 year	growth
Domestic motors (AIR series, 7.5 kW), USD/unit.	600	620	650	+8,3%
Imported motors (IE3, 7.5 kW), USD/unit	1200	1230	1280	+6,7%

Source: compiled by the author according to the sources State Statistics Service of Ukraine, n.d., (2025) and Ministry of Economy of Ukraine, n.d., (2025).

In 2019-2021, pricing in the Ukrainian electric motor market was stable and predictable. Domestic manufacturers offered competitive prices, compensating for technological lag with accessibility and service, while imported brands dominated the premium segment due to quality and energy efficiency (Moroz, I., & Marchenko, S. (2021)).

Impact of full-scale invasion (2022-2024) on the electric motor market in Ukraine.

The period 2022-2024 became the most critical in modern times for the Ukrainian electric motor market. The full-scale Russian aggression dealt a significant blow to the entire economy, which led to a sharp drop in demand, disruption of logistics chains, destruction or temporary occupation of production facilities. Gradually, however, the market demonstrated significant adaptability and began to recover, forming a new demand structure.

Analyzing the indicators of the Ukrainian electric motor market during the war period (2022-2024) is a difficult task due to the limited official statistics, commercial confidentiality and rapid dynamics of changes. However, based on open data, expert assessments and market logic, it is possible to derive key indicators and trends, which are shown in the Table 3.

Table 3

Main indicators of the Ukrainian electric motor market in 2022–2024

Indicator	2022 year	2023 year	2024 year
Market size, million USD	~60-70	~90-100	~110-120
Share of domestic production, %	~15	~30	~30-35
Share of imports, %	~85	~70	~65-70
Average annual demand, thousand units	~90	~120	~140
Price of an average engine (7.5 kW), USD	~800	~850	~900

Source: compiled by the author according to the sources State Statistics Service of Ukraine, n.d., (2025) and Ministry of Economy of Ukraine, n.d., (2025).

In 2022, the market volume fell by ~50% compared to 2021. The first months of a full-scale war were the most difficult: a large part of industry was stopped, seaports were blocked, the logistics structure was destroyed, and there was a massive internal displacement of the population and businesses. Demand is practically absent, except for critical needs (energy, repair of military equipment, agricultural sector in safe regions).

In 2023, the market began to adapt to new conditions. Volumes increased by 30-40% compared to 2022. A new demand driver emerged: the military-industrial complex (MIC). There was a huge need for engines for the repair and production of military equipment, drones, and engineering equipment. The work of logistics corridors for imports (land borders with the EU)

resumed. The share of domestic manufacturers increased due to the complications of imports, the devaluation of the hryvnia, and the need for quick deliveries for the MIC (SLEMZ, n.d (2025)).

In 2024, demand is determined by two key factors: the needs of the military-industrial complex and the reconstruction of critical infrastructure (energy, water supply, housing and communal services). The structure of demand for electric motors by consumer in 2023-2024 is shown in the Figure 7.

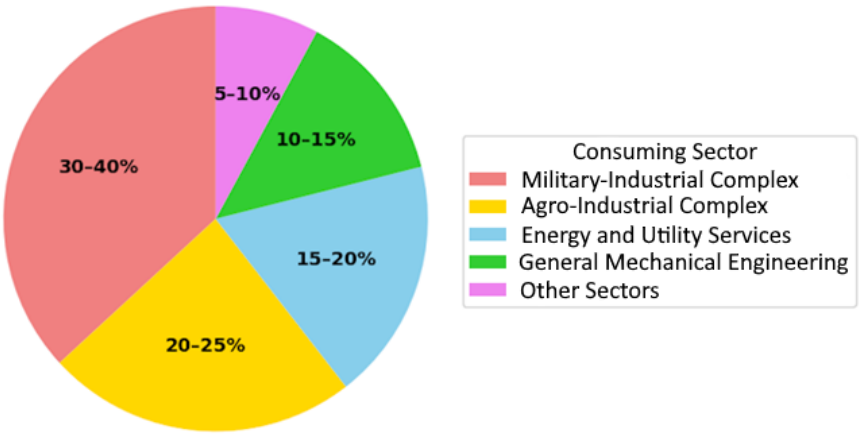

Fig. 7. The structure of demand for electric motors by consumer in 2023-2024

Source: compiled by the author according to the sources State Statistics Service of Ukraine, n.d., (2025) and Ministry of Economy of Ukraine, n.d., (2025).

As studies show, today the market has a smaller volume and a fundamentally different structure, that is dominated by the needs of the military-industrial complex and infrastructure reconstruction.

The period 2022-2024 has become the most challenging for Ukraine's foreign trade. A full-scale war has radically disrupted traditional logistics routes, affected production capacities and the structure of demand. Exports have suffered the greatest blow due to the blockade of seaports - the main gateways for Ukrainian goods. However, the establishment of alternative land and river routes has allowed for partial restoration of supplies. The dynamics of exports of electric motors (UKT FEA code 8501) in 2022-2024 is shown in the Figure 8.

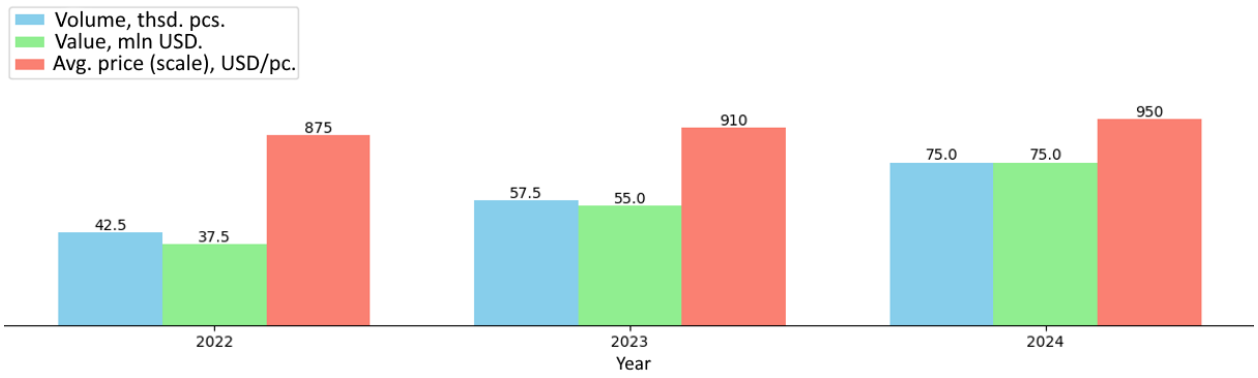

Fig. 8. The dynamics of exports of electric motors (UKT FEA code 8501) in 2022-2024

Source: compiled by the author according to the sources State Statistics Service of Ukraine, n.d., (2025) and Ministry of Economy of Ukraine, n.d., (2025).

There have been dramatic changes in the structure and geography of exports. The share of EU countries has increased sharply (up to 60-70%), mainly due to land borders. CIS countries (Kazakhstan, Uzbekistan, Moldova) have retained their share (~25-30%), but the logistics of deliveries have become significantly more complicated and more expensive. Deliveries to other regions of the world (Asia, Africa) have practically ceased. The volume of deliveries of standard high-power engines has decreased (logistically difficult). Deliveries of specialized engines and medium/low-power engines have remained (UPEC, n.d. (2025)).

Imports play a critical role in supporting the military-industrial complex, energy, and critical infrastructure. After a sharp drop in early 2022, new supply chains have been established. The dynamics of imports of electric motors (UKT FEA code 8501) in 2022-2024 are shown in the Figure 9.

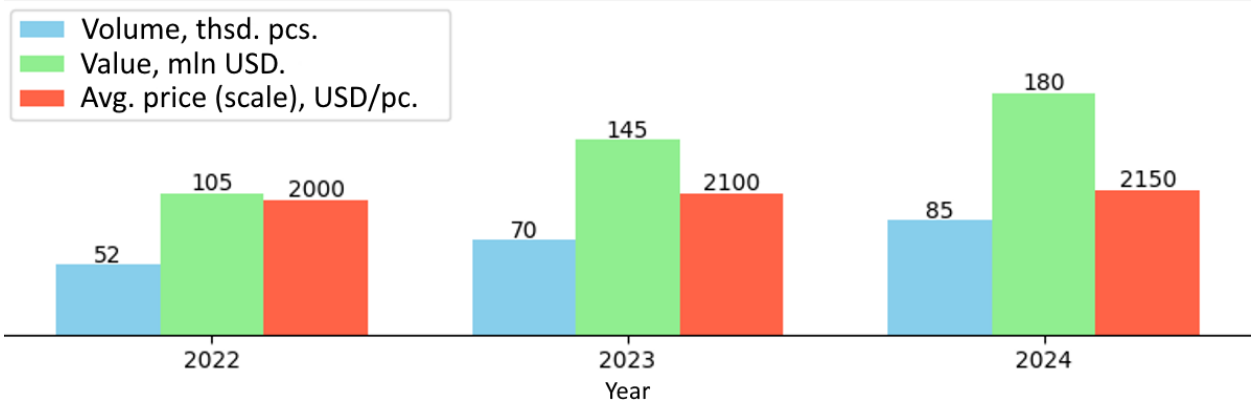

Fig. 9. The dynamics of imports of electric motors (UKT FEA code 8501) in 2022-2024

Source: compiled by the author according to the sources State Statistics Service of Ukraine, n.d., (2025) and Ministry of Economy of Ukraine, n.d., (2025).

Imports are focused on: high-tech engines for the military-industrial complex (drones, special equipment), specialized engines for the restoration of energy infrastructure (powerful generators, engines for pumping stations) and components for domestic production that cannot be manufactured in Ukraine. Thus, in 2022-2024, Ukraine's foreign trade in electric motors underwent a geopolitical reformatting. The European Union became the absolute leader both in terms of import volumes and new export directions. Exports have partially recovered, but have not yet reached pre-war levels. Imports have not only recovered, but also exceeded pre-war indicators in value terms, which indicates the critical dependence of Ukrainian industry and the defense sector on high-tech imported products necessary for functioning in conditions of war and reconstruction (Korfor. (2022)).

The period of full-scale war became a time of structural changes in pricing. Traditional factors, such as the cost of materials, were pushed into the background by war factors: logistical risks, devaluation of the national currency, critical demand from the military-industrial complex and energy sector. Prices showed a sharp increase in 2022. The main reasons were:

Devaluation of the hryvnia at the beginning of the war:

-Logistical collapse and a sharp increase in the cost of delivery.

-Speculative demand against the background of panic and critical needs.

In 2023-2024, prices stabilized, but remained at a much higher level. Growth in dollar terms became moderate (~5-10% per year) and was due to global cost inflation.

The pricing structure has undergone radical changes.

New key factors have emerged:

1. Logistics and insurance (25-35% of the import price).

2. The exchange rate of the national currency (a key factor for the domestic market). The devaluation of the hryvnia was the main driver of the increase in hryvnia prices for all products, including domestic ones.

3. Demand from the military-industrial complex and critical infrastructure. State purchases for the army are often carried out at increased prices due to the criticality of deadlines and specific technical requirements. Prices for engines for repairing power equipment are also significantly higher due to the urgent need.

4. Production costs. For domestic manufacturers, the cost in hryvnia terms has increased manifold due to:

* Devaluation (imported components and materials).
* Growth in energy tariffs.
* Costs for backup sources of energy supply, shelter equipment (Pro-Consulting. (2021)).

In 2022-2024, pricing in the Ukrainian electric motor market ceased to be market-based in the classical sense. It became a function of logistical military risks, the hryvnia exchange rate, and extraordinary demand from the state. Prices were set at a new, significantly higher level, and their structure shifted in favor of shipping and insurance costs, rather than technology and materials themselves.

Comparative analysis.

Let's conduct a comparative analysis of key parameters.

1. Market volume in monetary terms.

The most indicative is the analysis in US dollars to eliminate the impact of the devaluation of the hryvnia.

• Pre-war level (2021): ~130 million USD
• Crisis year (2022): ~65 million USD (50% drop)
• 2024: ~115 million USD (recovery to 88% of the pre-war level).

2. Supply structure (domestic/imported).

The share of domestic production decreased from ~55% in 2021 to ~30% in 2023. This was a consequence of damage to the infrastructure, power outages, a shortage of qualified personnel (mobilization, migration) and problems with the supply of components.

3. Price dynamics.

The average price of a 7.5 kW motor increased from ~650 USD in 2021 to ~850 USD in 2023. This 30.7% increase is due to:

• Rising prices for metal and components.
• The energy crisis and rising production costs.
• The devaluation of the hryvnia for imported goods.

Thus, the electric motor market experienced a significant shock, but demonstrated high adaptability. A structural reformatting took place: a temporary reduction in the total volume, a change in the share of the domestic manufacturer, a change in the structure of demand in favor of the military-industrial complex and repair services.

CONCLUSION

The conducted research allows us to draw a number of well-founded conclusions regarding the dynamics and prospects of the electric motor market in Ukraine.

1. The key factor influencing the market over the past 5 years was not the gradual introduction of European standards, but a sudden and destructive full-scale invasion, which led to a deep structural restructuring of the market.

2. The consequences of martial law were: a sharp drop in the total market volume (by ~50% in 2022), a significant increase in prices (over 30%), a decrease in the share of the domestic

manufacturer (up to 70%), as well as a fundamental change in the structure of demand in favor of the defense sector.

3. Domestic manufacturers demonstrated resilience and the ability to adapt in times of crisis, but this was partly due to technological rollback, since the main advantages were price and availability, not high technology.

4. The prospects for market development directly depend on the course of the war and the amount of financial assistance for reconstruction. I see the future of the market in two scenarios:

Inertial: Continuation of the current model with the dominance of the military-industrial complex and repairs.

Investment (optimal): Large-scale reconstruction, which will cause a boom in demand for modern, energy-efficient motors for modernized infrastructure, housing and utilities, and restored industry. This will open up great opportunities for both domestic manufacturers (who have to invest in new technologies) and importers.

5. To implement a positive scenario, a comprehensive state policy is needed that will combine:

Stimulation of domestic production through localization programs.

Strict requirements for energy efficiency of equipment purchased with state funds for reconstruction.

Financial support for enterprises that are ready to modernize their production lines based on energy efficiency.

Thus, the Ukrainian electric motor market, having gone through serious trials, is on the threshold of new opportunities. Its future success depends on the ability of all participants – business and the state – to direct resources not only towards recovery, but also towards a technological leap.

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АНАЛІЗ СУЧАСНОГО РИНКУ ЕЛЕКТРОДВИГУНІВ В УКРАЇНІ: ФОРМУВАННЯ, ОЦІНКА, ПЕРСПЕКТИВИ

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У даній статті представлено всебічний аналіз сучасного ринку електродвигунів в Україні, що є об'єктом дослідження, та охоплює його формування, основні тенденції, оцінку поточного стану та перспективи розвитку. Особлива увага приділяється впливу економічних факторів і глобальних тенденцій на структуру ринку і конкурентоспроможність. Розглядається роль вітчизняних виробників, імпортерів і споживачів у формуванні попиту та пропозиції на електродвигуни. Вивчено вплив воєнного стану на ринок електродвигунів в Україні, який проявляється у різкому падінні загального обсягу ринку (на ~50% у 2022 році); зростанні цін (більш ніж на 30%); зниженні частки вітчизняного виробника (до 70%). Також спостерігається кардинальна зміна структури попиту на користь оборонного сектора. Визначено ключові напрямки подальшого розвитку сектору. Отримані результати покликані допомогти підприємствам і дослідникам у прийнятті стратегічних рішень в умовах стрімких економічних і технологічних перетворень. Методологією дослідження став всебічний аналіз статистичних даних за період з 2019 по 2024 рік, які знаходяться у вільному доступі. Таким чином, предметом дослідження є статистичні дані, що характеризують ринок електродвигунів і його зміни. У дослідженні розглядається економічний стан галузі, аналізуються вітчизняні та зарубіжні виробники, а також оцінюється структура внутрішнього споживання електродвигунів. Ми проаналізували траєкторію розвитку галузі та потенціал зростання цього сектору національної економіки. Наукова значимість роботи полягає в її здатності інформувати і вдосконалювати перспективні інвестиційні проекти, спрямовані на розвиток ринку електродвигунів і відновлення галузі. Цінність дослідження полягає в тому, що в ньому підкреслюється важливість залучення міжнародних грантів і реалізації комплексної державної політики, яка повинна здійснюватися з урахуванням довгострокової перспективи.

Ключові слова: економіка, структура ринку, стратегія, електродвигуни, попит, порівняльний аналіз, інновації.