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ASSESSING THE EFFECTIVENESS OF UKRAINE'S EXPORT STRATEGY UNDER GEOPOLITICAL CONFLICTS AND STRUCTURAL CHANGES IN FOREIGN TRADE

The article examines the assessment of Ukraine's export strategy effectiveness under geopolitical conflicts, wartime risks, logistics constraints and structural changes in foreign trade. It is argued that export strategy effectiveness cannot be measured only by the gross value of exports, since the preservation of export flows does not necessarily indicate stronger economic resilience. Based on official foreign trade statistics for 2024–2025, the article shows a deepening imbalance between exports and imports: in 2025, Ukraine's goods exports declined to USD 40.37 billion, imports increased to USD 84.74 billion, and the goods trade deficit widened to USD 44.37 billion. The paper analyses structural changes in goods exports, including a decline in the shares of cereals, oil seeds and ores, and an increase in the shares of fats and oils, ferrous metals, wood, electrical machinery and equipment. These changes indicate partial structural shifts but do not confirm a completed technological modernization of the export model. The article highlights the role of the European direction, logistics resilience and the Ukrainian Sea Corridor in maintaining export flows. A system of criteria for assessing export strategy effectiveness is proposed, covering export dynamics, foreign trade balance, commodity diversification, structural quality of exports, geographical diversification, logistics resilience, institutional support, compliance with EU market requirements and macroeconomic effect. The practical value of the results lies in developing an analytical framework adapted to Ukraine's wartime economy and suitable for monitoring the implementation of the Export Strategy until 2030.

Keywords: export strategy, foreign trade, geopolitical conflicts, economic resilience, structural changes, export performance, Ukraine.