

**BRAND
UKRAINE**

**UKRAINE'S GLOBAL
PERCEPTION
REPORT 2024**

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DEAR COLLEAGUES AND PARTNERS

I am honoured to present to you the third annual “Report on Ukraine’s Perception in the World – 2024”, prepared by our team. Throughout this year, we have closely monitored how the international discourse on Ukraine has evolved and how the global community is responding to the challenges posed by Russia’s aggression against our country. This year, for the first time, we have incorporated a regional dimension, paying special attention to the differences in Ukraine’s perception in North America, Europe, Latin America, and Sub-Saharan Africa.

Our research highlights a crucial long-term trend for Ukraine. The emotional halo that significantly strengthened our country’s image and reputation at the beginning of the full-scale invasion is gradually fading. We now face an extremely important task: rather than relying on emotional assessments and unconditional support, we must work towards fostering a deeper understanding of Ukraine and what our country can offer the world. In this context, we continue to promote the development of a comprehensive nation brand strategy at the state level, which will help define how Ukraine wants to position itself on the global stage in the next 5–10 years.

Accordingly, one of the key priorities for all stakeholders in strategic communications is to promote knowledge about Ukraine, its potential, and its specific achievements. We must work together to ensure that the world sees Ukraine as a reliable partner capable of making a significant contribution to international security, economic growth, and sustainable development. Our study confirms this potential. Despite the challenges of a full-scale war, Ukraine remains among the countries that outperform the expected level of innovation relative to GDP per capita. Additional evidence of Ukraine’s growing potential includes strong ratings’ positions for its education system and progress in sustainable development. At the same time, our country continues to demonstrate economic potential in entrepreneurship. This is a clear indication that even in wartime conditions, Ukraine offers real opportunities for business growth and innovation.



Despite the anticipated decline in media attention to Ukraine in 2024, public support for continued military, economic, and humanitarian aid from partner countries remains high. However, as our research shows, while international support is not being questioned, it is increasingly focused not only on solidarity but also on efficiency, transparency, and long-term impact. The key priorities now include rational resource allocation, effective mechanisms for transparent oversight, and a focus on future cooperation.

I hope that the “Report on Ukraine’s Perception in the World – 2024” will serve as a valuable tool for understanding current trends and provide a strong foundation for making effective decisions in the best interests of Ukraine and the world.

Thank you for your trust and support!

**SINCERELY,
MARIA LYPIATSKA,
HEAD OF BRAND UKRAINE**

ACKNOWLEDGEMENTS

We express our deepest gratitude to the Armed Forces of Ukraine, who have done and continue to do the impossible for the freedom and prosperity of our country, as well as for protecting the future of Europe.

We thank the President and the Government of Ukraine for their contribution to the development of Ukraine's nation brand and for defending the country's interests in the field of international communications.

We deeply appreciate the informational and analytical support provided by our friends and partners. Special thanks go to our colleagues and friends at BRAND FINANCE, who have supported our team throughout the years of Russia's full-scale war against Ukraine and have shared invaluable data, without which this Report would not be possible.

We are also grateful to our media monitoring partner, LOOQME, for their support in preparing this Report, as well as for their long-term partnership and exceptional dedication to evaluating and forecasting the outcomes of our initiatives. LOOQME is the leader in Ukraine's media analytics market, specializing in monitoring mentions in social media and traditional media.

Global analytical partner:

Brand Finance[®]

Media monitoring partner:

LOOQME

The leader in Ukraine's media analytics market, specializing in monitoring mentions in social media and traditional media.

EXECUTIVE SUMMARY

Global attention to Ukraine, which surged following the onset of Russia's full-scale invasion, has gradually waned. In 2024, the volume of publications in international media has significantly declined compared to the peak moments of previous years. However, despite audience fatigue with war-related news, the media continues to cover Ukraine as a key geopolitical player. Instead of real-time reports on hostilities and shelling, greater focus is now placed on issues such as military aid provision, the effectiveness of its use, and the war's impact on the international agenda and domestic challenges in various countries.

According to media monitoring data, 2024 has seen a clear decline in the number of publications about Ukraine compared to previous years. Media attention was highest at the beginning of the year but gradually decreased over time. The thematic structure of mentions has also shifted. In 2023, international support accounted for 32% of all media coverage of Ukraine, whereas in 2024, this figure has dropped to 21%. Nevertheless, despite the overall decline in mentions, this topic remains central. The current discourse is no longer limited to reporting on the transfer of weapons and financial aid. Instead, attention has shifted to the political conditions under which such support is provided and its effectiveness, indicating a gradual transition towards more pragmatic assessments and a strategic perspective on Russia's war in Ukraine. Media attention to sanctions against Russia has decreased sixfold over the past three years. Despite key Ukrainian partners maintaining sanctions pressure on Russia, the topic has lost its novelty and no longer generates significant resonance like it did in 2022. A similar trend is observed in discussions about the nuclear threat: once among the most widely covered topics, it has now been mentioned 3.5 times less frequently than in 2022. Amid this general decline in attention, new information triggers are shaping the discourse, including the first-time extensive coverage of Ukraine being granted permission to use Western weapons for strikes on Russian territory, as well as the successes and challenges of the Ukrainian Armed Forces' operation in Russia's Kursk region.

An analysis of media coverage of Ukrainian events in terms of positive attributes (brand characteristics) used to describe Ukraine shows that the country is most often referred to as a "democratic country" (in 23% of the mentions analysed) and a "nation of heroes" (20%). Together, these two attributes account for over 40% of all publications containing reputational characteristics. For the third consecutive year, "member of the European family" remains the third most popular brand attribute, appearing in 16% of materials. Additionally, in 2024, the attribute "creative people" has gained prominence, now accounting for 13% of mentions.

Google Trends enables tracking global attention to Ukraine through the dynamics of user search queries. Following a peak in 2022, when interest in Ukraine reached 100 points, it has gradually declined, stabilising at around 7 points in 2024 – still slightly above pre-invasion levels. Short-term surges in interest were triggered by specific events, such as UEFA Euro 2024 football matches, the authorisation for Ukraine to use ATACMS missiles to strike deep inside Russian territory, and the Ukrainian Armed Forces' operation in the Kursk region. These data indicate that while the global audience reacts to the individual high-profile events, the general media coverage of Ukraine remains moderate. More details on the dynamics of media coverage and topic distribution can be found in the section "Ukraine in international news" (p. 10).

An analysis of the available sociological studies indicates that support for Ukraine has become a polarising issue in some foreign societies due to its use in domestic political debates. In the United States, for example, Republicans are increasingly sceptical of the level of support for Ukraine (42% of Republicans believe the U.S. is providing too much aid), whereas support among Democrats remains high (28% of Democrats think U.S. assistance to Ukraine is insufficient). In both the U.S. and Canada, overall support for Ukraine remains strong, though internal political debates have emerged over the scale of assistance. In Europe, despite general solidarity, economic scepticism is growing, particularly in the countries concerned about high external expenditures. For instance, in Germany, 41% of respondents believe that the financial aid to Ukraine is excessive. In Western Europe and North America, the primary focus is on ensuring that the aid to Ukraine is more efficient and transparent. In Latin America and Africa, Ukraine's informational presence is lower, and perceptions are often shaped by external narratives and local economic concerns.

This underscores the need to strengthen cooperation with countries in these regions and identify effective drivers for promoting Ukraine’s image in alignment with their specific needs and regional contexts. More details on Ukraine’s perception can be found in the section “The Global Public’s Perception of Ukraine” (p. 21).

International rankings show a mixed trend in Ukraine’s perception. According to the Global Soft Power Index 2025, Ukraine’s overall score has declined to 42 (out of 100), and its ranking has dropped to 46th place among 193 countries. The most significant decline has been observed in the reputation and governance indicators. However, economic resilience remains relatively stable: the value of Ukraine’s nation brand has increased by 2.4%, surpassing \$101 billion. In the Best Countries Ranking 2024 by U.S. News, Ukraine ranked 80th out of 89 countries, losing 12 positions compared to the previous year. The primary reason for this decline is the deterioration in the “Quality of Life” indicator, whereas in the “Power” category, Ukraine has retained 14th place for the third consecutive year. Ukraine’s position in the Global Innovation Index 2024 remains mixed: it has dropped five places to 60th among 133 countries but has maintained its status as an “innovation leader” among lower-middle-income economies. The country continues to demonstrate stable development in technology, knowledge, and entrepreneurship despite significant challenges posed by the war. In the Corruption Perceptions Index 2024, Ukraine has lost one point and now ranks 105th out of 180 countries. While progress in combating corruption over the past decade is evident, the large-scale war has created additional risks and hindered reform efforts. More details on this topic can be found in the section “Ukraine in International Rankings and Indices” (p. 38).

At the end of 2024, the BRAND UKRAINE team prepared four reports on the perception of Ukraine in North America, Europe, Latin America, and Sub-Saharan Africa. Each of these reports was based on a comprehensive analysis of:

- Search trends – identifying the most frequently searched Ukraine-related topics on Google in each region.
- Public opinion – assessing an available sociological survey data on attitudes towards Ukraine.
- Media coverage – analysing the dominant narratives about Ukraine in local media.
- Expert assessments – gathering insights from researchers and specialists to better understand the regional context.

The findings from these regional reports have been integrated into this global report, providing not only an overall assessment of Ukraine’s perception worldwide, but also revealing how it varies by region. This approach allows for a deeper understanding of the informational, social, and political contexts shaping views on Ukraine in different parts of the world, thereby enabling the development of more effective communication strategies for engagement with specific countries and regions.

CONCLUSIONS AND RECOMMENDATIONS

Publishing this report in March 2025, it is impossible to analyse global perceptions of Ukraine in 2024 without considering the broader geopolitical context and the current media landscape.

The international environment is becoming increasingly unstable, affecting not only support for Ukraine, but also how the world perceives it. According to the Global Risks Report 2025¹ by the World Economic Forum, **state-based armed conflicts** have become the world's top global risk. Alongside Russia's ongoing war in Ukraine, escalating conflicts in the Middle East and Sudan are forcing the international community to divide resources and attention among multiple security crises. Additionally, the world is facing **gloeconomic confrontation** (ranked as the third most significant global risk). Trade barriers, tariff wars, and investment restrictions will pose challenges for the international support of Ukraine, particularly from countries in Asia, Africa, and Latin America (the so-called Global South).

At the same time, the global media landscape is shifting due to the rapid rise of artificial intelligence, creating new challenges for Ukraine's international communications. According to the Digital News Report 2024² (Reuters Institute), news avoidance has risen to 39%, meaning that nearly four in ten people worldwide deliberately avoid news, particularly about prolonged conflicts such as the war in Ukraine and the Middle East. Many people feel overwhelmed by information, and trust in news is declining, especially in countries experiencing political and economic instability. For instance, in the United Kingdom, interest in news has nearly halved since 2015, while in Argentina, it has dropped from 77% in 2017 to 45% in 2024. This trend increases the risk of misinformation and disinformation, and societal polarization, which are now among the top five global threats. In many countries Ukraine faces distorted perception, which could influence political decisions and the level of international support.

This means that Ukraine cannot sustain global attention on the war through traditional media strategies alone – a new communication approach is needed. Rather than focusing solely on military needs, Ukraine should highlight stories of human resilience, economic opportunities, and its role in addressing global challenges, such as climate change, food security, and technological development. Positioning Ukraine as an equal participant in global processes – rather than just a country fighting for survival – will help maintain its presence in the international information space, even as media fatigue grows.

This section presents key conclusions and recommendations on revising communication strategies and developing initiatives to promote Ukraine in different world regions. The aim is to strengthen Ukraine's international reputation, mobilise the necessary resources, and influence the global agenda in the interests of the Ukrainian people.

1. NEW DEMANDS FOR THE EFFICIENCY OF AID TO UKRAINE.

The international discourse on supporting Ukraine is shifting from unconditional assistance to a focus on efficiency, transparency, and long-term impact. Increasingly, discussions revolve around resource allocation, economic viability, and control mechanisms. This trend presents Ukraine with the challenge of communicating to international partners that support is not merely financial aid, but a long-term and mutually beneficial investment in global stability and risk mitigation. Ensuring Ukraine's resilience is crucial for preventing further destabilisation in Europe, whether through a prolonged war or an unjust peace settlement.

¹ WEF Global Risks Report 2025
<https://www.weforum.org/publications/global-risks-report-2025/>

² Digital News Report 2024, Reuters Institute,
https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2024-06/RISJ_DNR_2024_Digital_v10%20lr.pdf

WHAT SHOULD BE DONE?

- Demonstrate the **effective use of international resources** by showcasing real success stories — such as advancements in the defence industry, economic growth, and social initiatives — and ensure this information is easily accessible to international stakeholders.
- **Reframe communication about aid**, shifting the focus towards the economic benefits for partner countries, joint projects, Ukraine's integration into global markets, and the strengthening of trade ties with specific countries and regions.
- **Prioritise engagement with Asia, Africa, and Latin America** by involving these regions in cooperation programmes (e.g., infrastructure development, education, food security, and technology transfer). Position Ukraine as a strategic partner, rather than merely an aid recipient.

2. WAR FATIGUE IS TRANSFORMING THE PUBLIC DISCOURSE.

What was once seen as an extraordinary event is now widely accepted as an ongoing and undeniable part of everyday global reality. This shift changes the tone of discussions: instead of focusing on “red lines” to contain Russian aggression, debates in 2024 focused on scenarios for supporting Ukraine, assessing the risks of escalation or prolonged conflict. In 2024, for the first time, the use of Western weapons for strikes inside Russia became a topic of an open international debate. Meanwhile, mentions of sanctions against Russia have declined sixfold in three years, signalling diminishing attention to this issue, despite the continued application of sanctions pressure on Moscow. Ukraine needs to adjust its communication focus, moving from sustaining attention to expanding its support base through well-defined cooperation projects with specific countries and regions.

WHAT SHOULD BE DONE?

- **Strengthen the geopolitical argument** that supporting Ukraine is not just about Europe's stability, but global security.
- **Broaden the informational discourse** beyond military aid to emphasise Ukraine's role as an active player in shaping the future global security system and what is needed to establish it.
- **Reinvigorate discussions on sanctions**, taking into account the complex global economic interdependencies. Highlight economic mechanisms to restrain Russia and its military allies, expose sanctions violations by third countries, and emphasise the economic benefits for states that join or expand sanctions regimes.

3. SHIFTING MEDIA FOCUS: FROM ISOLATED INCIDENTS TO STRATEGIC ANALYSIS

During the early years of the full-scale war, international media coverage was primarily incident-driven — reporting on missile strikes, humanitarian crises, and battlefield developments. However, in 2024, media narratives are shifting towards a strategic perspective. More attention is now given to the geopolitical consequences of the war, long-term security risks, and Ukraine's integration into global security structures. For instance, attacks on Ukrainian cities now account for just 10% of total media coverage, while Russian military advances make up only 4%. In contrast, interest in the economic dimensions of the war, sanctions pressure, and Ukraine's international trade prospects is growing. By adjusting its communication strategy, Ukraine has an opportunity to position itself as an active player in shaping the global agenda, highlighting its strategic importance beyond the war.

WHAT SHOULD BE DONE?

- **Position Ukraine as a key player in the new global security system**, using information about military innovations and new mutually beneficial partnerships, with a clear emphasis on how exactly such cooperation benefits partner countries.
- **Proactively use data from influential analytical reports and international rankings** when developing targeted strategies to improve Ukraine's performance on specific indicators, with the aim of strengthening its position in key global sectoral indices, rankings, and reports

4. SUPPORT FOR UKRAINE BECOMING A DIVIDING LINE IN DOMESTIC POLITICS

Support for Ukraine has become a polarising issue in many countries. In the US, Germany, and other nations, a growing rift existed between those advocating for aid and those questioning it, often framing support as a burden on national economies. This highlights the need for Ukraine to adapt its communication strategies to each country's specific context, ensuring that discussions focus on the benefits of supporting Ukraine, rather than relying solely on the moral argument for assistance.

WHAT SHOULD BE DONE?

- **Enhance transparency in the use of aid** through digitalisation and a centralised approach to showcasing the long-term positive impact of international support on the lives of Ukrainians.
- **Tailor success stories to resonate with specific countries**, focusing on sectors such as Ukraine's tech industry, innovative agri-technologies, and cutting-edge defence technologies.
- **Strengthen regional alliances** to reduce pressure on individual donor countries and foster collaborative networks between Ukrainians and international communities across various sectors. This will enable a proactive and constructive response to challenges arising from the politicisation of aid to Ukraine.

5. SHIFTING FOCUS FROM RECONSTRUCTION TO INTERNATIONAL TRADE AND ECONOMIC COOPERATION.

In 2022-2023, discussions on Ukraine's economy were dominated by war-related losses and reconstruction needs. However, in 2024, a subtle but significant shift is emerging – towards Ukraine's integration into the global economy. Interest in mutually beneficial trade partnerships, investment opportunities, and Ukraine's potential as a regional production and logistics hub is rising. This presents a strategic opportunity for Ukraine to position itself not as a subject of global problems, but as a driver of solutions in areas of critical importance to the world.

WHAT SHOULD BE DONE?

- **Expand economic partnerships with Africa, Asia, and Latin America** where perceptions of doing business with Ukraine tend to be more positive than in the West.
- **Proactively engage in the global discourse on green energy and climate innovation** to attract international partners and demonstrate Ukraine's ability to think and act strategically in addressing global challenges

MARINA DADINOVA,
EXECUTIVE DIRECTOR OF BRAND UKRAINE

UKRAINE IN INTERNATIONAL NEWS

What is this section about? Ukraine's perception abroad is largely shaped by how it is portrayed in international media. While media discourse is not the sole factor in shaping a country's image, it significantly influences how the world perceives Ukraine, given that most foreigners have limited direct contact with the country. To fully understand the information landscape of 2024, it is crucial to analyse how Ukraine was represented in the global media sphere.

International online media analysis specifics. Since the start of the full-scale invasion, global attention to Ukraine has remained exceptionally high. The sheer volume of information in international media presents significant challenges, not only in terms of analysis but also in the collection and processing of data. For this reason, we did not aim to calculate the total number of mentions of Ukraine in global media. Instead, our focus was on identifying key trends. Our approach is based on the belief that a high-quality content analysis of such a complex topic as Ukraine during wartime can only be achieved by combining machine-based media monitoring with in-depth expert analysis. In this section quantitative trends are determined through automated analysis of media mentions; key themes and narratives are identified through systematic research of publications in leading international media, conducted by the BRAND UKRAINE team throughout 2024.

Ukraine in Google's world search, analysis specifics. To assess global interest in Ukraine within the information space, we analysed Google Trends data. This analysis focuses on the popularity of the search term "Ukraine" over time and regular monitoring of trending search queries, tracked by BRAND UKRAINE throughout 2024. Google Trends assigns a score from 0 to 100 to search queries – where 100 represents peak interest at a given time. This allows us to monitor not only overall changes in attention towards Ukraine, but also to pinpoint when and in what context Ukraine most frequently entered global search trends.

This report does not include an analysis of social media trends due to limited access to the platform statistics and the complexity of automated visual content analysis. Additionally, discussions on social media are highly dynamic, meaning even the most widely discussed topics can quickly lose relevance. These factors make it difficult to track narratives over time, making social media less suitable for a structured analysis of public opinion within this research framework.

UKRAINE IN GLOBAL NEWS MEDIA

Research on media coverage of armed conflicts shows that media interest typically follows a short-term surge, which gradually declines if the conflict becomes prolonged or enters a phase of relative stability³. Ukraine in 2024 was no exception – media monitoring data indicates that the number of publications on Russia's war against Ukraine continued to decrease, reflecting the general pattern of audience fatigue (see Fig. 1).

In 2024, the most widely covered topic in global media was military aid to Ukraine. This theme has remained dominant throughout the three years of full-scale war, although mentions of weapons and other forms of military assistance have significantly decreased compared to 2022.

³ "The search for common ground in conflict news research: Comparing the coverage of six current conflicts in domestic and international media over time" by C.Baden and K.Tenenboim-Weinblatt, <https://journals.sagepub.com/doi/full/10.1177/1750635217702071>

Number of Publications Containing Selected Keyword Combinations Related to Russia's War Against Ukraine

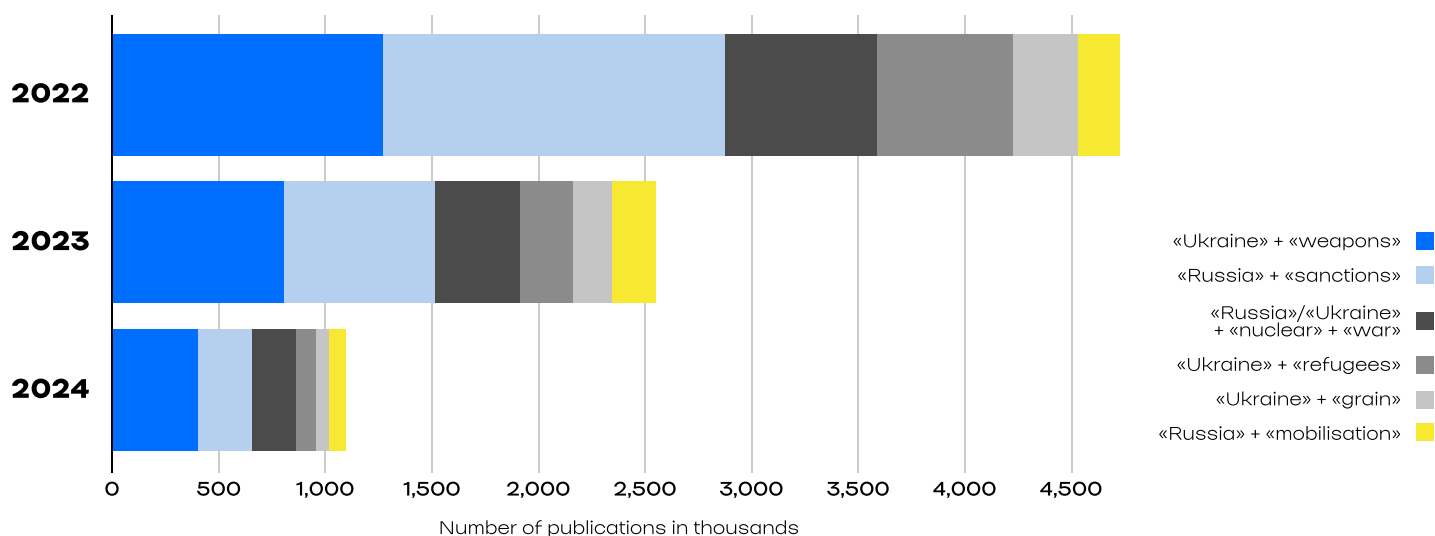


Figure 1: Trend in the Number of Publications Containing Selected Keyword Combinations Related to Russia's War Against Ukraine, 2022–2024 (in thousands).

Source: Statistics report on the Russian invasion of Ukraine, GDELT Project, Statista, 3 February 2025.

Over the past three years, media attention to sanctions against Russia has decreased sixfold. While this topic was widely covered in 2022, by 2024 it had lost its novelty and no longer generated significant media resonance. Not only has the absolute number of mentions of sanctions declined, but their share in overall war-related media coverage has also diminished. This underscores the need to reinvigorate the sanctions agenda to maintain international attention on this issue.

A similar trend is observed in coverage of the nuclear threat. In 2022–2023, it was among the top-discussed topics, but in 2024, the number of publications containing nuclear-related keyword combinations fell 3.5 times compared to 2022. However, this decline does not indicate a reduction in actual risk; rather, it highlights audience desensitisation to such narratives.

Another notable trend is the gradual decline in interest in the humanitarian dimension of the war. In 2022, the topic of Ukrainian refugees and their integration into Europe and the U.S. was central to media discourse. By 2024, its significance had diminished considerably, likely due to the stabilisation of migration flows in the majority of host countries.

The overall trend indicates a gradual decrease in media interest in the war, posing a challenge for Ukraine's information policy. According to the Digital News Report 2024 (Reuters Institute), more people worldwide are engaging in "selective news avoidance": approximately 39% of respondents stated that they sometimes or frequently avoid the news. In open comments, respondents specifically mentioned that "intractable conflicts in Ukraine and the Middle East" contributed to their desire to "disconnect" from news consumption⁴. This suggests that Ukraine must shift its communication focus to new narratives — highlighting international partnerships, economic prospects, and Ukraine's role in global security.

The highest volume of Ukraine-related media coverage in 2024 was recorded early in the year, followed by a moderate decline (see Fig. 2). By December 2024, global media mentions of Ukraine were half as frequent as in February.

⁴ Reuters Institute Digital News Report 2024, Reuters Institute for the Study of Journalism, <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2024>

Dynamics of Ukraine-Related Publications in International Media and Key Information Triggers

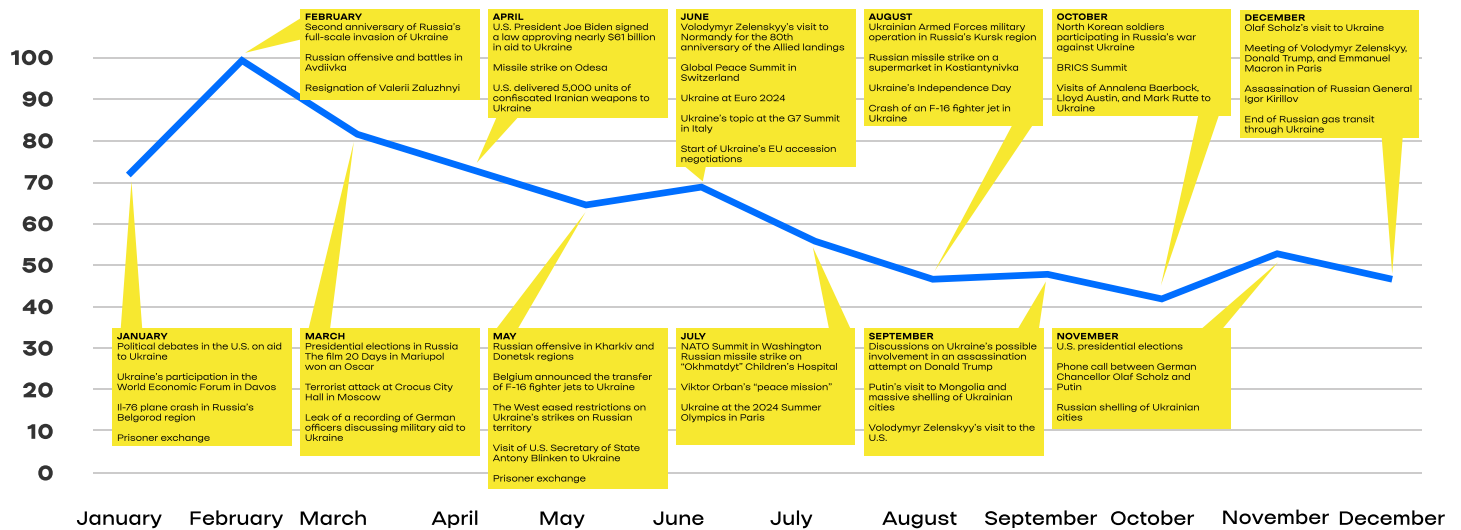


Figure 2: Trend in the Popularity of the Ukraine Topic by Month, with 100 Points Assigned to the Month with the Highest Number of Publications, and Key Information Triggers in International News Media in 2024.

Source: Media monitoring database by LOOQME, weekly analytics of leading media by BRAND UKRAINE, January – December 2024.

According to weekly media monitoring of articles about Ukraine in leading media, conducted by BRAND UKRAINE throughout 2024, Ukraine remains an important topic, but the focus is shifting. While earlier coverage centred on battlefield developments, Ukraine is now increasingly being integrated into the global agenda.

- In 2023, international aid and support for Ukraine accounted for 32% of total media coverage. In 2024, this share declined to 21%, though the topic remains key. Discussions have evolved from simply providing aid to evaluating its effectiveness, political conditions, and mechanisms for its use. Financial and military assistance, diplomatic initiatives, and long-term security guarantees are now central to the discourse.
- In 2024, one of the most prominent new themes was the debate over granting Ukraine permission to use Western weapons for strikes inside Russia (see Fig. 3). This shift reflects a changing perception of the war: what was previously considered a “red line” is now the subject of open discussion. This signals a new discourse in the international arena, demonstrating an evolving understanding of Ukraine’s military capabilities and its role in deterring Russia.
- For the first time, Ukraine’s military operations on Russian territory, particularly in the Kursk region, have influenced international narratives. Instead of portraying Ukraine solely in a defensive role, media interest in its ability to act proactively is growing.
- While the war remains a key topic, direct reporting on combat operations is being increasingly replaced by strategic analysis. Coverage of missile attacks on Ukrainian cities accounts for only 10% of Ukraine-related media content, while reports on Russian territorial advances make up just 4%.
- Ukraine has also become a central issue in the 2024 U.S. presidential election. The U.S. elections have shaped global perception of Ukraine, with the Ukraine debate emerging as a significant political issue. This topic accounted for 4% of all Ukraine-related media coverage in 2024.

- Media monitoring of leading outlets also shows 1.5 times increase in coverage of discussions on using frozen Russian assets for Ukraine’s reconstruction. This reflects a shift in approach: while sanctions were previously seen primarily as a tool for pressuring Moscow, there is now a growing pragmatic discourse on using them as a funding mechanism for Ukraine.
- Ukraine is attracting media attention beyond the military context. Ukrainian art, sports, and cultural initiatives are among the key topics capturing global interest. This demonstrates that Ukraine is being recognised not just through the lens of war, but also through stories about its uniqueness, identity, and integration into the global cultural space.
- In 2024, media attention to Ukraine’s economic aspects continued to evolve, with shifts in focus. While coverage of Ukraine’s reconstruction has slightly declined compared to the previous year, international trade has gained significantly more attention. Although its share in overall coverage remains small, this shift suggests that the discourse around Ukraine is gradually moving beyond humanitarian aid and military support towards economic integration, rebuilding, and long-term development.

Top 20 Topics in Articles About Ukraine in International News Media in 2024



Figure 3: Top 20 Topics in Articles About Ukraine in International News Media in 2024 (The larger the bubble, the greater the share of voice the topic had in the overall media coverage of Ukraine.)
 Source: Weekly analytics of leading media by BRAND UKRAINE, January – December 2024.

Other Topics in Articles About Ukraine in International News Media in 2024

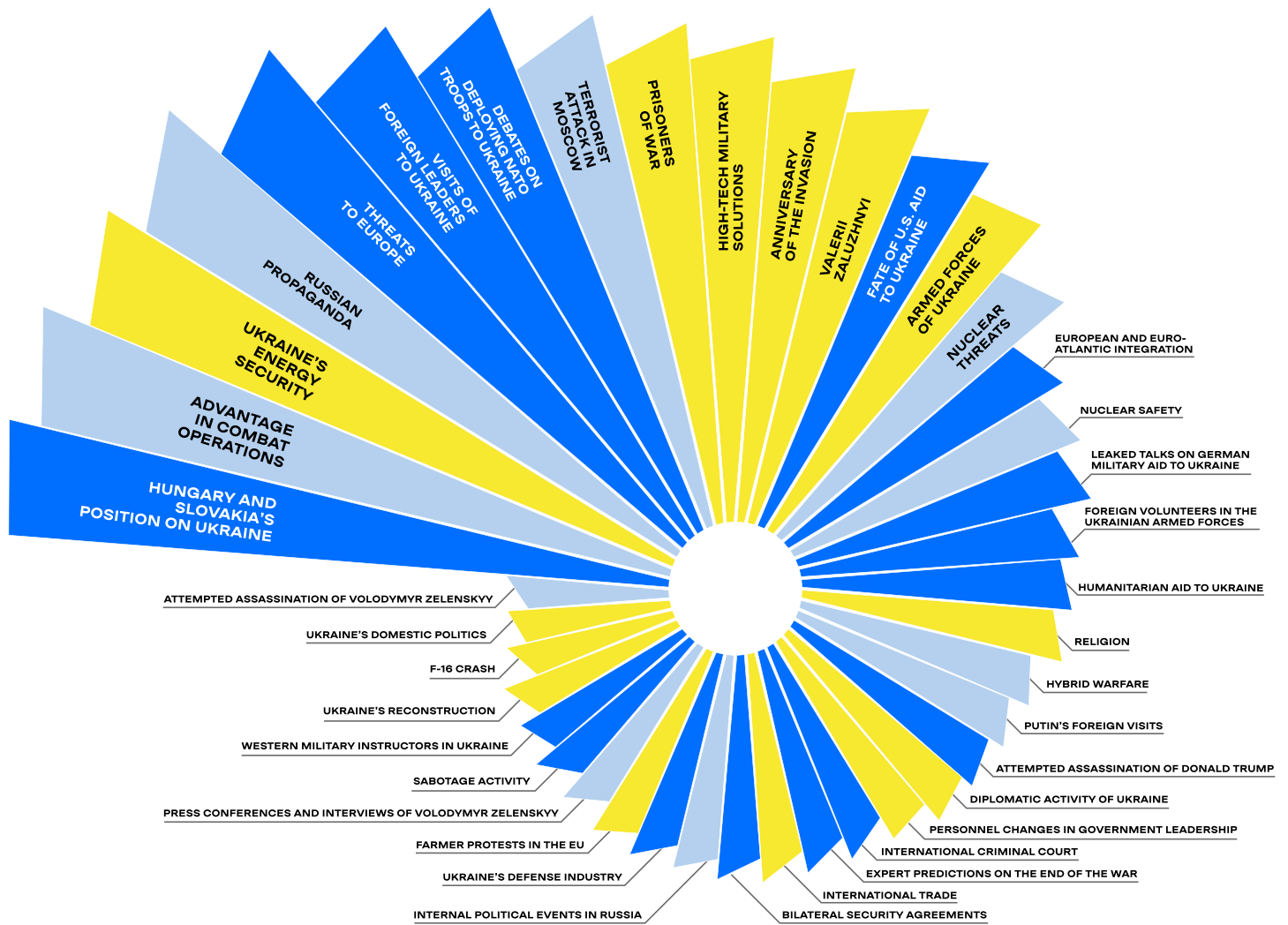


Figure 4: Topics in Articles About Ukraine in International News Media with a Share of Voice <1% (The taller the column, the greater the share of voice the topic had in the overall media coverage of Ukraine.)

Source: Weekly analytics of leading media by BRAND UKRAINE, January – December 2024.

REGIONAL SPECIFICS OF UKRAINE'S MEDIA COVERAGE

In North America, media mentions of Ukraine increased primarily during major diplomatic meetings and battlefield developments. A significant portion of discussions revolved around military aid and Ukraine's strategic prospects. The main focus was on international support, arms supplies, and the strategic consequences of the war, particularly NATO's role and the rise in U.S. defence spending. Economic concerns also played a key role in U.S. media discourse, with increasing discussions about the financial costs of supporting Ukraine and their impact on domestic affairs. This highlights the need for clear communication on the efficiency of aid usage and the long-term benefits of cooperation with Ukraine.

Throughout 2024, European media concentrated on Ukraine's long-term challenges, including the risks of escalation, resource depletion, and the war's impact on Europe. Coverage frequently included reports on missile attacks on Ukrainian cities, Ukraine's military operation in Russia's Kursk region, and political decisions regarding financial and military aid. At the same time, media interest in Ukraine partially declined, with attention shifting to Europe's internal issues – such as economic instability, rising migration tensions, and energy security.

Despite continued support for Ukraine, media increasingly reflected war fatigue among European audiences. Outlets like *Le Monde*, *Der Spiegel*, and *El Mundo* raised questions about the efficiency of aid and its economic impact on European countries. Political debates on NATO's role and the limits of military support for Ukraine became key topics in election campaigns across several EU countries.

Latin American media generally covered the war in a balanced manner, with a tendency towards pro-Ukrainian rhetoric. However, despite the dominance of neutral and positive tones, Russian propaganda remained influential, particularly on social media. *RT en Español* and *Sputnik Mundo* maintained a strong presence in the region, and pro-Kremlin narratives were often amplified by local media, especially in Brazil and Venezuela.

In Sub-Saharan Africa, media coverage of Ukraine was fragmentary, mainly focused on high-profile events – such as statements by Vladimir Putin, international visits, and Russian missile strikes. The highest level of media attention to the war was observed in Kenya, likely due to the country's active engagement with the West.

UKRAINE IN GOOGLE SEARCHES

Maintaining global attention on Ukraine is a key priority for the coming years, as it directly influences critical political decisions, particularly regarding continued support from allies. One of the most reliable indicators of public interest in Ukraine is Google Trends, which reflects the dynamics of search queries and the overall level of engagement with the topic among global and country-specific audiences.

According to Google Trends, in 2024, global search interest in Ukraine remained stable at a low level following a sharp decline in 2023. By December 2024, the level of search activity was comparable to that of early 2024, with no significant fluctuations. While Russia's war against Ukraine remained a key issue for the international audience, proactive interest in the topic declined significantly. Spikes in search activity in 2024 were mainly driven by specific events, such as sporting competitions and political decisions. This shift indicates a change in how Ukraine is perceived globally – moving from sustained interest to episodic surges, necessitating an adaptation of Ukraine's communication strategy. Since search trends do not always align with key media topics, they serve as an important indicator of proactive public engagement with Ukraine worldwide.

Global Search Activity for “Ukraine” on Google, 2004–2025⁵

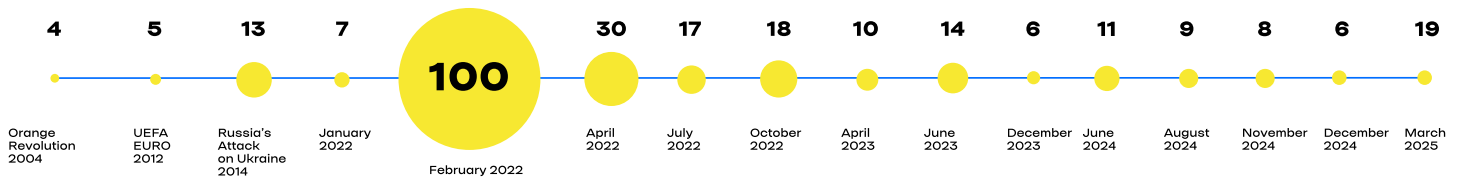


Figure 5: Global Search Activity for “Ukraine” on Google, 2004–2025.
Source: Google Trends.

In February 2022, global search interest in Ukraine reached an all-time high, beating the previous record by a factor of seven. (In 2014, when Russia first attacked Ukraine, the Google Trends score for “Ukraine” was 13, while in February 2022, it peaked at 100). Although interest in Ukraine on Google declined significantly by the end of 2022, Ukraine still ranked as the 3rd most trending search worldwide and the top search in the “News” category for the year. In 2023, search interest continued to decline, reaching 6 points by December – one point lower than in January 2022, just before the full-scale Russian invasion.

Throughout 2024, search interest remained at 7 points (see Fig. 5), with the highest spike occurring in June during UEFA Euro 2024, when Ukraine’s national team competed in the tournament (10 points). Other notable surges in Google searches about Ukraine were recorded in: August, during the Ukrainian Armed Forces’ military operation in Russia’s Kursk region; November, amid the U.S. presidential election and Joe Biden’s approval for Ukraine to use long-range missiles for strikes on Russian targets.

Trends in global search interest for the term “Ukraine” on Google in 2024

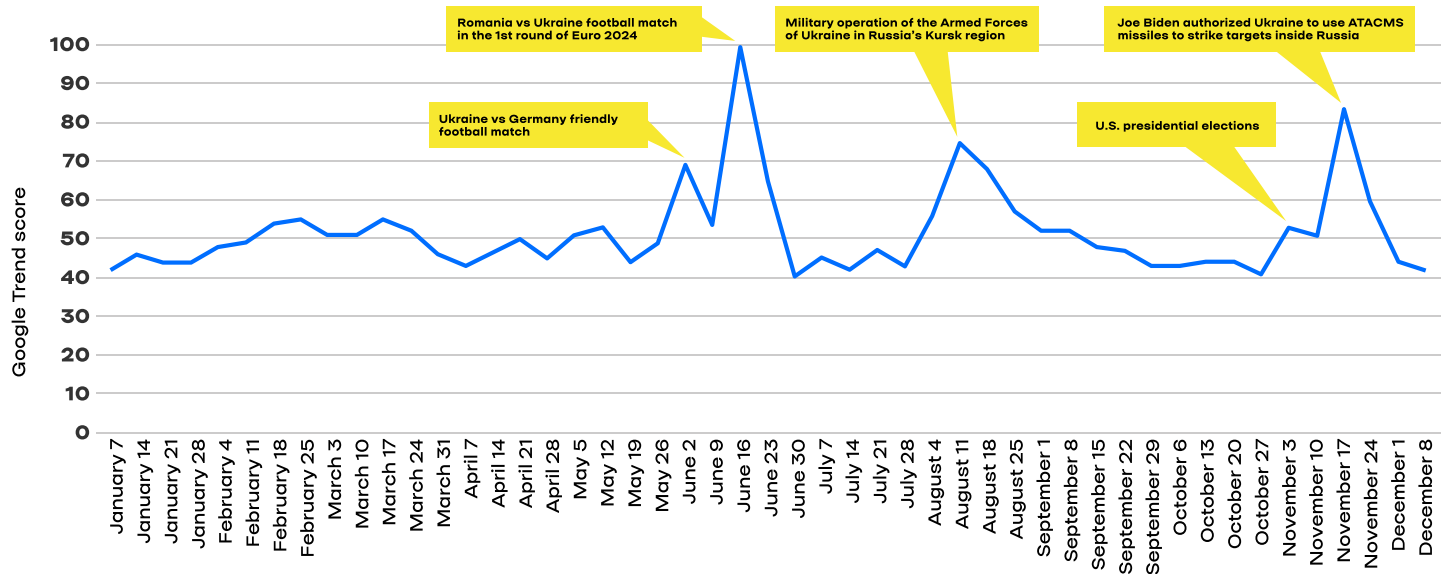


Figure 6: Global Search Activity for “Ukraine” on Google, 2024.
Source: Google Trends.

⁵ With the change of administration in the United States at the beginning of 2025, search activity related to Ukraine surged significantly. Since this report focuses on data from the calendar year 2024, we do not include commentary on developments in 2025. However, to illustrate the impact of shifting U.S. policy towards Russia’s war in Ukraine, we present data covering the period from 2004 to 2025.

Year after year, sports — particularly football matches — consistently rank among the most popular search queries related to Ukraine. This reflects not necessarily a specific interest in Ukraine itself, but rather the global popularity of football. Nevertheless, Ukraine’s active participation in international sporting events remains significant for the country’s visibility and recognition on the world stage.

Key search trends surrounding Ukraine in 2024 included: Ukraine’s military operation in Russia’s Kursk region; The press conference incident at the NATO Summit in Washington, where Joe Biden mistakenly referred to Volodymyr Zelenskyy as Putin (see Fig. 7). Although the U.S. president immediately corrected himself, the incident sparked widespread discussions. North Korea sending soldiers to fight for Russia in Ukraine resulted in users searching for information on desertions among North Korean troops and whether North Korea had declared war on Ukraine.

Other trending queries in 2024 included: Fighting in Pokrovsk, Avdiivka, and Chasiv Yar; Casualty figures for both Ukraine and Russia; Meetings between Volodymyr Zelenskyy and Donald Trump; Ukraine’s participation in Eurovision; Ukraine’s Victory Plan.

Trending Google Questions Related to Ukraine in 2024



Figure 8: Trending Questions Related to Ukraine Among Google Search Trends, 2024.
Source: Google Trends.

In the context of Google search queries about Ukraine, geopolitical events and the role of international leaders remained key topics (see Fig. 8). Users searched for information on whether Joe Biden really called Volodymyr Zelenskyy “Putin,” whether North Korea had declared war on Ukraine, when Russia annexed Crimea, how many people had died in Russia’s war against Ukraine, whether the war was still ongoing, and why Volodymyr Zelenskyy met with Donald Trump.

A separate notable trend was Russia’s international isolation, which was clearly reflected in search queries such as: “Why is Russia not participating in the Olympics?”, “Is Russia competing in Eurovision?”, “Why has Russia been banned from international sports competitions?”. The popularity of these searches indicates that the global audience is increasingly interested in how Russia has become politically and culturally marginalised on the world stage.

Another prominent search trend was military aid to Ukraine. Users frequently looked up how much financial assistance the U.S. had provided to Ukraine so far, further reinforcing the growing economic scepticism surrounding aid and the politicisation of this issue. Overall, Google search trends in 2024 demonstrate that Ukraine remains a focal point of global attention, but the focus is shifting from battlefield developments to the geopolitical consequences of the war.

REGIONAL SPECIFICS OF SEARCH TRENDS ON UKRAINE

Beyond war- and politics-related searches, a new trend emerged in North America — economic scepticism. Interest in the financial aspects of support for Ukraine increased, likely influenced by the U.S. presidential campaign. One of the most popular queries among Americans was about the total amount of aid provided, its distribution among countries, and whether these funds could be recovered in the future. At the same time, interest in non-military topics grew. Google users actively searched for information on Ukrainian culture, cuisine, history, holidays, and volunteerism. This suggests that Ukraine is gradually becoming more recognisable not just as a country at war, but also as a nation with a distinct cultural identity.

In Europe, the most frequent searches were related to the battlefield developments, casualty numbers, and military operations maps. Significant attention was also given to financial aid to Ukraine, including funding from the U.S. and Europe and debates on whether it should be repaid. Additionally, interest in Ukraine’s political future was reflected in popular searches about NATO and EU membership and Volodymyr Zelenskyy’s role. As in North America, European users also searched for information on Ukrainian culture, religion, and cuisine. European audiences responded actively to major battlefield developments, but interest quickly faded after peak surges. This shift from continuous engagement to periodic spikes presents a challenge for Ukraine’s information strategy.

Search trends in Latin America showed selective interest in Ukraine, with spikes occurring during major military developments, diplomatic visits, and humanitarian crises (e.g., Russia’s missile strike on Ohmatdyt Children’s Hospital and the destruction of the Kakhovka Dam). Football remained a dominant topic — Ukrainian players, particularly Andriy Shevchenko, continued to be among the most common associations with Ukraine. Many users also searched for general information about Ukraine, including its history, language, and culture, highlighting opportunities for communication and engagement.

Between 2022 and 2024, search activity in Sub-Saharan Africa peaked during massive Russian missile attacks on Ukraine and football matches involving the Ukrainian national team. At the same time, users frequently searched for general information about Ukraine — including its flag, currency, language, geography, and Ukrainian names — indicating a broader curiosity about the country beyond the war.

UKRAINE'S BRAND ATTRIBUTES IN INTERNATIONAL MEDIA

Brand attributes of a country are the enduring characteristics, symbols, and associations that shape its positive image in the international arena. Ukraine does not yet have an officially approved nation brand strategy, and therefore, no fixed list of brand attributes. However, in 2021, consultations with communication specialists and experts on Ukraine's image helped identify a preliminary set of brand attributes for monitoring their presence in foreign media. This list may be updated in the future in line with Ukraine's state-level brand strategy.

For the third consecutive year, Ukraine has most frequently been described in international media as a "Democratic country" (23%) and a "Nation of heroes" (20%) – together, these two attributes accounted for over 40% of publications containing reputational characteristics of Ukraine (see Fig. 9).

The attribute "Member of the European family" (16%) retained its position as the third most frequently mentioned brand attribute, reflecting the consistent media focus on Ukraine's European integration. References to Ukrainians as "Creative people" (13%) increased, indicating the strengthening of this narrative compared to previous years. Meanwhile, mentions of "Free nation" (11%) and "Thousand-year-old history and culture" (9%) declined, though these attributes remain significant.

The attributes "Tech (IT) country" (5%) and "Beautiful nature" (3%) continued to be the least frequently mentioned, as in previous years. Overall, the perception of Ukraine in international media has remained largely consistent, with a continued focus on resilience, democracy, and European identity.

Popularity of Ukraine's Brand Attributes in English-Language Media in 2024 (Share of Voice Among All Articles Containing Brand Attributes)

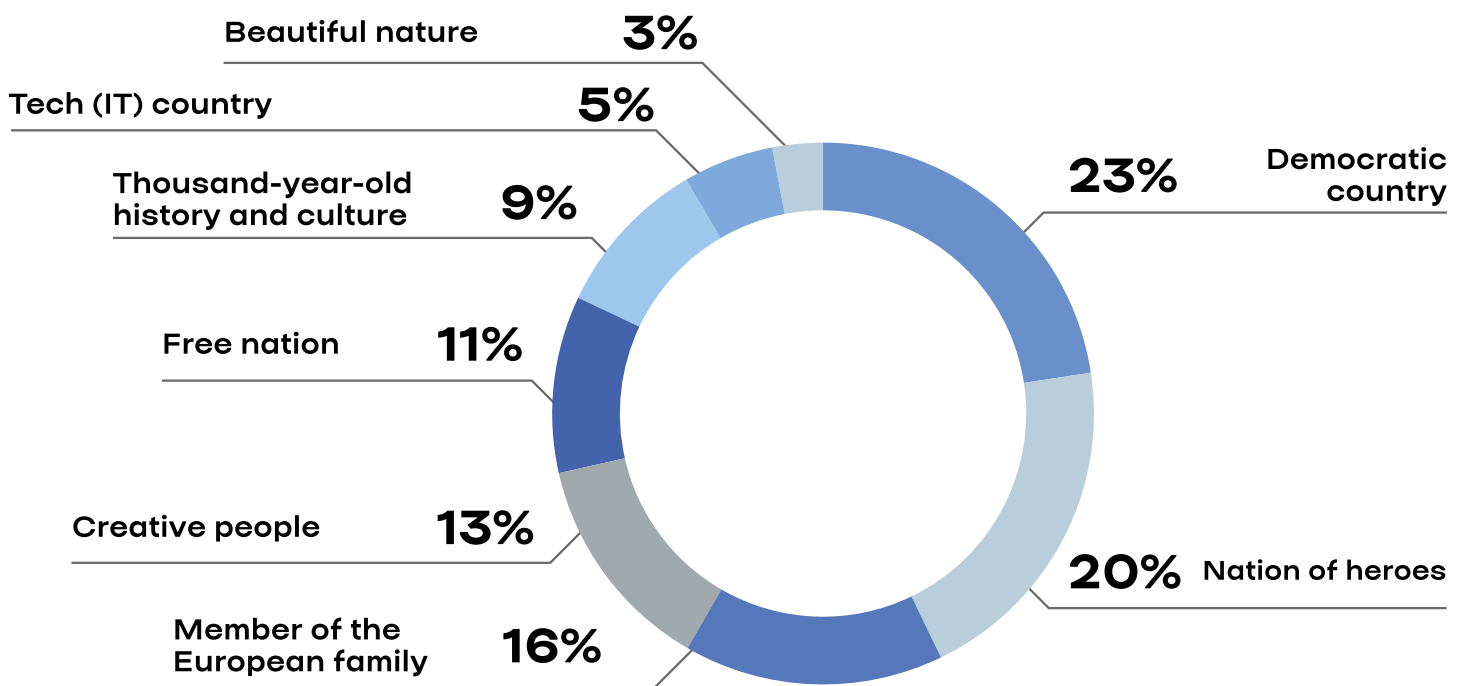


Figure 9: Popularity of Ukraine's Brand Attributes in English-Language Media as a Share of Voice Among All Articles Containing Brand Attributes, 2024.

Source: Media monitoring database by LOOQME, January – December 2024.

THE GLOBAL PUBLIC'S PERCEPTION OF UKRAINE

What is this section about? This section examines how Ukraine is perceived globally by analysing public opinion surveys conducted in different countries. This approach helps to assess the level of attention and support for Ukraine in the third year of the full-scale war.

Despite the challenges of prolonged war, international support for Ukraine remained relatively stable in 2024, though in some countries, attention and assistance gradually declined. In Europe, support for Ukraine remained high, particularly among the populations of Poland, the Baltic States, and Scandinavian countries. However, in Western Europe, the number of citizens who believed that aid to Ukraine was excessive steadily increased. At the same time, Ukraine continued to be seen as a key geopolitical player, and its fight against Russian aggression was widely perceived as part of the broader struggle between democracies and authoritarian regimes.

On a global scale, economic scepticism about Ukraine grew, influencing the support for financial assistance. Discussions in international media and social networks increasingly focused on the cost of aid, its effectiveness, transparency, and accountability. In some countries, these debates were closely linked to domestic economic challenges — for example, in Germany, the U.S., and parts of the EU, support for Ukraine was often framed within broader discussions on national economic priorities.

Throughout 2024, public opinion on Ukraine remained largely positive, but interest in Ukraine-related events gradually declined. The war was no longer a front-page story, as public attention shifted towards domestic economic and social issues. Nevertheless, Ukraine continued to be associated with resilience, the fight for democracy, and global security, maintaining a high level of sympathy in democratic countries. In some countries, support for Ukraine became a topic of political debate and societal polarization. In the United States, support remained high among Democrats, whereas Republican scepticism about funding Ukraine grew. In Europe, support also remained strong, but in 2024, there was an increase in the number of people who believed that military and financial assistance should be reduced. Meanwhile, in Latin America, Africa, and parts of Asia, attitudes towards Ukraine were largely shaped by broader global narratives rather than direct engagement with Ukraine itself. In these regions, media coverage of the war was more limited, and Ukraine was often perceived through the lens of geopolitical rivalries — primarily as part of the West's confrontation with Russia.

Findings from the Global Soft Power Index by Brand Finance highlight significant regional variations in Ukraine's perception. This 2024 public opinion study, based on responses from over 170,000 people in more than 100 countries, was published in February 2025⁶. Respondents evaluated countries based on key indicators such as familiarity, which reflects how well they know the country, reputation, which indicates whether they view the country positively or negatively, and influence, which measures the country's global impact. Additionally, the study assessed 35 nation brand attributes across eight core soft power categories, including culture and heritage, international relations, governance, education and science, economy, sustainability, media and communications, and societal values.

The data is processed through a balanced system, allowing for both long-term trend analysis and country-to-country comparisons across a wide range of criteria. These insights serve as a strategic tool for understanding how nations leverage their achievements and image to attract investment, promote tourism, enhance trade, and strengthen their global security position.

⁶ Global Soft Power Index 2025, BRAND FINANCE, <https://brandirectory.com/softpower>

Assessment of Ukraine's Soft Power: Global Average vs. Regional Perceptions

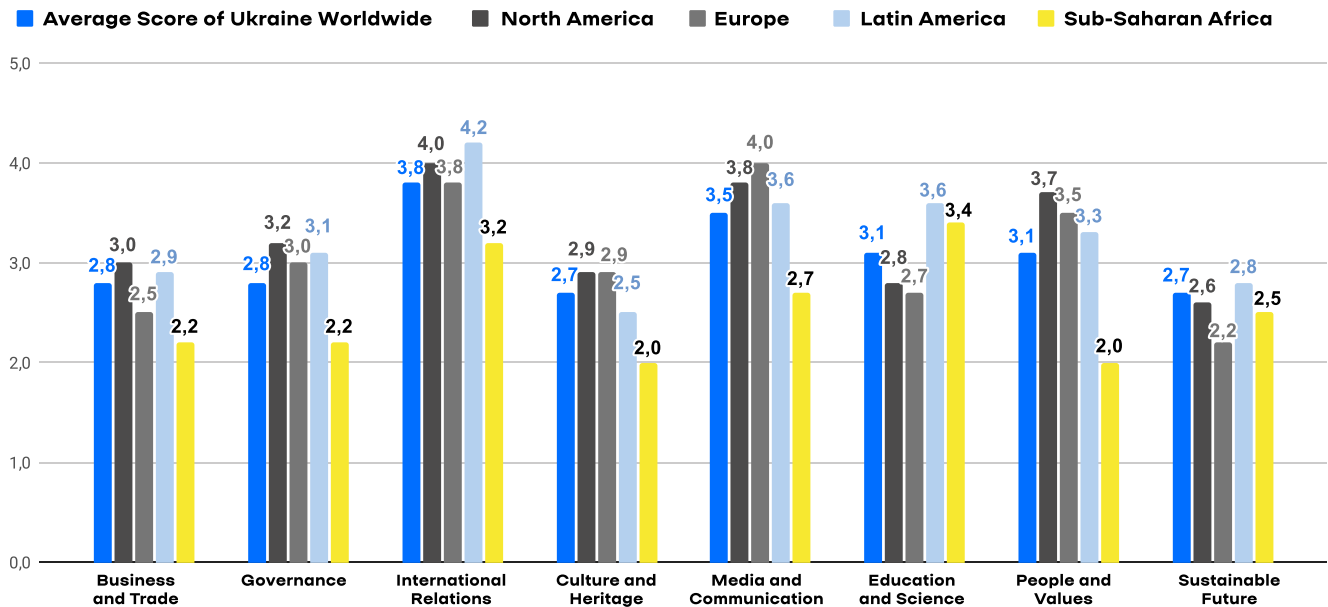


Figure 10: Ukraine's Soft Power Ratings Across Various Indicators (Maximum Score – 10).
Source: Global Soft Power Index 2025, BRAND FINANCE.

According to the index, Ukraine received its highest ratings in international relations and media and communications, reflecting the country's effective foreign policy and successful information campaigns.

Europe and North America demonstrated a more positive perception of Ukraine in key areas related to international relations, media, and governance. This can be attributed to Ukraine's geographical, cultural, and value-based proximity to its strategic partners, as well as active diplomatic engagement, strong media presence, frequent personal interactions with Ukrainians in daily life, and overall interest in Ukraine. Notably, high scores in international relations and media highlight the success of Ukraine's communication efforts in the West and its effective representation in the global information space.

At the same time, ratings in Asia, Africa, and Latin America were significantly lower, indicating limited engagement and insufficient communication with these regions. In Latin America and Sub-Saharan Africa, perceptions of Ukraine in the cultural sphere remained well below global averages, pointing to the underrepresentation of Ukrainian cultural initiatives and limited understanding of Ukrainian identity in these regions.

Sub-Saharan Africa recorded the lowest ratings in People & Values and Culture & Heritage, suggesting a lack of strong cultural ties and a weak presence of the Ukrainian narrative in the region. Meanwhile, Ukraine's overall scores in Latin America were slightly higher, indicating potential for greater engagement, particularly in sustainable development and international relations.

These trends confirm the need for a differentiated communication strategy. To strengthen its position in Asia, Africa, and Latin America, Ukraine must enhance cultural and educational diplomacy, expand academic exchanges, and develop cooperation within global sustainable development initiatives.

UKRAINE'S GLOBAL FAMILIARITY

Ukraine's familiarity worldwide is one of the key factors in shaping positive perceptions of the country. Research, including the Global Soft Power Index, confirms that the better people know a country, its history, and achievements, the more likely they are to view it positively. A high level of familiarity helps to build trust, expand cultural and business ties, and facilitate the international reach of Ukrainian initiatives. However, it is not just about increasing the number of global interactions but also ensuring their quality — by crafting clear narratives about Ukraine, maintaining public diplomacy, and promoting the country's achievements in culture, science, and the economy.

According to the Global Soft Power Index methodology, the Familiarity indicator measures how well Ukraine is known globally. It does not assess reputation or attitudes, but rather the level of awareness — whether people recognise the country's name and have at least a basic understanding of it. This indicator is fundamental to soft power, as a country cannot be influential or have a strong reputation if it is not widely known. The accompanying map illustrates Ukraine's familiarity levels, with green marking countries where Ukraine is more familiar, and red indicating lower awareness. Darker shades represent higher or lower levels of familiarity in specific countries.

As early as 2021, Ukraine's familiarity levels varied significantly by region. In Europe, Ukraine was well known, particularly in neighbouring countries, where historical, economic, and political ties ensured stable familiarity. In the United States and Canada, familiarity levels were moderate, mainly due to the Ukrainian diaspora and Ukraine's periodic presence in international news.

In contrast, Ukraine remained relatively unfamiliar in Latin America, Africa, China, and parts of the Middle East. In these regions, media agendas were primarily shaped by internal or regional issues and the influence of other global players, leaving Ukraine with limited visibility in public consciousness.

Following Russia's full-scale invasion of Ukraine, the most significant increases in familiarity were observed in Latin America, Oceania, North America, and Asia.

- Latin America (+3.0 points) and Oceania (+2.9) recorded the highest increases in familiarity, likely driven by global attention to Ukraine. However, Latin America overall demonstrated low familiarity with Ukraine, particularly in Argentina, Bolivia, Venezuela, and several other countries. This could be attributed to limited diplomatic representation and Ukraine's low media presence in the region. At the same time, Mexico and Chile showed higher familiarity scores, which is likely linked to greater coverage of Ukraine-related events in local media.
- North America (+2.2) and Asia (+1.7) also saw significant increases in awareness.
- Europe's growth was more moderate (+1.6), as Ukraine's familiarity levels in the region were already relatively high in 2021.
- Sub-Saharan Africa (+3.5) started from the lowest familiarity levels in 2021, which explains its substantial increase.
- Meanwhile, the Middle East and North Africa (+2.0) showed less pronounced growth, likely due to Ukraine's limited presence in the region and Russia's strong media influence there.

In 2024, the highest familiarity scores for Ukraine were recorded in Lithuania, Georgia, Russia, Latvia, and Azerbaijan. Among Western European and North American countries, familiarity with Ukraine was high but lower than in the Baltics and Eastern Europe. The lowest scores were observed in France, Japan, Switzerland, and some Latin American countries.

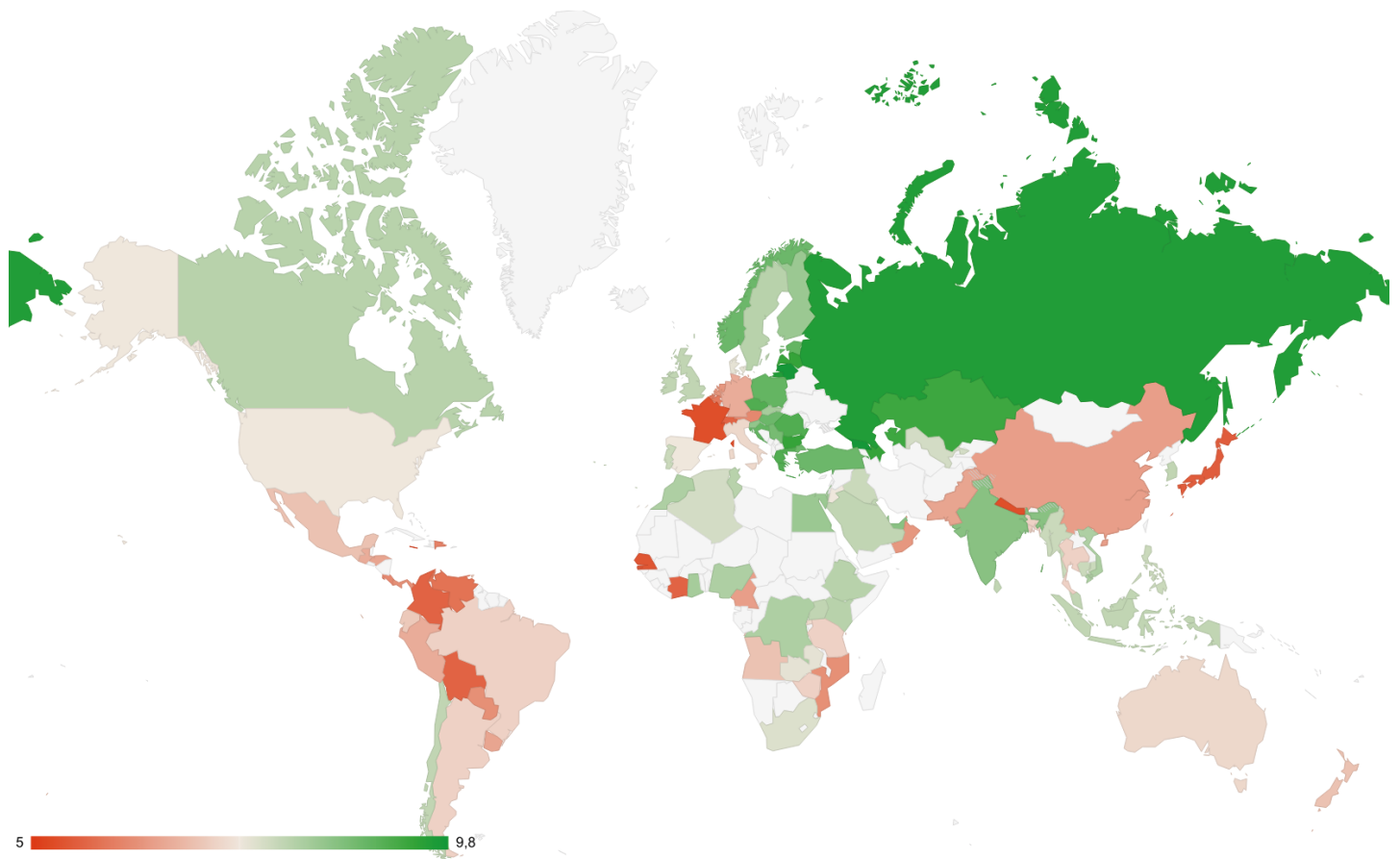


Figure 11: Assessment of Ukraine's Familiarity by Other Countries in 2024 (Minimum score: 5 points, maximum: 9.8 out of 10 possible). Source: Global Soft Power Index 2025, BRAND FINANCE.

This section also presents maps illustrating attitudes towards Ukraine's education and science, people and values, business and trade, and sustainable development, allowing for a deeper analysis of key components of the country's nation brand. These indicators not only reflect Ukraine's current position but also highlight its potential for future development.

Among the many metrics used to assess perceptions of Ukraine across more than 100 countries in the Global Soft Power Index, these particular indicators clearly demonstrate the need for a well-thought-out approach to shaping Ukraine's international image, given the stark differences in perceptions across world regions.

High scores in education and science reflect Ukraine's strong intellectual capital and innovation potential, which can help attract foreign investment and expertise. Attitudes towards Ukraine's people and values are crucial for building trust and a positive reputation, which in turn fosters long-term international relations.

Business and trade perceptions indicate Ukraine's economic stability and competitiveness, while commitment to sustainable development showcases the country's focus on green technologies and participation in global environmental efforts.

Taking into account regional differences in these indicators provides a comprehensive, multidimensional picture of Ukraine's reputation, which is essential for developing effective strategies for deeper global integration and strengthening international relations.

ASSESSMENT OF EDUCATION AND SCIENCE IN UKRAINE

Historically, Ukraine has maintained a high level of education and made notable scientific achievements. Comparing Ukraine's education and science ratings with those of other countries highlights the importance and potential of strengthening international academic cooperation, expanding mobility programs, and attracting foreign students to Ukrainian universities.

The Education & Science indicator reflects how well a country is perceived in the area of higher education, scientific research, technological development, and innovation. It includes the reputation of educational institutions, levels of academic collaboration with other countries, and internationally recognised scientific achievements.

In 2024, Ukraine's highest ratings for education and science were recorded in Ghana, Honduras, the Dominican Republic, Ecuador, Zambia, and Panama, likely due to the educational programs for foreign students. These results may also indicate interest in cooperation with Ukrainian universities. Among European countries, Ukraine's education was most positively perceived in Latvia, Lithuania, and Finland.

The lowest ratings were observed in Russia, Georgia, Uzbekistan, Myanmar, and Ethiopia, where trust in Ukrainian science was minimal. This could be attributed to political factors and the lack of academic ties.

On a regional level, Ukraine performed best in Latin America, Africa, and the Middle East, whereas Europe, North America, and Oceania recorded moderate or low ratings.

Geography of Education and Science Ratings for Ukraine

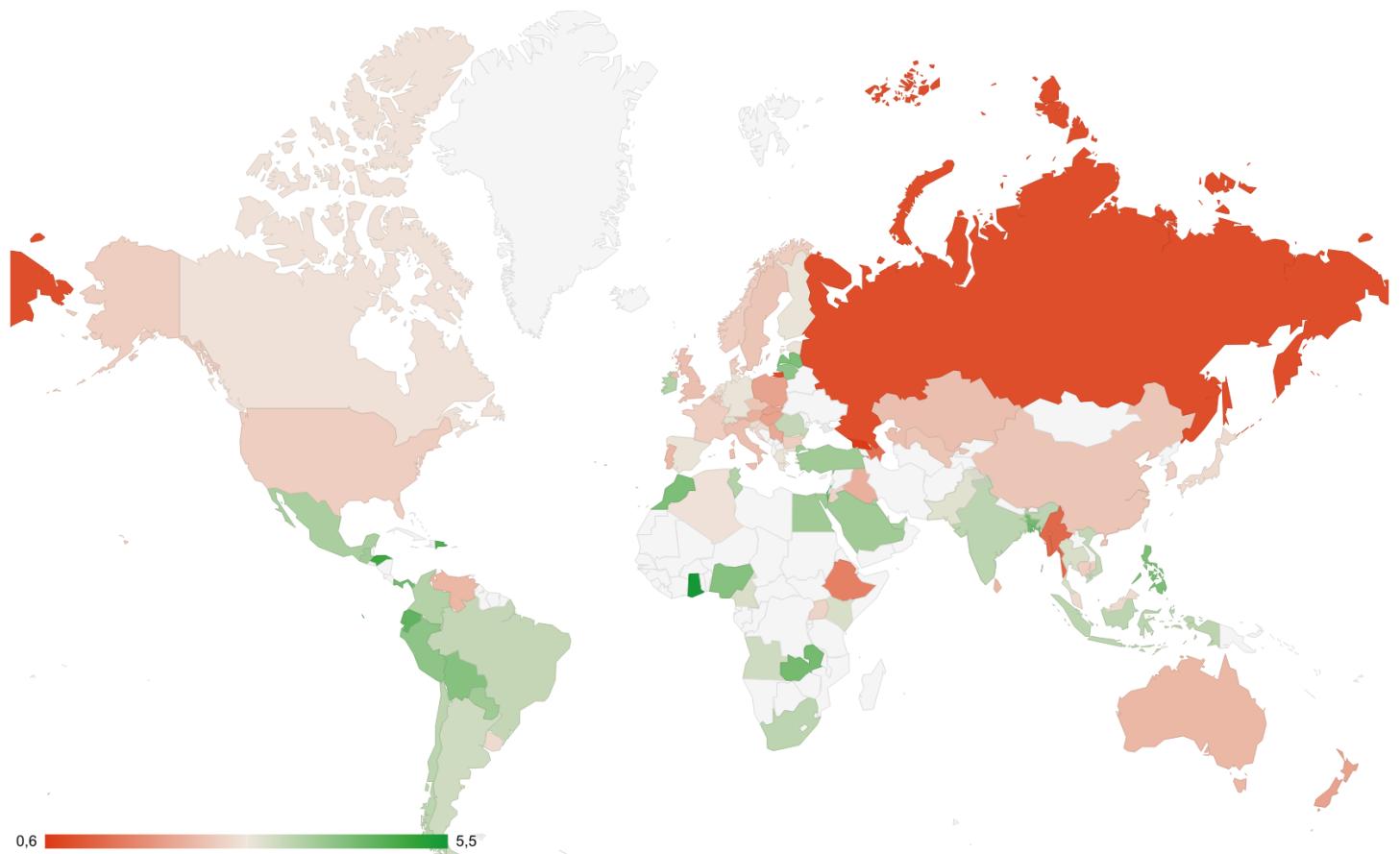


Figure 12: Assessment of Ukraine's Education and Science by Other Countries in 2024 (Minimum score: 0.6, maximum: 5.5 out of 10 possible).

Source: Global Soft Power Index 2025, BRAND FINANCE.

PERCEPTIONS OF UKRAINE'S PEOPLE AND VALUES

The People & Values indicator in the Global Soft Power Index measures how Ukrainians are perceived worldwide and what ethical, cultural, and social values are associated with Ukraine. It considers characteristics such as friendliness, openness, tolerance, and willingness to help others.

In 2024, Ukraine received its highest ratings for people and values in Azerbaijan, Lithuania, Estonia, Finland, Canada, and the Dominican Republic.

- Azerbaijan recorded the most positive perception of Ukrainians, likely due to strong political and historical ties between the two countries.
- Lithuania and Estonia also ranked Ukraine highly, reflecting the Baltic region's traditionally strong support for Ukraine.
- In Finland and Canada, Ukrainians were seen as open, friendly, and resilient, which may be influenced by these countries' support for Ukraine and the presence of active Ukrainian diaspora communities.

Positive perceptions were also observed in Türkiye, Georgia, Ireland, and Kazakhstan. Regionally, Ukraine was rated most favourably in North America, Oceania, and Europe.

The lowest ratings were recorded in Russia, Uzbekistan, Ethiopia, Myanmar, and Angola, where perceptions of Ukrainians were largely negative or neutral. This can be attributed to political factors or limited awareness of Ukraine and its people.

Geography of Perceptions of Ukraine's People and Values

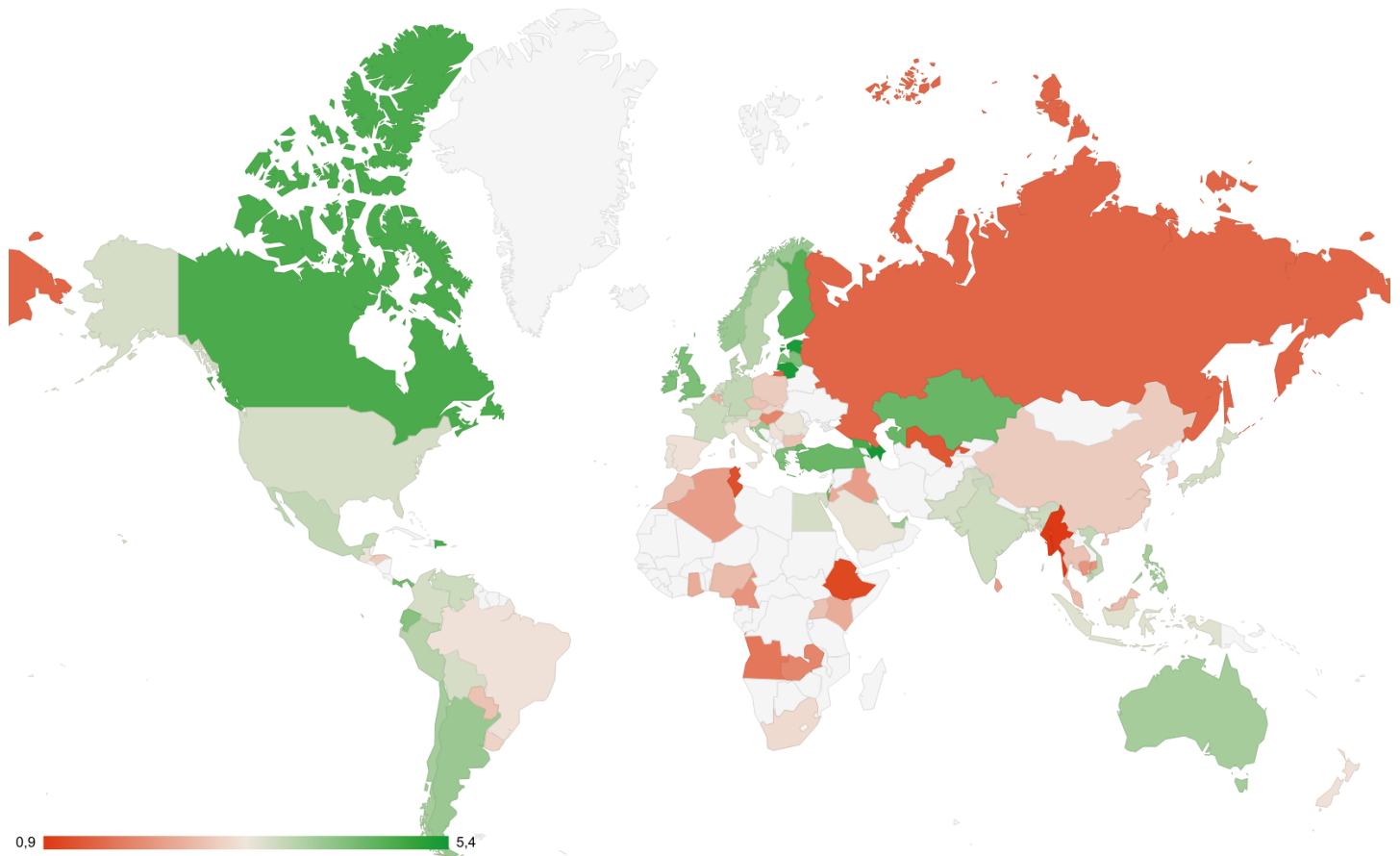


Figure 13: Perceptions of Ukraine's People and Values by Other Countries in 2024 (Minimum score: 0.9, maximum: 5.4 out of 10 possible). Source: Global Soft Power Index 2025, BRAND FINANCE.

PERCEPTIONS OF BUSINESS AND TRADE WITH UKRAINE

The Business & Trade indicator in BRAND FINANCE's methodology reflects how a country is perceived in terms of economic stability, ease of doing business, product recognition, and growth potential. On the map, countries with high ratings for Ukraine's business and trade are marked green, while those with low ratings are marked red.

In 2024, Ukraine received its highest business and trade ratings in Türkiye, Saudi Arabia, Egypt, the Philippines, the UAE, and Thailand.

- Türkiye demonstrated one of the most favourable attitudes toward Ukrainian business, likely due to strong trade relations between the two countries.
- Saudi Arabia and the UAE rated Ukraine's economic prospects highly, suggesting interest in expanding trade relations.
- Egypt, the Philippines, and Thailand also viewed Ukraine's economic potential positively, likely due to existing export ties and trade in agricultural products.
- Ukraine also received relatively high ratings in Mexico, China, South Africa, and Ecuador.

On a regional level, Ukraine's business and trade were perceived most positively in Asia, the Middle East, and Latin America, whereas Europe and North America gave more reserved ratings.

The lowest ratings were recorded in Russia, Myanmar, Venezuela, Serbia, and Georgia, likely due to political factors, limited economic engagement, or the influence of regional media narratives.

Geography of Perceptions of Business and Trade with Ukraine

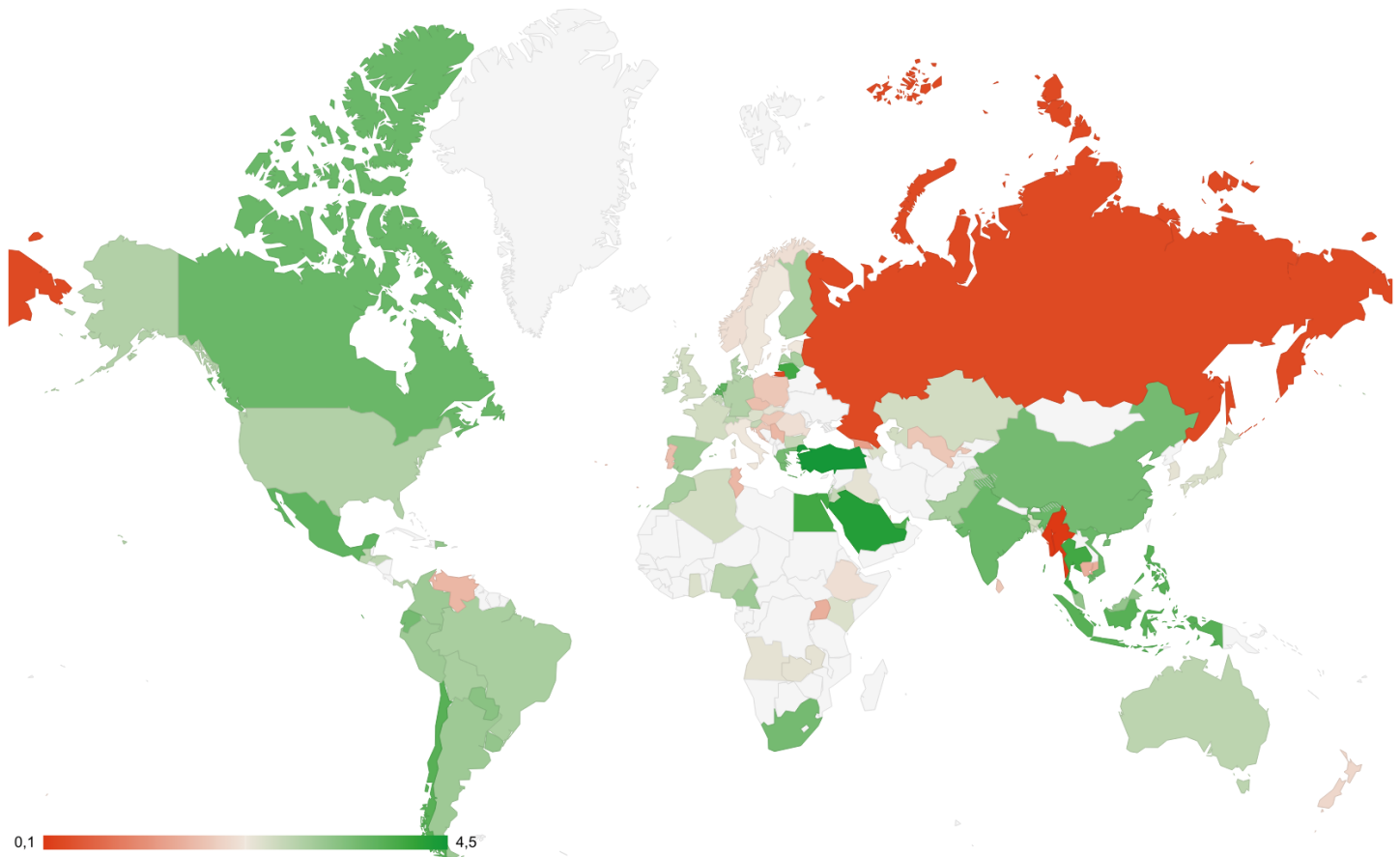


Figure 14: Assessment of Business and Trade with Ukraine by Other Countries in 2024 (Minimum score: 0,1, maximum: 4,5 out of 10 possible).

Source: Global Soft Power Index 2025, BRAND FINANCE.

ASSESSMENT OF UKRAINE'S SUSTAINABLE DEVELOPMENT

The Sustainable Future indicator reflects how Ukraine is perceived as a country investing in green technologies, adhering to sustainable development principles, and contributing to climate change mitigation. This includes advancements in renewable energy, eco-friendly transportation, environmental protection, and participation in international climate initiatives. We have included this indicator in the analysis because success in these areas is becoming a key driver of positive reputational assessments for countries.

Despite the constraints imposed by war, Ukraine must integrate sustainability and climate action into its strategic vision, fostering innovative solutions in energy and environmental protection. It is important to note that this indicator does not reflect Ukraine's actual environmental performance but rather how its efforts in this area are perceived globally.

In 2024, global perceptions of Ukraine's sustainable development remained weak, particularly in countries that actively promote environmental policies and prioritise climate action.

Ukraine's highest sustainability ratings were recorded in Türkiye, Lithuania, Ecuador, and Panama. Türkiye viewed Ukraine as a country with potential in green energy development, likely due to strong economic ties between the two nations. Lithuania's traditionally high support for Ukraine was also reflected in its positive perception of Ukraine's environmental initiatives. Ecuador and Panama unexpectedly showed high ratings, possibly due to their strong focus on environmental issues and positive attitudes toward Ukraine in the context of international cooperation.

In Latin America, sustainability ratings were also relatively high, particularly in countries where environmental concerns play a central role in the political agenda.

In Western Europe and North America, ratings were moderately low. While Ukraine has declared a commitment to sustainable development, the war and its environmental consequences may have contributed to a reserved perception of its ecological initiatives in these regions.

Geography of Ukraine's Sustainable Development Ratings

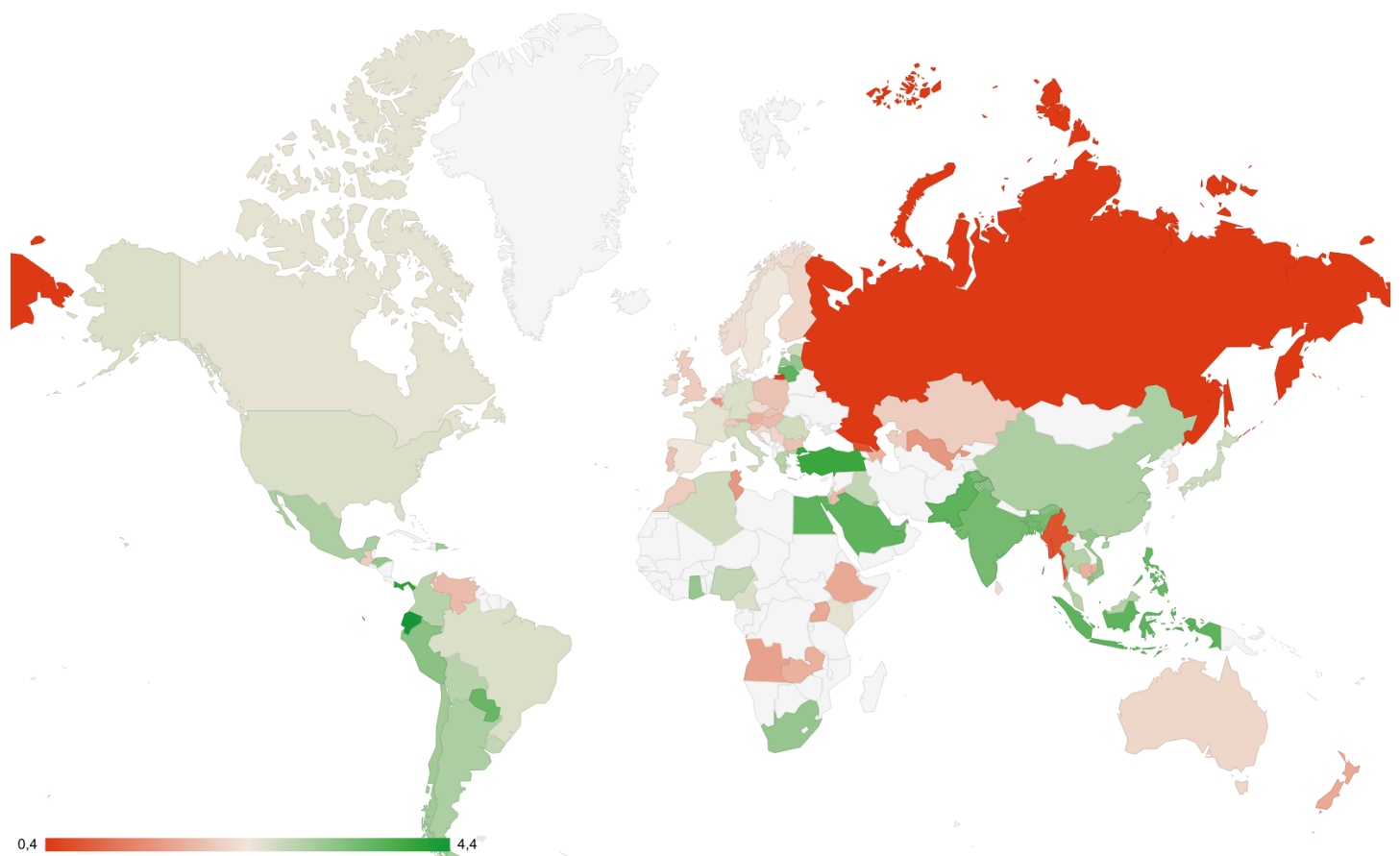


Figure 15: Assessment of Ukraine's Sustainable Development by Other Countries in 2024 (Minimum score: 0.4, maximum: 4.4 out of 10 possible).

Source: Global Soft Power Index 2025, BRAND FINANCE.

PUBLIC OPINION ON UKRAINE IN NORTH AMERICA

Throughout the year, Ukraine remained a prominent topic in public discourse in the United States and Canada, although media attention gradually declined. Despite a degree of war fatigue, Americans and Canadians generally maintained their support for Ukraine, but this support became more segmented – both politically and in terms of the specific issues that attracted the most interest.

Public opinion surveys indicate that support for Ukraine remained stable among the population. Ukraine ranked 24th among the most favoured countries among Americans, with 56% of respondents expressing a positive attitude towards it⁷. However, attitudes towards U.S. support for Ukraine varied significantly based on the political affiliation. Among Democrats, 28% believed that Ukraine was not receiving enough aid, while 42% of Republicans felt that the U.S. was providing too much support⁸. This reflects differing perceptions of Ukraine’s importance: Democrats tend to view support for Ukraine as part of maintaining the global order, whereas Republicans are more likely to advocate for limiting foreign aid and prioritising domestic issues.

American Perceptions of U.S. Support for Ukraine

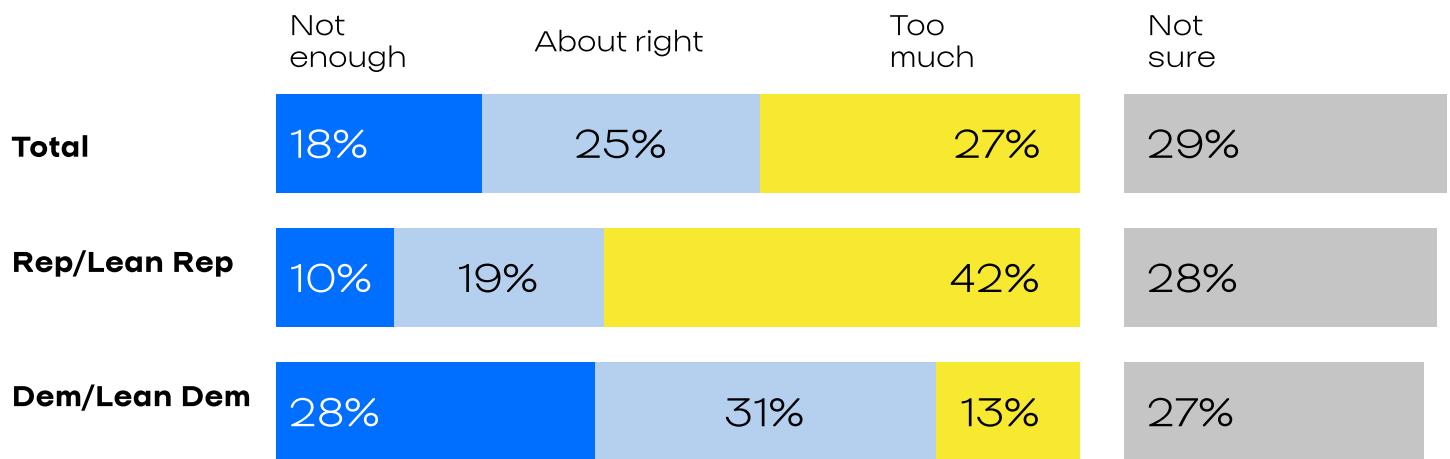


Figure 16: American perceptions of U.S. support for Ukraine, November 2024.
Source: Pew Research Center, survey of U.S. adults, November 12–17, 2024.

In 2024, support for economic and military aid to Ukraine among Americans continued its gradual decline, following the trend recorded in 2023. According to Chicago Council Surveys, in June 2024, support for economic assistance and military supplies to Ukraine stood at 58%⁹. While this remains significantly higher than in 2015, following Russia’s illegal annexation of Crimea, it is lower than the peak levels of 2022, when support exceeded 70%.

⁷ YouGov Ratings, The most popular countries in America, Q4 2024, <https://today.yougov.com/ratings/international/popularity/countries/all>

⁸ Pew Research Center survey, November 2024 <https://www.pewresearch.org/short-reads/2024/11/25/wide-partisan-divisions-remain-in-americans-views-of-the-war-in-ukraine/>

⁹ Chicago Council on Global Affairs research, February 2024, <https://globalaffairs.org/research/public-opinion-survey/americans-continue-support-military-and-economic-aid-ukraine>

U.S. Public Support for Economic and Military Aid to Ukraine

- providing economic assistance to Ukraine
- sending additional arms and military supplies to the Ukrainian government

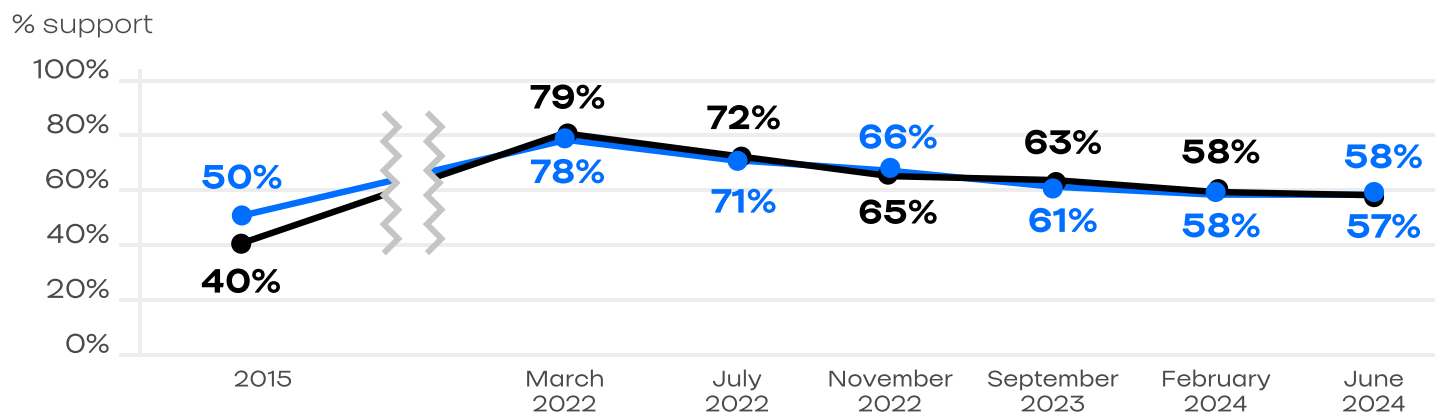


Figure 17: Trends in U.S. public support for providing economic and military aid to Ukraine.
Source: Chicago Council Surveys.

Nevertheless, support for Ukraine in the U.S. and Canada remained strong. The key drivers of this support were solidarity with democratic values, backing for Ukraine's independence, and opposition to Russian imperialism. These themes continued to resonate with North American audiences.

PUBLIC OPINION ON UKRAINE IN EUROPEAN COUNTRIES

Throughout the year, Ukraine remained a key topic in the public discourse across European countries, although media and public attention gradually declined, mirroring trends in North America. Despite this, overall support for Ukraine remained high, largely driven by solidarity and shared security concerns. However, Europe is not a monolithic region – countries differed significantly in their attitudes to military and financial aid, while war fatigue and economic scepticism regarding reconstruction costs became more widespread among the population. These factors present new challenges for sustaining positive engagement with Ukraine.

According to YouGov research, in Q4 2024, Ukraine ranked 24th among the most favoured countries in the United Kingdom¹⁰. Meanwhile, data from the "Made in Ukraine" study by BRAND UKRAINE found that 65% of Britons had a positive attitude towards Ukraine¹¹. However, among the seven countries surveyed, the highest levels of negative sentiment were recorded in Poland (24%) and Germany (23%).

Overall, public opinion in EU countries remained largely favourable towards Ukraine. 87% of Europeans supported humanitarian aid for war-affected civilians, while 71% approved economic sanctions against Russia. Additionally, 68% of the respondents backed financial assistance to Ukraine, and 58% supported funding for the purchase and delivery of military equipment¹².

¹⁰ YouGov Ratings, The most popular countries in United Kingdom, Q4, 2024, <https://yougov.co.uk/ratings/international/popularity/countries/all>

¹¹ "Made in Ukraine: Which Ukrainian Brands Does the World Know?", BRAND UKRAINE, May 2024, <https://brandukraine.org.ua/uk/analytics/made-in-ukraine-yaki-ukrayinski-brendi-znaye-svit/>

¹² Standard Eurobarometer 97-102, <https://europa.eu/eurobarometer/surveys/browse/all/series/4961>

Foreign Attitudes Towards Ukraine

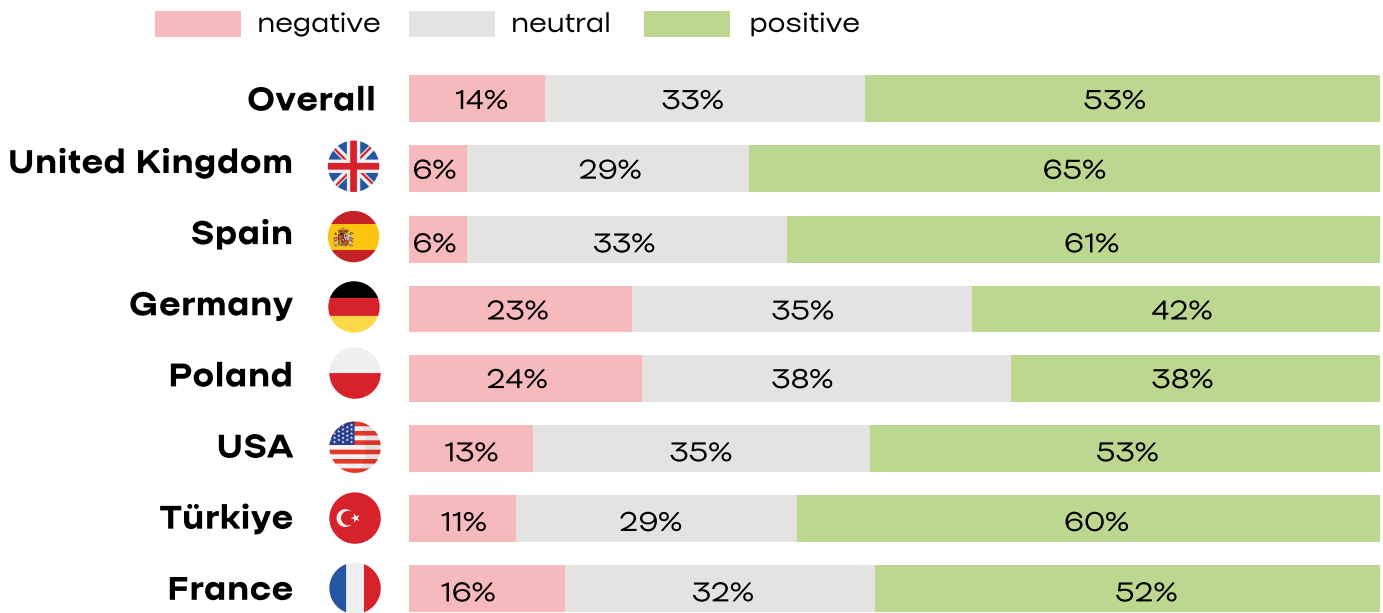
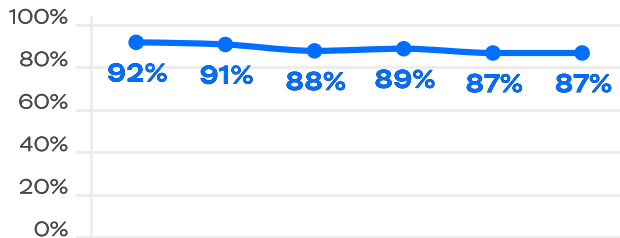


Figure 18: Attitudes towards Ukraine among the population of seven countries (United Kingdom, Spain, Germany, Poland, United States, Türkiye, France), May 2024.
Source: "Made in Ukraine", May 2024.

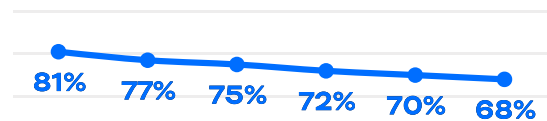
EU Public Approval of the EU's Response to Russia's Invasion of Ukraine

Providing humanitarian support to the people affected by the war

% support in EU

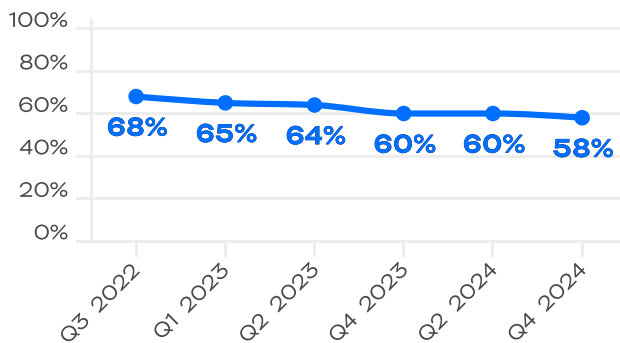


Providing financial support to Ukraine



Financing the purchase and supply of military equipment to Ukraine

% support in EU



Welcoming into the EU people fleeing the war

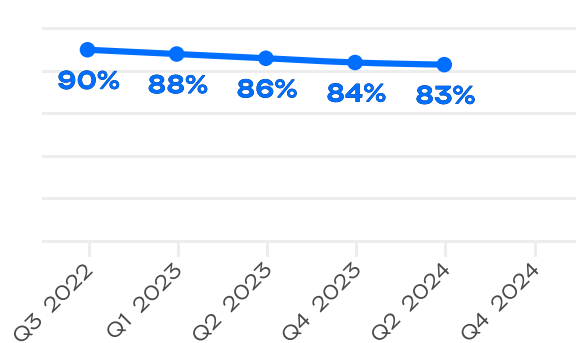


Figure 19: Trends in Public Support for Ukraine Among EU Citizens.
Source: Standard Eurobarometer 97, 98, 99, 100, 101, 102.

Additionally, 59% of surveyed Europeans viewed Ukraine’s future reconstruction as an economic challenge for their own countries¹³, while 41% saw it as a potential new opportunity. In Germany, economic scepticism over financial aid continued to grow, with 41% of respondents considering the costs excessive¹⁴. This indicates a gradual shift in public discourse towards economic concerns.

While European public opinion remained broadly supportive of Ukraine, the nature of that support varied. Democratic values and security remained the foundation of solidarity, but willingness to provide military and financial assistance differed significantly across countries. In Western European states, moral and ethical arguments dominated, whereas in Central and Southern Europe, economic scepticism was increasingly evident.

Although Ukraine remained an important topic in the European information space in 2024, active interest in developments in Ukraine varied from country to country. According to the “Made in Ukraine” survey, France and Türkiye showed the highest levels of interest, while Poland and Spain displayed lower engagement¹⁵. This confirms the trend of gradually declining attention to the war in some countries and underscores the need for new communication approaches regarding Ukraine.

Foreign Interest in Ukraine

“How interested are you in events taking place in Ukraine?”

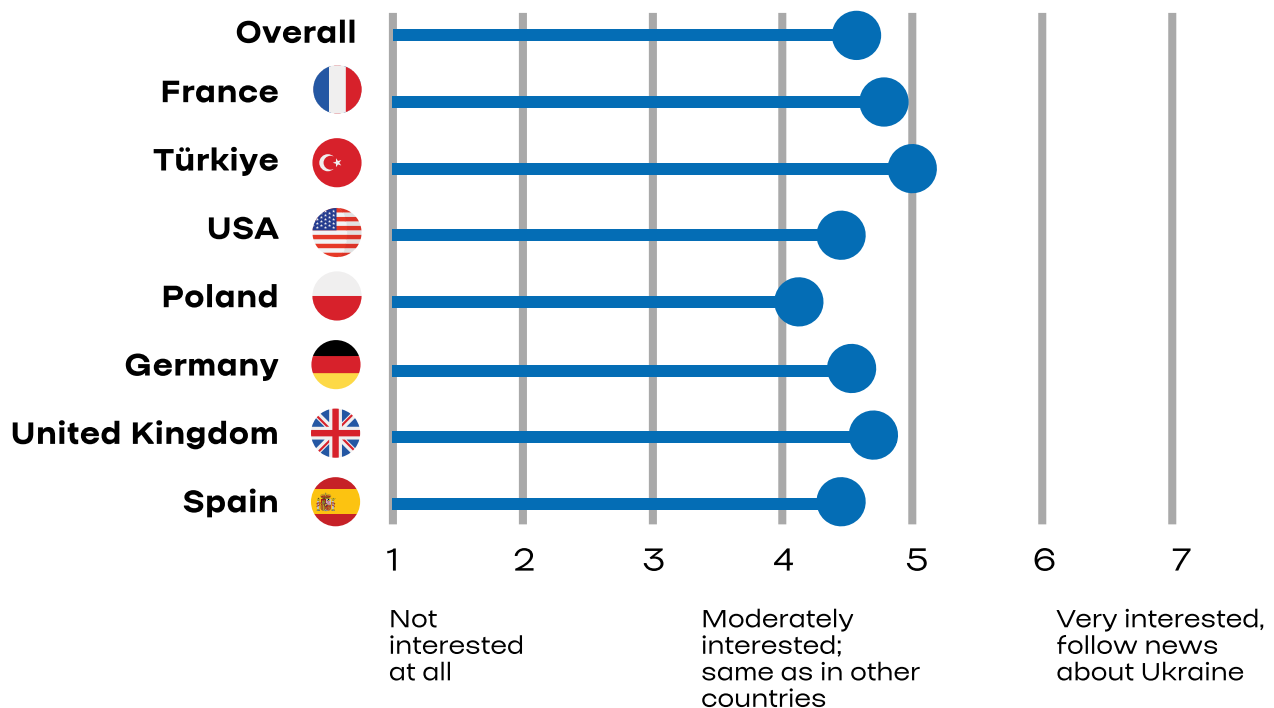


Figure 20: Level of interest in Ukraine among the population of seven countries (United Kingdom, Spain, Germany, Poland, United States, Türkiye, France), May 2024.

Source: “Made in Ukraine”, May 2024.

¹³ The War and the Vote, Eupinions, February 2024, <https://eupinions.eu/de/text/the-war-and-the-vote>

¹⁴ ARD-DeutschlandTREND, January 2024, <https://www.infratest-dimap.de/umfragen-analysen/bundesweit/ard-deutschlandtrend/2024/januar/>

¹⁵ “Made in Ukraine: Which Ukrainian Brands Does the World Know?”, BRAND UKRAINE, May 2024, <https://brandukraine.org.ua/uk/analytics/made-in-ukraine-yaki-ukrayinski-brendi-znaye-svit/>

A YouGov survey conducted in December 2024 across the United Kingdom, France, Germany, Spain, Italy, Sweden, and Denmark revealed a decline in support for providing aid to Ukraine until the full withdrawal of Russian troops¹⁶. In most European countries, the number of people advocating continued support for Ukraine until a full Russian withdrawal decreased, while support for a negotiated settlement grew. The most notable drop in support for a hard-line approach was observed in Germany (28%) and Italy (15%). Meanwhile, in France, Spain, and Denmark, a relative majority of respondents already favoured a diplomatic resolution to the war.

European Public Opinion on Ending the War

What is your preferred resolution for the Ukraine conflict?

- **Support Ukraine until Russia withdraws, even if this means the war lasts longer**
- **Encourage a negotiated end to fighting, even if Russia still has control of some parts of Ukraine**

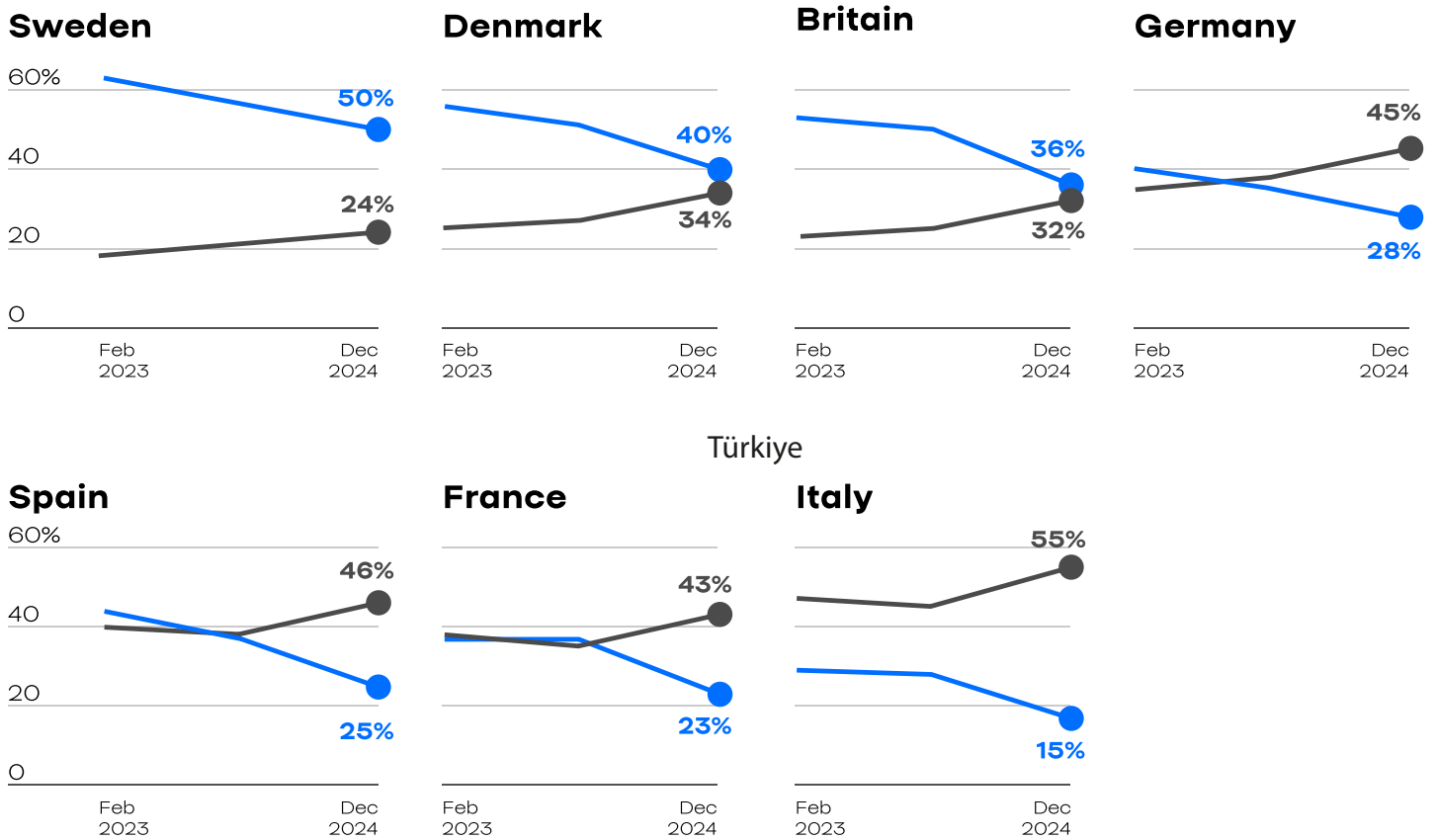


Figure 21: Trends in public opinion on the war in seven European countries. Source: YouGov survey, December 2024.

The YouGov survey also revealed contradictory attitudes among Europeans regarding support for Ukraine. On the one hand, a majority of respondents (ranging from 52% in France to 66% in Denmark) believed that the current level of aid was insufficient to prevent a Russian victory. On the other hand, only a small proportion of citizens supported increasing aid.

¹⁶ YouGov survey conducted in the United Kingdom, France, Germany, Spain, Italy, Sweden, and Denmark, December 2024, <https://www.theguardian.com/world/2024/dec/26/support-for-ukraine-russia-war-yougov-poll-survey>

Public Opinion on Changes in Support for Ukraine in Europe

How should your country manage support it is giving to Ukraine?

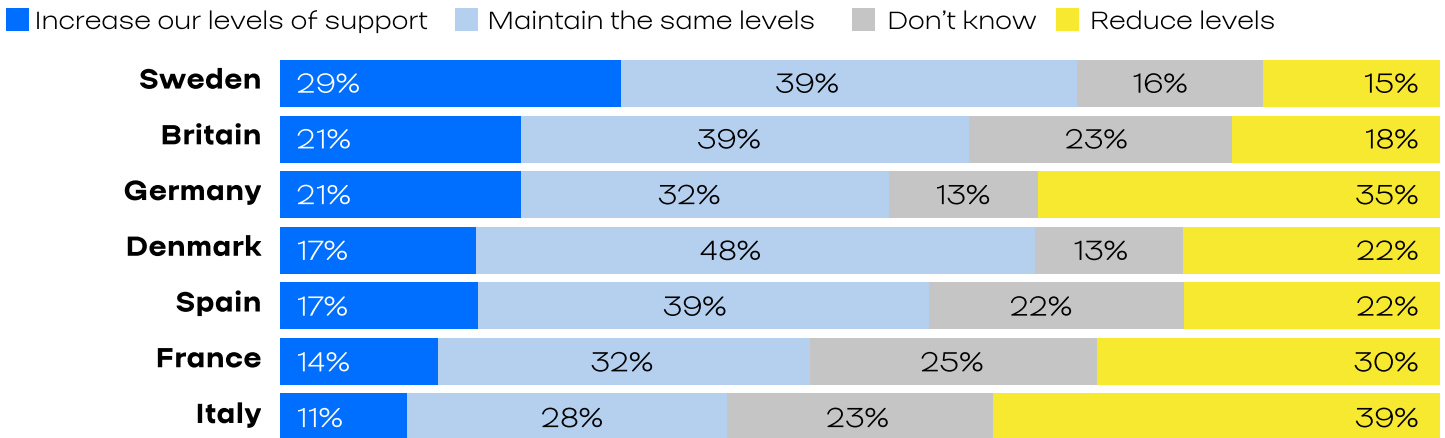


Figure 22: Public opinion on changes in support for Ukraine in seven European countries, December 2024. Source: YouGov survey, December 2024.

The highest support for increasing aid was recorded in Sweden (29%) and the United Kingdom (21%), whereas in Italy, only 11% of respondents believed aid should be increased, while 39% supported reducing it. This trend was even more pronounced in Germany, where 35% of respondents felt that support for Ukraine should be scaled back.

Public Opinion on Assistance to Ukraine in Europe

Are the current measures against Russia and aid given to Ukraine enough to prevent a Russian victory?

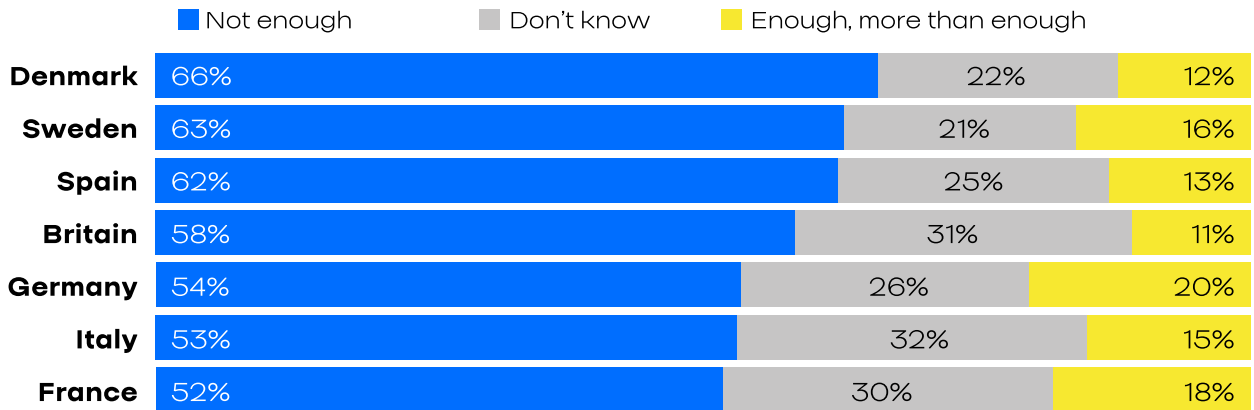


Figure 23: Public opinion on assistance to Ukraine in seven European countries, December 2024. Source: YouGov survey, December 2024.

These findings indicate that while societies generally acknowledged the insufficiency of aid to Ukraine, they were not necessarily willing to actively advocate for its increase. This underscores the need to shift communication strategies – moving away from general appeals for support towards arguments highlighting mutual benefits and security guarantees for Europe itself.

Although public support for Ukraine in Europe remained high, willingness to take active measures varied significantly. The most common forms of support included helping Ukrainian refugees (36%) and donating to humanitarian causes (35%)¹⁷. However, only 17% of respondents were willing to donate to the Ukrainian military, and just 16% expressed readiness to participate in pro-Ukraine rallies.

More than a quarter of respondents (26%) stated that they were willing to vote for political parties supporting Ukraine, highlighting the political dimension of solidarity. At the same time, 32% of respondents said they were not willing to take any action to support Ukraine.

These results suggest that humanitarian initiatives, political campaigns and media coverage of developments in Ukraine continue to be the most effective channels for mobilising support.

Willingness of Foreign Citizens to Support Ukraine in Various Ways

“Which of the following would you be willing to do?”

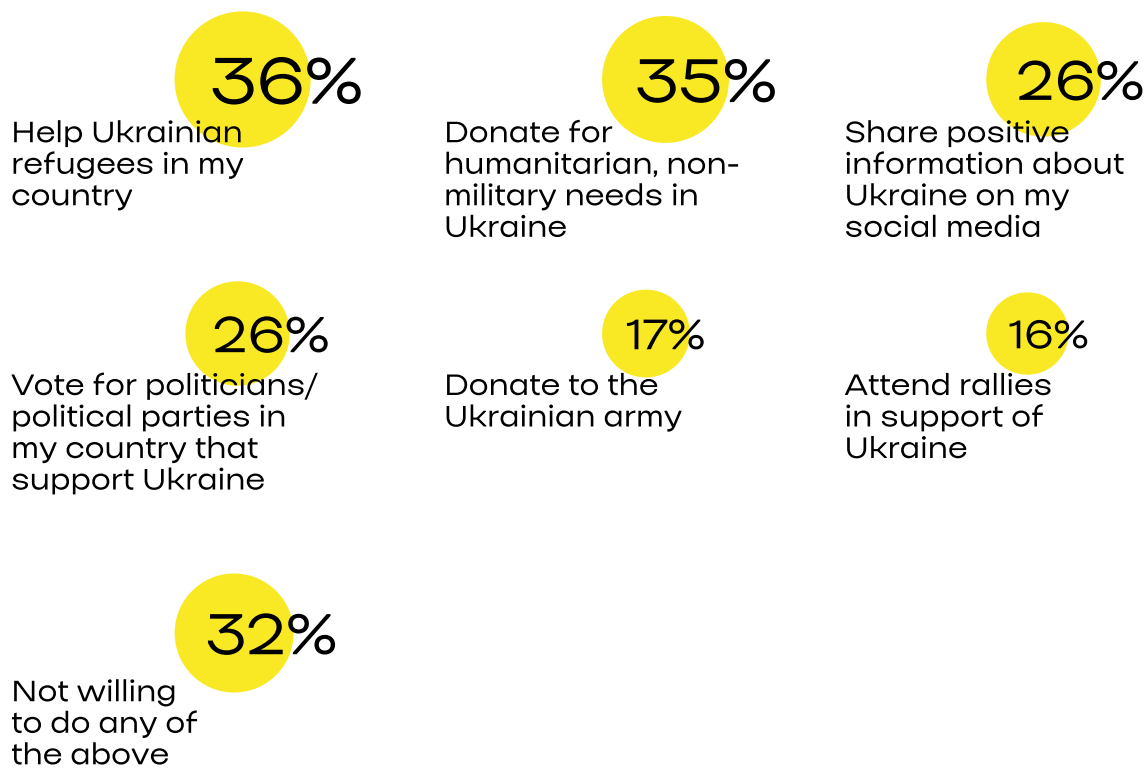


Figure 24: Willingness of the population in seven countries (United Kingdom, Spain, Germany, Poland, United States, Türkiye, France) to support Ukraine in various ways, May 2024. Source: “Made in Ukraine”, May 2024.

¹⁷ The research “Made in Ukraine. Which Ukrainian brands do the world know?”, BRAND UKRAINE, <https://brandukraine.org.ua/uk/analytics/made-in-ukraine-yaki-ukrayinski-brendi-znaye-svit/>

On 25 June 2024, the European Union officially opened accession negotiations with Ukraine, marking another significant step in the country's European integration process¹⁸. However, EU enlargement has traditionally been a contentious issue within European societies. The debate revolves around economic and security challenges, as well as the bloc's overall readiness to accept new members. A March 2024 Ipsos/Euronews survey examined EU citizens' attitudes towards the potential accession of Ukraine and other candidate countries.

According to the survey, Ukraine received the highest level of support among all potential EU members. 45% of respondents supported Ukraine's accession, 35% opposed it, and 20% remained undecided¹⁹. This indicates a high degree of solidarity and backing for Ukraine among European citizens, while also reflecting the presence of scepticism and concerns among a portion of voters.

EU Citizens' Attitudes Towards EU Enlargement

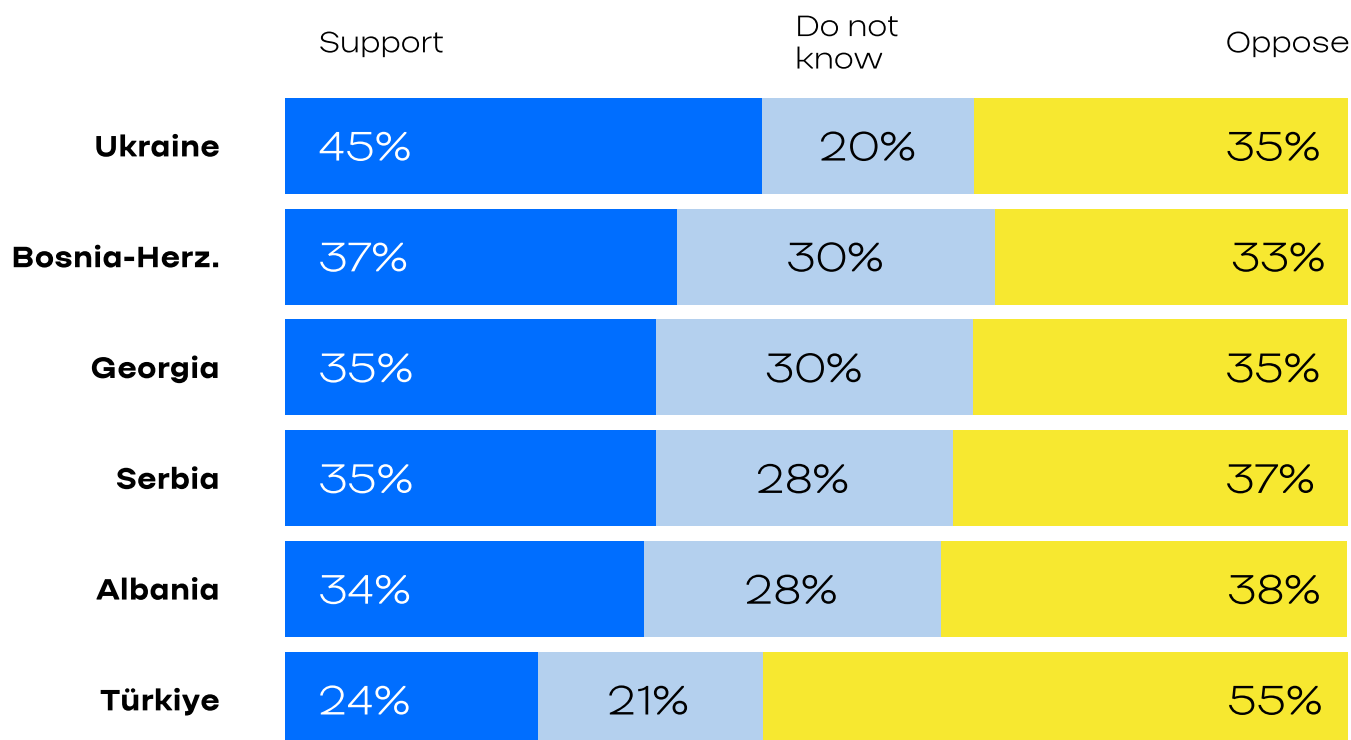


Figure 25: Levels of support, neutral stance, and opposition to the accession of new countries to the EU among EU citizens, March 2024. Source: Ipsos for Euronews, March 2024.

Compared to other EU candidate countries, Ukraine received the highest level of support. For example, 35% of respondents supported Georgia's accession, while an equal 35% opposed it – a trend mirrored for Serbia and Albania. Türkiye remained the most controversial candidate, with only 24% in favour of its accession, while 55% were against it

Attitudes towards Ukraine's European integration varied significantly across different EU regions. The highest levels of support were expressed by citizens of Northern Europe and countries bordering Ukraine. In Finland, 68% of respondents supported Ukraine's accession, likely due to the historical concerns about Russian threats and Finland's recent NATO membership. A similar level of support was recorded in Spain and Portugal, possibly reflecting general sympathy towards Ukraine and the absence of major economic concerns regarding its accession. Poland, Romania, Sweden, and Denmark also showed high levels of approval.

¹⁸ European Council publication, "EU opens accession negotiations with Ukraine," June 2024, <https://www.consilium.europa.eu/en/press/press-releases/2024/06/25/eu-opens-accession-negotiations-with-ukraine/>

¹⁹ Ipsos survey for Euronews, March 2024, <https://www.euronews.com/my-europe/2024/04/04/majority-of-eu-voters-in-favour-of-ukraine-joining-the-eu-exclusive-ipsos-uronews-poll-fin>

Support for Ukraine's Accession to the European Union Among EU Citizens

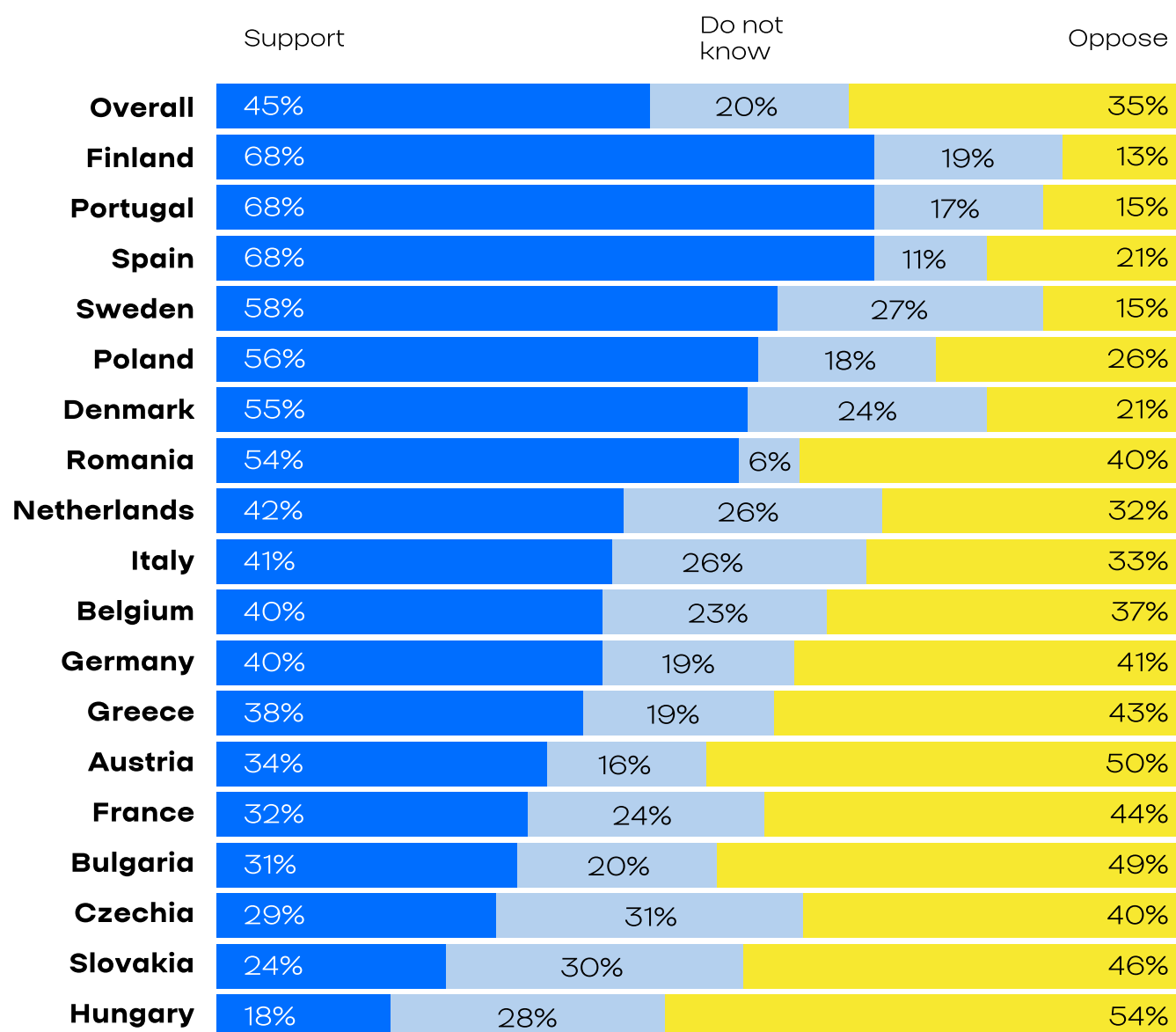


Figure 26: Attitudes of citizens across different EU countries towards Ukraine's potential EU membership, March 2024.
Source: Ipsos for Euronews, March 2024.

At the same time, support for Ukraine's EU accession was less unanimous in Western Europe. In France and Germany, a significant portion of respondents expressed concerns about potential economic consequences and the EU's future capacity to integrate a new member. Hungary was the only country where a majority opposed Ukraine's accession, with 54% of respondents expressing a negative stance on the issue.

These findings suggest that support for Ukraine's EU membership is shaped by a mix of emotional factors, political pragmatism, and historical contexts. For many countries, security considerations and countering Russian influence serve as key arguments in favour of Ukraine's accession. However, general scepticism towards further EU enlargement – particularly among Western European voters – remains a significant challenge for Ukraine's European integration.

While support for Ukraine's accession is relatively high compared to other candidates, the integration process remains complex. It will depend on Ukraine's ability to implement further reforms, the political landscape within the EU, and the bloc's readiness for expansion.

FOR MORE DETAILED INSIGHTS INTO UKRAINE’S PERCEPTION IN LATIN AMERICA AND SUB-SAHARAN AFRICA, REFER TO THE RESPECTIVE REPORTS VIA THE LINKS BELOW:

“Ukraine’s Perception Report
in Latin America”



[https://brandukraine.org.ua/en/analytics/
ukraines-perception-report-in-latin-america/](https://brandukraine.org.ua/en/analytics/ukraines-perception-report-in-latin-america/)

“Ukraine’s Perception Report
in Sub-Saharan Africa”



[https://brandukraine.org.ua/en/analytics/
ukraines-perception-report-in-sub-saharan-
africa/](https://brandukraine.org.ua/en/analytics/ukraines-perception-report-in-sub-saharan-africa/)

UKRAINE IN INTERNATIONAL RANKINGS AND INDICES

What is this section about? This section examines how international rankings and indices reflect Ukraine’s perception worldwide. These tools provide insights into the country’s image across various domains — from politics and economy to culture, technology, and media — and serve as the standardized instruments for international comparisons. However, not all such indicators can be considered entirely objective, especially when based on expert assessments rather than measurable data. Rather than purely reflecting Ukraine’s global perception, these rankings actively shape it, making engagement with index compilers crucial to ensure an accurate representation of Ukraine’s progress. To assess Ukraine’s global reputation, we prioritize indices based on public opinion measurements, as they offer more reliable and representative insights.

For the first time, this section includes several international rankings that were previously not a part of Ukraine’s Global Perception Report. This broader approach allows for a more comprehensive analysis, tracking Ukraine’s perception trends while also evaluating its position in a wider global context. Such an expanded perspective helps to create a more nuanced understanding of Ukraine’s international image, providing valuable insights for country branding professionals.

Ukraine's Performance in International Rankings and Indices

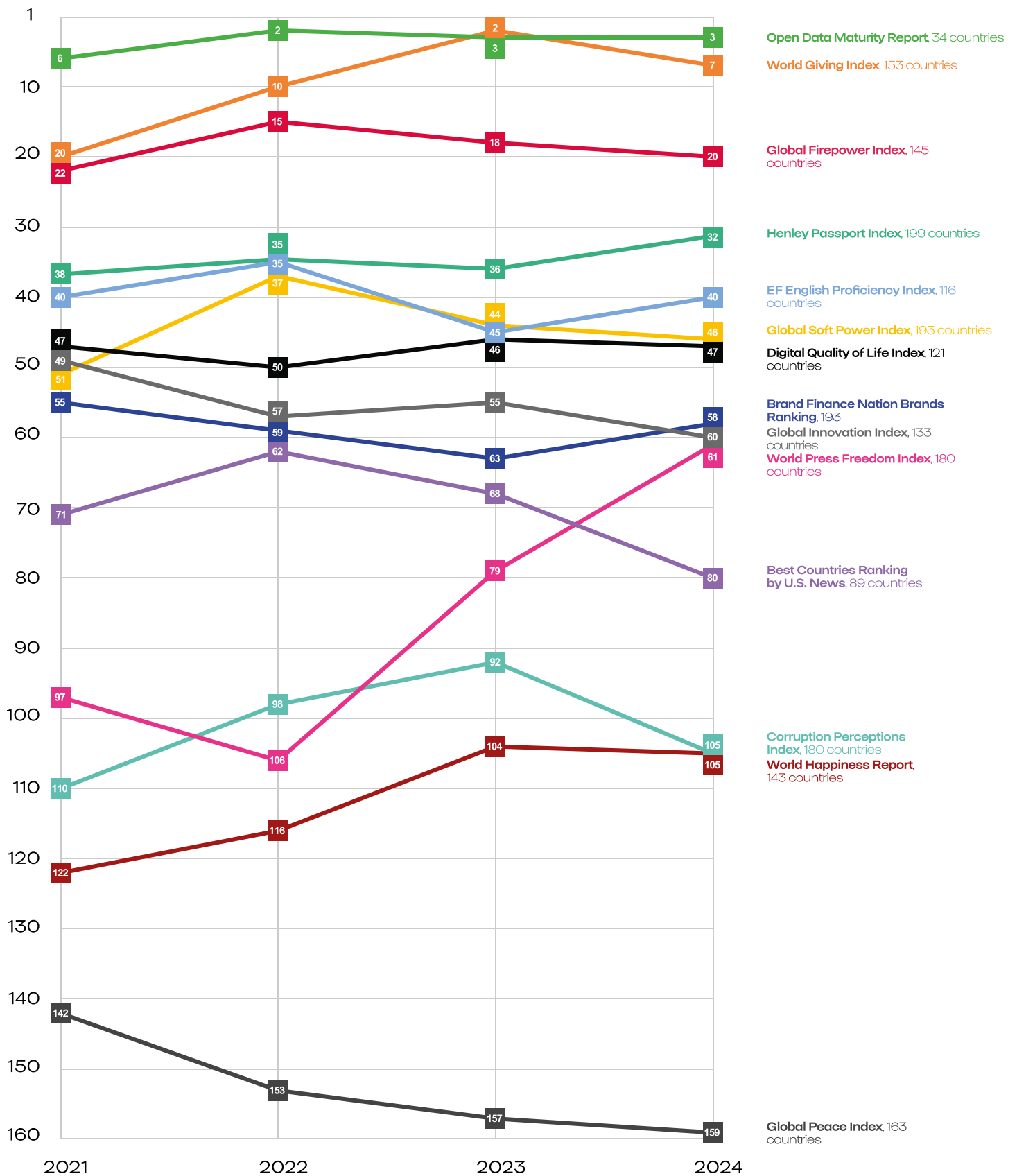


Figure 27: Ukraine's ranking dynamics in international indices, 2021–2024.
Source: See Appendix 1.

GLOBAL SOFT POWER INDEX

In 2024, Ukraine continued to face challenges in maintaining international support, which was reflected in its position in the Global Soft Power Index 2025 by BRAND FINANCE²⁰.

Global Soft Power Index rankings on the world map

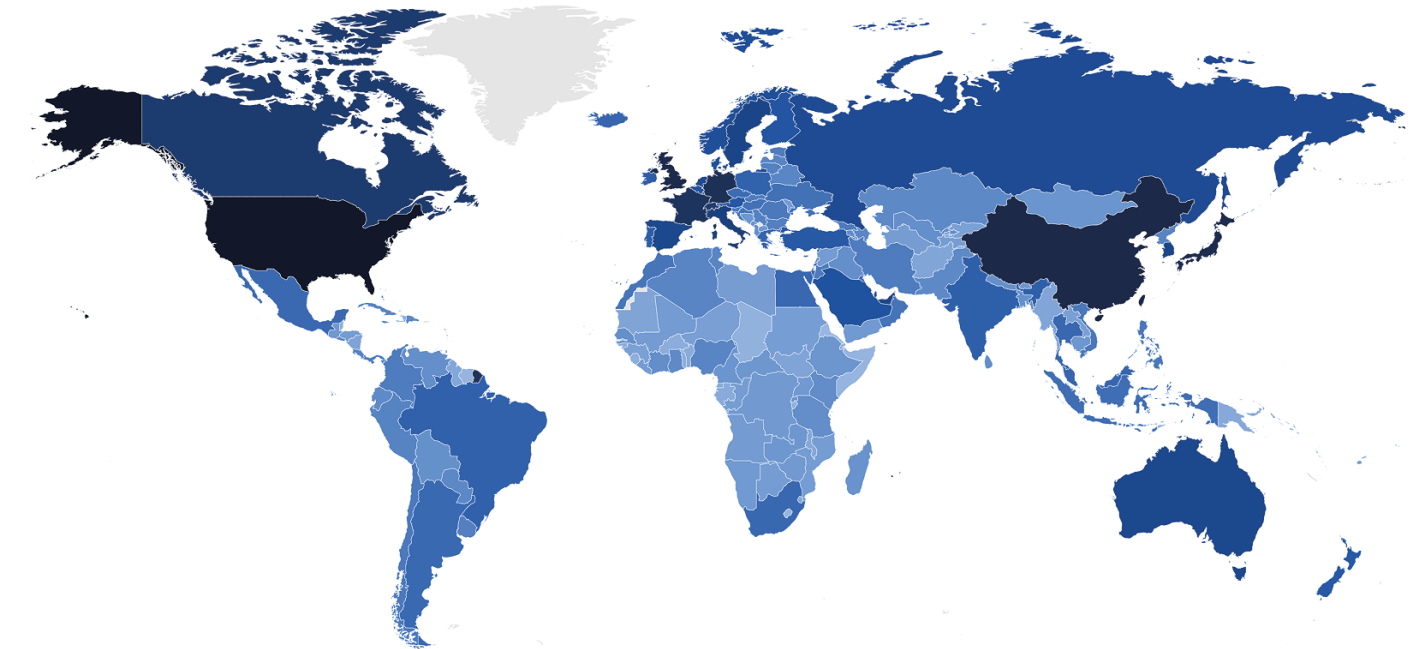


Figure 28: Global Soft Power Index rankings by country (darker shades indicate higher positions).
Source: Global Soft Power Index 2025, BRAND FINANCE.

According to the index results, Ukraine dropped to the 46th place out of 193 countries, falling two positions compared to 2024. The country's overall score declined by one point to 42.0. One of the key factors behind this decline was a significant drop in the "Reputation" indicator, where Ukraine fell 19 places to being the 95th among 193 countries. This suggests a growing polarization in attitudes towards Russia's war against Ukraine across different regions and underscores the need for stronger communication efforts with Asia, Africa, Latin America, and neutral states.

Other notable declines include:

- Governance – down 17 positions to 77th place.
- Familiarity – down 4 positions to 20th place.

²⁰ Global Soft Power Index 2025, BRAND FINANCE, <https://brandirectory.com/softpower>

Ukraine's Position in the Global Soft Power Index

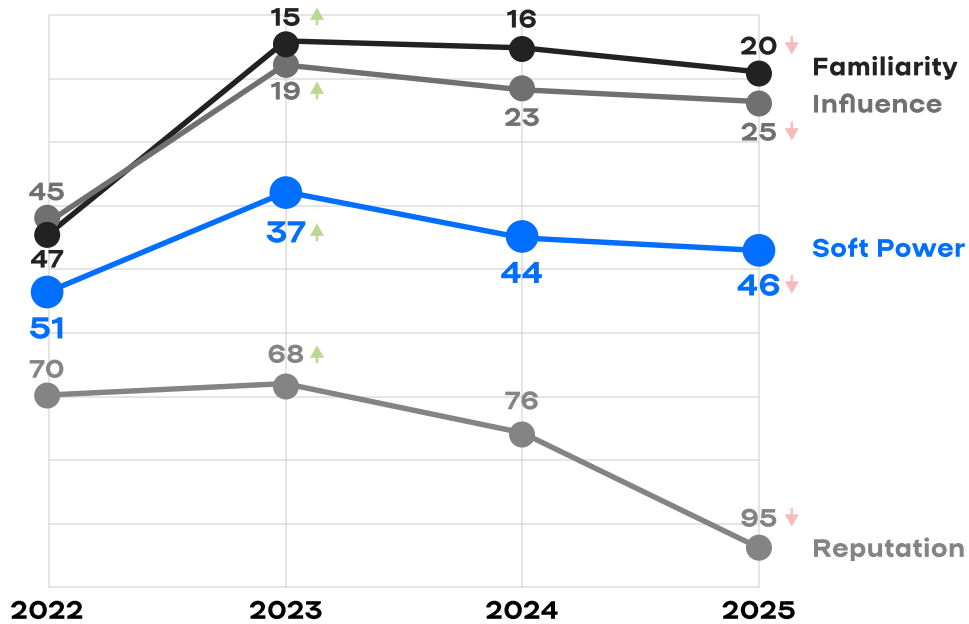


Figure 29: Ukraine's ranking dynamics in the Global Soft Power Index, 2022–2025.
Source: Global Soft Power Index, BRAND FINANCE.

The index's authors highlighted that Ukraine is perceived as one of the leaders in positive sustainability perceptions. Despite ongoing challenges, Ukraine, alongside Finland, Cuba, Croatia, Latvia, Slovenia, and Jamaica, performed better in meeting the UN Sustainable Development Goals (SDGs) than global perceptions might suggest. This presents additional opportunities to strengthen Ukraine's soft power by communicating its achievements in environmental sustainability, technology, and social development.

Ukraine's Soft Power Score Dynamics Across Different Pillars

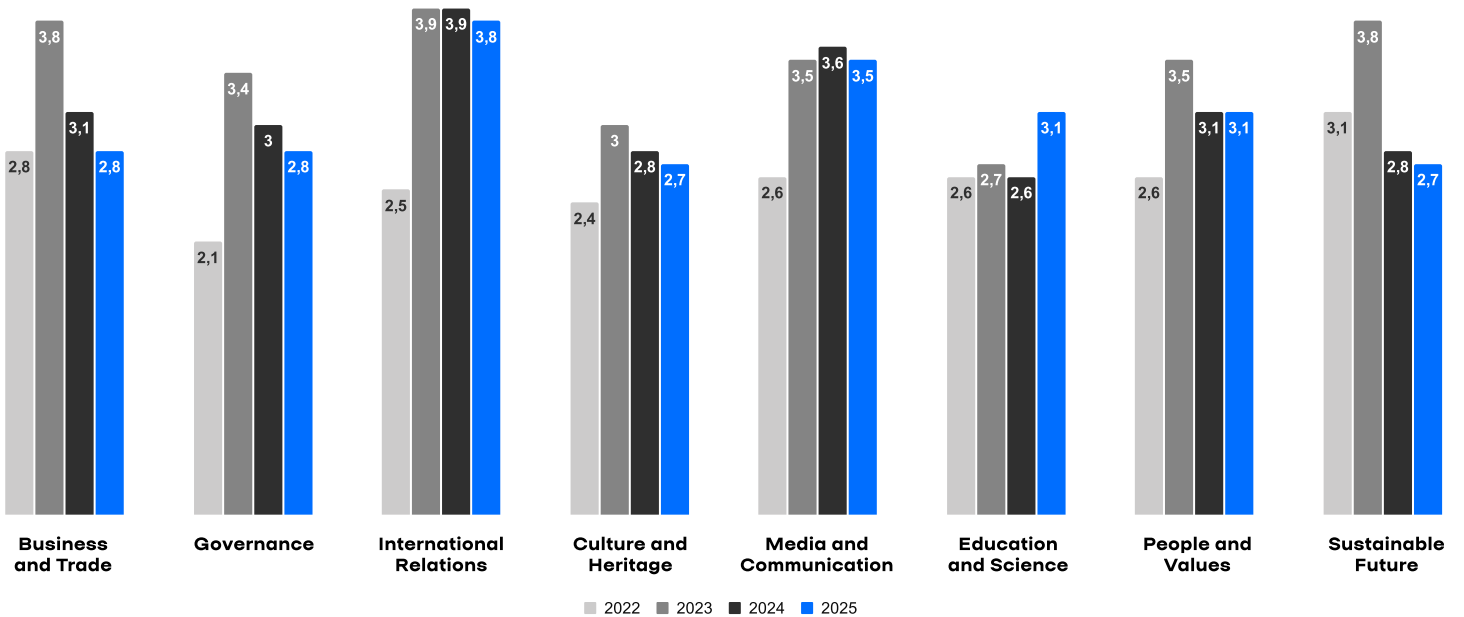


Figure 30: Ukraine's score dynamics across various soft power pillars in the Global Soft Power Index by Brand Finance, 2022–2025 (maximum score: 10).
Source: Global Soft Power Index, BRAND FINANCE.

Ukraine's fall in the rankings is a result not only of war fatigue, but also of the weakened perceptions of governance and insufficient emphasis on economic potential. To reverse this trend, Ukraine should:

- Expand its communication strategy – shift away from an exclusively security-focused narrative and highlight economic successes, international partnerships, and stability.
- Strengthen its reputation in neutral countries – position itself not only as a nation defending itself, but also as a potential strategic partner.
- Leverage sustainability achievements – promote environmental initiatives as a key argument in engagement with Asia, Africa, and Latin America.

Despite an overall decline in rankings, Ukraine's nation brand value (Brand Value) increased by 2.4%, surpassing \$101 billion, reflecting the country's economic resilience amid war.

Ukraine's nation brand value dynamics

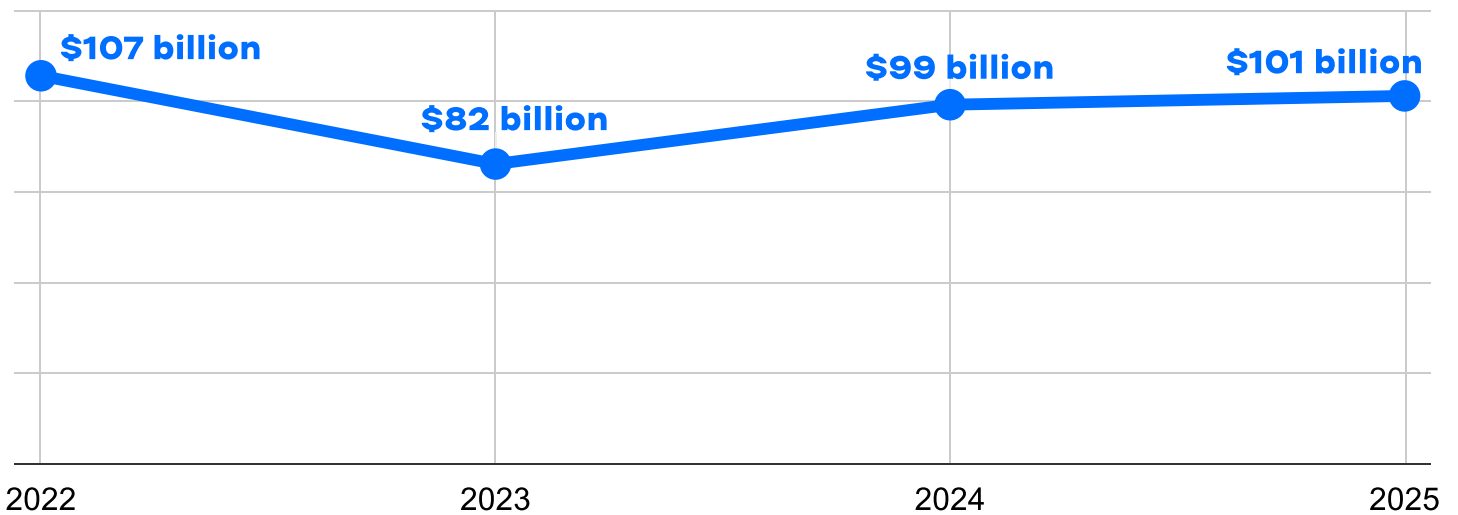


Figure 31: Ukraine's nation brand value dynamics, 2022–2025.
Source: Nation Brands, BRAND FINANCE.

U.S. NEWS BEST COUNTRIES RANKING

According to the Best Countries Ranking 2024 by U.S. News, Ukraine ranked 80th out of 89 countries, dropping 12 positions compared to 2023²¹. This decline can be attributed to the impact of war on the country's economy, security, and quality of life.

Ukraine received the lowest possible score (0 points) for quality of life, placing it at the bottom of the ranking. This reflects the harsh realities of war, including destroyed infrastructure, economic struggles, and a demographic crisis.

At the same time, Ukraine retained its strong position in the "Power" category, ranking 14th for the third consecutive year. This confirms that the global community continues to view Ukraine as a significant geopolitical player, with military resilience and international influence remaining key factors.

²¹ Best Countries Ranking, U.S. News, September 2024, <https://www.usnews.com/news/best-countries/rankings>

Ukraine also demonstrated entrepreneurial potential, ranking 53rd out of 89 countries, highlighting opportunities for business and innovation despite wartime conditions. The country's economic adaptability remained relatively strong, ranking 52nd, indicating its ability to navigate crises and adjust economic strategies accordingly. Additionally, Ukraine was ranked 41st for social responsibility, suggesting global recognition of Ukrainian society's resilience and self-organisation.

Thus, the 2024 ranking highlights a stark contrast: while Ukraine is perceived as a geopolitical force, it receives negative assessments for internal stability due to war. This further reinforces the notion that Ukraine's future international image will depend on its economic recovery, social resilience, and deeper integration into global political and economic frameworks.

Ukraine's Ranking in the U.S. News Best Countries Report

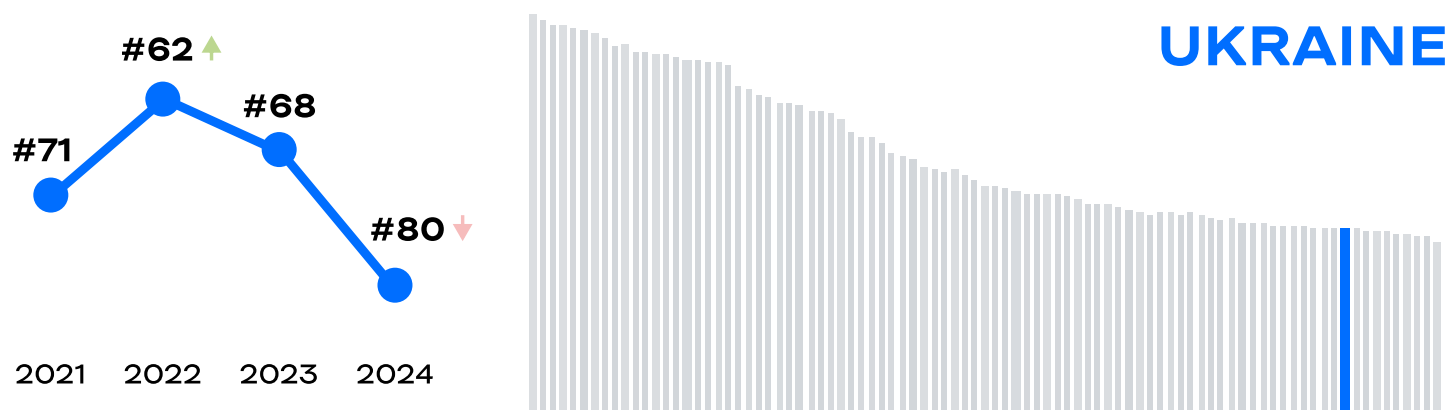


Figure 32: Ukraine's position in the U.S. News Best Countries Ranking.
Source: U.S. News, Best Countries Ranking 2024.

GLOBAL INNOVATION INDEX

In 2024, Ukraine ranked 60th out of 133 countries in the Global Innovation Index (GII), dropping five positions compared to 2023²². Despite the challenges posed by war, Ukraine remains one of the countries that outperform expected innovation levels relative to GDP per capita. This means that Ukraine effectively utilizes its available resources to generate innovation, surpassing projections based on economic indicators. The country retained its status as an innovation leader among lower-middle-income economies, ranking 4th within this group. At the same time, within Europe, Ukraine held the 34th position out of 39 economies.

²² Global Innovation Index, World Intellectual Property Organization (WIPO), 2024, <https://www.wipo.int/gii-ranking/en/ukraine>

Countries That Outperform Expected Innovation Levels Relative to Their Economic Standing²³

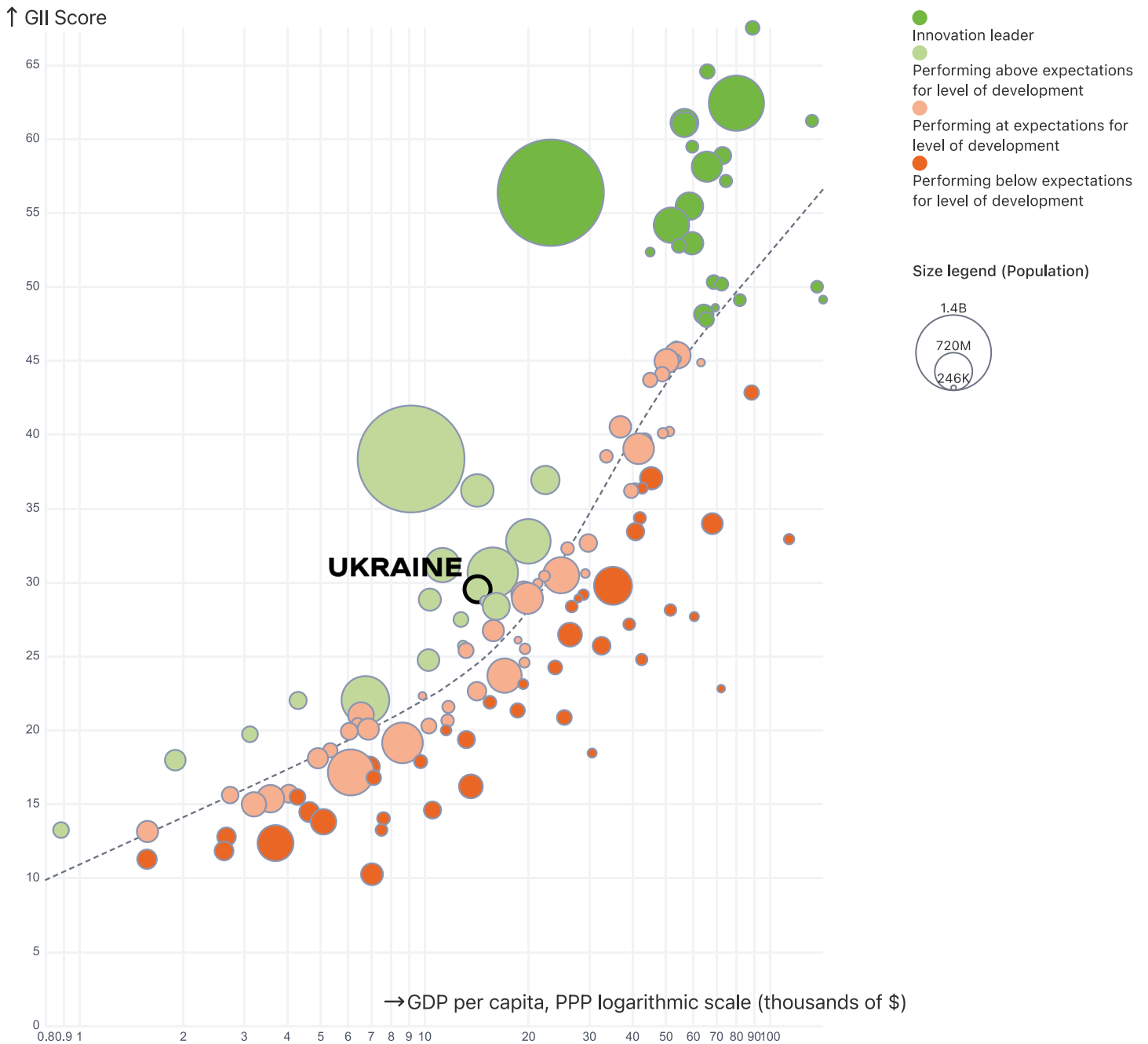


Figure 33: Countries that exceed expected innovation performance relative to their economic level. Source: WIPO, Global Innovation Index, 2024.

²³ The graph illustrates the relationship between GDP per capita and the Global Innovation Index (GII) score. The trend line represents the expected level of innovation based on a country's economic development. Countries positioned above this line outperform expectations, demonstrating higher innovation results relative to their GDP per capita. Conversely, countries below the line

Ukraine demonstrated strong results in innovation-related fields, particularly in Knowledge and technology outputs, where it ranked 34th. The country's strong Business Sophistication (ranked 45th) reflects the development of entrepreneurship and companies' adaptability to market challenges. Additionally, Ukraine ranked 54th in Human capital and research, confirming the competitiveness of Ukrainian professionals and the importance of education in shaping an innovation-driven economy.

However, Ukraine faces challenges in Institutions (ranked 107th), Market Sophistication (ranked 85th), and Infrastructure (ranked 82nd). The weak institutional framework highlights the need for governance reforms, while underdeveloped financial markets suggest limited access to capital and insufficient competition.

Additionally, infrastructure, including digital, transport, and energy networks, remains a key area requiring investment and modernization.

In 2024, the total value of Ukrainian brands among the world's top 5,000 brands reached \$784.93 million, reflecting a 41% increase compared to 2023.

Growth of Ukrainian Brands Value Among the World's Top 5,000 Brands

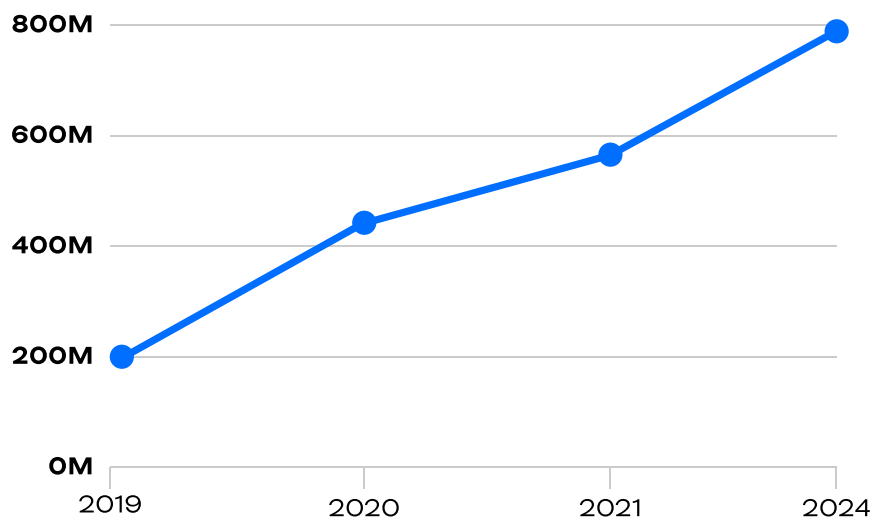


Figure 34: Growth of Ukrainian brands value among the world's top 5,000 brands, 2019–2024. Source: WIPO, Global Innovation Index, 2024.

Despite its overall drop in the Global Innovation Index, Ukraine retains strong innovation potential and continues to show development in digital technology and business activity. The country effectively utilizes its resources to advance scientific research and high-tech production, sending a positive signal to international partners.

CORRUPTION PERCEPTIONS INDEX

Over the past 12 years, Ukraine has steadily improved its standing in the Corruption Perceptions Index (CPI) by Transparency International, demonstrating ongoing progress in combating corruption. However, in 2024, the country lost one point, scoring 36 out of 100, and dropped to 105th place out of 180 countries²⁴.

Trend in Ukraine's Corruption Perceptions Index Score

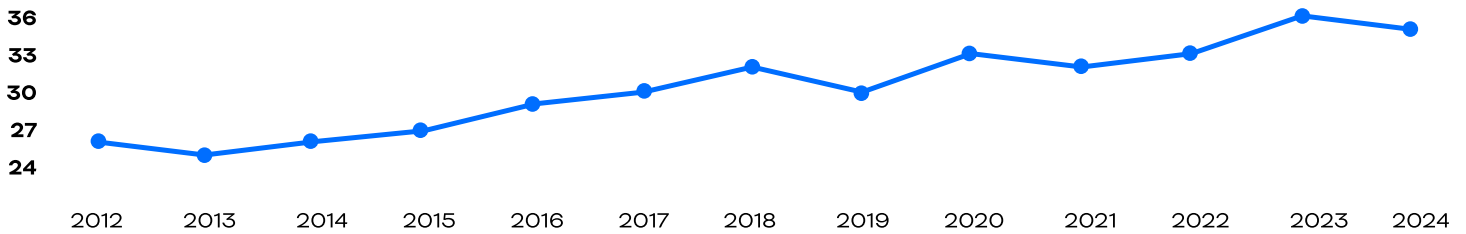


Figure 35: Ukraine's Corruption Perceptions Index score, 2012–2024.
Source: Transparency International, Corruption Perceptions Index 2024.

This score remains higher than pre-2022 levels, when Ukraine had significantly weaker positions. Since the full-scale Russian invasion, the country has strengthened its anti-corruption policies, enhancing the work of anti-corruption bodies and implementing reforms in public administration and financial transparency. However, challenges associated with the war have increased corruption risks, affecting the country's overall evaluation.

The overall trend of the index over the past decade shows steady growth, increasing from 24 points in 2012 to 36 points in 2024. Although Ukraine remains in the lower half of the ranking, its progress in fighting corruption is evident. Further strengthening of the anti-corruption system, improving the effectiveness of corruption investigations, and ensuring transparency in state processes could be key factors in enhancing the country's position in the future.

KEY FACTS ABOUT UKRAINE'S GLOBAL PERCEPTION IN 2024

- In 2024, media coverage of Ukraine continued its downward trend, with the overall number of publications gradually decreasing. However, critical events triggered noticeable spikes in attention, ensuring that Ukraine remained a part of the global media agenda on a daily basis.
- Over the past three years, media coverage of Ukraine has been dominated by issues of international support and Western military aid deliveries. However, in 2024, two new topics emerged among the 20 most-discussed issues related to Ukraine: its role in the U.S. presidential elections and the Ukrainian Armed Forces' military operation in Russia's Kursk region.

²⁴ Corruption Perceptions Index 2024, Transparency International, February 2025, <https://www.transparency.org/en/cpi/2024>

- Among Ukraine’s brand attributes (positive characteristics shaping its global image) the most frequently mentioned in international media were “Democratic country” (23% of mentions), “Nation of heroes” (20%), and “Member of the European family” (16%) for the third consecutive year.
- According to Google Trends, global search interest in Ukraine peaked at 100 points in February 2022 but gradually declined and stabilized at around 7 points in 2024 – remaining above pre-war levels. The highest surge in search activity occurred during the Romania-Ukraine match at UEFA Euro 2024. This spike reflects the football’s global popularity rather than specific interest in Ukrainian football but underscores the importance of international tournaments as platforms to draw attention to Ukraine. Other trending searches included “North Korea sent soldiers to the war against Ukraine” and “Did North Korea declare war on Ukraine?”.
- Sociological surveys indicate that despite a slight decline in some indicators, support for Ukraine in Europe remained consistently high. A significant share of respondents continued to favour humanitarian aid (87%), economic assistance (68%), and military support (58%), demonstrating the region’s unwavering solidarity.
- Due to the U.S. presidential campaign, Ukraine became a topic of the heated domestic political debate. Democrats and Republicans showed stark differences in perception: for some, supporting Ukraine remained a key foreign policy priority, while for others, it became an internal political dispute, leading to societal polarization. Forty-two percent of Republicans believed U.S. support for Ukraine was excessive, whereas 28% of Democrats considered it insufficient. As this report is based on data from the 2024 calendar year, it does not account for subsequent developments in the U.S. following the new administration’s inauguration. Comparing these findings with future data will be crucial to objectively assess shifts in American attitudes towards Ukraine over time.
- In Western and Northern European countries (Sweden, the United Kingdom, Germany, Denmark, Spain, France, and Italy), a majority of citizens believed their governments’ actions against Russia were insufficient, ranging from 52% in France to 66% in Denmark.
- Forty-five percent of EU citizens supported Ukraine’s accession to the European Union – nearly 10 percentage points higher than for any other candidate country. Support for Georgia and Serbia stood at 35%, while Türkiye remained the most controversial candidate.
- Despite declining positions in global rankings, including the Global Soft Power Index and the U.S. News Best Countries Ranking, Ukraine remains a significant geopolitical player. Key indices highlight a contrast: while Ukraine is perceived as a strong geopolitical force, its internal stability is rated poorly due to the prolonged war. However, the country’s enduring potential underscores the need to reassess strategic approaches to national branding. Leveraging its existing strengths will be crucial for strengthening Ukraine’s global reputation, particularly in the post-war recovery period.
- According to the Global Innovation Index, in 2024, Ukraine outperformed the expected level of innovation for its economic category. The country maintained its status as an innovation leader among lower-middle-income economies, ranking 4th within this group – demonstrating Ukraine’s strong technological potential.

APPENDIX 1. LIST OF INTERNATIONAL RANKINGS AND INDICES

1. Open Data Maturity 2023, European Data Portal, <https://data.europa.eu/en/publications/open-data-maturity>
2. World Giving Index, Charities Aid Foundation, <https://www.cafonline.org/home/world-giving-index>
3. Global Firepower ranking, <https://www.globalfirepower.com/countries-listing.php>
4. The Henley Passport Index, <https://www.henleyglobal.com/passport-index/ranking>
5. English Proficiency Index, Education First, <https://www.ef.com/wwen/epi/>
6. Global Soft Power Index, BRAND FINANCE, <https://brandirectory.com/softpower>
7. Digital Quality of Life Index, <https://surfshark.com/research/dqi>
8. Nation Brands, BRAND FINANCE, <https://brandirectory.com/reports/nation-brands>
9. The Global Innovation Index, The World Intellectual Property Organisation, <https://www.wipo.int/en/web/global-innovation-index>
10. World Press Freedom Index, Reporters Without Borders, <https://rsf.org/en/index>
11. U.S. News Best Countries, <https://www.usnews.com/news/best-countries/rankings>
12. Corruption Perceptions Index, Transparency International, <https://www.transparency.org/en/cpi>
13. World Happiness Report, <https://worldhappiness.report/>
14. Global Peace Index, The Institute for Economics & Peace, <https://www.economicsandpeace.org/global-peace-index/>

MEET THE TEAM



SVIATOSLAV ZEMBITSKYI
Senior Analyst, BRAND UKRAINE

“Understanding how the world perceives Ukraine is the first step towards ensuring that its voice resonates confidently on the global stage. This report not only captures the current perceptions but also enables us to analyse and translate these insights into practical actions to shape the nation’s future brand strategy.”

YELYZAVETA ALEKSIUK
Project Manager

ANTON KNIRENKO
Head of the Analytical Department, BRAND UKRAINE



MARINA DADINOVA
Executive Director, BRAND UKRAINE

“In an era where large-scale wars, economic confrontations, and disinformation — amid the rise of artificial intelligence, attention crises, and declining trust in news — are shaping the world, Ukraine’s perception cannot be assessed in isolation from the global context. For the third consecutive year, our report aims to help understand how the world sees Ukraine today and how we can communicate more effectively to strengthen our global position — not just as a country seeking support but as one offering solutions to global challenges.”

ANASTASIIA SKLIAROVA
Editor & Proofreader, Volunteer

OLHA SOLOMKINA
Designer

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UKRAINE