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FINANCIAL SECURITY OF THE INSURANCE MARKET OF UKRAINE UNDER MARTIAL LAW

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Abstract. *The article substantiates the essence of the financial security of the insurance market, examines its main components and reveals a number of key threats to the insurance market of Ukraine under martial law. The assessment of the functioning and adaptation of the national insurance market to the conditions of martial law was carried out, and the indicators of the state of its financial security were analyzed. Prospects for ensuring the financial security of the insurance market of Ukraine in the conditions of martial law, under the conditions of implementation of negative and positive factors, were also revealed.*

Key words: *financial security, insurance market, martial law.*

The stable and efficient functioning of Ukraine's insurance market plays a key role in maintaining the financial security of the state and is crucial for protecting the interests of the population as a whole. Against the backdrop of war realities and general macroeconomic instability, Ukrainian insurance companies continue to face various modern challenges and threats, striving to ensure effective operations in unpredictable and difficult economic conditions.

In the context of the full-scale invasion of Russia into our country, we observe a significant change in the volumes of macroeconomic indicators and,

consequently, an increase in threats to Ukraine's financial security and the national insurance market in particular. In the course of our research, we have identified a number of key threats to Ukraine's insurance market under martial law (military actions on the country's territory, internal and external migration of the population, a decline in demand for insurance services, increased inflationary pressure, and the devaluation of the national currency).

Evaluating the functioning of Ukraine's insurance market from 2018 to 2022, it can be stated that its key indicators have declined. The main factors influencing the

functioning of the insurance market were: military actions in the country, as well as general economic and social tension; the COVID-19 pandemic; constraints on solvent demand from end consumers of services (policyholders) due to a decrease in the income levels of the population and business entities; a decline in stock market liquidity; and increased solvency and asset quality requirements for insurers.

An analysis of the indicators of the financial security status of Ukraine's insurance market demonstrated non-

compliance with the security threshold values for key indicators.

Taking into account the entirety of wartime challenges, we have investigated the projected value of a key financial security indicator for the insurance market—the insurance penetration rate for 2024-2025. During the research, we also identified the factors of negative and positive impact that will determine the financial security of the national insurance market under martial law.

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