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DEVELOPMENT OF CREATIVE INDUSTRIES AND THEIR IMPACT ON ECONOMIC GROWTH IN UKRAINE

The article examines the development of creative industries and their impact on Ukraine's economic growth in the context of digital transformation. Global trends in the export of creative goods and services are analyzed, as well as the role of creative industries in the formation of Ukraine's gross domestic product. Particular attention is paid to the impact of digital technologies on the development of creative industries, which are becoming the main drivers of economic recovery and development in the face of modern challenges. The main challenges for the industry are identified, including infrastructure constraints, access to finance, and the impact of military operations. The need for state support and integration of Ukrainian creative enterprises into global markets is substantiated. The study emphasizes the strategic importance of the creative industries for the sustainable economic development of Ukraine.

Key words: creative industries, development, sustainable development, digitalization, exports, imports, creative goods, creative services, economic growth, Ukraine.

Problem statement. The development of creative industries is gaining strategic importance for the economic growth of Ukraine in the context of global digital transformation and structural changes in the world economy. The creative economy, which combines cultural, technological and innovative potential, is becoming a powerful driver of the development of national markets, the creation of new jobs and the increase in the country's competitiveness.

Creative industries cover a wide range of activities based on intellectual property, innovation and creativity. The creative industries play an increasingly important role in the modern economy as they combine the cultural, technological and economic potential of society. According to UNESCO's definition, the creative sector includes such industries as advertising, design, architecture, fashion, music, film, publishing, digital content, video games, media and art [1]. The United Nations Educational, Scientific and Cultural Organization emphasizes that these industries not only contribute to economic development but also have a significant socio-cultural impact.

By integrating creative potential with the latest technologies, creative industries contribute to the formation

of innovative business models, the development of the digital economy, and the increase in the competitiveness of national markets. This sector is an important driver of economic growth, creating new opportunities for entrepreneurship and investment. The study of the impact of creative industries on economic growth is relevant for formulating effective development strategies, identifying mechanisms to stimulate innovation, and integrating Ukrainian creative enterprises into global markets.

Analysis of recent research and publications. In recent years, the creative industries have become an important sector of the global economy that continues to grow rapidly due to digital transformation. These industries are an important element of the global economic landscape, as they contribute to a significant portion of the GDP of many countries and create millions of jobs. However, for the effective development of creative industries in Ukraine, it is necessary to take into account the impact of digitalization, especially in the context of current challenges such as war and the recovery period.

Recent studies emphasize the significant impact of creative industries on economic growth in Ukraine. They contribute to the creation of added value, the development

of innovations, and an increase in employment. For example, Komar V. in his article [2] analyzes the trends in the development of cultural and creative industries in the first quarter of the XXI century, noting their role in shaping the national cultural brand and increasing Ukraine's international competitiveness.

Drobakhina T. in her dissertation [3] focuses on the development of creative industries at the regional and local levels, emphasizing their contribution to budget formation, job creation, and the development of intellectual capital, which is important for post-war recovery and sustainable development of territories and communities.

Stoliarchuk N. M. [4] conducts a cultural analysis of the development of creative industries in Ukraine, emphasizing their role in preserving cultural heritage, popularizing innovations, and stimulating economic growth. She also notes the importance of reintegrating specialists who have left abroad due to military operations to modernize the infrastructure and restore the country's economy.

A number of researchers, in particular Kapinos H. I. and Larionova K. L. [5], emphasize the role of the creative economy in strategic business development, stressing that it ensures GDP growth and stimulates entrepreneurial activity. In Ukraine, the share of creative industries in GDP is growing, approaching the indicators of the European Union.

It is also worth noting the works that emphasize the role of the creative economy in economic growth. Bezuhla L. and Lazakovych I. [6] explore the main sectors of the creative industries, covering creativity, innovation and intellectual property, which are essential factors for the development of the knowledge economy and improving the competitiveness of the state at the global level.

These studies show that the development of creative industries is a key factor in economic growth in Ukraine, contributing not only to economic development but also to cultural revival and international integration.

The purpose of the article is to analyze the trends in the development of creative industries in Ukraine and to determine the impact of creative industries on economic growth.

To achieve this goal, the following tasks are envisaged:

- to consider the role of creative industries in economic development: to analyze the impact of creative industries on economic growth, employment and innovation, as well as to characterize the place of creative industries in the economic development strategies of different countries;

- to analyze statistics on the development of creative industries in the world, Europe and Ukraine: to investigate global trends, the share of the creative economy in global GDP and assess the development of creative industries.

Presentation of the main material. Today, creative industries are key drivers of global economic growth, providing new opportunities for development and diversification. According to UNESCO, their annual revenue is about USD 2.3 trillion, which is equal to 3.1% of global GDP [1; 7]. Global exports of creative goods and services have shown steady growth. Over the past 20 years, exports of creative goods have increased more than 3.5 times, and exports of creative services have increased 2.8 times over the past decade. According to UNCTAD research, its contribution to GDP varies from 0.5% to 7.3%, and the share of employment in this sector ranges from 0.5% to 12.5% of the total workforce in countries for which data are available. In 2022, exports of creative services reached a record US\$1.4 trillion, almost double the volume of exports of creative goods (US\$713 billion), emphasizing the significant role of this sector in international trade [8].

In this context, it is advisable to analyze trends in the export of creative goods and services at the global level (Figure 1).

An analysis of the dynamics of global exports of goods and services in comparison with exports of creative goods and services in 2017-2022 allows us to identify key trends in the development of the global economy. From Figure 1, it can be seen that creative services demonstrate a stable growth from US\$0.91 trillion in 2017 to US\$1.378 trillion in 2022. During the COVID-19 pandemic in 2020, exports of creative services declined, but after the pandemic, exports of all creative services increased. This demonstrates their

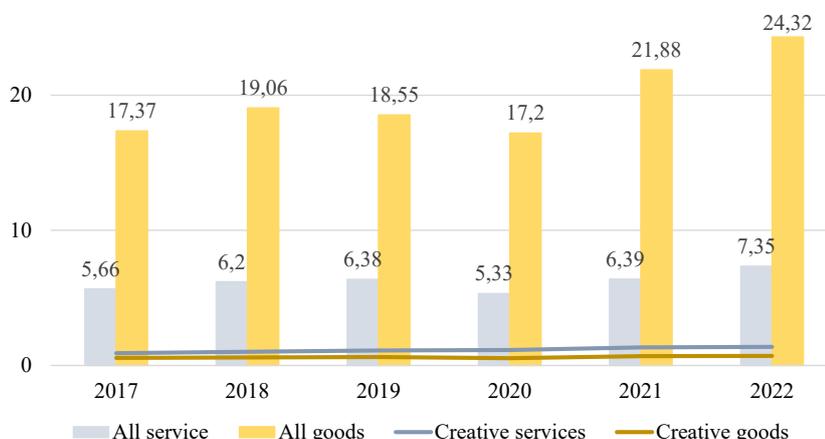


Fig. 1. Global exports of goods and services vs creative goods and services (in trillion US\$)

Source: systematized by the author based on [8; 9; 10]

growing importance in the global economy. At the same time, creative goods are developing more slowly, reaching US\$0.713 trillion in 2022, indicating the predominant development of digital and intangible assets in this sector.

The annual growth rates of total exports of goods and services compared to exports of creative goods and services are shown in Figure 2.

Analysis of the dynamics of exports of creative goods and services in 2017-2022 (Fig. 2) allows us to trace the key trends in the development of this area and identify the factors that influence its change.

Before the COVID-19 pandemic, creative goods and services were showing positive growth dynamics. In 2017-2018, the growth rate of creative services exports exceeded the overall growth rate of services exports: 11.69% and 12.44% against 8.85% and 9.54%, respectively. This indicates the growing role of digital technologies and global demand for creative content.

Creative goods also showed growth, albeit less dynamic – 6.23% in 2017 and 6.57% in 2018. However, already in 2019, there was a slowdown in the growth rate of exports of creative services, which dropped to 9.11%, and creative goods – to 2.67%.

The pandemic has had significant negative consequences for global trade, particularly in the creative economy. In 2020, exports of creative goods decreased by 12.34%, which is higher than the overall rate of decline in merchandise exports (-7.28%). This is due to a decline in demand for physical creative products, production closures, and logistical constraints.

At the same time, exports of creative services demonstrated greater resilience, declining to only 2.51%. This confirms the thesis that digital and remote business models are adaptable and have become key drivers of the sector's development.

After the crisis of 2020, there was a significant recovery in global trade. In 2021, exports of creative goods increased by 28.15% and creative services by 17.25%. These are the

highest growth rates for the analyzed period. Despite the record recovery in 2021, there is a significant slowdown in the growth of exports of creative goods (3.03%) and services (2.91%) in 2022.

The analysis of Fig. 2 shows that creative services are growing faster than creative goods. This confirms the general trend of transition to digital technologies and intellectual products, which are important for the creative economy. At the same time, total exports of goods and services remain much higher, but the growth rate of the creative sector demonstrates its growing role in international trade. The dominance of intangible assets in the development of the creative sector emphasizes the need to support innovation and digital technologies in this area. In addition, the analysis of the dynamics of exports of creative goods and services shows that the creative economy is sensitive to global economic shocks, but at the same time highly adaptable thanks to digital technologies.

Developed countries significantly dominate creative services exports. They export most categories of services, such as information services (93% of world exports), research and development (91%), and audiovisual services (88%), in contrast to developing countries [8].

At the same time, the creative economy is showing dynamic growth, especially in developing countries, contributing to economic development and job creation. The total size of the global creative industries market is forecast to reach US\$3.4 trillion by 2028, indicating steady growth and the potential for further integration of innovative technologies into these sectors [8].

The digitalization of creative products plays an important role in the growth of exports, allowing creative companies to integrate into the global economy regardless of their location. Traditional sectors such as fashion, design, crafts, and media content also remain important elements of international trade. Many countries actively support the development of creative industries through government programs and strategic initiatives [7].

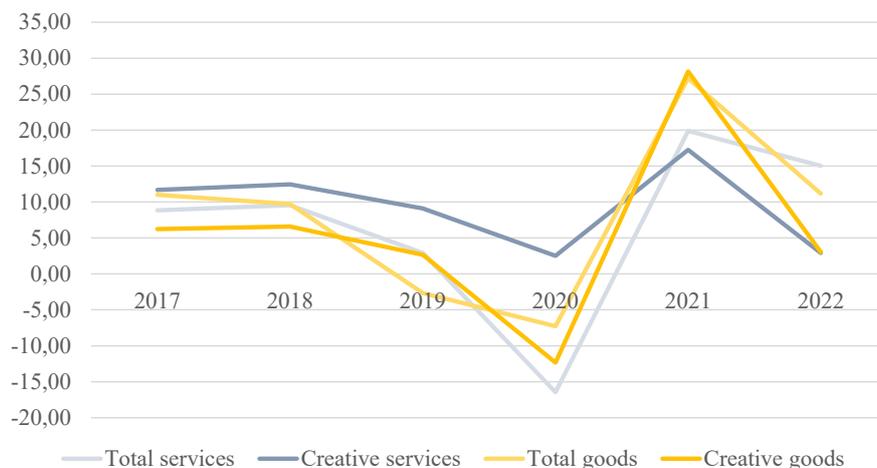


Fig. 2. Annual growth rate of total exports of goods and services compared to exports of creative goods and services

Source: systematized by the author based on [8; 9; 10]

The creative industries play an important role in Ukraine's economy, contributing a significant share of gross domestic product (GDP). By 2022, when Russia's full-scale invasion took place, the creative industries accounted for about 4% of Ukraine's GDP, which is comparable to many European countries [11]. Despite the crisis phenomena caused by the war, this sector demonstrates high flexibility and adaptability, which preserves its potential for further recovery.

To assess the development of the creative industries in Ukraine, it is necessary to analyze the dynamics of exports and imports of creative goods and services in the period from 2017 to 2023 (Table 1 and Table 2).

In 2017–2021, the share of exports of creative goods of the Ukrainian economy in total (world) exports remained relatively stable (within 0.08-0.097%). However, in 2022, this figure dropped to 0.073%, indicating a decrease in the competitiveness of Ukrainian creative goods in the international market.

A similar trend is observed in imports: until 2020, there was a steady growth and in 2020 the share of creative goods in total (world) imports reached 0.195%, but in 2022 it decreased to 0.121%. In 2023, this figure increased to 0.146%, which may indicate a gradual recovery in domestic demand for creative goods.

As shown in Table 1, in 2017-2021, there was a relatively stable growth in exports of creative goods in Ukraine. In 2017, exports amounted to US\$501 million. In 2018, it increased to US\$556 million, which indicates positive trends in the export of creative goods. This indicates positive trends in the development of the sector.

However, in 2019-2020, there was a decline in exports to US\$498 million. This was likely due to the global economic slowdown and the COVID-19 pandemic.

The highest level of exports was recorded in 2021, indicating that the creative sector is recovering from the pandemic downturn. However, in 2022, as a result of the full-scale Russian invasion, exports dropped sharply by 20.8%. In 2023, there was a further decline, indicating the long-term negative effects of the war on Ukrainian creative producers.

As for imports of creative goods, they traditionally exceed exports, which indicates a significant dependence of the domestic market on foreign products. In 2017-2019, there was a steady increase in imports. However, in 2020, due to pandemic restrictions, it decreased to US\$937 million.

Imports of creative goods peaked in 2021, and in 2022, under the influence of military operations, imports fell to US\$762 million (-33.2% compared to 2021). However, in 2023, there was a partial recovery, which indicates that the market is adapting to new conditions.

As for the exports and imports of creative services in Ukraine in 2017-2023, from 2017 to 2021, exports of creative services showed steady growth, which indicates the active development of digital technologies, the IT industry, and creative business. In 2017, the volume of exports of creative services amounted to US\$1249 million. In 2021, it reached US\$ 3617 million, which demonstrates the growth of the creative services industry. This represents a 2.9-fold increase. The highest level was recorded in 2021, which can be attributed to the growing demand for

Table 1

Dynamics of exports and imports of creative goods in Ukraine

Year	Export of creative goods, million USD	Import of creative goods, million USD	% of exports of world trade in goods	% of imports of world trade in goods
2017	501	703	0,089	0,136
2018	556	850	0,093	0,153
2019	516	986	0,084	0,178
2020	498	937	0,092	0,195
2021	664	1141	0,097	0,187
2022	526	762	0,073	0,121
2023	512	864	0,076	0,146

Source: compiled by the authors based on [12; 13]

Table 2

Dynamics of exports and imports of creative services in Ukraine

Year	Export of creative services, million USD	Import of creative services, million USD	% of exports of total trade in services	% of imports of total trade in services
2017	1249	635	8,77	4,76
2018	1720	821	10,86	5,67
2019	2266	813	12,97	5,17
2020	2786	755	17,9	6,76
2021	3617	1060	19,67	7,35
2022	3469	551	20,88	1,99
2023	3302	656	20,12	2,59

Source: compiled by the authors based on [14]

digital services and the active involvement of Ukrainian companies in international markets. In 2022, there was a slight decrease of 4.1% compared to 2021, due to the outbreak of a full-scale war and the challenges faced by Ukrainian companies. In 2023, the downward trend continued, with exports amounting to US\$3,302 million, which is 9% less than the peak in 2021.

In contrast to exports, imports of creative services remain significantly lower, indicating the dominance of Ukrainian companies in the export of digital and creative services. Imports grew in 2017-2021, reaching US\$1060 million in 2021. However, in 2022, imports sharply decreased by 48%, due to the general decline in economic activity and the war. In 2023, imports increased to US\$656 million. This indicates a gradual recovery in demand for foreign creative services.

The share of creative services exports in the overall structure of services exports in Ukraine has been growing steadily, reaching a peak in 2022. In 2023, this figure slightly decreased to 20.12%, which still remains a significant contribution to trade in services. The share of imports of creative services also showed growth until 2021, but in 2022 there was a sharp drop to 1.99%, which is associated with restricted access to foreign markets due to military operations.

As it can be seen, creative services have become a key segment of Ukrainian exports, showing steady growth and a significant share in the structure of trade in services. Despite the war, exports of creative services remain high, although a gradual decline is observed in 2022-2023 due to difficult economic conditions. Creative industries continue to play an important role in Ukraine's international trade, providing a steady inflow of foreign currency and strengthening the country's position in the digital economy.

The analysis of the dynamics of exports and imports of creative goods and services in Ukraine in 2017-2023 suggests that further development of Ukraine's creative sector requires a comprehensive approach aimed at strengthening the export potential and increasing the competitiveness of Ukrainian creative goods and services in the global market.

One of the key features of the creative industries is their interdisciplinarity, combining traditional art forms and modern digital technologies. As a result, creative industries contribute to the development of innovative business models, the digital economy, and the competitiveness of national markets. They are also an important driver for

small and medium-sized businesses (SMEs), creating new opportunities for entrepreneurs and the self-employed.

In addition to the economic importance, creative industries contribute to the preservation and popularization of cultural heritage, the formation of national identity, and the strengthening of social ties. They also play an important role in the development of creative education, which provides training for new specialists in the field of art, design and digital technologies [15].

The development of creative industries is a key factor in Ukraine's economic growth in the context of digital transformation and global structural changes.

Conclusions. Thus, as it was emphasized, creative industries are a key element of the modern economy, providing a significant contribution to GDP, job creation and the development of innovative technologies. They contribute to the formation of national brands, popularization of cultural heritage and integration of local markets into the global economy.

The study determined that the development of creative industries in Ukraine has significant potential, but it is accompanied by a number of challenges related to economic instability, infrastructure constraints, financing, and the need to adapt to digital technologies. The analysis of statistical data showed that despite the challenges, including the war and the crisis, exports of creative services remain high, which indicates the competitiveness of Ukrainian companies in this area.

Ukraine's creative industries have the potential to become one of the key drivers of economic development, but their successful transformation requires a comprehensive approach aimed at supporting innovation, education, digitalization, and international cooperation. One of the key conclusions of the study is that in order to ensure further growth of the creative economy, it is necessary to develop a comprehensive state policy to support this sector.

Overall, creative industries are an important element of the modern economy, combining the cultural, technological and economic potential of the country. Implementation of effective policies to support this sector will contribute to its further development, increase Ukraine's competitiveness in the international arena, and ensure sustainable economic growth.

Further research in the field of creative industries could focus on analyzing effective support policies in leading countries and the possibility of their implementation in Ukraine, as well as studying financing mechanisms, attracting private capital, and government support programs.

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РОЗВИТОК КРЕАТИВНИХ ІНДУСТРИЙ ТА ЇХ ВПЛИВ НА ЕКОНОМІЧНЕ ЗРОСТАННЯ В УКРАЇНІ

Розвиток креативних індустрій відіграє вирішальну роль в економічному зростанні, особливо в контексті соціально-економічних перетворень, що тривають в Україні. Креативні індустрії, що охоплюють такі сектори, як медіа, дизайн, реклама, мода та цифрове мистецтво, відіграють ключову роль у стимулюванні інновацій, культурного розмаїття та сталого розвитку. Ця тема є особливо актуальною в умовах глобального переходу до економіки, заснованої на знаннях, де креативність розглядається як ключовий актив. Розуміння впливу креативних індустрій на економічне зростання є життєво важливим як для розвинених країн, так і для тих, що розвиваються, особливо для тих, що переживають значний перехідний період, як Україна. У статті зосереджено увагу на внеску креативних індустрій в економіку України, досліджено їхню роль у ВВП, зайнятості та інноваціях, а також обговорюються виклики, з якими стикається Україна, такі як неадекватна інфраструктура, обмежений доступ до фінансування та потреба в політичних реформах для підтримки креативності. Ці фактори перешкоджають розвитку сектору в умовах політичної та економічної нестабільності, що триває. У статті досліджується, як креативні індустрії України можуть використати діджитал-технології для підвищення своєї конкурентоспроможності на світовому ринку. Також розглядається зв'язок між правами інтелектуальної власності та зростанням креативних індустрій. У статті наголошується на необхідності посилення правової бази для захисту прав авторів та забезпечення справедливої винагороди. Насамкінець у статті подано рекомендації щодо сприяння зростанню креативних індустрій в Україні, зокрема щодо посилення співпраці між урядом, бізнесом та освітнім сектором, залучення інвестицій та підвищення обізнаності громадськості про культурну та економічну цінність креативних індустрій. Застосовуючи більш інклюзивний підхід до формування політики, Україна може розкрити весь потенціал свого креативного сектору, що сприятиме загальному економічному зростанню. Також підкреслюється важливість зміцнення та розширення креативної економіки для майбутньої стійкості та інноваційності України.

Ключові слова: креативні індустрії, розвиток, сталий розвиток, цифровізація, експорт, імпорт, креативні товари, креативні послуги, економічне зростання, Україна.