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**FINANCIAL LOSSES IN POTENCIAL OF REGIONS IN UKRAINE**

The article studies the essence of different types of losses and financial losses in the financial potential of the region. Moreover, the author analyzes financial losses of each constituent of the financial potential of the regions in Ukraine. The result of the research is the hypotheses concerning the interdependence of the volume of financial losses in each constituent of the financial potential of the regions of Ukraine because of the negative impact of various factors.

**Key words:** losses, financial losses, financial potential of the region, the constituents of the financial potential of the region.