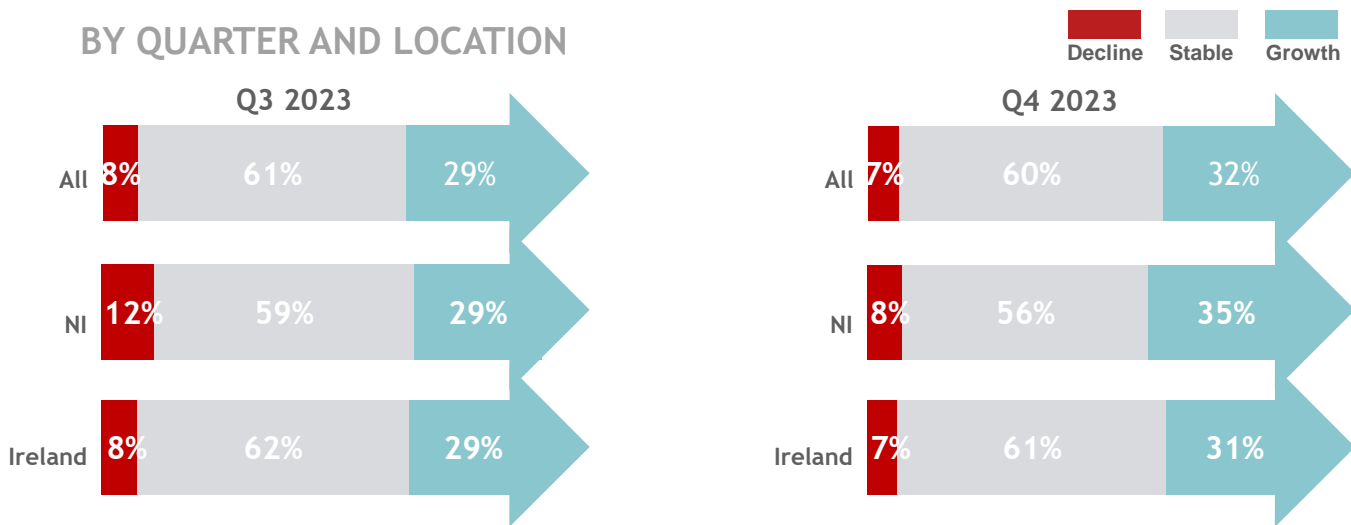




BUSINESS POSITION

// Businesses were asked about their business position

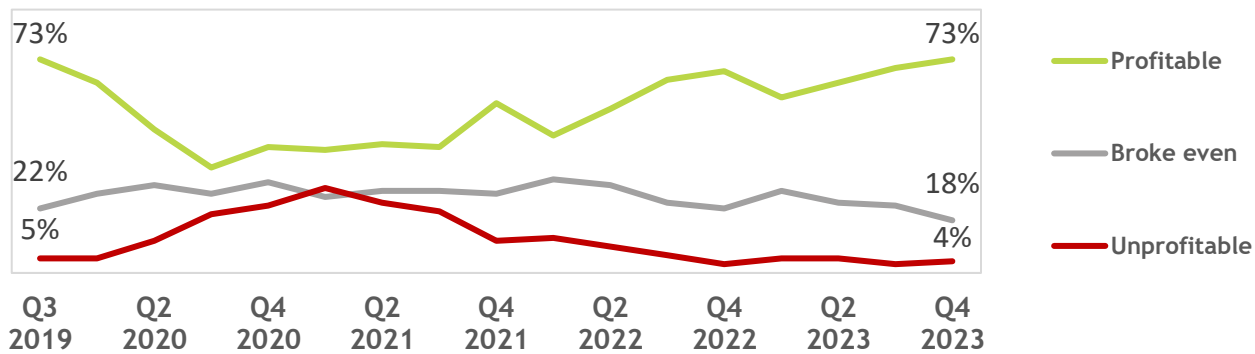
BY QUARTER AND LOCATION



PROFITABILITY

// Businesses were asked about their profitability

The percentage of businesses that are profitable is at its highest since before the Covid-19 Pandemic...



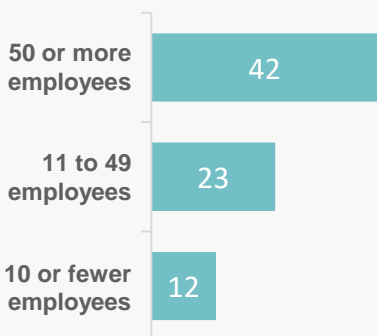
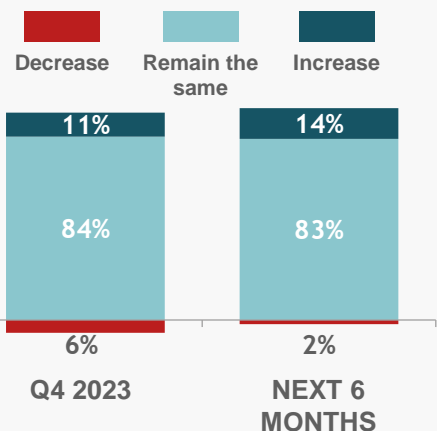
EMPLOYMENT

// Businesses were asked about their employment expectations and issues

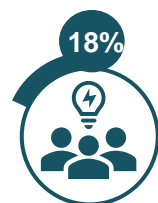
CHANGES IN NUMBER OF EMPLOYEES

% EXPECTING AN INCREASE IN EMPLOYEES IN NEXT 6 MONTHS

% RATING AS AN ISSUE* *rating 3,4,5 on a 5-point scale



Difficulty recruiting appropriate skills



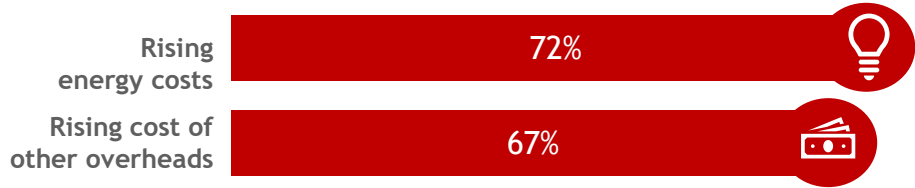
Lack of appropriate skills



BUSINESS ISSUES

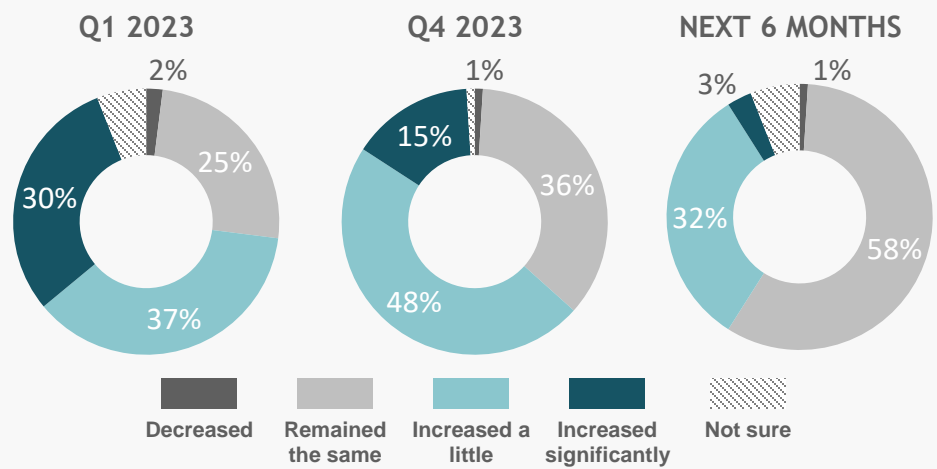
// Businesses were asked about their current business issues

% RATING AS AN ISSUE (rating 3,4,5 out of 5)



Rising cost of energy and of other overheads remain the top two issues reported by businesses.

CHANGES IN PRICE CHARGED FOR PRODUCTS AND SERVICES



However, the percentage of businesses saying they have increased their prices significantly has halved since the beginning of the year.

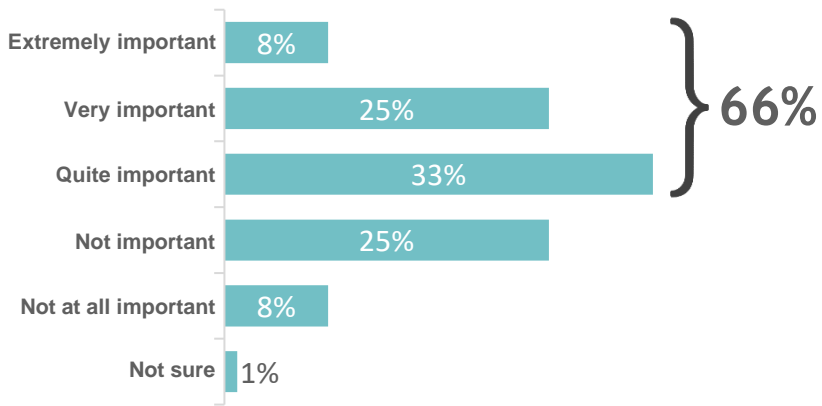
58% of businesses anticipate their prices will remain the same in the next 6 months.



SUSTAINABILITY AND NET ZERO

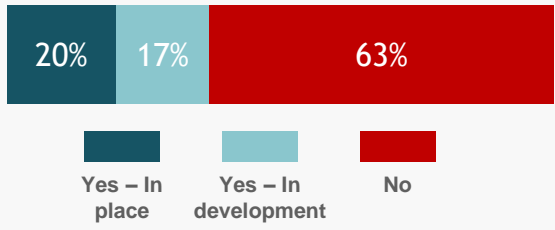
// Businesses were asked about sustainability and their Net-Zero plan

IMPORTANCE OF SUSTAINABILITY AND NET-ZERO TO BUSINESSES



Two thirds rated the area of sustainability and Net-Zero as quite, very or extremely important in their business priorities

% WHO HAVE A SUSTAINABILITY/NET-ZERO PLAN IN PLACE



% WHO DO NOT FORESEE HAVING A PLAN IN PLACE WITHIN NEXT 5 YEARS*



*Of those who do not have a Net-Zero plan

InterTradeIreland is committed to supporting SMEs in dealing with the current challenges, with our expert teams on hand to provide businesses with the right supports, funding and advice to help unlock their export potential. By tapping into our range of supports and networks, we can boost the innovation power of your business through cross-border collaboration and help you to identify new market and funding opportunities. Visit www.intertradeireland.com today or call 028 3083 4100 (048 from Ireland)

A telephone survey of 764 business was conducted on an all island basis, with the aim to provide a deeper understanding of the needs, experiences and issues facing businesses. The survey was conducted between the 8th – 25th January 2024.