

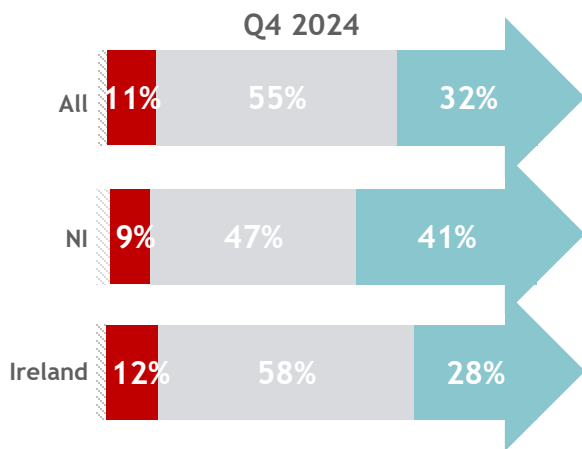
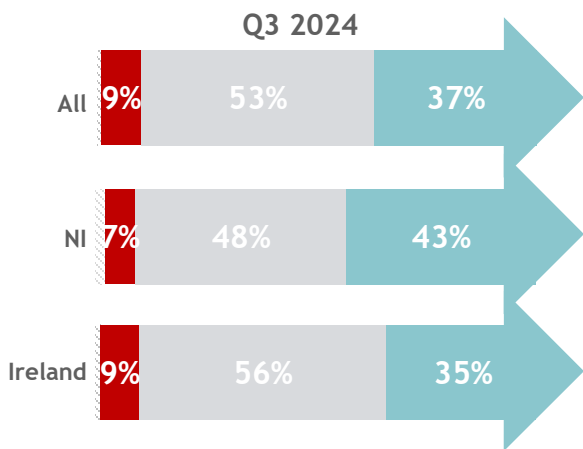


## BUSINESS POSITION

// Businesses were asked about their business position

### BY QUARTER AND LOCATION

Not sure Decline Stable Growth



\*Due to rounding percentages add to 99%-101%



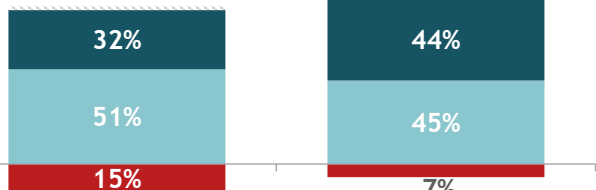
## SALES AND PROFITABILITY

// Businesses were asked about their sales and profitability

### SALES

Q4 2024

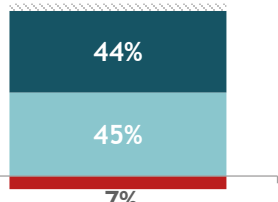
2%



Decrease Remain the same Increase Not sure

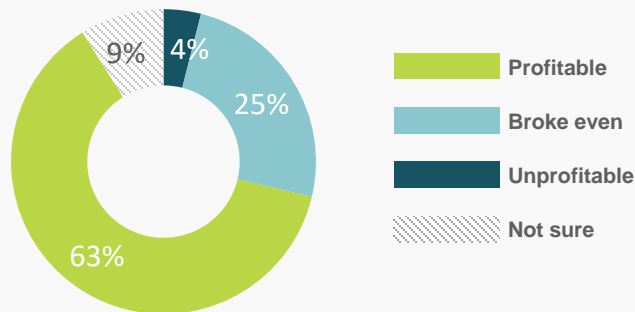
NEXT 6 MONTHS

4%



### PROFITABILITY

Q4 2024



Profitable Broke even Unprofitable Not sure

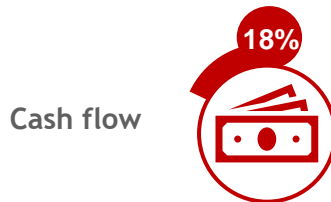
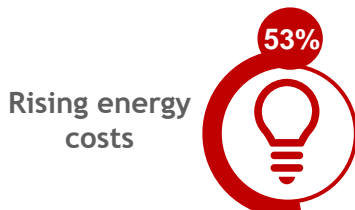
\*Due to rounding percentages add to 99%-101%



## BUSINESS ISSUES

// Businesses were asked about their current business issues

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





# BUSINESS ASPIRATIONS FOR 2025

// Businesses were asked about their aspirations going in to 2025

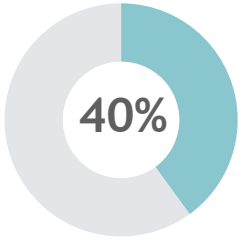
## MAIN ASPIRATIONS FOR 2025



## SKILLS

// Businesses were asked about any difficulties they had in finding the right skills

% trying to recruit who have experienced difficulty finding the right skills\*



7 in 10 businesses who are experiencing difficulties finding the right skills currently have vacancies

\*of those with 3+ employees

## ACTIVITIES UNDERTAKEN TO ADDRESS SKILLS CHALLENGES



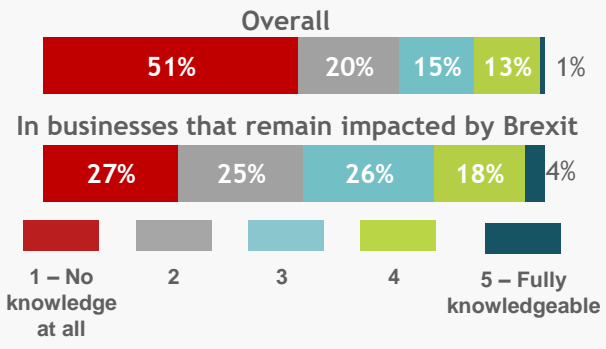
## EU EXIT

// Businesses were asked about the impact of Brexit and their knowledge of the Windsor Framework

1 in 5 businesses remain impacted by Brexit. Of those who remain impacted...

- 68% have had to adapt their supply chains
- 54% have had to complete more paperwork or keep more records
- 42% have had to spend more time and money adapting to new rules and regulations

## KNOWLEDGE OF THE WINDSOR FRAMEWORK



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](http://www.intertradeireland.com) today or call 028 3083 4100 (048 from Ireland)

A telephone survey of 764 businesses 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 6<sup>th</sup> January – 5<sup>th</sup> February 2025.