

Key takeaways

BUSINESS PERFORMANCE AND OUTLOOK



80%

of business leaders are optimistic about company performance over the next 12 months, a 25% increase from 2024.



44%

of businesses have delayed investment due to uncertainty.



80%

reported an increase in costs this year.

INTERNATIONAL SALES



9 in 10

survey respondents' international sales have maintained or increased in the last 12 months.



52%

of survey respondents are exporting to the UK and 1 in 4 are exporting to the USA.



70%

of businesses are not invoicing or getting paid in euro, exposing them to FX risk.

SUSTAINABILITY

83%

of businesses are getting similar or more customer requests for sustainability data.



FOOD

58%

of food businesses are focusing on process improvements to manage costs.



PEOPLE AND CULTURE

46%

of business leaders are not aware of the Wage Transparency Act.



ARTIFICIAL INTELLIGENCE

77%

of business leaders are using ChatGPT or Copilot.



STRATEGIC MARKETING

2 in 5

businesses have no formal marketing strategy or rely on a reactive approach.



16%

of businesses are focusing on market research and customer insights, indicating 84% of respondents could be missing out on valuable data and growth opportunities.

SUCCESSION

77%

do not have a clear succession or leadership transition plan in place.

