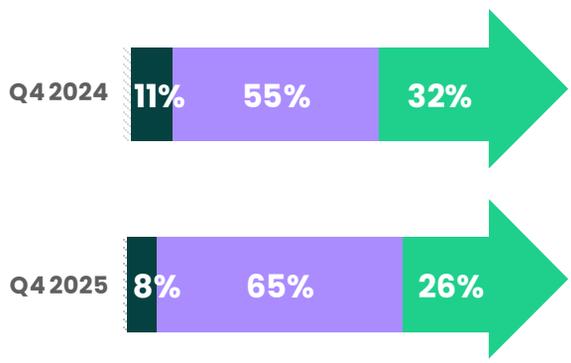


## ✓ BUSINESS POSITION

// Businesses were asked about their business position

### BY QUARTER



In Q4 2025, **65%** reported that they are stable, the highest proportion since 2018

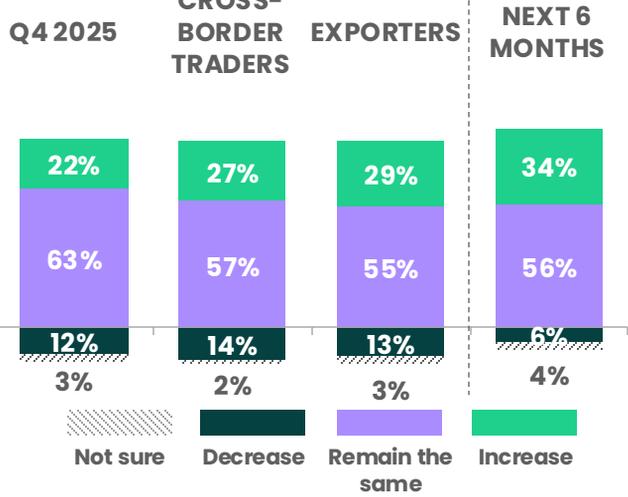
In Q4 2025, **26%** of businesses said that they are in growth, the lowest proportion since 2018

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

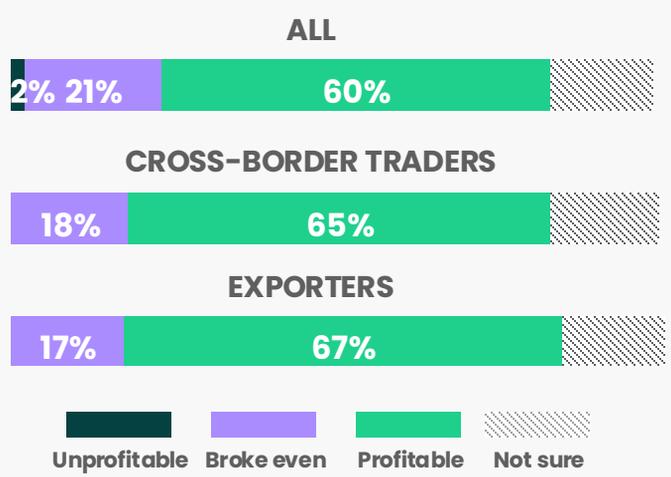
## SALES AND PROFITABILITY

// Businesses were asked about their sales and profitability

### SALES



### PROFITABILITY



\*Rounding may cause the total percentage to fall between 99% and 101%

## ! BUSINESS ISSUES

// Businesses were asked about their current business issues

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



Rising energy costs



Rising costs of other overheads



Difficulty recruiting people



Difficulty retaining/attracting skills



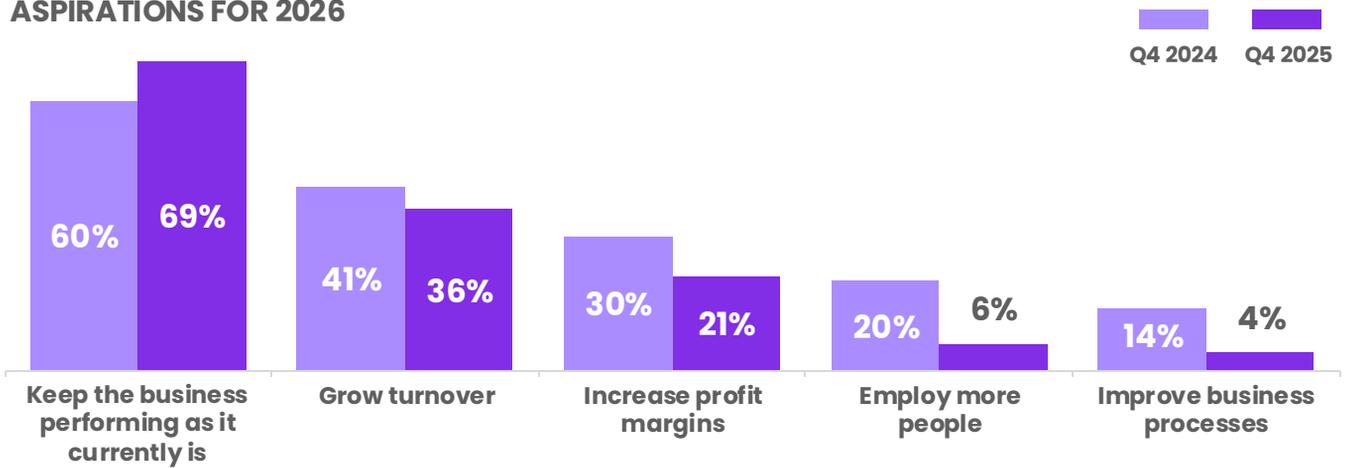
Late payments



# BUSINESS ASPIRATIONS FOR 2026

// Businesses were asked about their aspirations going in to 2026

## ASPIRATIONS FOR 2026



\*Multiple choice question, therefore percentages add to more than 100%

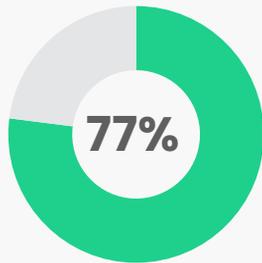


# CROSS BORDER TRADE AND SUPPLY CHAIN

// Businesses were asked about their import and export activities

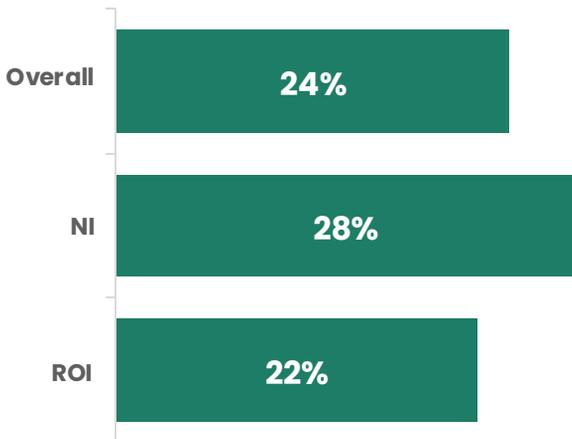
## CROSS-BORDER TRADE AS A STEPPING-STONE

% that would recommend cross-border trading as a stepping-stone to trading further afield



\*\*\*% of those who trade cross-border and into other jurisdictions

## % WHO SOURCE PRODUCTS CROSS-BORDER



## SKILLS AND CAPABILITIES



75% said cross-border trade was valuable in preparing their business for exporting to other markets



47% stated that cross-border trade informed managing the logistics of international transportation



44% reported that cross-border trade informed their understanding of compliance, paperwork and rules-based trade

\*\*\*Rating 3, 4, or 5 on a 5-point scale

## DIFFICULTIES SOURCING PRODUCTS & SERVICES



Over half of those who are having difficulty sourcing products or services said that the product can be sourced on the island/cross-border

\*N.B Low base

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 762 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> – 30<sup>th</sup> January 2026.