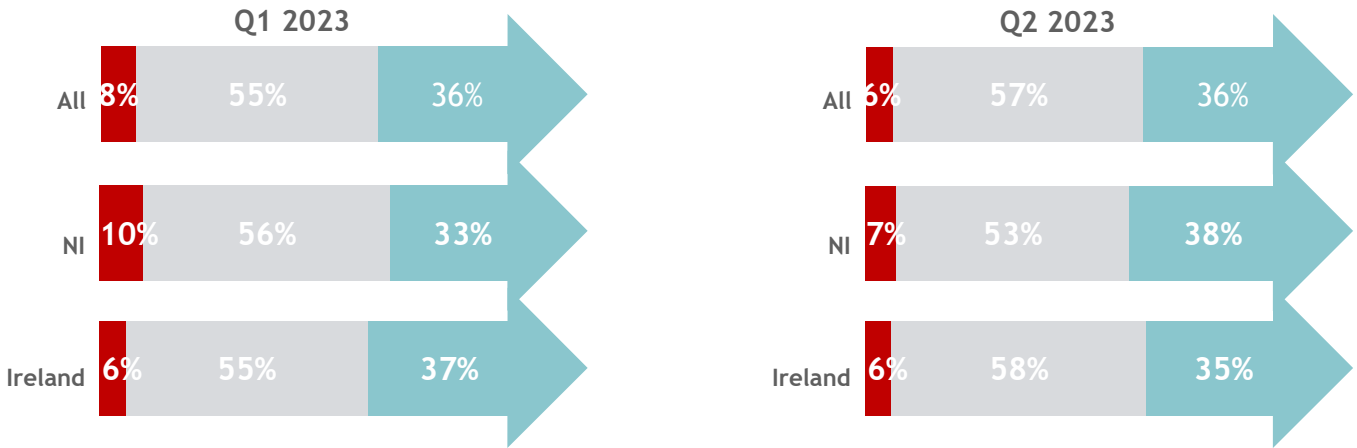


✓ BUSINESS POSITION

// Businesses were asked about their business position

BY QUARTER AND LOCATION

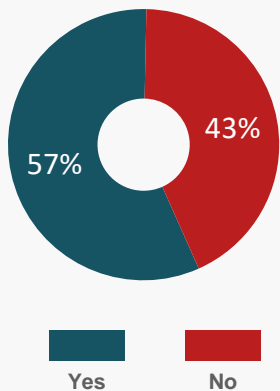
Decline Stable Growth



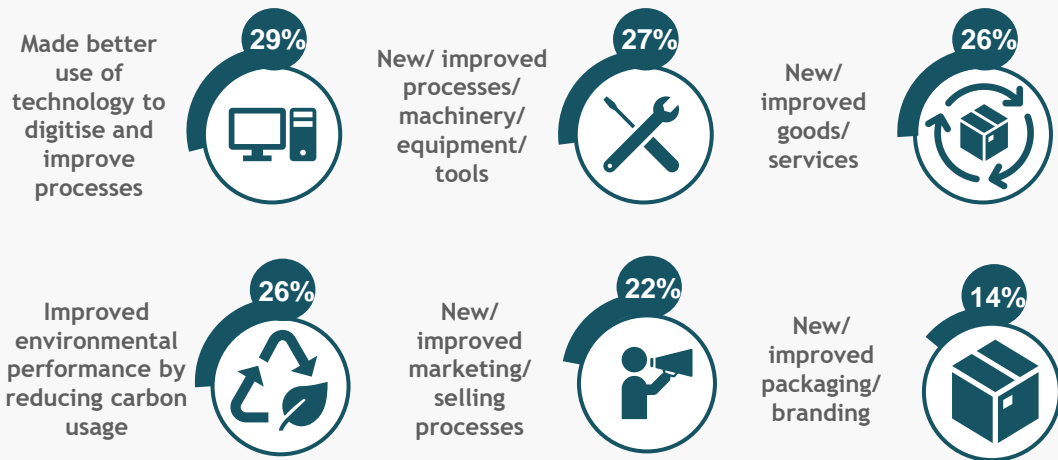
💡 INNOVATION

// Businesses were asked about their innovation activity

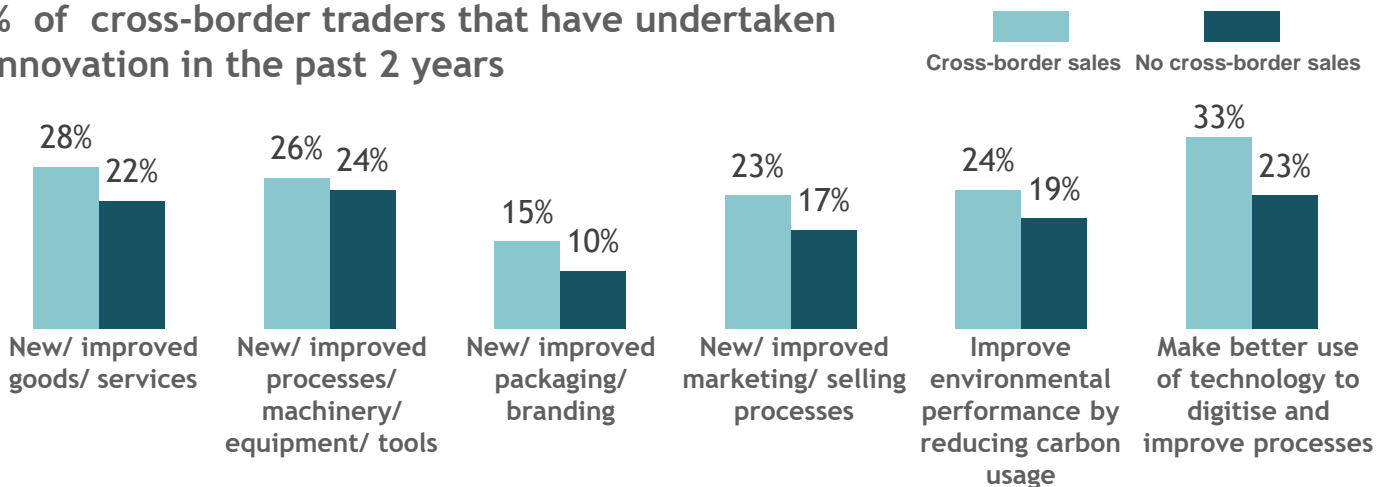
During the past two years has your business undertaken innovation activity or plans to actively pursue this in the next 12 months?



Overall % of businesses that have undertaken or plan to undertake...



% of cross-border traders that have undertaken innovation in the past 2 years





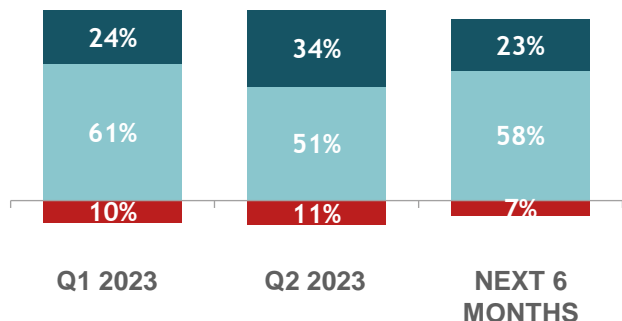
SALES & PROFITABILITY

// Businesses were asked about their sales and profitability

SALES



ALL

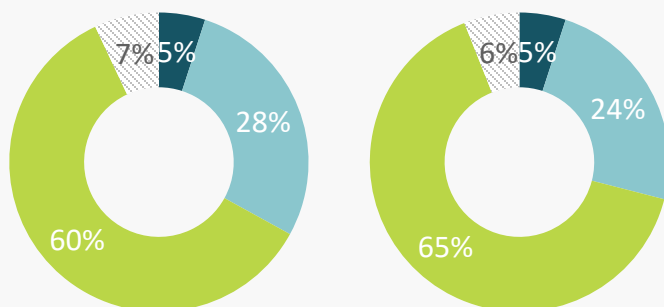


PROFITABILITY



Q1 2023

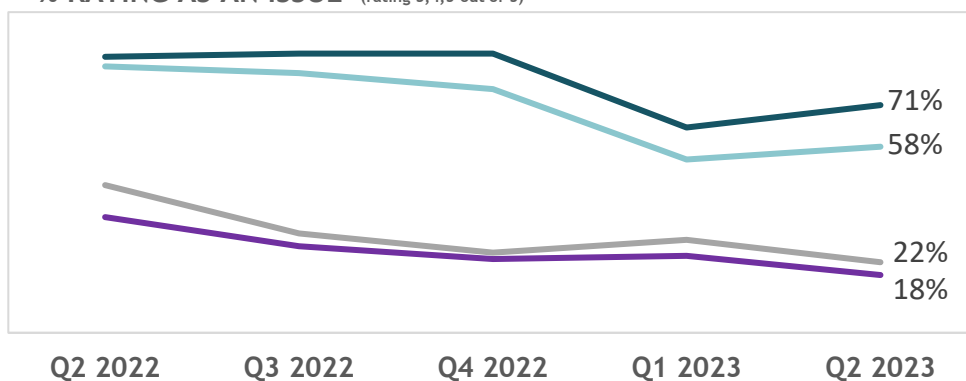
Q2 2023



BUSINESS ISSUES

// Businesses were asked about their current business issues

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



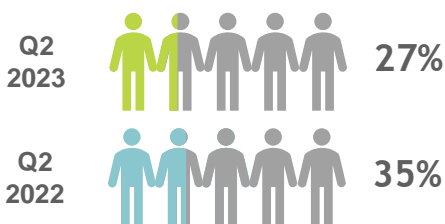
- Rising energy costs
- Rising costs of other overheads
- Difficulty recruiting appropriate skills for business
- Lack of appropriate skills in business



BREXIT

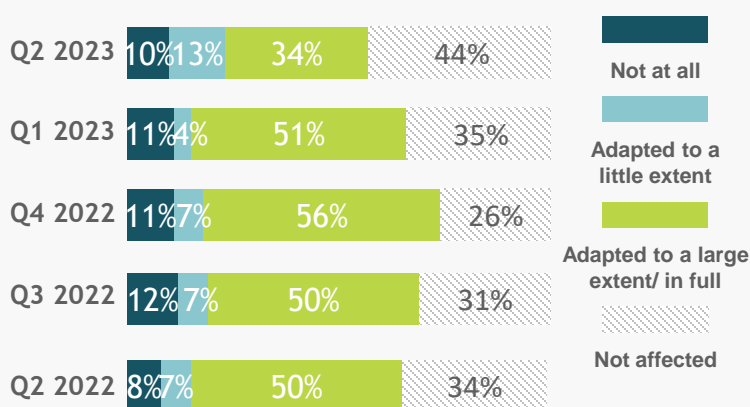
// Businesses were asked about the impact of Brexit and how well they have adapted to the new trading conditions

% WHO REMAIN IMPACTED BY BREXIT



Compared to Q2 2022, the percentage of businesses who remain impacted by Brexit has fallen, but the percentage who have adapted to the new trading arrangements has decreased.

ADAPTING TO NEW TRADING CONDITIONS POST-BREXIT



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 765 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 21st June – 21st July 2023.