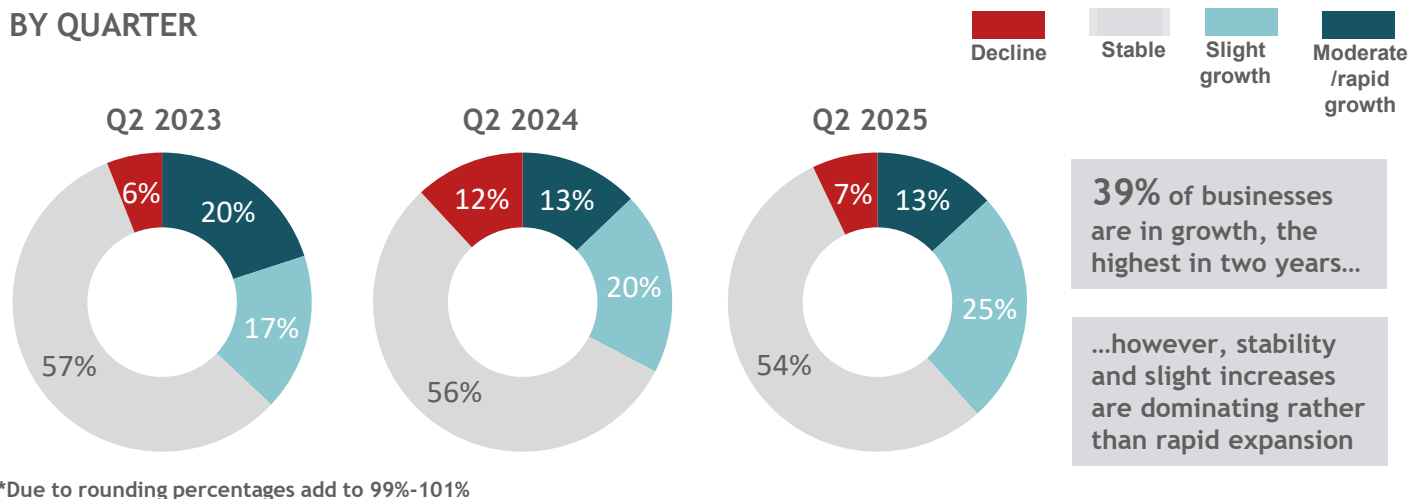




BUSINESS POSITION

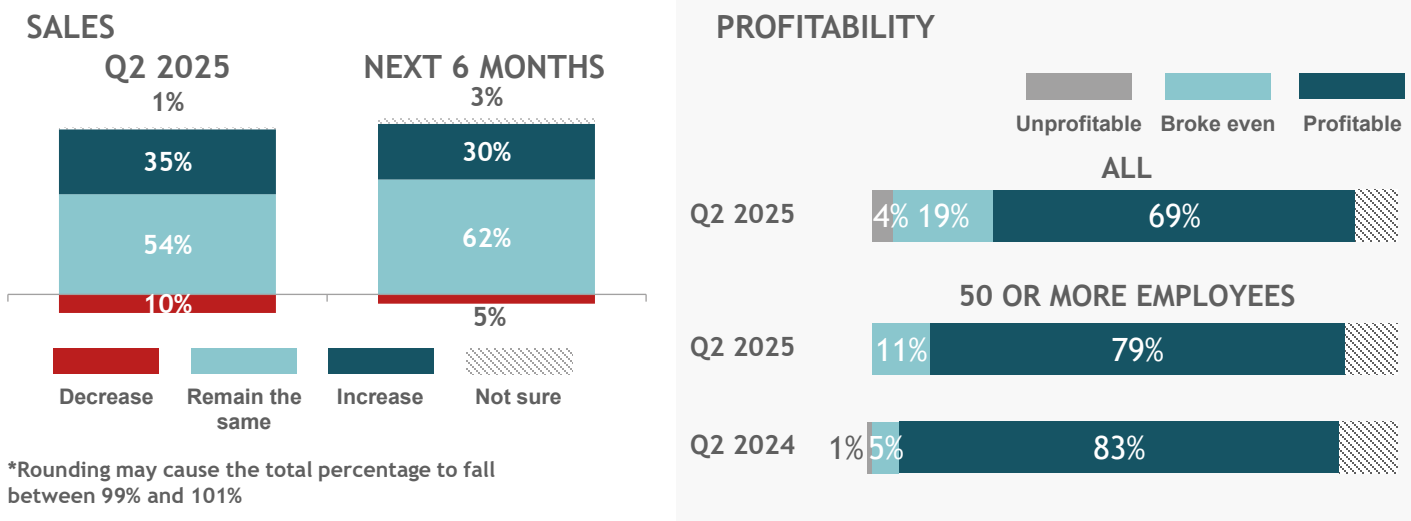
// Businesses were asked about their business position





SALES AND PROFITABILITY

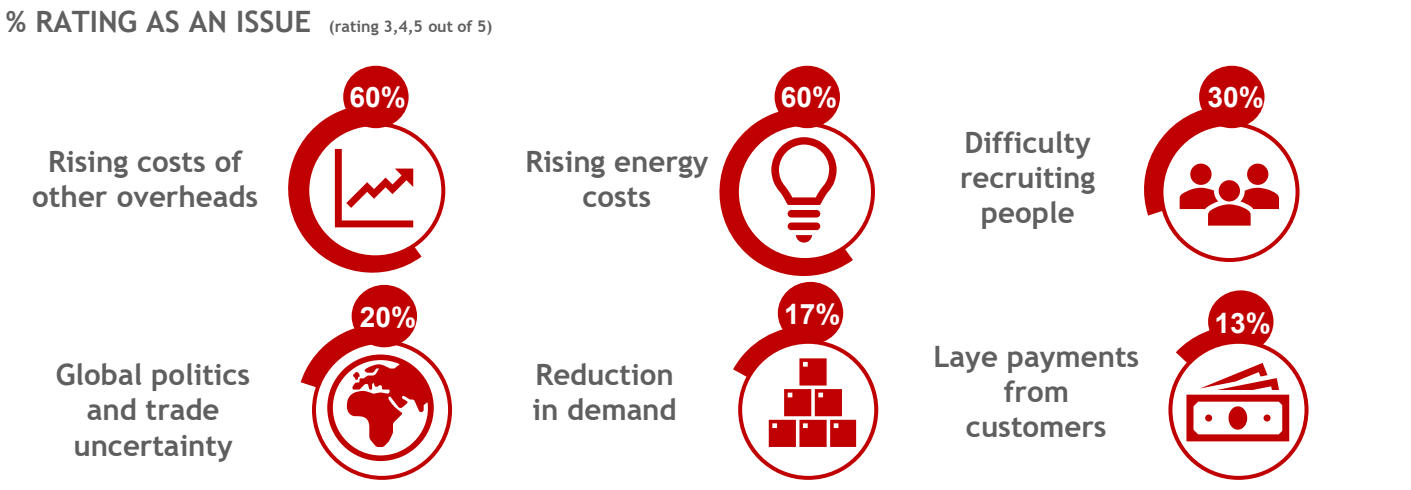
// Businesses were asked about their sales and profitability





BUSINESS ISSUES

// Businesses were asked about their current business issues



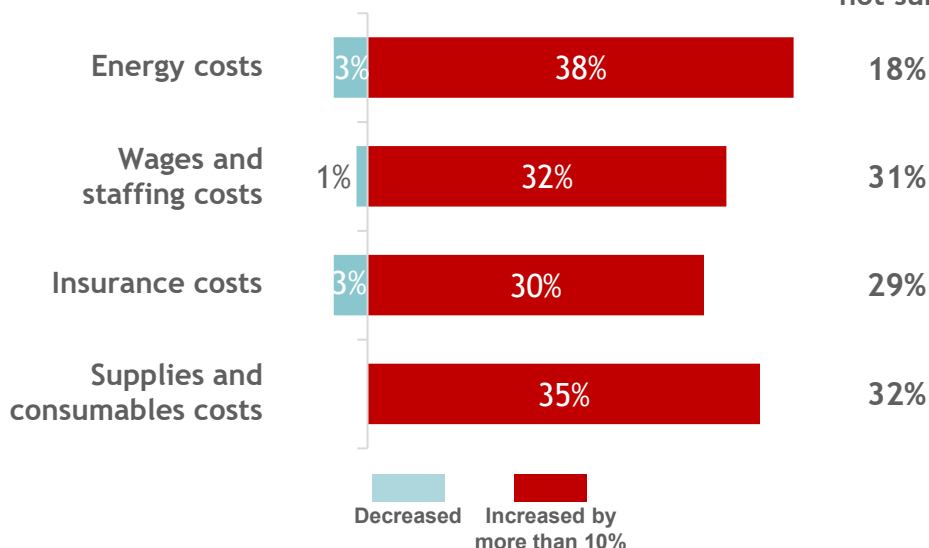


COST OF DOING BUSINESS

// Businesses were asked about how their costs have changed over the last 2 years

CHANGES IN COSTS OVER THE LAST 2 YEARS

No change/
not sure



48% of businesses have increased the prices they charge for their products and services over the past 3 to 6 months

29% expect the prices they charge for their products and services to increase over the next month

COST SAVING APPROACHES UNDERTAKEN IN LAST 6 MONTHS

28% of businesses said they have undertaken cost-saving approaches within the last 6 months...

Energy and sustainability measures



16%

Operational efficiencies



12%

Workforce measures



6%

Procurement and supplier management



4%

59% of those who have undertaken cost saving approaches said they had a positive impact to some or a large extent

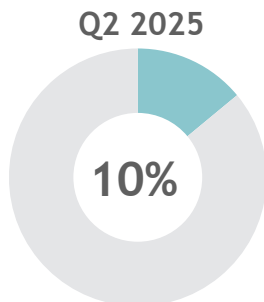
*Multiple choice question



TARIFFS

// Businesses were asked about the potential impacts of US tariffs and retaliatory measures

% that feel they are directly exposed to impacts of US trade tariffs and potential retaliatory measures



55% said they have little to no knowledge of the impacts US Tariffs are having or could have on their business



8% plan to or have already adapted their business strategy in a way to mitigate the impact of US Tariffs

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 759 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 23rd June – 29th July 2025.