

Savanta:

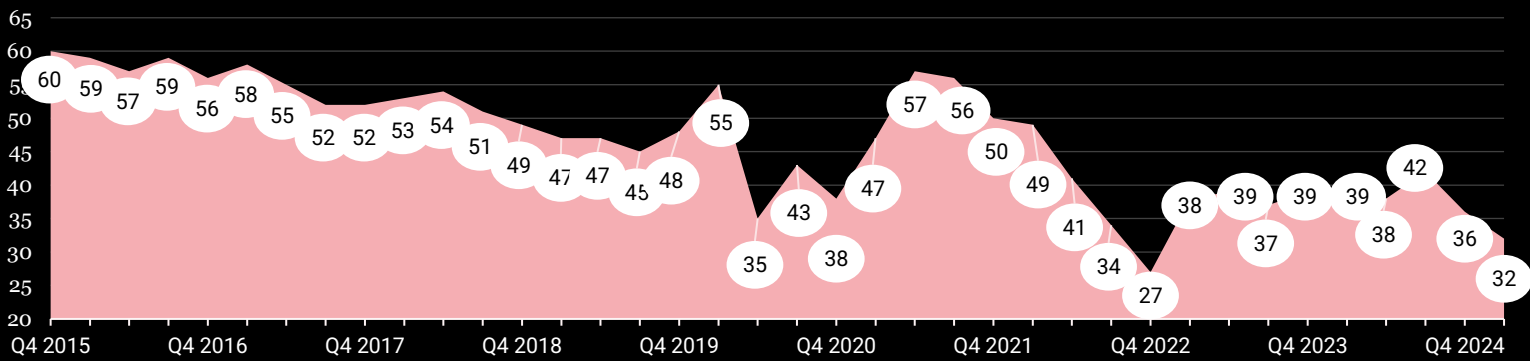
MarketVue Business Confidence Index

Q1 2025

- Great Britain -

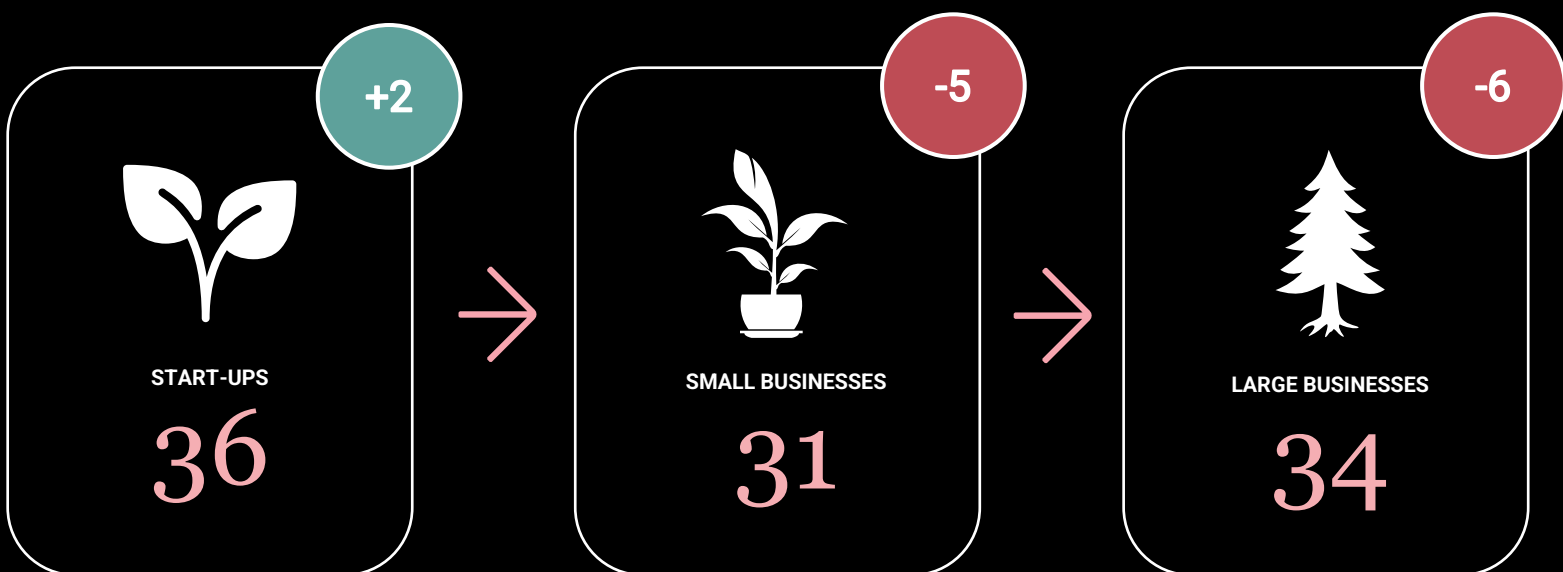
Confidence

The MarketVue Business Confidence Index from Savanta - GB (Survey Period: 2nd January 2025 - 24th March 2025) saw another significant decrease this quarter, from 36 in in Q4 2024 to 32 in Q1 2025.



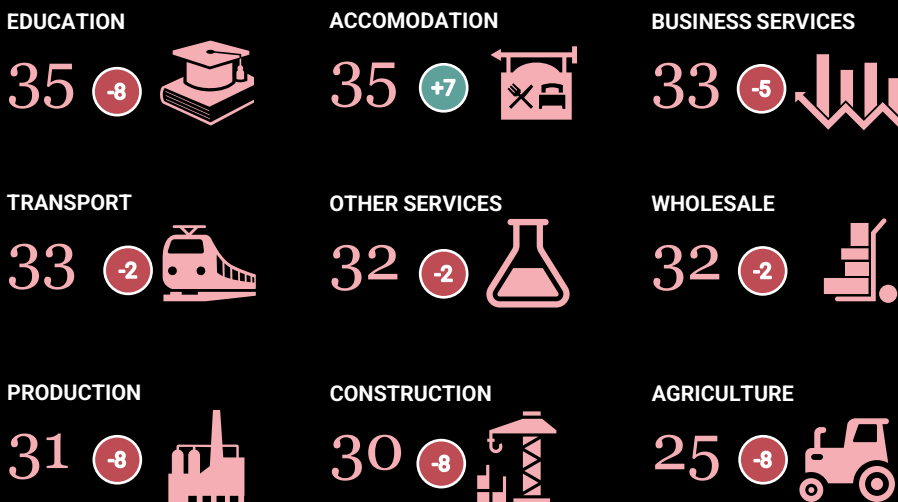
By Business Size

This quarter, confidence decreased significantly across both small and large businesses: Established businesses with turnover up to £1m at 31 (-5pp) and Large businesses with turnover £1m+ at 34 (-6pp). However, Start-ups saw a positive increase at up +2pp to 36, although not significant.



By Industry

Confidence decreased across almost all industry sectors, with 4 of 9 decreasing significantly (Education, Agriculture, Production and Construction, all seeing a -8 decrease). The least negatively affected sectors in Q1 appear to be Transport, Wholesale and Other services, seeing a non-significant -2 change. The accommodation sector is the only sector to see a positive significant increase of +7 this quarter.



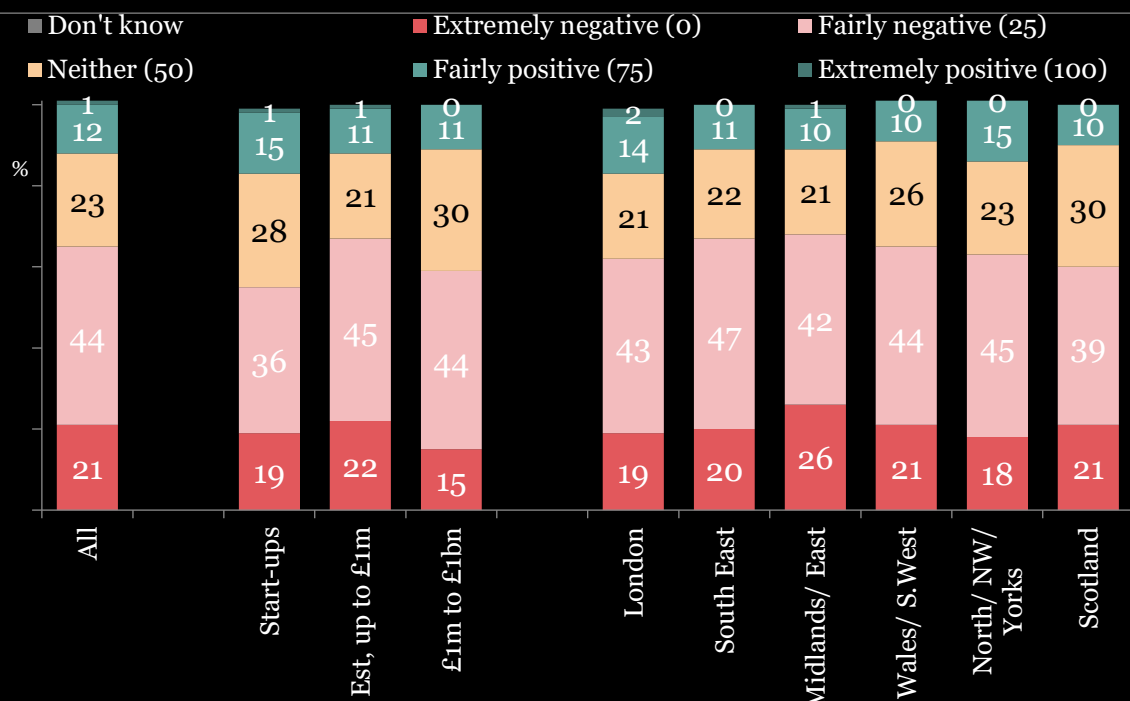
By Region

Business confidence decreased across all regions in Q1 2025. The biggest and significant changes were within Midlands/East (-6pp) and North/North West and South East (-4pp), respectively.



How do you feel about the health of the UK economy

Net positivity (13%) decreased by -3pp, whilst Net negativity (64%) increased significantly by 10% for Q1 2025.



By Age

(start-up and established £0-2m)

Confidence has decreased for 35-64 and 65+ age groups. This change is significant for both. However, the up to 34 age group has seen a +4pp increase, albeit not significant



Get in touch
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