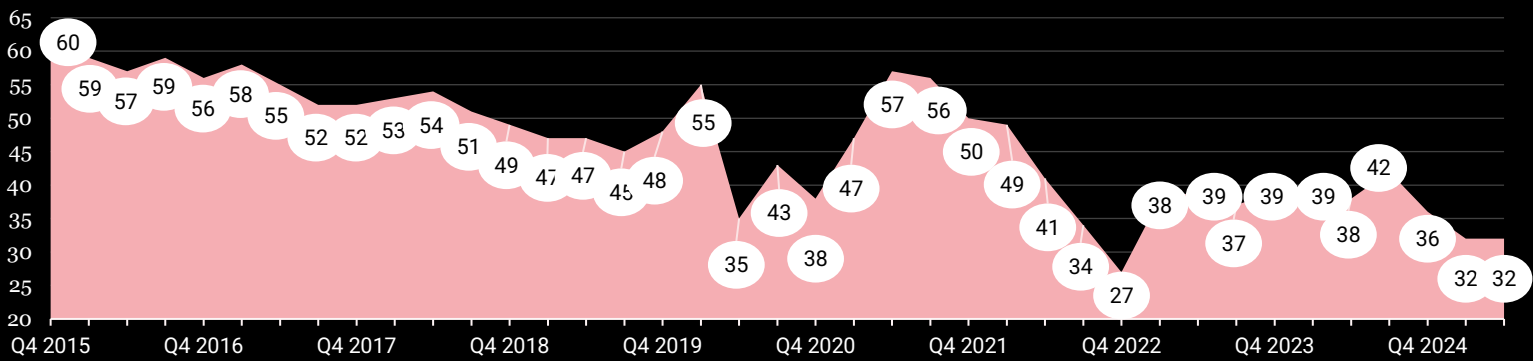


Savanta: MarketVue Business Confidence Index Q2 2025 - Great Britain - Confidence

The MarketVue Business Confidence Index from Savanta - GB (Survey Period: 25th March 2025 - 20th June 2025) maintained its score this quarter, remaining at 32 in Q2 2025



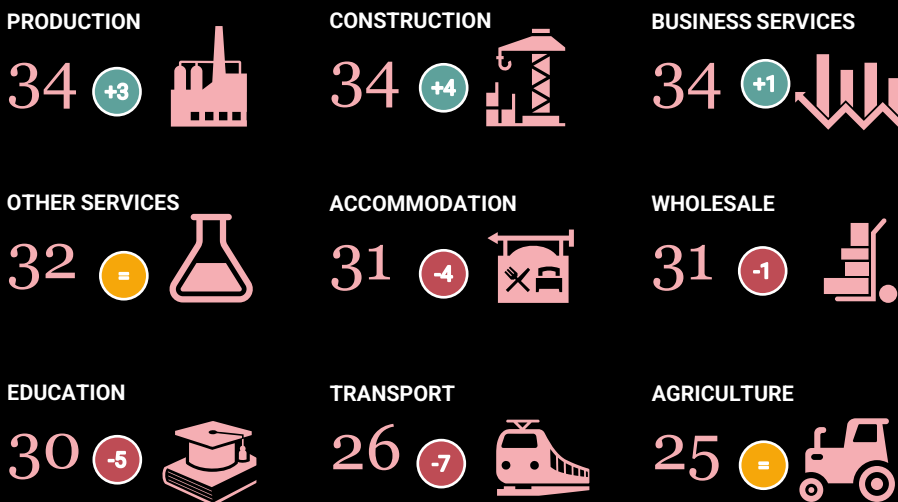
By Business Size

This quarter, confidence increased slightly for small business and significantly for large businesses: Established businesses with turnover up to £1m at 32 (+1pp) and Large businesses with turnover £1m+ at 37 (+3pp). However, Start-ups saw a slight decrease of -3pp to 33, which was not significant.



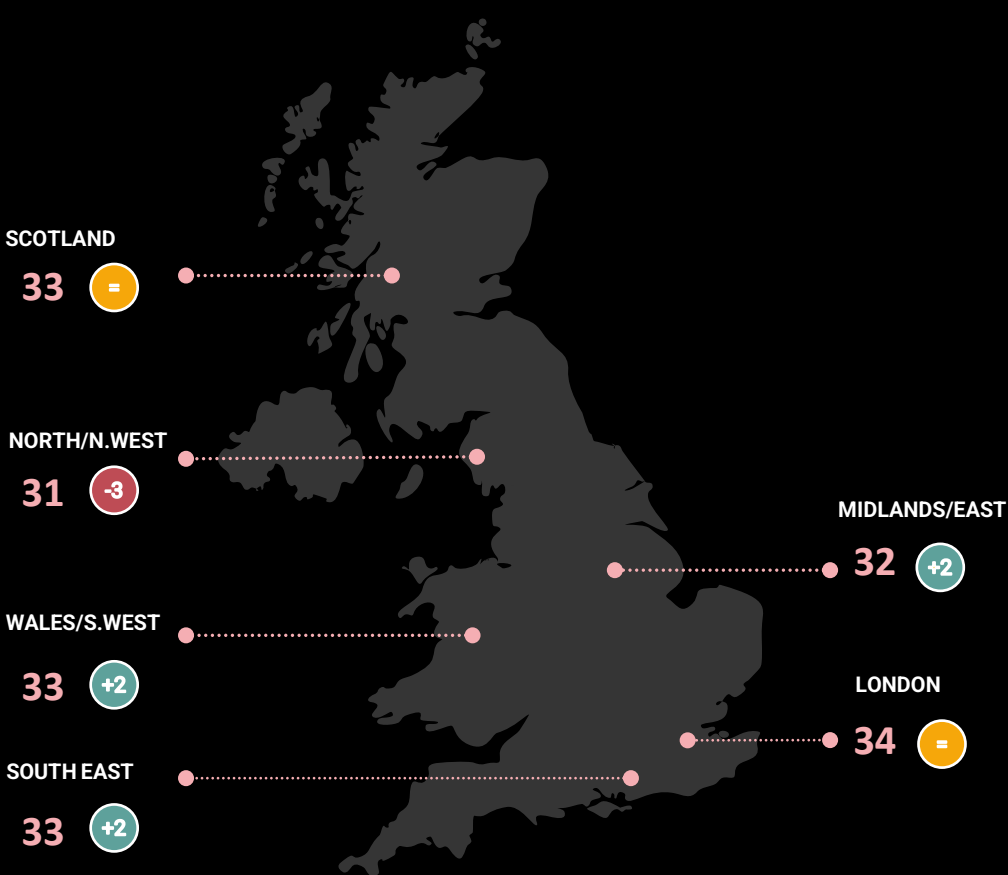
By Industry

Confidence decreased across Wholesale, Education, and Accommodation and significantly decreased for Transport (-7pp). Agriculture and Other Services maintained their score. Construction and Business Services saw an increase, while Production experienced a significant increase this quarter.



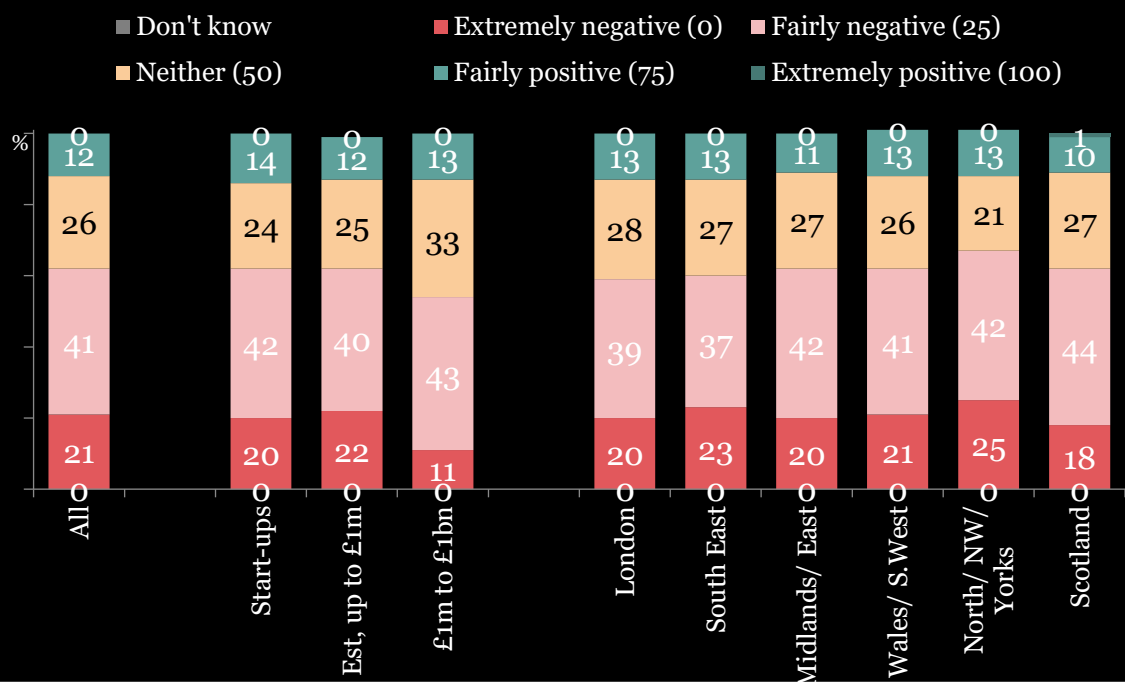
By Region

Business confidence increased or stayed the same across most regions in Q2 2025. The biggest and significant changes were within North/North West (-3pp) and Midlands/East (+2pp), respectively.



How do you feel about the health of the UK economy

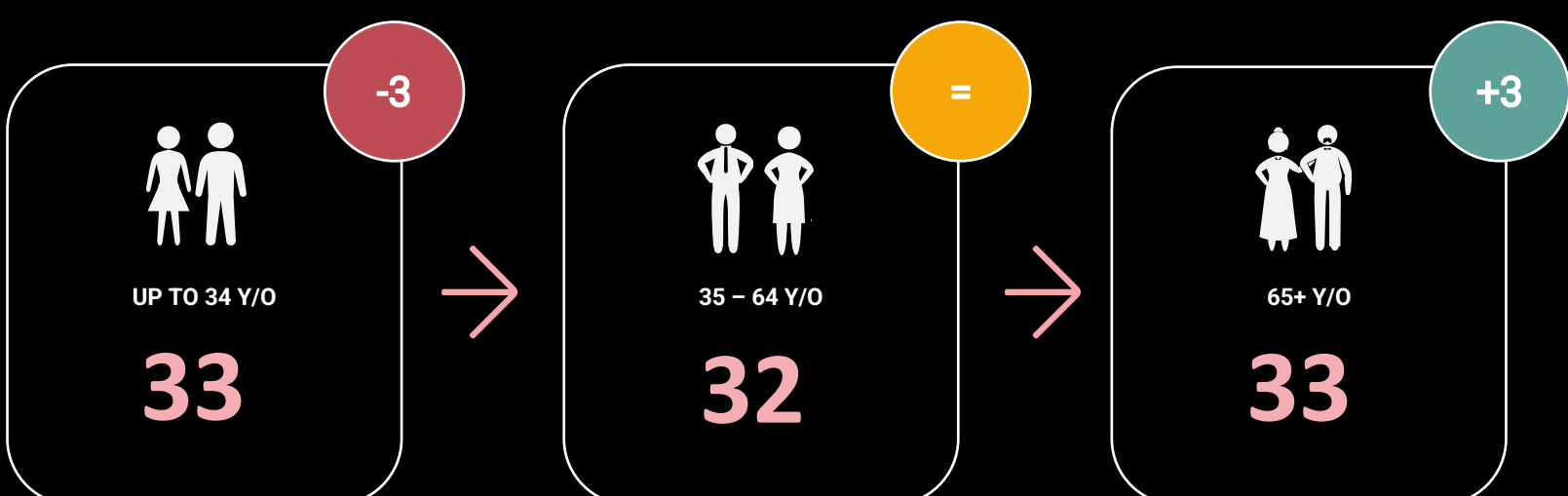
Net positivity (12%) decreased by -1pp and Net negativity (62%) decreased by -2pp for Q2 2025.



By Age

(start-up and established £0-2m)

Confidence decreased among those aged under 35 and remained stable for the 35-64 age group. However, the 65+ age group saw a significant increase of +3 percentage points.



Get in touch
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