

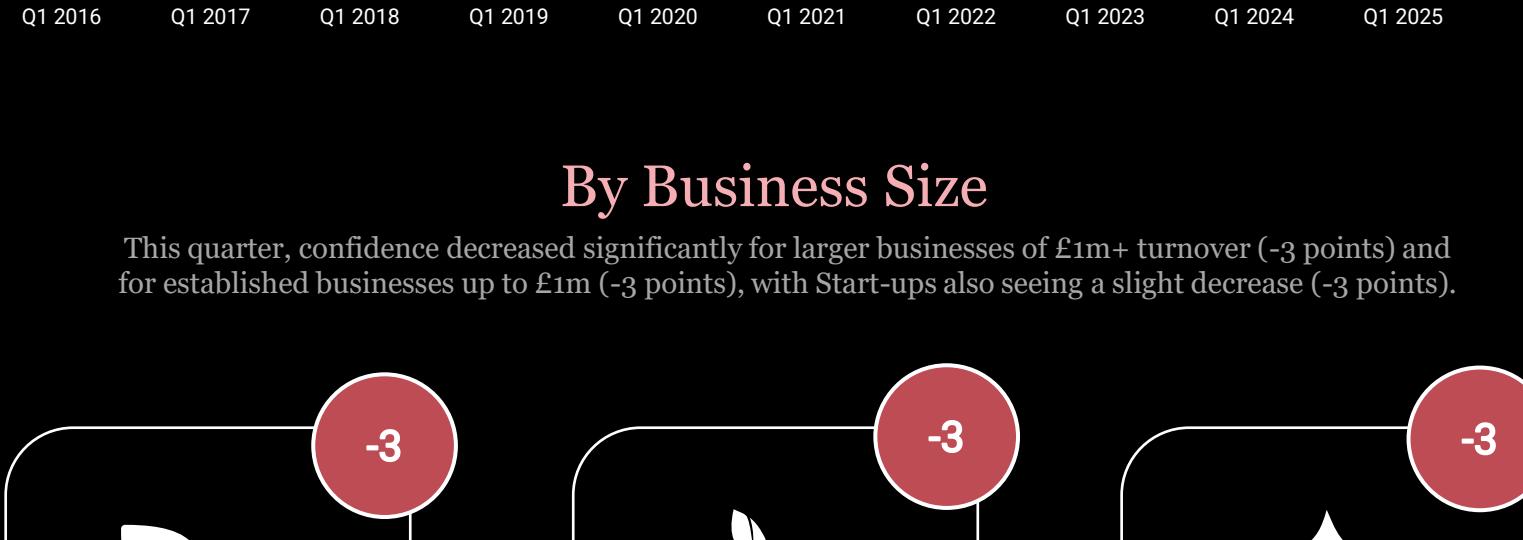
Savanta:

MarketVue Business Confidence Index

Q4 2025 - Great Britain -

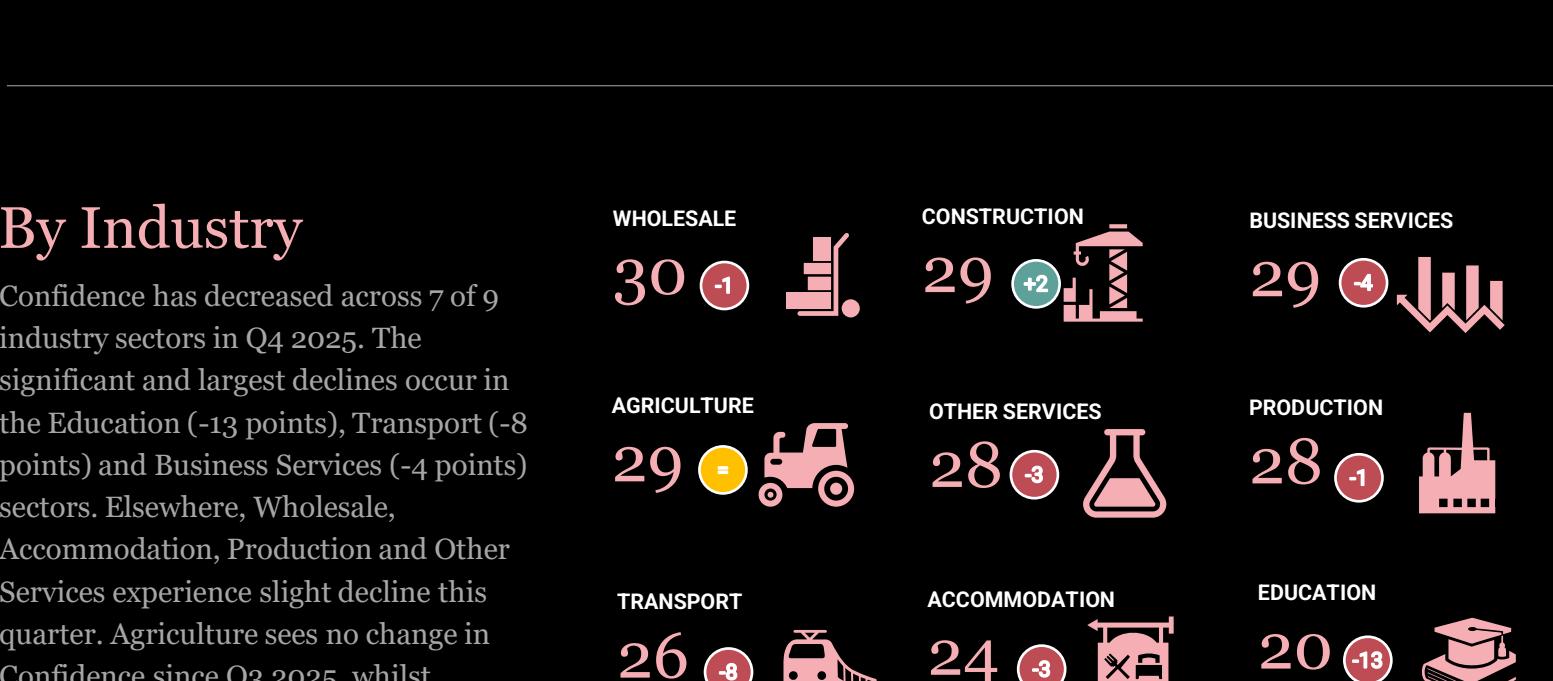
Confidence

The MarketVue Business Confidence Index from Savanta - GB (Survey Period: 18th September 2025 - 12th December 2025) saw its score decrease by 2 points this quarter, to 29 in Q4 2025



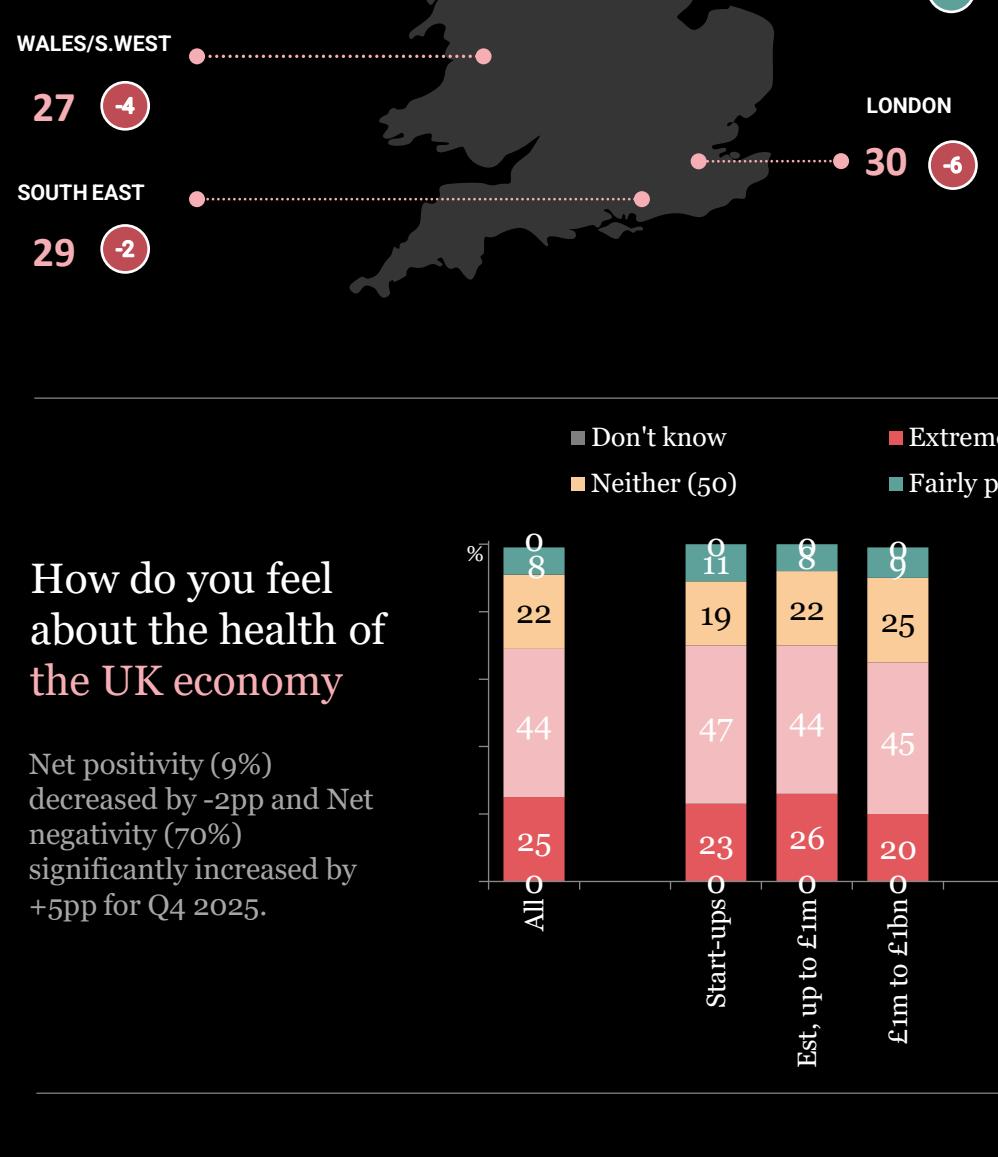
By Business Size

This quarter, confidence decreased significantly for larger businesses of £1m+ turnover (-3 points) and for established businesses up to £1m (-3 points), with Start-ups also seeing a slight decrease (-3 points).



By Industry

Confidence has decreased across 7 of 9 industry sectors in Q4 2025. The significant and largest declines occur in the Education (-13 points), Transport (-8 points) and Business Services (-4 points) sectors. Elsewhere, Wholesale, Accommodation, Production and Other Services experience slight decline this quarter. Agriculture sees no change in Confidence since Q3 2025, whilst Construction is the only sector to see a slight increase (+2 points).

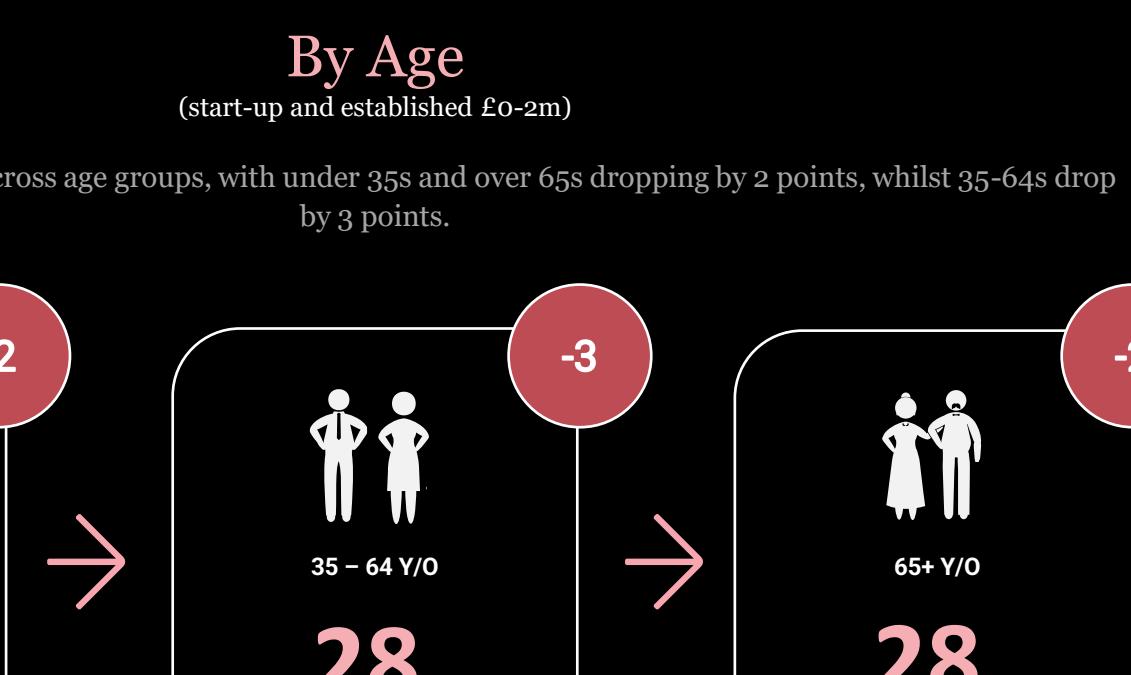


By Region

Business confidence decreased in all regions in Q4 2025, other than Midlands/East which saw a slight increase (+1 point). The biggest drop off was within London (-6 points).

How do you feel about the health of the UK economy

Net positivity (9%) decreased by -2pp and Net negativity (70%) significantly increased by +5pp for Q4 2025.



By Age (start-up and established £10-2m)

Confidence has decreased across age groups, with under 35s and over 65s dropping by 2 points, whilst 35-64s drop by 3 points.



Get in touch better.decisions@savanta.com