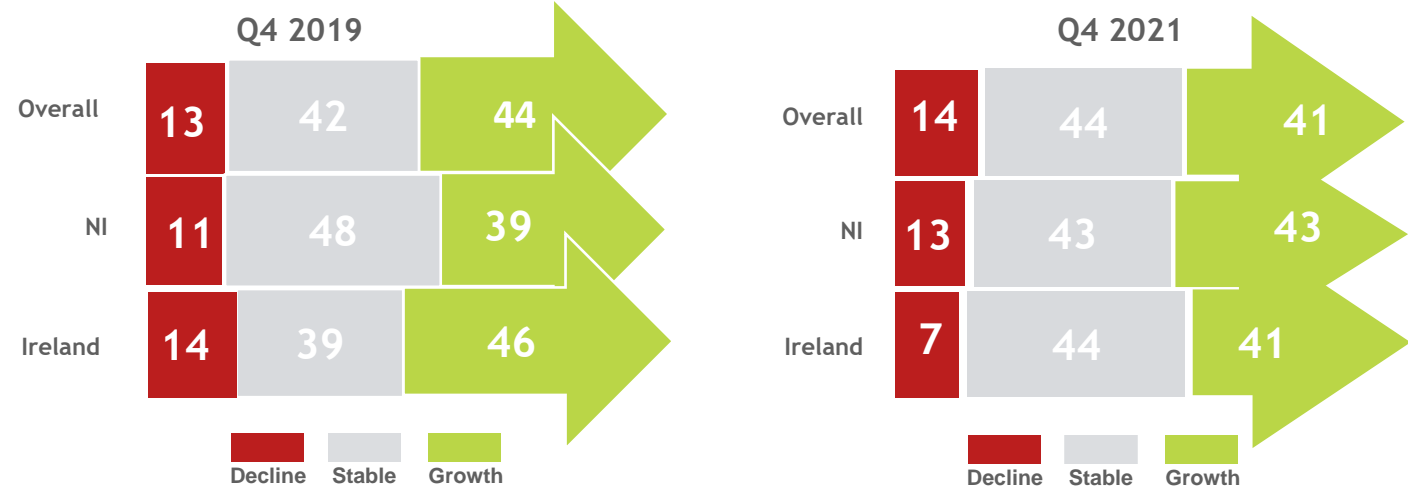




BUSINESS POSITION

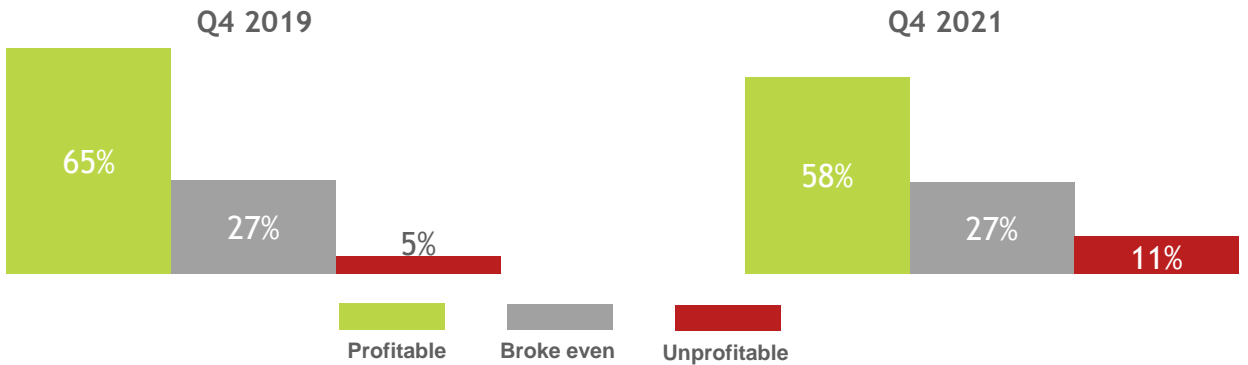
// Businesses were asked about their business position



PROFITABILITY

// Businesses were asked about their profitability

Similar to growth, profitability is also beginning to return to pre-pandemic levels

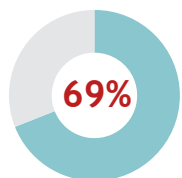


IMPACT OF COVID-19

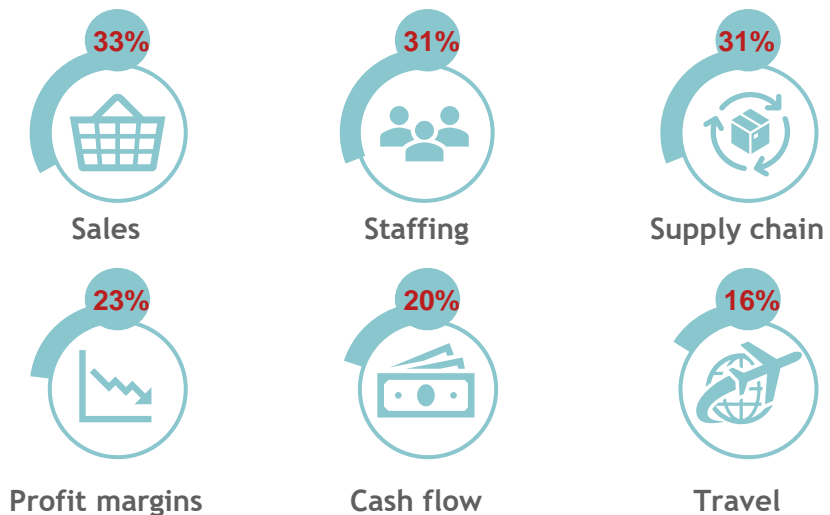
// Businesses were asked what impact Covid-19 was having

Over two thirds of businesses said Covid-19 is an issue for them, with sales being negatively affected most

Businesses rating Covid-19 as an issue



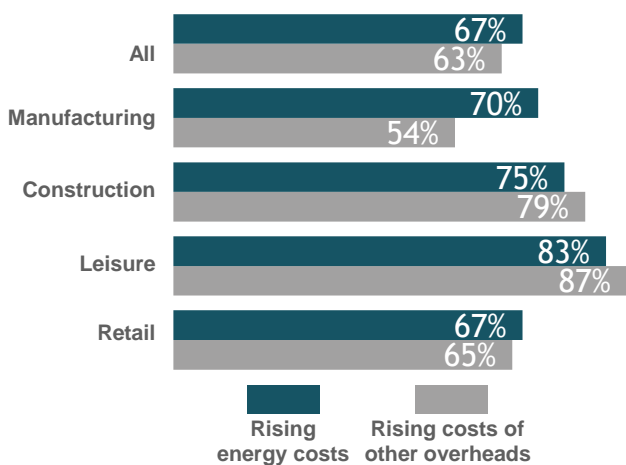
% rating areas as being negatively impacted



! BUSINESS ISSUES // Businesses were asked about their current business issues

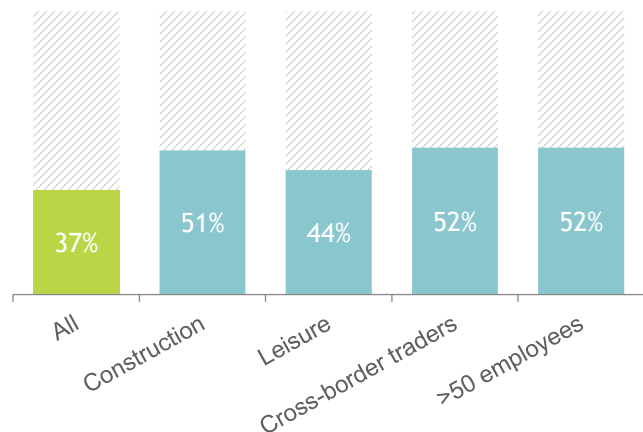
🏠 Rising costs of overheads

% RATING RISING ENERGY COSTS AND OTHER OVERHEADS AS AN ISSUE



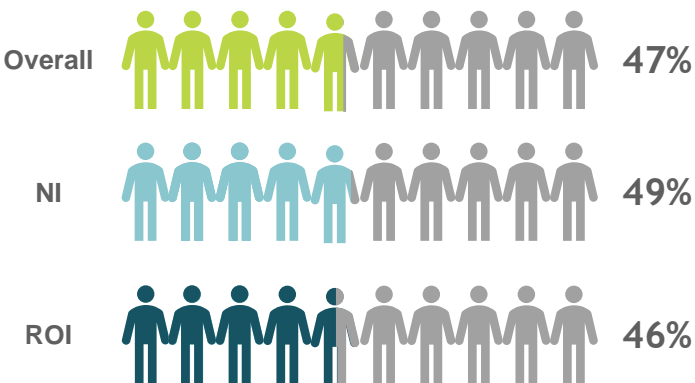
👤 Recruitment

% RATING RECRUITING APPROPRIATE SKILLS AS AN ISSUE

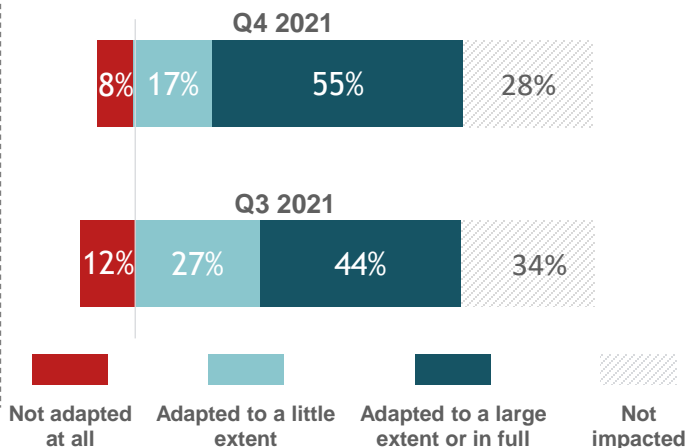


🌐 Brexit

47% of businesses reported Brexit as an issue...



Cross-border traders are continuing to adapt to the new trading conditions post-Brexit

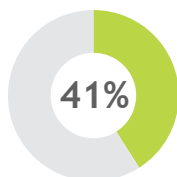


🔍 FUTURE STRATEGY

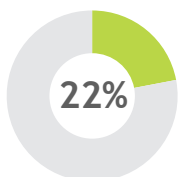
// Businesses were asked about their plans in the year ahead

Business focus for the coming year

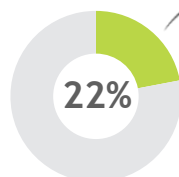
Recover from impacts of pandemic



Maintain current position



Find new customers for growth



38% of those who are focusing on finding new customers have considered growing their cross border sales...

Of which 69% have plans in place...

Your business may need help in dealing with the challenges posed by Covid-19 or with preparing for Brexit – InterTradeIreland is committed to supporting SMEs with online supports as well as funding of up to £2,000/€2,250 towards professional advice through our Brexit Advisory Service. Visit www.intertradeireland.com today or call 028 3083 4100 (048 from Ireland).

A telephone survey of 767 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 4th January – 2nd February 2022.