



ICAEW Business Opinion

Export research 2018

Who we spoke to

- Questions added at the back of *ICAEW Business Confidence Monitor* (BCM) from 28 August to 2 November 2018
- 650 telephone interviews with senior business professionals (ICAEW Chartered Accountants) working in all types & size of business, across every economic sector and UK region
- Where available, 2016 and 2014 data included in brackets

‘Exporters’

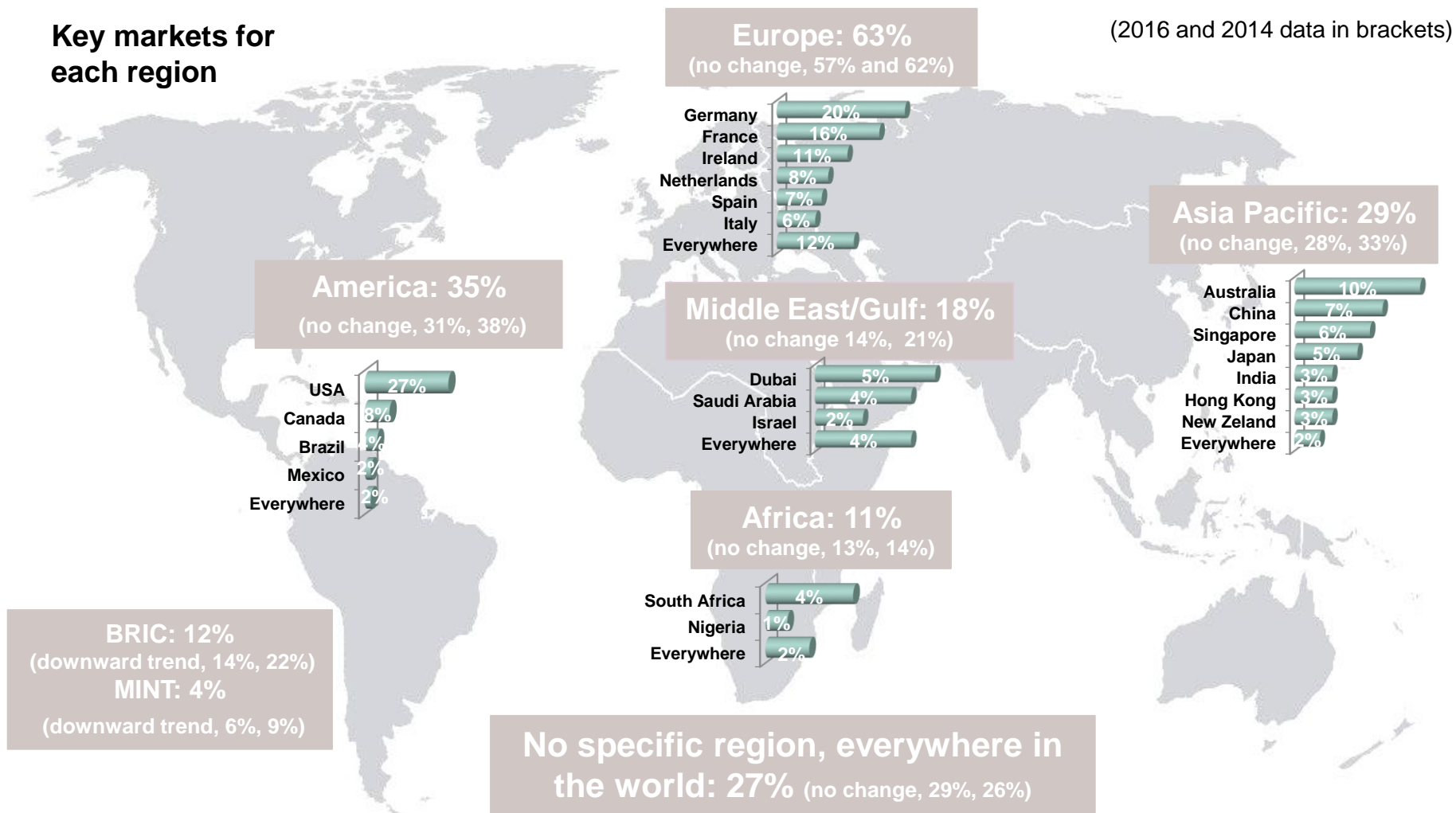
***Not many new
'exporters'***

Nearly all 'exporters' are a long-term exporters

- *3% of ALL businesses have started exporting in the last two years (1% of ALL Large and 7% of ALL SMEs)*
- *Upward trend in the number of 'exporters' selling for more than 3 years (94% in 2018, 92% in 2016 and 88% in 2014)*
- *For over a third of 'exporters' (36%) more than a half of their turnover comes from trading overseas*

Europe (EU countries) remains the top export destination

Key markets for each region



*Not many
'exporters'
planning to
expand*



**Less than a quarter of
planning to enter new markets**

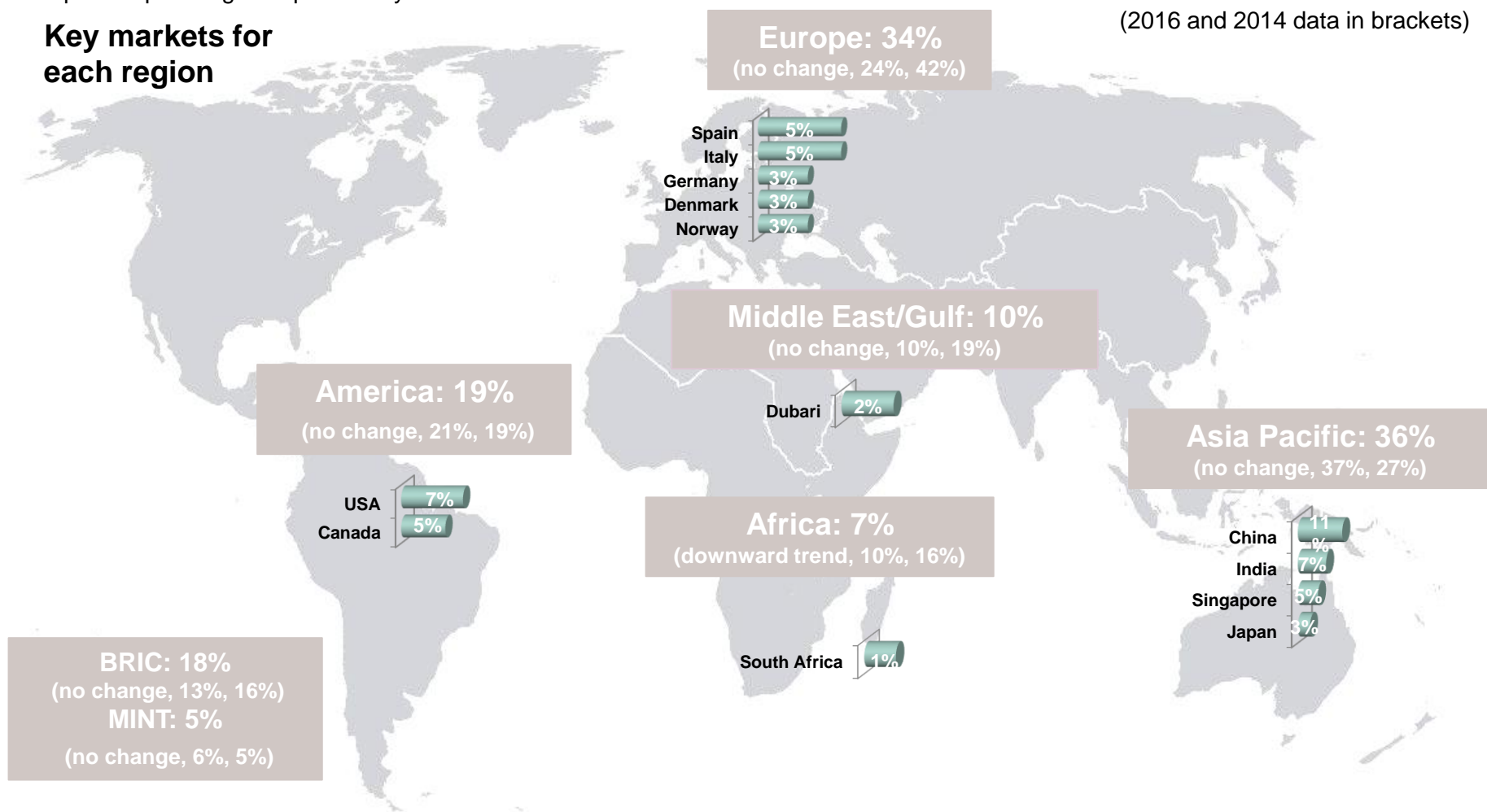
- *Downward trend in the number of 'exporters' planning to enter new markets (22% in 2018, 25% in 2016 and 33% in 2014)*
- *Most planning to continue exporting to the same countries (95% in 2018, 92% in 2016 and 94% in 2014)*

Europe and Asia Pacific the top destination for possible expansion in next 12 months

Exporters planning to export to any new countries

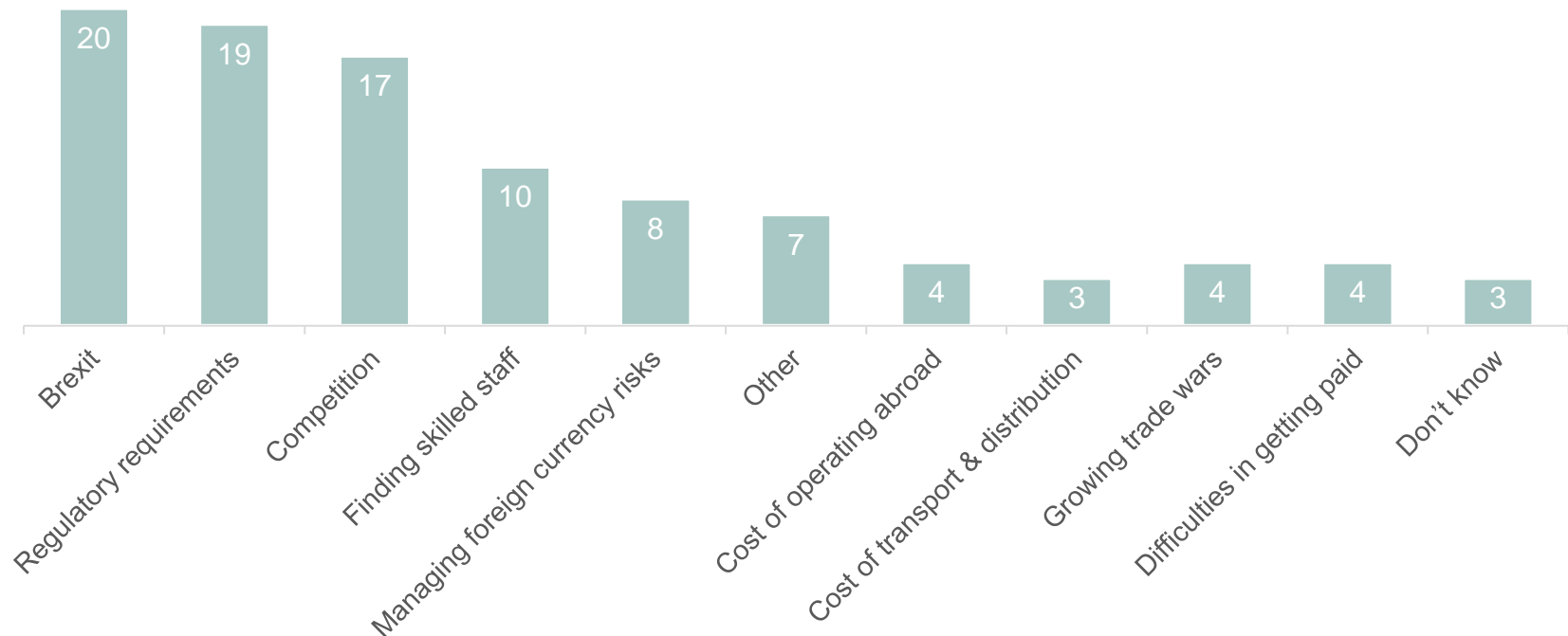
Key markets for each region

(2016 and 2014 data in brackets)



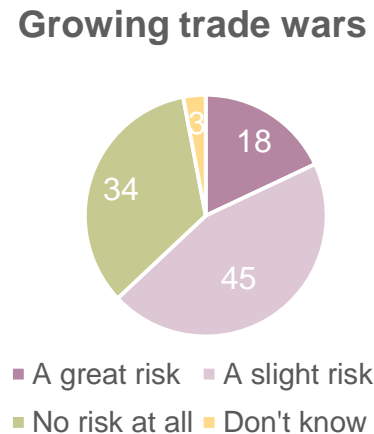
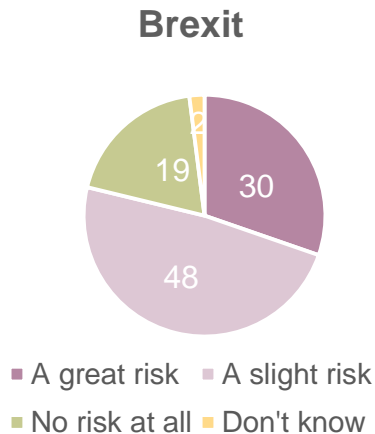
Brexit, regulation and competition seen by 'exporters' as the top three challenges for the business when selling outside of the UK

The main challenge for the business when exporting



‘Exporters’ see Brexit as a risk to their export plans

- The majority of ‘exporters’ see Brexit as a risk to their plans (78%), with nearly a third (30%) believing to be a great risk
- 63% also think that growing trade wars could be a risk to their export plans



A range of sources of information/advice used by 'exporters' when expanding

Sources of information and advice on export most likely to be used when expanding



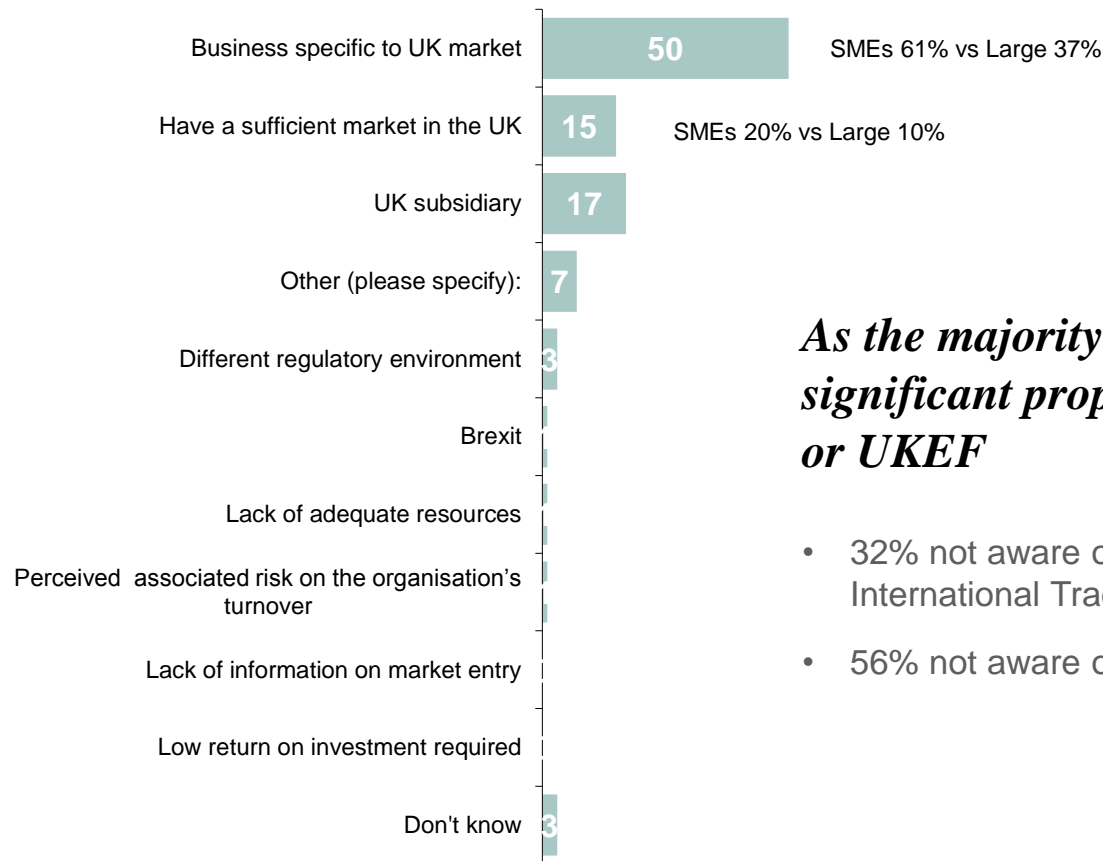
‘Non - exporters’

***‘Non-exporters’
unlikely to start
exporting in the
near future***

**Only 1% plan to start
exporting in the next 12
month**

- Additional 1% is considering it
- Nearly all ‘non-exporters’ not planning to start selling overseas in the next 12 months (98% in 2018 vs 96% in 2016 and 2014)
 - No difference between SMEs and Large businesses

The key reason for not exporting is they see their business as specific to the UK



As the majority are focused on the UK, a significant proportion not aware of DIT or UKEF

- 32% not aware of DIT (UK Department for International Trade)
- 56% not aware of UKEF (UK Export Finance)

