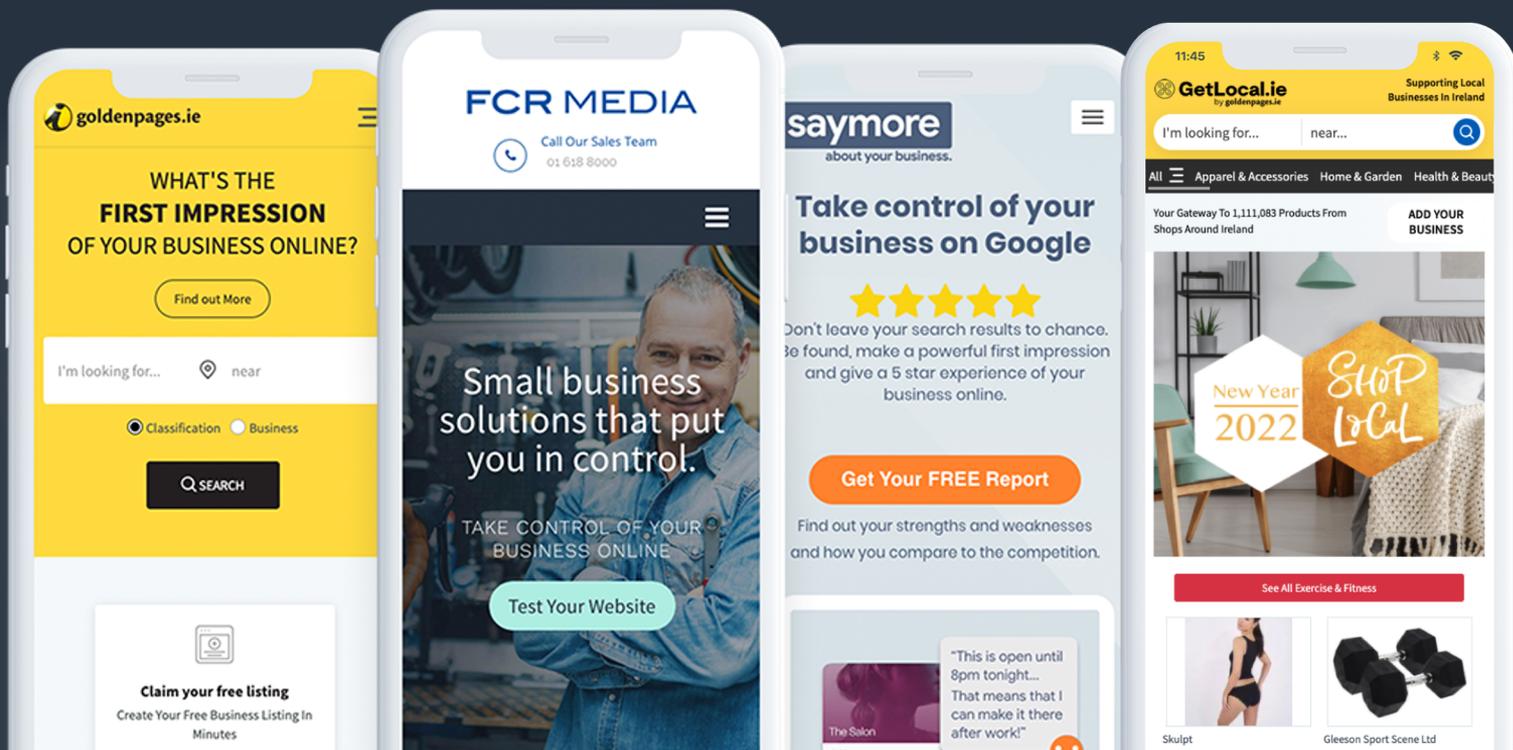


# FCR MEDIA

The Annual Business Survey Report, January 2022  
by goldenpages.ie



## Foreword

The Annual Business Survey considers key trends for small businesses throughout Ireland during the winter of 21/22.

This report is based on responses provided by customers and subscribers of FCR Media across a wide range of business sectors. The survey ran for 3 weeks from 26th Dec 2021 to the 15th of Jan 2022. As we move into 2022 and pandemic restrictions begin to ease, businesses across Ireland are preparing to return to something closer to normal. While COVID restrictions may have a diminishing impact on business, issues such as fuel costs and supply chain issues may present significant challenges to businesses in all sectors of the Irish economy.

The report identified three key trends in business owners' expectations for the year ahead.

- There is an overall Sense of Optimism for 2022
- There is a continued expectation, and desire for businesses to adapt to market pressures.
- A considerable level of importance is placed on online channels as a method to grow and acquire new customers.

[fcrmedia.ie](https://fcrmedia.ie) | [goldenpages.ie](https://goldenpages.ie) | [getlocal.ie](https://getlocal.ie)

# Ireland's Business Community Is Optimistic For 2022

Overall business owners are optimistic about the year ahead.

59% of respondents said they are optimistic and a mere 7% said they were pessimistic.

However, when we break down the report by business sector we see that certain sectors within the Irish economy are considerably less optimistic than others.



Most Optimistic Business Sectors

Financial Services **80%**  
Construction **77%**

Least Optimistic

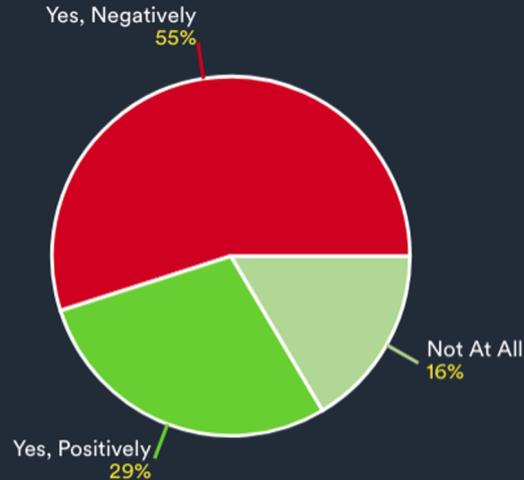
Agri, Forestry & Farming **33%**  
Hospitality **18%**

# How Did Covid-19 Impact Irish Businesses?

Of those surveyed, 45% reported that the COVID-19 Pandemic didn't affect trading or reported that they traded better during the pandemic.

When viewed by sector, the report demonstrates that some industries were more affected by the pandemic than others.

Hospitality was the most affected by the Pandemic and subsequent restrictions. 94% of hospitality respondents reported that their business had been negatively affected.



**Most Affected**

**Hospitality**

**94%**

Based on 382 responses between 26/12/21 - 15/1/22

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(Source: goldenpages.ie Annual Business Survey 22)

## External Influences

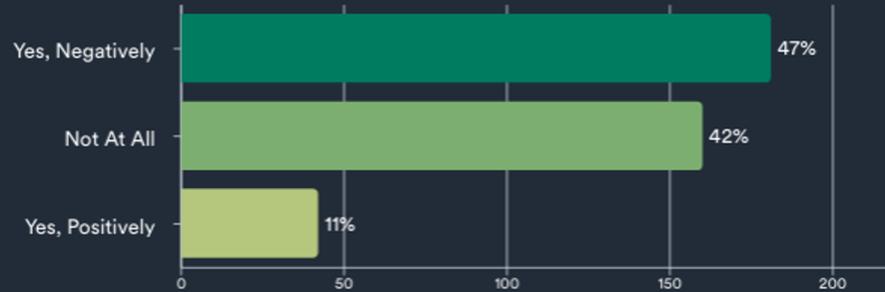
The effects of Brexit have been ever-changing and far-reaching. 47% of businesses reported a negative effect as a result of the United Kingdom leaving the European Union.

Amazon – so far – has not presented a significant issue for Irish businesses according to 80% of the businesses polled.

When we further analyse Amazon's impact, we see storefront businesses are twice as likely to be negatively impacted by Amazon than other sectors within the Irish economy.

Storefront - Negative 23%  
Non-storefront - Negative 11%

### Has Brexit Impacted Your Business in 2021?



### Has Amazon Online Retailing Impacted Your Business?



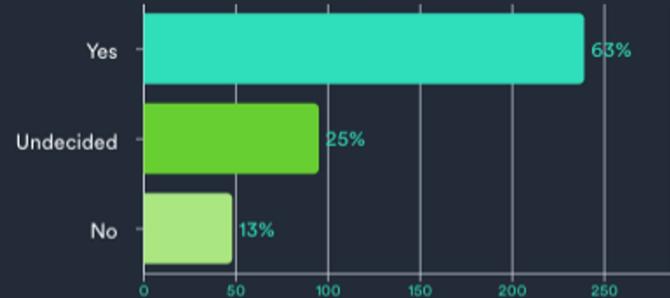
# Preference For Local - Consumer Behaviour In Ireland

62% of businesses report a 'Buy Local' consumer preference when purchasing products and services.

As indicated by 382 businesses across Ireland, this preference for Irish goods & services appears solid with little sign of consumer attitudes changing.

*(Source: goldenpages.ie Annual Business Survey '22 / based on 382 responses between 26/12/21 - 15/1/22 )*

## Do Consumers Have A Preference To Buy Locally?



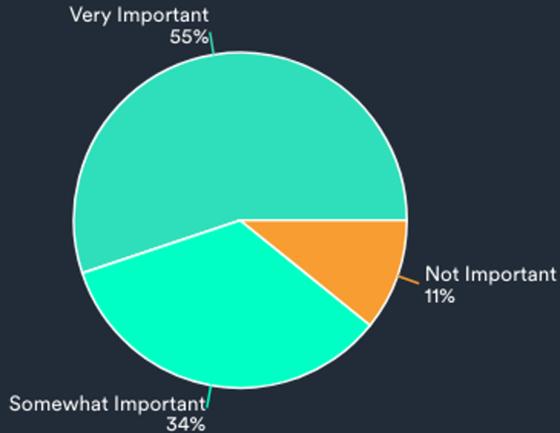
## Is Consumers Loyalty Behavior Is Changing?



# Driving Your Business Online

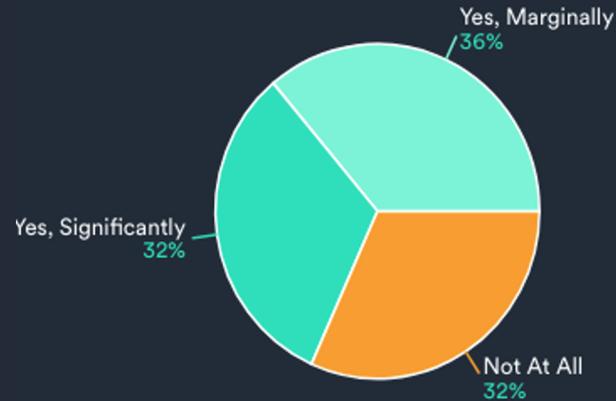
## How Important Is Online in 2022?

89% of respondents agreed that an online presence was important to their business. Over half of the survey respondents – 55% – stated that an online presence was Very Important to their business.



## Did You Increase Your Online Focus During Covid-19?

68% of the surveyed businesses said they had increased their focus on online marketing and online sales due to the COVID-19 pandemic.



# Primary Functions Of A Business Website

We asked businesses what they want from their website in 2022 ? In order of popularity, this is what they told us:

1. Communicate What the Business Offers
2. Rank Highly On Search Engines
3. Showcase Their Products and Services
4. Generate Sales
5. Generate Footfall and Direct Customers

(Source: based on 1140 responses | goldenpages.ie Annual Business Survey '22)



## 2022 Organisational Risks:

For a business with less than 10 employees, Energy Costs was cited as the most significant issue affecting their business. For Businesses with 10 employees or more, increases in wages and the challenge of attracting and retaining staff were reported as significant areas of concern.



*(Based on 688 responses from 378 businesses between 26/12/21 - 15/1/22)*

## 2022 Organisational Risks:

When business risks are benchmarked across sectors, new trends emerge.

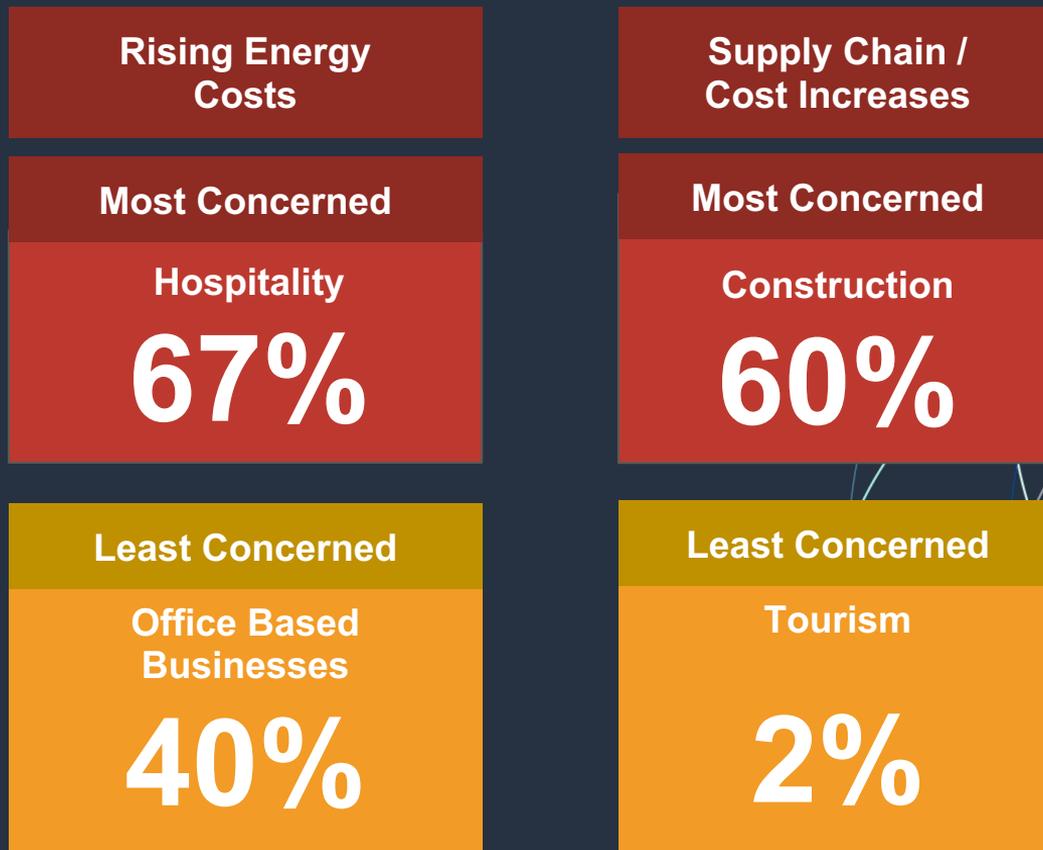
Hospitality reported the highest level of concern for increasing energy costs at 67%, this is significantly above office based businesses who reported at 40% for the same risk.

Supply Chain / Cost Increases are most concerning for the construction industry, while this same issue is a low concern for the tourism sector.

*(Based on 688 responses  
from 378 businesses  
between 26/12/21 - 15/1/22)*

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(Source: goldenpages.ie Annual Business Survey 22)

# Primary Market Risks Facing Businesses In Ireland in 2022

43% of businesses cited: finding & retaining customers as the No.1 concern for their businesses.

34% of businesses cited: further COVID-19 Restrictions as a concern for their business.

Increased competition from local competitors, international e-commerce and reduced footfall combined to become the third most cited risk to businesses in 2022 at 23%.

(Based on 743 responses between 26/12/21 - 15/1/22)

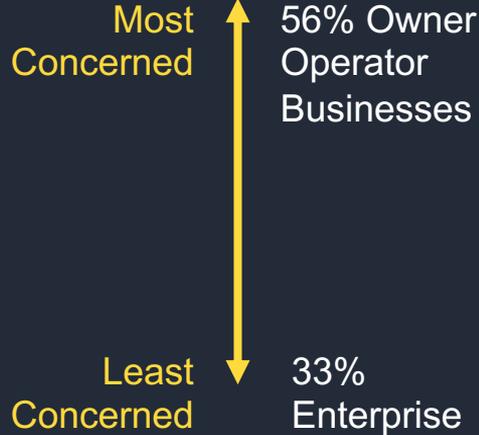


(Source: goldenpages.ie Annual Business Survey 22)

# Finding Customers

When comparing owner-operator businesses with larger companies (10 employees or more) the survey revealed that owner-operated businesses were almost twice as likely to be concerned with finding new customers.

However, office-based businesses topped the polling – showing 71% concern for finding new customers, which was significantly higher than the 26% sector-wide average for this risk.



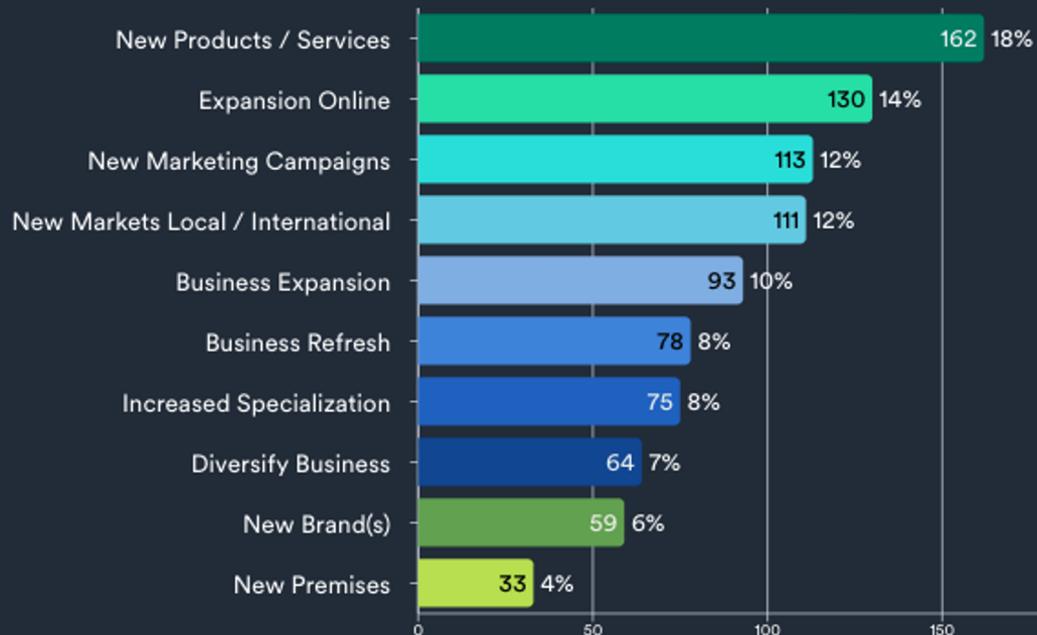
# What Does Growth Look Like In 2022 For Businesses Across Ireland?

We asked businesses what their primary opportunities are in 2022.

The top opportunities cited were:

- Online growth ranked highest at 26%
- New brands, products or services at 24%
- Business changes at 23%
- Expansion or new premises at 16%
- New markets home or abroad at 12%

(Based on 918 responses  
between 26/12/21 - 15/1/22)



(Source: goldenpages.ie Annual Business Survey 22)

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## Opportunity:

The survey revealed that the storefront retail sector showed the strongest desire to expand online and launch new products and services.

Perhaps due to the negative impact on the tourism sector throughout 2021, over half of the tourism-based businesses surveyed revealed they are actively interested in finding new markets.

Business expansion is a key opportunity for growth in the Construction sector.

*(Based on 918 responses between 26/12/21 - 15/1/22)*

Launching New Products / Services

Most Interested

Retail

62%

Finding New Markets

Most Interested

Tourism

53%

A Business Refresh

Most Interested

Hospitality

45%

Expansion Online

Most Interested

Retail

54%

New Marketing Campaigns

Most Interested

Financial Services

40%

Business Expansion

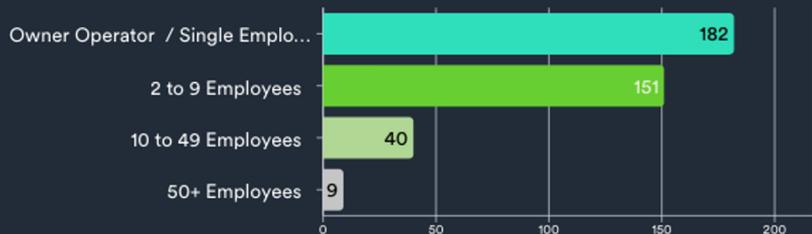
Most Interested

Construction

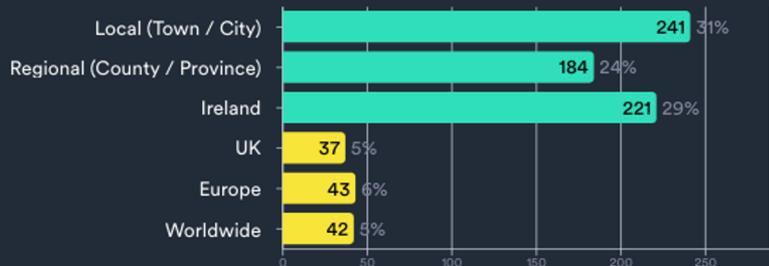
36%

# Breakdown Of Businesses Surveyed

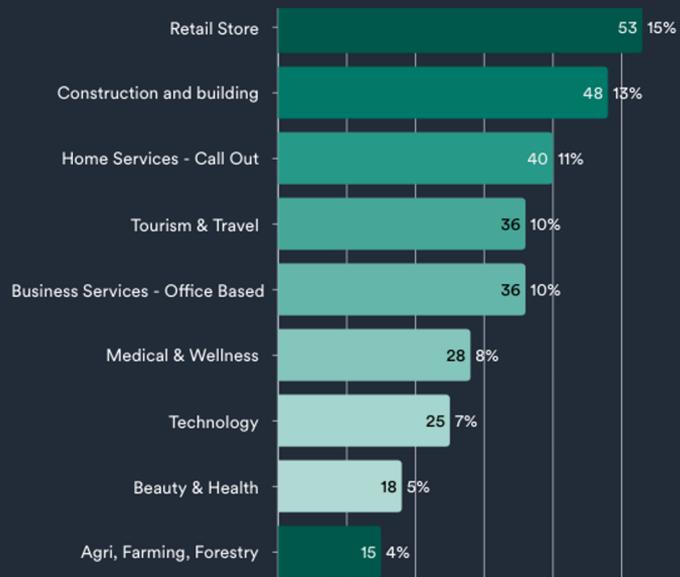
## Number Of Employees



## Primary Markets For Business



● Local (Town / City) 
 ● Regional (County / Province) 
 ● Ireland 
 ● UK 
 ● Europe 
 ● Worldwide



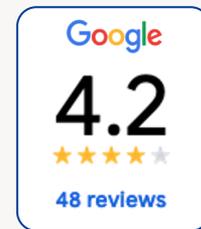
Survey Contains A Total of 7,602 Responses

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@FCRMedia

This Annual Business Survey has been prepared by FCR Media. We are a full-service Local Search, Web & Media company dedicated to serving SMEs.

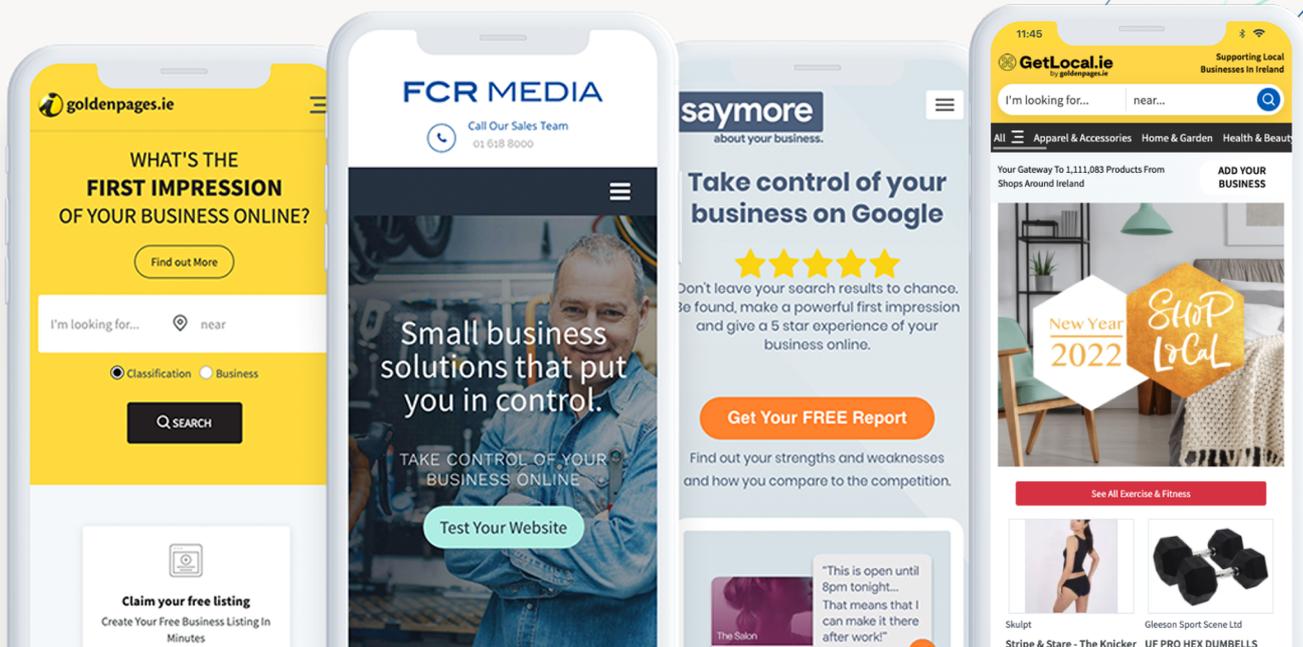


<https://fcrmedia.ie>

FCR Media offer a suite of online marketing solutions designed to fulfil the digital marketing needs of Irish businesses.

We serve clients nationwide and are proud to be a Guaranteed Irish business.

WEB | SEARCH | MEDIA



We love making it easier for our customers to succeed in business



From Eileen, Kane's Florist



From John, John Collins Footcare



From Pat, Glasnevin Appliance Services



From Ray, The Grill House Tullow



From Jacinta, The Social Network.ie



From Will, Whitehead Custom Crafts



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Local Search & Web for Businesses in Ireland

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