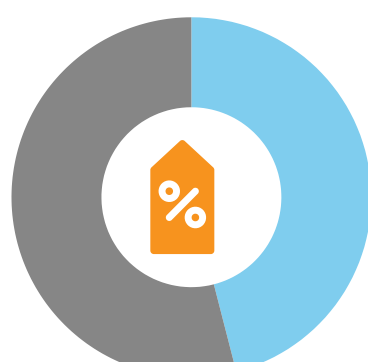


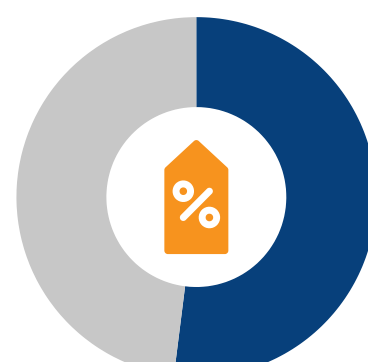
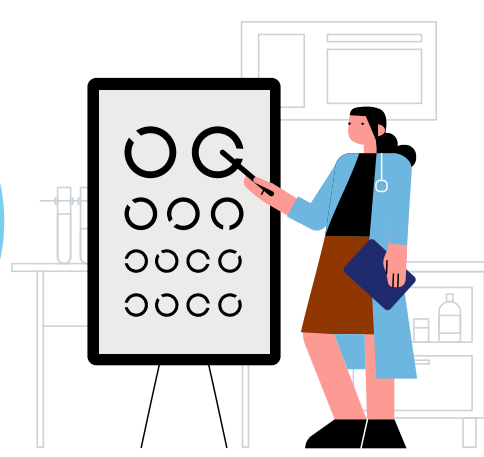
# BUSINESS PERFORMANCE AND CHALLENGES

Business registrants research 2025



## 46%

of businesses **experienced growth** last year (14% decline)



## 52%

of businesses **expect growth** for the upcoming year (11% decline/closure)

No statistically significant differences between 2024 and 2025 waves or between subgroups



Businesses find the greatest challenges to be... (% quite/very challenging)



**90%** Increasing wage pressures

**89%** Rising costs due to economic conditions

**80%** Government funding of sight tests

**81%** Impact of cost-of-living crisis on patients

**54%** Competition from online businesses



**48%** Welfare of employees

**48%** Meeting compliance

Challenges recruiting different types of staff (% quite/very challenging)

➔ **45%** recruiting **optometrists**

➔ **42%** recruiting **dispensing opticians**

➔ **32%** recruiting **other staff**



Top 3 reasons for not being able to recruit staff...

Shortage of professionals in my area

**61%**

Expectation of the job (e.g. weekend working, low salary)

**47%**

Preference for locum working

**40%**



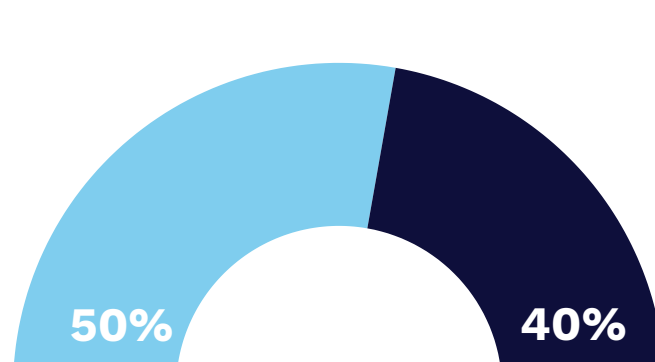
## 82%

of businesses have **used locums** at least **occasionally** over last year

## 36%

have used them **“most”** or **“all of the time”**

Reasons for using locums...



As a positive choice to fit the business model

Due to difficulties recruiting / retaining staff