



BUSINESS PERFORMANCE SURVEY 2025

SME BAROMETER®

misco



Demographics.

Conducted by Malta Chamber Of SMEs



NUMBER OF RESPONDENTS

351



TYPE

Online survey with unique submissions



DATE

8th to 21st Jan 2026



MARGIN OF ERROR

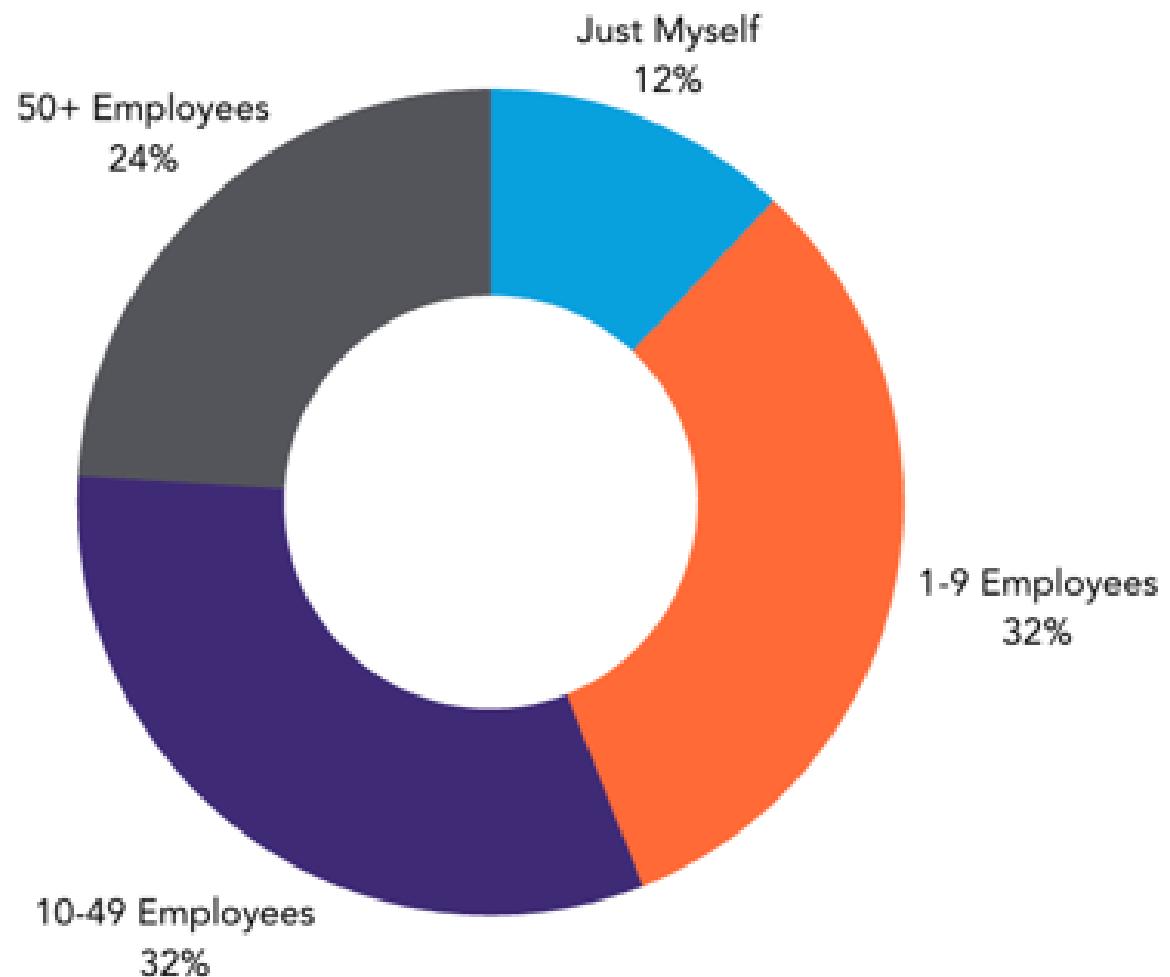
5%



RESPONDENTS

Businesses operating in Malta

How many people do you employ **including** yourself?



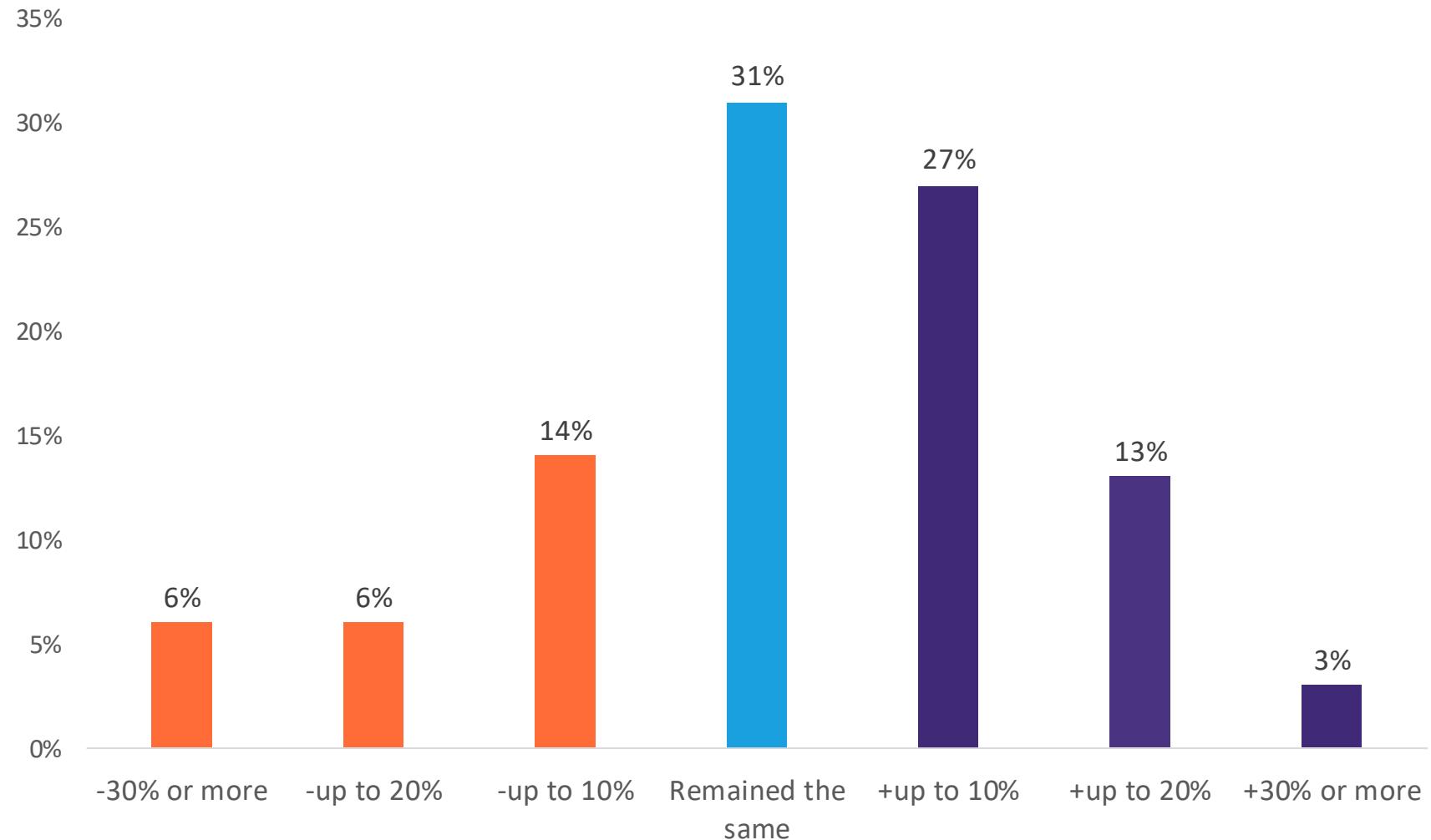
Line of Business



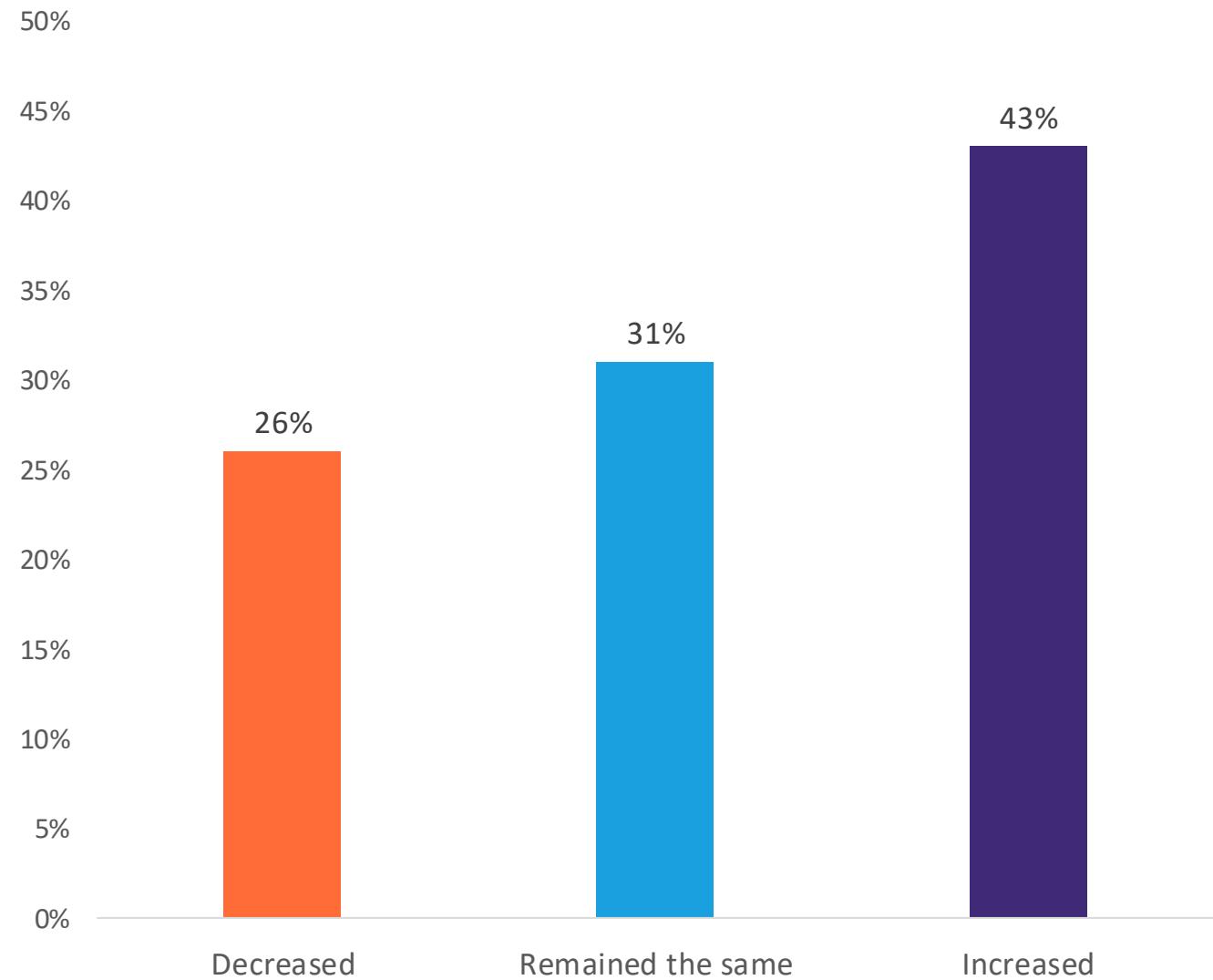


Key Findings.

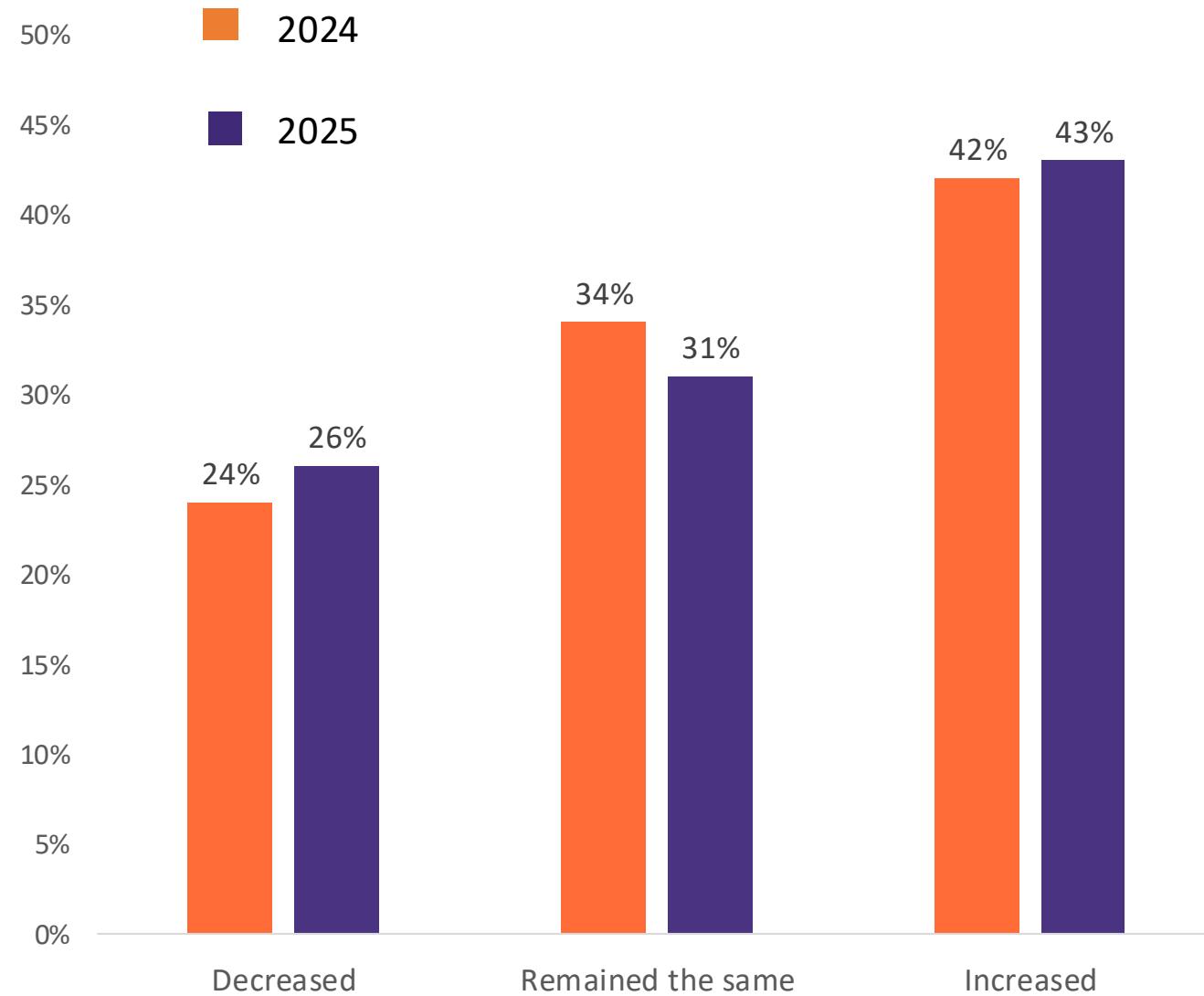
When compared to the previous year (2024), during 2025, your total sales (turnover)



When compared to
the previous year
(2024), during 2025,
your total turnover?
Aggregate amount

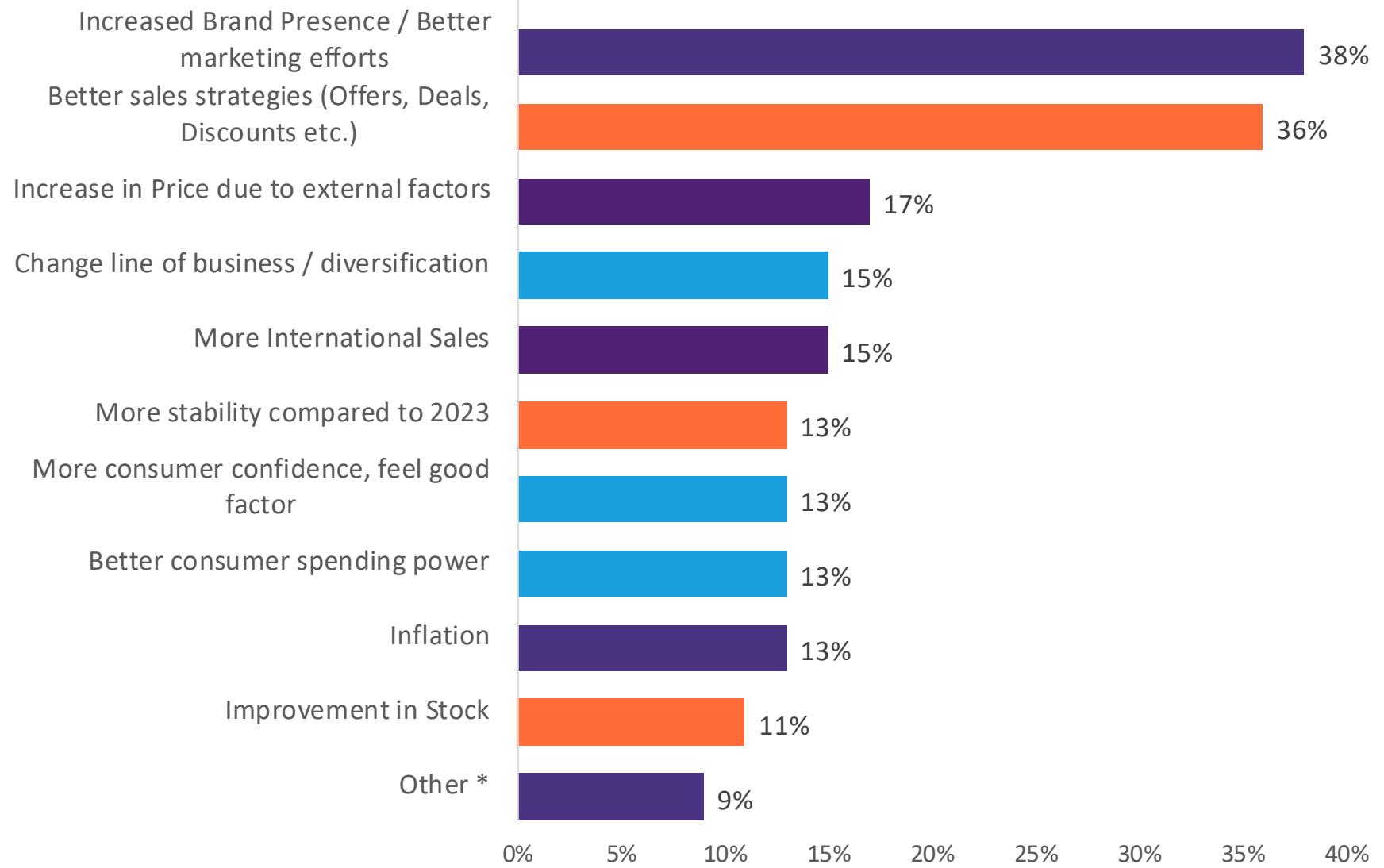


When compared to
the previous year
(2024), during 2025,
your total turnover?
Aggregate amount

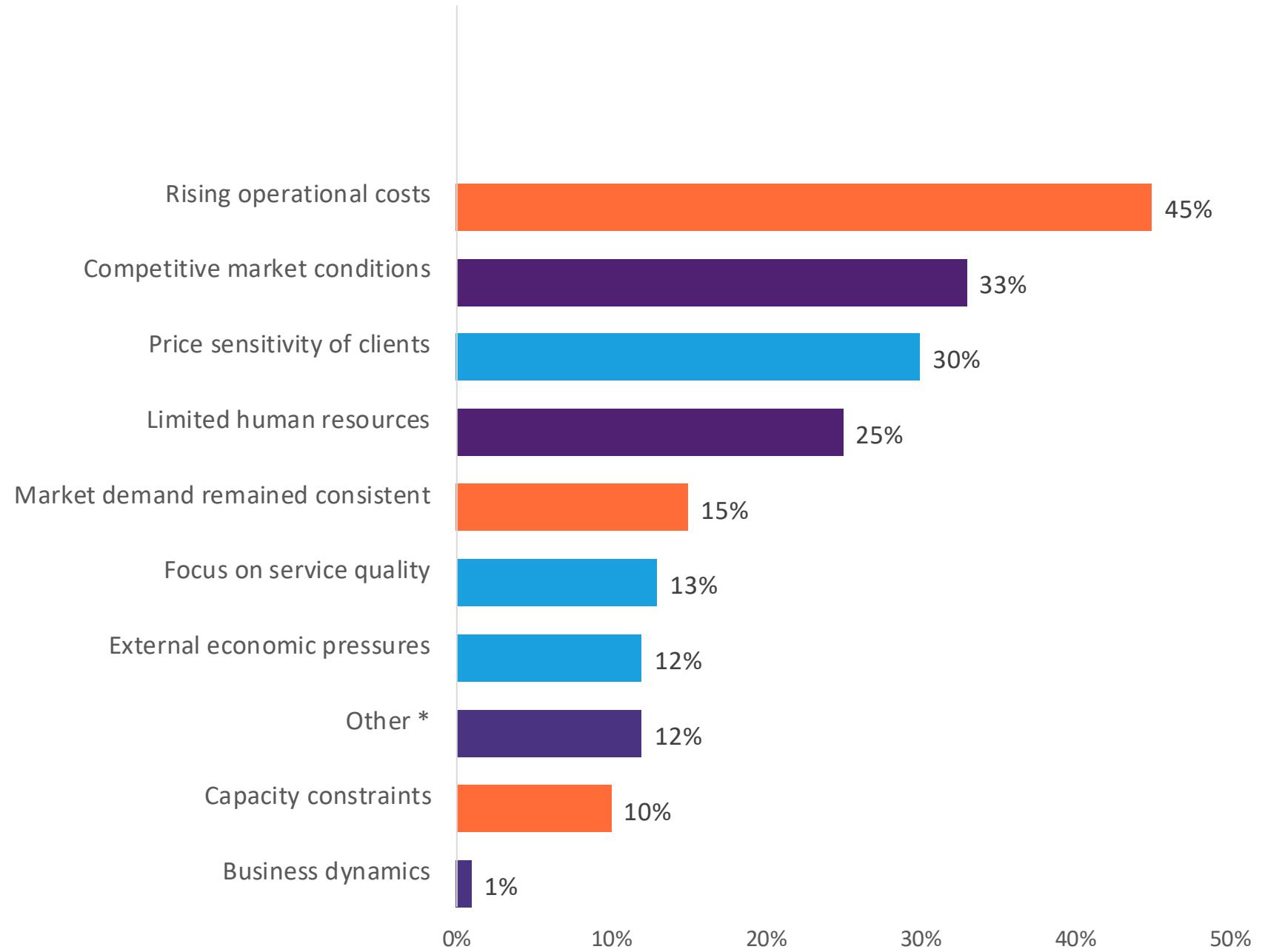


What are the main reasons that you feel led to the increase in sales 2025?

* Such as increase in staff compliment, first full year of operation, new services and increase in awareness

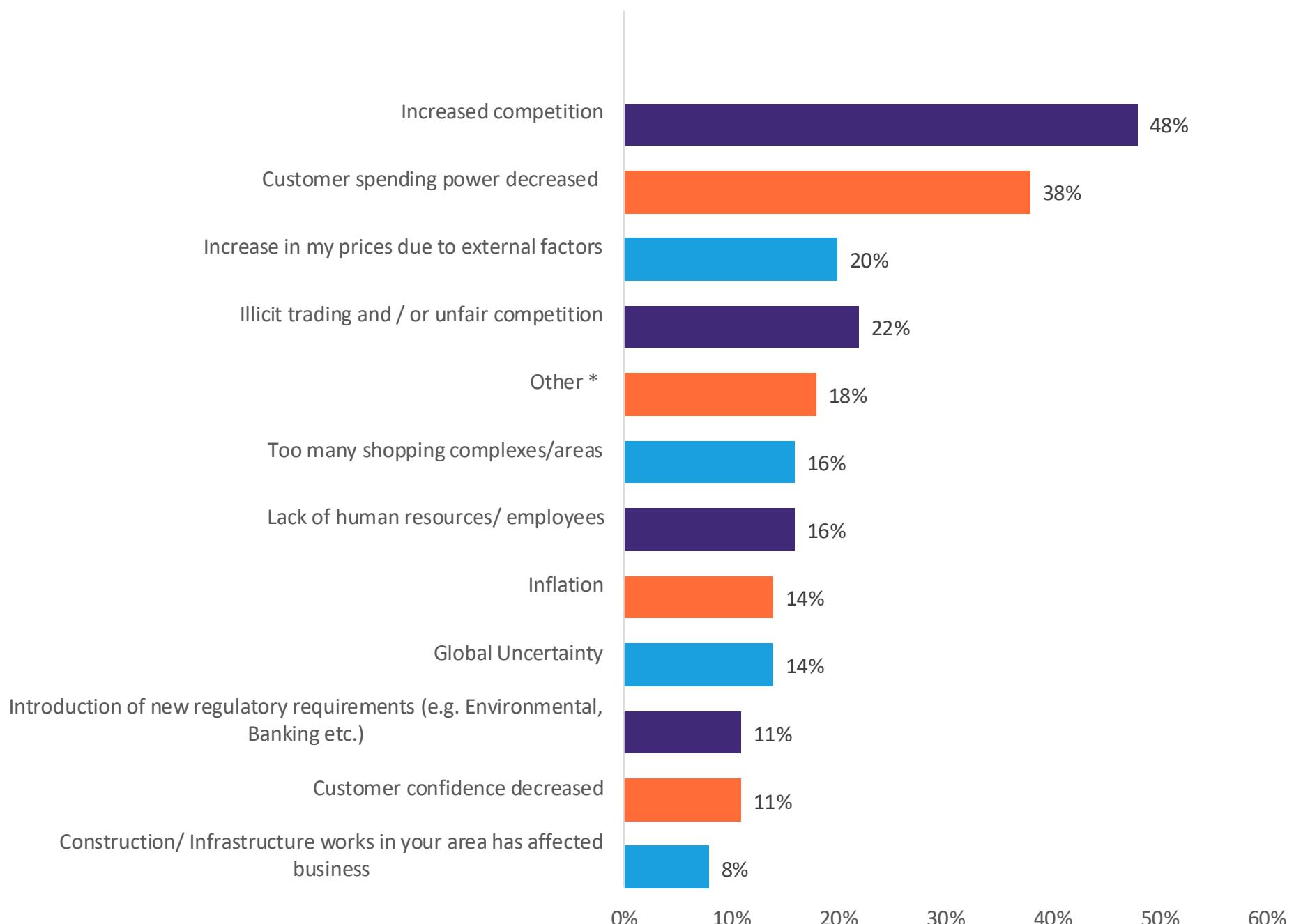


What are the main reasons that you feel Sales remained the same in 2025?

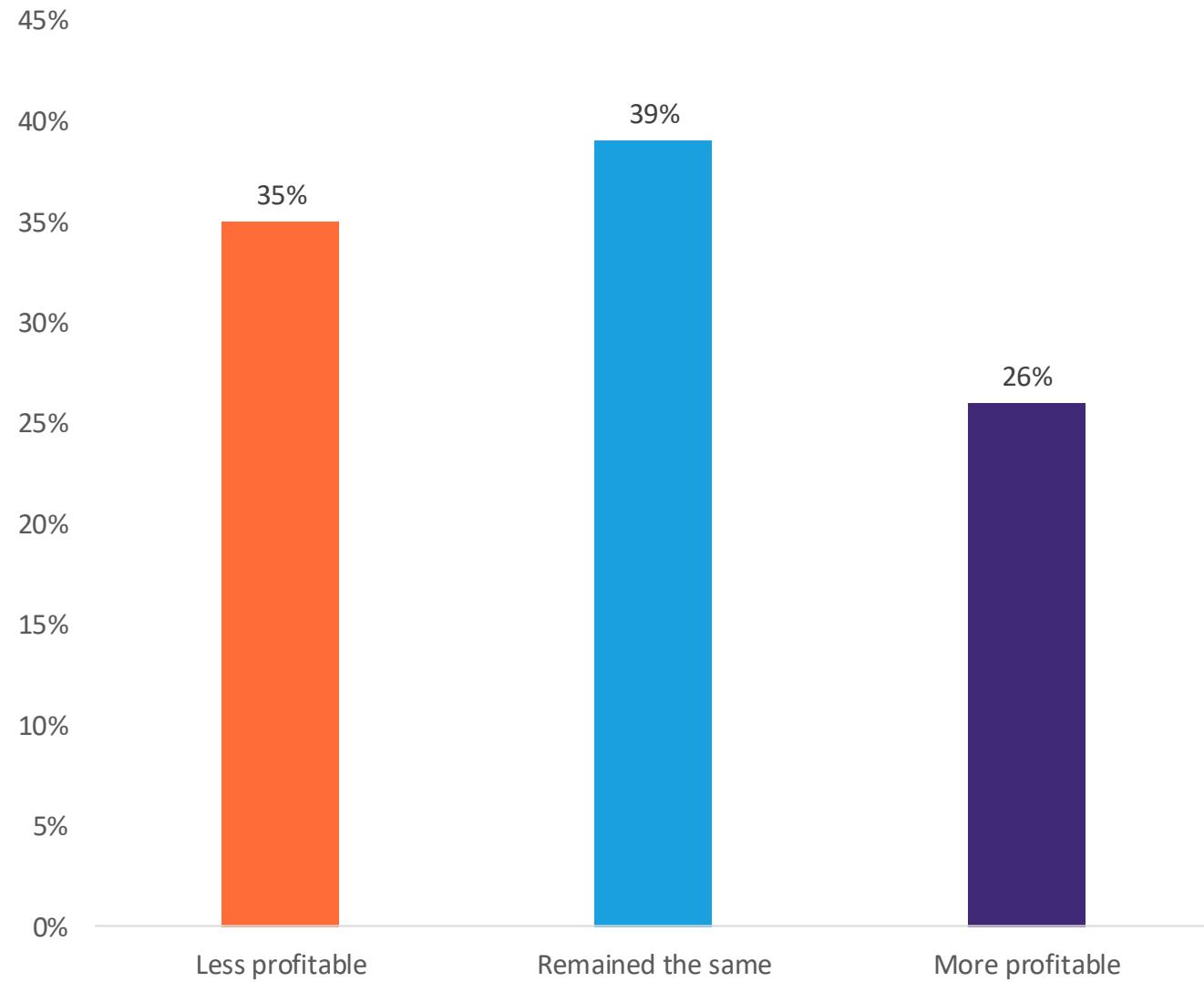


What are the main reasons that you feel led to the decrease in sales (turnover) in 2025?

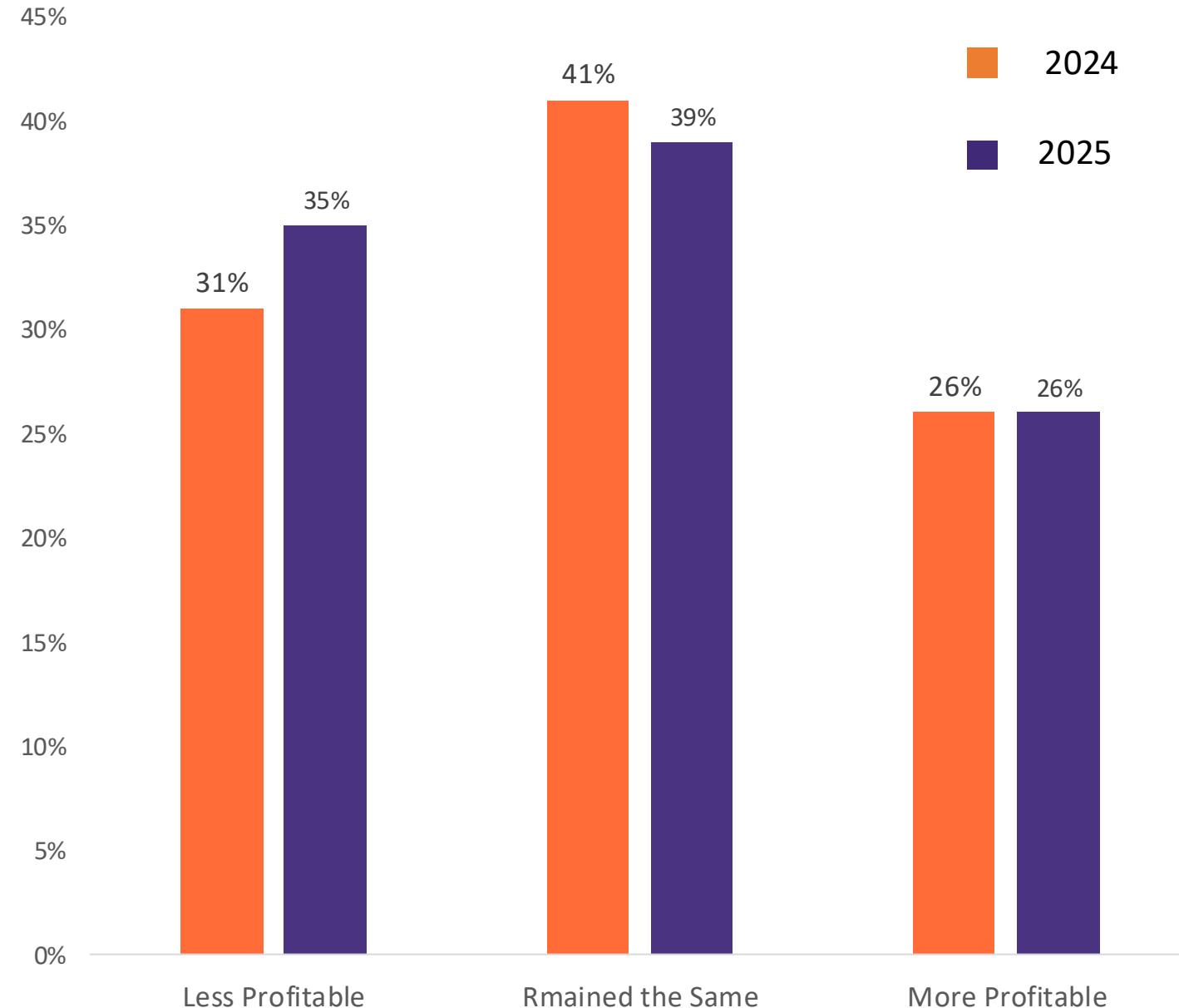
* Such as changes in Government schemes and investment



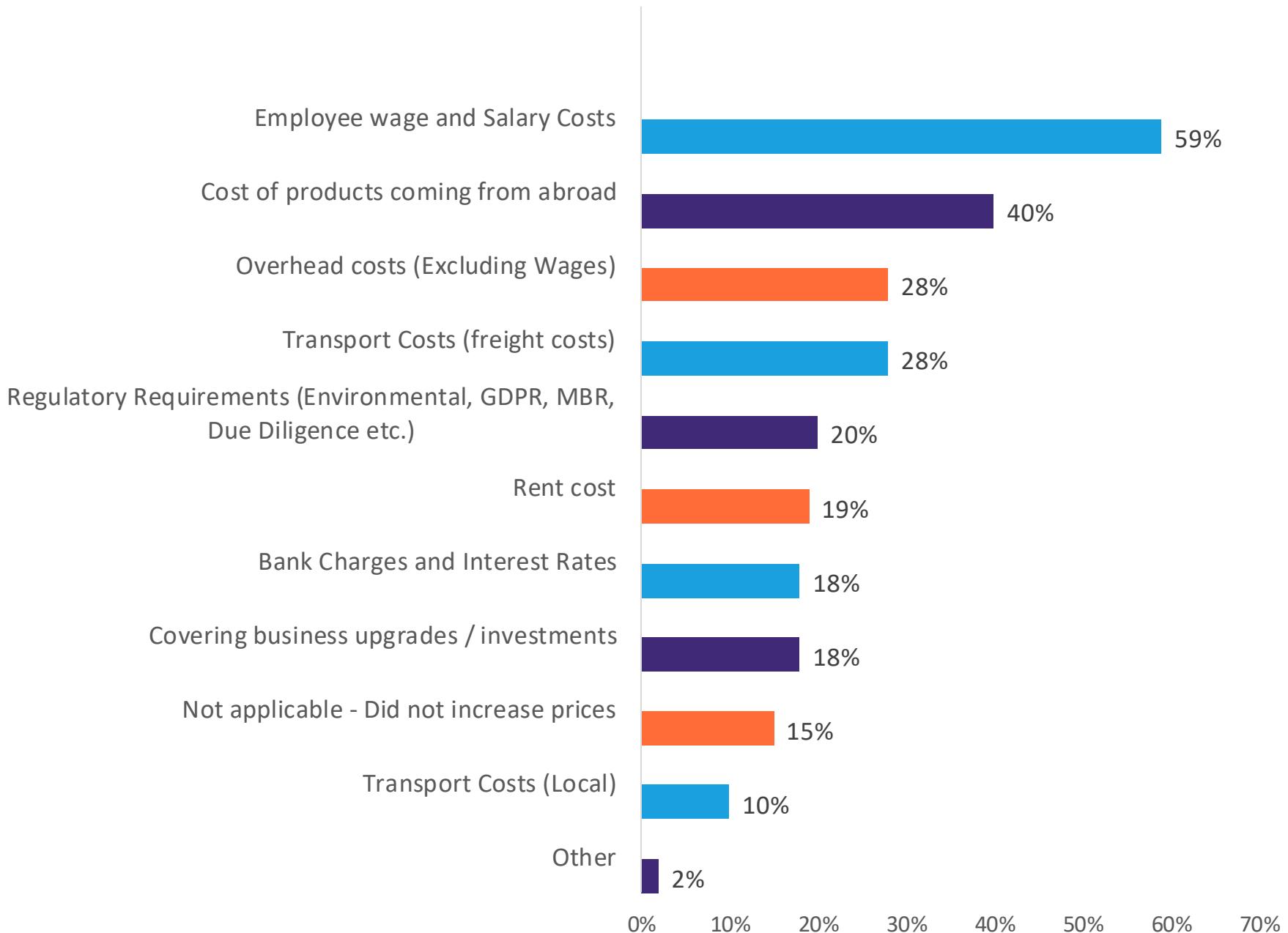
When compared to
the previous year, how
profitable was your
business?



When compared to
the previous year, how
profitable was your
business?



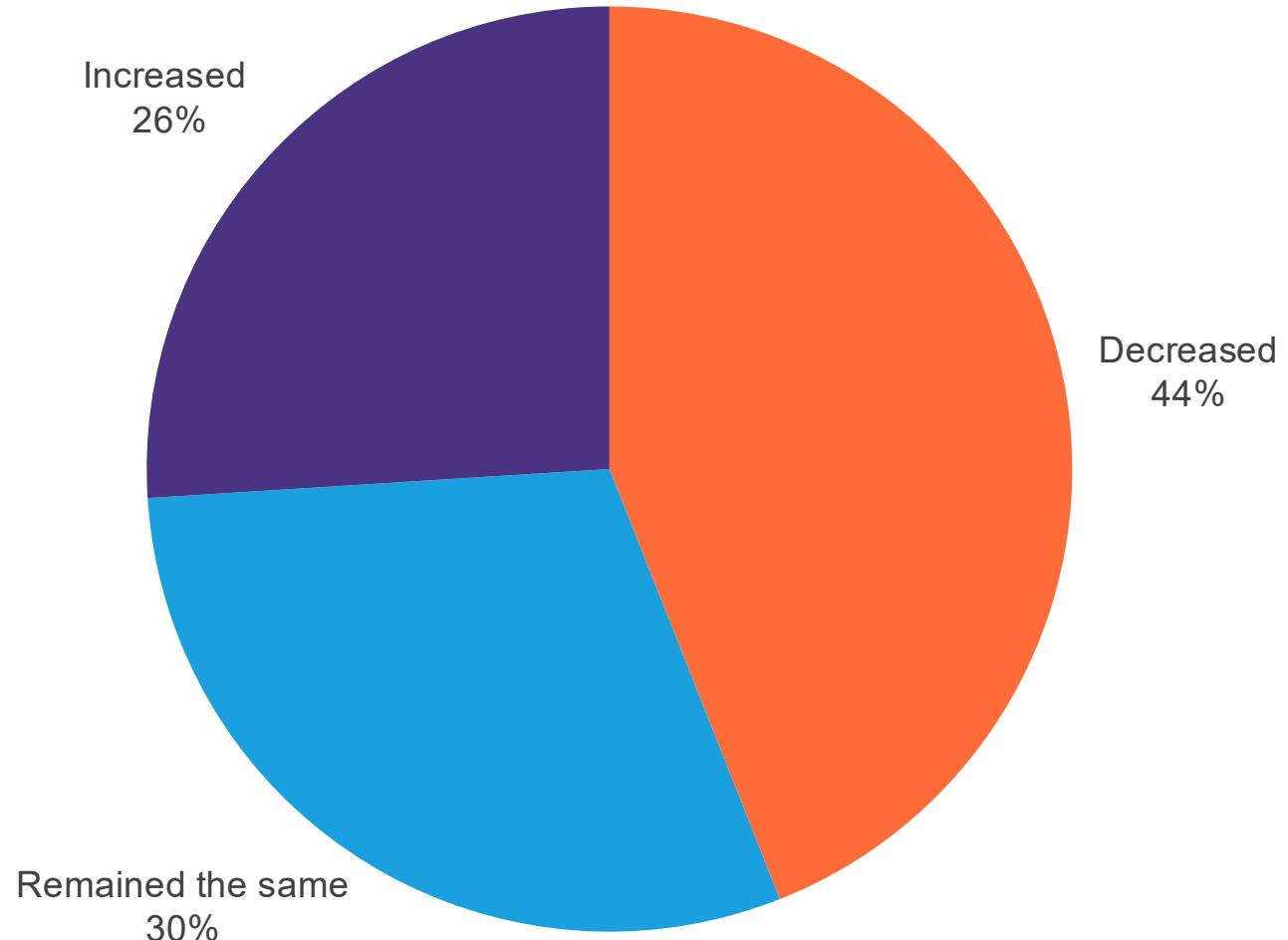
What are the main causes of price increases in your business (if any)?



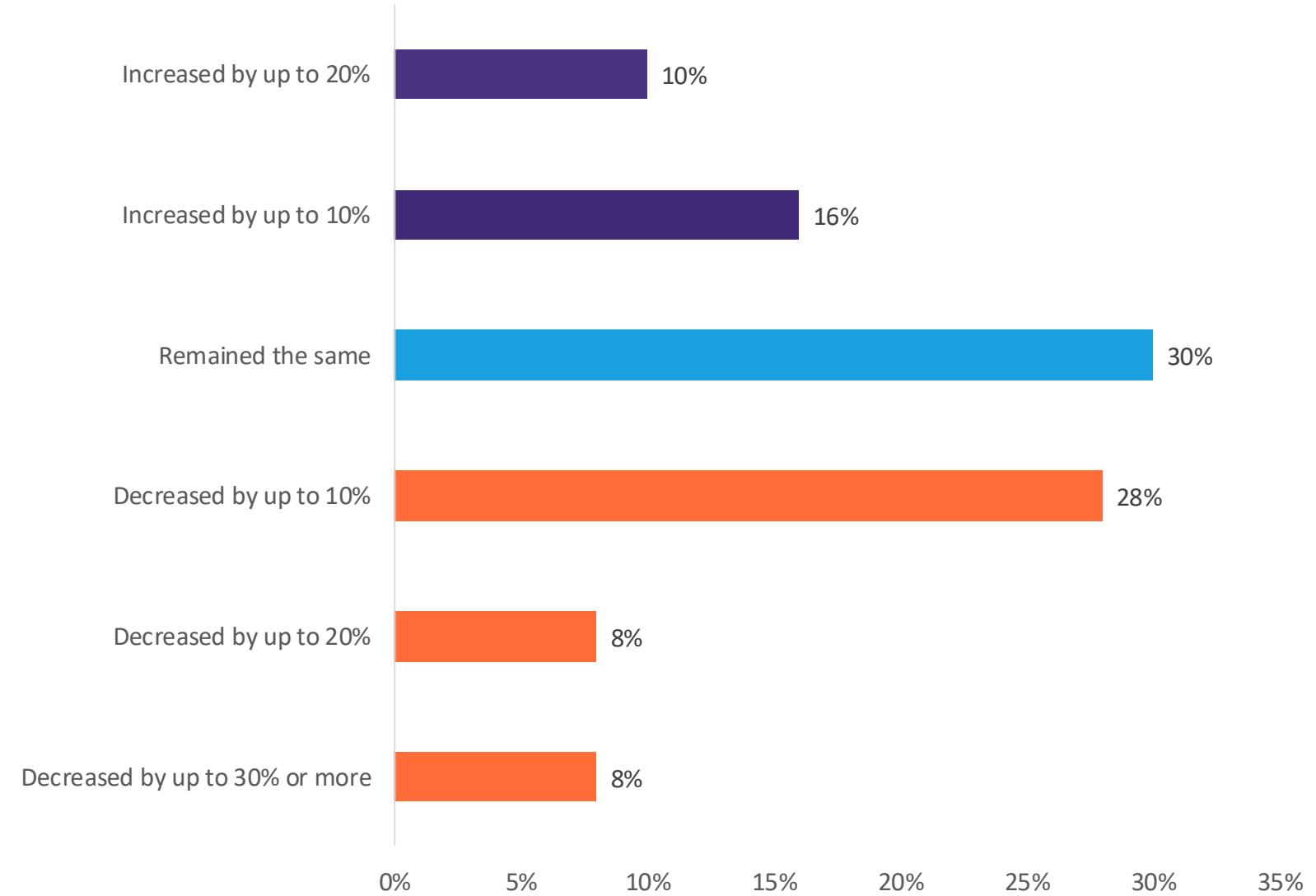


Festive Period.

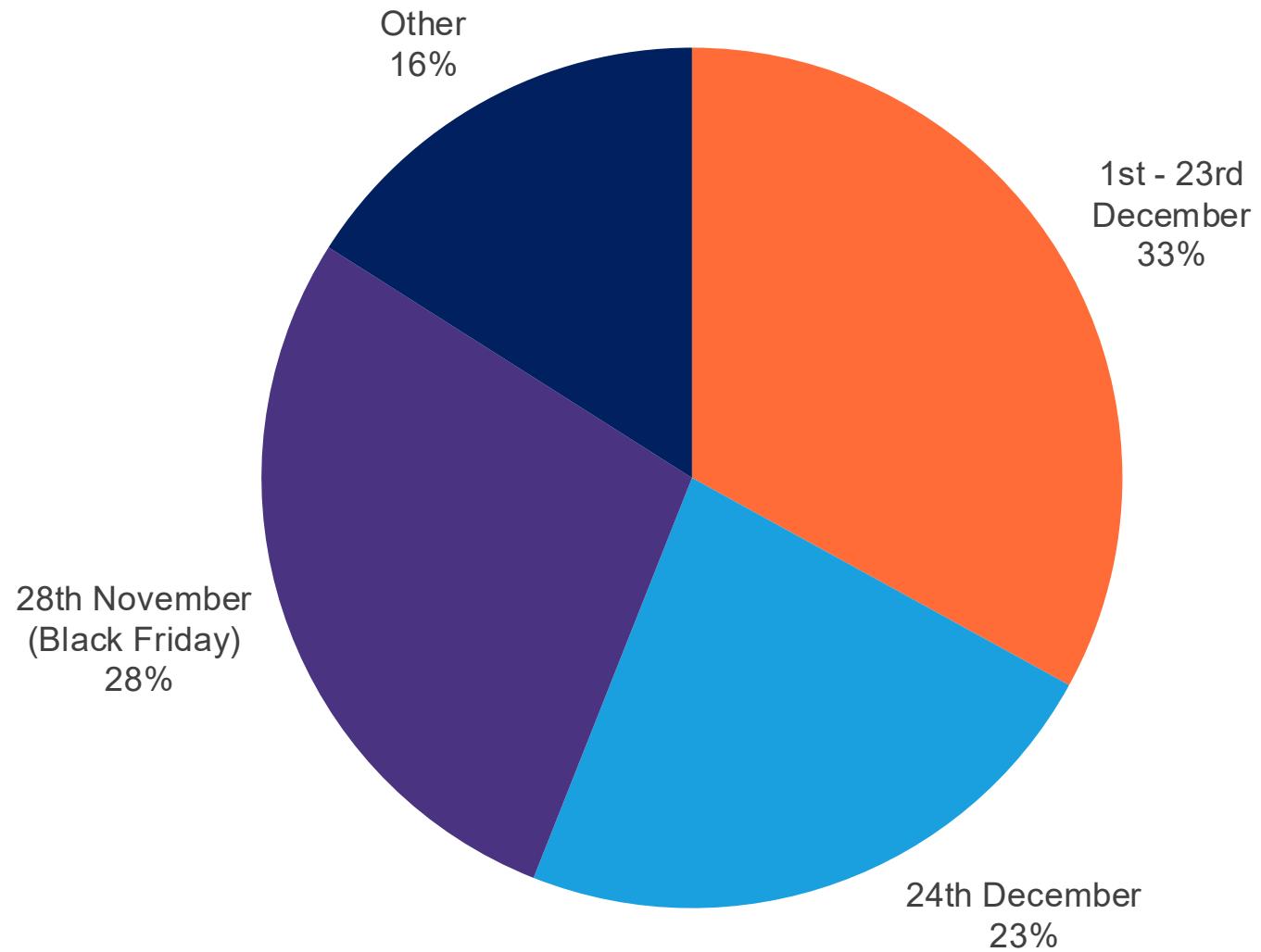
How did your business sales (turnover) fare when compared to the festive season in the previous year?



How did your business sales (turnover) fare when compared to the festive season in the previous year?



Best business day during festivities

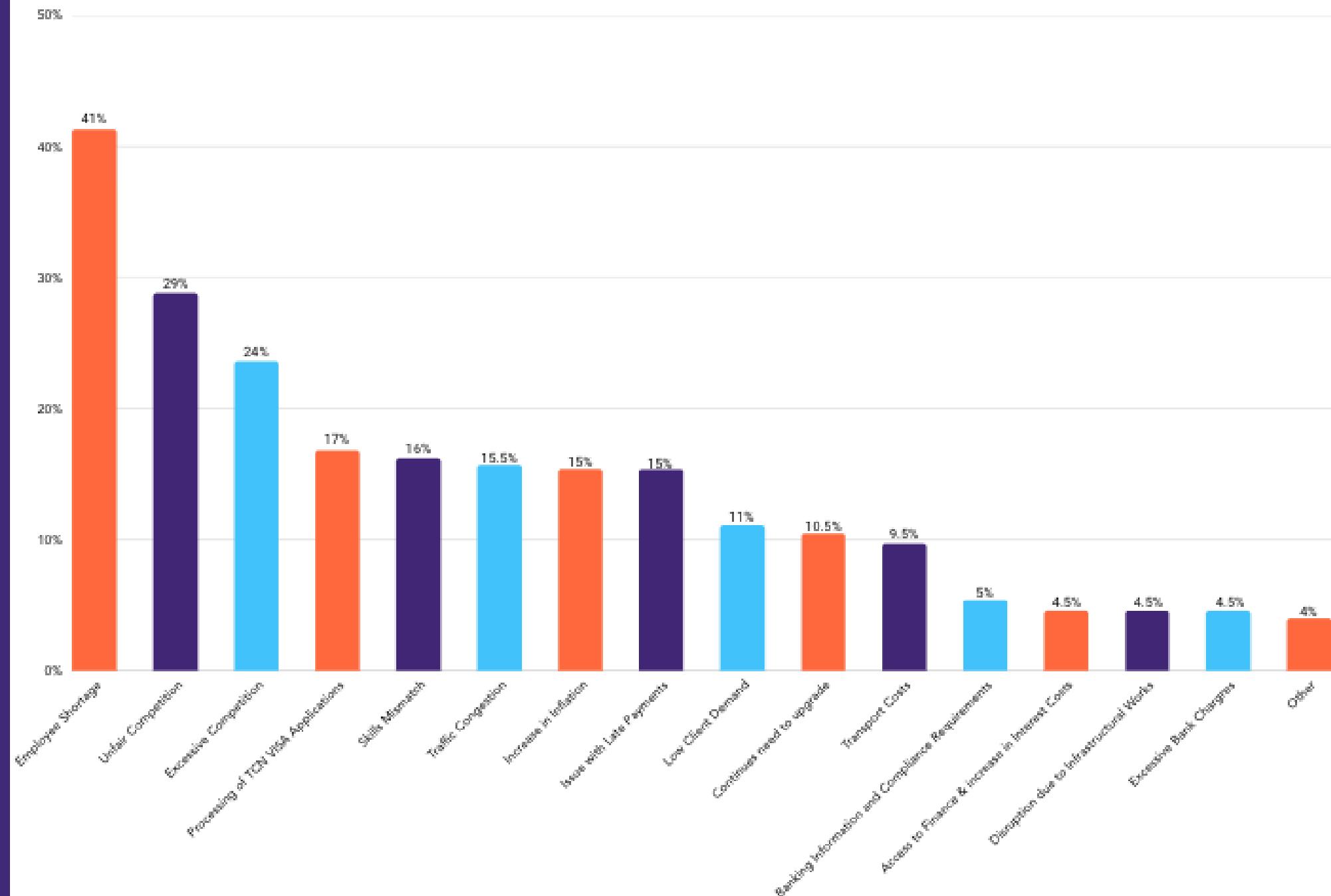




SME Barometer®

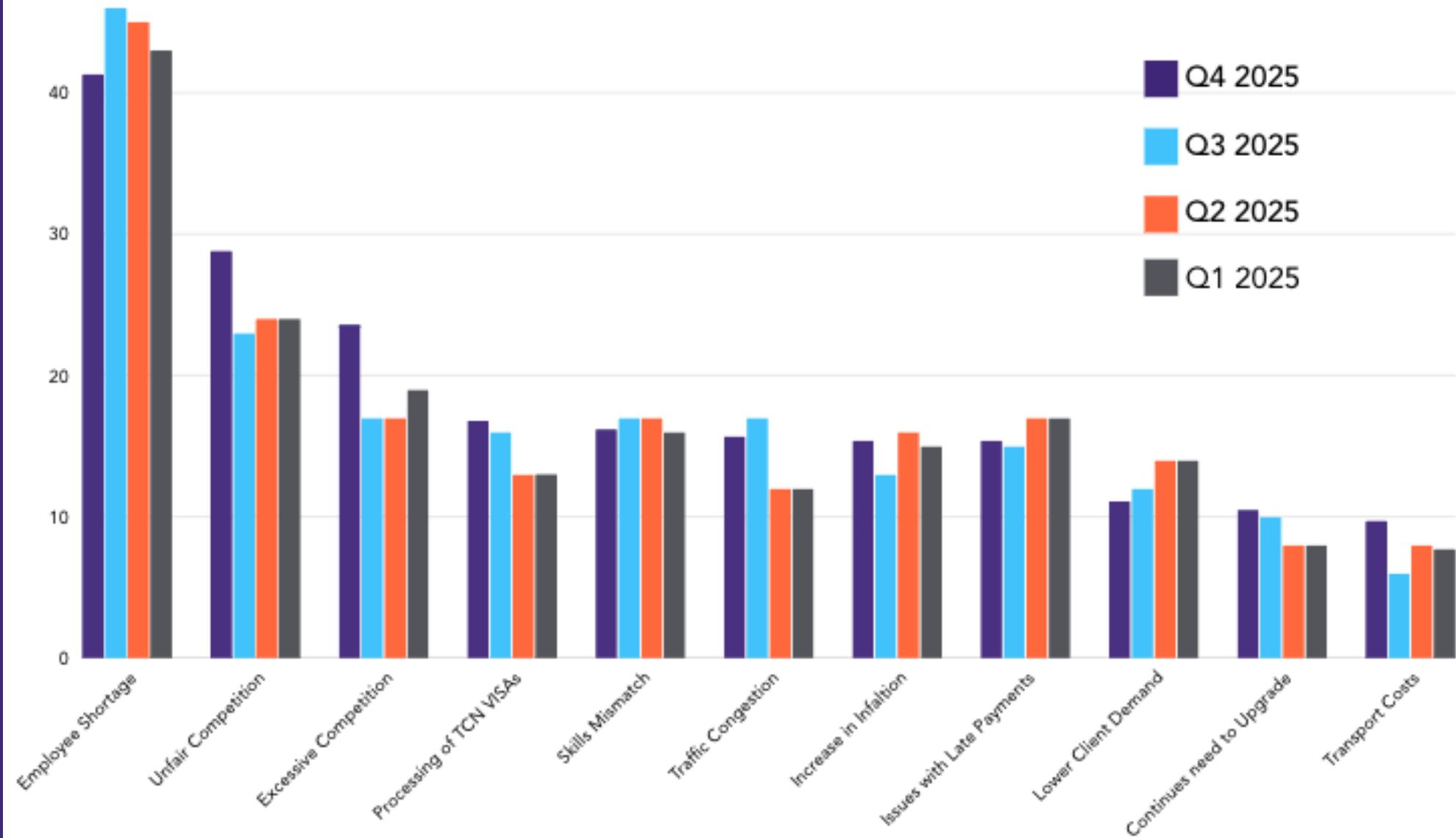
The 2 most
important
issues
your business
is currently
facing?

Select only
Two

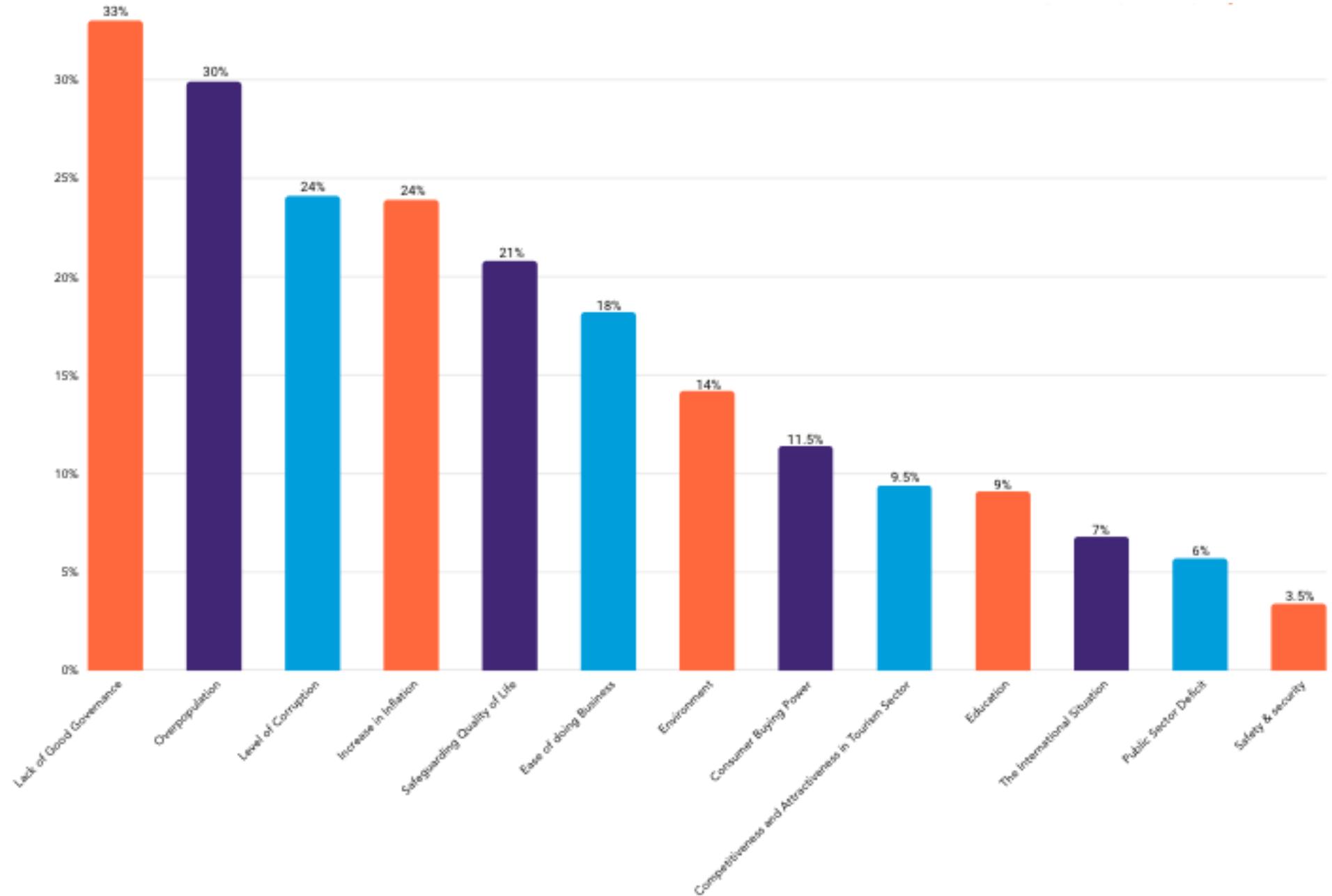


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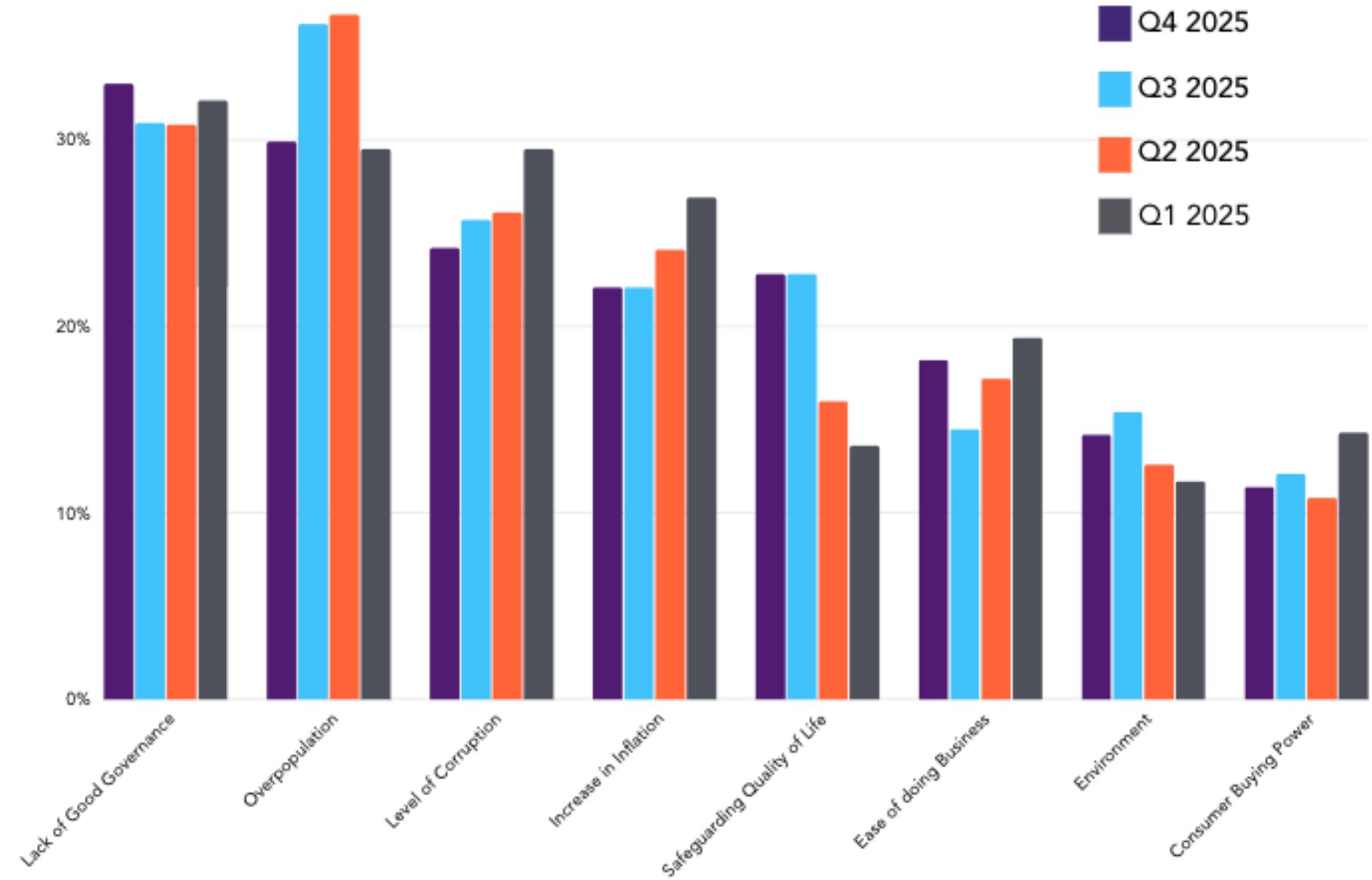
Select only
Two



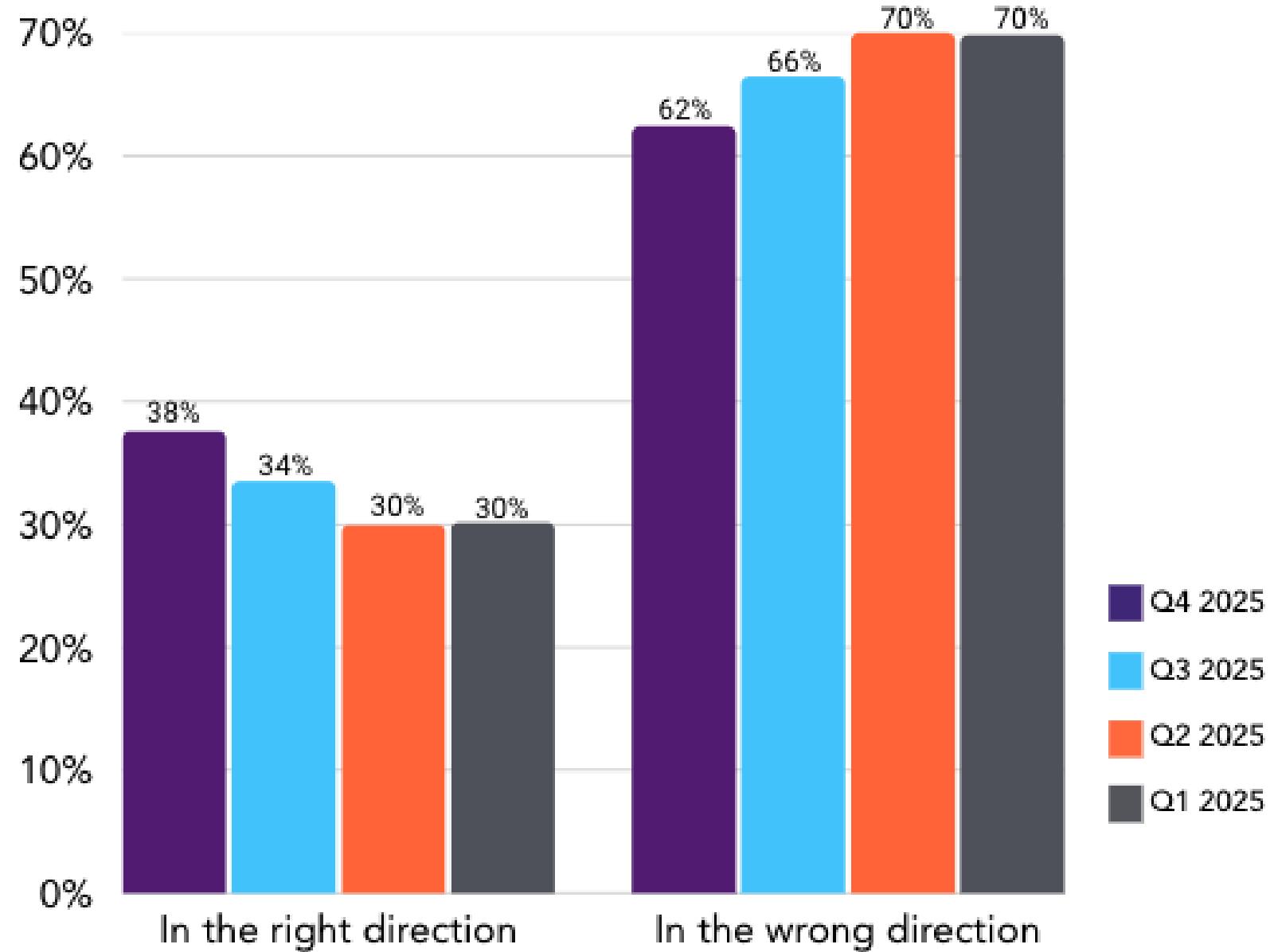
The 2 most important issues the country is facing and you would like the government to do something about
Select only Two



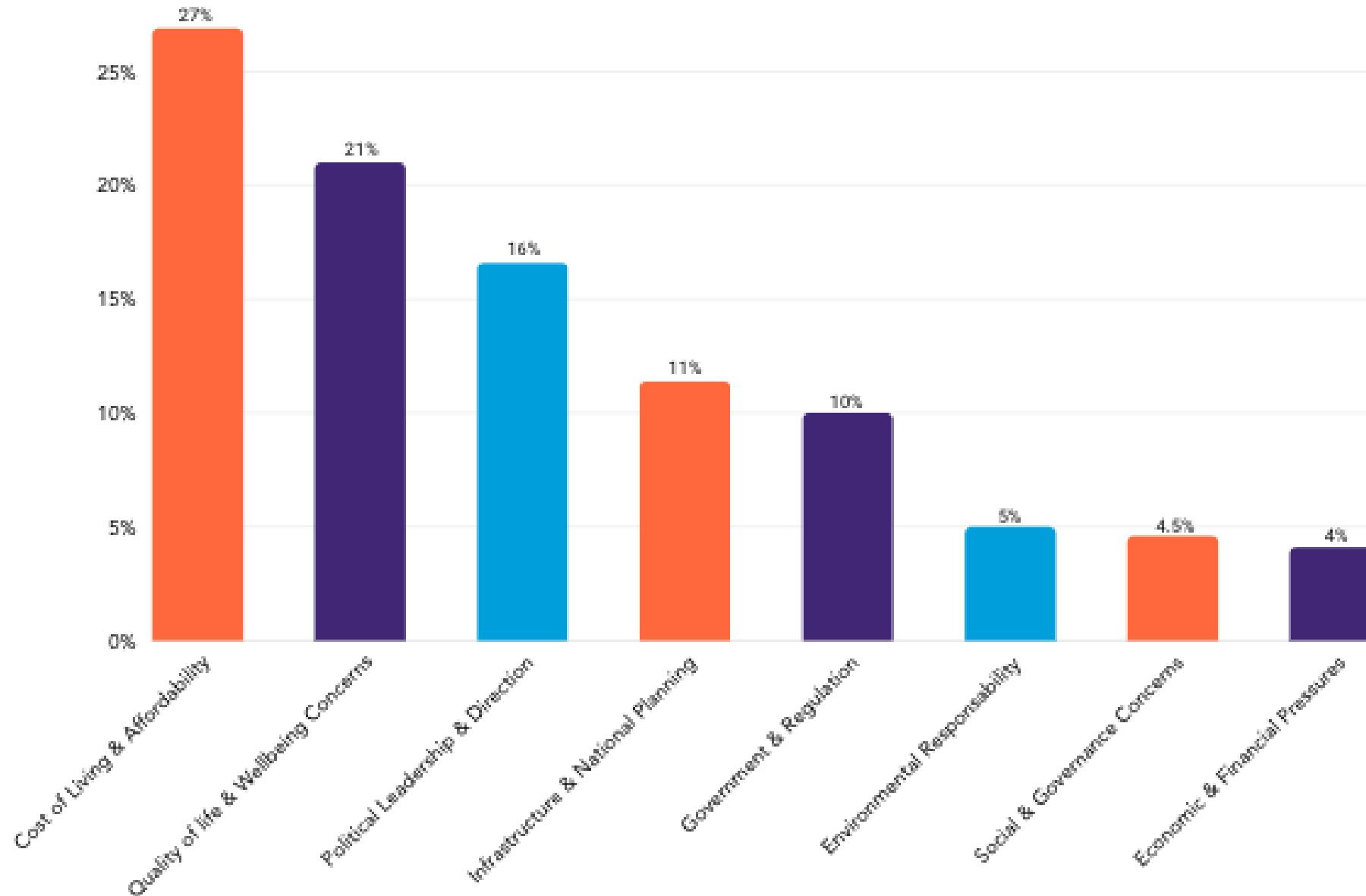
The 2 most important issues the country is facing and you would like the government to do something about
Select only Two



In your
opinion,
Malta is
moving in
the right
direction or
in the wrong
direction?

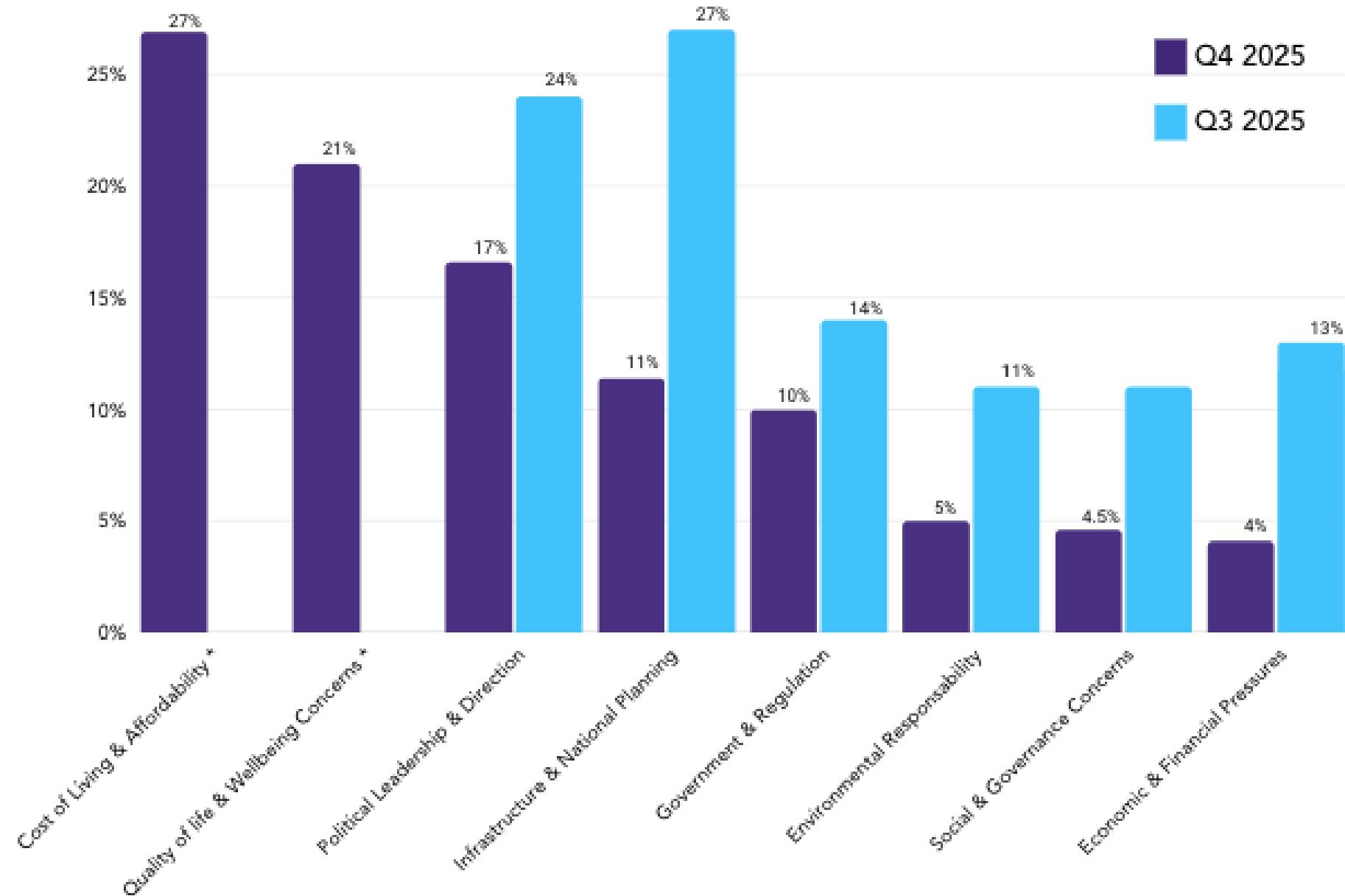


Why do you feel Malta is not moving in the right direction?

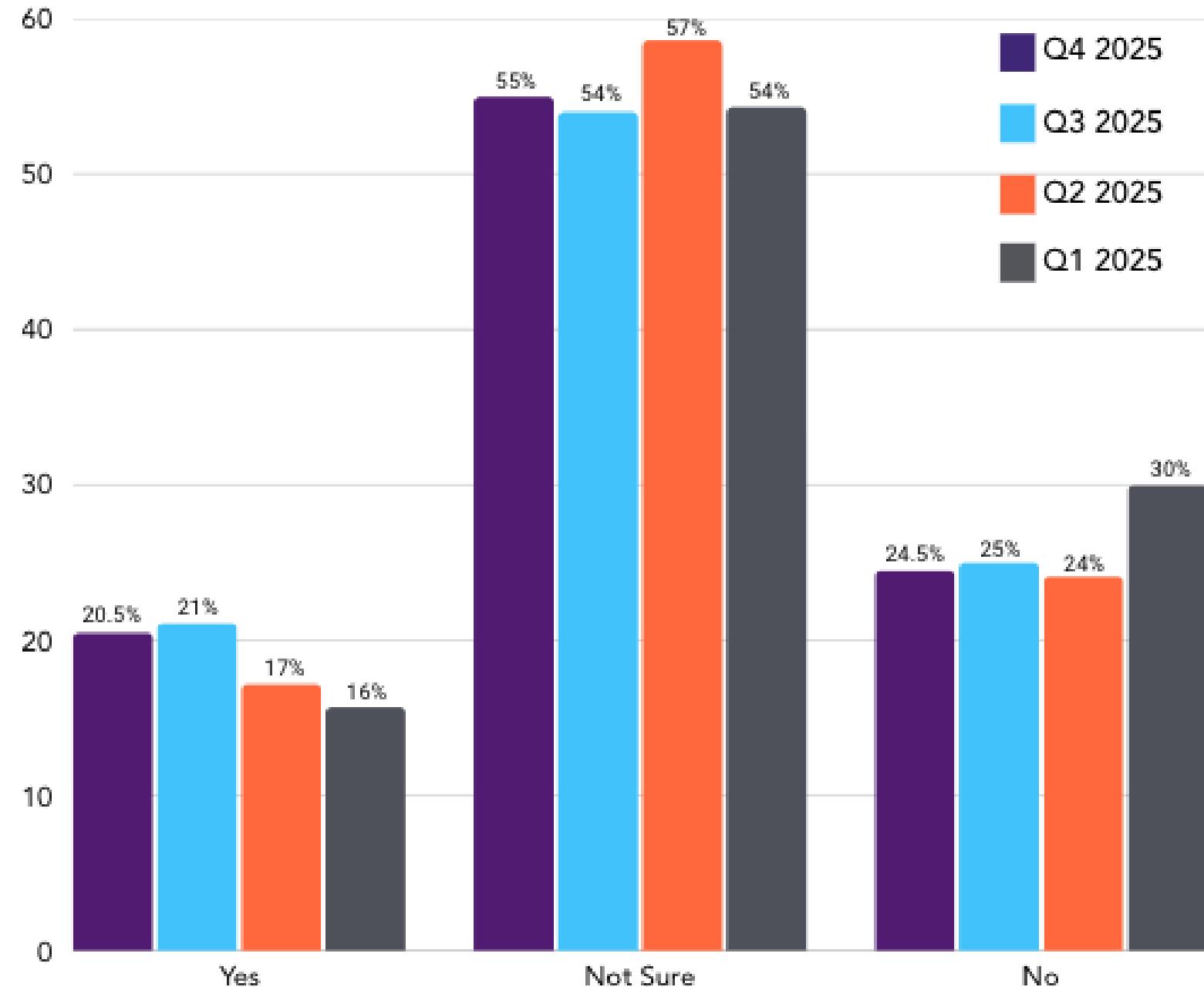


Why do you feel Malta is not moving in the right direction?

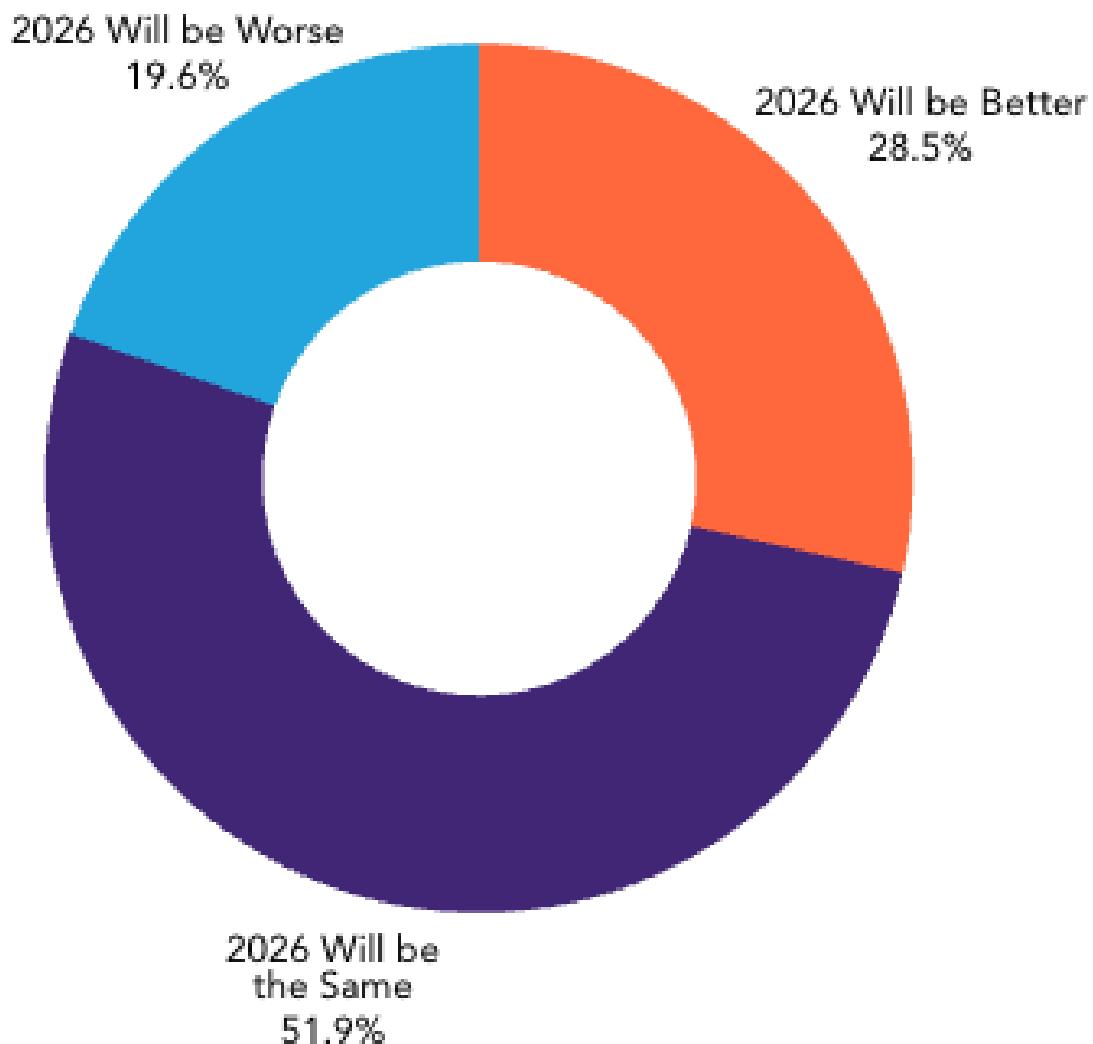
*Choice was not offered in previous quarters, therefore a comparison could not be drawn.



Do you think that
during the next 12
months, it will be a
good time to invest?



What are your
expectations for
2025?





Observations & Recommendations.

Observations.

- Salary and wage increases, alongside higher costs of imported products, are identified as the main drivers behind price increases within businesses
- Delayed payments from clients and institutions continue to negatively impact cash flow, particularly for SMEs
- Respondents continued to highlight difficulties in attracting quality workers and persistent labour shortages, especially in sectors reliant on skilled labour

Observations.

- Overpopulation combined with insufficient infrastructure is perceived as negatively impacting both business operations and overall quality of life in Malta
- Profit levels in 2025 were reported as broadly similar to previous years, with many businesses indicating profits remained unchanged compared to 2024

Observations.

- Respondents expressed frustration over lack of enforcement against non-compliance, excessive bureaucracy, and rising compliance costs, which are increasing the real cost of doing business. There is also a strong call for improved governance and transparency
- There is a notable perception among respondents that Malta is not moving in the right direction, with issues such as unfair competition, lack of long-term strategy, and policy decisions contributing to inflation undermining confidence

Recommendations.

- Government should urgently address issues of unfair competition to ensure a level playing field for businesses, particularly SMEs
- Simplify and centralise compliance processes to reduce unnecessary bureaucracy, through a review and standardisation of processes and reporting for SMEs

Recommendations.

- Labour migration policies and processes need to be better aligned and agile in line with the market needs.
- Stronger transparency and anti-corruption measures to rebuild trust in public institutions and improve the overall business environment

Recommendations.

- Launch a campaign to educate the general public on the impact of unfair competition and provide accessible, protected channels for reporting illegalities.
- Implement a system for better planning of infrastructural works, where alternative routes are communicated directly to affected businesses and important stakeholders prior to the start of works.

Recommendations.

- Implement as soon as possible a fully digitised process to providing real-time tracking and clear communication of requirements and timelines to reduce uncertainty and administrative burden.



THANK YOU

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