

BUSINESS PERFORMANCE SURVEY 2025

SME BAROMETER[®]

misco 



Demographics.



Conducted by Malta Chamber Of SMEs



NUMBER OF RESPONDENTS

351



MARGIN OF ERROR

5%



TYPE

Online survey with unique
submissions



RESPONDENTS

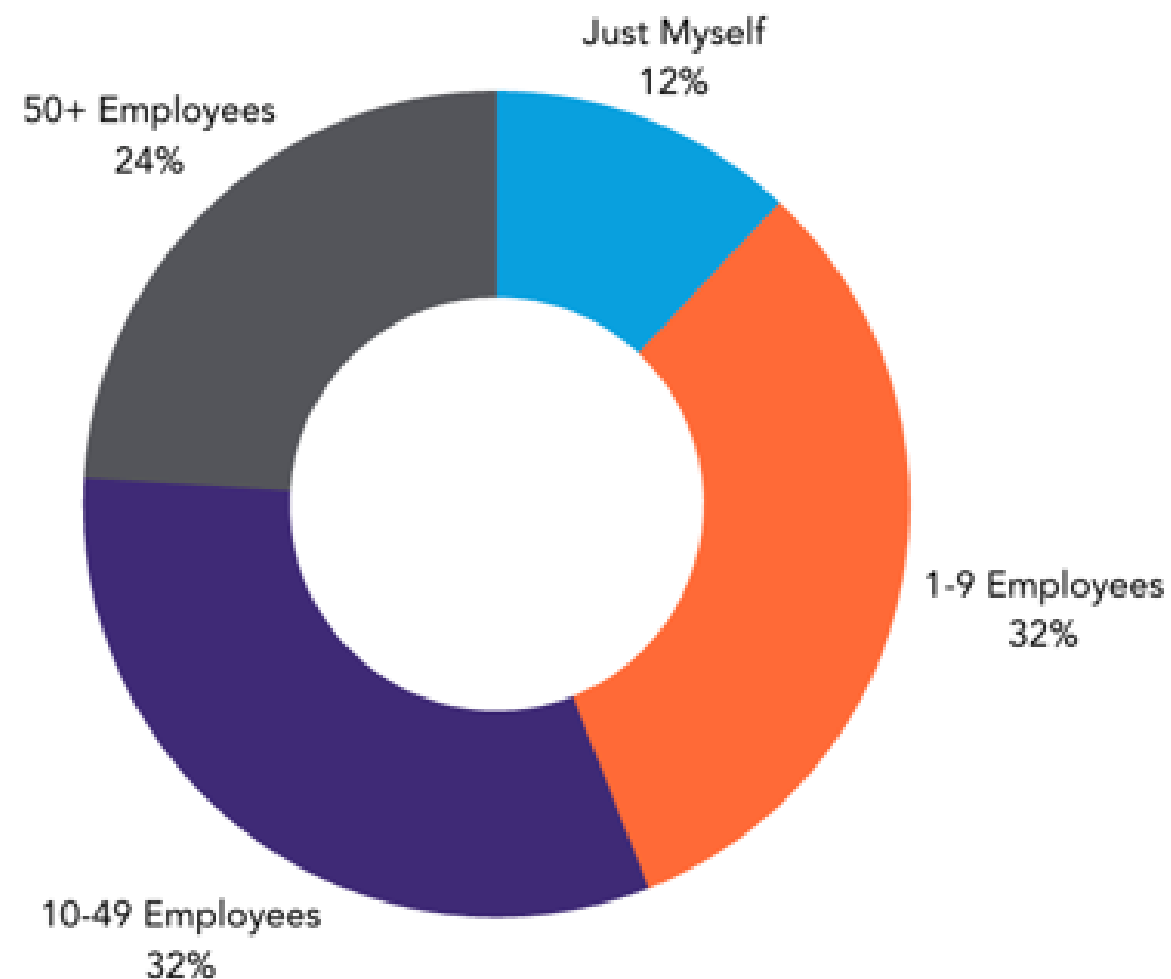
Businesses operating
In Malta



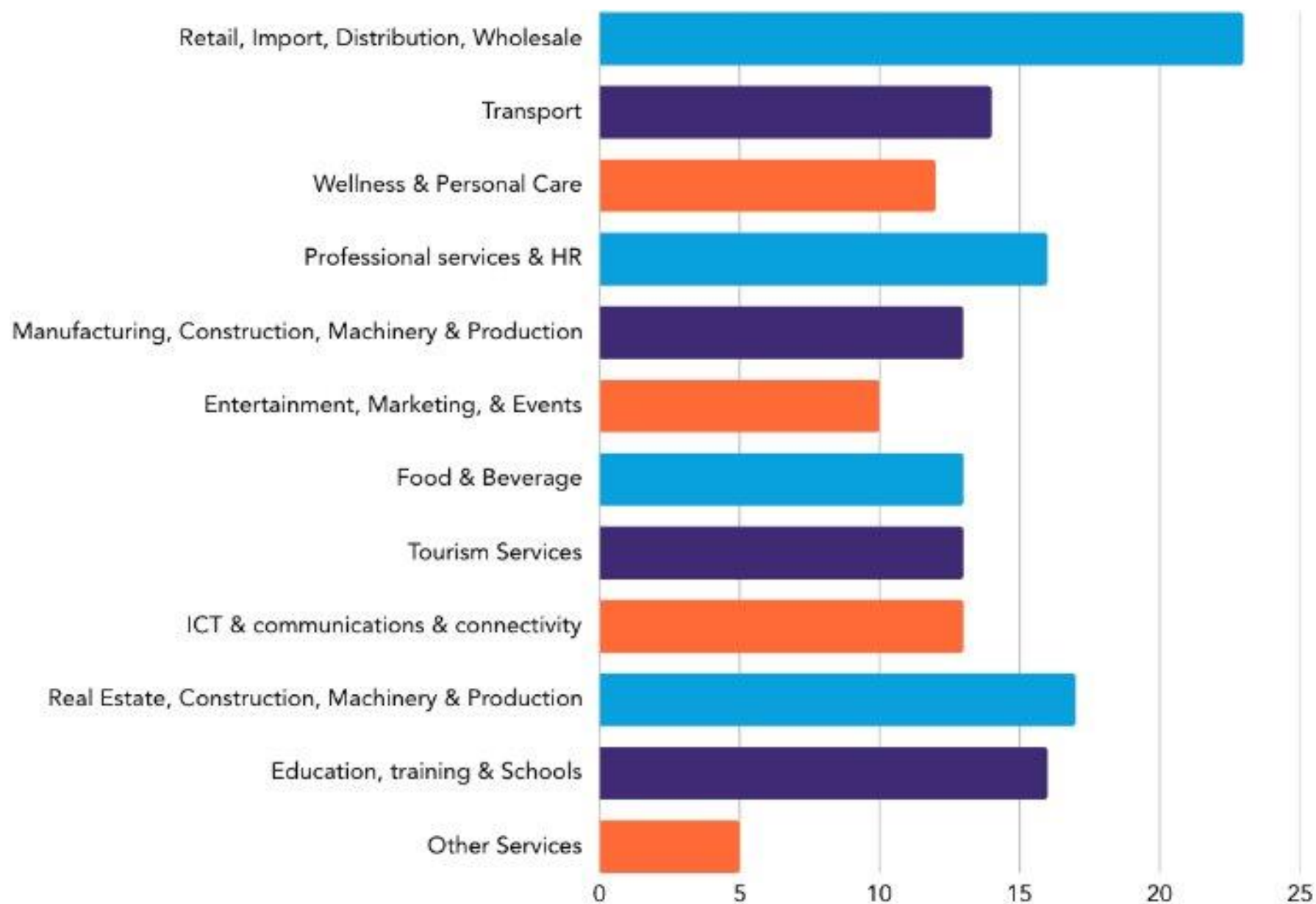
DATE

8th to 21st Jan 2026

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



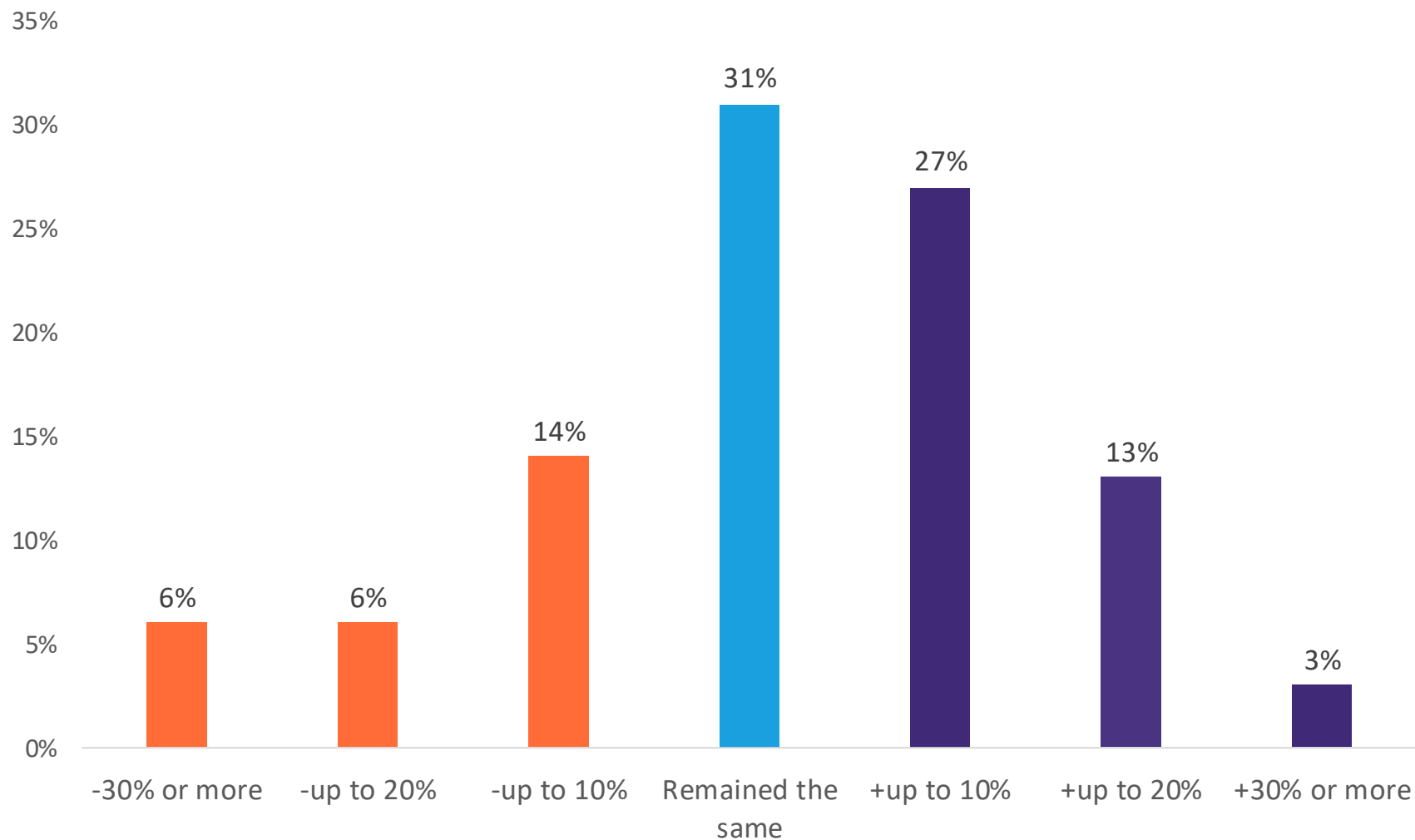
Line of Business



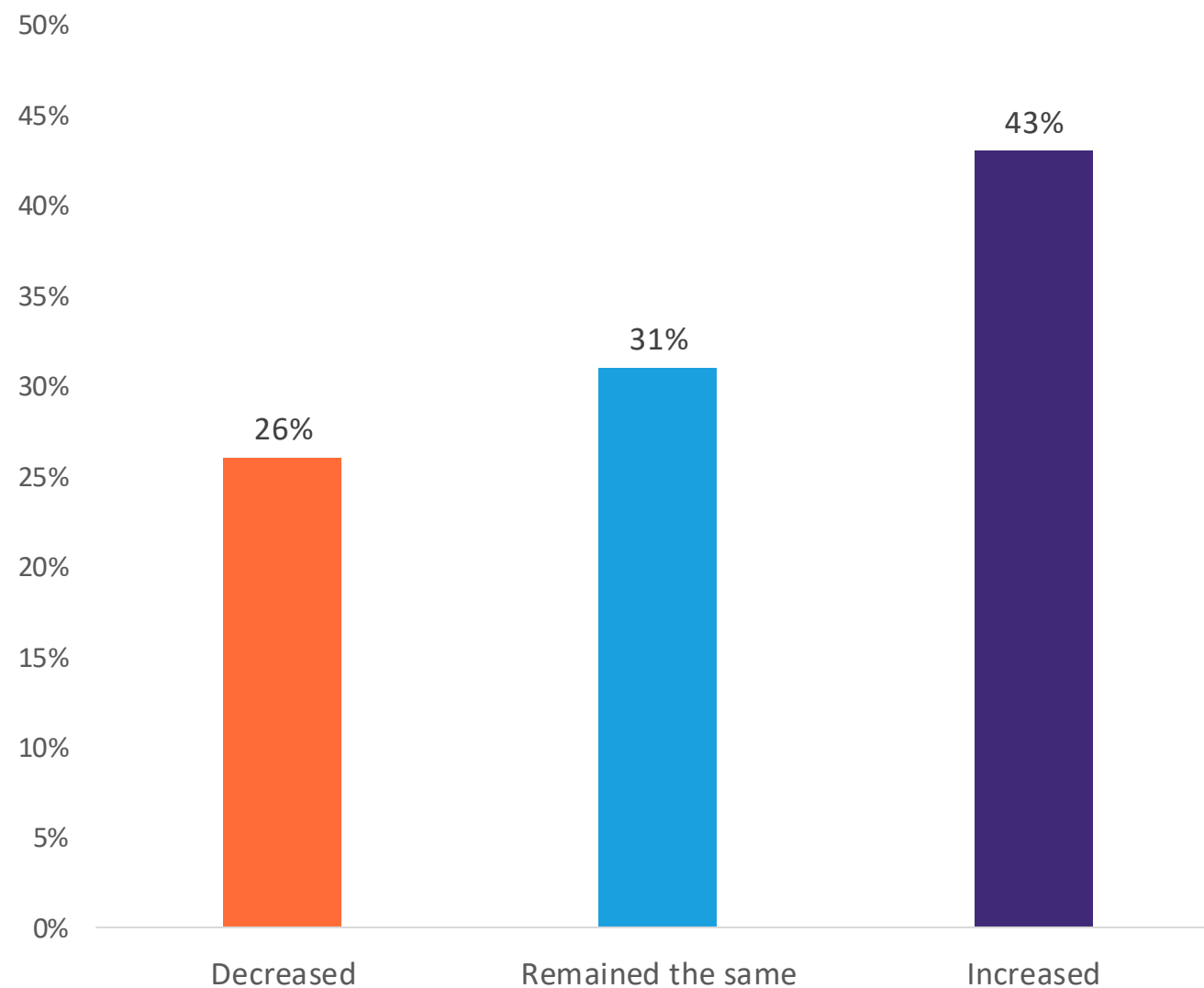


Key Findings.

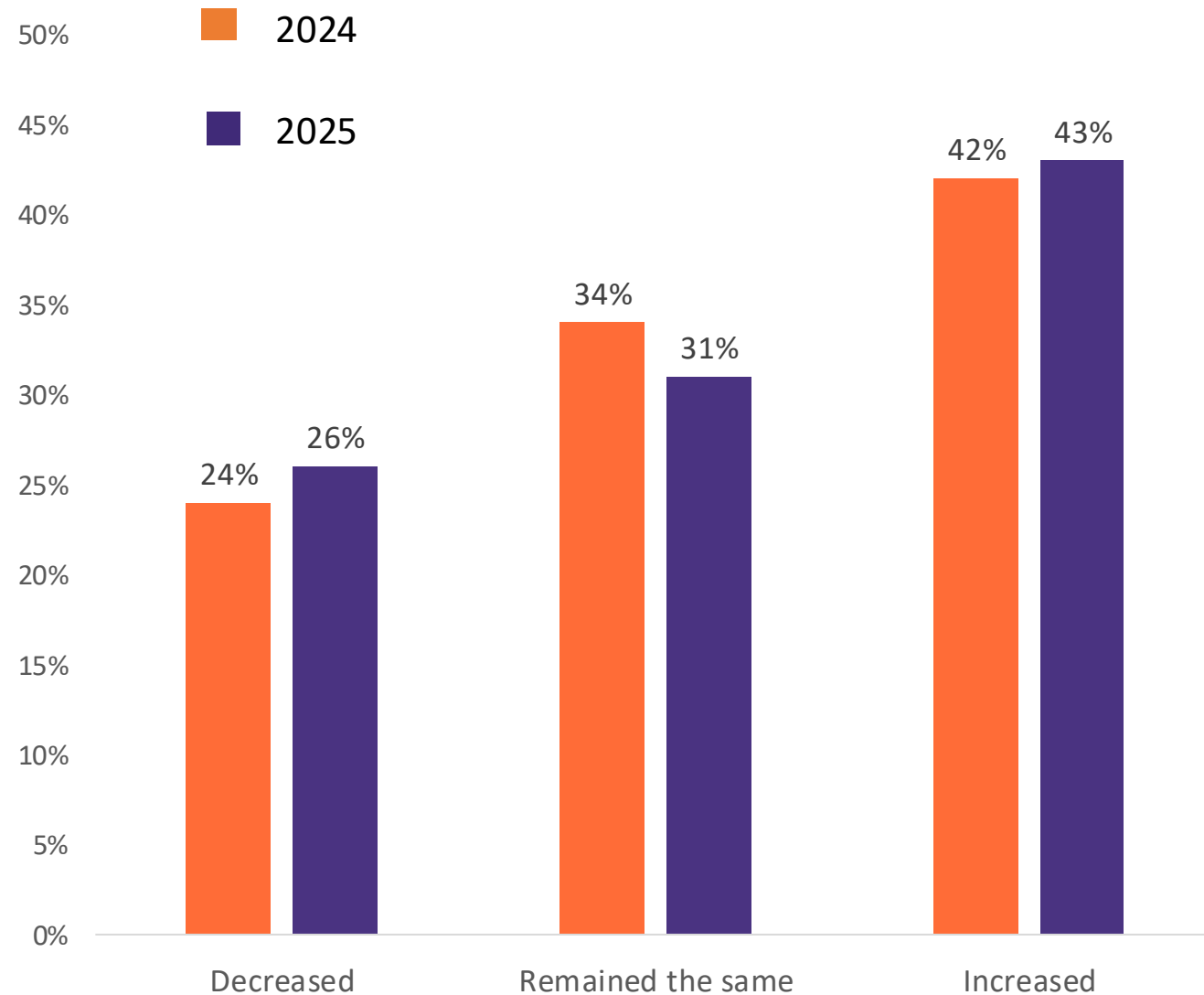
When compared
to the previous
year (2024),
during 2025, your
total sales
(turnover)



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

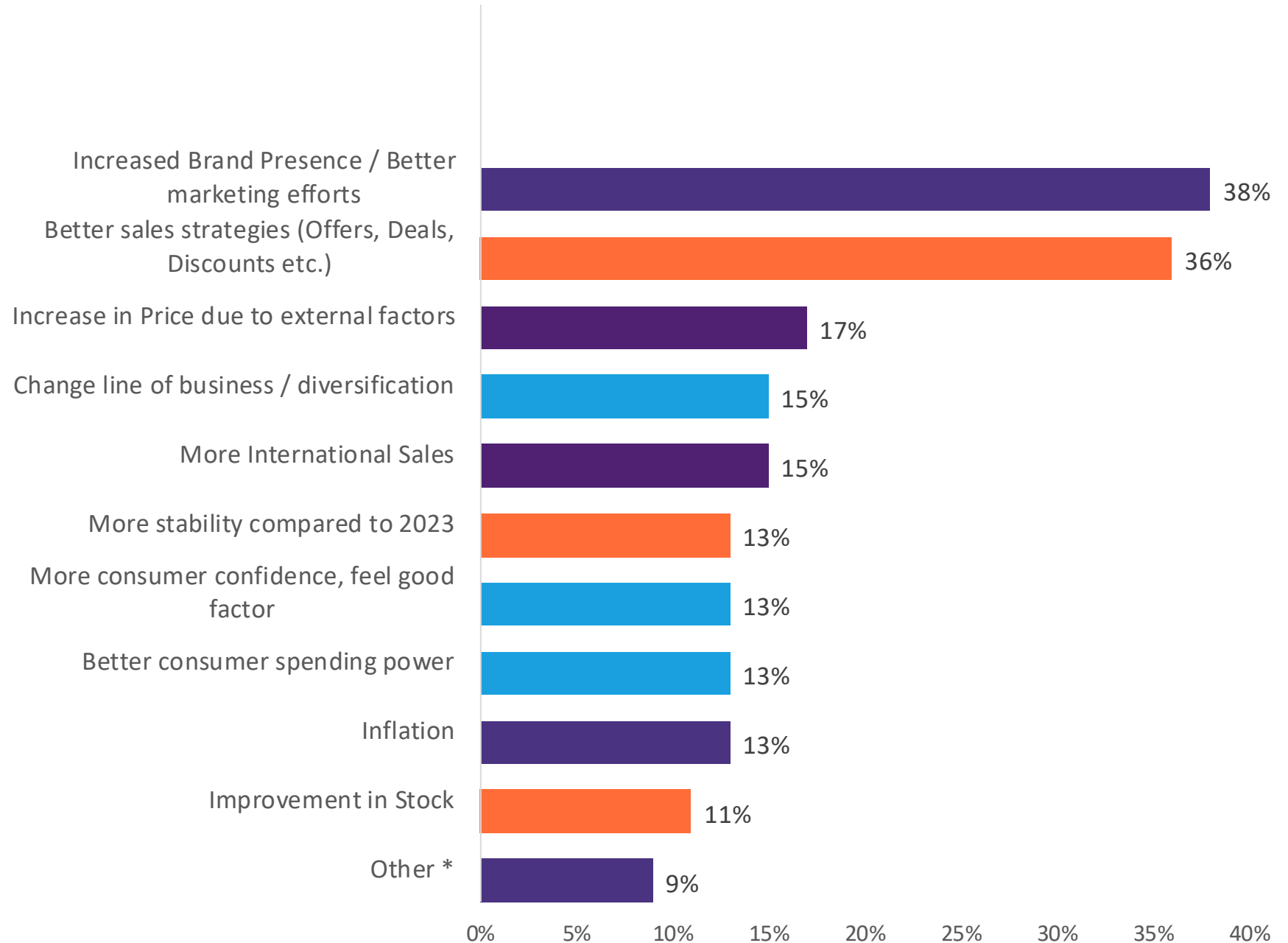


When compared to
the previous year
(2024), during 2025,
your total turnover?
Aggregate amount

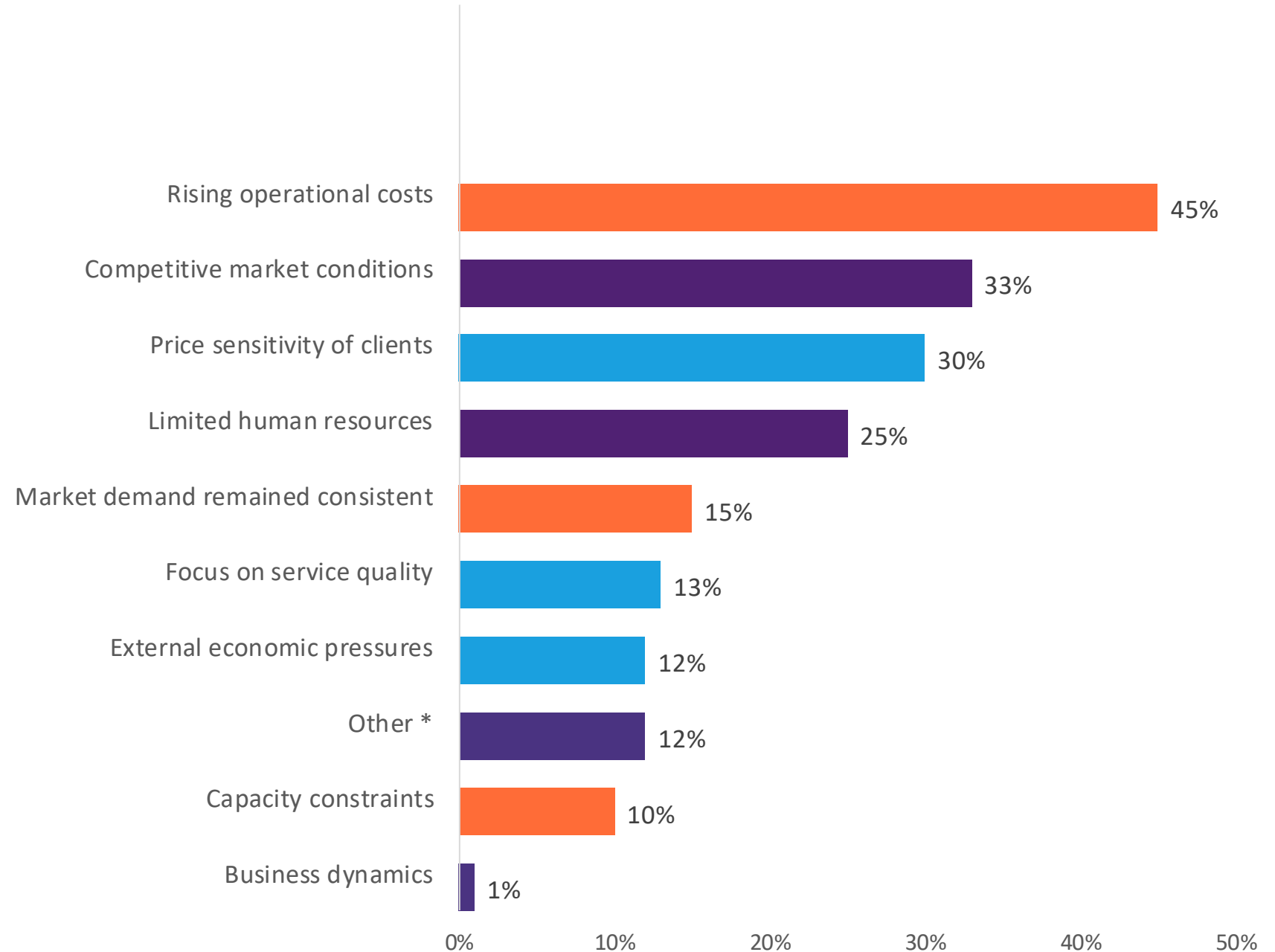


What are the main reasons that you feel led to the increase in sales 2025?

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

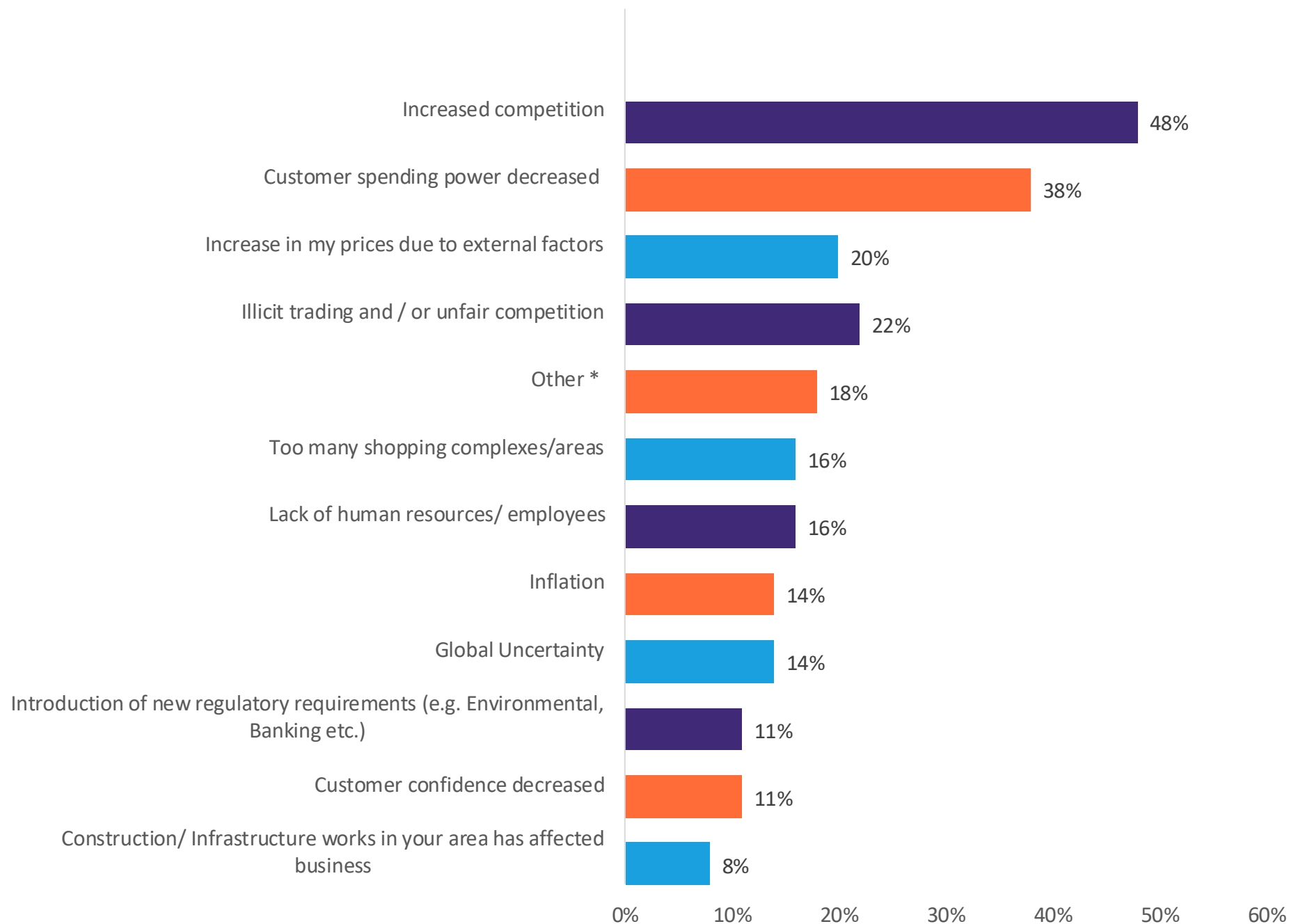


What are the
main reasons
that you feel
Sales remained
the same in
2025?

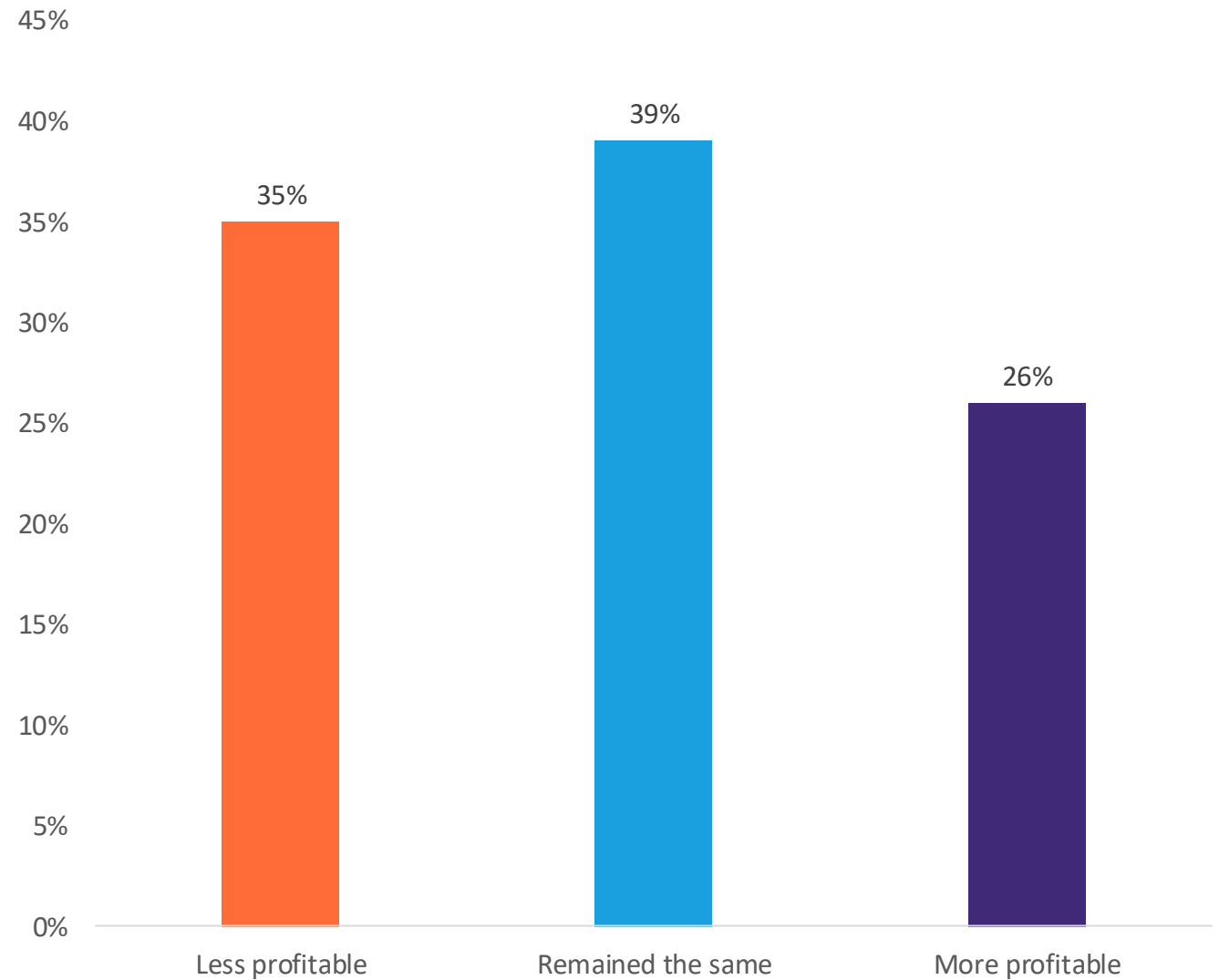


What are the main reasons that you feel led to the decrease in sales (turnover) in 2025?

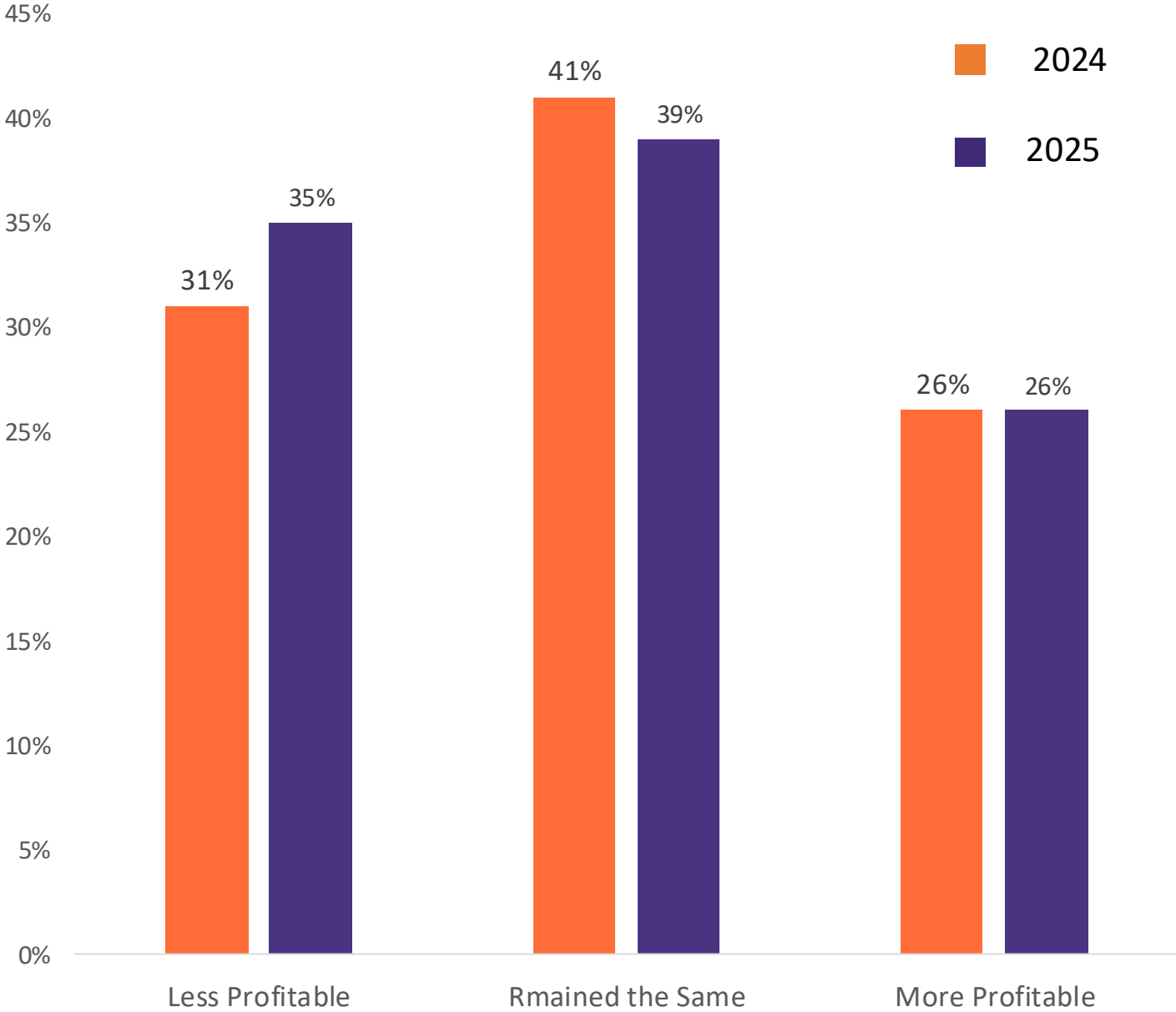
* Such as changes in Government schemes and investment



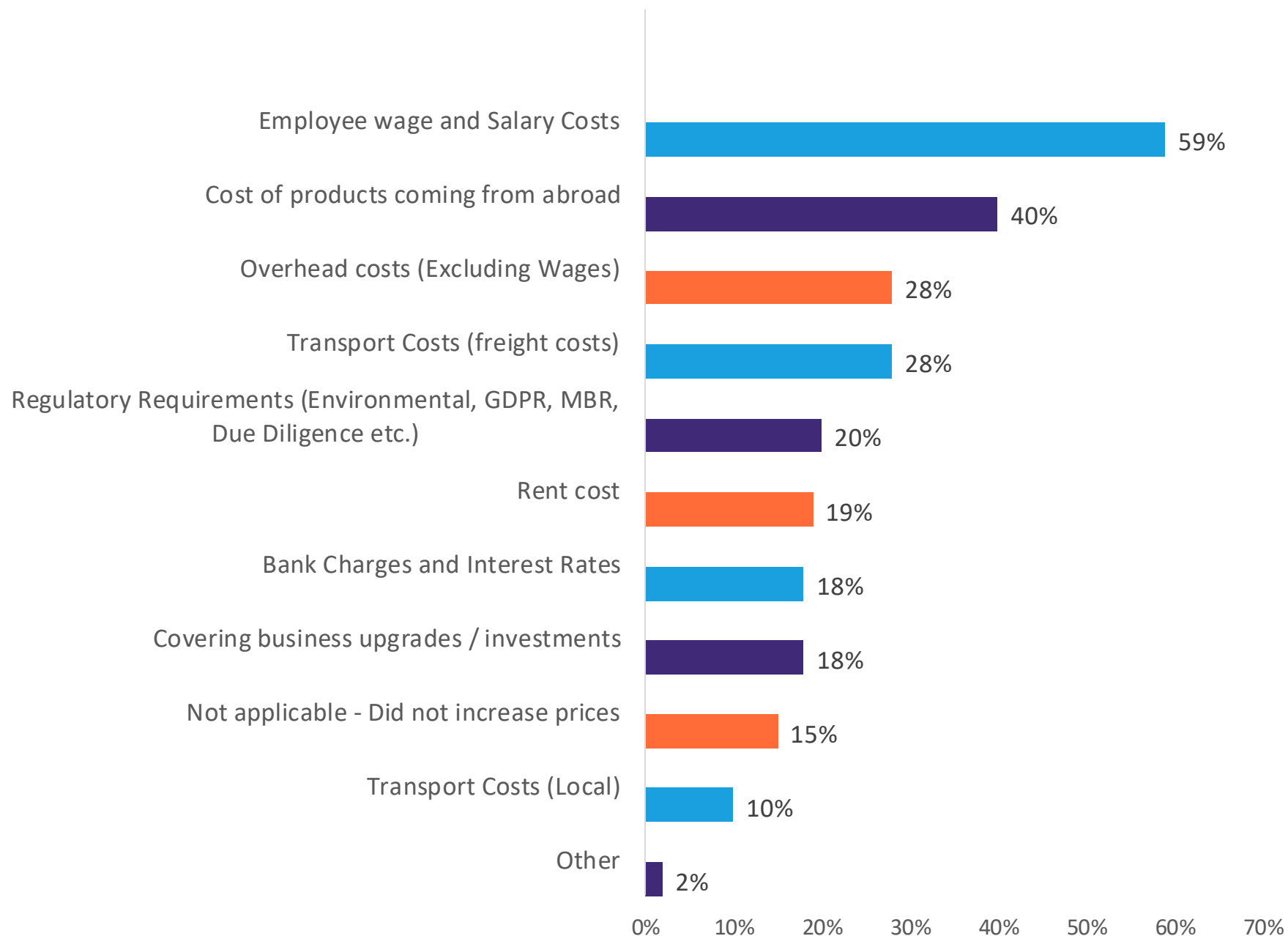
When compared to the previous year, how profitable was your business?



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



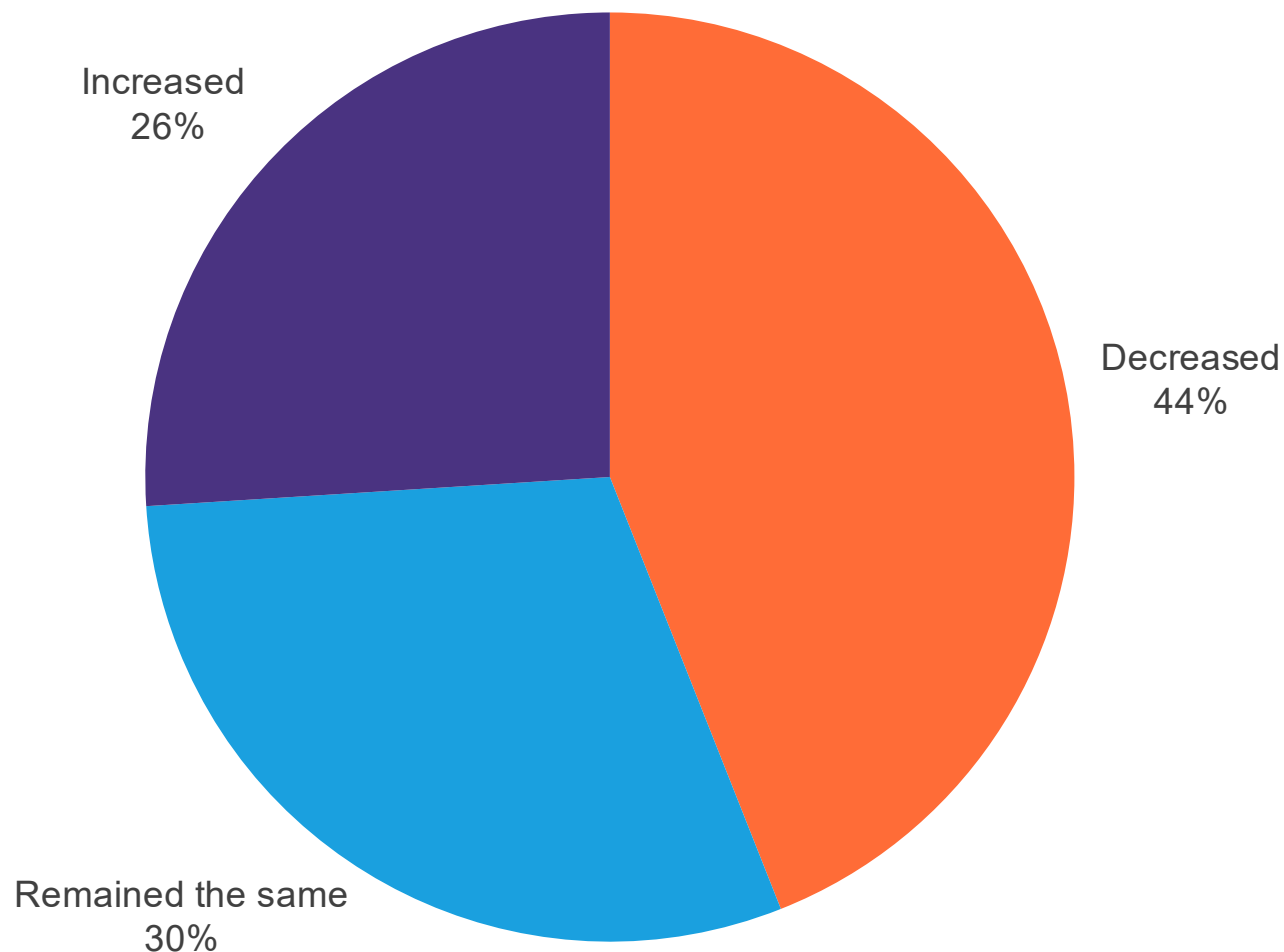
What are the main causes of price increases in your business (if any)?



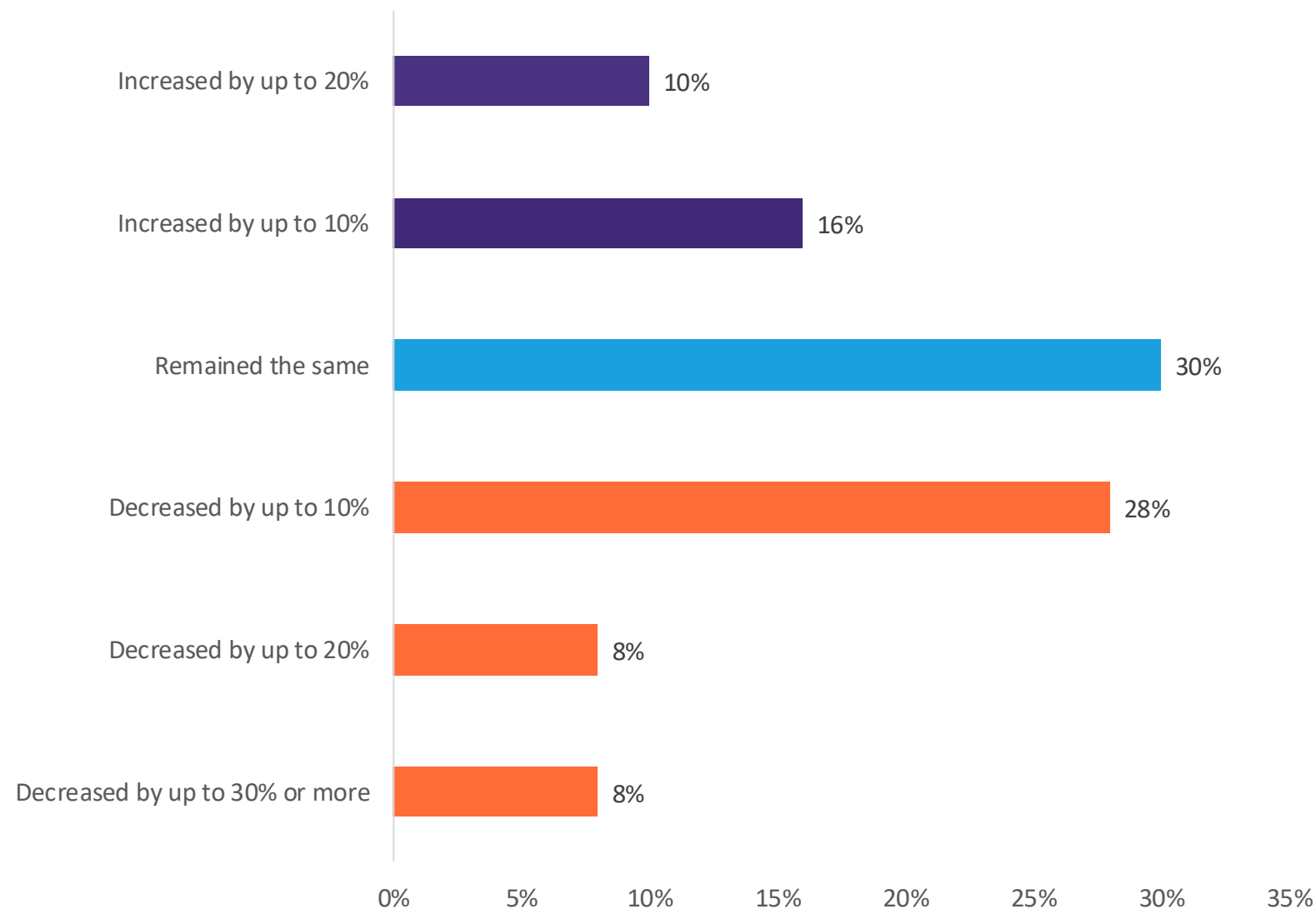


Festive Period.

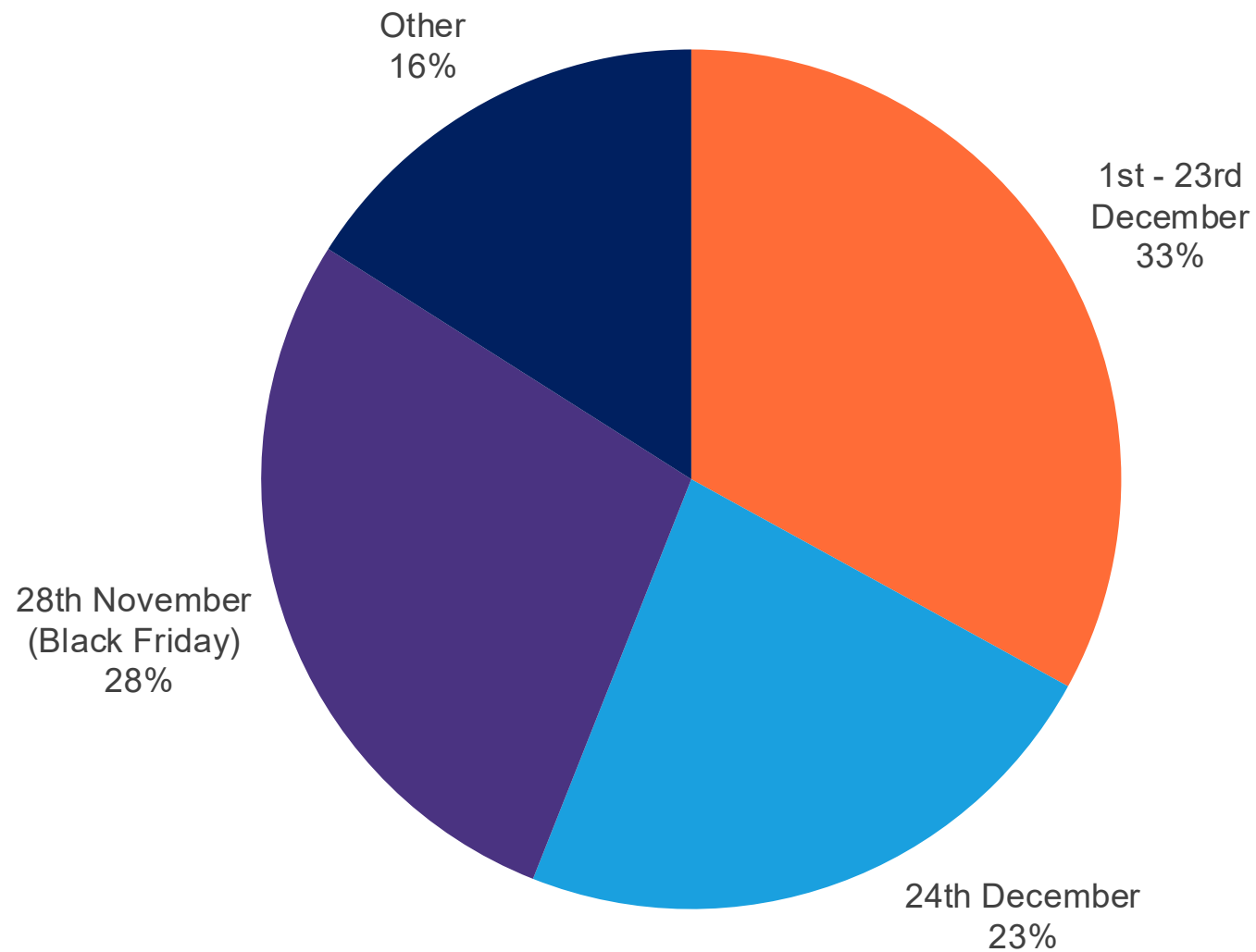
How did your
business sales
(turnover)
fare when
compared to
the festive
season in the
previous
year?



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



Best business day during festivities

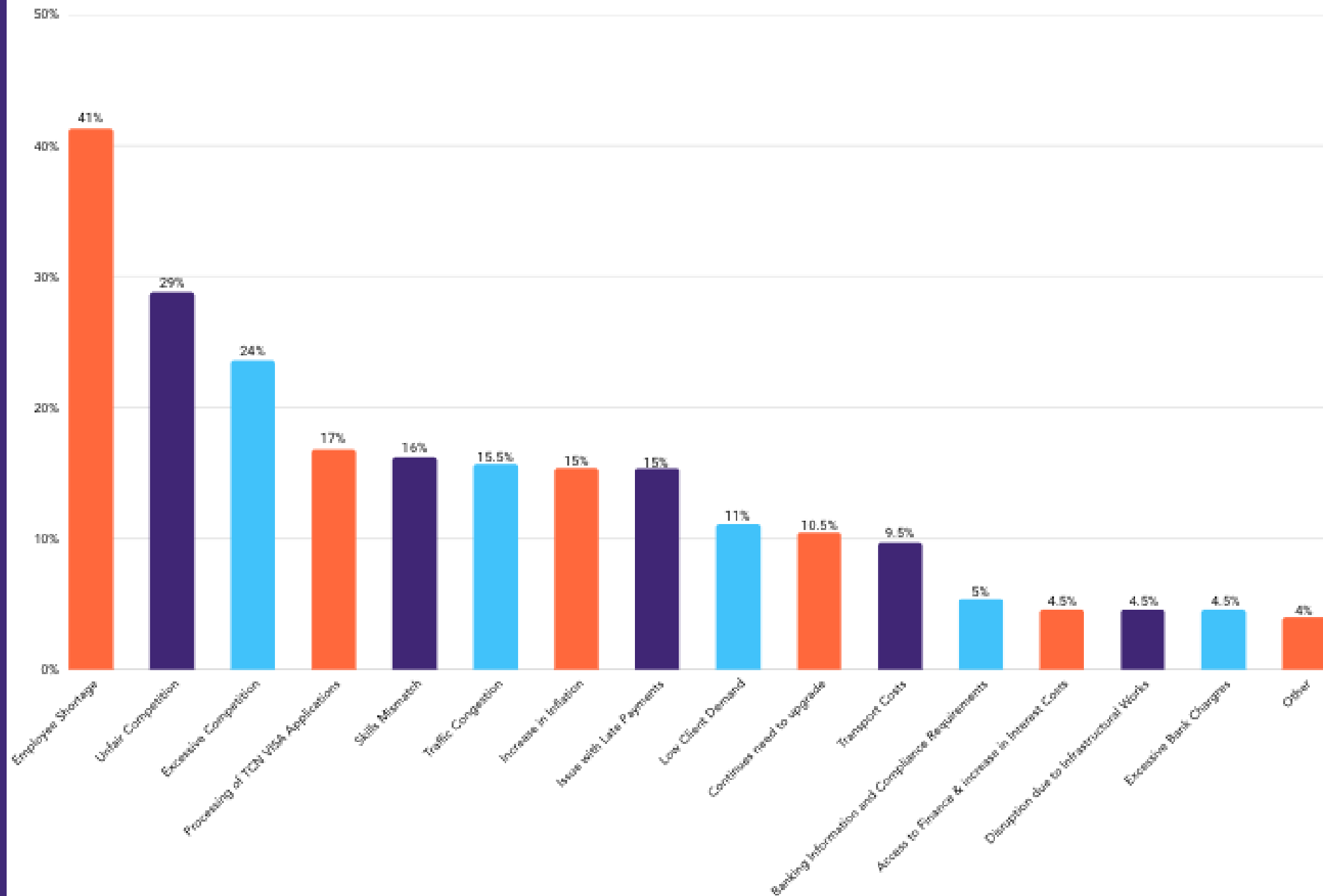




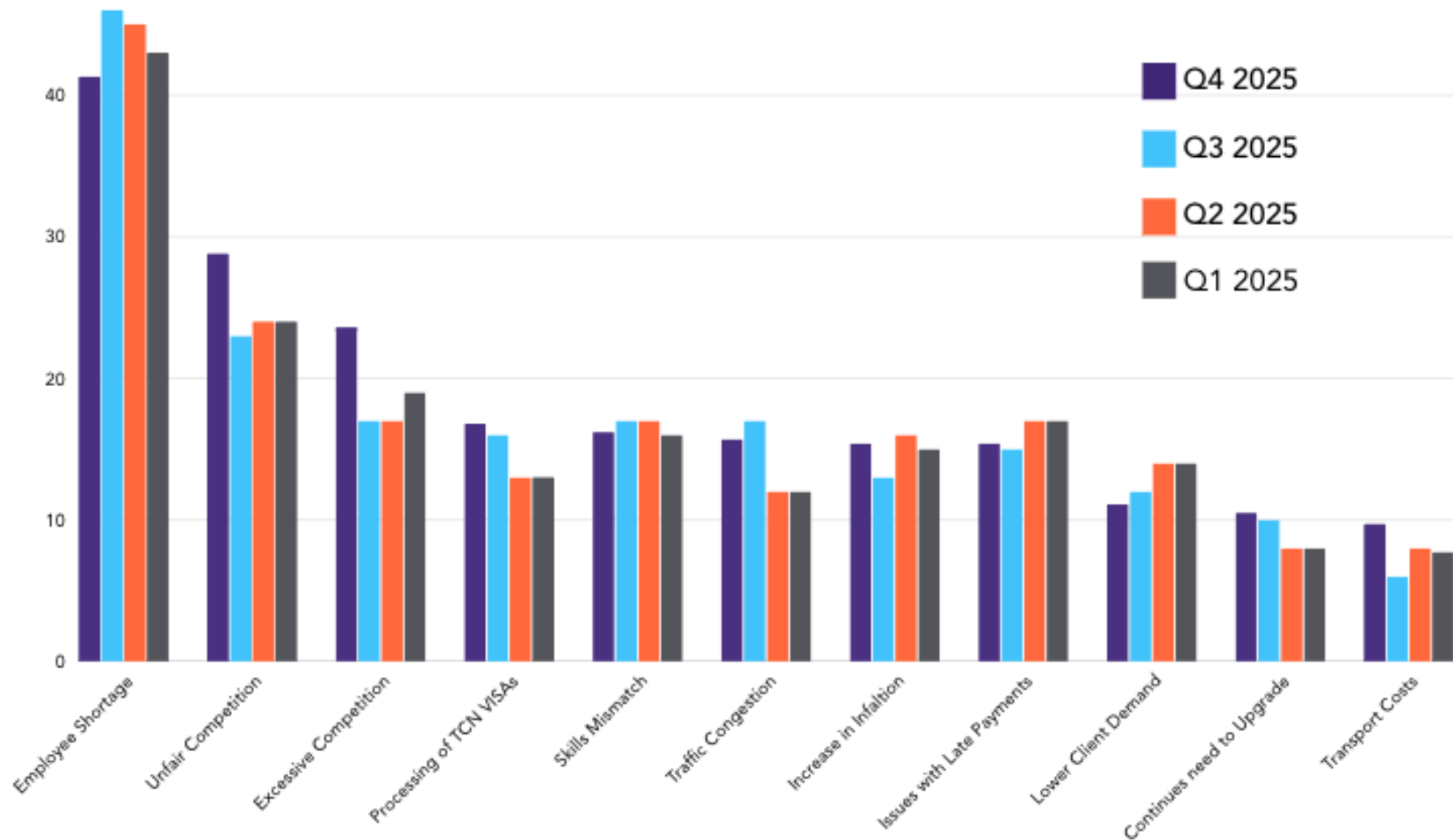
SME Barometer[®]



The 2 most
important
issues
your business
is currently
facing?
Select only
Two

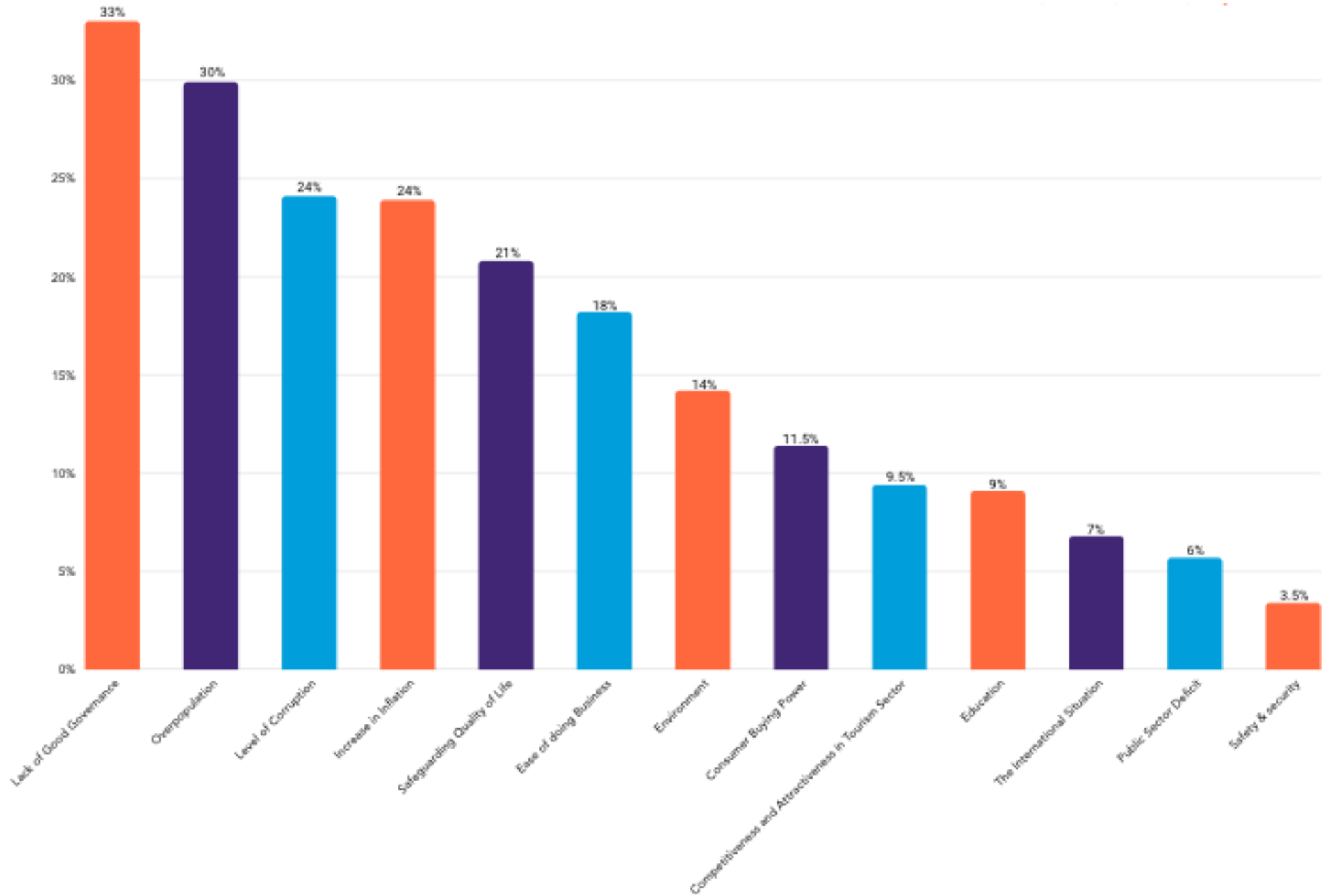


The 2 most
important
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Select only
Two



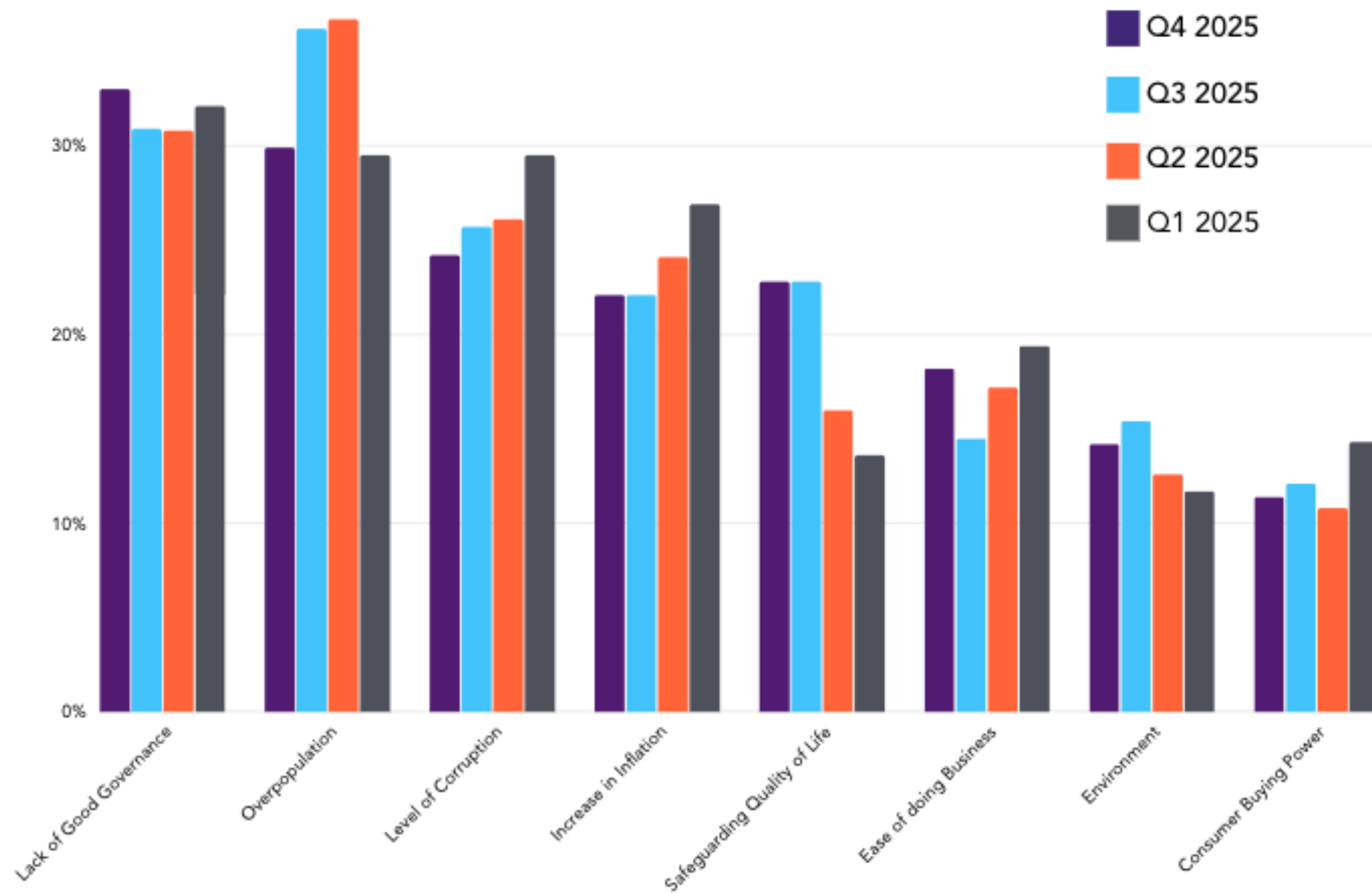
The 2 most important issues the country is facing and you would like the government to do something about

Select only Two

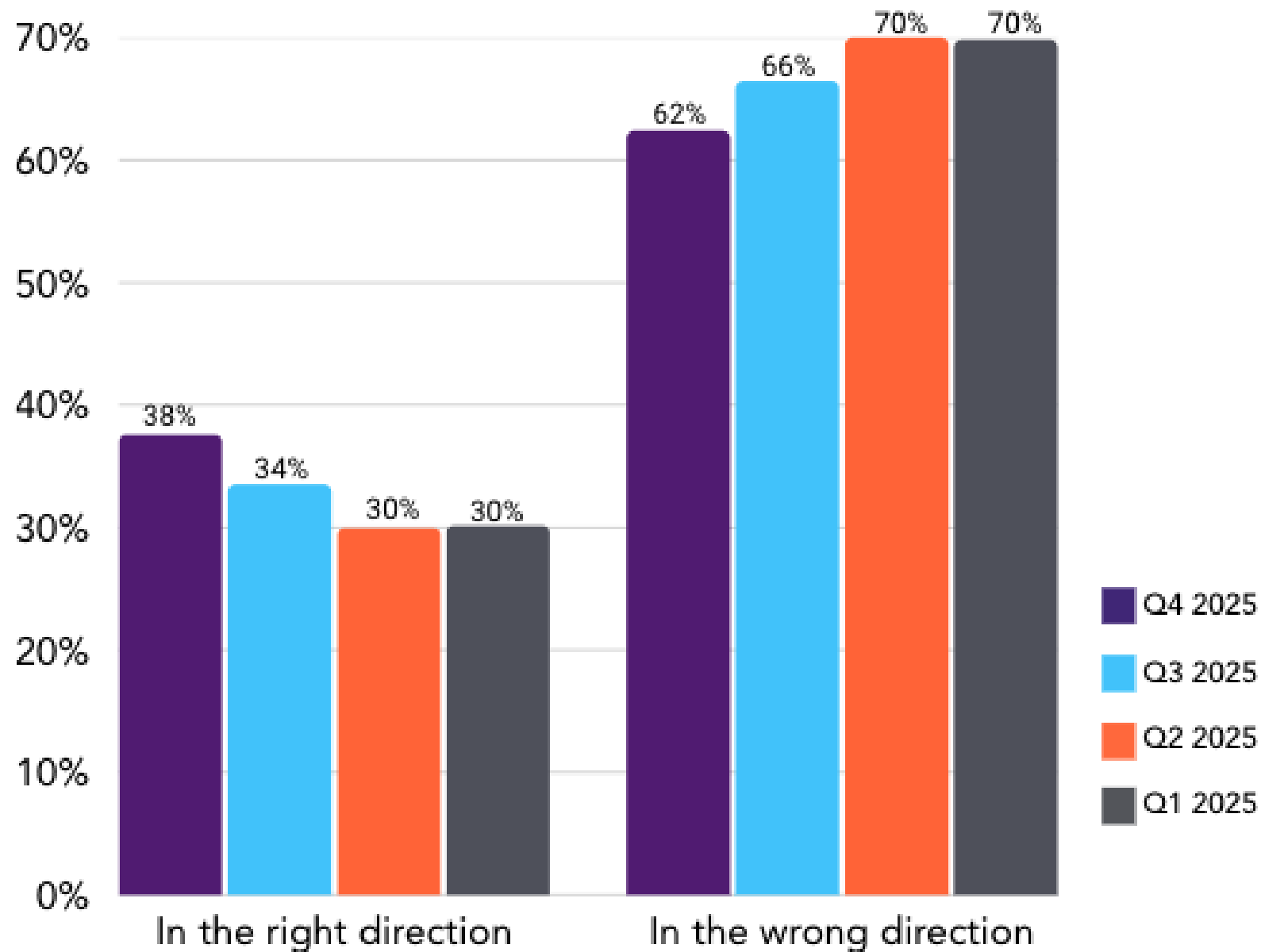


The 2 most important issues the country is facing and you would like the government to do something about

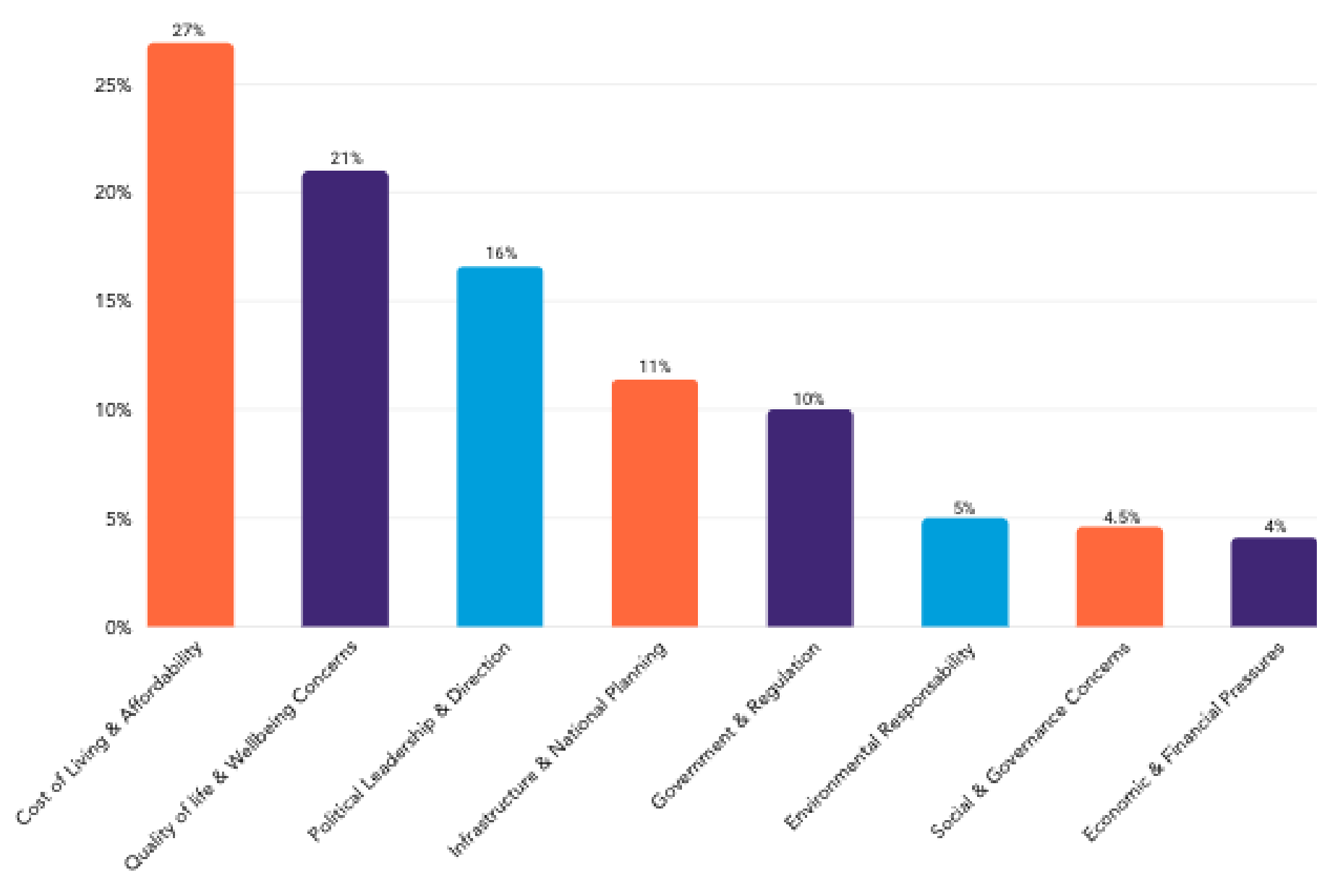
Select only Two



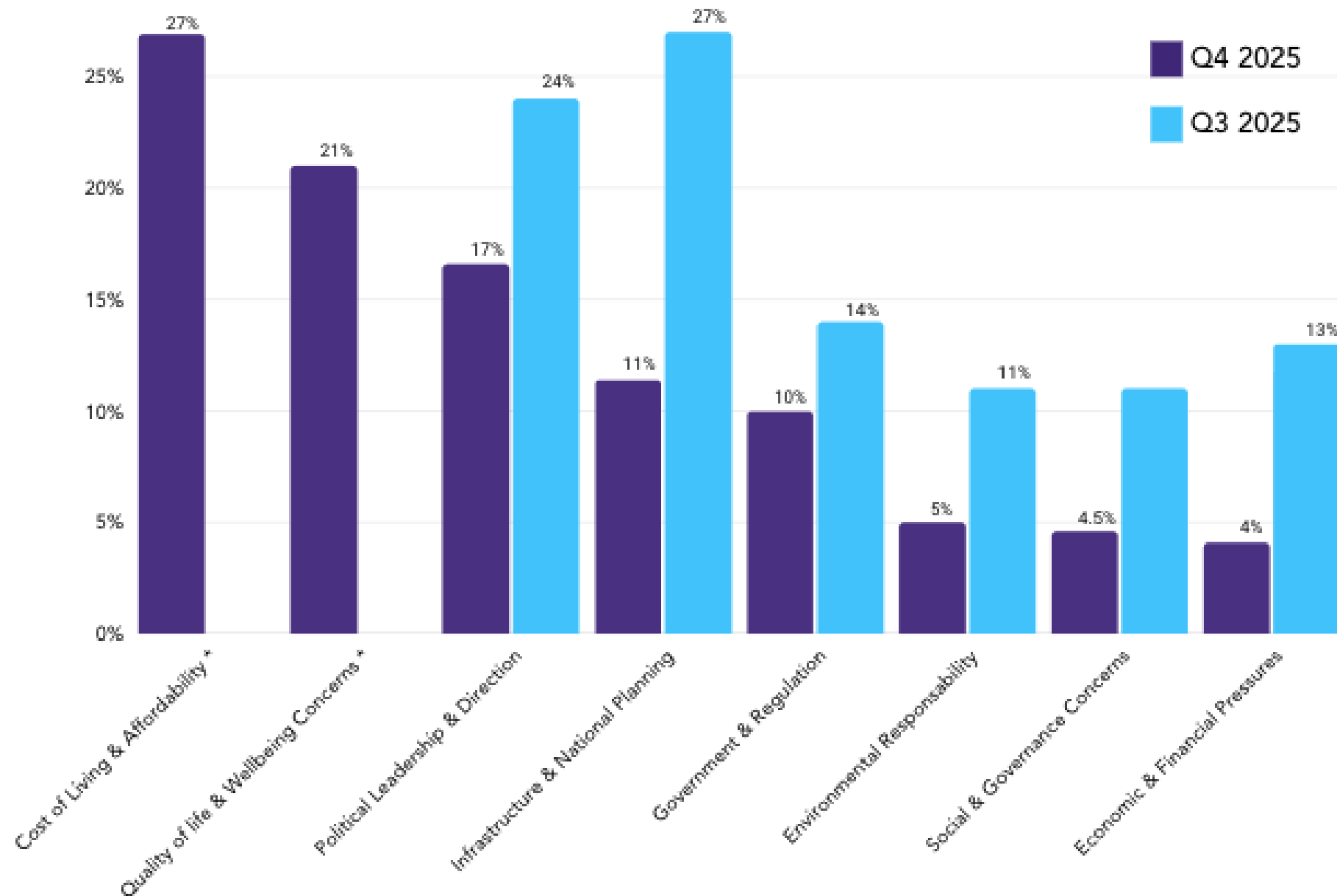
In your opinion, Malta is moving in the right direction or in the wrong direction?



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

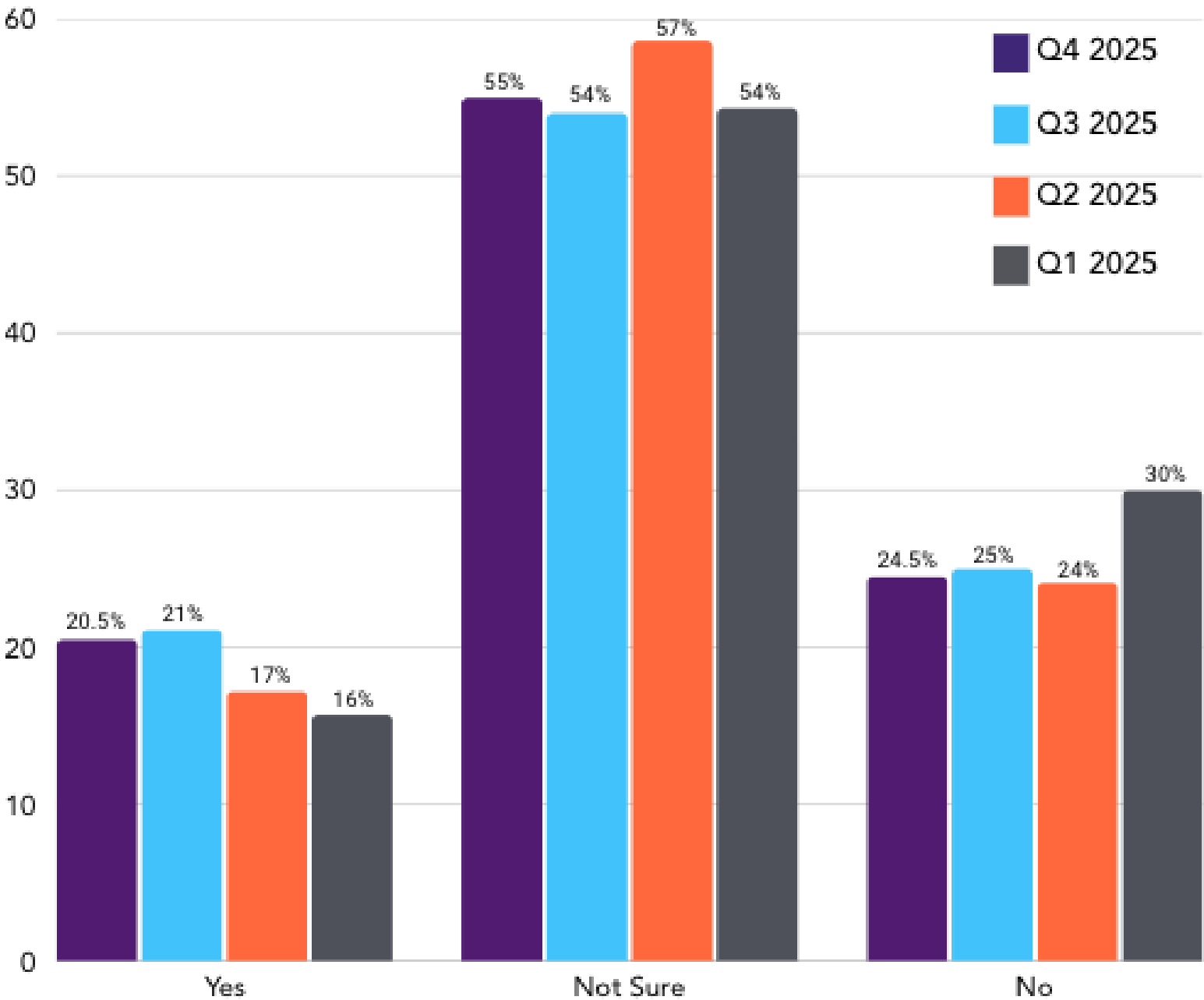


Why do you feel Malta is not moving in the right direction?

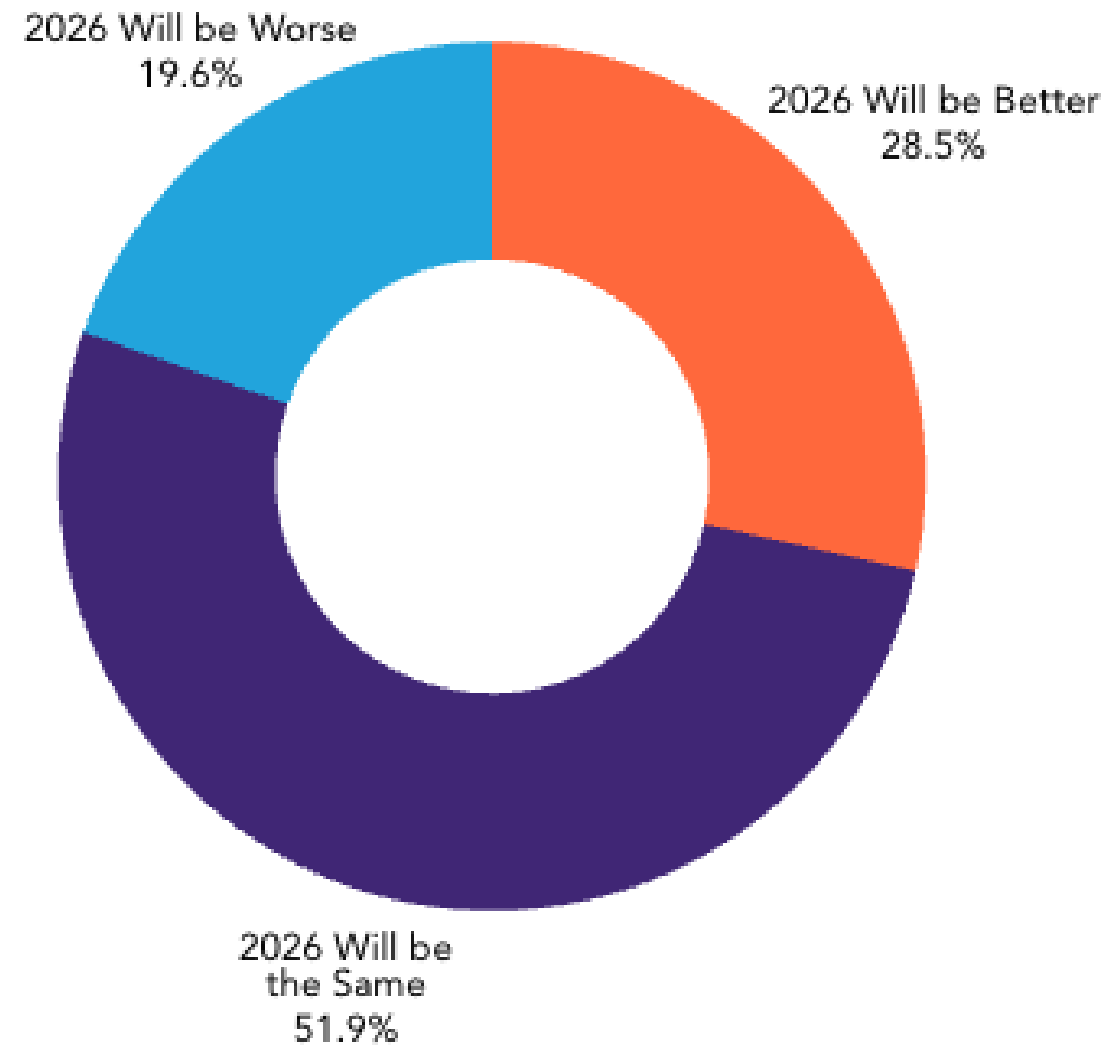


*Choice was not offered in previous quarters, therefore a comparison could not be drawn.

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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