



**BUSINESS PERFORMANCE  
SURVEY 2024  
SME BAROMETER<sup>®</sup>**

**misco**



# Demographics.

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# Conducted by Malta Chamber Of SMEs

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## NUMBER OF RESPONDENTS

364



## MARGIN OF ERROR

5%



## TYPE

Online survey with unique submissions



## RESPONDENTS

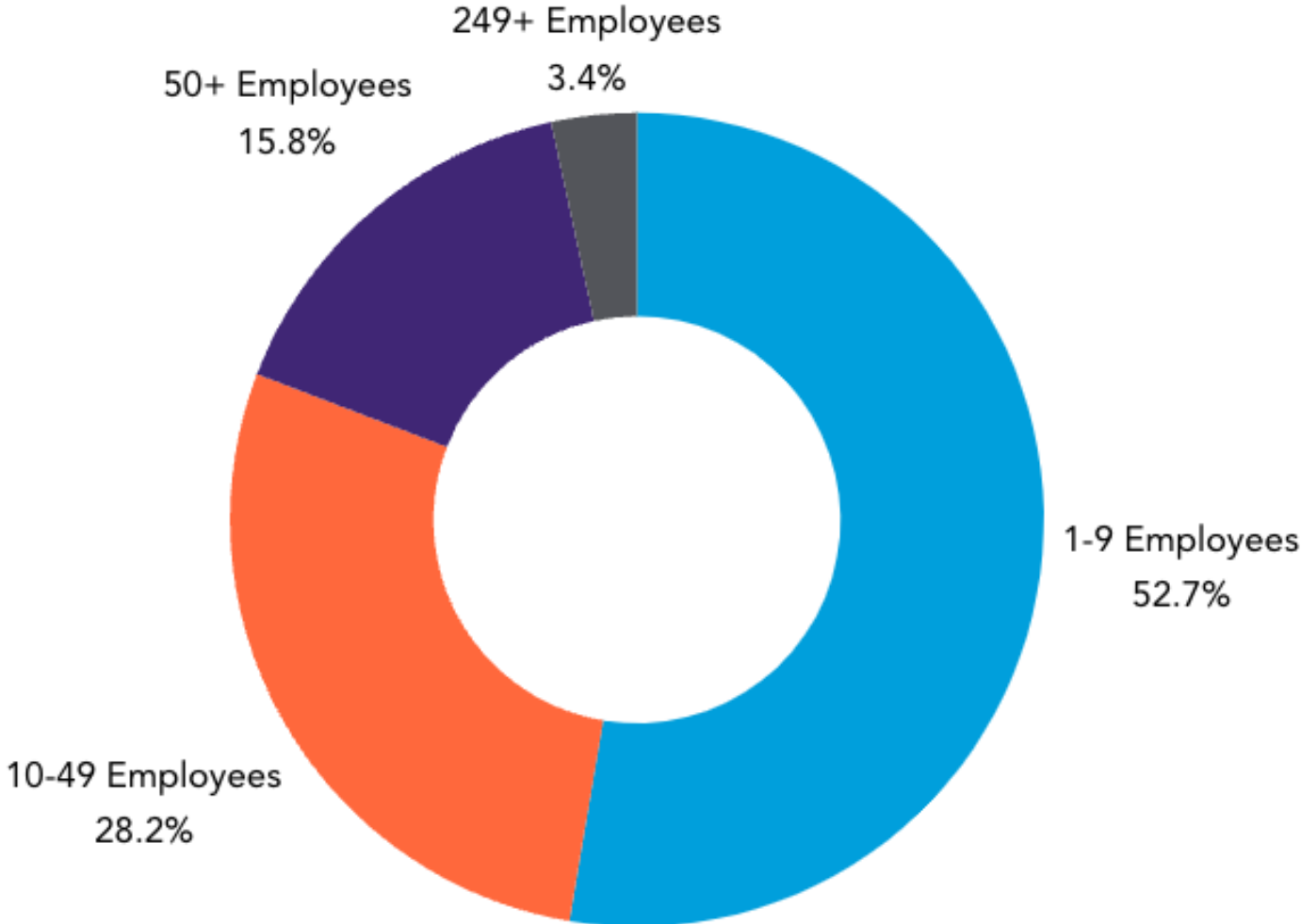
Businesses operating  
In Malta



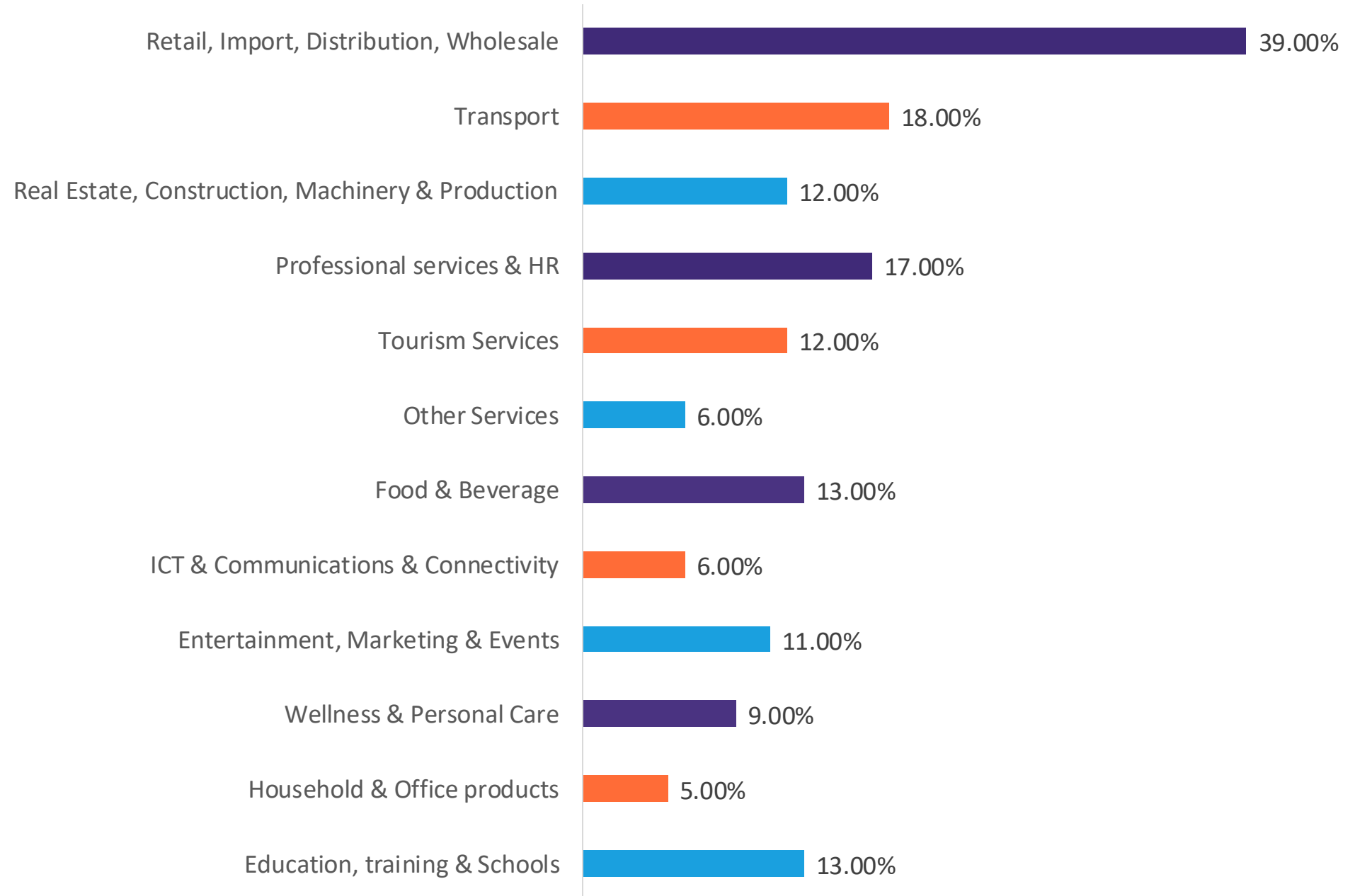
## DATE

10<sup>th</sup> to 22<sup>nd</sup> Jan 2025

How many people do you employ including yourself?



# Line of Business

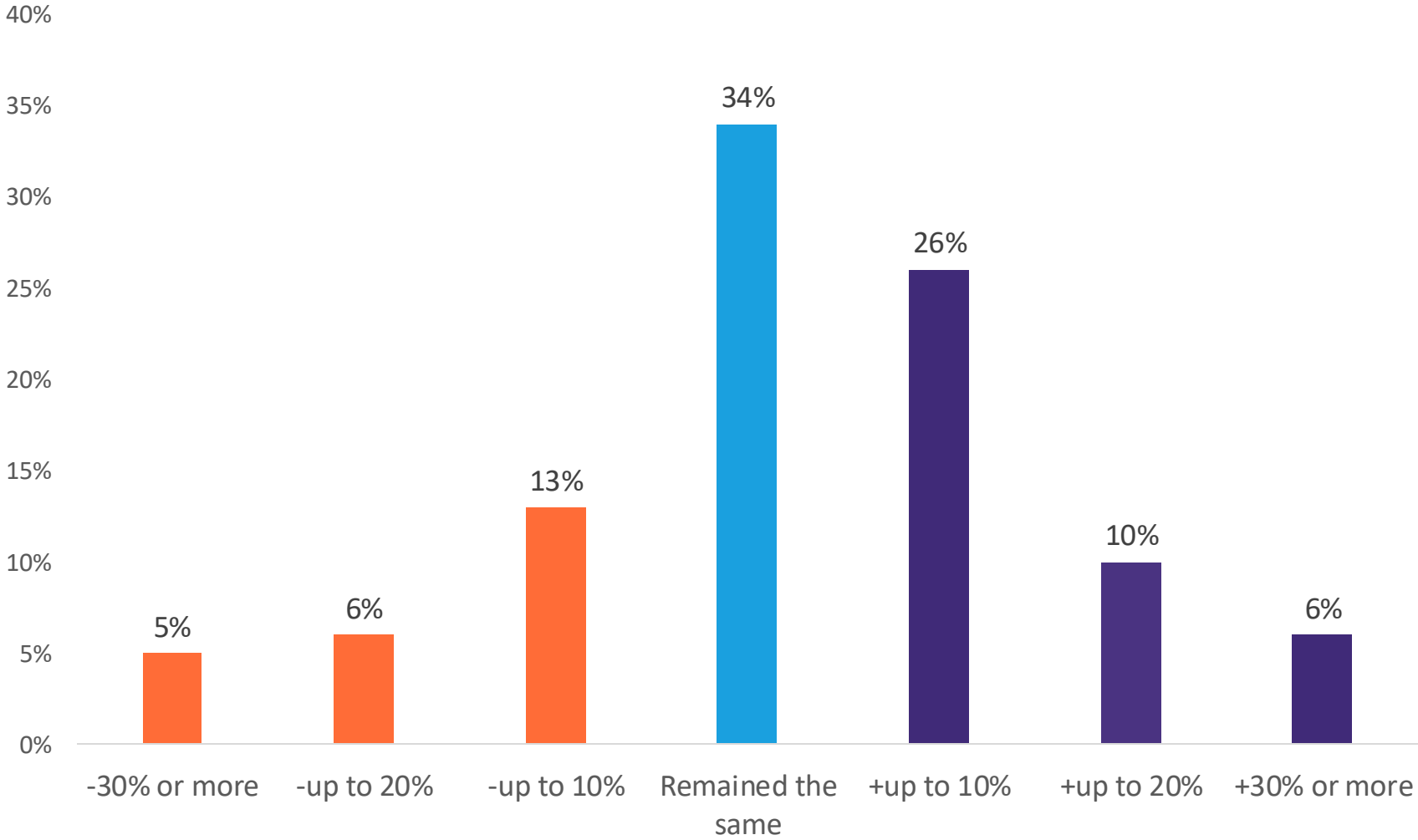




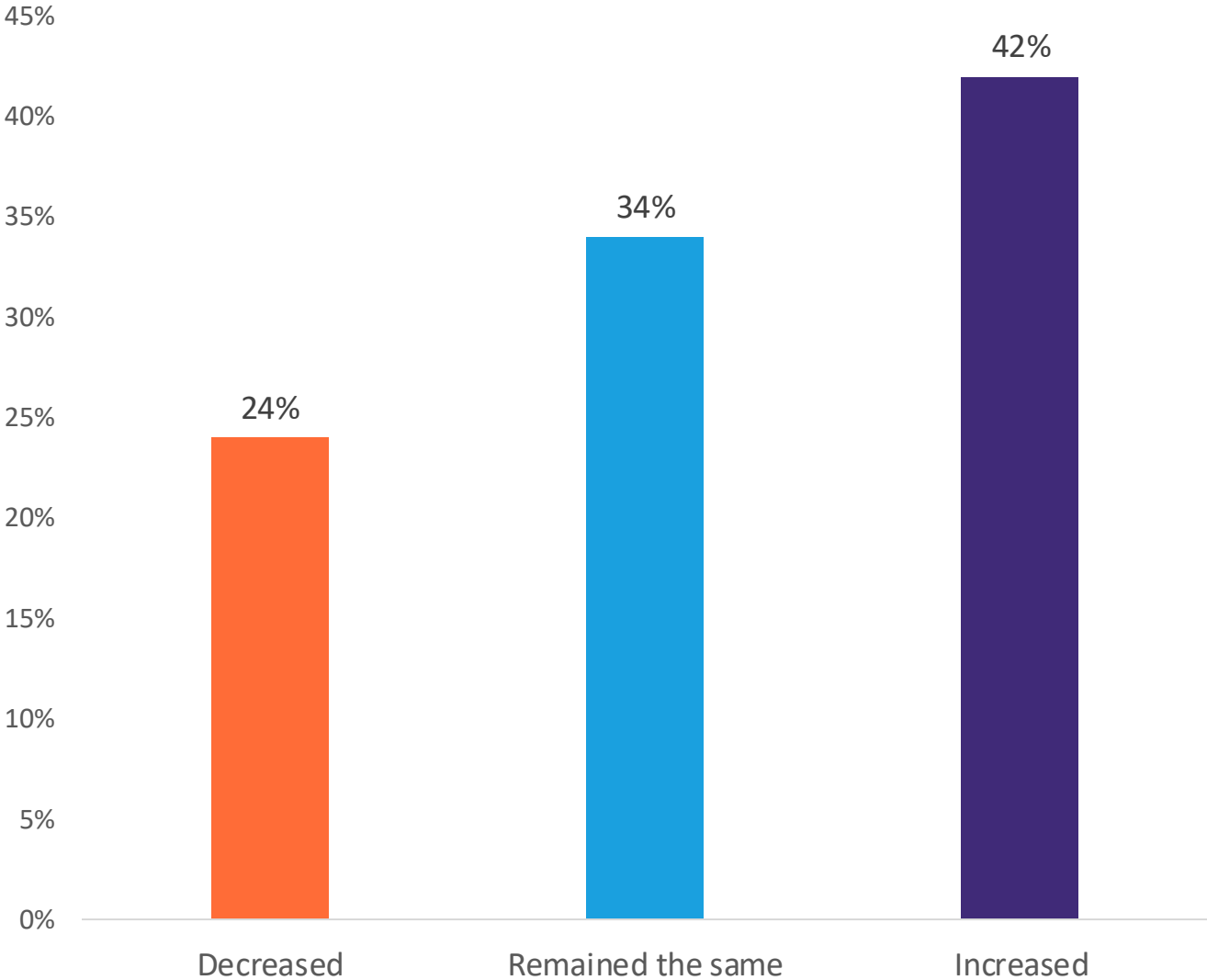
# Key Findings.

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When compared to the previous year (2023), during 2024, your total sales (turnover)

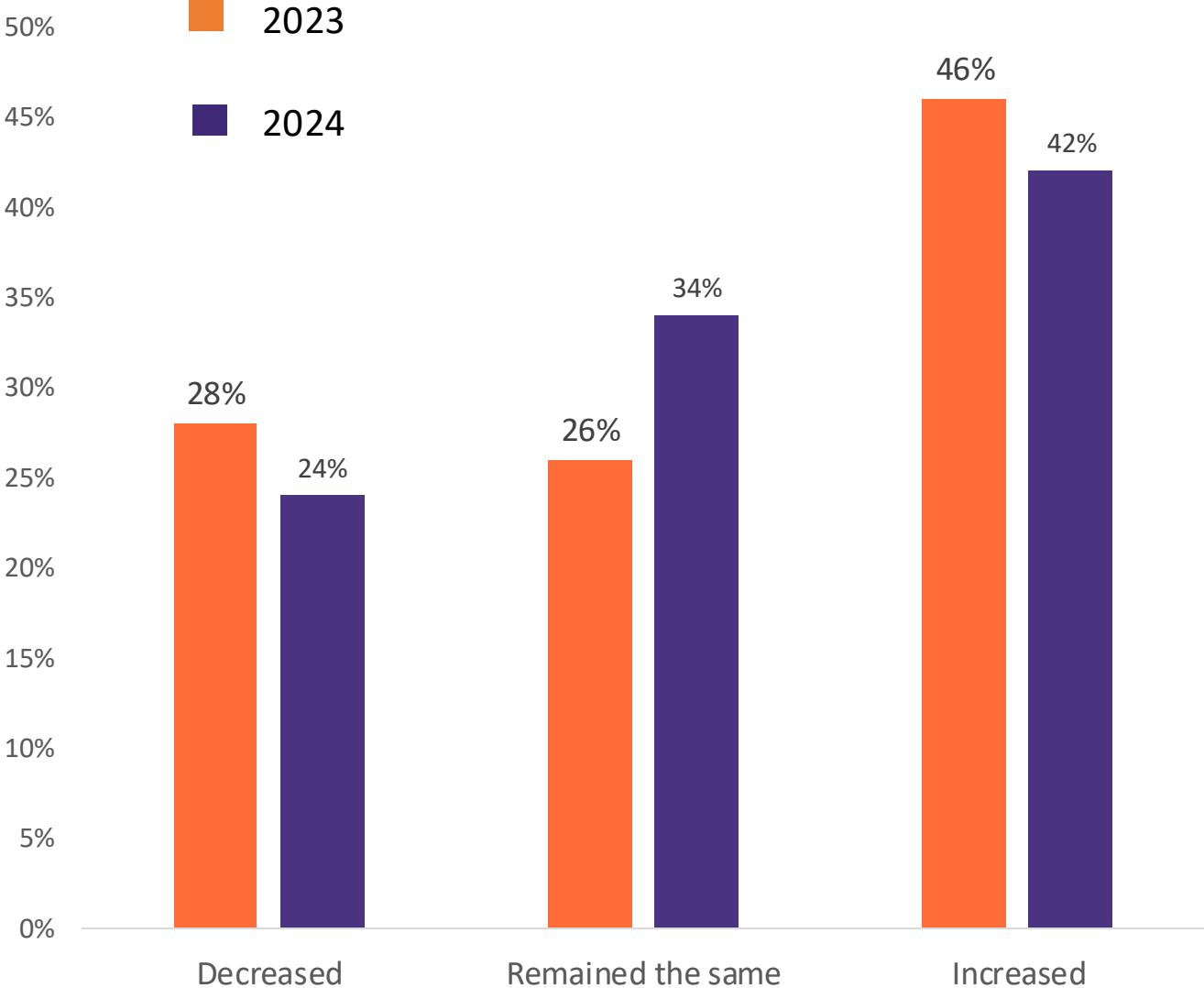


When compared to the previous year (2023), during 2024, your total turnover?  
Aggregate amount



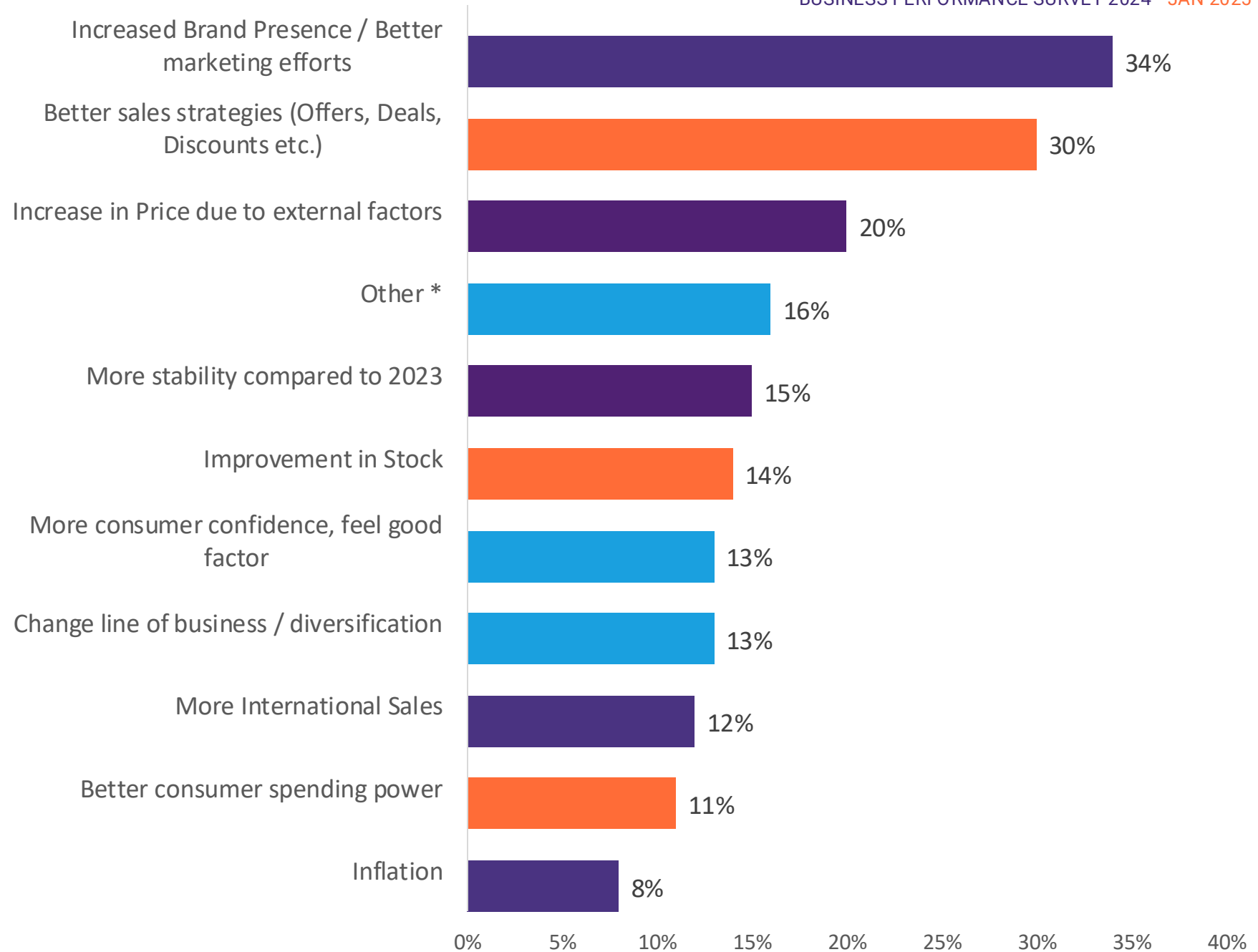


When compared to the previous year (2023), during 2024, your total turnover?  
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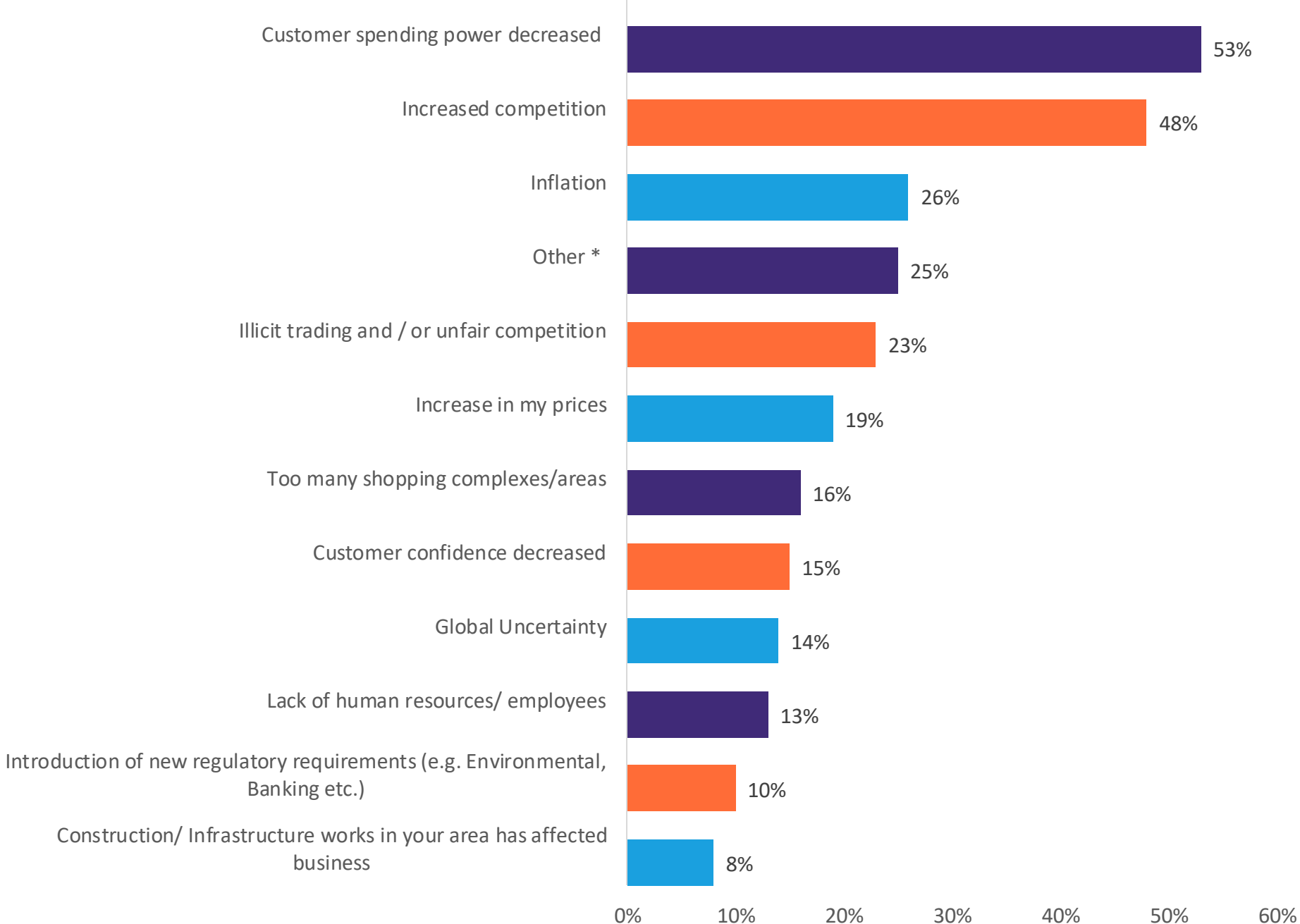


# What are the main reasons that you feel led to the increase in sales 2024?

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

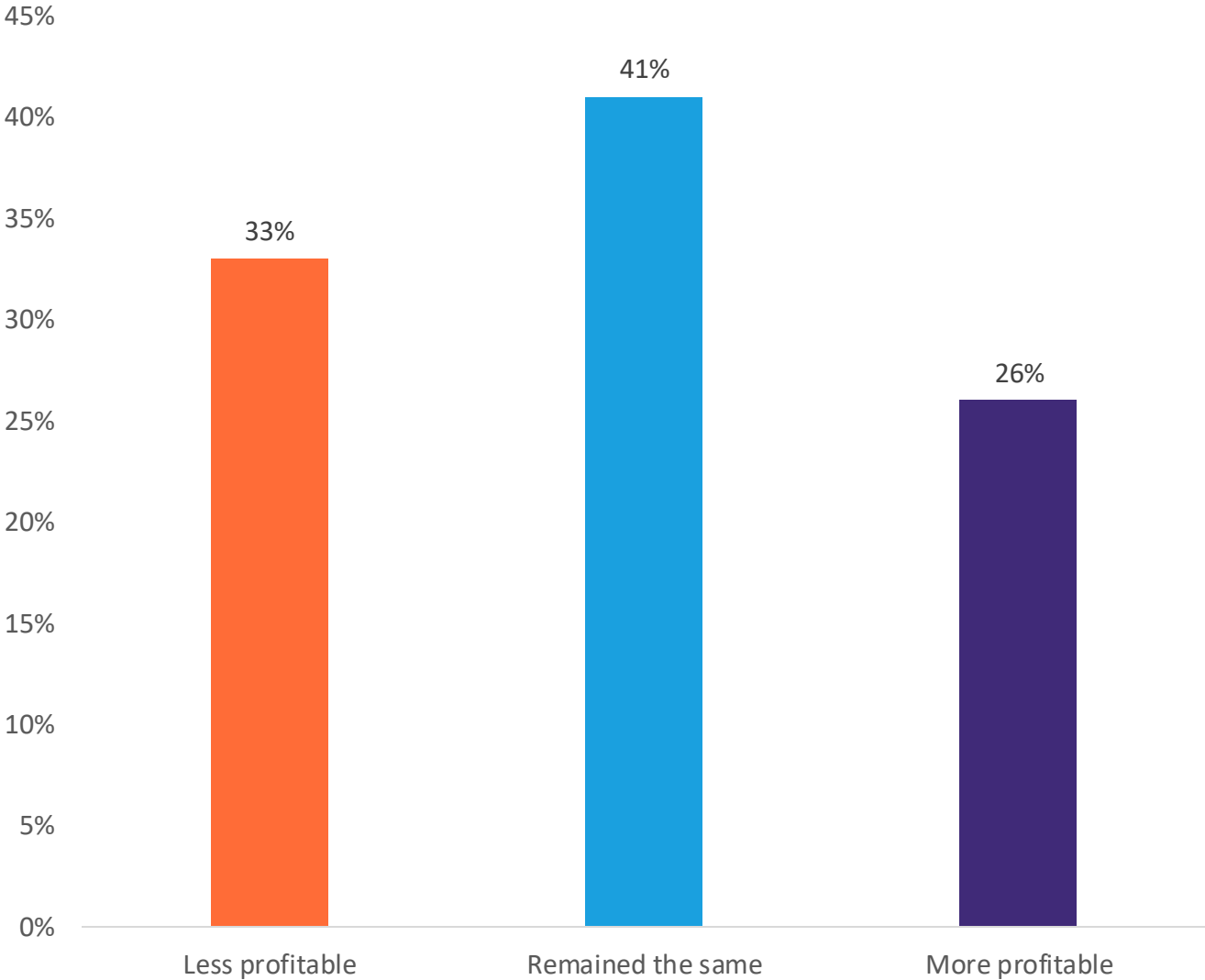


# What are the main reasons that you feel led to the decrease in sales (turnover) in 2024?

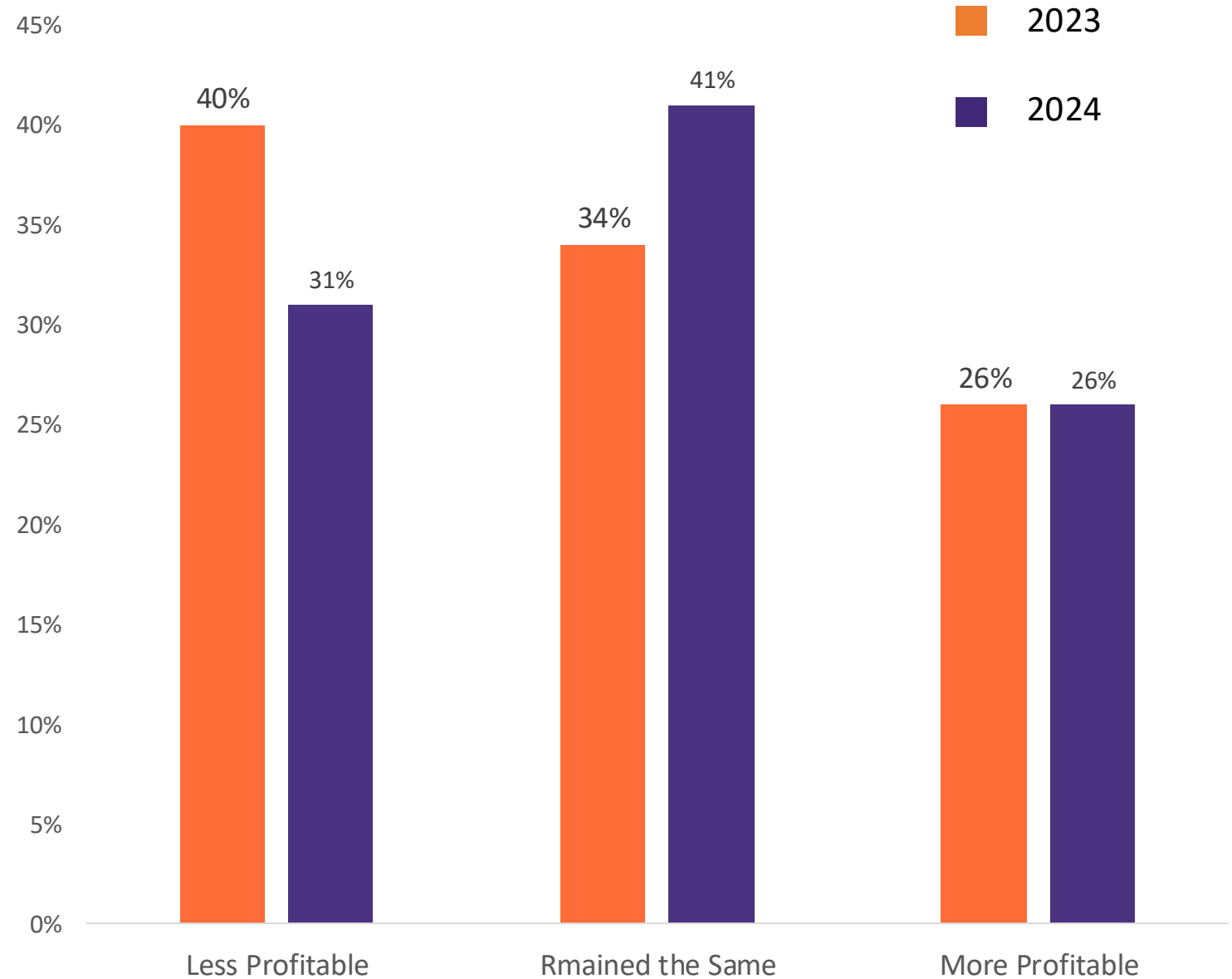


\* Such as changes in Government schemes and investment

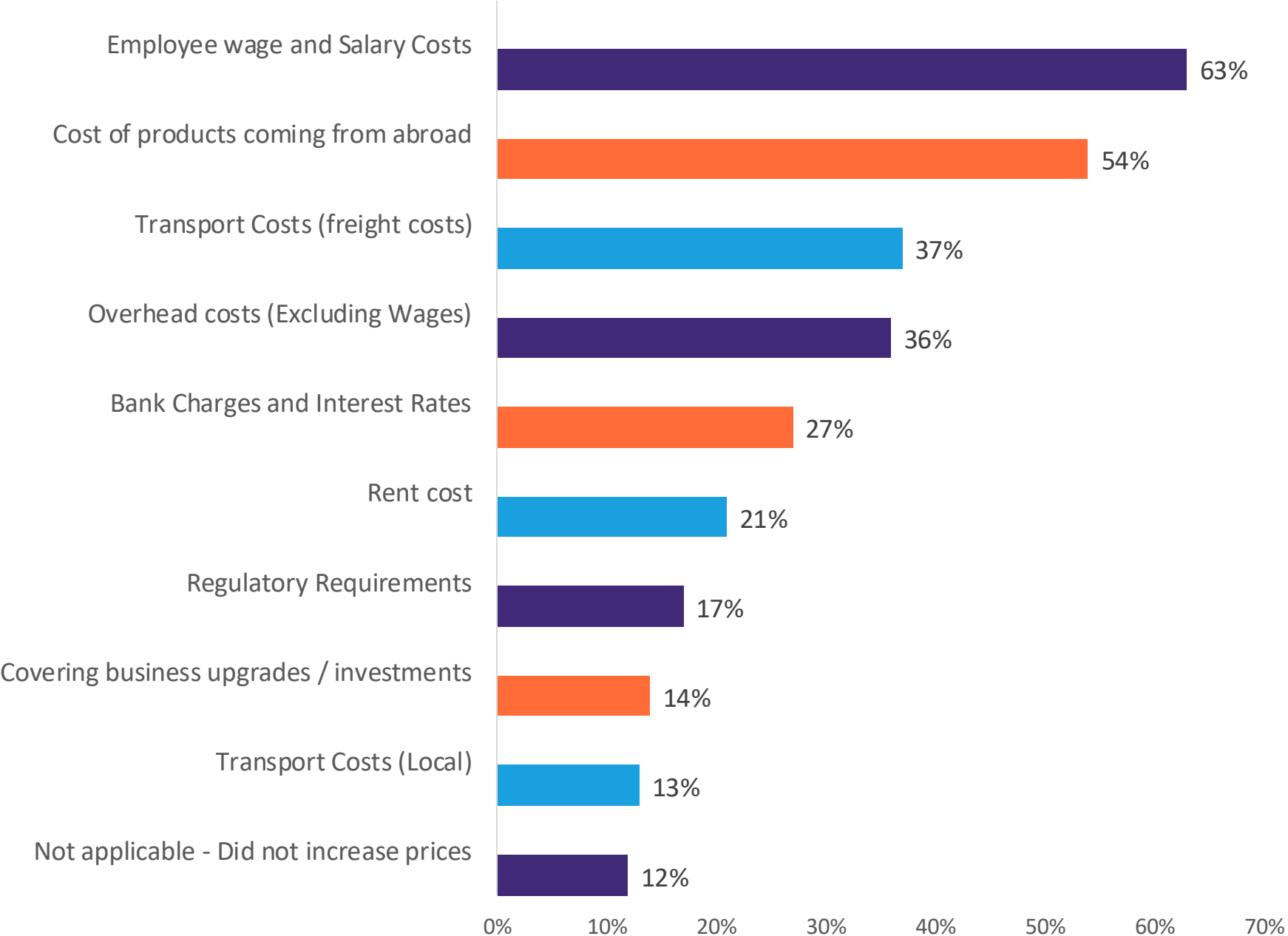
When compared to the previous year, how profitable was your business?



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



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

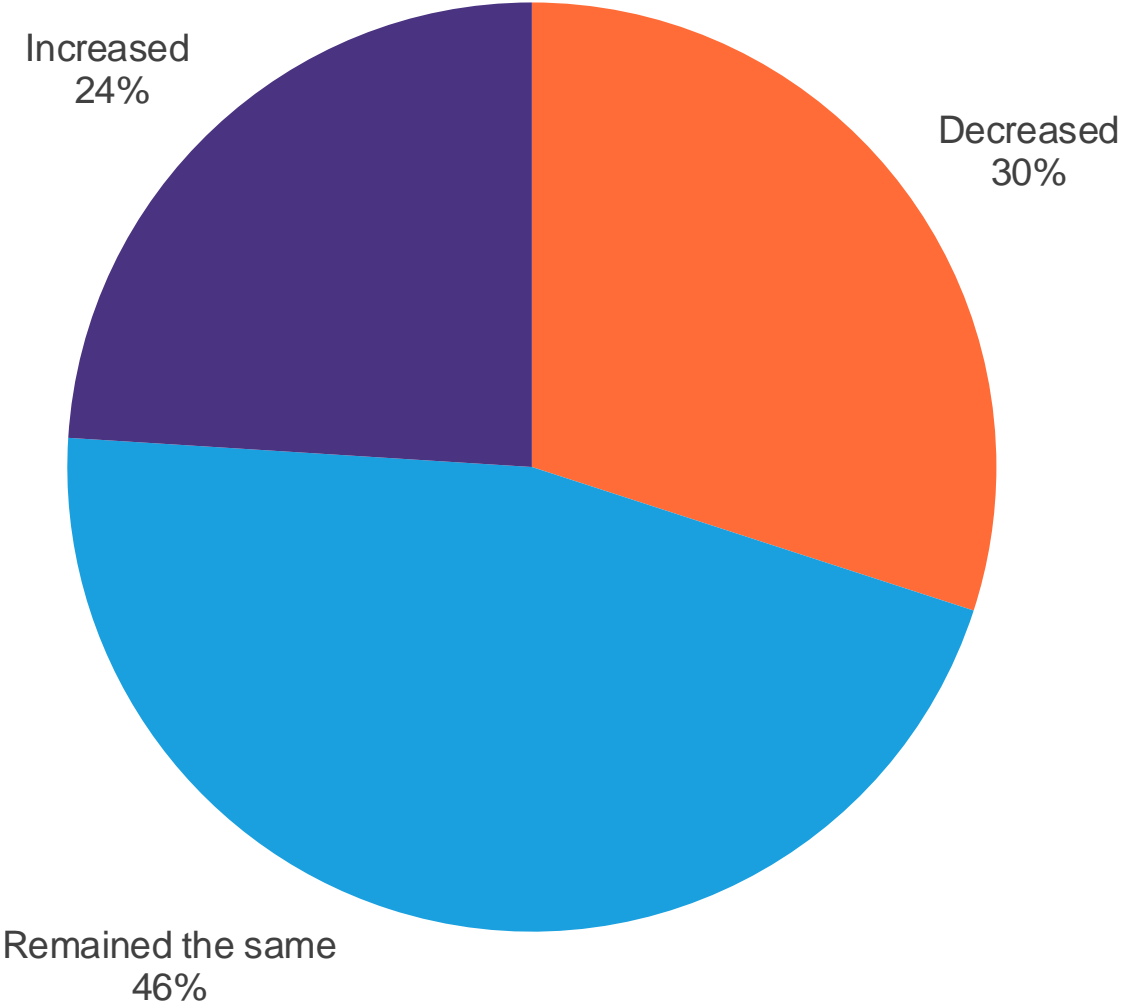




Festive Period.

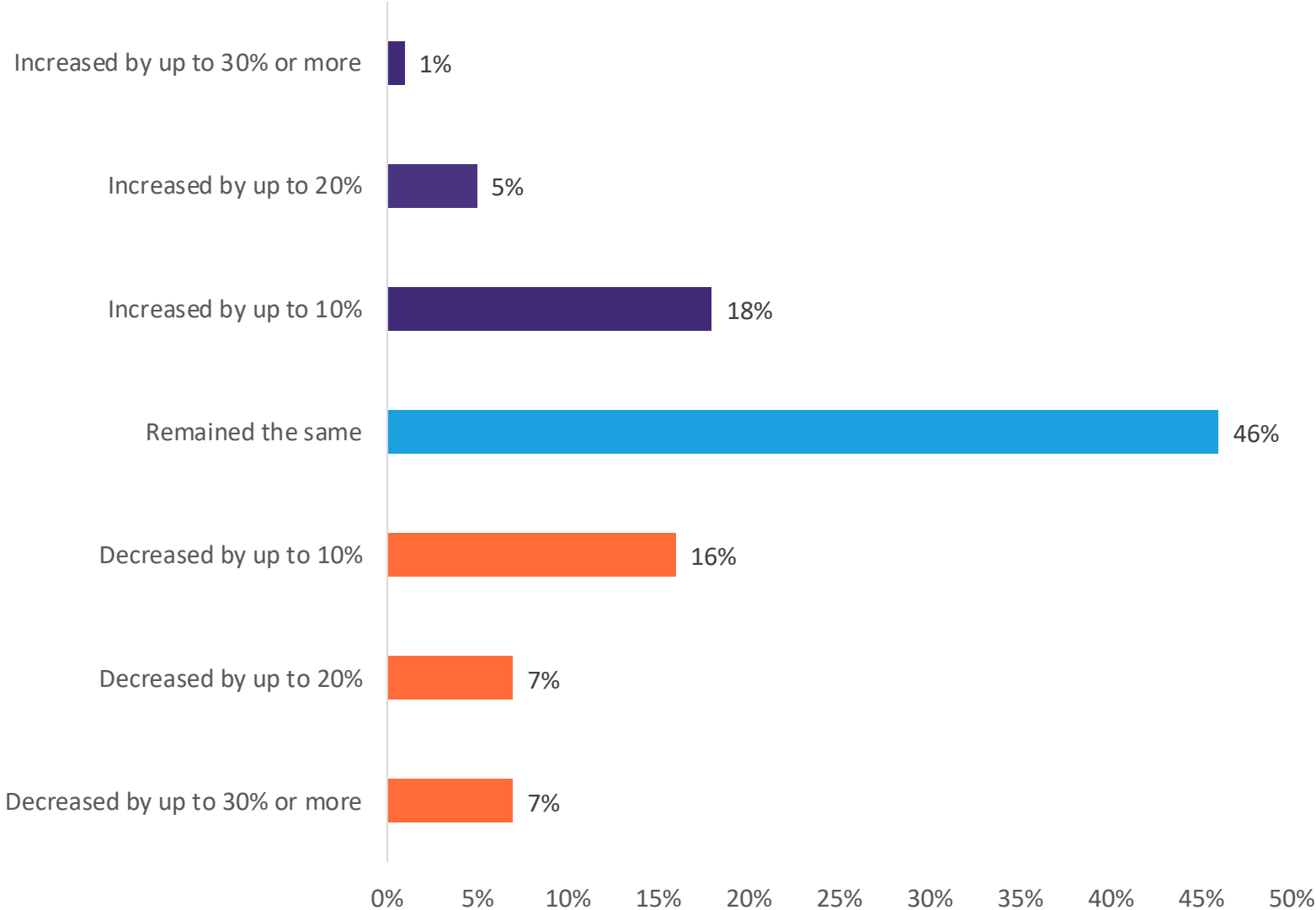
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How did your business sales (turnover) fare when compared to the festive season in the previous year?





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

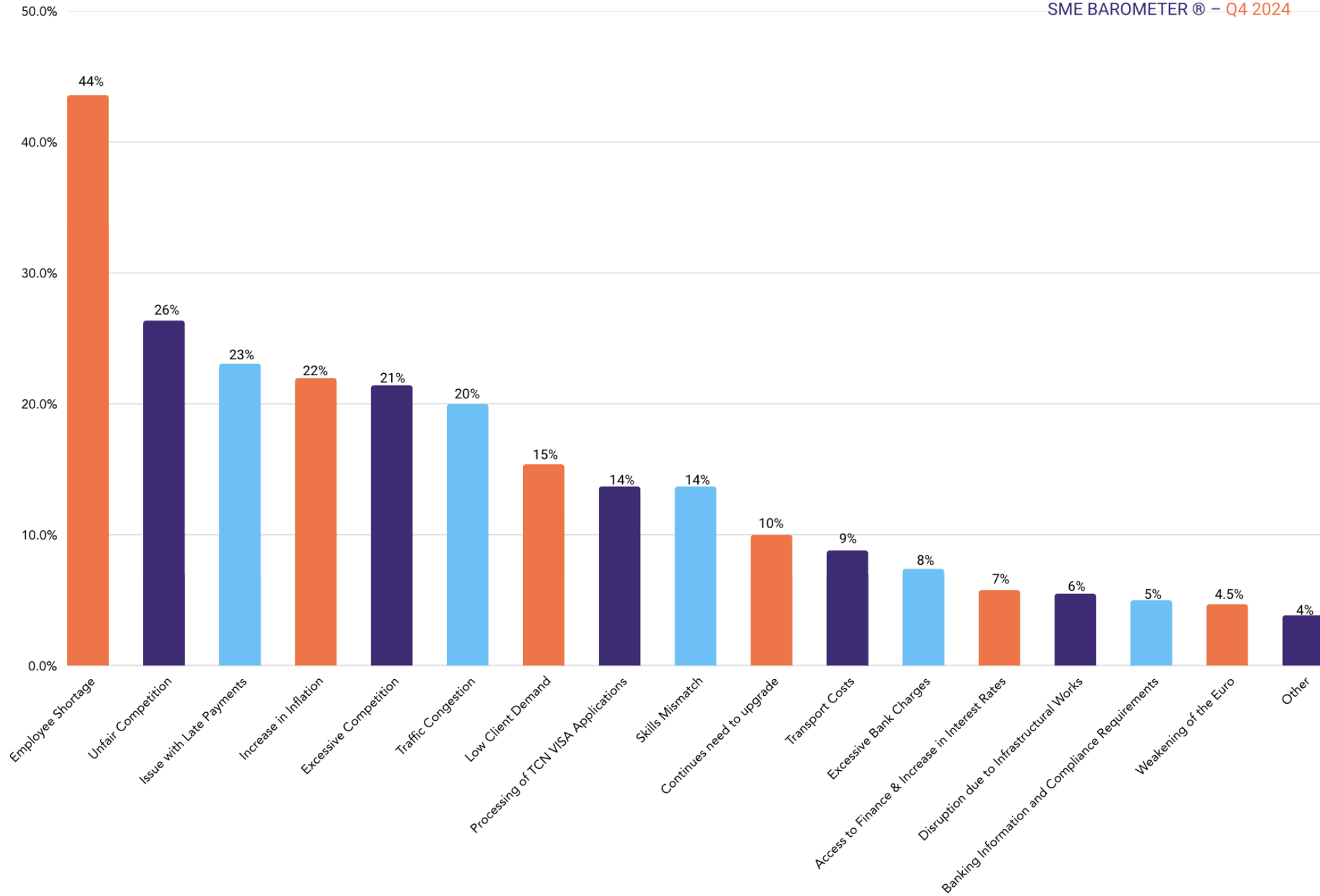


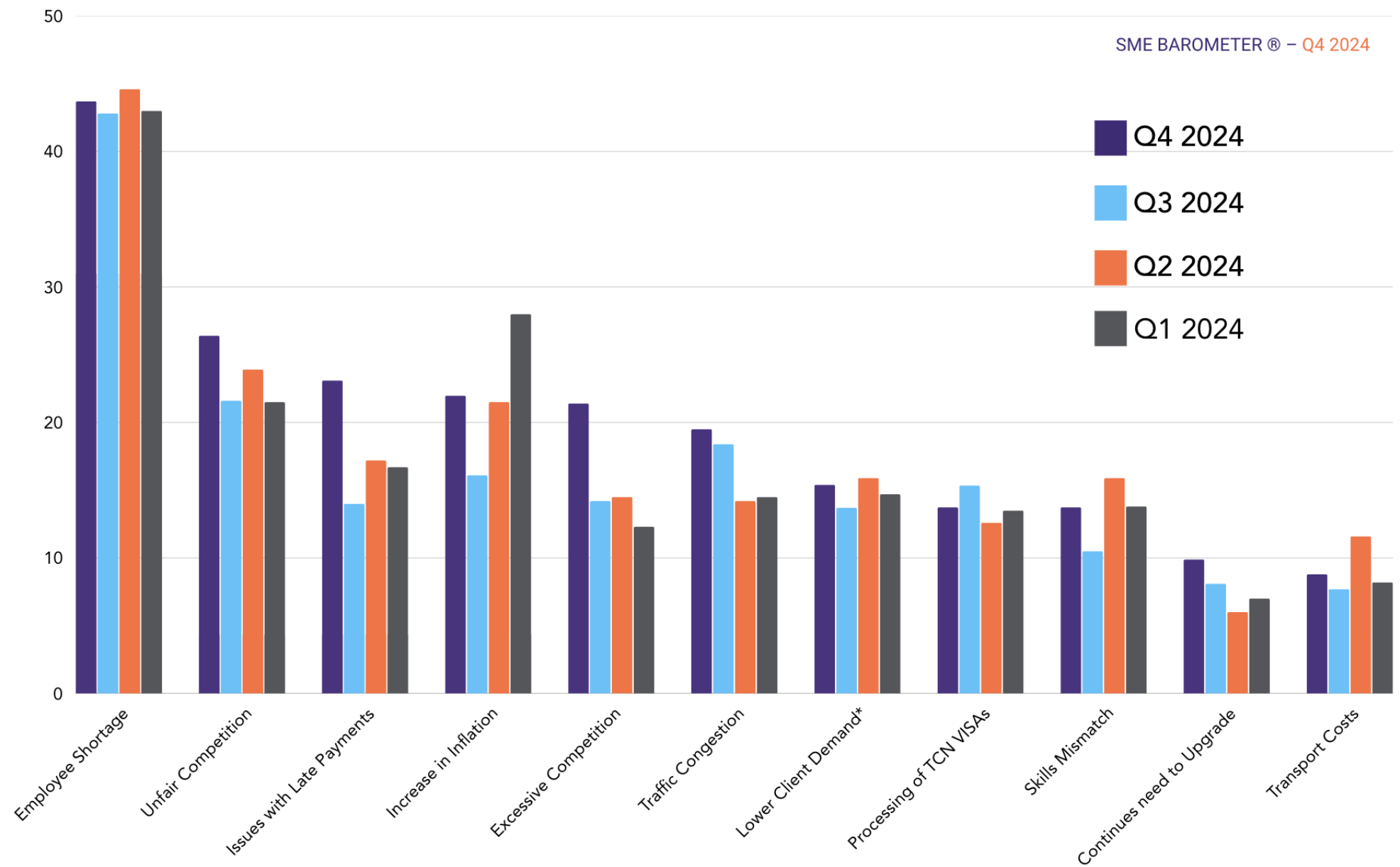


SME Barometer<sup>®</sup>

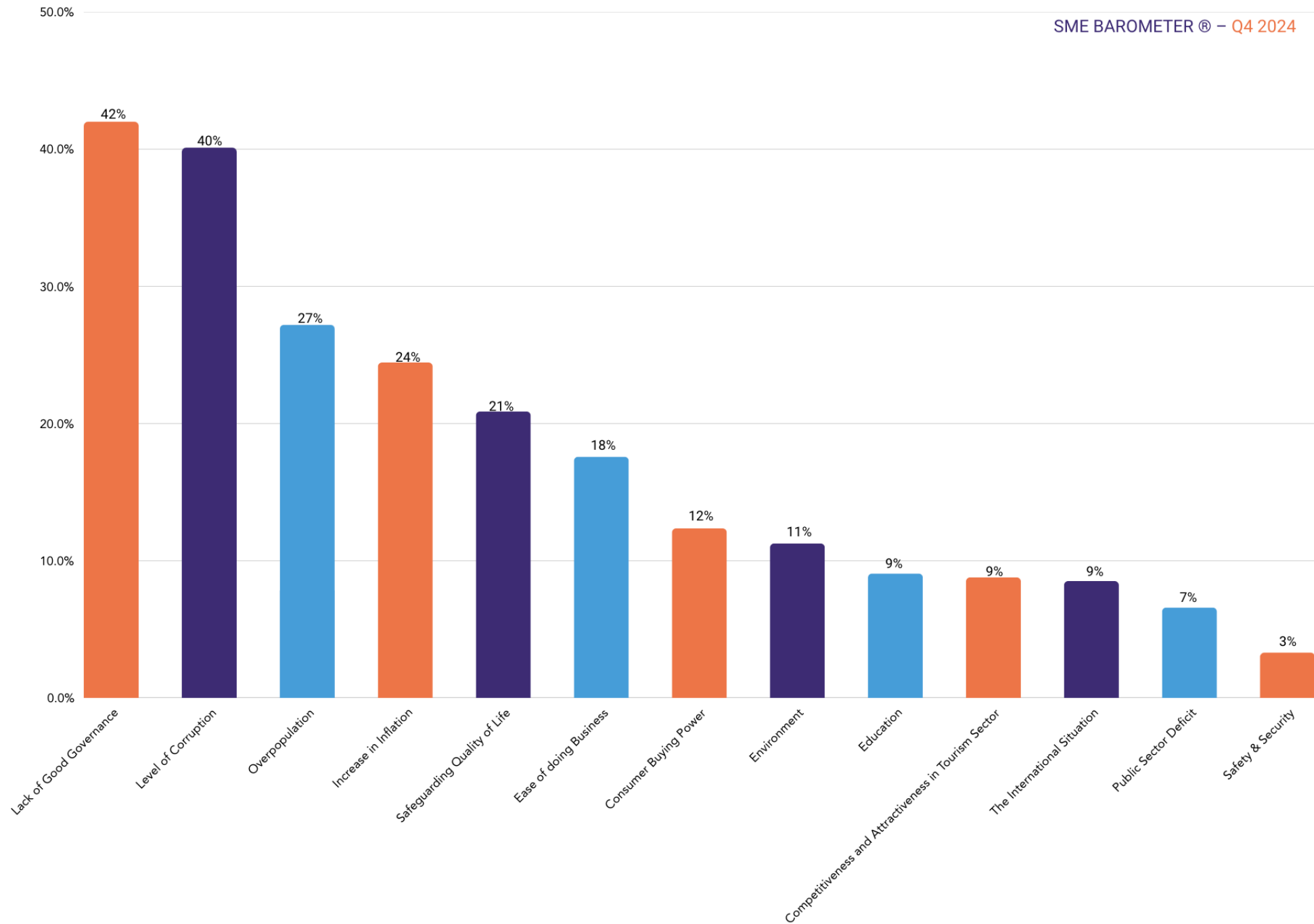
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The 2 most important issues your business is currently facing? Select only Two





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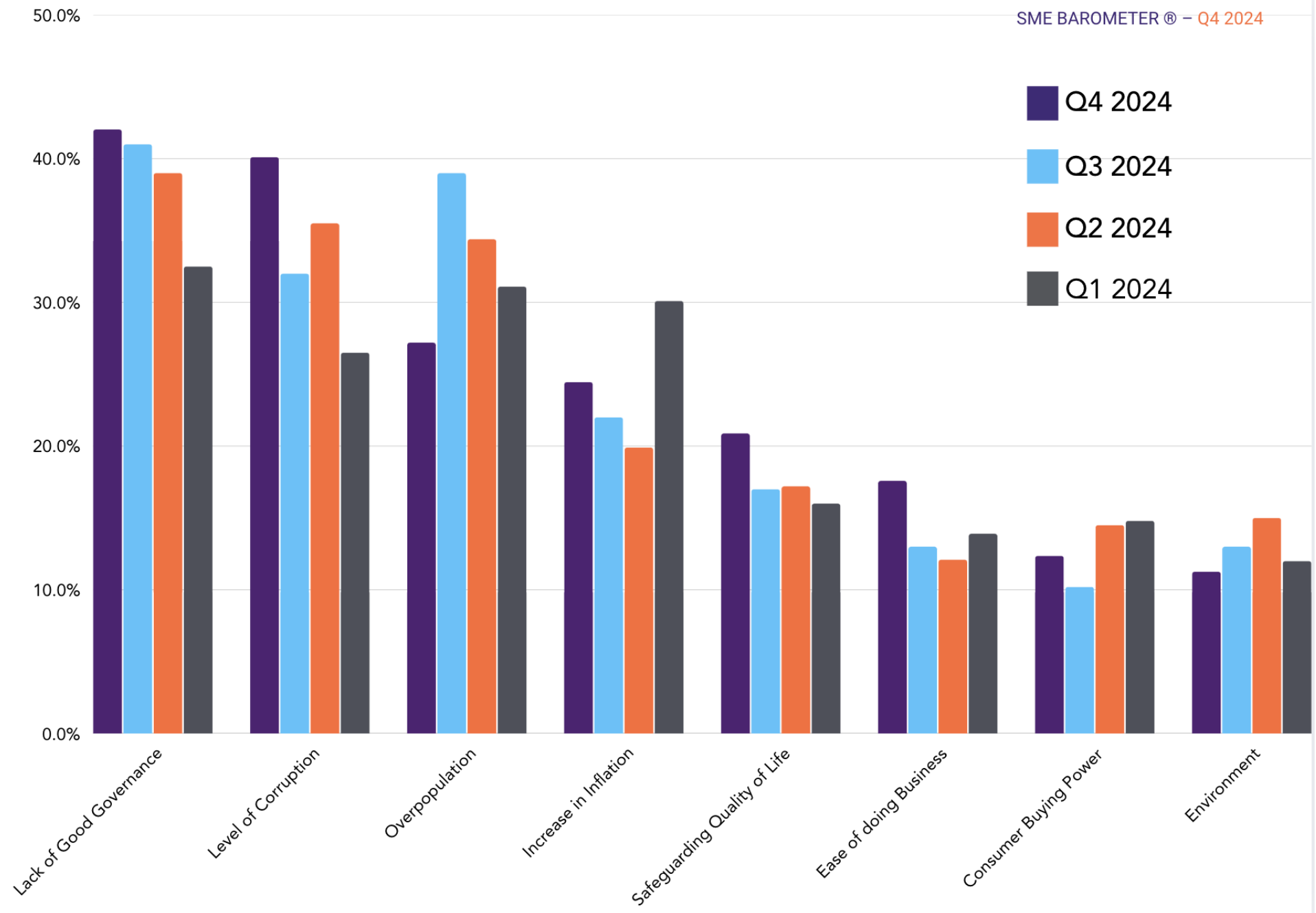


The 2 most important issues the country is facing and you would like the government to do something about

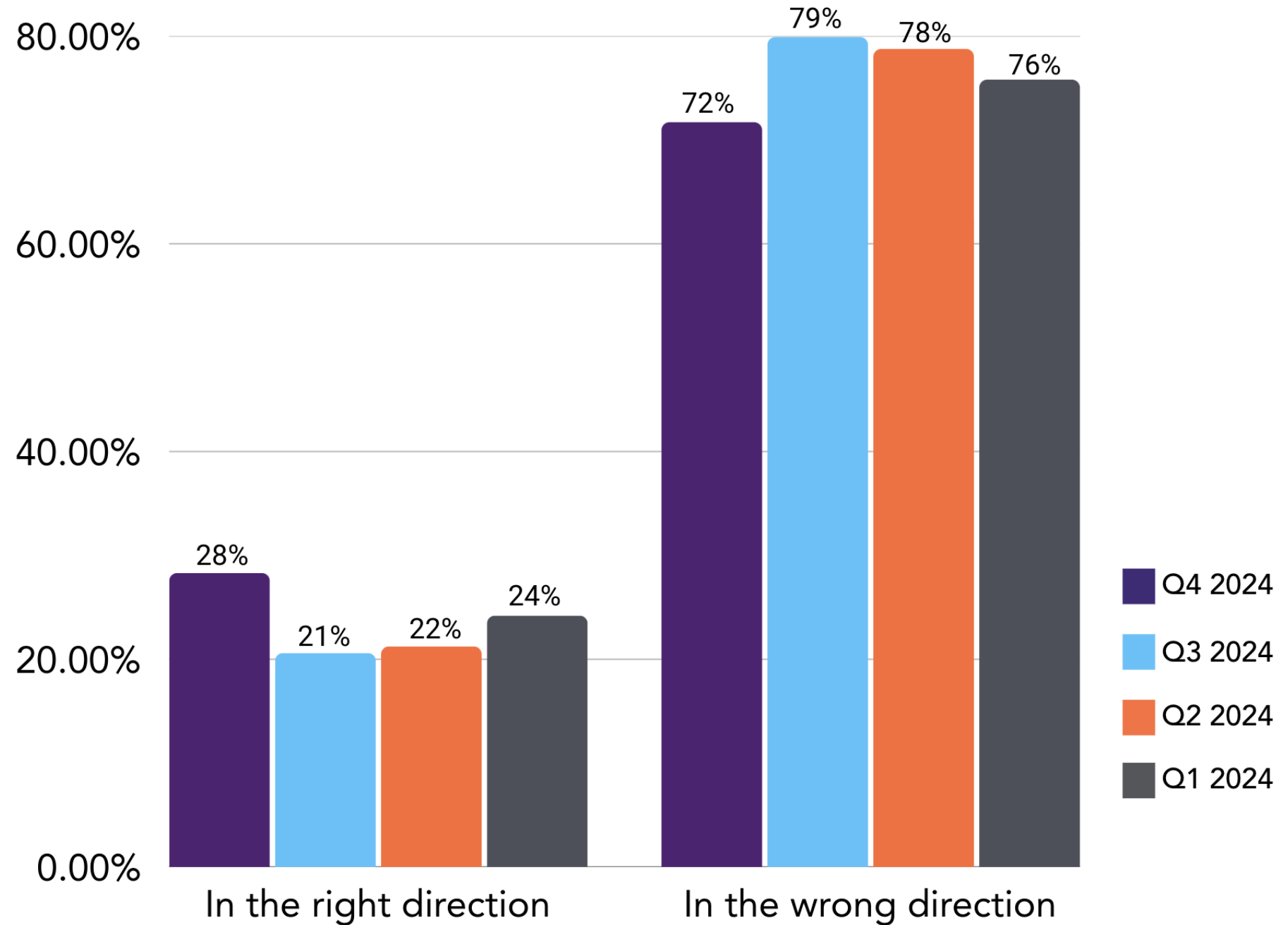
Select only Two

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

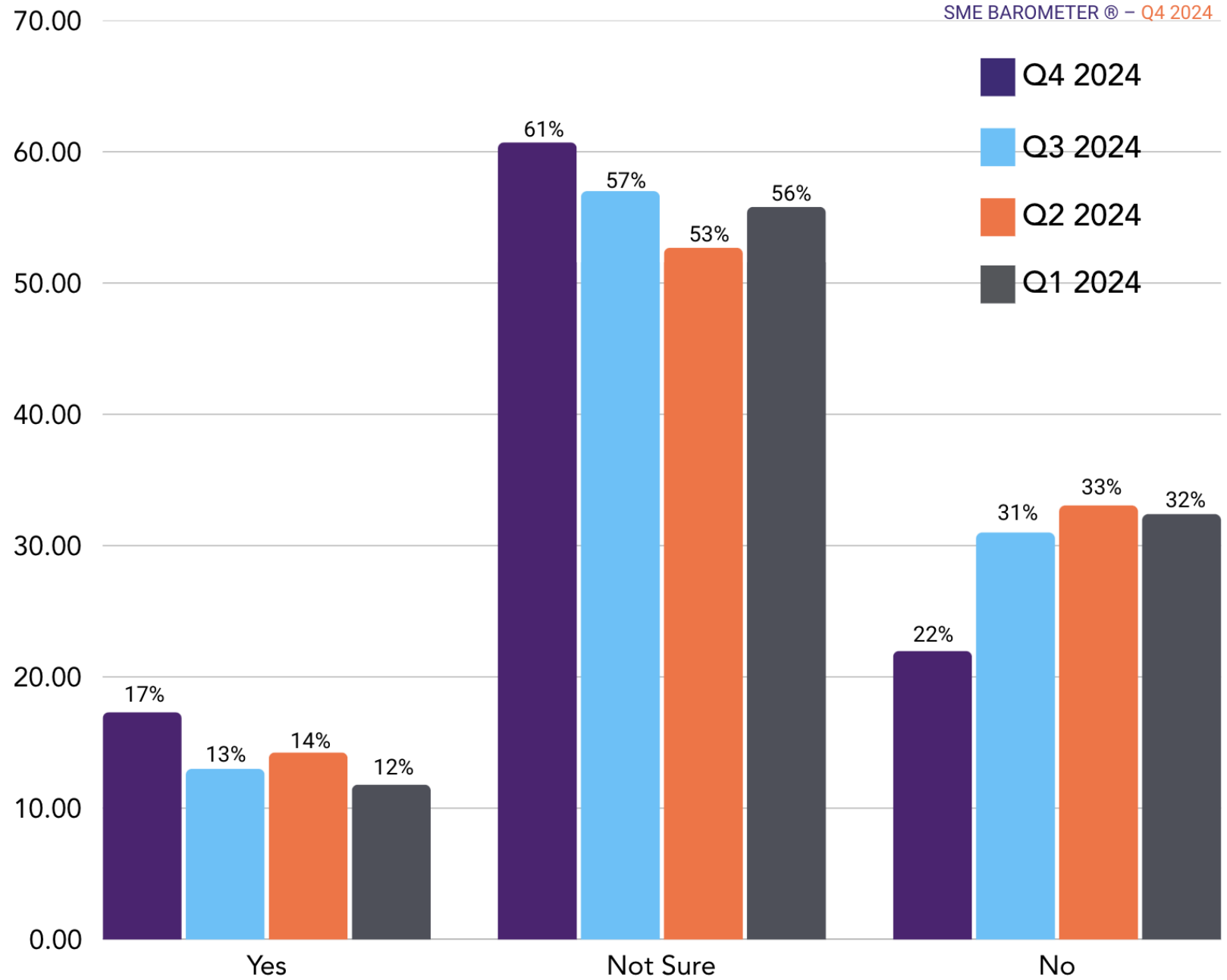
Select only Two



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

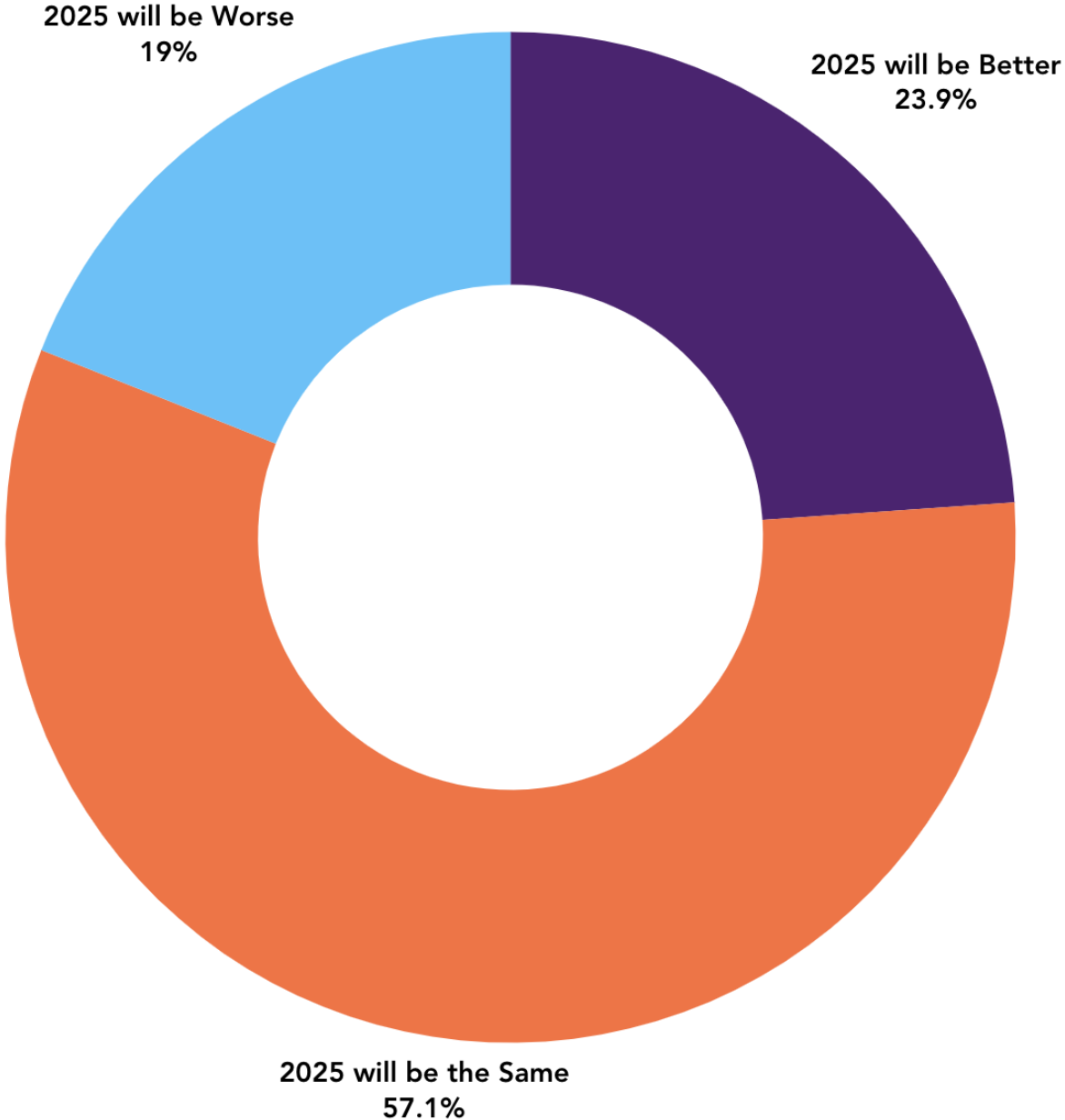


Do you think that during the next 12 months, it will be a good time to invest?





# What are your expectations for 2025?





# Other Findings.

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# Particular Issues you would like the SME Chamber to address?

“Excessive reliance on compliance increases costs”

“Accessibility to banking and bank charges”

“Tax reduction for businesses must be considered”

“Public sector recruitment is draining skilled employees”

“Country needs a strategy”

“Labour shortage is a persistent issue”

“Attracting quality workers”

“Good governance and less bureaucracy are urgently needed”

“Lack of enforcement for non-compliance”

“Increase support services to match the rapid growth of the economy”



Observations &  
Recommendations.

# Observations.

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- Delayed payments from clients or institutions are negatively affecting cash flow for businesses, particularly SMEs.
- Salary Cost, Wage Costs and Costs of Products coming from abroad are the main causes of price increase.
- Overpopulation, coupled with a lack of infrastructure to accommodate growth, are impinging on the quality of life for citizens.

## Observations.

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- 2024 compared very similarly in terms of profitability, with 2023, with the majority recording that profits remained the same.
- Employee shortages and difficulty sourcing talent locally are causing disruptions, especially in industries heavily reliant on skilled labour.
- This perception of unfairness and inequality is undermining trust in the system.

## Observations.

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- The real cost of doing business in Malta is also increasing, with many respondents recording reasons of local nature as the main reason for price increase within their business.
- Government needs to ensure that any decisions' taken at political level do not lead to further inflations.

## Recommendations.

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- Government needs to seriously address issues of unfair competition.
- Strengthen transparency and anti-corruption measures to rebuild trust in public institutions.
- Policies tied with labour migration need to reflect the country's economic vision.





# THANK YOU

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