

Q1 2024

Barometer.

Market Performance & Outlook

Strictly Confidential – Not for external release

Welcome to Q1 2024 BESA Barometer.



The Barometer report is an essential tool that members rely on to help them make sense of their own sales performance. How do we compare to the rest of the market? Is the fact that we experienced a downturn in Q1 a trend that is replicated across the sector?

These are the vital questions that sales and marketing teams and senior leaders ask themselves every quarter, and the BESA Barometer report is a quick and reliable way to benchmark your performance against the broader market.

The Barometer is also a key tool that informs our lobbying activity by allowing BESA to authoritatively speak to Government about the current state of the education suppliers sector.

But for the Barometer to be meaningful it needs to be sufficiently representative. It needs to gather responses from all areas of membership and from as many member organisations as possible.

The greater the number of contributors, the higher the confidence in the results it delivers. Your participation is all the more important during an election year, when the main political parties will be making key offers which could have a substantive impact on your business.

62 members took part in this report.

Thank you for your support.

Julia Garvey, Deputy Director General

Q1 2024

Barometer.

UK

performance & sentiment

“How confident are you about your company’s ability to develop your UK activities over the next 12 months?”



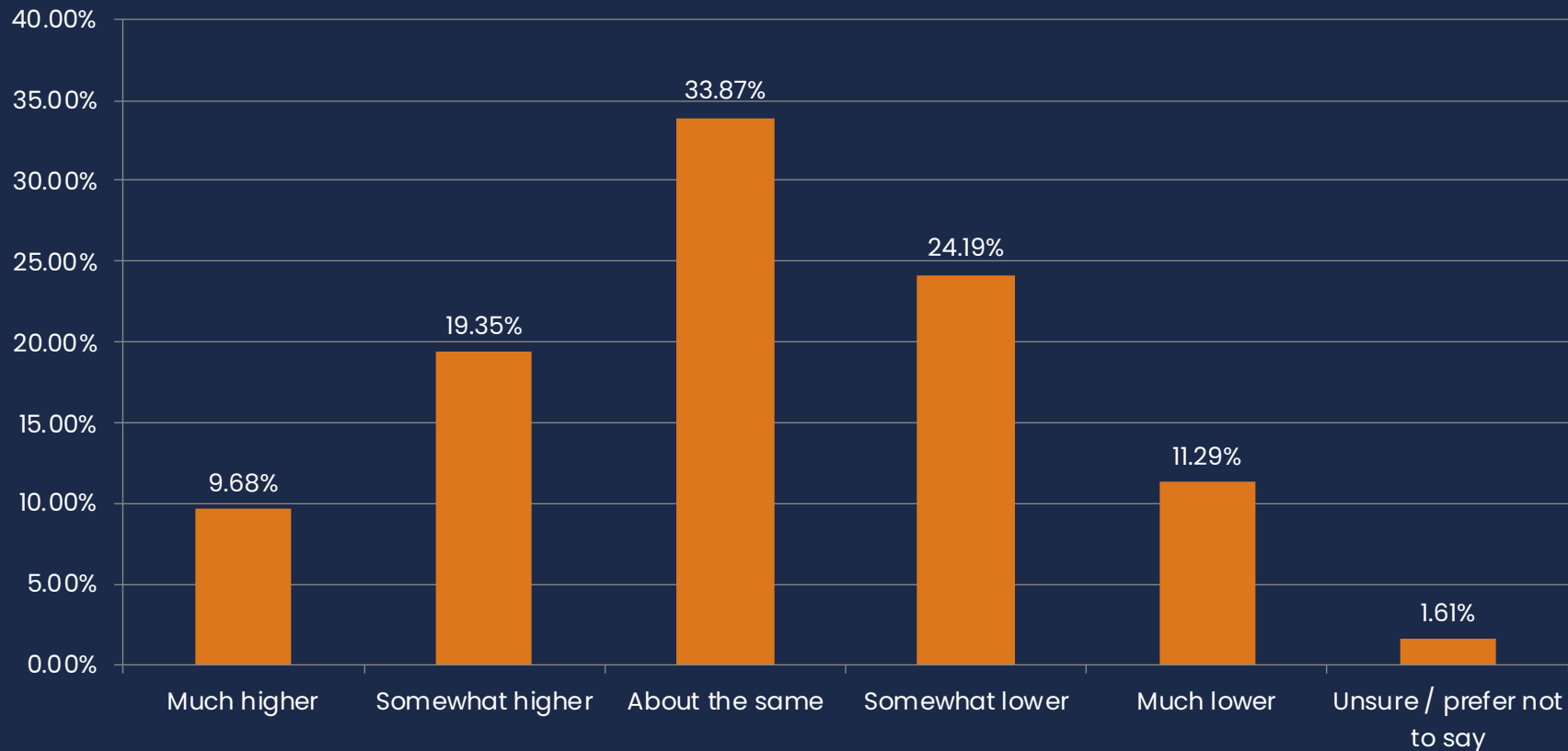
Declining from 6.3
last quarter

0 – 10 scale
0 being Not at All
10 being a Very Confident

Q1 2024 – UK Performance.

Q1 2024 vs Q1 2023.

Compared with sales activity in Q1 (Jan – Mar) of 2023, how has your sales revenue to UK schools changed in Q1 of 2024?



*In Q3 2023, 25% of members reported a year-on-year sales increase. In Q4 2023 that **increased** to 32%. In Q1 we see that reduce to 29%.*

35% of responding members are reporting reduced year on year sales in Q4.

The secondary sector has performed much better than the primary sector.

Q1 2024 – UK Performance Insights.

Q1 2024 vs Q1 2023.

29%

..the % of members reporting an **increase in sales** vs Q1 2023

31%

..the **average increase in sales** reported by those members who indicated sales have increased vs Q1 2023

35%

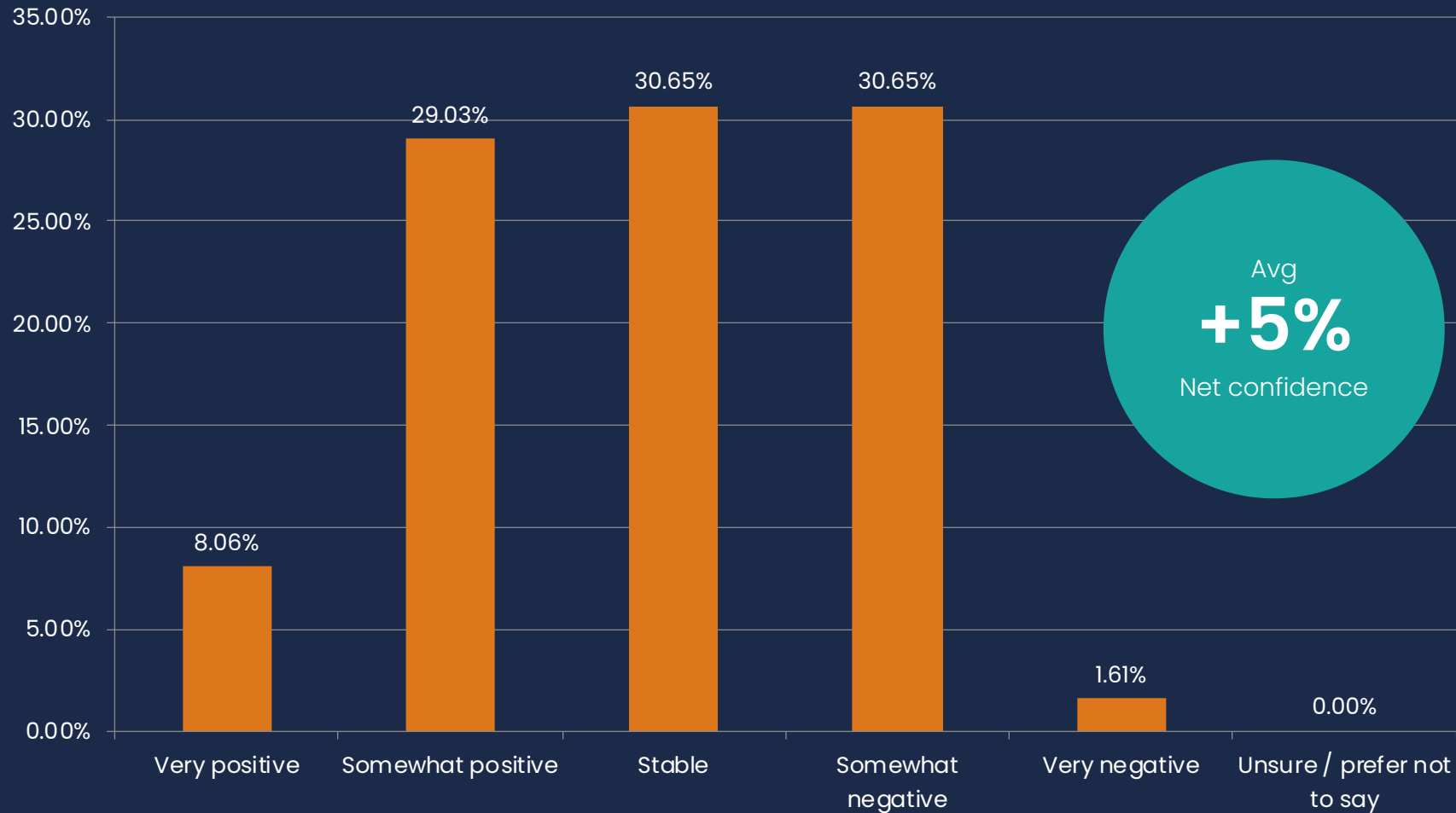
..the % of members reporting a **decrease in sales** vs Q1 2023

-21%

..the **average decrease in sales** reported by those members who indicated sales have decreased vs Q1 2023

Member Confidence– UK Sales.

What is the outlook for sales of your company's products & services to UK schools in the next 12 months?

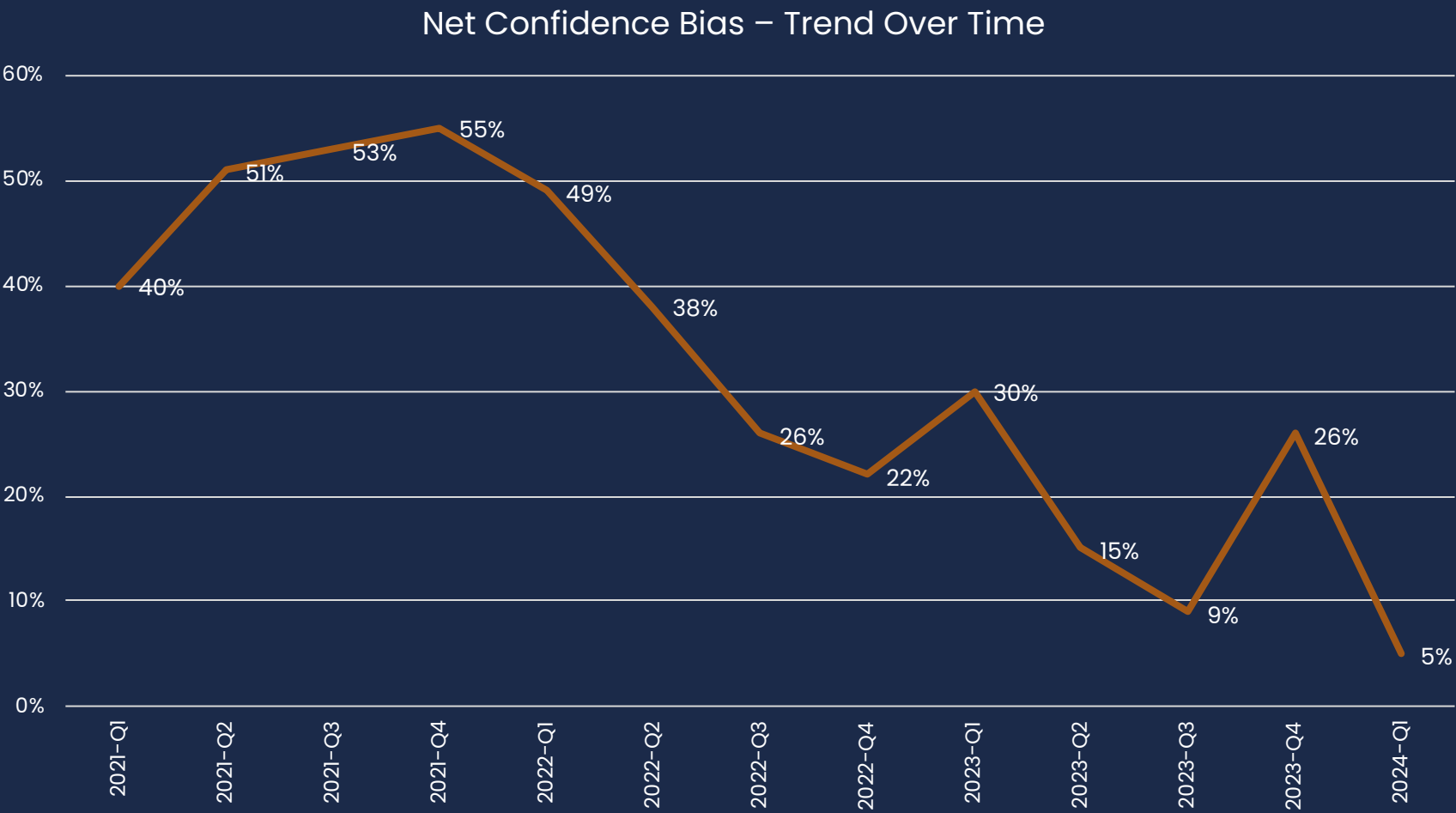


Despite a big increase in Q4 2023, Q1 sees a drop from +26% to +5% net confidence.

A drop of 21 % points.

Member Confidence– UK Sales.

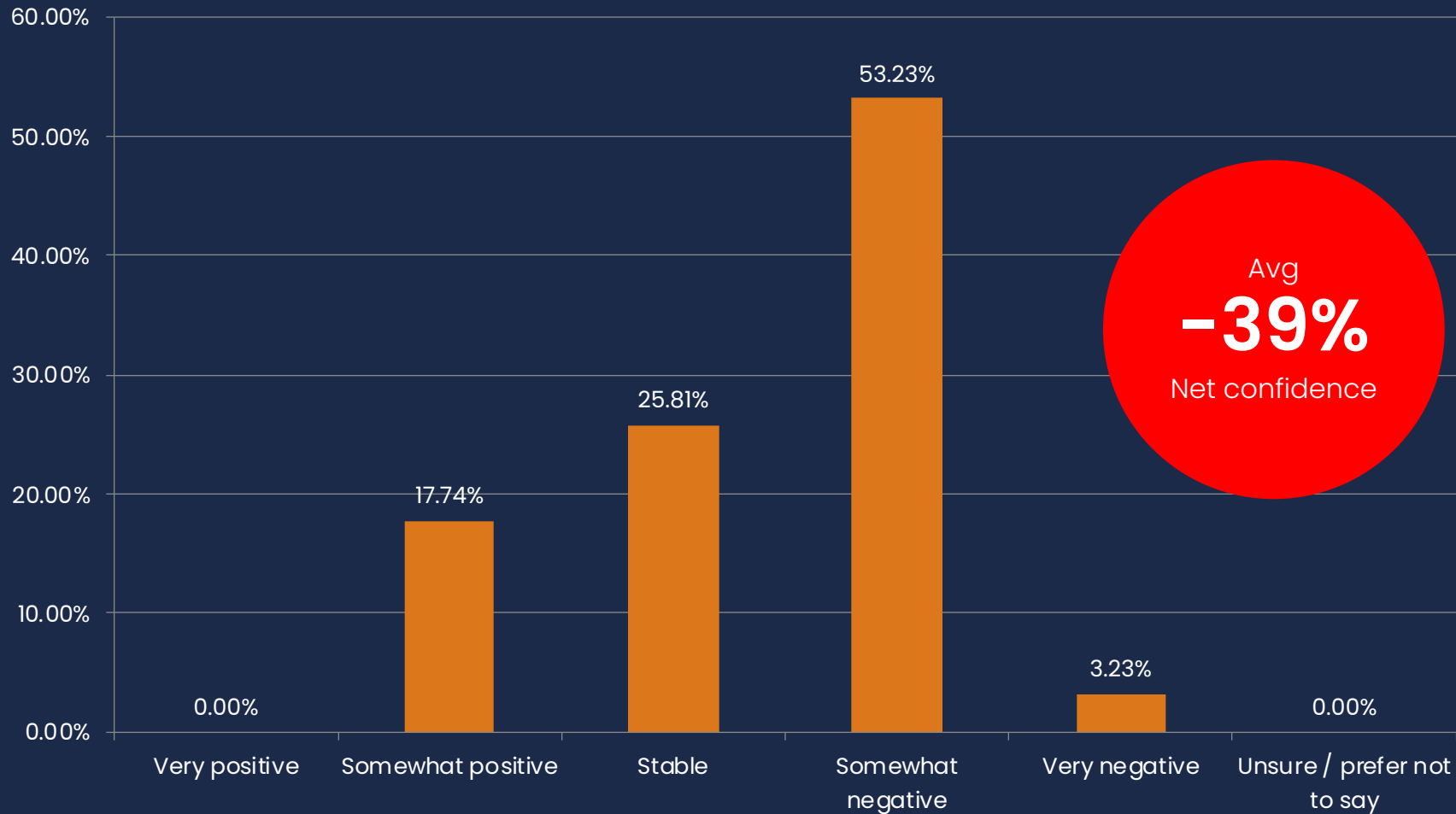
What is the outlook for sales of your company's products & services to UK schools in the next 12 months?



After a brief increase in confidence at the end of 2023, we see a dramatic drop after the first quarter of 2024.

Confidence in the UK market.

Outlook for industry sales of education products & services UK schools in the next 12 months.

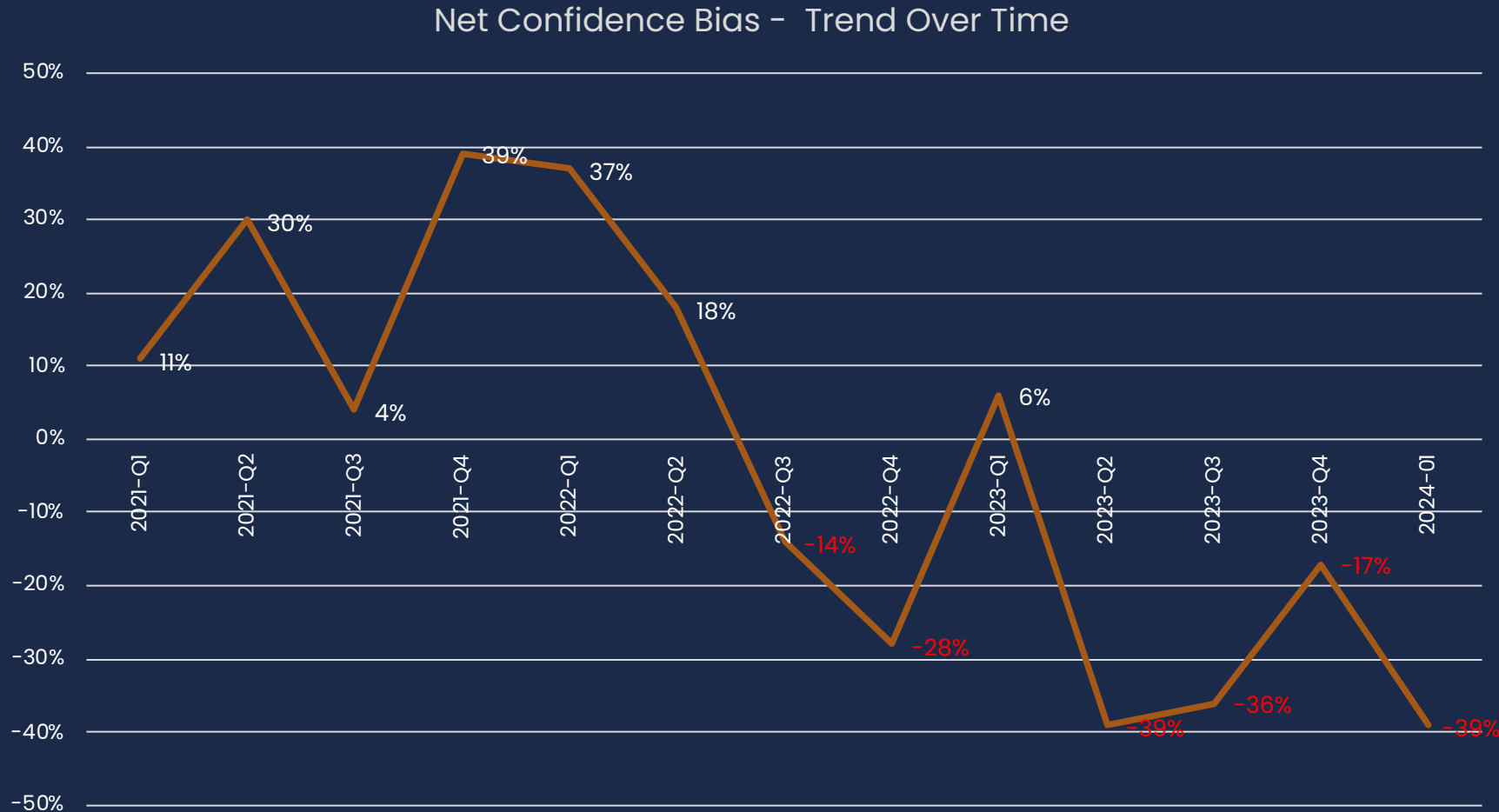


After a brief increase in confidence at the end of 2023, we are back to the figures we saw in Q2 and Q3 2023.

Members from all sectors are reporting similar sentiment, although (again) most members are more confident about their prospects than the prospects for the sector as a whole.

Confidence in the UK market.

Outlook for industry sales of education products & services UK schools in the next 12 months.



Confidence for the outlook of the industry was poor throughout 2023. As we enter 2024, confidence for the industry remains very low.

Q1 2024

Barometer.

Export performance & sentiment

“How confident are you about your company’s ability to develop your export activities over the next 12 months?”



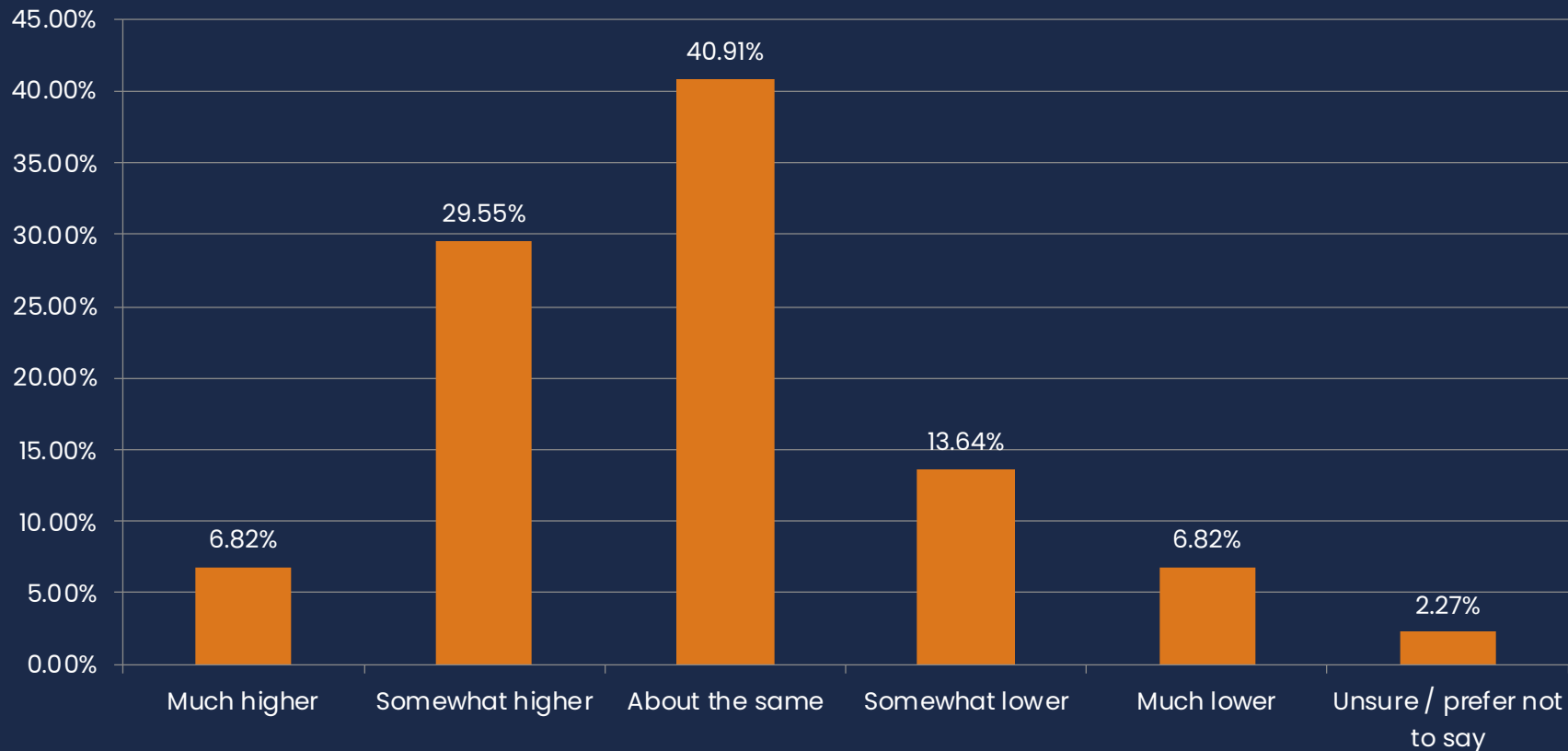
Declining
from 6.8 last quarter

0 – 10 scale
0 being Not at All
10 being a Very Confident

Q1 2024 – Export Performance.

Q1 2024 vs Q1 2023.

Compared with EXPORT sales activity in Q1 (Jan – Mar) of 2023, how has your EXPORT sales revenue changed in Q1 of 2024?



With 36% of exporting members reporting an increase in sales for Q1 2024 vs Q1 2023 compared to 29% for UK sales, the international market remains a stronger opportunity..

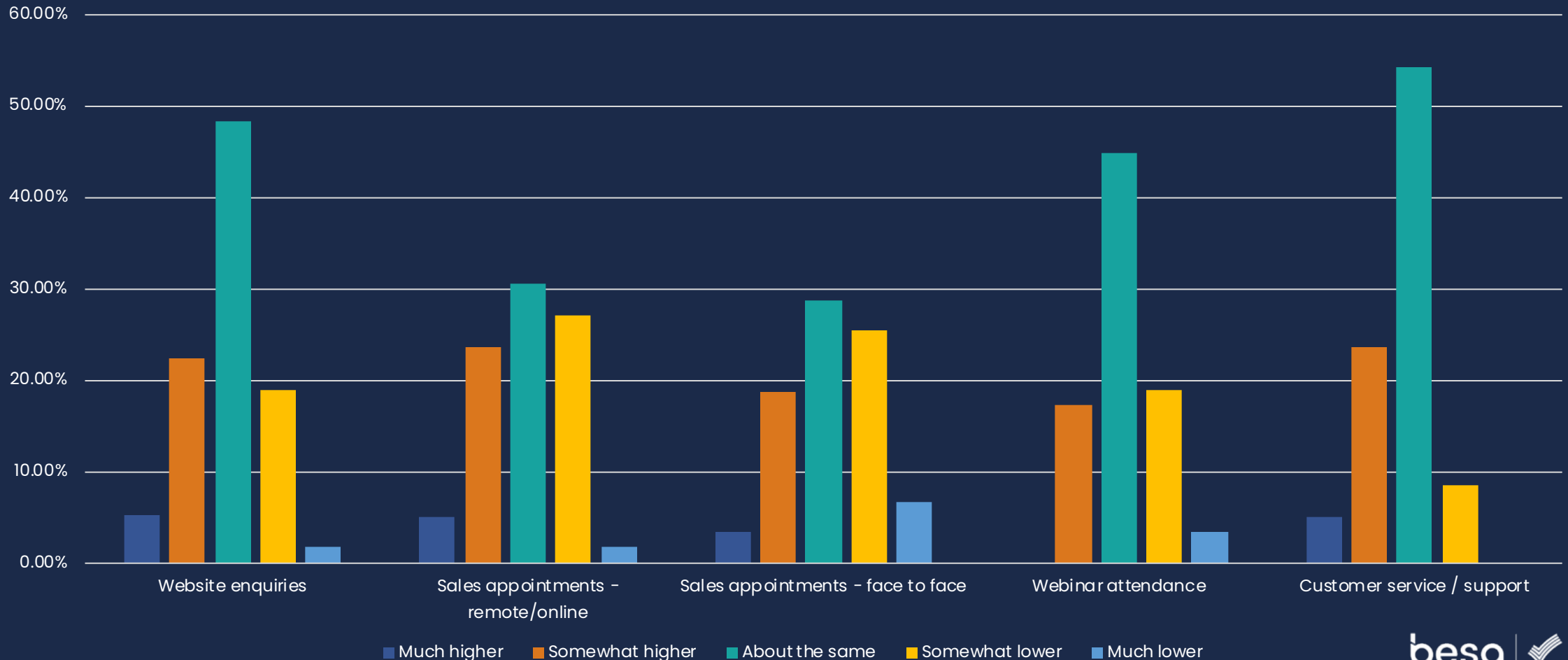
Q1 2024

Barometer.

Sales & Marketing Activity

Sales, marketing and operations.

Compared to this time last year, please rate the following engagements.



The End.