

Q2 2024

Barometer.

Market Performance & Outlook

Strictly Confidential – Not for external release

Welcome to Q2 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 Q2 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 as we start to work with a new government, when new initiatives could have a substantive impact on our members businesses.

82 members took part in this report.

Thank you for your support.

Julia Garvey, Deputy Director General

Q2 2024

Barometer.

UK

performance & sentiment

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



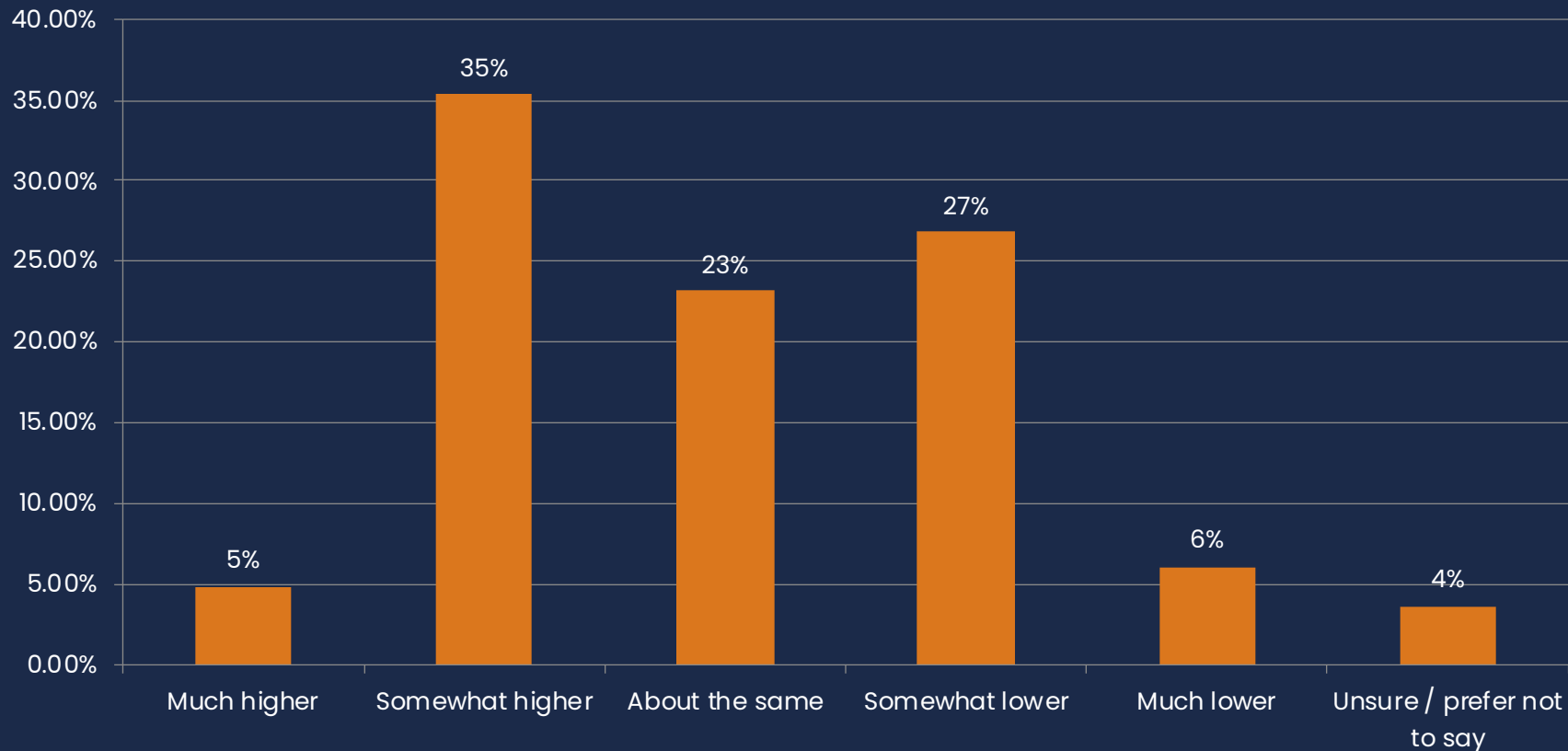
Increasing from 5.6
last quarter

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

Q2 2024 – UK Performance.

Q2 2024 vs Q2 2023.

Compared with sales activity in Q2 (Apr – Jun) of 2023, how has your sales revenue to UK schools changed in Q2 of 2024?



In Q4 2023, 32% of members reported an increase in sales, in Q1 we saw that reduce to 29% – now in Q2 we see an increase to 40% of members reporting year on year increases in sales.

A third of responding members are reporting reduced year on year sales in Q2.

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

Q2 2024 – UK Performance Insights.

Q2 2024 vs Q2 2023.

40%

..the % of members reporting an **increase in sales** vs Q2 2023

26%

..the **average increase in sales** reported by those members who indicated sales have increased vs Q2 2023

33%

..the % of members reporting a **decrease in sales** vs Q2 2023

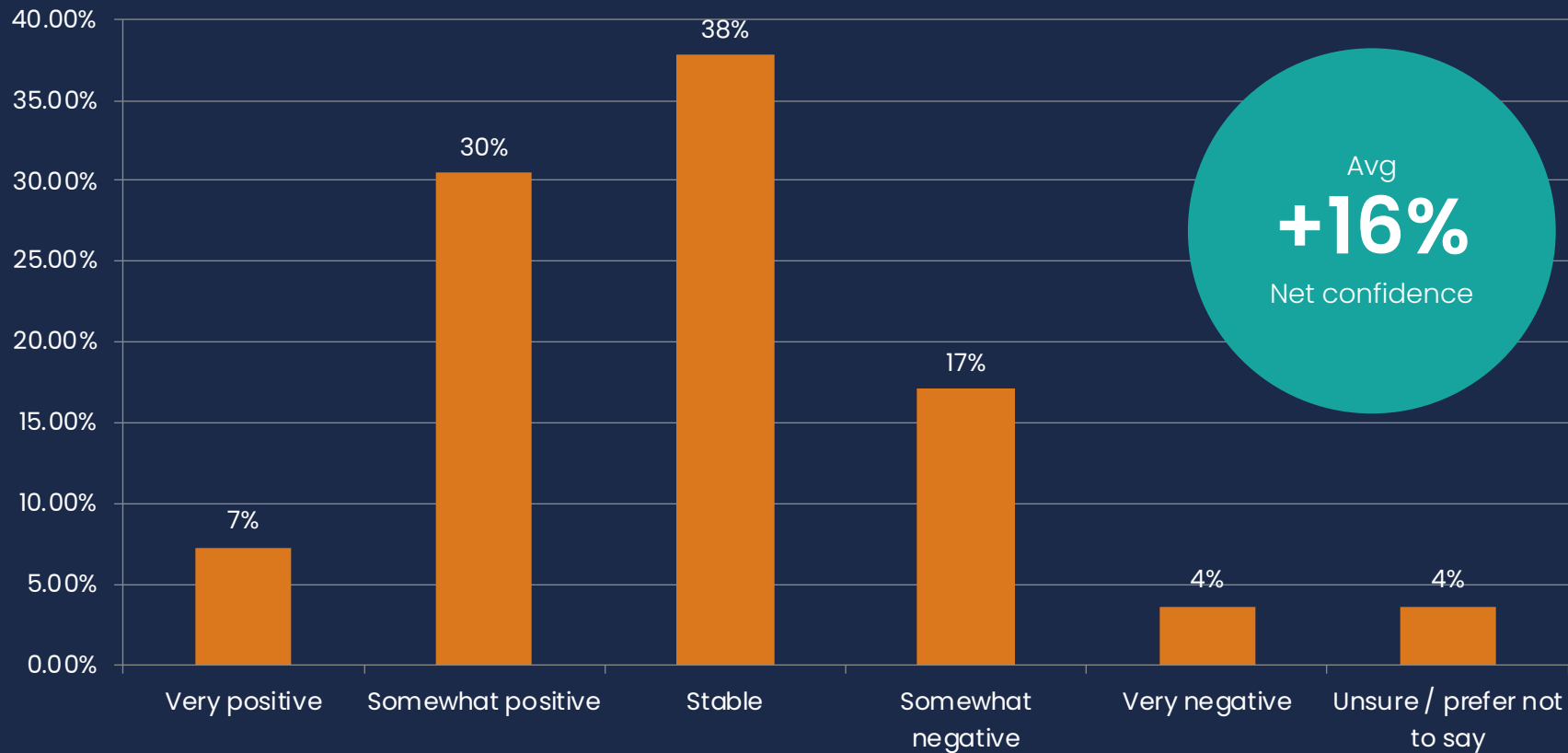
-24%

..the **average decrease in sales** reported by those members who indicated sales have decreased vs Q2 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?

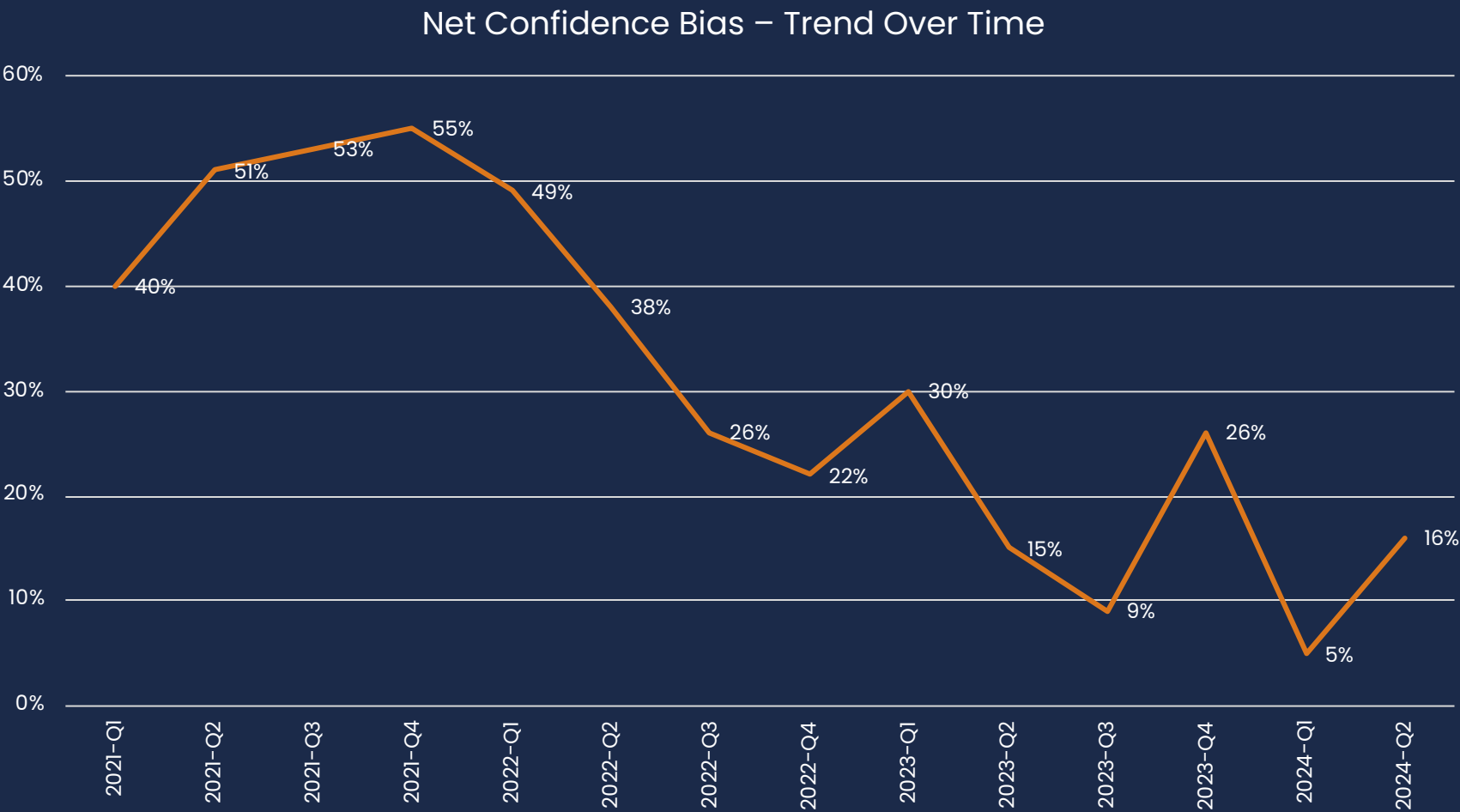
What is the outlook for sales of your company's products and services to UK schools in the next 12 months?



Despite a big fall in confidence in Q1 2024, Q2 sees a 11-percentage point increase from +5% to +16% net confidence.

Member Confidence- UK Sales.

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

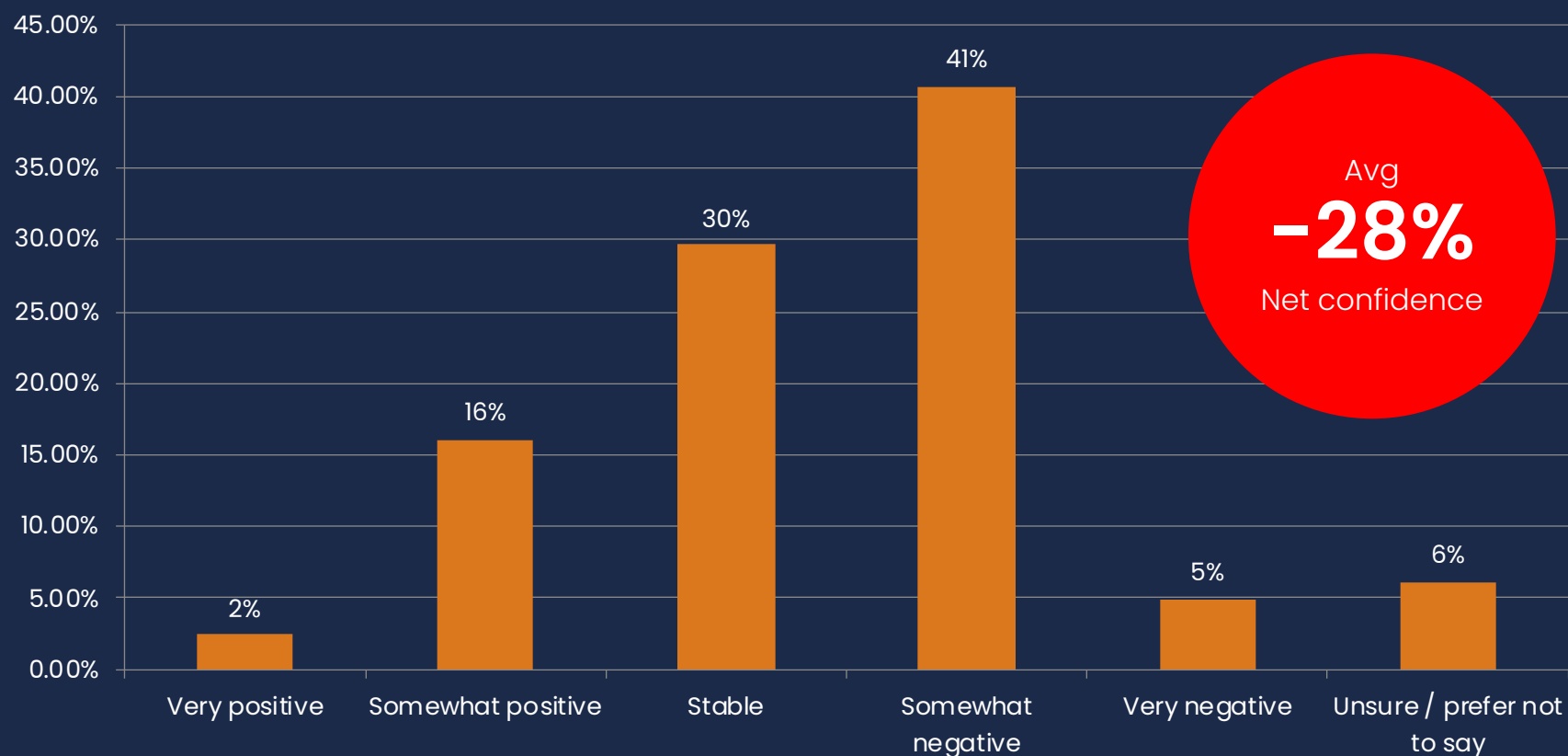


After a brief increase in confidence at the end of 2023, we have seen a turbulent time for members, perhaps in line with challenges in education such as cost of living and staff wage settlements.

Confidence in the UK market.

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

What is your own view on the overall outlook for industry sales of education products and services to UK schools in the next 12 months?

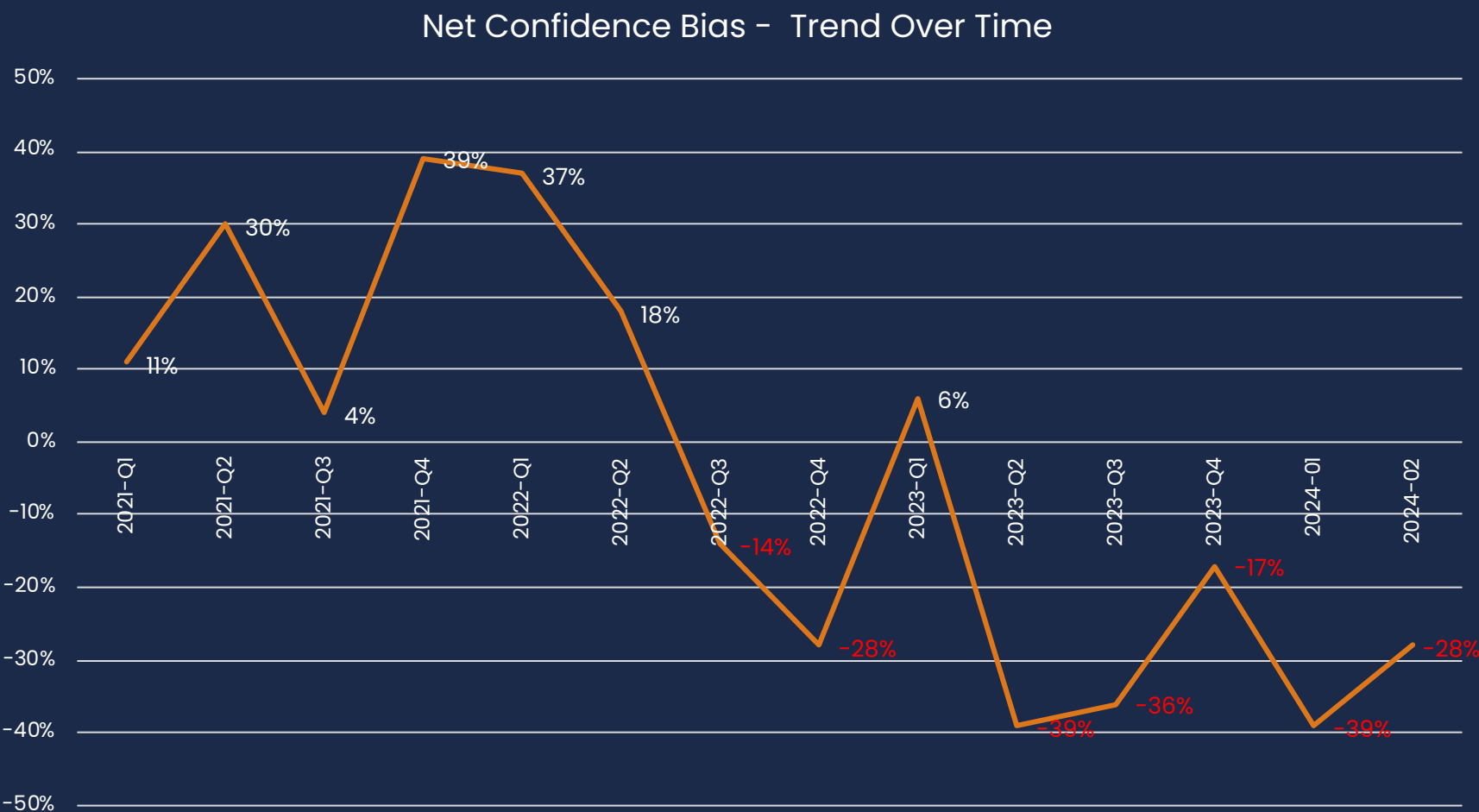


After a brief increase in confidence at the end of 2023, we are back to the figures we saw in Q2 and Q3 2023.

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 move through 2024, confidence for the industry remains very low.

Q2 2024

Barometer.

Export performance & sentiment

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



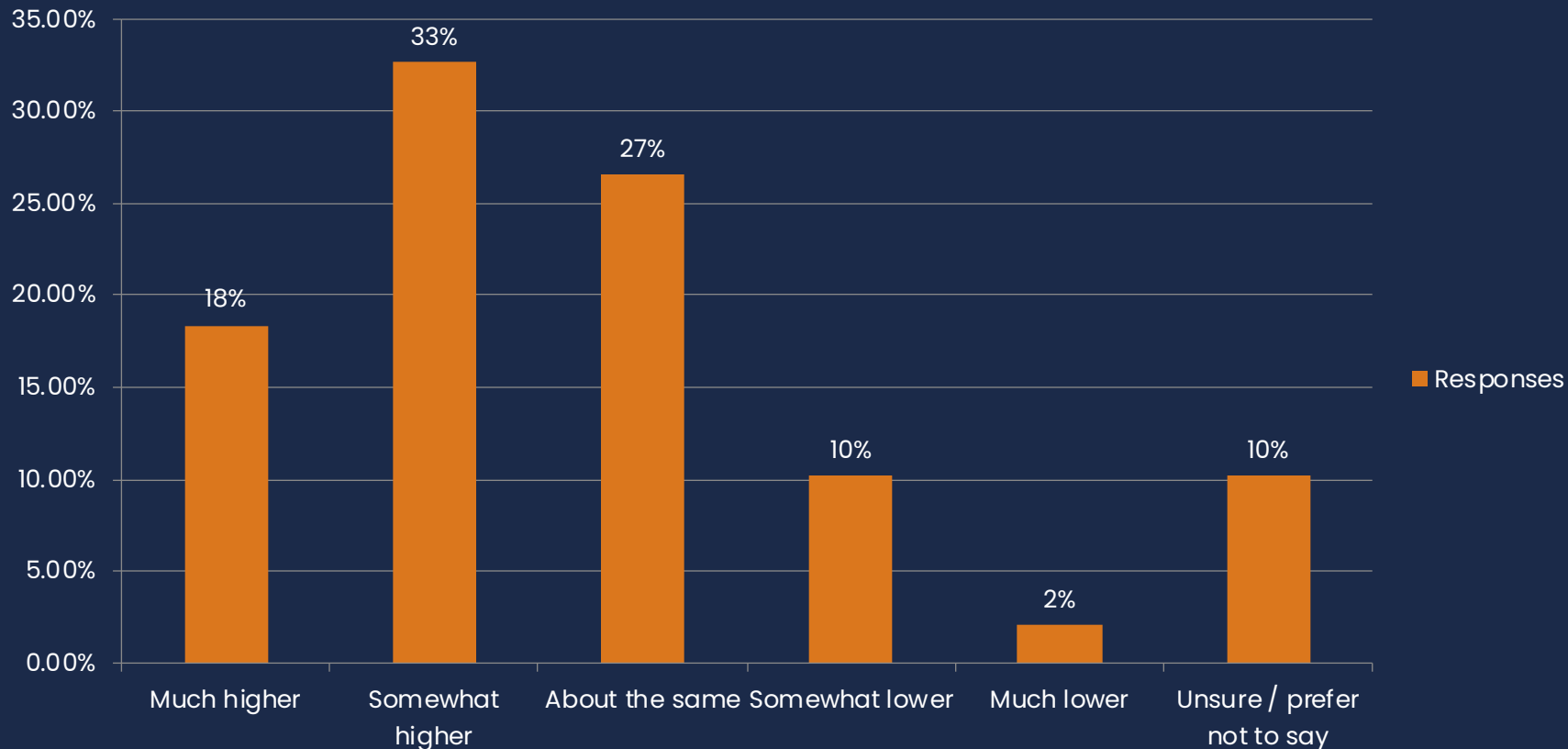
Increasing
from 6.3 last quarter

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

Q2 2024 – Export Performance.

Q2 2024 vs Q2 2023.

Compared with EXPORT sales activity in Q2 (Apr – Jun) of 2023, how has your EXPORT sales revenue changed in Q2 of 2024?



With 51% of exporting members reporting an increase in sales for Q2 2024 vs Q2 2023 compared to 40% for UK sales, the international market remains a strong opportunity for many.

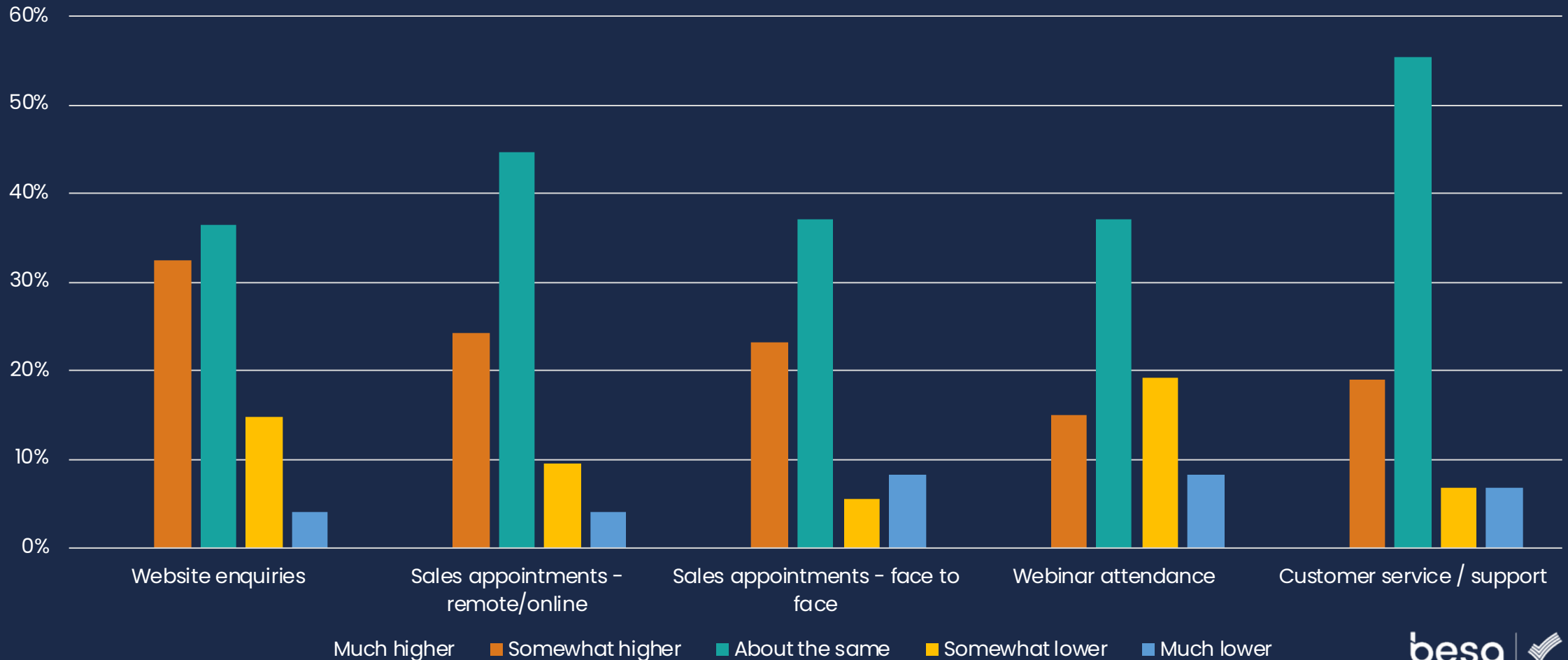
Q2 2024

Barometer.

Sales & Marketing Activity

Sales, marketing and operations.

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



The End.