



# 2025 Assessment & 2026 Outlook

SMB Survey

Survey of 147 small business clients · Conducted December 2025

## AT A GLANCE

**63%**

Said 2025 met or exceeded expectations

**55%**

Believe their business will grow in 2026

**33%**

Felt no negative economic impact in 2025

## 2025 PERFORMANCE & 2026 GROWTH OUTLOOK

How 2025 met expectations



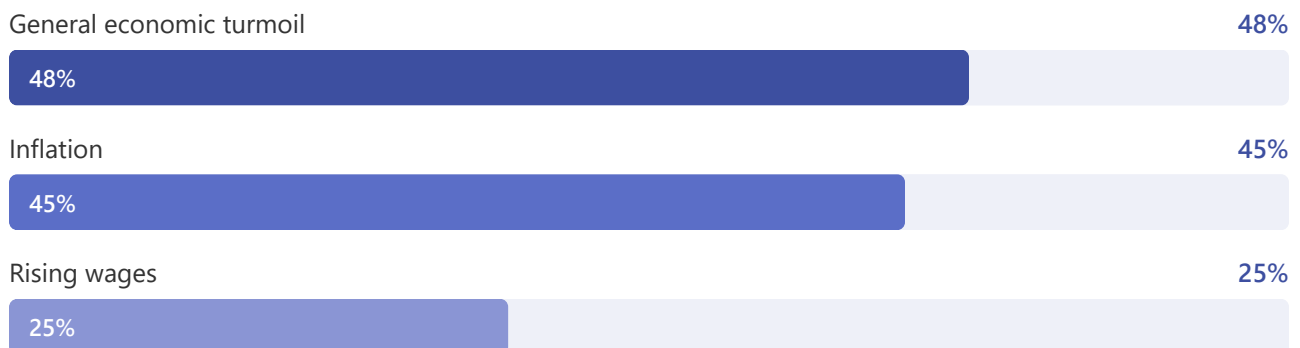
- Exceeded (13%)
- Met (50%)
- Fell short (37%)

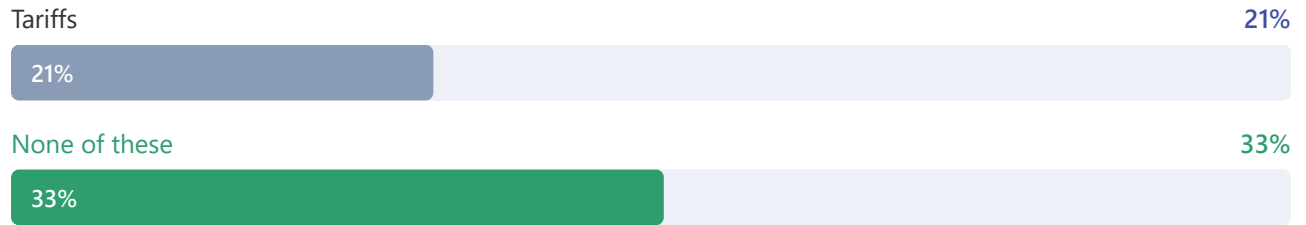
Will business grow in 2026?



- Yes (55%)
- No (15%)
- Don't know (30%)

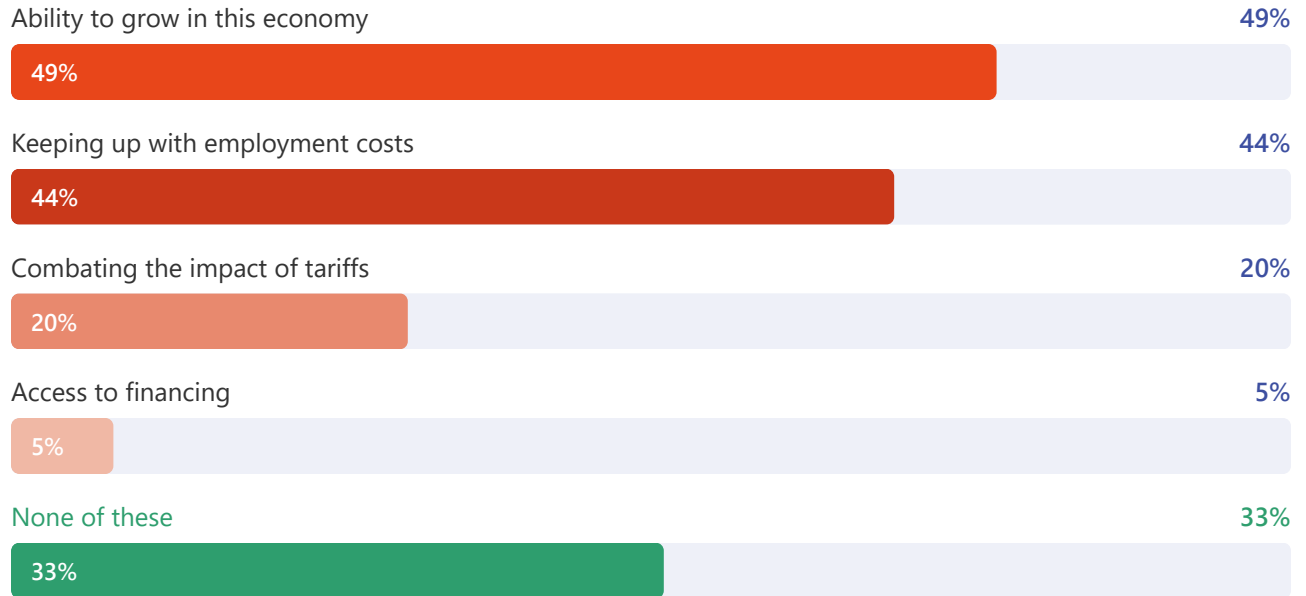
## WHAT NEGATIVELY IMPACTED BUSINESS IN 2025



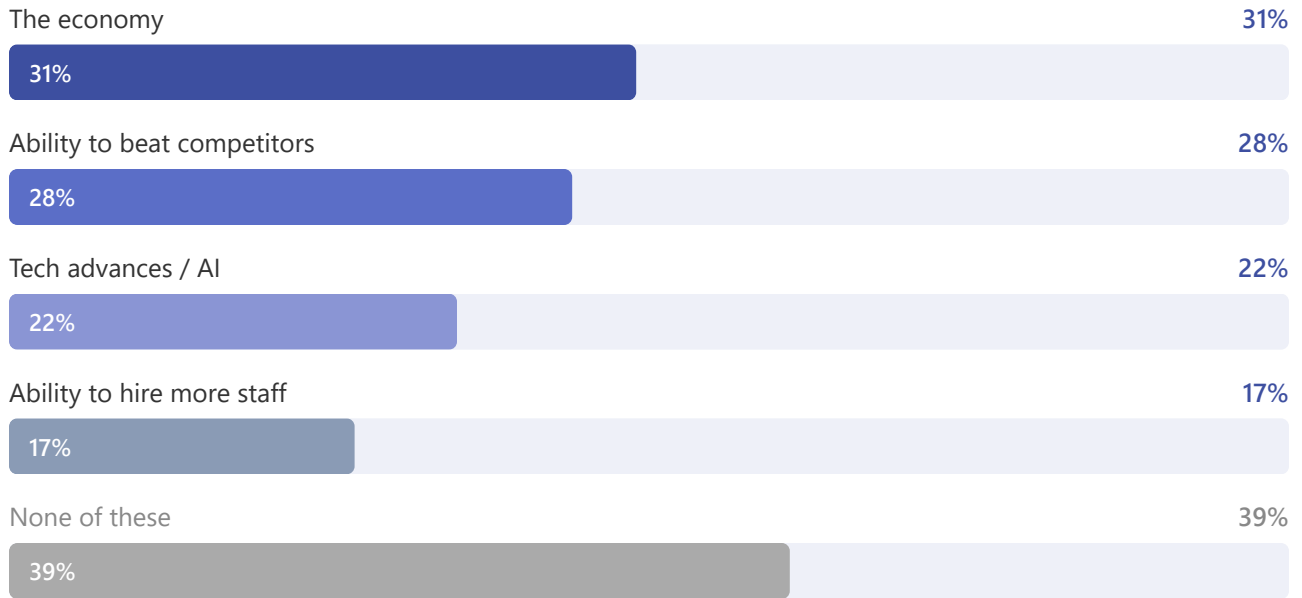


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### TOP CONCERNS HEADING INTO 2026



## SOURCES OF OPTIMISM FOR 2026



Among those with multiple sources of optimism, **46%** ranked beating competitors as their #1 source.

## AI'S IMPACT IN 2026

**67%**

of SMBs say **AI will not impact** their business in 2026 — the majority aren't worried about AI disruption yet.

**20%**

Concerned about lost traffic from AI searches

**18%**

Worried about less website visibility due to AI

**15%**

See opportunity to leverage AI for their business

## MARKETING & AI TOOL READINESS



- ▶ Only **38%** feel they have the marketing and AI tools needed to grow in 2026
- ▶ **29%** say they lack the tools they need — a key growth gap
- ▶ **33%** are unsure whether their current toolkit is sufficient
- ▶ 62% are uncertain or under-equipped — a significant opportunity for tool adoption