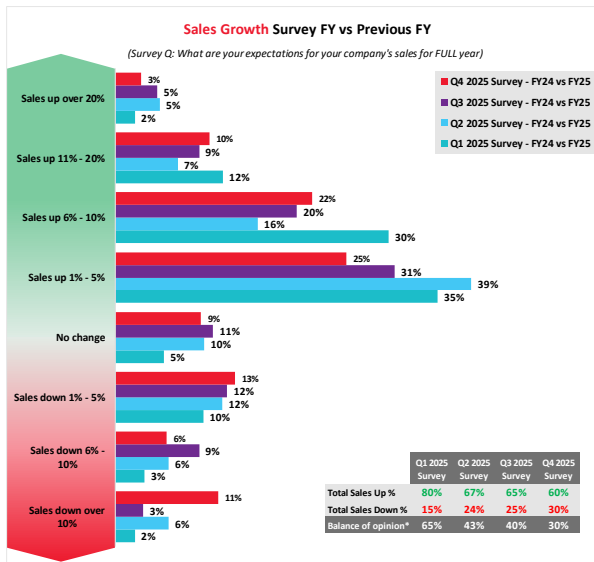
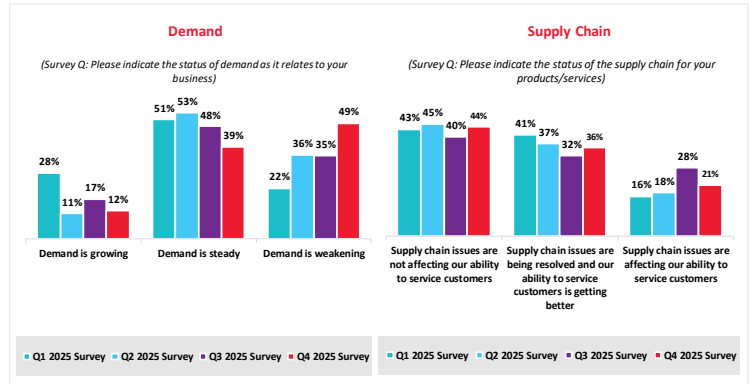
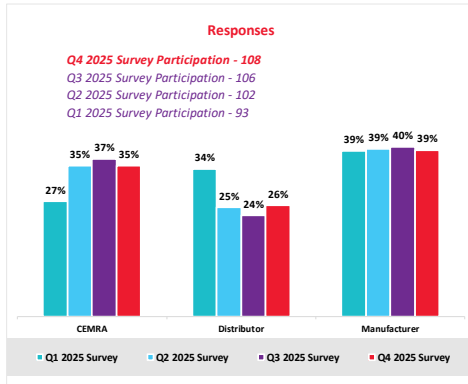


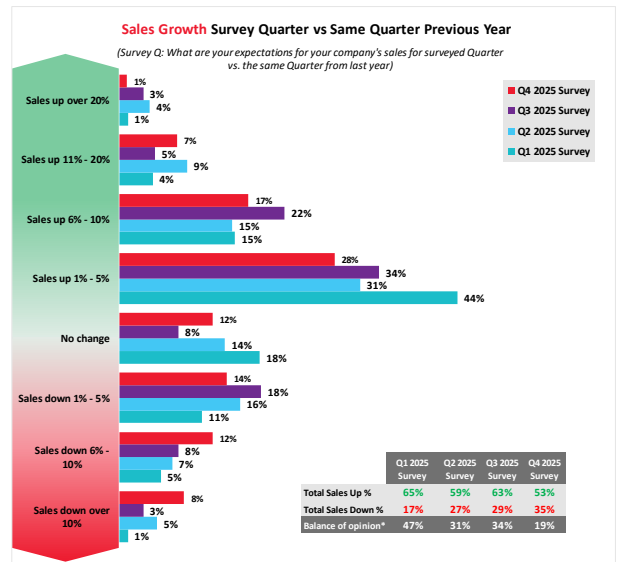
Electro-Federation Canada has released the **Q4 2025 Business Confidence Survey Results**. A total of **108 key association contacts** participated in the latest survey, maintaining a consistent and representative sample across membership types. The findings indicate a decline in overall optimism, with **60%** of respondents expecting sales growth in 2025—down from **65%** in the previous survey. Comments from respondents continue to reflect persistent uncertainty driven by concerns over U.S. tariffs.

Looking ahead to Q4 2025, **53%** of respondents predict sales increases, with **25%** projecting growth of more than **5%**. Additionally, **73%** project **growth** for **FY 2026**, which has declined from **83%** in the previous survey.

However, indications of market softening increased, with **49%** of respondents reporting weakening demand—up from **35%** in the previous survey. Additionally, supply chain challenges have declined, with **21%** citing them as a barrier to customer service—up from **28%** in the previous quarter.



* Percentage of respondent saying "Sales up" minus percentage of respondent saying "Sales down"



Comments wordcloud:

