

# Small Business Overview - UK - November 2019

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## This report looks at the following areas:

- The clouds are clearing the way for SMEs
- The under-used e-commerce opportunity

Small businesses are a hugely important element of the UK economy, and their role has increased in the last few years partly as a consequence of a faltering of larger company development in the light of economic uncertainties caused by Brexit, and partly as a result of greater numbers of self-employed individuals and the so-called gig economy.



“The small business sector is hugely diverse. While elements of the sector will grow and develop into medium/large businesses, this is not the sole objective of all small businesses. Economic marketing to the sector can be difficult partly because of the fragmentation and partly because the diverse objectives need to be recognised.”

– Terry Leggett, Senior Analyst

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