



Growth Company Pulse Survey

November 2022

Tesi

Input data for survey

Sample size

- Total sample: n = 1,517

Implementation of survey

- Telephone interview (duration approx. 10 min)
- Conducted by Taloustutkimus
- Survey was conducted 11.10.–18.11.2022

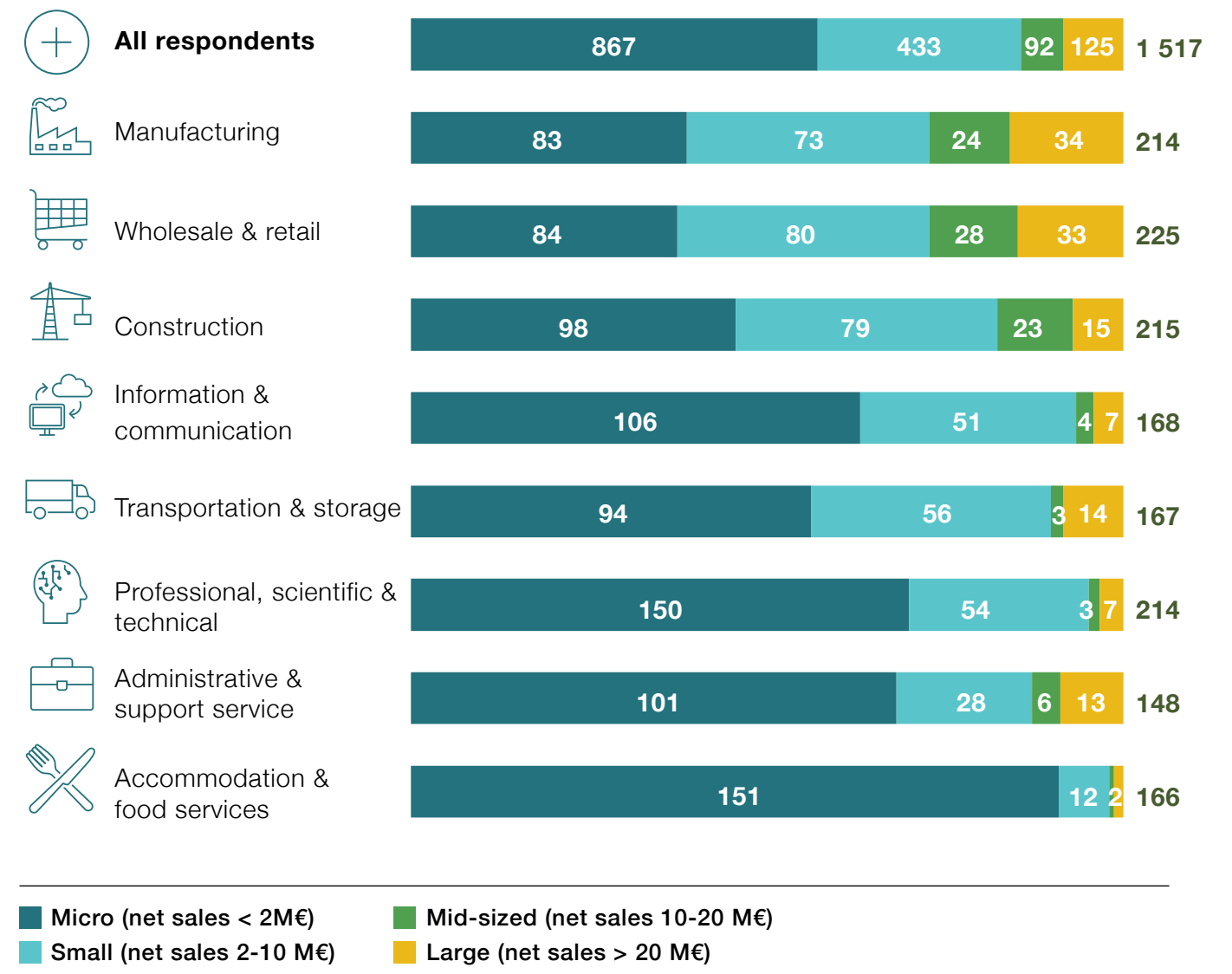
Selection of sectors and companies

- The survey covers eight sectors (at the TOL 1 level)
- The sectors were selected based on their share of Finland's GDP (VAT, employment) and of its growth (growth in VAT receipts and work productivity)
- No limit was placed on the top value of companies' net sales
- Companies of less than 5 people were excluded from the survey**

Sampling logic

- The sample size planned for the survey is 1680 companies, which were divided equally between eight sectors
- Within each sector the survey sample was divided equally between three different size classes (net sales of less than 2 M€, 2–10 M€, and over 10 M€). Within the sample, larger companies were prioritised, when possible
- The sectors are not weighted by GDP, number of personnel, or number of companies. All responses manifest the average situation of the different sectors and the importance to Finland's economy varies by sector.

Number of companies in the survey sample by sector and size



Sample and key findings of survey

Survey sample



1 517

respondent companies

Targeted at SMEs employing more than 5 people in selected sectors

Survey conducted
11.10.–18.11.2022

Key findings

5%

Net sales forecast to grow in pace with inflation

The companies forecast average growth of 5% in net sales in 2023, which is broadly in line with the ECB's inflation forecasts.

30%

Strongly-growing companies forecast > 30% growth

Strongly growth-oriented companies have grown at the level forecast for 2022, and this growth trajectory is forecast to continue also over the next three years.

15%

Profitability is expected to remain at a good level

The companies forecast an average level of profitability of 14.9% for 2023, i.e. a rise of 2.5 percentage points.

57%

Labour shortage is not only an obstacle to growth but also to normal operations

57% of companies suffer from labour shortages. These are an obstacle to the normal scale of operations for 17% and an obstacle to growth for 47% of companies.

50%

One-half of companies have taken proactive steps to save electricity

50% of the companies have taken proactive steps to save electricity. Most savings are sought by reducing lighting, adjusting temperature, and investing in energy efficiency.

32%

One-third of companies expect to increase investment

32% of the companies reported they would increase and 14% decrease their investments in 2023.

20%

20% of the companies plan to increase their R&D activities

35% of the companies currently engage in R&D and 20% plan to increase their R&D. Furthermore, 9% of the companies with no current R&D plan to start it.

69%

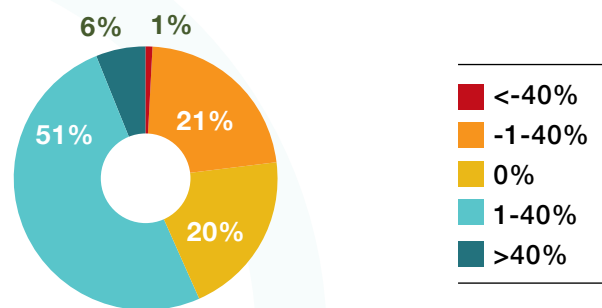
VC & PE-backed companies grow, invest, research & develop more than their peers

69% of VC & PE-backed companies are strongly growth-oriented. VC & PE-backed companies invest on average the equivalent of 20% of their net sales while 81% engage in R&D.

Net sales forecast to grow in pace with inflation

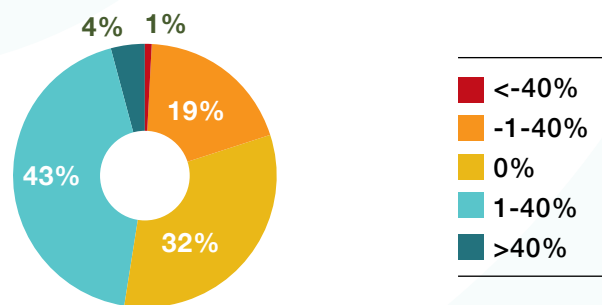
Estimate change in net sales in 2022, average 8.5%

percentage of companies, %



Forecast change in net sales for 2023, average 5%

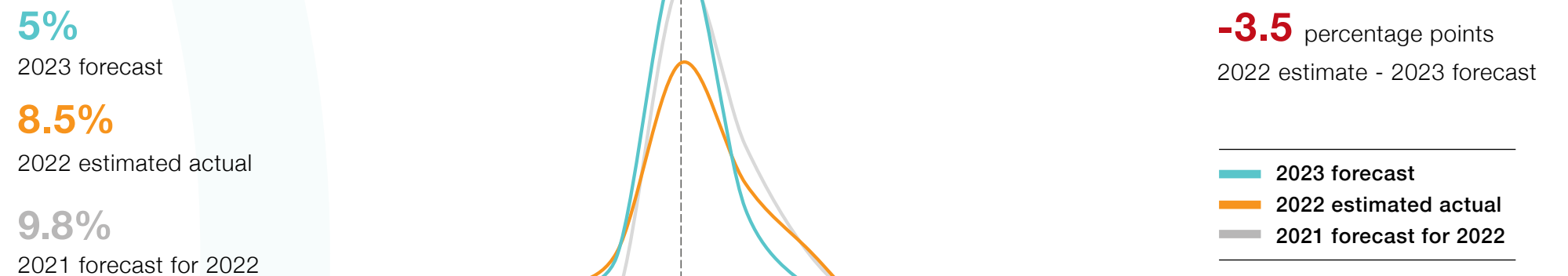
percentage of companies, %



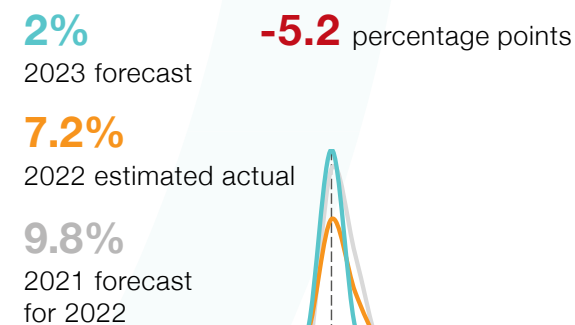
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Forecast growth in net sales for 2022 and 2023

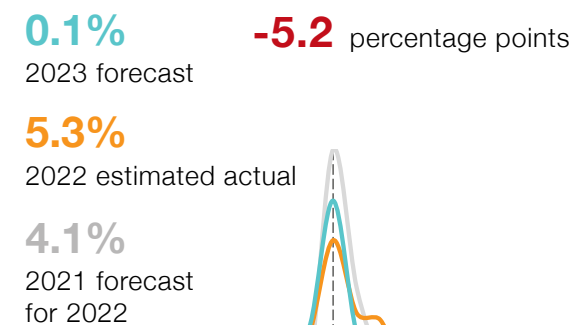
% of respondent companies



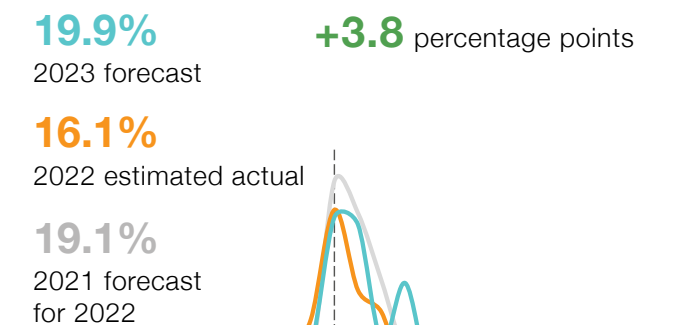
Manufacturing



Construction

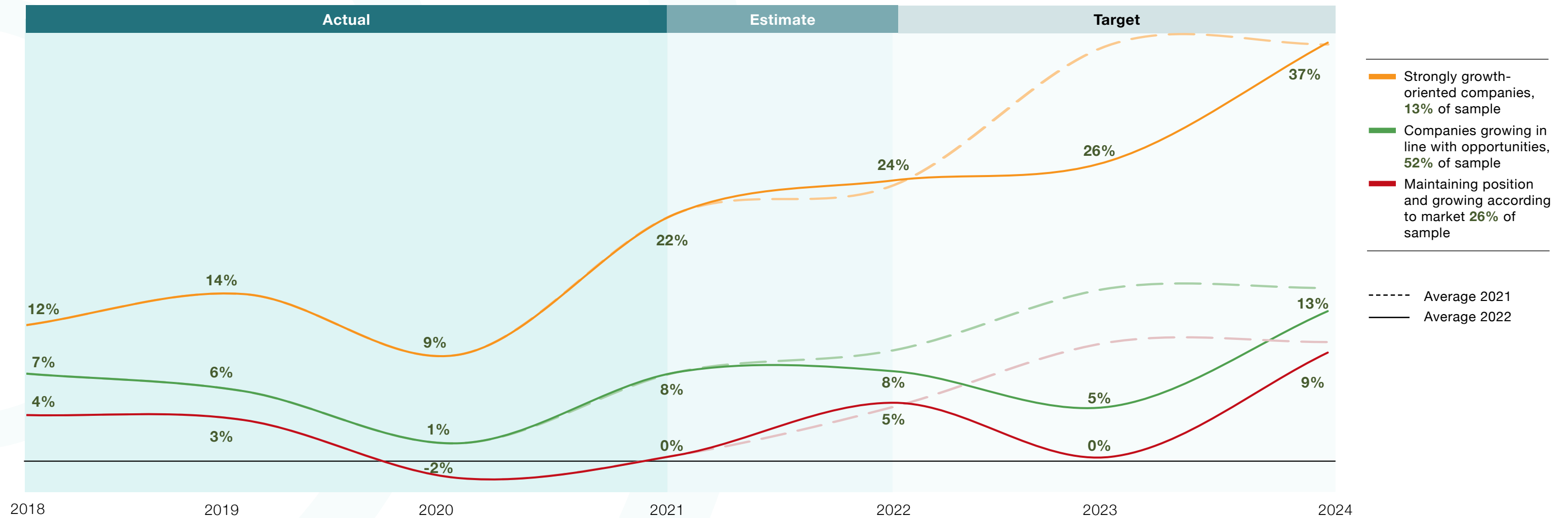


Information & communication



Strongly-growing companies forecast > 30% growth

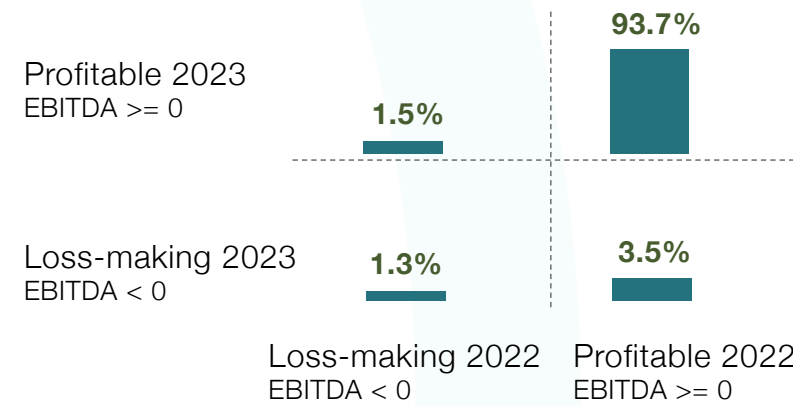
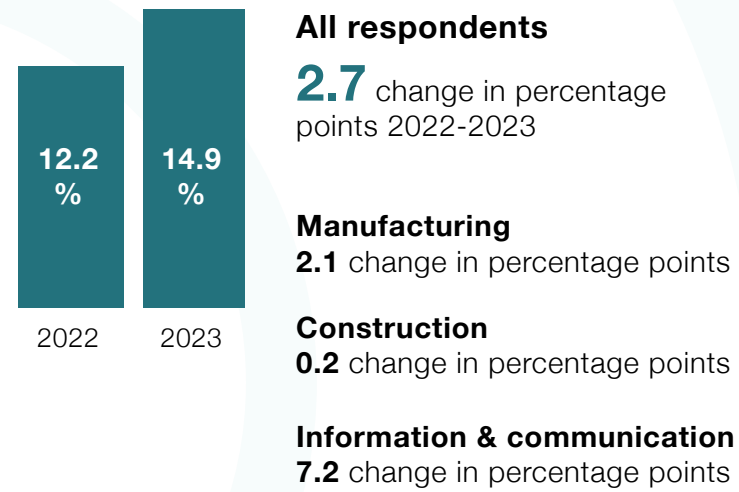
Long-term forecasts for growth in net sales by growth-orientation class



Profitability expected to remain at a good level

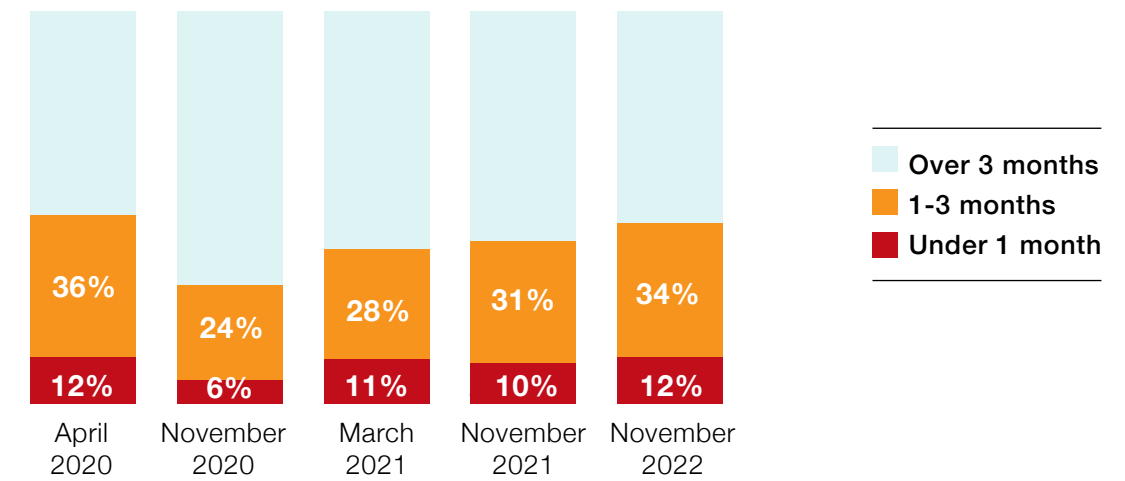
Forecast change in profitability in companies 2022 → 2023

% of respondent companies



Estimated duration of funds in different survey rounds

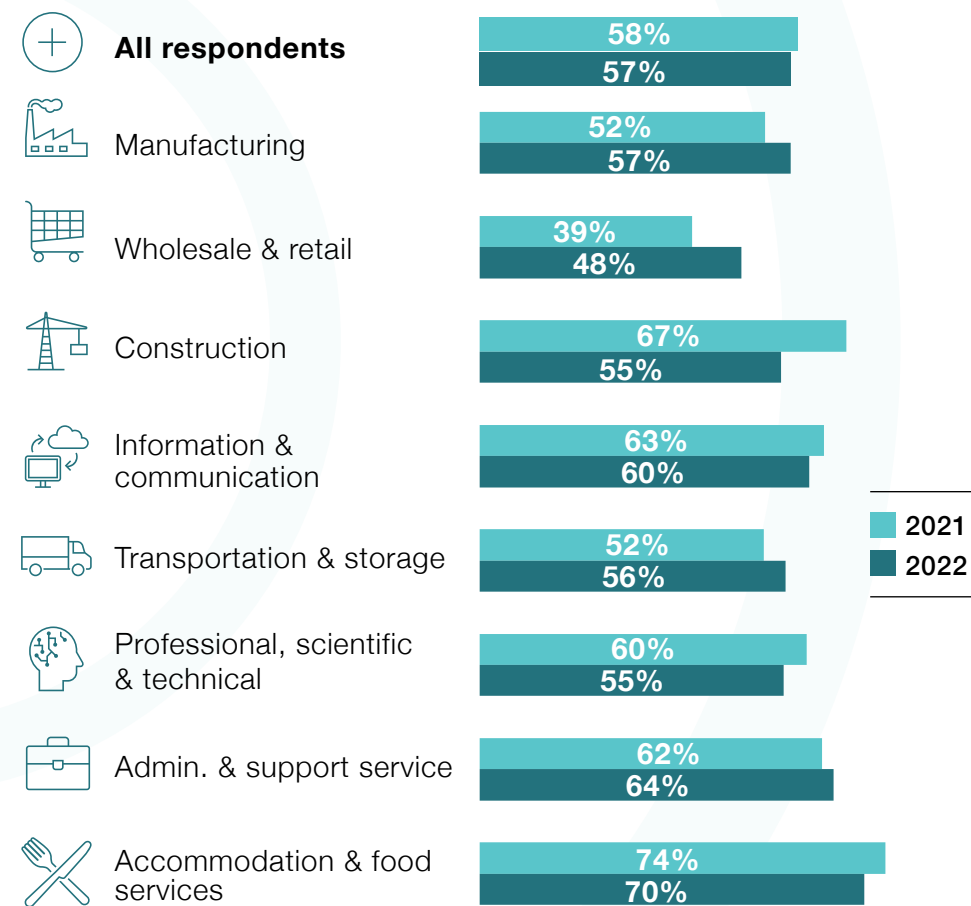
% of respondent companies



Labour shortage an obstacle to growth and to normal operations

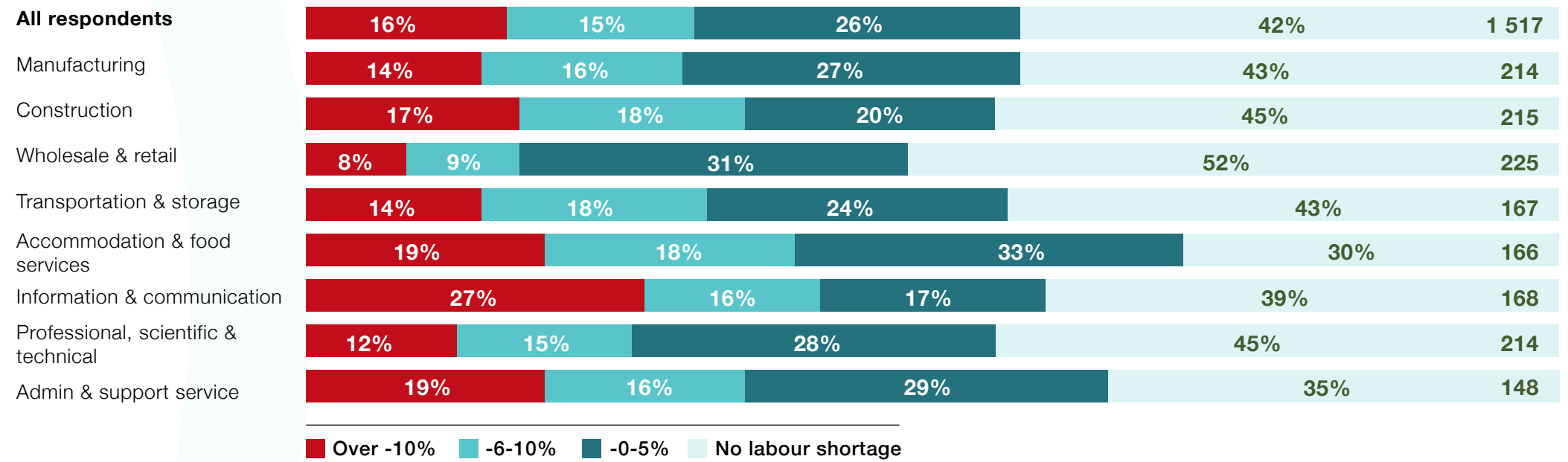
Labour shortage by sector

Companies are suffering from labour shortages across all sectors, particularly a lack of labour in ongoing jobs



Impact of labour shortage on net sales

% of respondent companies



Impact of labour shortage on business

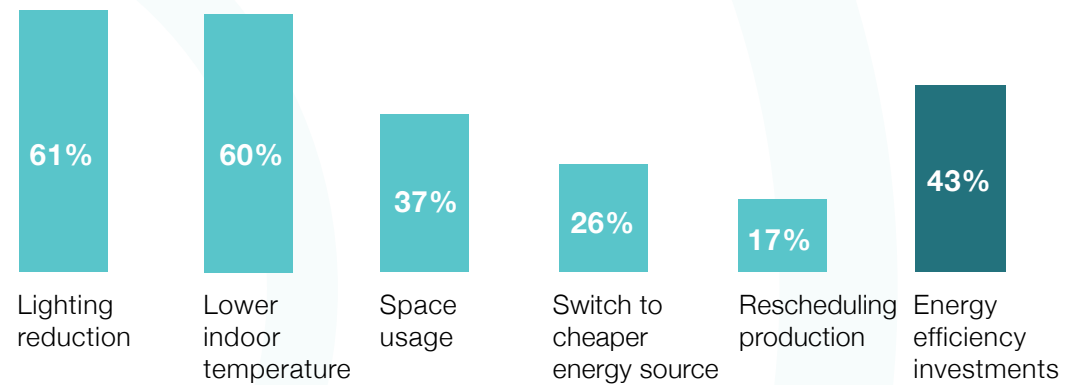
% of respondent companies



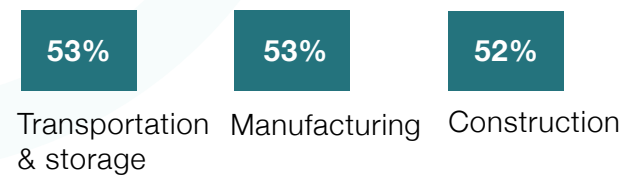
One-half of the companies have taken proactive steps to save electricity

Companies' proactive electricity savings measures

% of companies taking pro-active electricity saving measures

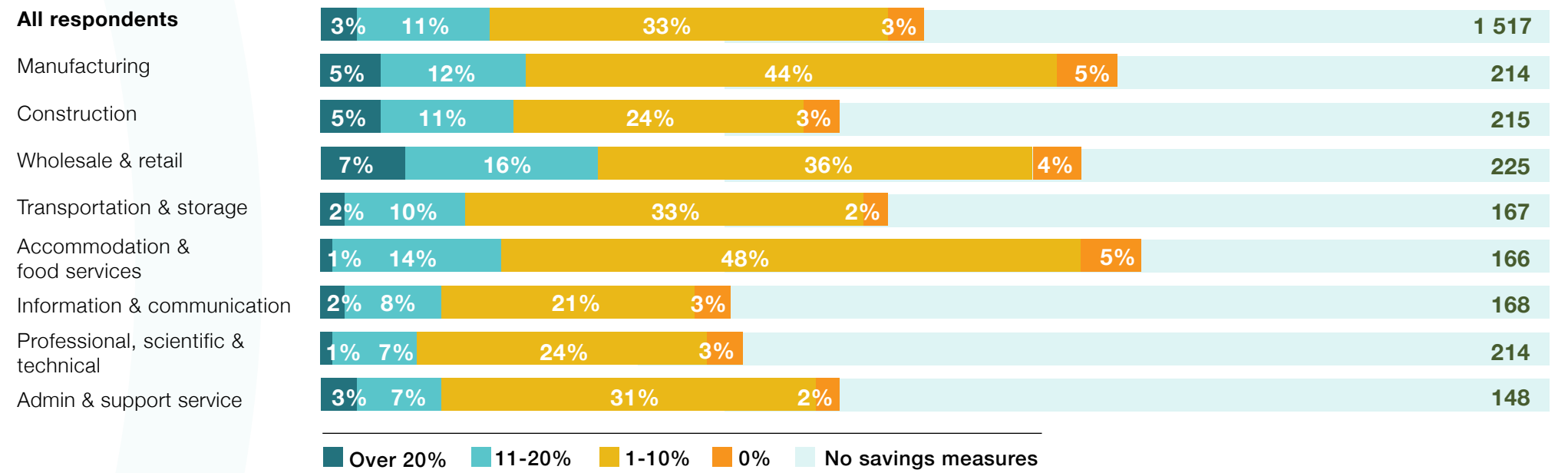


Invested in energy efficiency



Potential electricity savings with pro-active measures

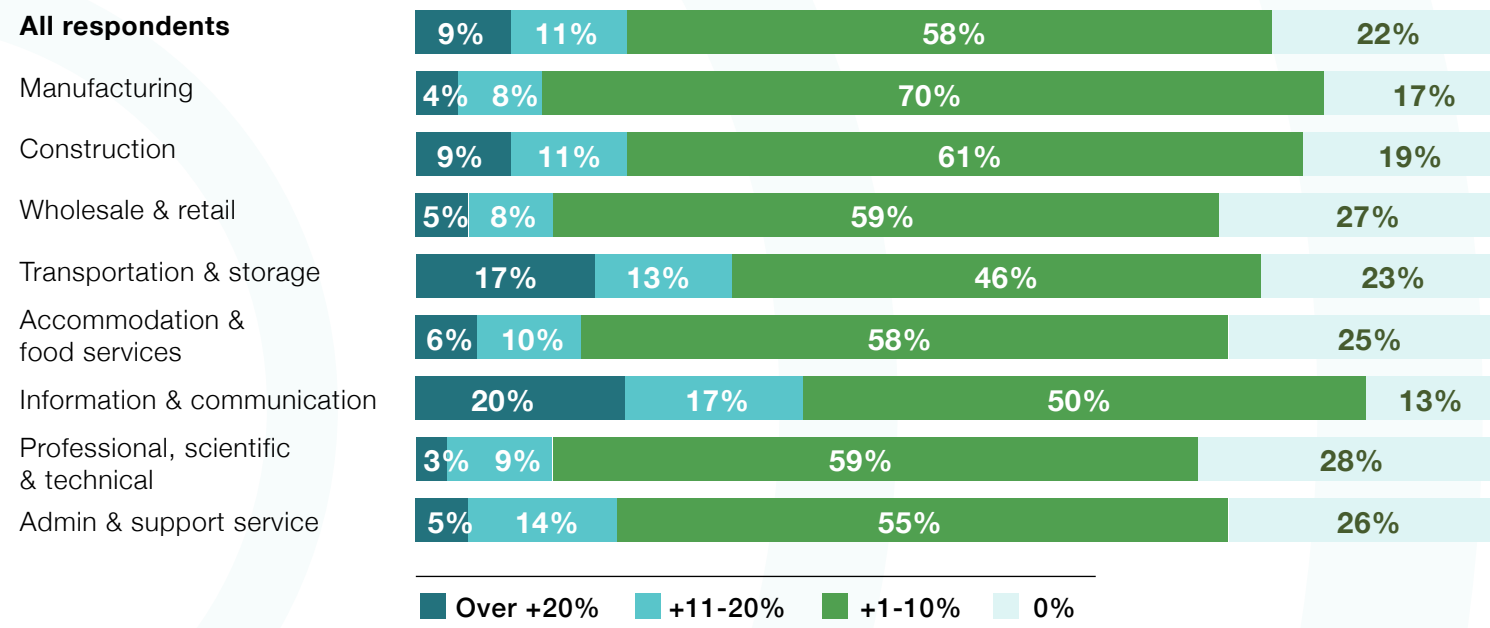
% of respondent companies



One-third of the companies forecast increased investment

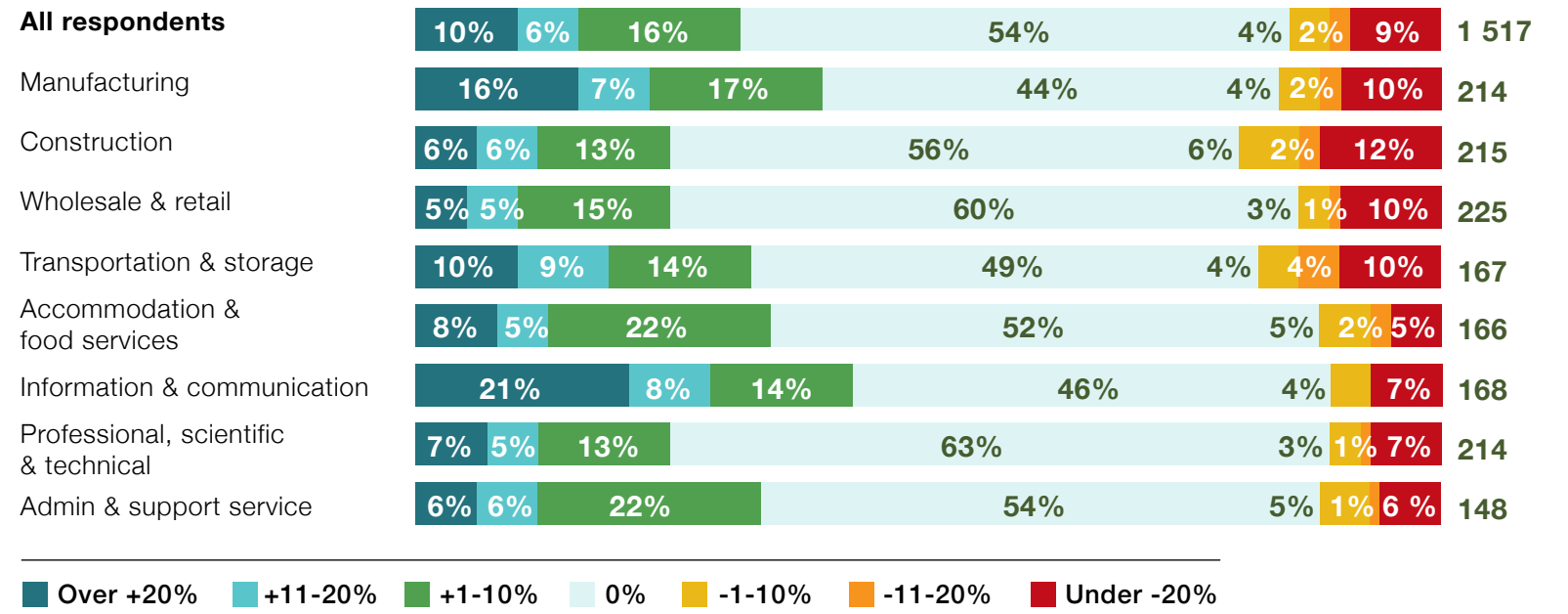
Investments in relation to net sales 2022

% of respondent companies



Forecast change in investments in 2023

% of respondent companies



Investments in relation to net sales 2022

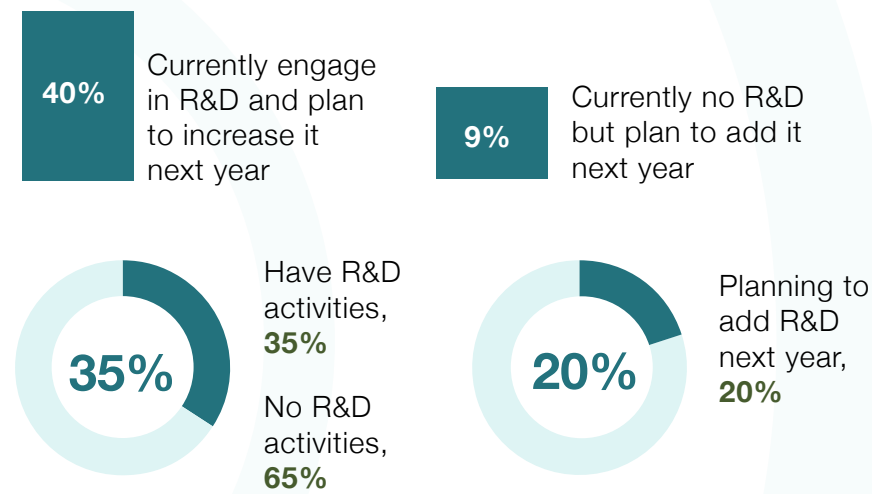
% of respondent companies



20% of the companies plan to increase their R&D

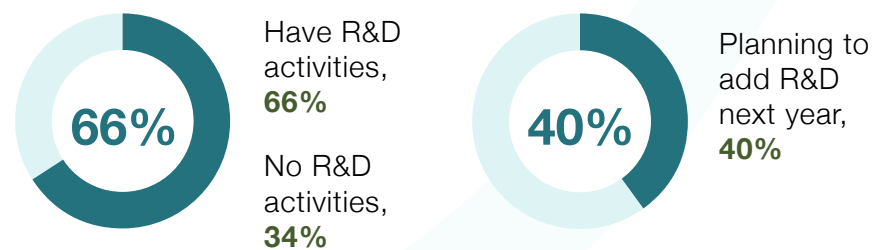
Development of R&D in companies surveyed

% of respondent companies



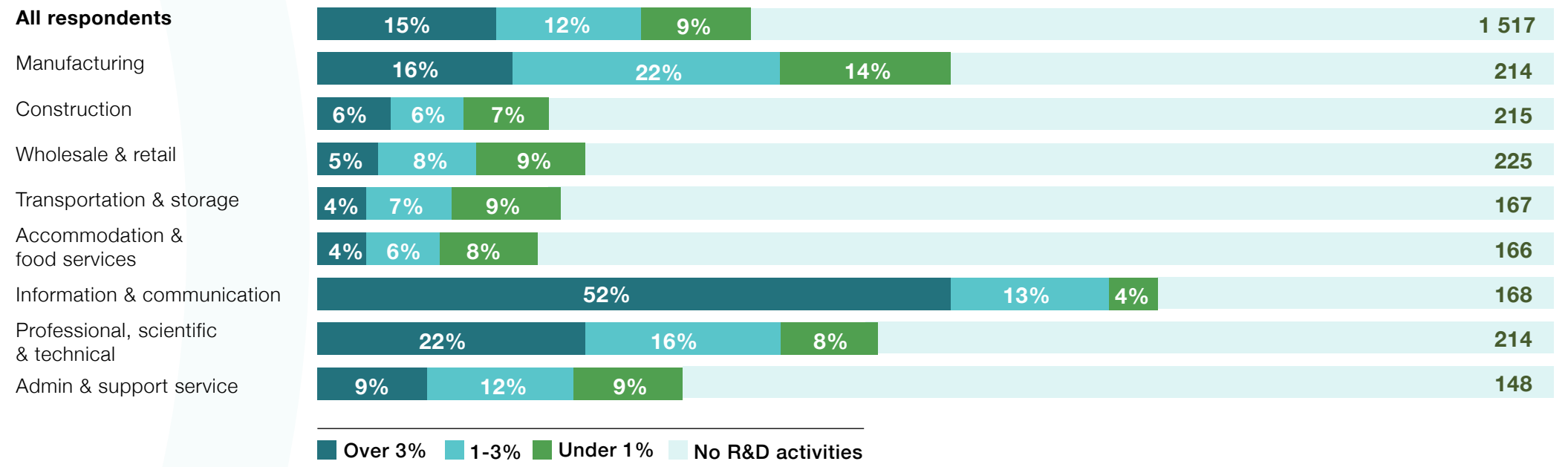
Development of R&D on strongly growth-oriented companies

% of respondent companies



R&D as a proportion of net sales

% of respondent companies

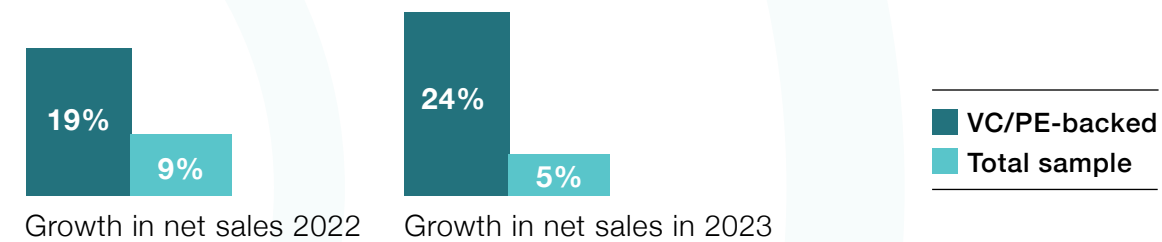


VC & PE-backed companies grow, invest, research and develop more than their peers

No. of VC & PE-backed companies: 54 Number in total sample: 1 517

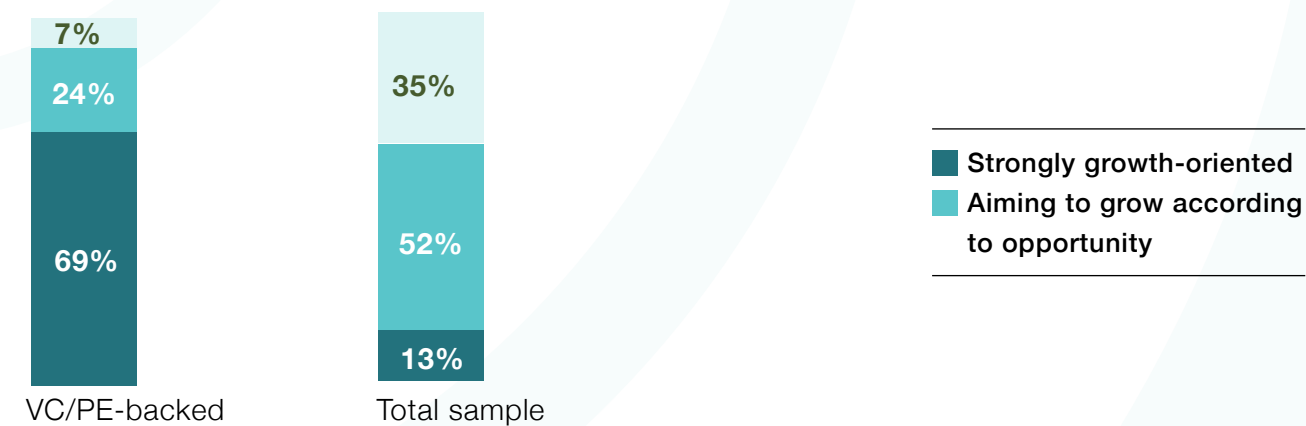
Estimated growth in net sales in 2022 and 2023

% of respondent companies



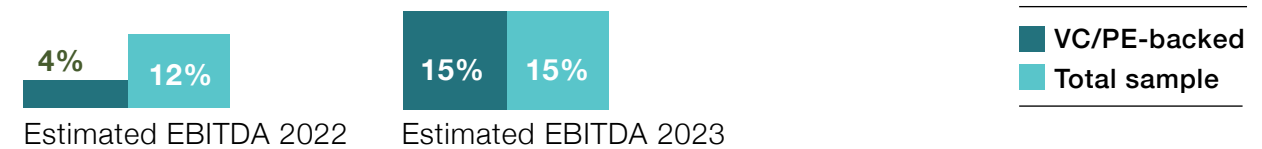
Proportion of growth-oriented companies

% of respondent companies



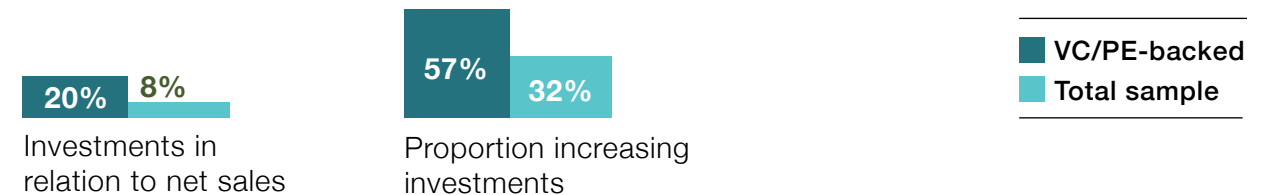
Estimated change in profitability in 2022 and 2023

% of respondent companies



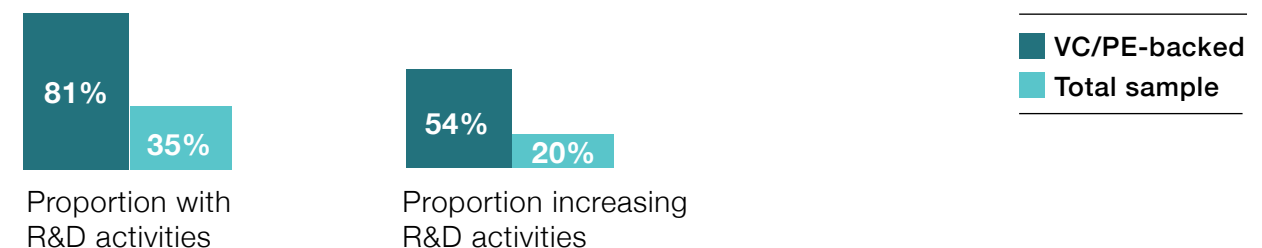
Investments in relation to net sales, and growth in investments

% of respondent companies



Proportion of companies with R&D activities, and R&D growth

% of respondent companies



See more in the broader survey version!
It includes data on order books, means of growth, value chains,
prices of factor inputs, and responsibility targets.



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