



# LONDON QUARTERLY ECONOMIC SURVEY

January – March 2026

Programme partner

In partnership with



Savanta:



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# FOREWORD

After a challenging end to 2025, London businesses entered the new year on a more stable course. However, this does not signal a return to growth. The current situation suggests that early signs of stabilisation are now under threat, as businesses continue to operate in an environment defined by high costs and ongoing uncertainty, further exacerbated by geopolitical shocks. Without decisive action, any remaining progress is at risk.

The bigger picture remains one of caution rather than confidence. Hiring remains subdued, investment is more selective, and many firms are focused on maintaining operations rather than expanding them. Firms have no option but to prioritise resilience over expansion, focusing on risk management rather than growth. This is a rational response to uncertainty, but it does not lay a foundation for sustained growth.

At the centre of the challenge is the cost burden faced by businesses. High labour costs, elevated finance charges, and an outdated business rates system continue to restrict firms' ability to invest, recruit, and grow. A more complicated regulatory environment adds extra pressure. These pressures are not cyclical; they are structural and holding back growth.

Recovery is also uneven. Larger firms are better equipped to handle ongoing pressures, while many smaller businesses have limited capacity to do so. This widening disparity is becoming a key feature of London's economy and raises concerns about the resilience and sustainability of the recovery.

Recent geopolitical developments have further increased uncertainty at a time when many businesses have limited capacity to absorb additional shocks. Rising energy costs and heightened uncertainty are feeding through into the broader economy, meanwhile global trade is slowing, underlining how quickly external shocks can reverse gains, disrupt planning and intensify cost pressures.

The message from London's business community is clear. Certainty and stability are essential. Businesses are not short of ambition, but they lack the confidence to act. The government must take urgent action to reduce the cost burden, provide policy clarity, and create a more competitive environment. Creating the right conditions for stability will be key to enabling businesses to better withstand future shocks and sustain growth in an increasingly uncertain global landscape. Without this, investment will remain limited, hiring will be cautious, and London's global competitiveness will be at risk.



**VICKY PRYCE**

Chief Economic Advisor,  
CEBR

## ECONOMIC COMMENTARY

The Spring Statement in early March was delivered against a background that rendered both the emphasis of the Chancellor's speech on stability and growth and the Office for Budget Responsibility's accompanying forecast of growth of some 1.1% for 2026 almost immediately obsolete. The QES itself was conducted before the first US/Israel strike on Iran and showed some mild optimism returning to London despite the combined impact of US tariffs, higher business rates for many, increases in the minimum wage, and the Employment Rights Act. But the unexpected military conflict in the Gulf and all that has followed, including the sharp rise in oil and gas prices, are changing the picture rather faster than anticipated. Hopes of an interest rate cut were dashed as the Bank of England, on March 19, left rates unchanged. And if anything, the talk now is of central bank interest rate increases across the globe, rather than falls. UK-wide March survey data indicates the fastest rate of input cost increases for manufacturers since October 2022. Stock markets have been highly volatile. And consumer confidence is falling again.

There is, of course, no way of knowing how long the conflict will last. But even if short-lived, the damage to the world economy and trade will be long-lasting. The World Trade Organisation had expected goods trade to grow by only 1.9% this year, compared to 4.6% in 2025. The virtual halting of traffic through the Strait of Hormuz and concerns about the safety of tankers and other ships using alternative routes, such as the Red Sea, will likely lead to a further rethink. And the damage to inflation and growth, even if hostilities cease, is likely to be longer-term as disrupted supply chains and damages to oil and gas production facilities and refineries in the Gulf will take time to repair, seriously affecting the availability of crucial raw materials and refined products.

Worryingly, the Organisation for Economic Cooperation and Development (OECD) warned in its latest forecast that, in the short term, the UK could be one of the worst affected in the G7, with its growth forecast cut from 1.2% to 0.7% this year, more sharply than for others. And inflation was anticipated to average a much higher 4% for 2026 as a whole.

Even the government-induced energy price cap reduction for the three months from April may be offset once the CPI figures for that month are published, by higher petrol and food prices already evident at the pumps and in supermarkets. Reduced supply of fertilisers will also lead to shortages and higher food prices for some time to come.

Why is the UK such a special case? One reason is that even though we have seen great strides in renewable energy for electricity generation, the UK is still dependent on fossil fuels for nearly 80% of its energy needs, most of which we import despite the North Sea. The UK also began the crisis with an inflation rate well above the European average, and both its short- and long-term interest rates are above those in most comparable nations. As the situation worsens, the latest data from the British Retail Consortium suggests that consumers are already cutting back on purchases. The options for intervening in a big way are also limited, as the overall fiscal situation remains under strain, whereas other countries are already announcing subsidies and tax cuts to aid businesses and households.

Even if normality of sorts is restored, this crisis will have undoubtedly increased uncertainty ahead, possibly impacting longer-term spending and investment intentions. Not surprisingly, the talk now is not just of a slowdown, but also of a possible recession.

# BUSINESS COSTS



52%

and 44% of London businesses reported an **increase** in the costs of their domestically and internationally sourced raw materials last quarter



56%

of London businesses reported an **increase** in their **energy costs** last quarter



Price expectations for the next three months indicate ongoing upward pressure, though at a lower level than in previous quarters: 39% of companies expect rises and 3% anticipate a fall, resulting in a net balance of +36. This is down from +52 in Q4 2025 and +48 in Q1 2025 and is one of the lowest since 2020. Pressure to raise prices remains widespread, driven mainly by labour costs (45%), utilities (42%), and finance costs (39%). Overheads (30%), raw materials (29%), and fuel (22%) are also contributing factors, while just 5% report none of these pressures.

Compared with Q4 2025, pressure from utilities fell by 5 percentage points, and that from fuel by 4 percentage points; pressure from labour costs and finance costs rose by 1 percentage point and 2 percentage points, respectively. Pressure from raw materials remained unchanged, while pressure from overheads increased by 4 percentage points. Year-on-year, pressure from utilities rose by 2 percentage points, while pressure from fuel and raw materials fell by 2 percentage points each. Pressure from labour and finance costs remained steady. Recent cost developments show increases: 47% of firms report rising pressure from employees to increase wages (up 6 percentage points), with 19% describing this as substantial and 29% as modest, while 50% indicate it has stayed the same.

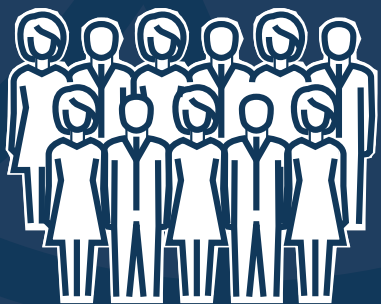
Borrowing costs rose for 39% of businesses (up 4 percentage points), 56% report no change. Energy costs are still high but easing. 56% of firms report rising energy costs (down 5 percentage points), and 47% report rising fuel costs (down 4 percentage points). 40% see no change in energy costs, and 50% see no change in fuel costs. For inputs, 52% report rising costs of domestically sourced raw material, while 44% see cost increases in internationally sourced raw material (down 3 percentage points from Q4 2025), with 53% reporting stability in the latter. Inflation (53%) remains the top concern, followed by competition (42%), corporate taxes (31%), business rates (28%), interest rates (27%), and exchange rates (19%). Compared to Q4, concerns about inflation, interest rates, and exchange rates are down by 8 percentage points, 5 percentage points, and 4 percentage points, respectively, while concerns about competition are up 4 percentage points, and concerns about business rates remain stable. 57% of firms expect their business rates bill to rise in April 2026, with 20% expecting a significant increase. Expected responses to an increase include raising prices (47%), freezing or reducing hires (29%), cutting profits (29%), and lowering costs (28%). Some businesses expect to hold pay increases (27%) or cut investment (20%), while smaller numbers may consider closures (12%) or redundancies (12%).

# LABOUR MARKET



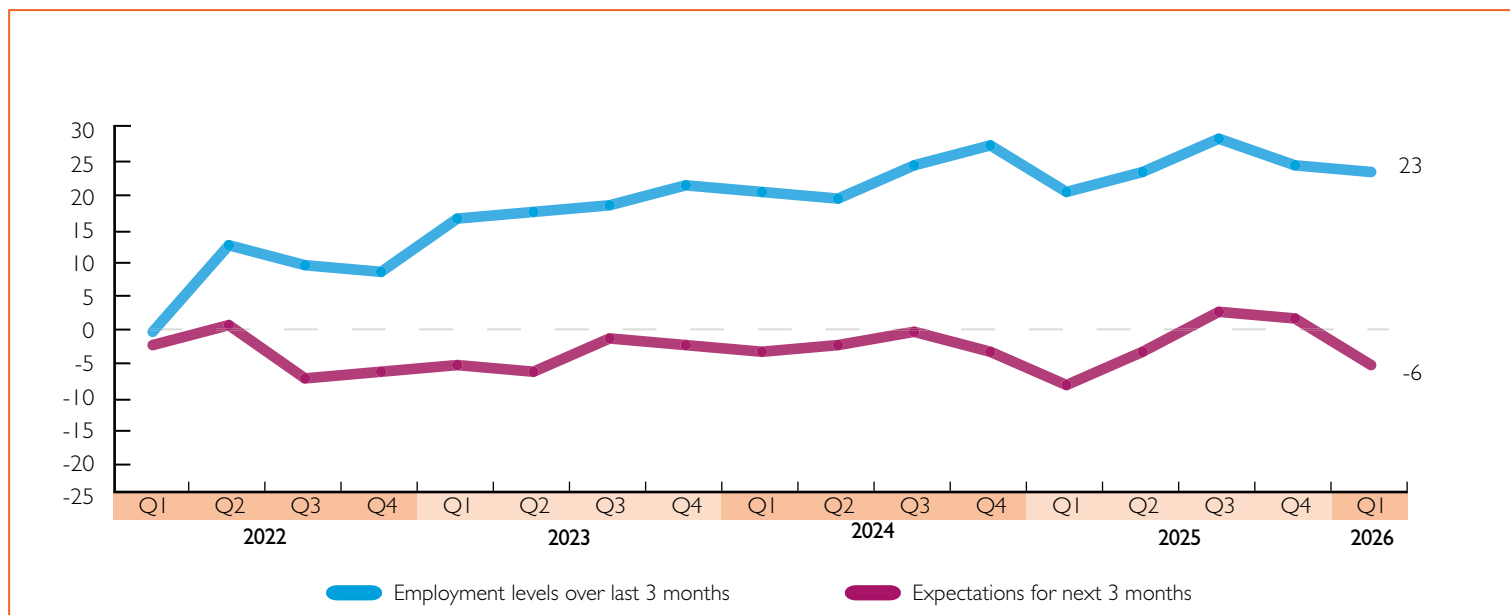
11%

of London businesses reported an **increase** in their workforce size last quarter



28%

of London businesses expected their workforce size to **increase** in the next quarter



Employment trends over the past three months show a slowdown in workforce activity. 11% of firms report employment increasing (down 2 percentage points), 72% report no change, and 17% report a decline (up 5 percentage points), resulting in a net balance of -6, one of the lower readings seen since 2023. This compares with +1 in Q4 2025 and -9 in Q1 2025, highlighting ongoing fluctuations in employment conditions.

Looking ahead, expectations remain relatively stable. 28% of companies expect their workforce to grow, 67% foresee no change, and 5% anticipate a decline, resulting in a net balance of +23, broadly in line with +24 in Q4 2025 and +20 in Q1 2025.

Capacity utilisation remains below full levels for most firms. 46% report operating at full capacity, while 54% operate below full capacity. This is largely unchanged from 45% at full capacity in Q4 2025, but lower than 52% in Q1 2025 - indicating that spare capacity continues to reduce the immediate need for workforce expansion.

Findings from the topical questions offer further insight into recruitment plans for 2026. 9% of firms report intentions to increase headcount significantly, 20% plan a slight increase, 16% expect to replace leavers only, and 33% plan to maintain current staffing levels. A smaller proportion anticipate reductions, with 3% planning slight decreases and 6% significant cuts.

Overall, 28% of London businesses plan to increase headcount in 2026, while 49% expect to either replace leavers or keep their current workforce levels, showing a more cautious approach to workforce planning, with a greater focus on maintaining existing staffing levels rather than expanding headcount.

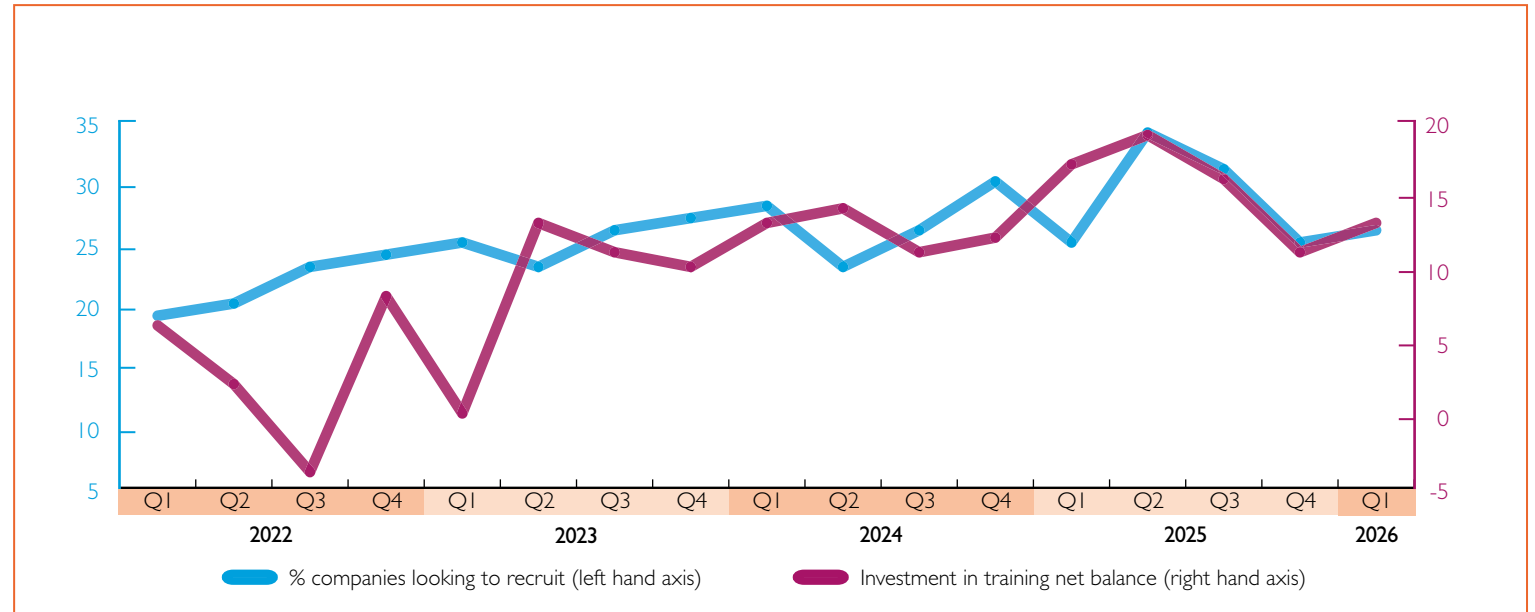
# RECRUITMENT AND TRAINING



**26%** of London businesses reported **trying to recruit** in the last quarter



**25%** of London businesses reported an **increase in training investment** last quarter



Recruitment activity remains limited and largely unchanged over recent quarters. 26% of firms attempted to recruit in the past three months (consistent with 25% in both Q4 2025 and Q1 2025), while 74% did not. Recruitment activity continues to vary considerably by firm size, with 70% of larger companies actively recruiting compared to 21% of micro businesses, while patterns across sectors and location remain broadly aligned with overall trends.

Among firms that recruited, most roles were full-time positions (67%, up 1 percentage point), followed by part-time (40%, down 9 percentage points), temporary (21%, down 12 percentage points), and permanent (5%, down 14 percentage points).

Recruitment challenges remain widespread among hiring organisations. 70% of recruitment firms report difficulties (up 7 percentage points), while 30% report no issues. These challenges are especially visible among smaller firms, with 79% of micro businesses reporting difficulties (up 15 percentage points), compared to 43% of larger firms (down 15 percentage points). Among those experiencing challenges, the most difficult roles to fill are skilled manual or technical positions (56%) and

professional or managerial roles (44%), followed by unskilled or semi-skilled roles (13%) and clerical roles (7%).

Investment in training shows moderate stability. 25% of firms report increased training investment, 63% report no change, and 12% report a decrease, resulting in a net balance of +13, compared to +11 in Q4 2025 and +17 in Q1 2025.

Firms continue to rely mainly on internal workforce development to build skills. 39% report training existing staff (up 9 percentage points), making it the most common method, followed by recruiting from the UK workforce (22%, up 2 percentage points), offering work experience or internships (17%, up 1 percentage point), and recruiting from outside the UK/EU/EEA (9%, unchanged). Apprenticeships make up 8% (down 5 percentage points), while recruitment from the EU/EEA remains at 8%. Interestingly, 44% of firms report not using any of these methods, indicating limited engagement with formal skills-acquisition approaches.

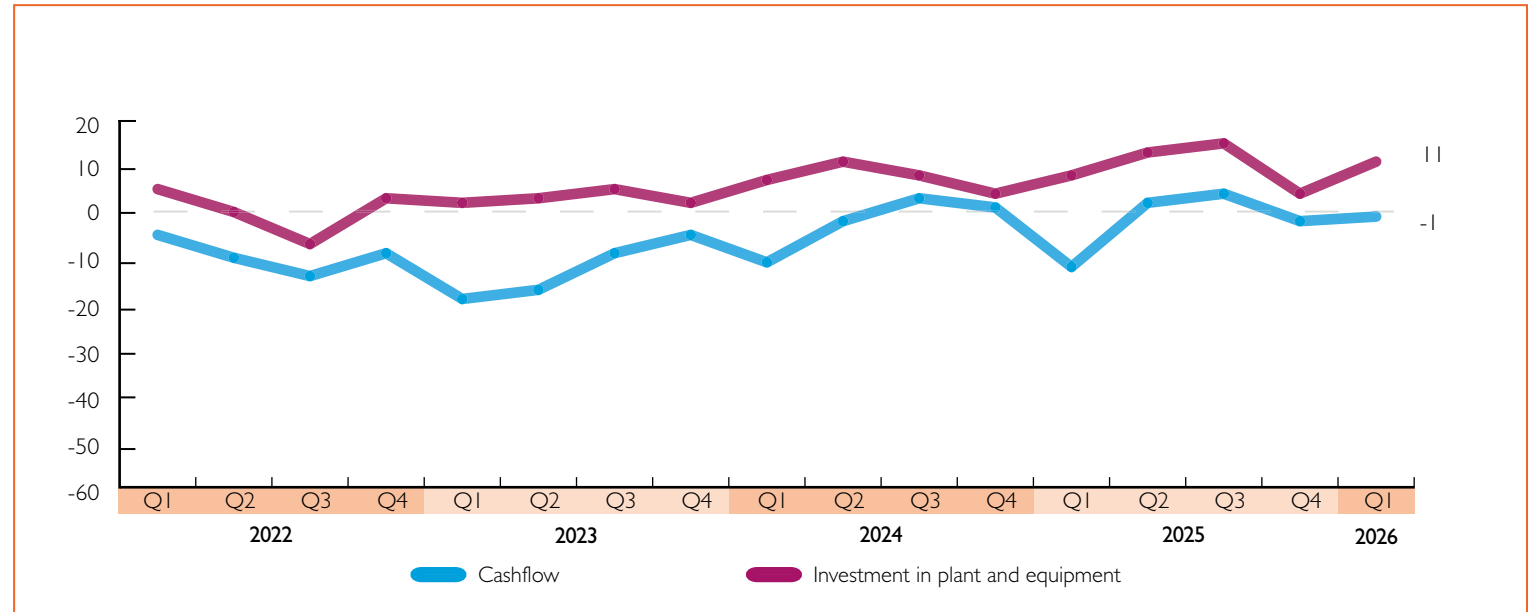
# CASHFLOW AND INVESTMENT



**31%** of firms reported an **increase in cashflow** last quarter



**23%** of firms reported an **increase in investment in plant and equipment**



Cashflow conditions over the past three months show a mixed but improving picture across firms. 31% report an increase in cashflow, 37% no change, and 32% a decline, resulting in a net balance of -1, up from -2 in Q4 2025 and -12 in Q1 2025. The proportion of firms reporting stronger cashflow is among the highest readings observed over the past decade, although this is accompanied by a similar share reporting decline. Compared with Q4 2025, the proportion of firms reporting improved cashflow has increased by 5 percentage points, while the proportion reporting a decline has risen by 4 percentage points, indicating a wider range of outcomes. Year-on-year, the proportion reporting improvement is up 7 percentage points, while the share reporting deterioration is down 4 percentage points.

This divergence is most noticeable across different firm sizes. Among larger companies, 59% report improved cashflow (up 16 percentage points), resulting in a balance of +48, the highest recorded in the survey. In contrast, although a slightly higher proportion of micro businesses report improving cashflow (28%, up from 24% in Q4), the overall balance for this group remains negative at -7, indicating continued pressure among smaller firms.

Investment in plant and equipment shows a gradual increase. 23% of firms report increased investment, 65% report no change, and 12% report a decrease, resulting in a net balance of +11, compared with +4 in Q4 2025 and +8 in Q1 2025. Compared with Q4, the share of firms increasing investment has risen by 5 percentage points, while the share reducing investment has fallen by 2 percentage points.

Similar to cashflow, larger firms are the main drivers of this growth. 48% of larger businesses report increased investment in plant and equipment (up 8 percentage points), while only 5% report a decline, leading to a segment balance of +43, one of the highest levels recorded in the survey. When asked about factors limiting investment or expansion in 2026, firms most commonly cite finance costs (42%), materials and supply costs (32%), and business rates (31%), followed by employer National Insurance contributions (22%), increases in the National Minimum Wage (18%), and Employment Rights Act requirements (14%). Among firms expecting higher business rate bills, 20% indicate they would reduce or cancel investment or expansion plans. Some may also consider rolling back investments to reduce cost pressures.

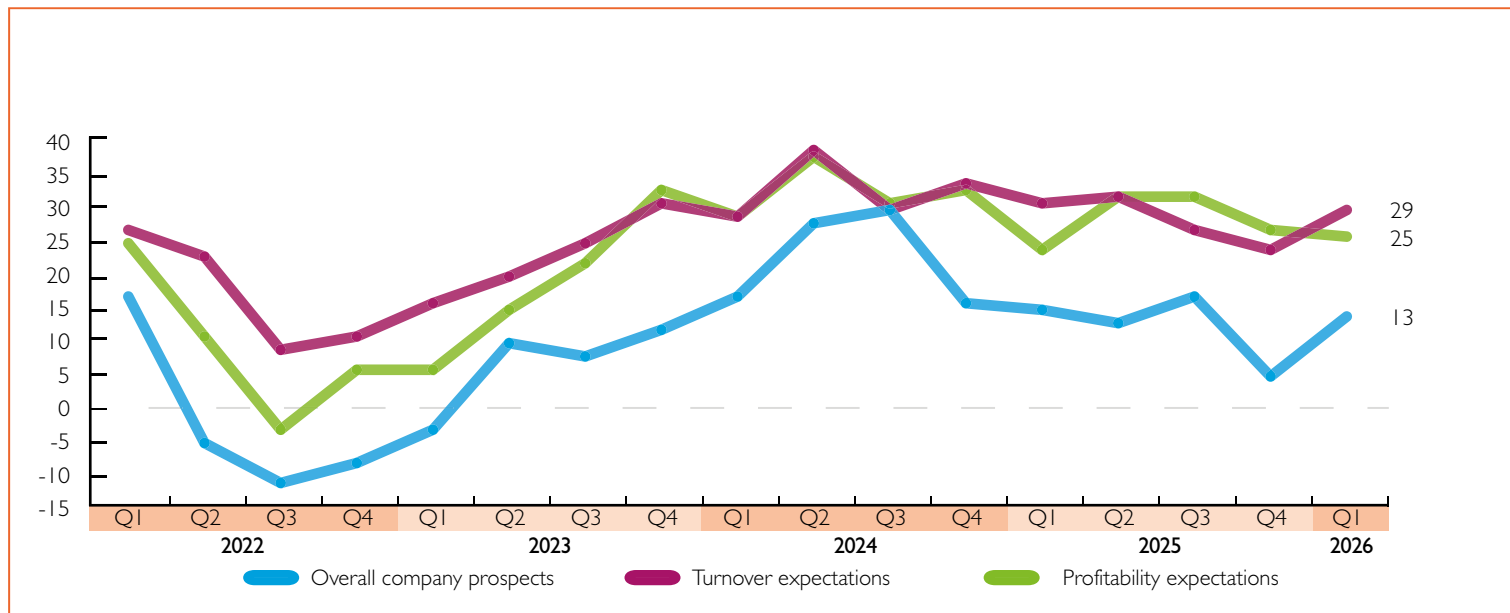
# BUSINESS CONFIDENCE



**48%** of London businesses expect their profitability to **improve** over the coming 12 months



**48%** of London businesses expect their turnover to **improve** over the coming 12 months



Business expectations for the next twelve months show a generally positive outlook at the time of survey fieldwork<sup>1</sup>, with 48% of firms expecting turnover growth, compared to 33% expecting no change and 19% anticipating a decline, resulting in a net balance of +29. This is an increase from +23 in Q4 2025 and remains broadly consistent with +30 recorded in Q1 2025, indicating stability in forward-looking sentiment year-on-year. The proportion of businesses expecting higher turnover has risen by 6 percentage points quarter-on-quarter and by 3 percentage points year-on-year.

Larger firms mainly drive the improvement. Within this group, 64% expect turnover growth, an increase of 8 percentage points from Q4, while only 4% anticipate a decline, resulting in a segment balance of +60. This indicates that the rise in expectations is mainly among larger businesses, with smaller firms showing more limited movement.

Profitability expectations follow a similar pattern. 48% of firms expect profits to increase, 29% anticipate no change, and 23% expect a decline, resulting in a net balance of +25. This remains broadly stable compared with +26 in Q4 2025 and shows

a modest improvement from +23 in Q1 2025. Quarter-on-quarter, the proportion of firms expecting higher profitability has increased by 3 percentage points, while the share expecting a decrease has also risen by 4 percentage points, indicating a widening dispersion of expectations.

Among larger firms, 70% anticipate profitability growth, up from 56% in Q4, resulting in a balance of +62, the highest recorded in the post-COVID period. Micro firms remain largely aligned with overall averages, with minimal deviation from overall trends.

Looking at overall business sentiment, 37% of respondents expect their company's prospects to improve, 39% expect no change, and 24% anticipate a deterioration, resulting in a balance of +13. This marks an increase from +4 in Q4 2025 and aligns broadly with +14 in Q1 2025. Among larger firms, 60% report optimism about their prospects, a 9 percentage points increase from Q4, marking the highest level observed in over a decade of survey data.

<sup>1</sup> Survey fieldwork took place in a macroeconomic context of easing inflation and relatively stable monetary policy. It predates the recent escalation in the Middle East, which has since increased volatility in energy markets and introduced greater uncertainty to inflation and growth forecasts.

# ECONOMIC OUTLOOK



26%

of London businesses expect London's economy to **improve** in the next 12 months



29%

of London businesses expect the UK's economy to **improve** in the next 12 months



Expectations for the UK economy remain negative overall, although there is some improvement compared to previous quarters. 29% of firms expect improvement in the UK economy, 33% foresee no change, and 38% expect a decline, resulting in a net balance of -9. This is an improvement from -20 in Q4 2025 and -17 in Q1 2025, with the proportion of firms expecting worsening conditions falling by 5 percentage points compared to Q4.

Expectations vary considerably with firm size. Among micro businesses, 27% expect improvements (up 6 percentage points from Q4), resulting in a balance of -13, while 49% of larger firms expect improvements (up 8 percentage points from Q4), producing a balance of +32. This highlights a clear divergence in expectations between smaller and larger firms. This pattern reflects broader differences observed across the survey, where larger firms report stronger performance in demand, cashflow, and investment indicators. Sectoral differences are also clear. 36% of manufacturing firms expect improvement (up 7 percentage points from Q4), resulting in a balance of +17, while 28% of services firms report the same (up 6 percentage points from

Q4), creating a balance of -13, showing differing outlooks across sectors. This aligns with wider trends in export performance, where manufacturing firms show relatively stronger engagement and results.

Expectations for London's economy broadly reflect the national outlook. 26% of firms expect improvement, 41% foresee no change, and 33% anticipate a deterioration, resulting in a balance of -7. This compares with -15 in Q4 2025 and -7 in Q1 2025, indicating an improvement since Q4 and stability year-on-year. Compared with Q4, the proportion expecting London's economy to worsen has decreased by 7 percentage points, while the share expecting no change has increased by 6 percentage points, suggesting a shift towards more stable or unchanged expectations.

This stabilisation in expectations aligns with relatively stable forward-looking indicators, including workforce expectations and investment intentions, but remains limited by ongoing cost pressures and cautious business planning, especially among smaller firms.

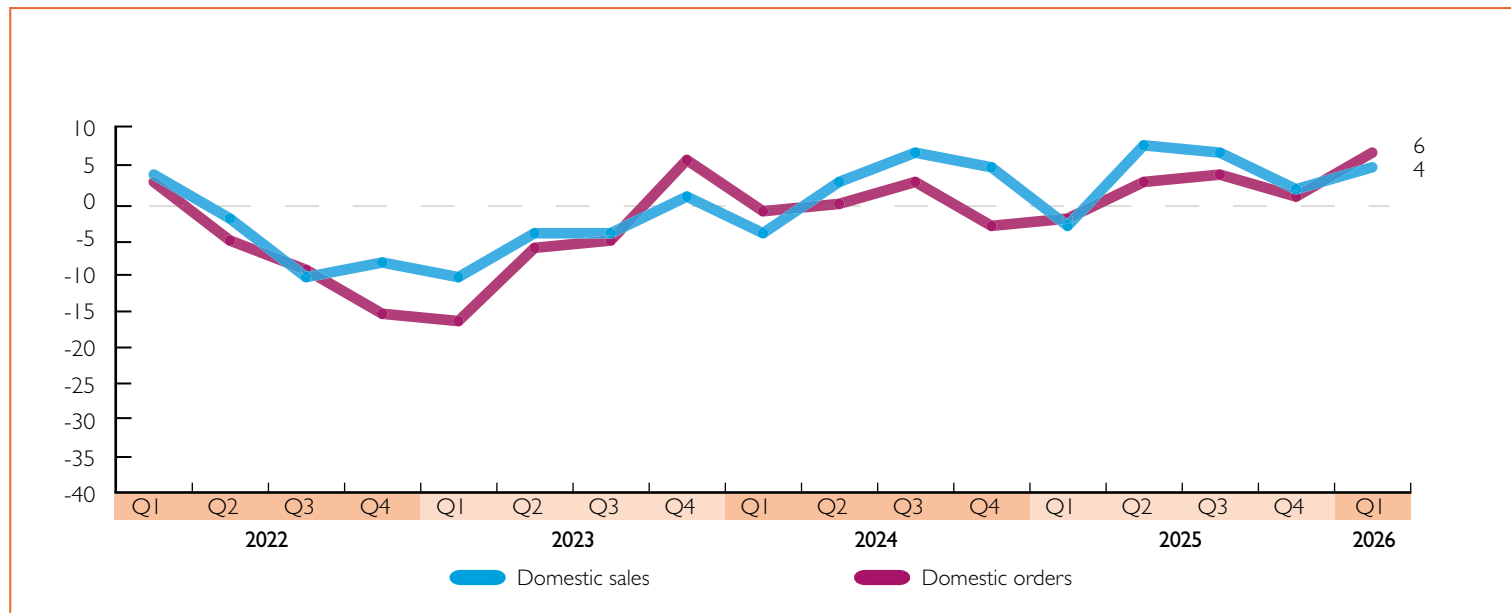
# DOMESTIC DEMAND



**30%** of London businesses reported an **increase in sales** last quarter



**29%** of London businesses reported an **increase in new orders** last quarter



Domestic activity over the past three months shows a modest improvement compared to recent quarters, with 30% of firms reporting an increase in domestic sales, 44% reporting no change, and 26% experiencing a decline, resulting in a net balance of +4. This signifies a recovery from -4 in Q1 2025 to +1 in Q4 2025, with the proportion of firms reporting higher sales rising by 5 percentage points quarter-on-quarter, alongside an 8 percentage points decrease in unchanged responses, indicating a shift away from stagnation.

At the smaller end of the business sector, movements remain limited. Among micro firms, 27% reported increasing domestic sales, while 28% reported a decrease, resulting in a balance of -1, a slight improvement from -3 in Q4. This indicates that changes in domestic trading conditions have been relatively restrained for smaller businesses.

In contrast, larger firms report a more significant increase in activity. 58% of larger companies recorded rising domestic sales, while only 8% reported a decline, the second-lowest level for a decline observed in the post-COVID recovery period. This brings the segment balance to +50, representing an 11 percentage

points increase from Q4 and one of the strongest readings over the same period.

A similar pattern is seen in domestic orders. 29% of firms reported an increase, 48% no change, and 23% a decrease, resulting in a net balance of +6, compared with 0 in Q4 2025 and -3 in Q1 2025. Among micro firms, 27% reported rising orders and 24% a decline, resulting in a net balance of +3, an 8 percentage points rise from Q4, and one of the strongest readings in recent years for this group.

Among larger businesses, 56% reported an increase in domestic orders, the highest level recorded since 2020, while the proportion reporting a decline remained at 7%, unchanged from Q4 and representing the lowest level observed. This results in a balance of +49, an 8 percentage points increase from Q4, and the highest recorded balance in the same period.

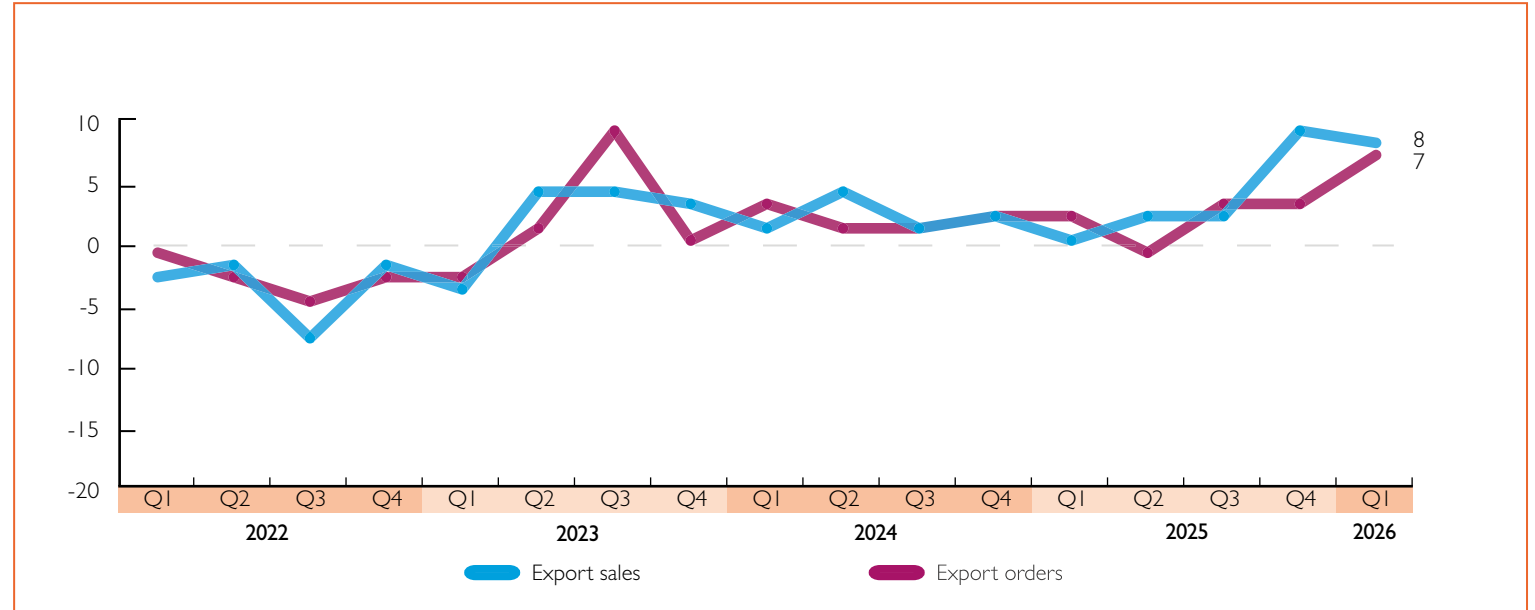
# EXPORT DEMAND



**14%** of London businesses reported an **increase in export sales revenue** last quarter



**14%** of London businesses reported an **increase in export orders** last quarter



Export sales activity remains concentrated among a select group of firms, with 51% of respondents reporting export sales activity. This includes 48% of micro businesses and 80% of larger firms, alongside 57% of Inner London businesses compared to 45% in Outer London. By sector, 54% of manufacturing firms and 51% of services firms report export activity, indicating a relatively even distribution across sectors, with higher participation among larger and centrally located businesses. This follows a stronger performance in Q4 2025 and indicates a moderation in export sales activity in the current quarter.

Across all respondents, 14% report rising export sales (down 3 percentage points from Q4), 31% unchanged, and 6% decreasing, resulting in a net balance of +8, slightly below +9 in Q4 2025 but above 0 a year ago. Among micro businesses, 11% report increasing export sales (or 23% of exporting micro firms), a 4 percentage points decline from Q4, indicating some softening within this group.

In contrast, larger firms show a significant increase in export activities. 45% of all larger companies (or 56% of exporting firms) report rising export sales, a 12 percentage points increase

from Q4, which contributes to a net balance of +39. Both the proportion of firms reporting growth and the overall balance are at their highest levels recorded in the survey's history. Export orders follow a similar pattern. Across all respondents, 14% report rising export orders, 29% see no change, and 7% report declines, resulting in a net balance of +7, compared with +3 in Q4 2025 and +2 in Q1 2025. Among micro businesses, 11% report increasing export orders (or 24% of exporting micro firms), maintaining one of the highest readings seen in recent years.

44% of larger firms report an increase in export orders, up 16 percentage points from Q4, reinforcing the stronger performance observed in export sales. This reinforces the broader pattern of uneven performance across firm sizes observed throughout the survey.

Among firms that export, 28% report an increase in export sales, 60% remain unchanged, and 12% experience a decline. Regarding export orders, 29% report growth, 57% remain steady, and 14% report a decline, indicating that among exporting businesses, activity remains fairly balanced, with most reporting stable conditions and a smaller proportion experiencing growth.

# SHAPING THE NEXT QUARTER

The findings in this report reflect business conditions during the first quarter of 2026. Since the close of fieldwork, the operating context has shifted. A series of external developments is shaping the conditions firms will face in the months ahead.

Recent geopolitical developments have introduced renewed pressure on global energy markets, with early effects seen in fuel and input costs. While the full economic impact remains uncertain, the emerging pattern points to a more challenging cost outlook, especially for energy-intensive industries and transport-dependent sectors across London's economy.

Inflationary pressures are also firming following a period of relative stability. Recent data shows rising input costs alongside a slowdown in business activity, creating a more complex environment for firms. For London businesses, this decreases visibility over pricing strategies, cost management, and short-term financial planning.

The outlook for financial conditions remains unclear. Market expectations about interest rates have changed, leading to stricter borrowing conditions, while underlying demand stays weak. This combination is likely to limit financing decisions and encourage caution in investment planning.

Taken together, these dynamics reinforce the cautious approach already visible across London's business community. Hiring and investment decisions are expected to stay restrained, with firms emphasising resilience, cost control, and operational flexibility. As the activity proceeds, it is likely to remain focused on essential or lower-risk areas.

Policy signals present a mixed picture. Efforts to simplify regulatory oversight suggest some easing of burdens, but broader cost and compliance pressures remain. This makes the overall policy direction hard to interpret, complicating future planning for businesses in London.

Global developments continue to impact London's economic environment through energy prices, supply chains, and traded costs. For a globally connected city, these external pressures are not peripheral but immediate, shaping cost structures and business expectations in the short term.

Overall, the next quarter is unlikely to be defined by a clear shift in direction, but rather by the interaction of these pressures. The stabilisation observed in Q1 offers a degree of resilience, but the external environment has become more uncertain. The coming months will test how far that resilience can be maintained, as businesses navigate an increasingly complex operating environment across London's economy.

# WHO THIS REPORT IS FOR AND WHY IT MATTERS

The Quarterly Economic Survey provides a vision into the views and performance of businesses across the capital. Conducted by the London Chamber of Commerce and Industry in partnership with Savanta, this report remains the most comprehensive private-sector survey of London's business landscape.

It is designed for a wide range of users who rely on timely and reliable business intelligence to shape decisions:

- **London Businesses:** From micro firms to larger companies, business leaders can use the report to benchmark performance, understand market sentiment, and plan ahead in a fast-moving economic environment.
- **Policy Makers and Government Stakeholders:** The data provides a direct channel to the views of London businesses. It informs evidence-based policy at the local, regional, and national levels - across infrastructure, skills, trade, and broader economic development.
- **Investors, Analysts and Advisors:** The findings offer a bottom-up view of business confidence, demand pressures, and investment trends - helpful in assessing risk, identifying sectoral momentum, and refining market assumptions.
- **Researchers, Journalists, and Think Tanks:** The report supports robust commentary and independent analysis, contributing to a clearer understanding of economic conditions in one of the world's most dynamic urban economies.
- **Local Stakeholders:** Those with a broader interest in London's economic future can utilise the report to gain a deeper understanding of how business sentiment is evolving and what it may mean for communities, skills, and opportunities across the city.

## WHY IT MATTERS

Beyond a quarterly snapshot, the survey acts as a barometer of business resilience and a signal of structural pressures facing the capital. Results are shared with key decision-makers, ensuring the voice of London's business community plays a role in shaping the policy response.

By tracking shifts in sentiment across sectors, firm sizes, and locations, the survey helps anticipate risks and guide resource allocation. It highlights the underlying conditions - from labour market access to finance and regulatory pressures - that shape London's competitiveness.

*The Quarterly Economic Survey* remains an essential tool in making London's growth story better understood, better supported and more widely shared.

# ABOUT THE 'QUARTERLY ECONOMIC SURVEY'

The London Quarterly Economic Survey is produced by the London Chamber of Commerce and Industry. It forms part of the UK's largest and longest-running independent business survey, coordinated nationally by the British Chambers of Commerce.

This quarter's fieldwork was conducted by Savanta between 26 January and 3 March 2026. A total of 505 London business leaders were surveyed, with data weighted to reflect the capital's business population by size and sector. Savanta is a member of the British Polling Council and conducts its work in line with its regulations. Full data tables are available at [www.savanta.com](http://www.savanta.com).

The net balance figures indicate the percentage of firms that reported an increase minus the percentage that reported a decrease. Two categories are used for business size segmentation: micro-businesses with fewer than 10 employees (including sole traders) and larger (small, medium, and large) businesses with 10 or more employees. Any data reproduced from the report must be fully referenced.





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