



**MARKET  
INVOICE**

# MARKETINVOICE BUSINESS INSIGHTS SEASONAL PEAKS

UK SMEs trade all year round yet more than a quarter (27% or £548b) of their revenue is driven by seasonal peaks. The latest MarketInvoice Business Insights survey explores their preparedness and challenges in dealing with seasonal demand.

Fundamentally, they are being stretched on cash flow in meeting seasonal demands which is hindering their growth. Additionally, not enough businesses are seeking advice on how to improve their cash flow.

## WHAT IS SEASONAL DEMAND?

This refers to peaks in business activity that correspond to things like the seasons, school holidays and other religious or cultural calendar events.



**27.4%**

OF SME REVENUE IS DRIVEN BY SEASONAL PEAKS

this equals £548 billion every year

## SME PRESSURES



**67%**

of SMEs are not seeking advice about seasonal spikes



**54%**

of business owners are not checking cash flow regularly



**16%**

turning to invoice finance to improve cash flow



**9/10**

SMES CAN'T TAKE ON MORE ORDERS  
DUE TO CASH FLOW CONSTRAINTS

## GET IN TOUCH

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1 Research based on a survey of 1,000 business owners of UK Ltd companies (who employ between 1 and 249 staff) in July 2019. Additional insights based on MarketInvoice data of 21,466 invoices for seasonal trade between 2012-2018.