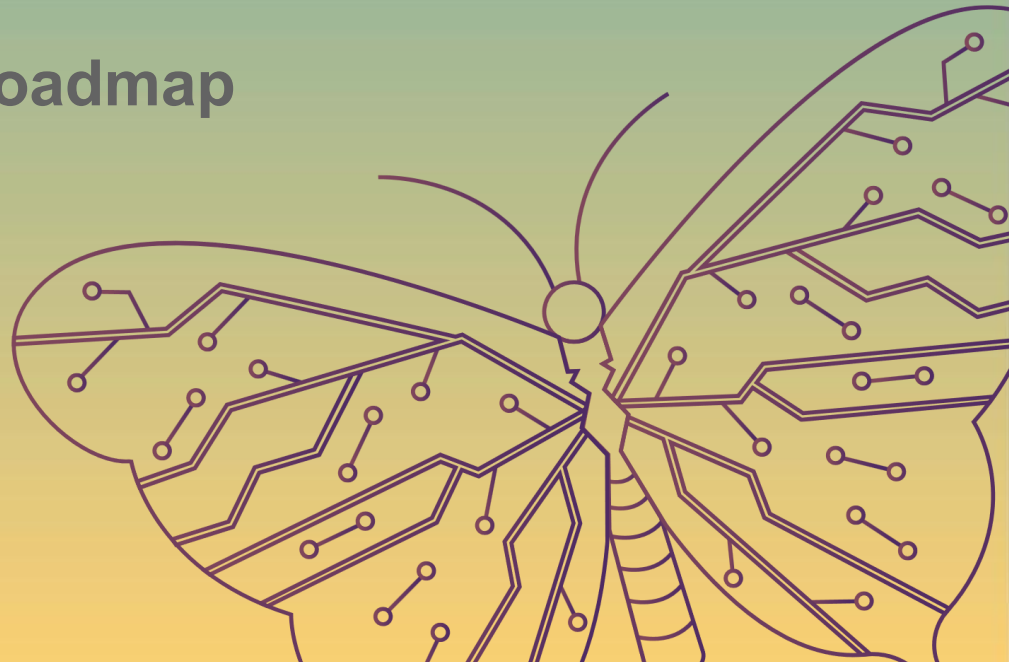


SME Competitiveness Outlook 2025

A Digital Transformation Roadmap



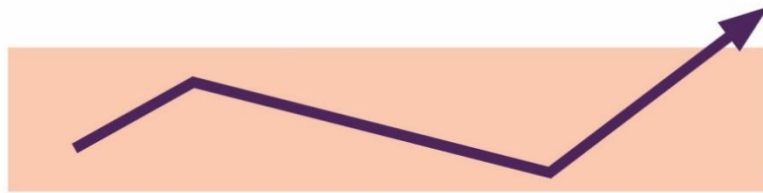
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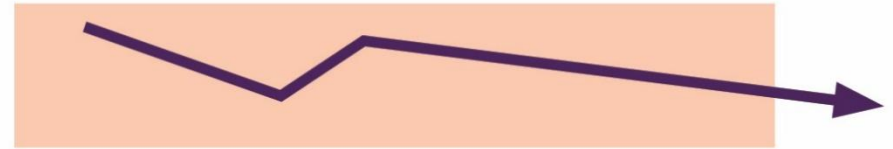
*Transforming trade.
Changing lives.*

Digital tools deliver impact

Among firms using digital tools:



87% increased sales



84% cut costs

Based on responses from over 7,400 firms in 78 countries

Expert users pull ahead

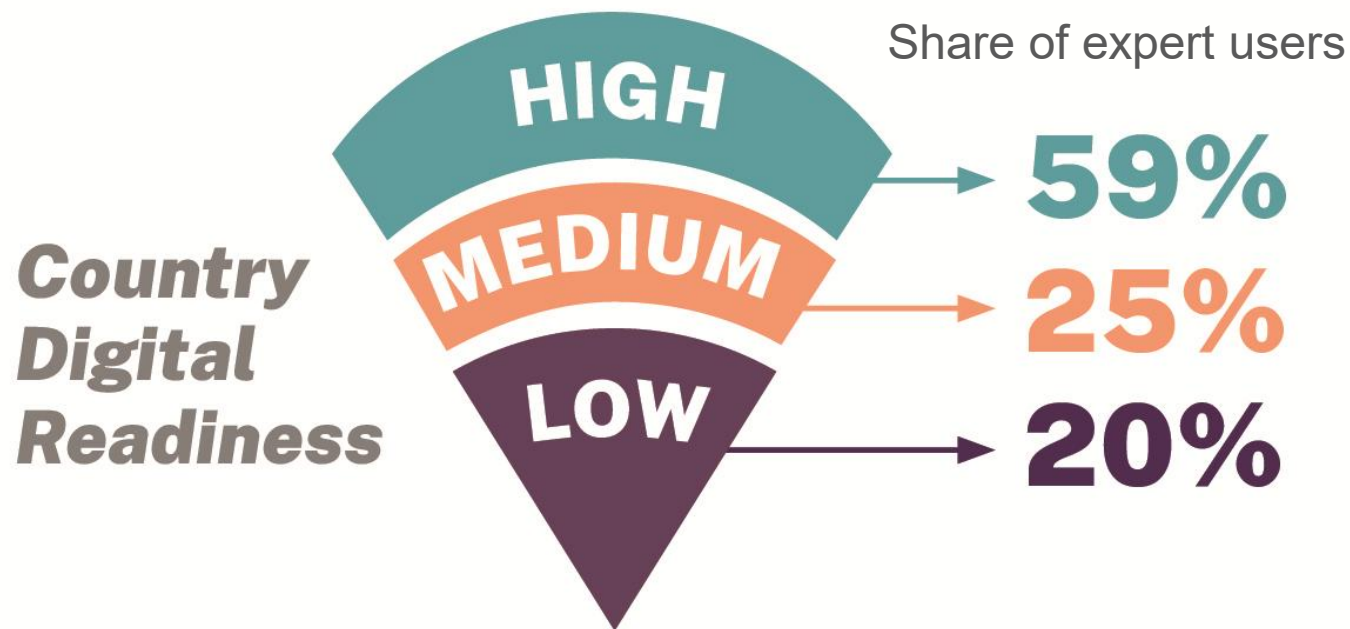
Expert users are:



than emerging users

Based on responses from over 7,400 firms in 78 countries

The environment matters



Based on responses from over 7,400 firms in 78 countries

Inequality widens when systems fail

When digital ecosystems are weak:



Large firms
are 2.5 times...



Non- Youth-led firms
are 2 times...



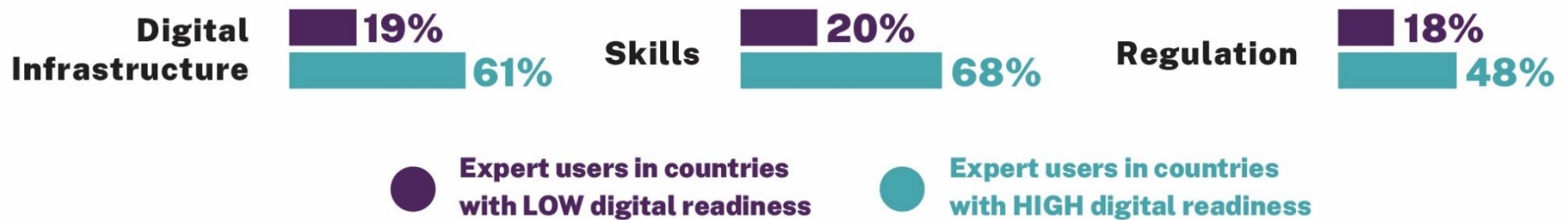
Men-led firms
are 1.5 times...

more likely to be expert users than their counterparts

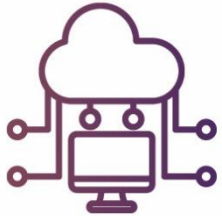
Differences almost disappear in countries with high digital readiness

Make countries digitally ready

Countries must invest in three critical enablers:



Make firms more competitive



Improve financial management
to make up for infrastructure inefficiencies



Connect with BSOs
to navigate complex regulations



Enhance training and recruitment
to make up for skills shortages



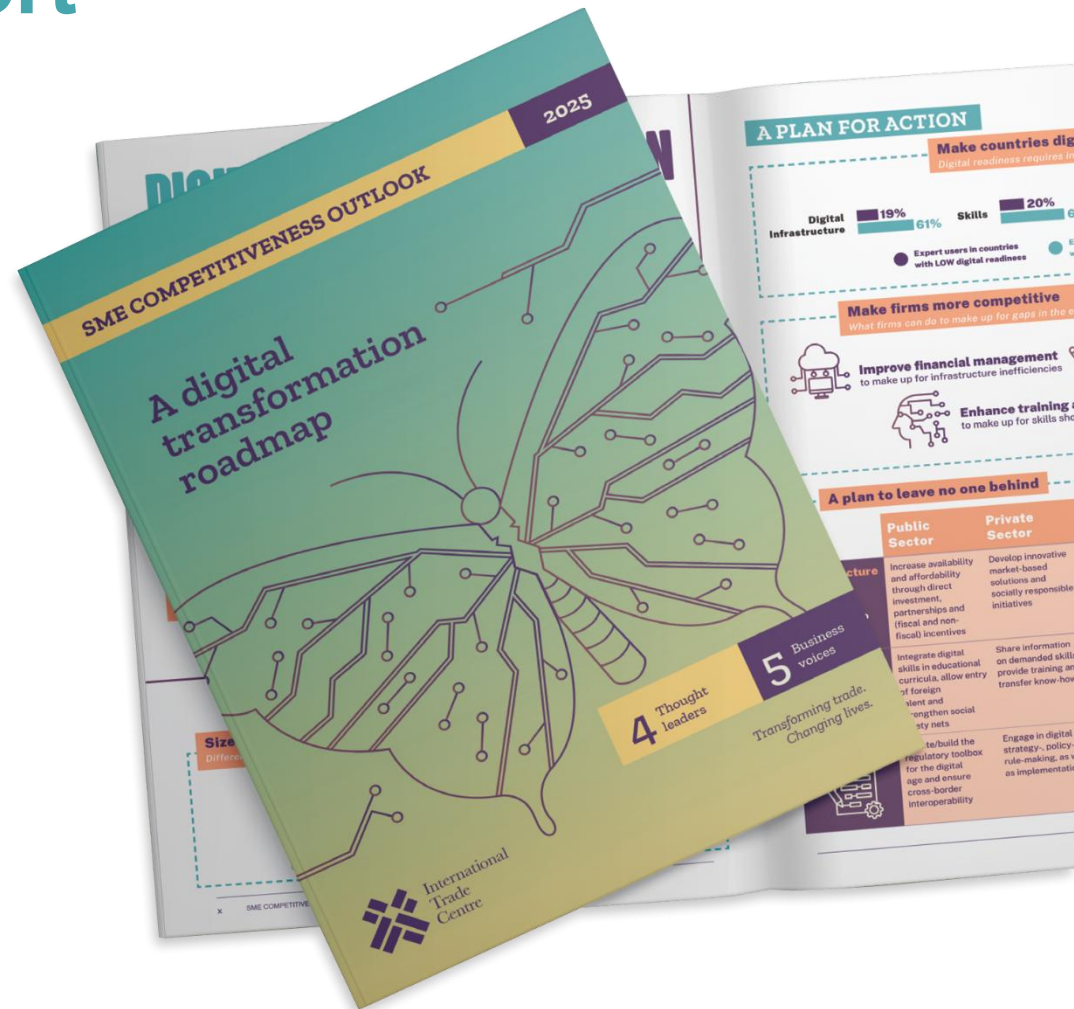
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Transformation is possible... but no one can do it alone

	Public Sector	Private Sector	International Community	Small Business
Infrastructure 	Increase availability and affordability through direct investment, partnerships and (fiscal and non-fiscal) incentives	Develop innovative market-based solutions and socially responsible initiatives	Offer concessional financing and support data collection efforts to pinpoint gaps and needs	Improve financial management and access to finance
Skills 	Integrate digital skills in educational curricula, allow entry of foreign talent and strengthen social safety nets	Share information on demanded skills, provide training and transfer know-how	Support educational and training institutions to upgrade curricula	Professionalize recruitment and provide training to improve skills matching
Regulations 	Update/build the regulatory toolbox for the digital age and ensure cross-border interoperability	Engage in digital strategy-, policy- and rule-making, as well as implementation	Champion and facilitate regulatory alignment and crossborder governance mechanisms	Engage with business support organizations to obtain information and advocate for SME-friendly rules

Download the report



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ITC Creative Industries Survey



News and events › News ›

UPDATES

Are you in the creative industries? Tell us what you need to succeed

Creative industries

Fibres, textiles and clothing

Crafts

5 February 2026 | ITC News

At the International Trade Centre (ITC), we're always improving the way we work. For the creative industries, we're designing targeted policies, programmes, and support initiatives to help you succeed.

To do that, we want to hear from you about the opportunities and challenges that you face, and what types of support would help you grow and compete.

[Take the ITC Creative Industries Survey](#)

[Link to survey](#)

The 20-minute survey is anonymous. All responses will be handled with strict confidentiality and used exclusively for research purposes.

If you're in **governments, business associations, or development partners**, please share the survey widely to creative enterprises in your networks.