

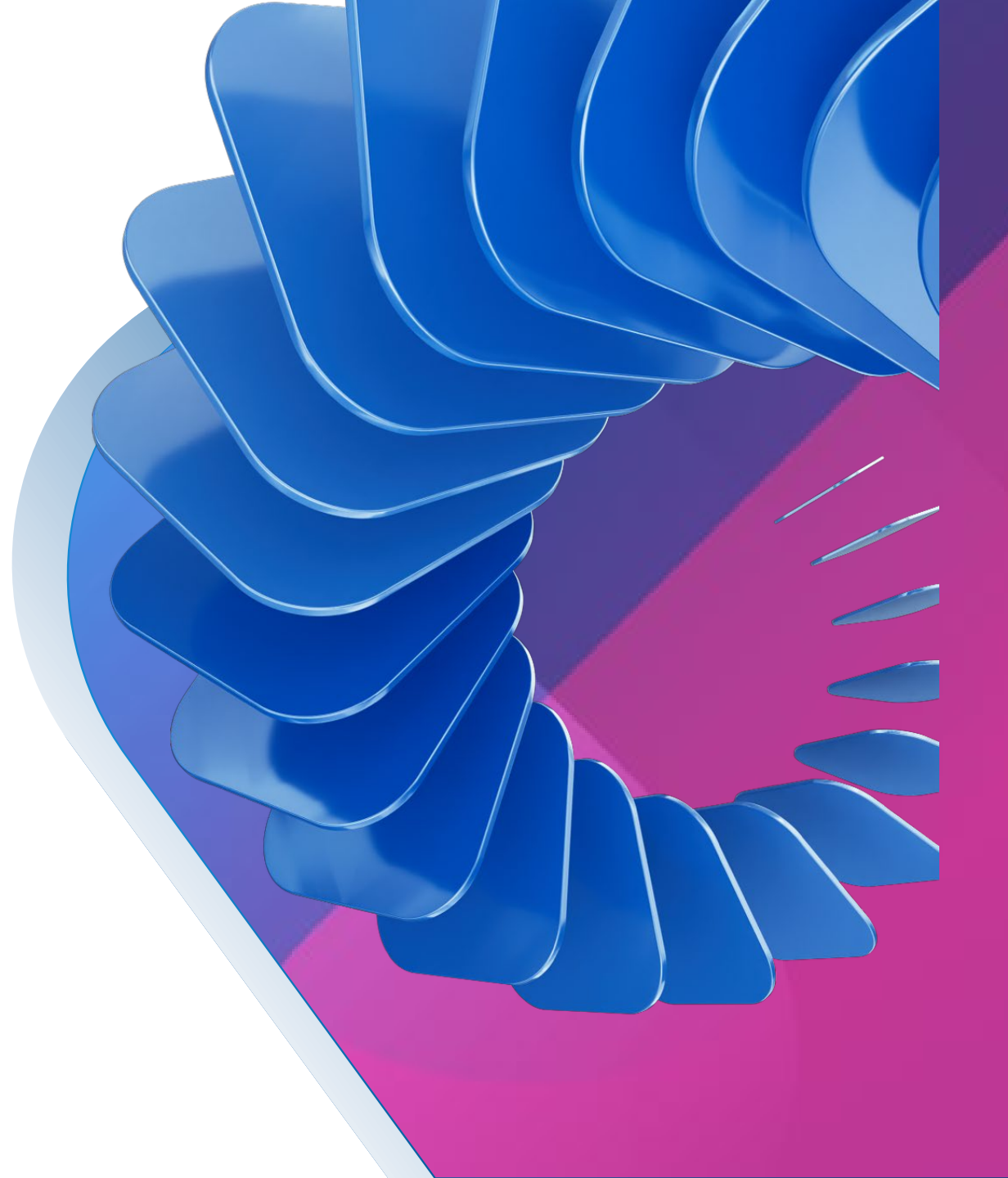




WEBINAR

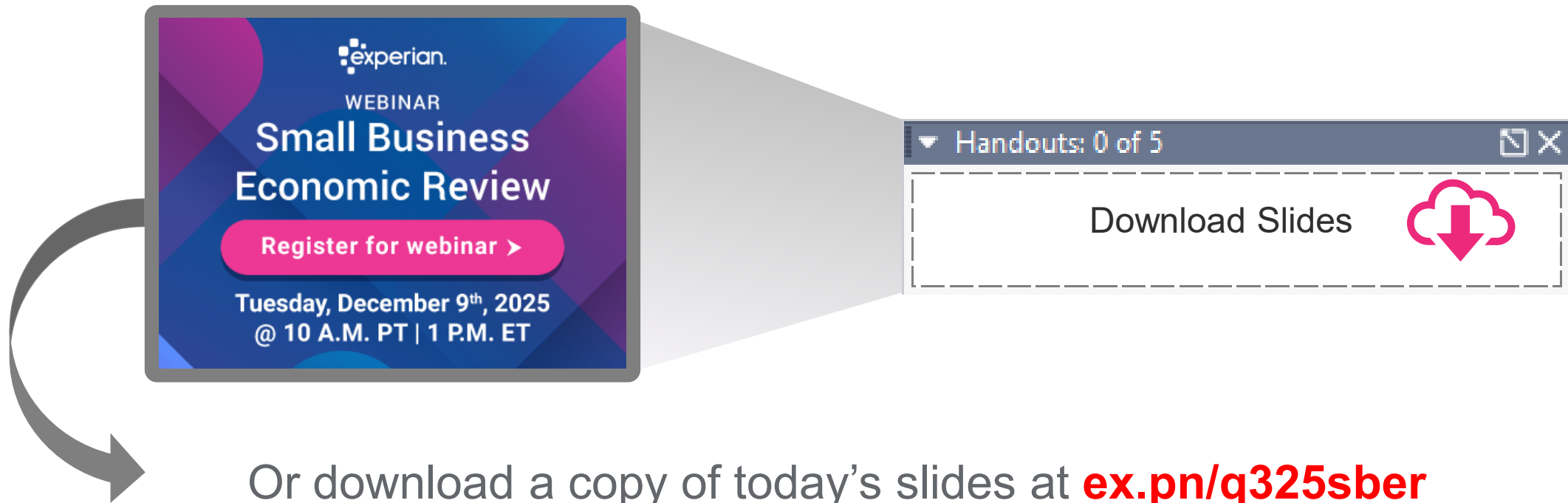
# Small Business Economic Review

Date: December 9th, 2025  
10:00 a.m. Pacific | 1:00 Eastern



# Download slides

Scan with phone





# MAIN STREET REPORT

Your window into small business health

Download Q3 2025 report now

# Our Presenters

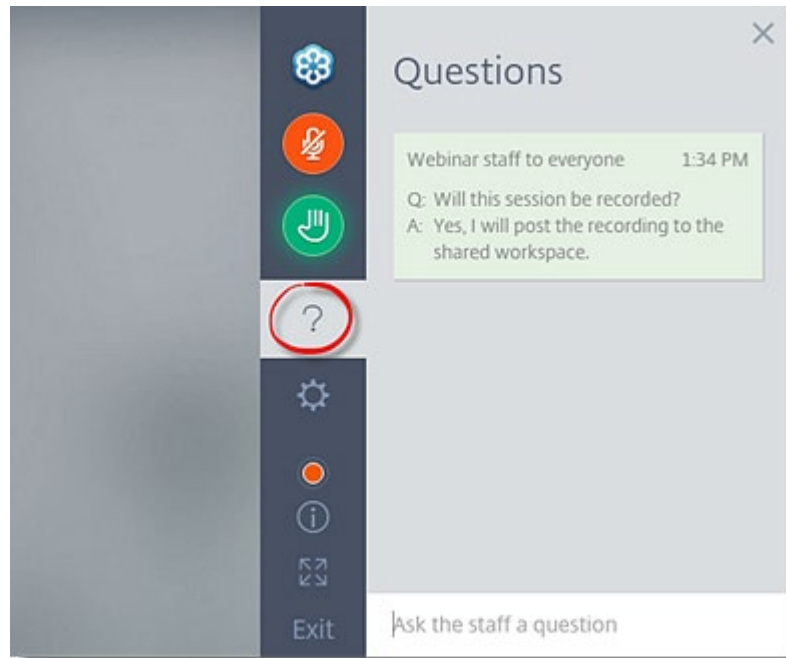


**Brodie Oldham**  
VP of Commercial Data Science  
Experian



**Marsha Silverman**  
Sr. Strategic Analytic Consultant  
Experian

# Send us your questions





**Brodie Oldham**  
VP Commercial Data Science | Experian

# Global and domestic influence Q4 2025

Heightened engagement will impact U.S. business performance

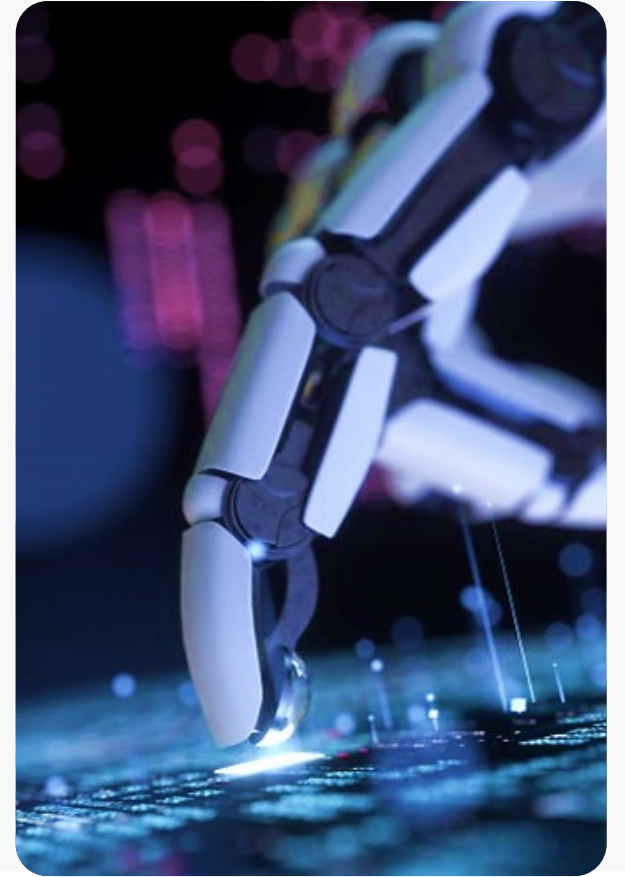
## Top global risks:

- **Geopolitical** flashpoints and energy security
- **U.S. Tariffs** and trade policy
- **Supply chain** disruptions and regional hotspots
- **AI and technology** transforming supply chains
- **Energy** market realignment



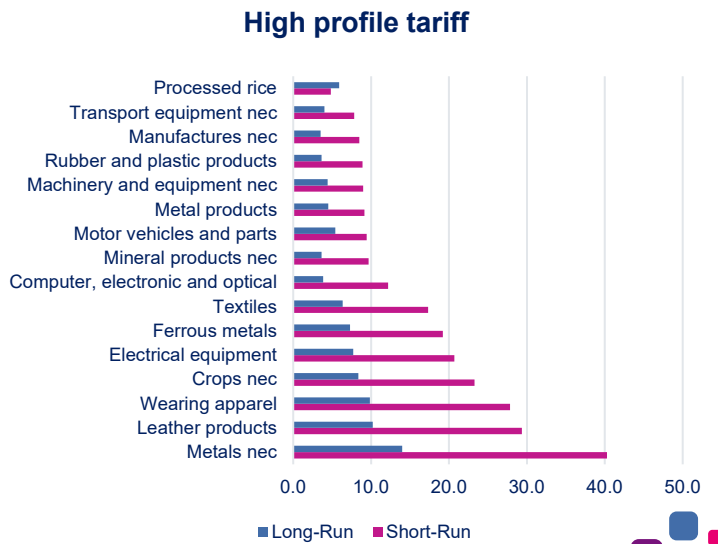
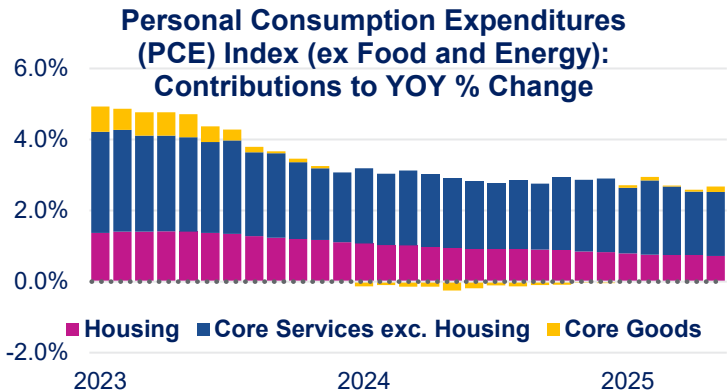
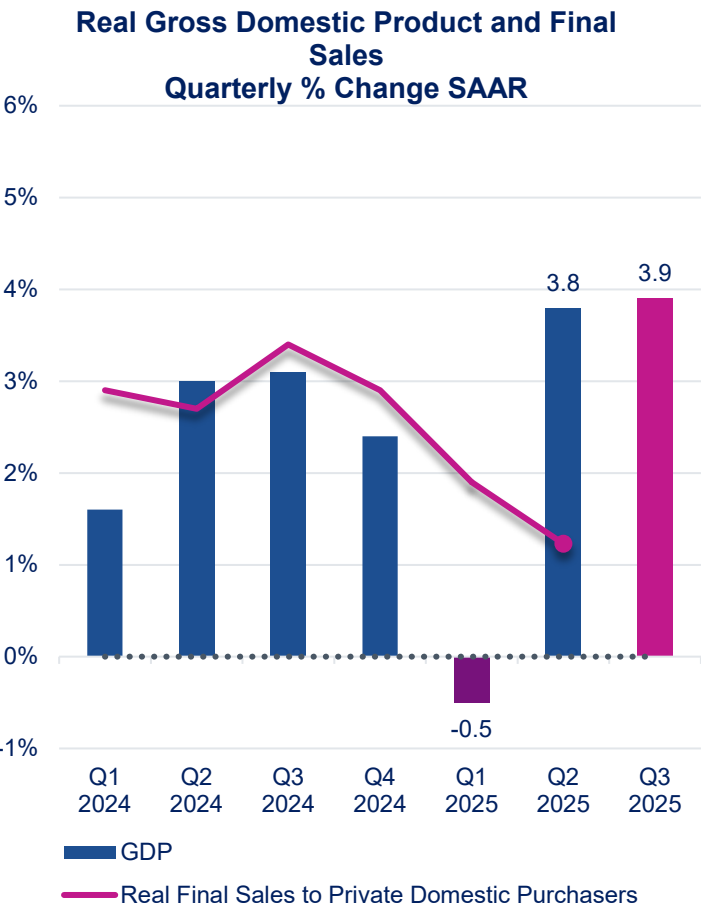
## Headline challenges for policy:

- **CA Algorithmic Pricing** limiting personal data varied pricing
- **Open Banking Rules** comment period moves forward
- **CFPB limits** non-bank supervision
- **Ai Responsibility** limiting lender's ability to blame Ai



# Second half pushes through challenge

Prices for imports and domestic goods affected by tariffs have risen modestly



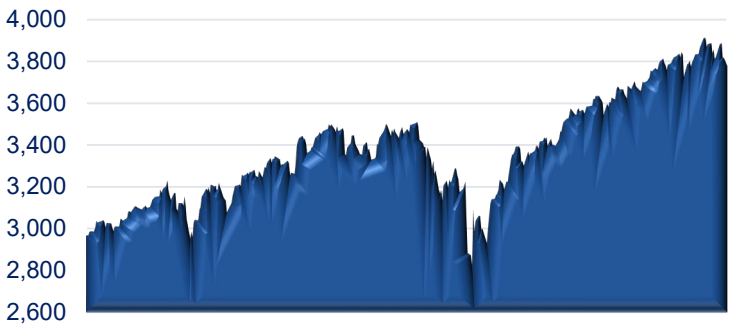
Sources: Bureau of Economic Analysis, [budgetlab.yale.edu/research/state-us-tariffs-october-17-2025](https://budgetlab.yale.edu/research/state-us-tariffs-october-17-2025)



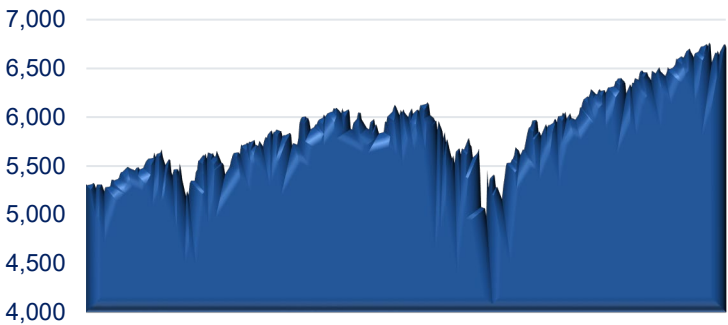
# How do markets vs main street

Good expectations closing out 2025

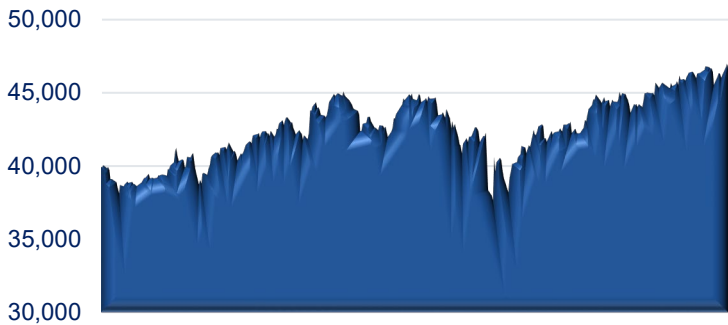
Russell 3000 Index (RUA)



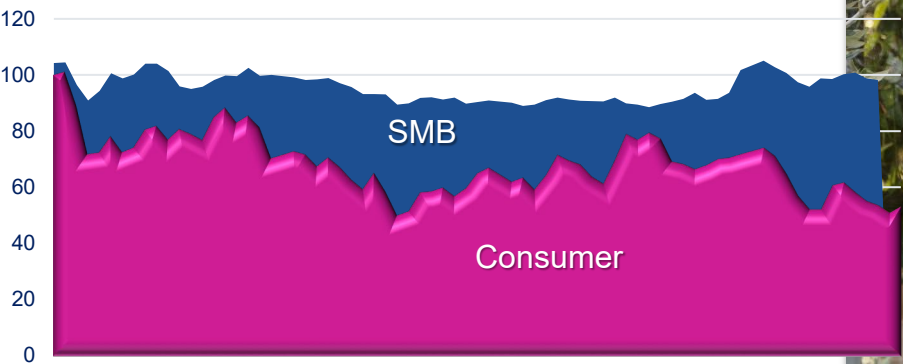
S&P500



DOW



Consumer and small business sentiment

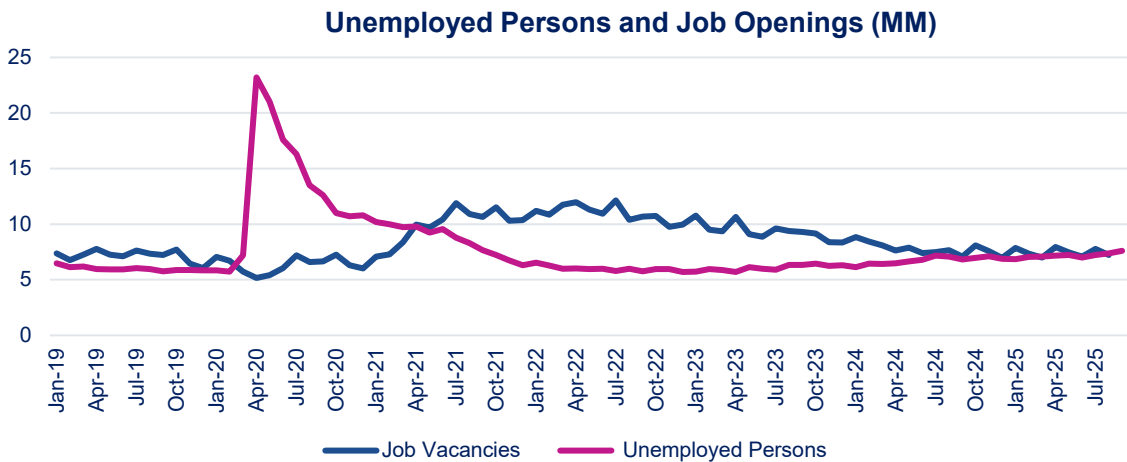
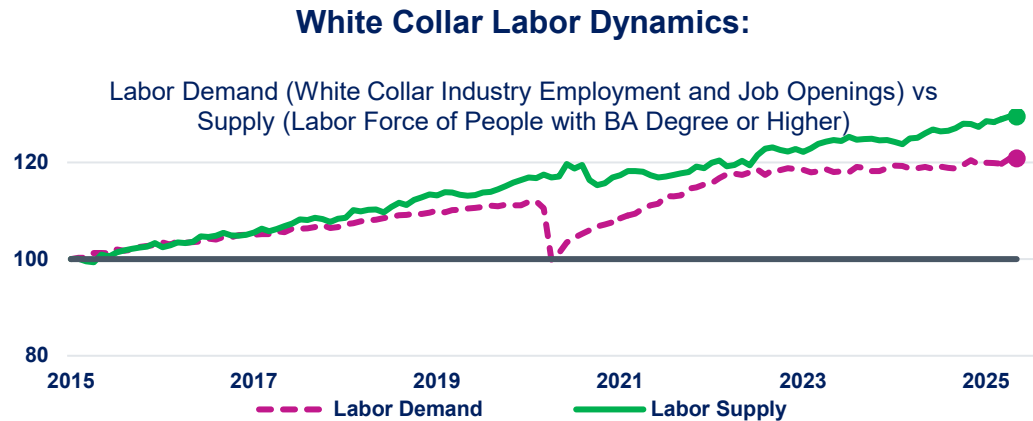
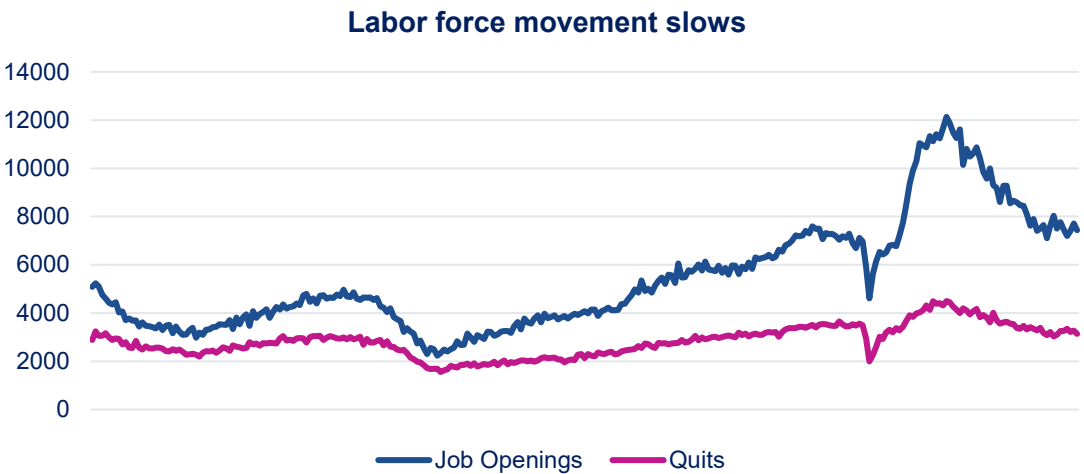
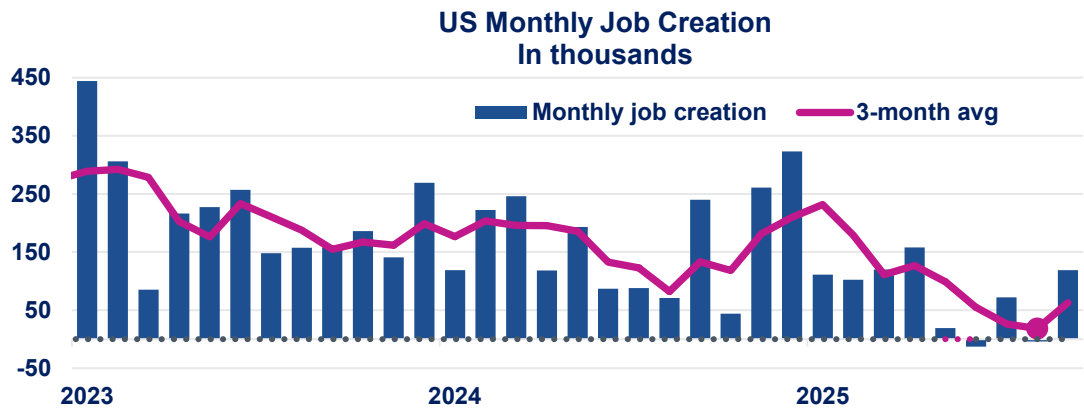


Source: Richmond Fed CFO Survey in conjunction with DUKE University, RUA, S&P500, and DII, National Federation of Independent Business, University of Michigan



# Labor market slows

Ai engagement beginning to impact how we hire



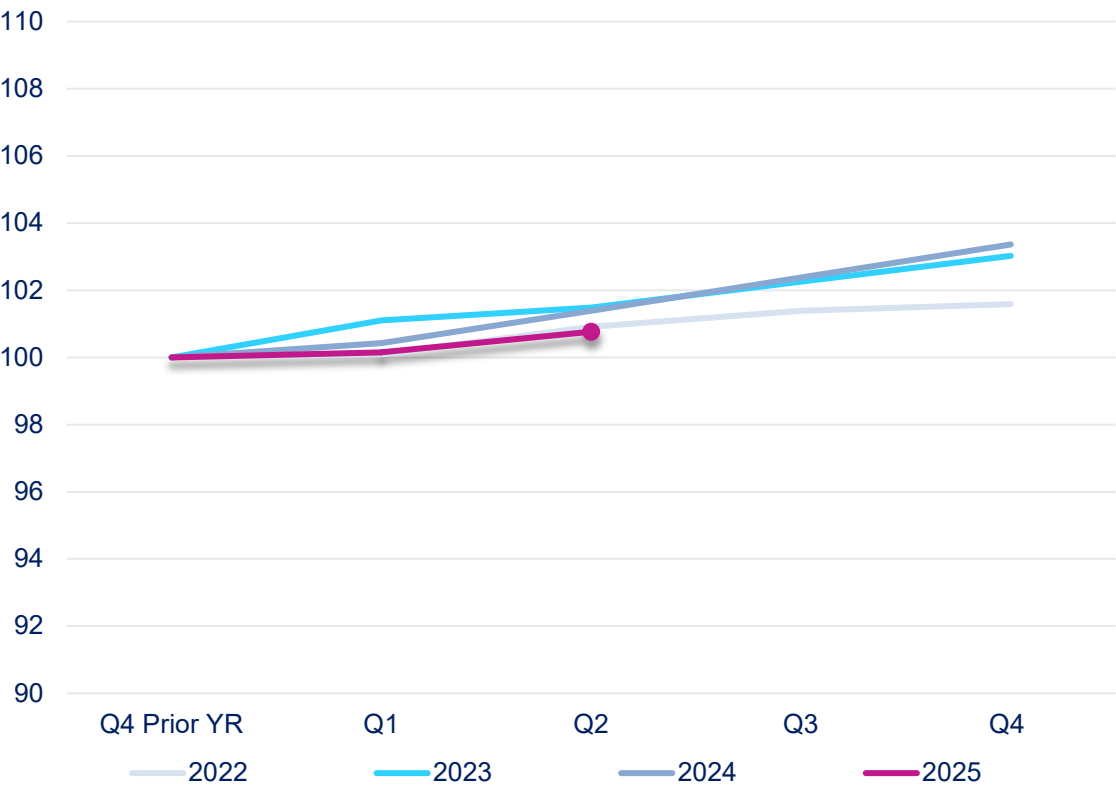
Source: U.S. Bureau of Labor Statistics, Richmond Fed CFO Survey in conjunction with DUKE University, Federal Reserve Bank of San Francisco and Experian Economic Strategy Group Note: "White Collar" Labor Demand is defined as industry employment plus job openings in: Professional and Business Services, Financial Activities, Information, Private Education and Health Services and Experian Economic Strategy Group



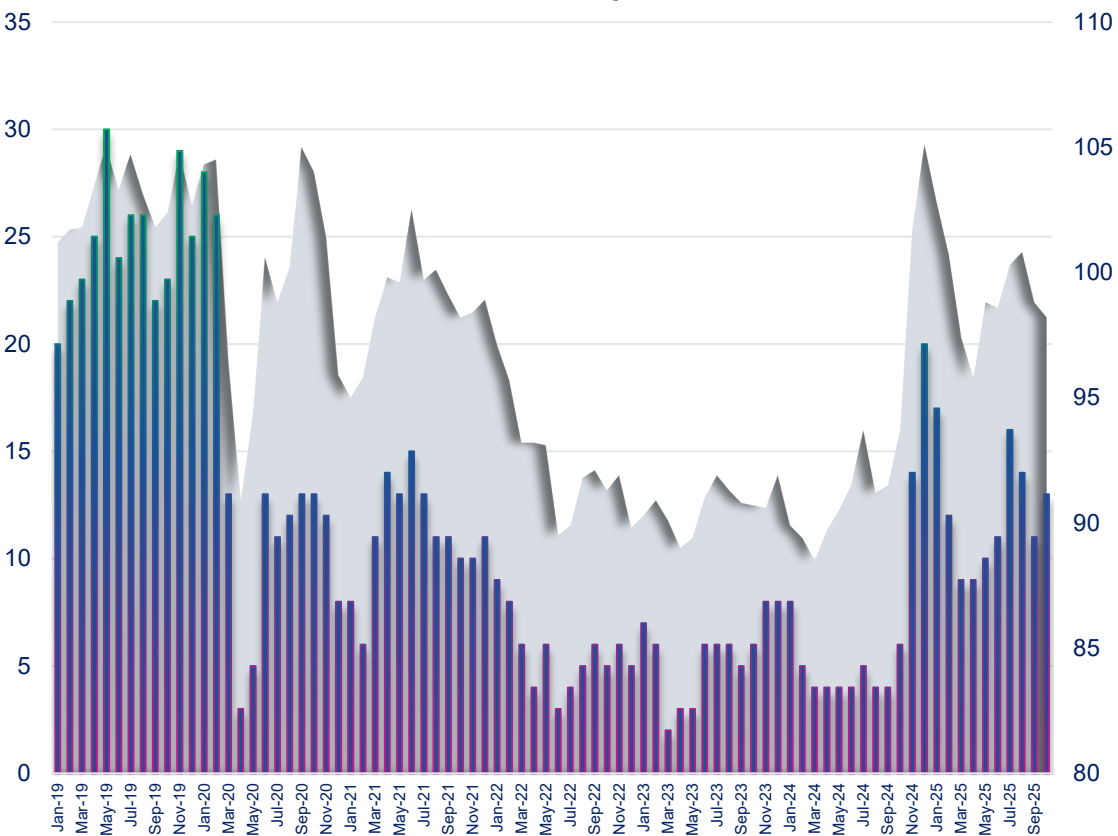
# Total consumer spending slow start

Third quarter holiday shopping encourages small business growth

YTD Real Consumer Spending Comparison  
Index: Q4 Prior Yr = 100



OUTLOOK FOR EXPANSION Percent Next Three Months  
“Good Time to Expand” (Seasonally Adjusted) by  
Commercial Optimism

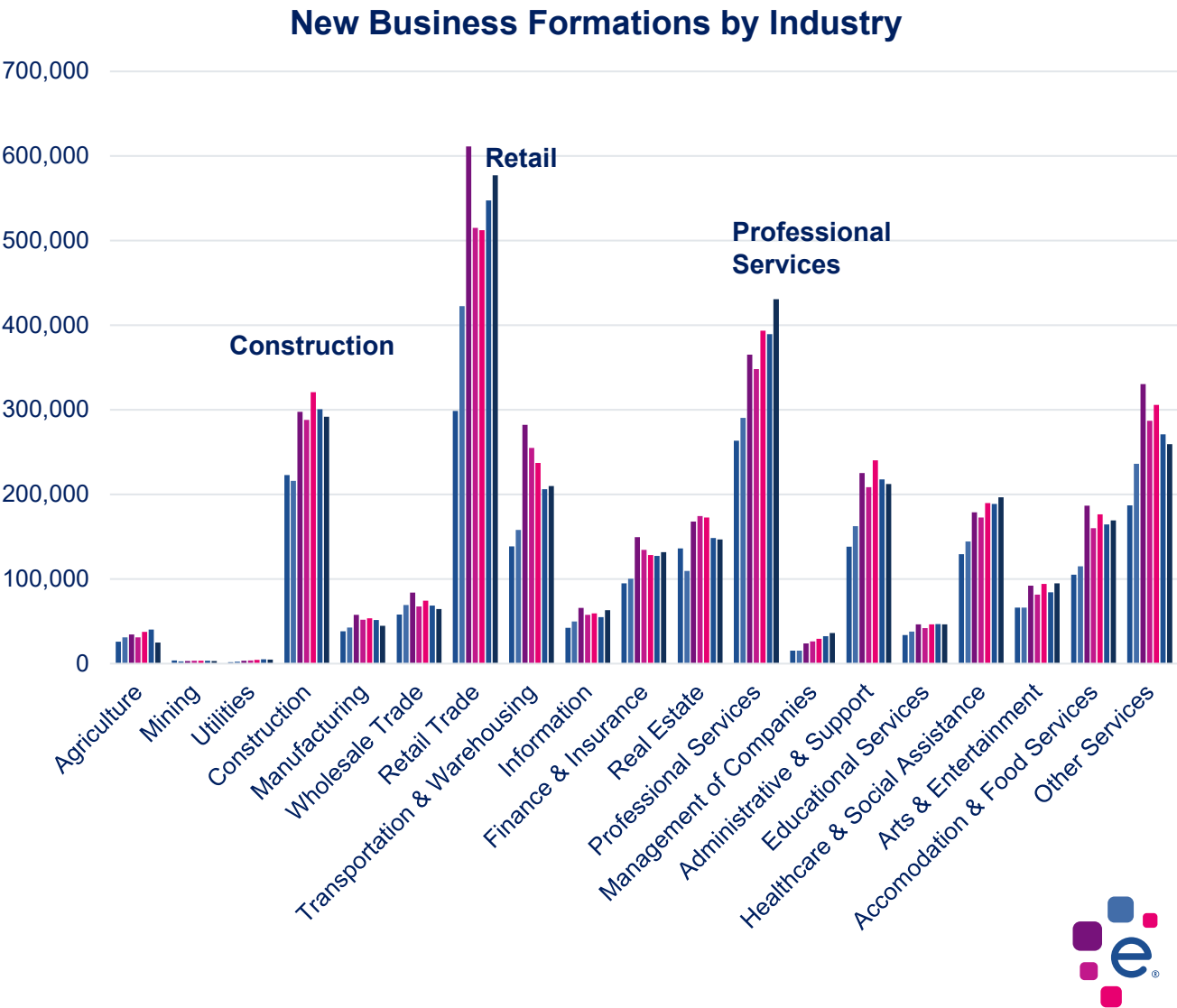
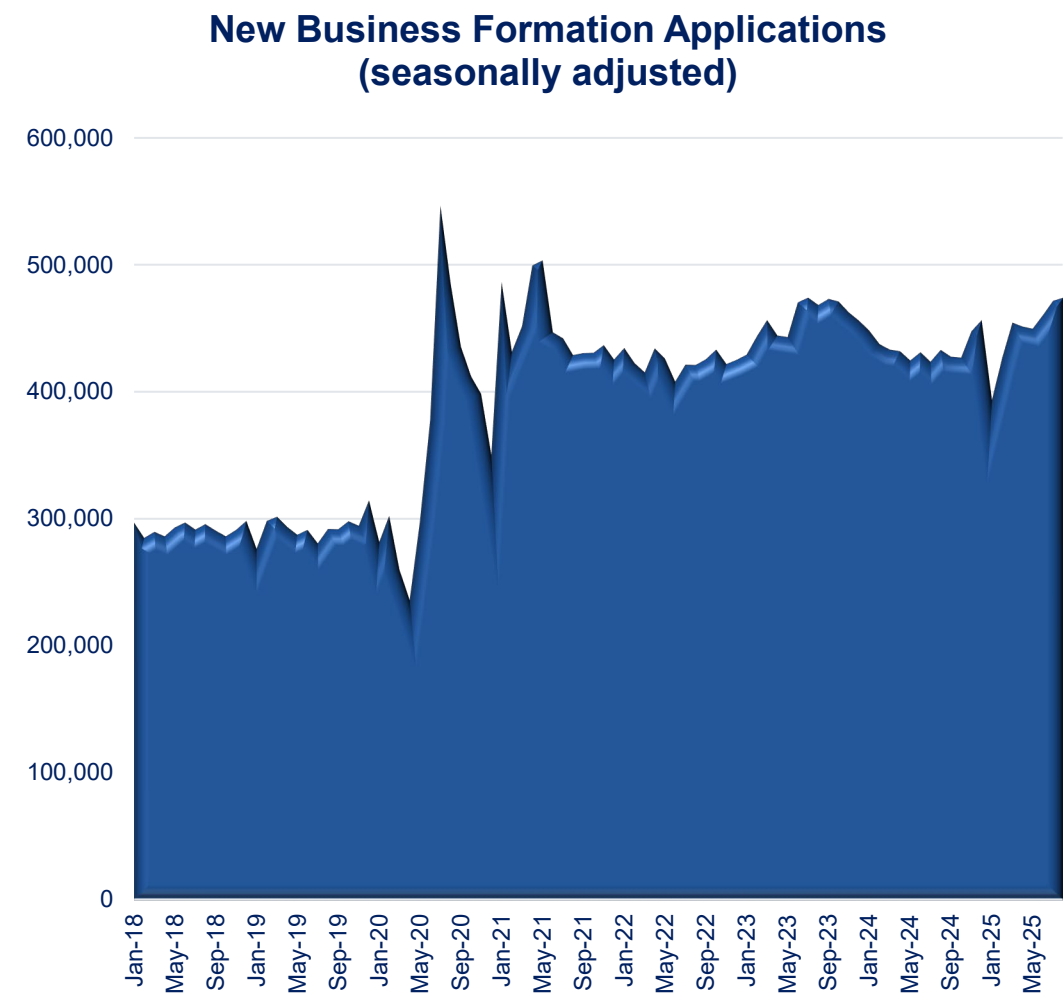


Source: Bureau of Economic Analysis, NFIB Expansion Expectation, and Experian Economic Strategy Group



# Small business growth in the US

New business applications grow in some industries faster than others

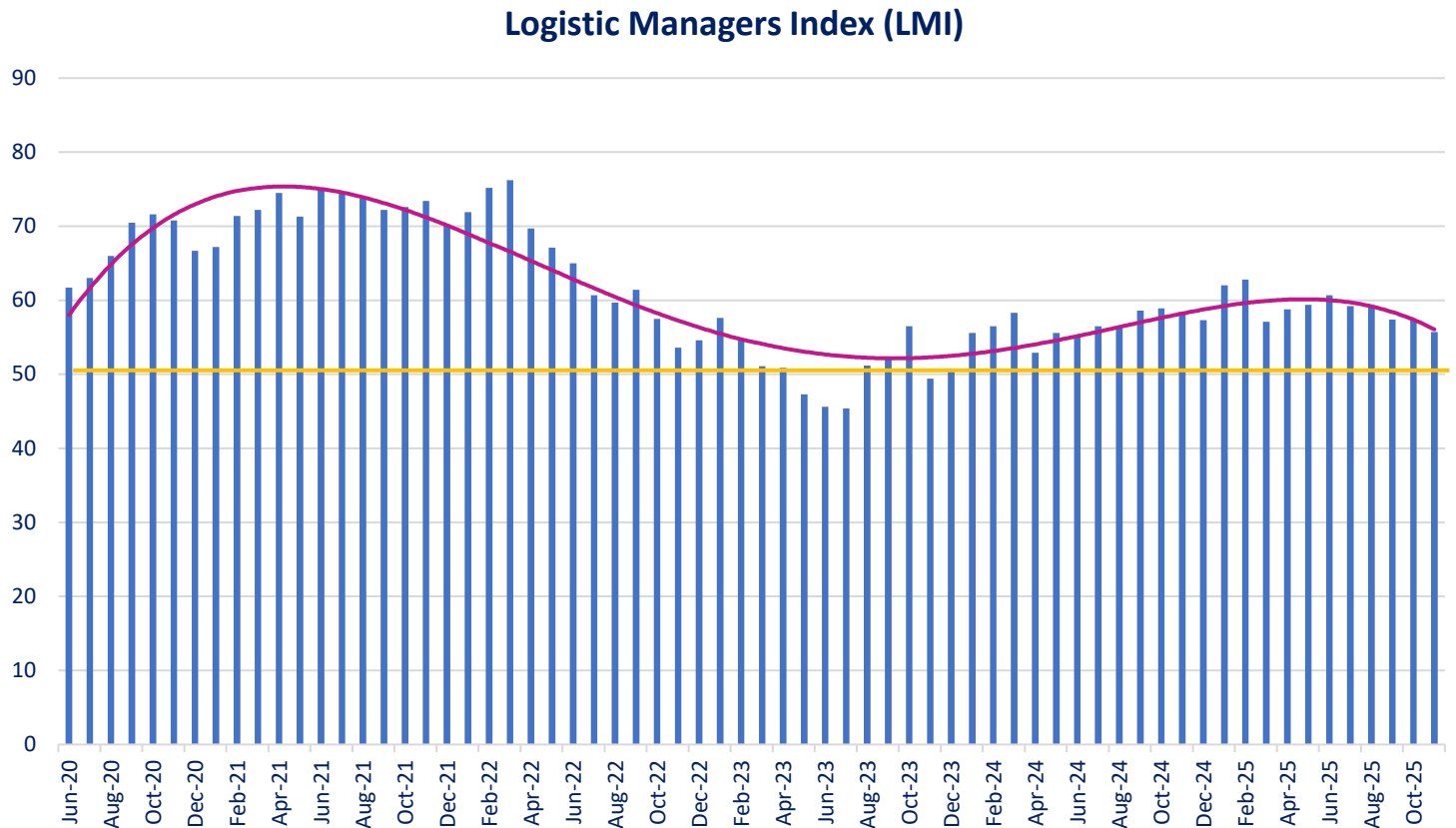


Source: U.S. Census Bureau



# The Logistic Managers Index (LMI)

In an extended period of expansion, but some index components are showing signs of slowing

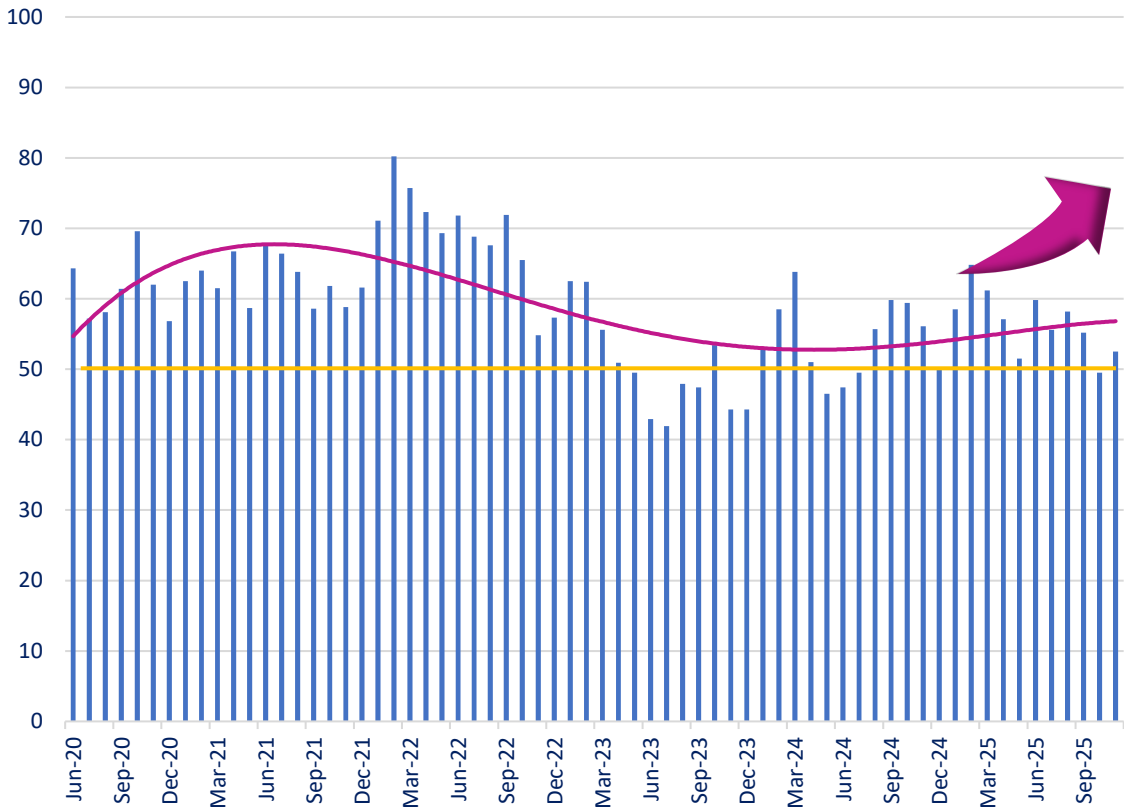


Source: Logistic Managers Index

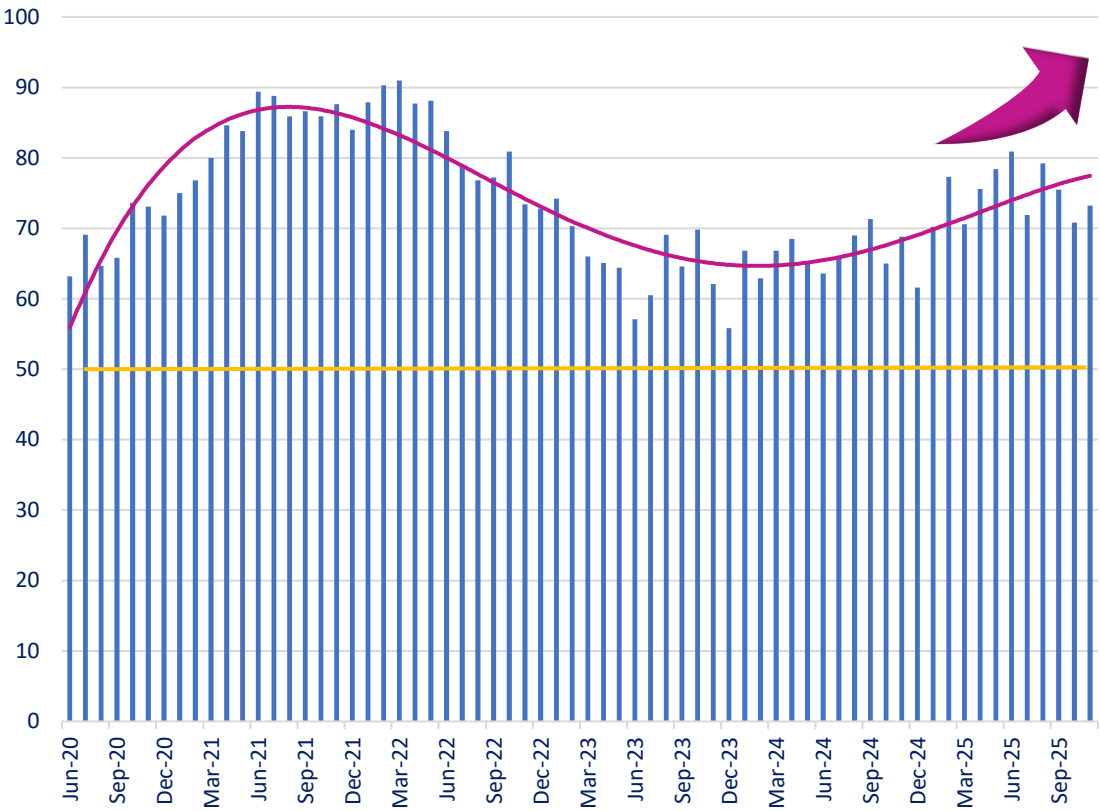
# The inventory level index remains strong

Increasing inventory costs could put downward pressure on future inventory levels

Inventory Levels



Inventory Cost



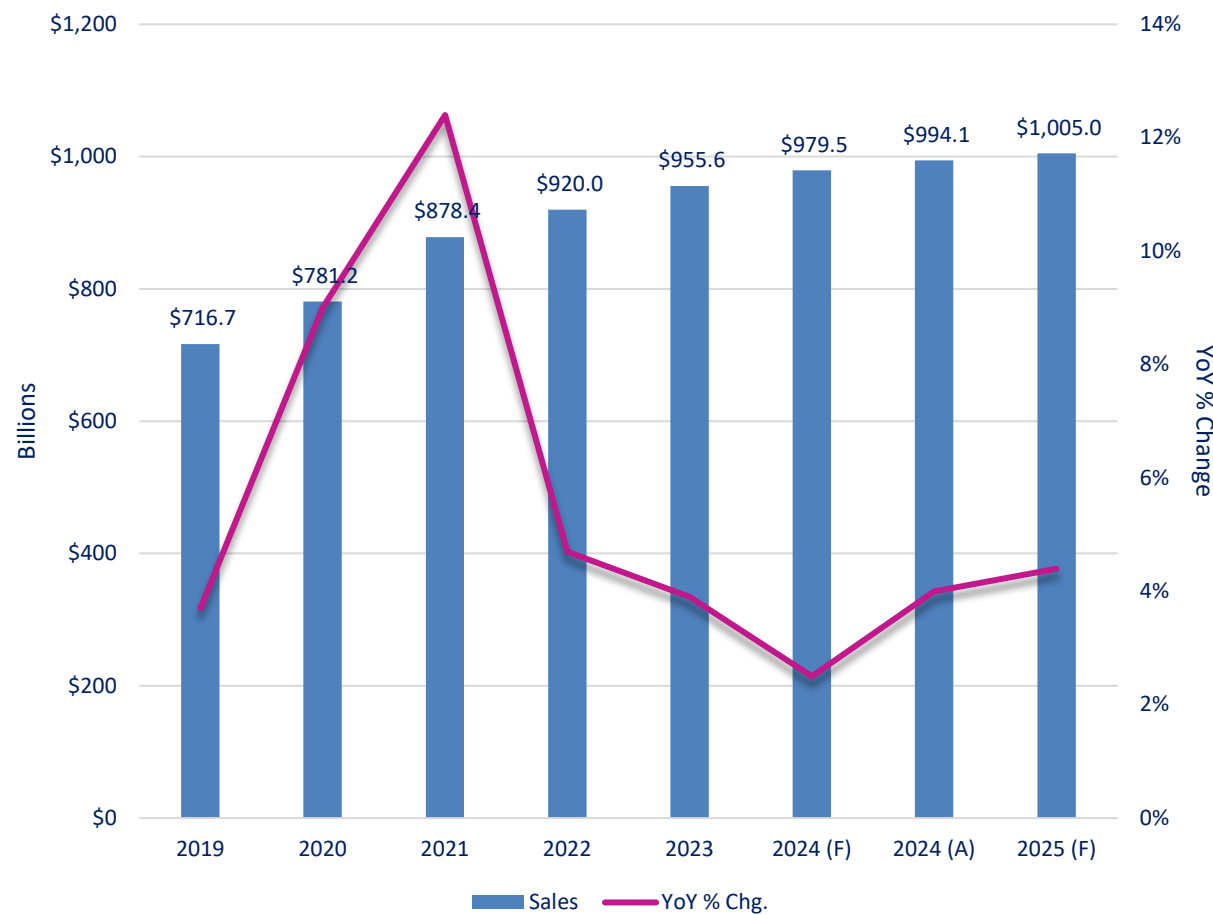
Source: Logistic Managers Index



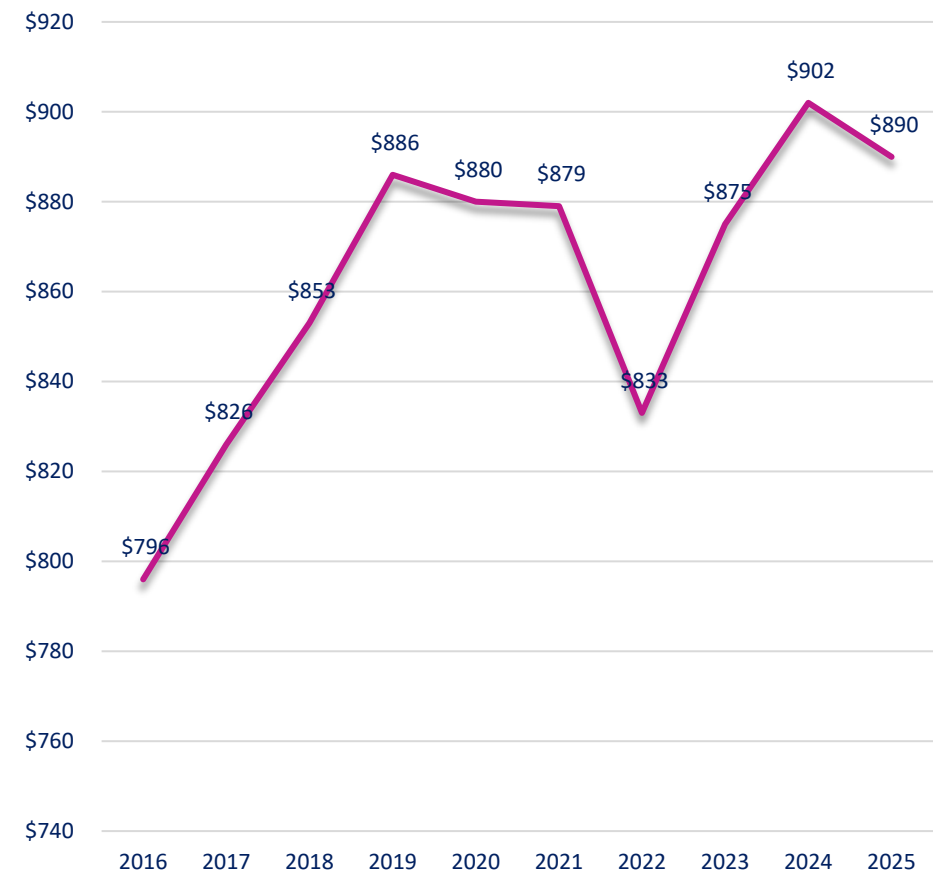
# Retail sales

Forecasted to remain strong during the holidays

Retail Holiday Sales



Expected Per- Person Consumer Holiday Spending Plans

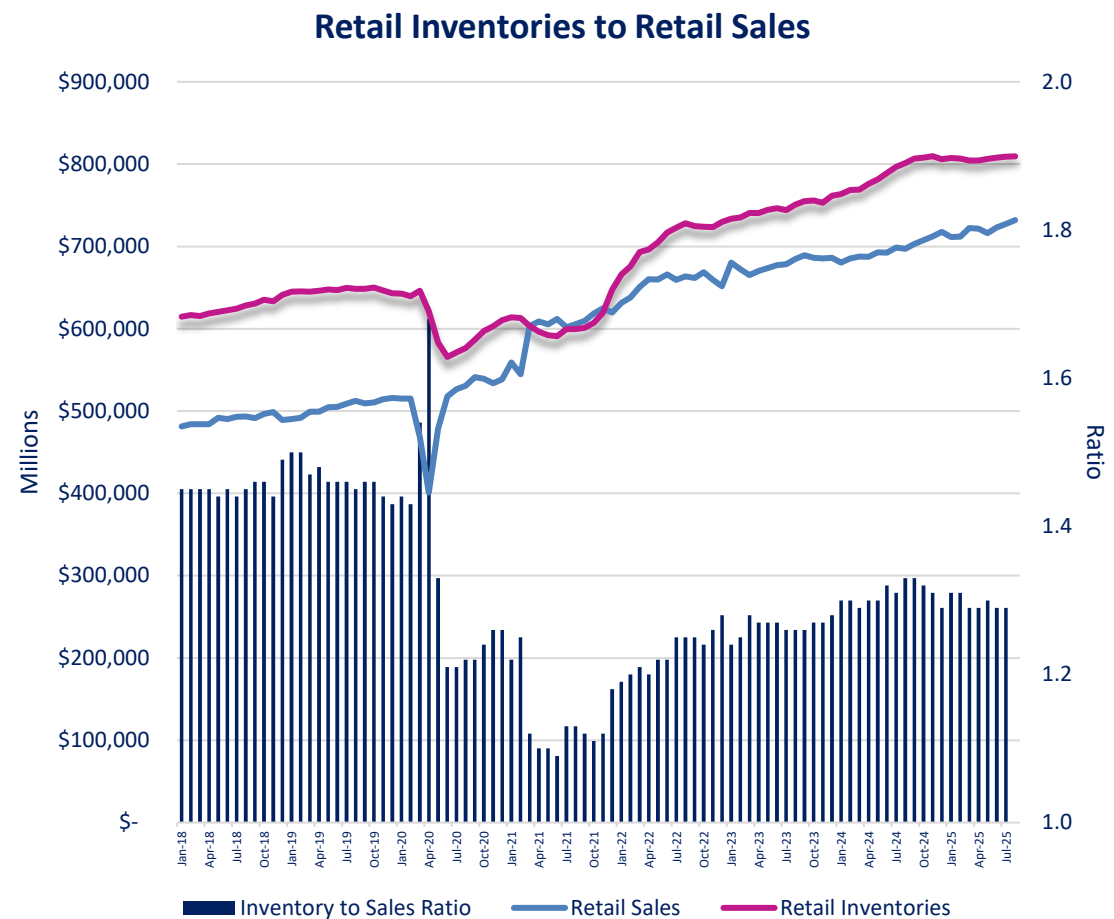
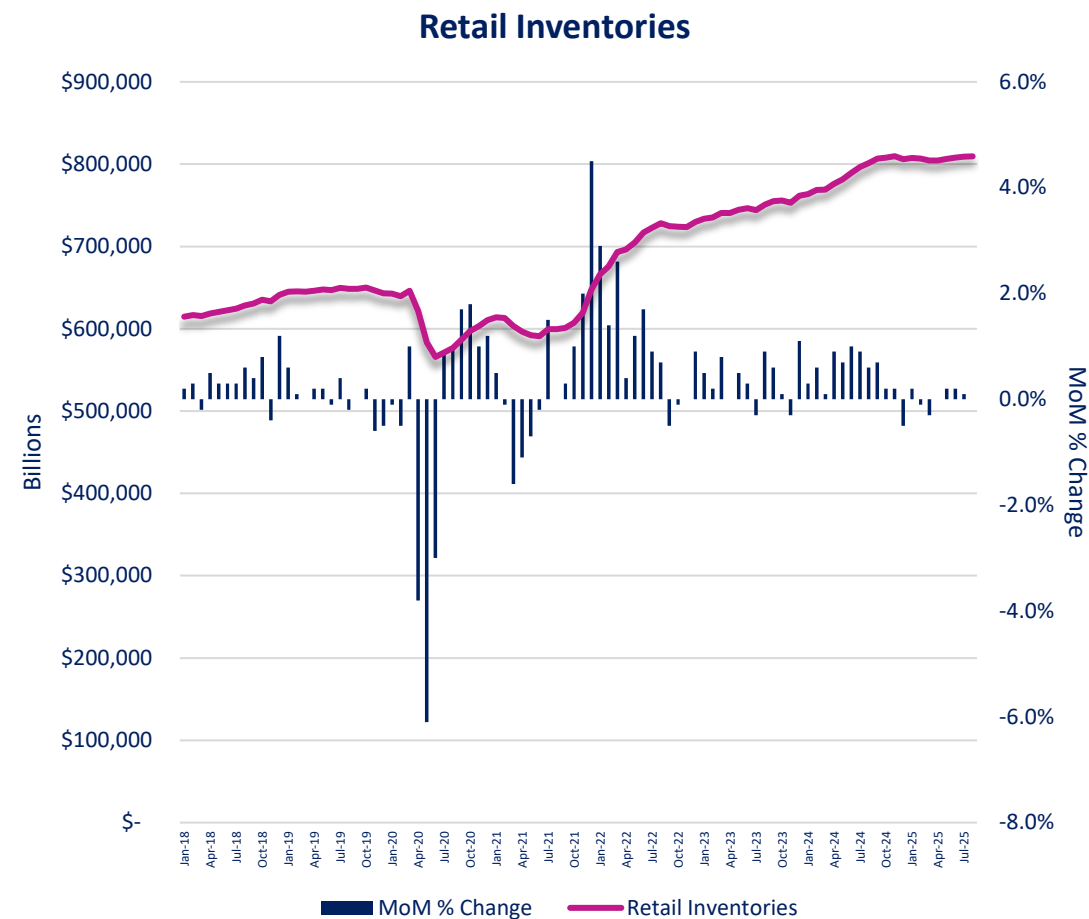


Source: National Retail Federation; Forrester



# Growth in retail inventories

Not keeping pace with retail sales and upcoming holiday demand

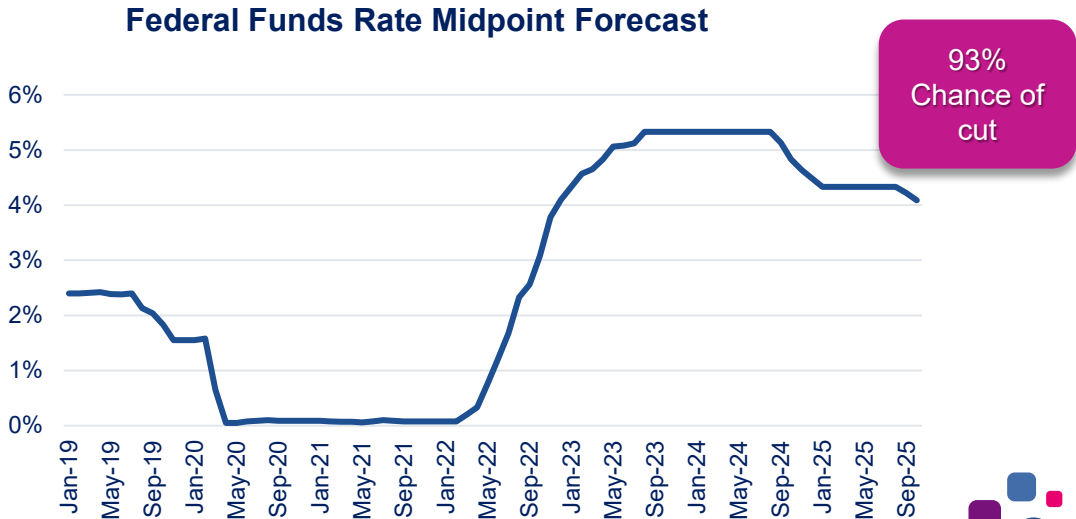
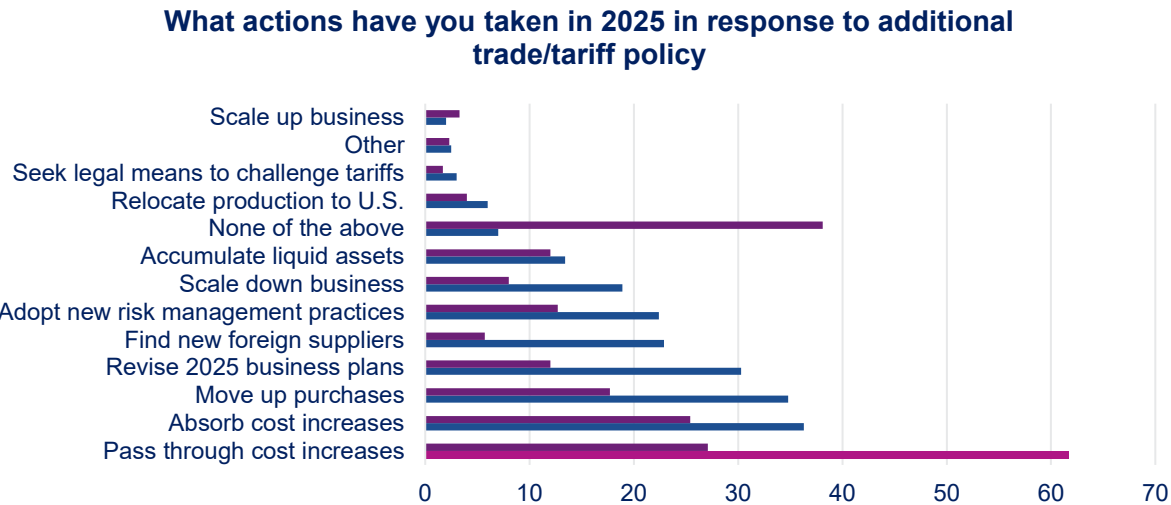
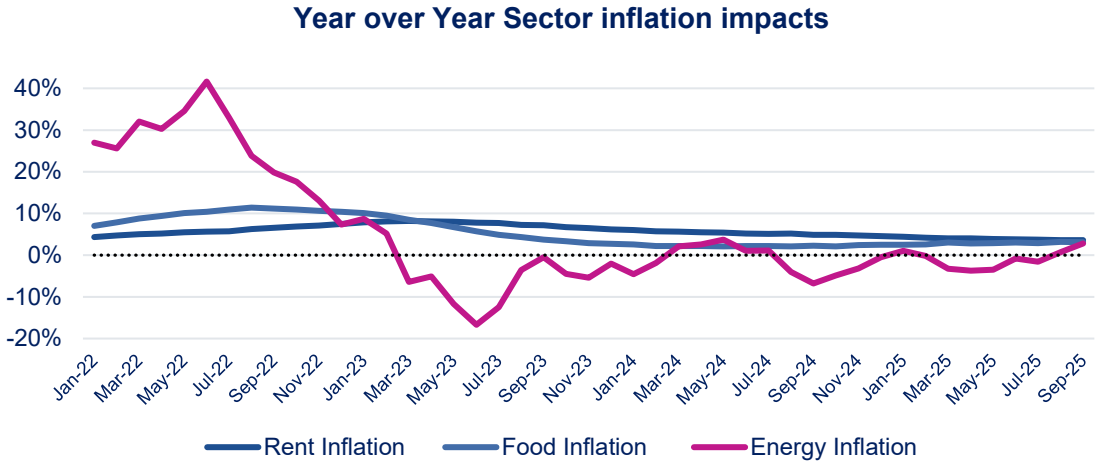
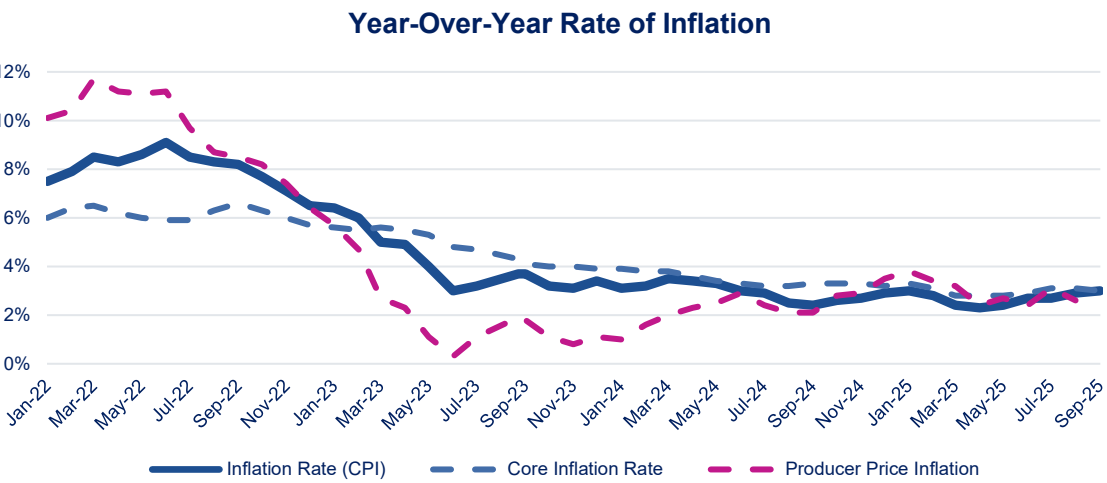


Source: U.S. Census Bureau



# Federal Reserve Cut Likely

Elevated inflation may not be enough to deter labor focused decision



Sources: Bureau of Labor Statistics, Federal Reserve, and Experian Economic Strategy Group

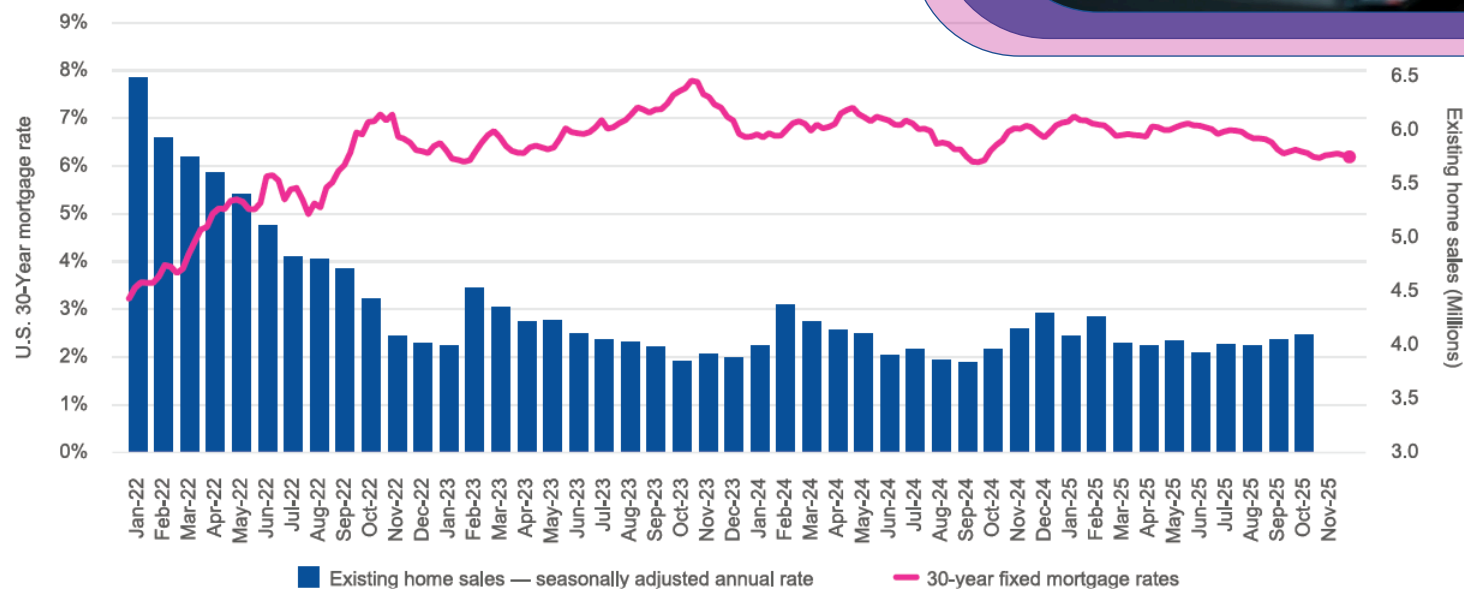
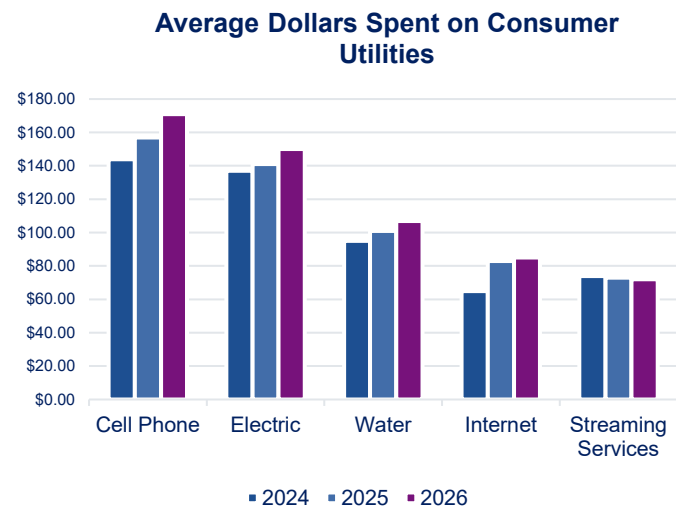
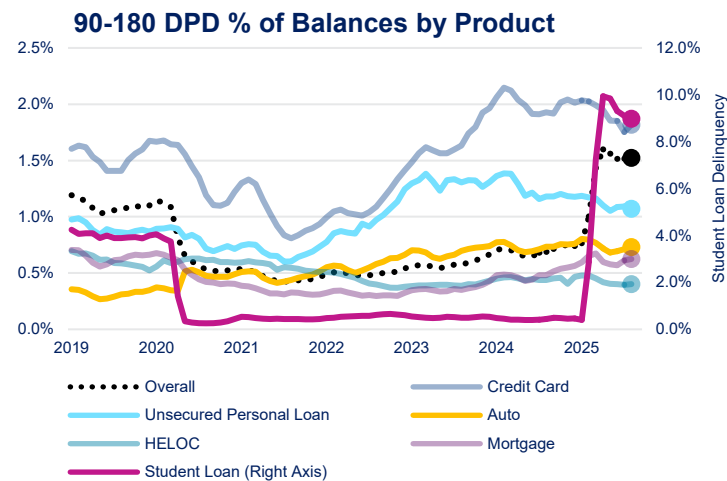
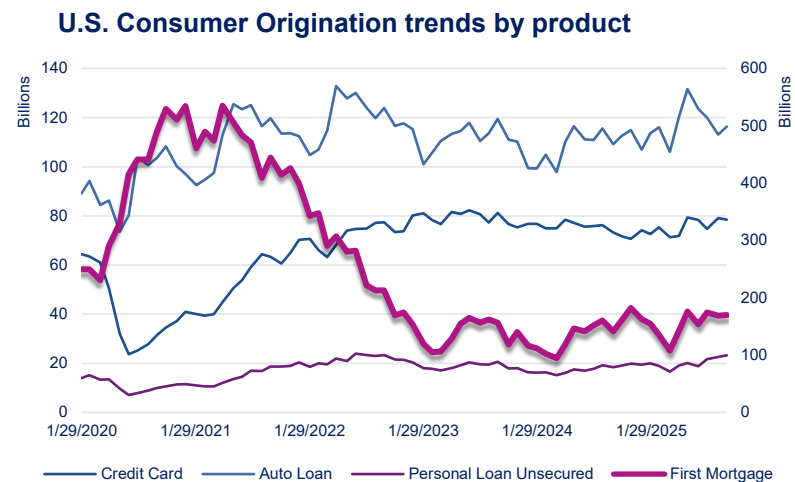




**Marsha Silverman**  
Sr. Analytical Consultant | Experian

# Consumer financial health

Originations and delinquencies push off with a little stumble

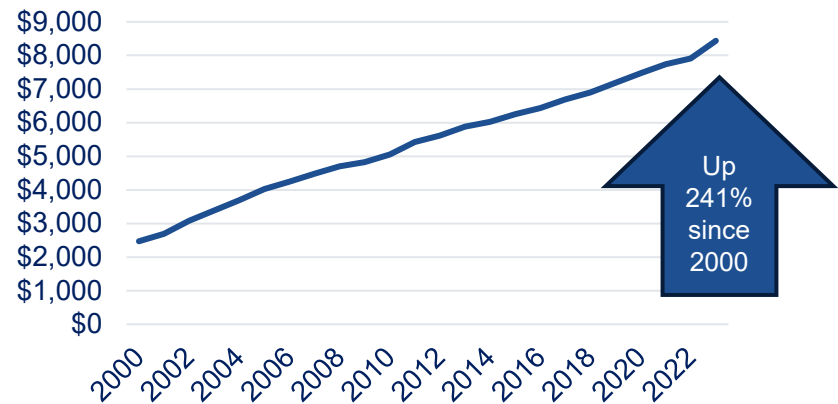


Source: Experian Ascend Market Insights Dashboard, Experian Ascend Market Insights Dashboard, statistic\_id1108684\_monthly-residential-utility-costs-by-state-us-2023. SuperMoney; WhistleOut (Mint Mobile); J.D. Power (via TelecomLead); EIA; J.D. Power (water). Freddie Mac, National Association of Realtors

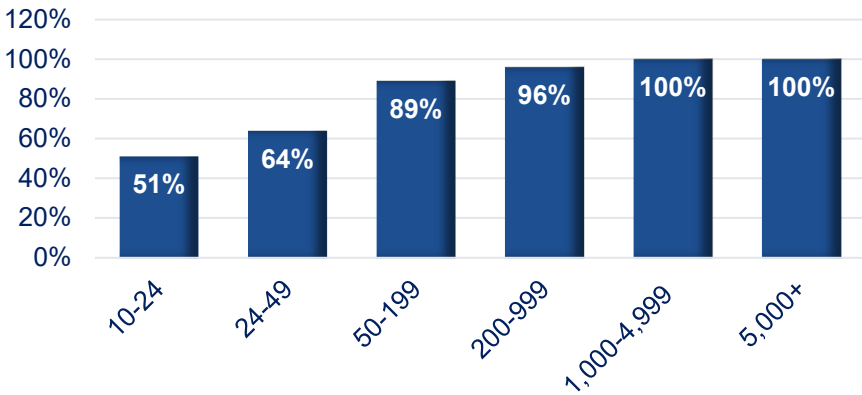


# Healthcare costs strain small businesses

Average annual health premiums for single employee coverage in the United States



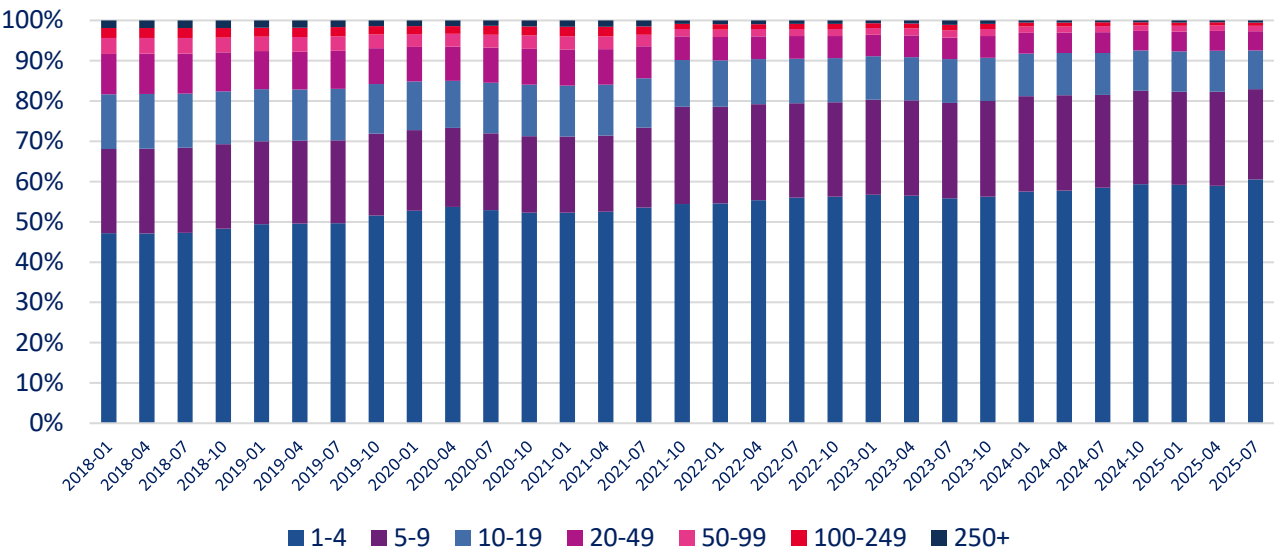
Share of U.S. firms offering health benefits in 2025 by Number of Employees



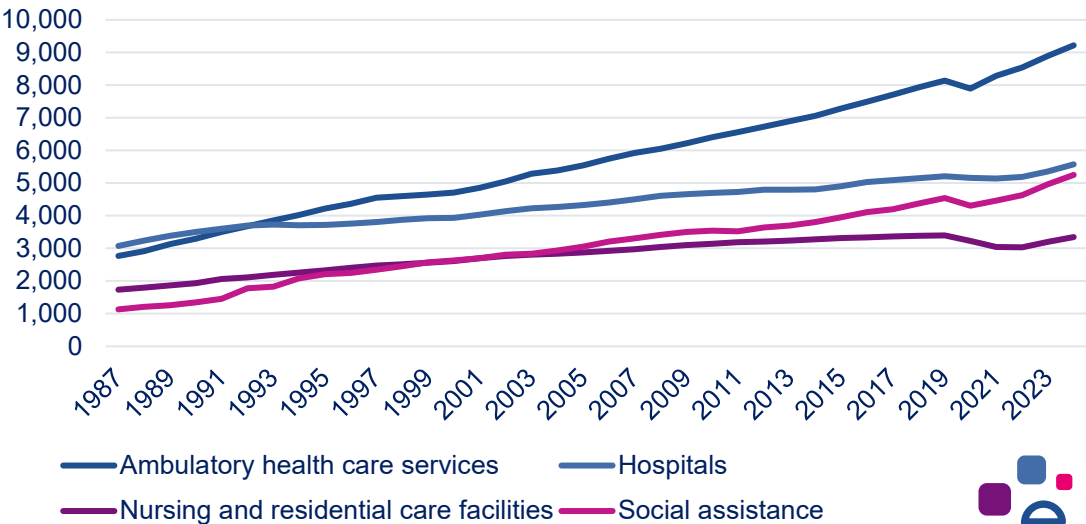
ACA Marketplace Users



% of Commercial Accounts by Number of Employees



Health Care Employment (thousands)

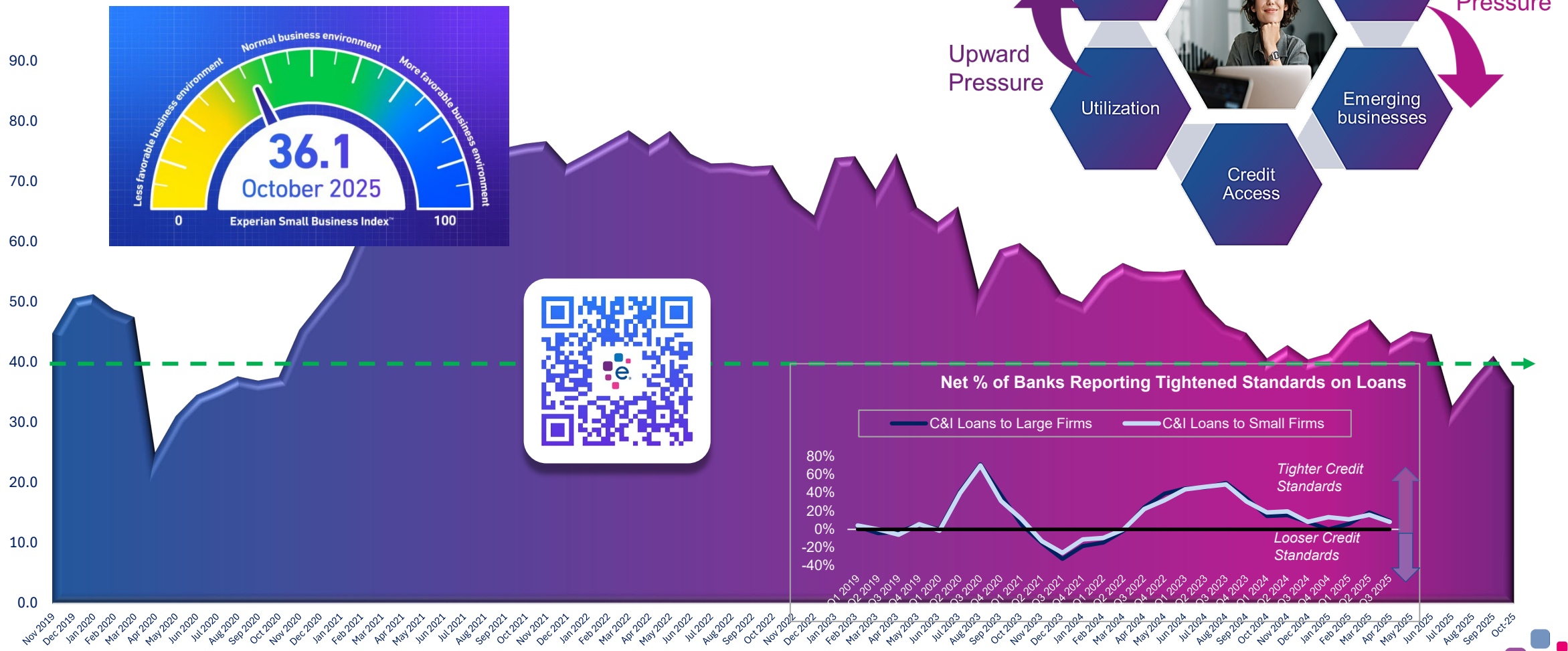


Sources: Kaiser Family Foundation; Experian Commercial Database, Bureau of Labor Statistics



# State of small business health

Commercial lending levers are placing downward pressure on SMB



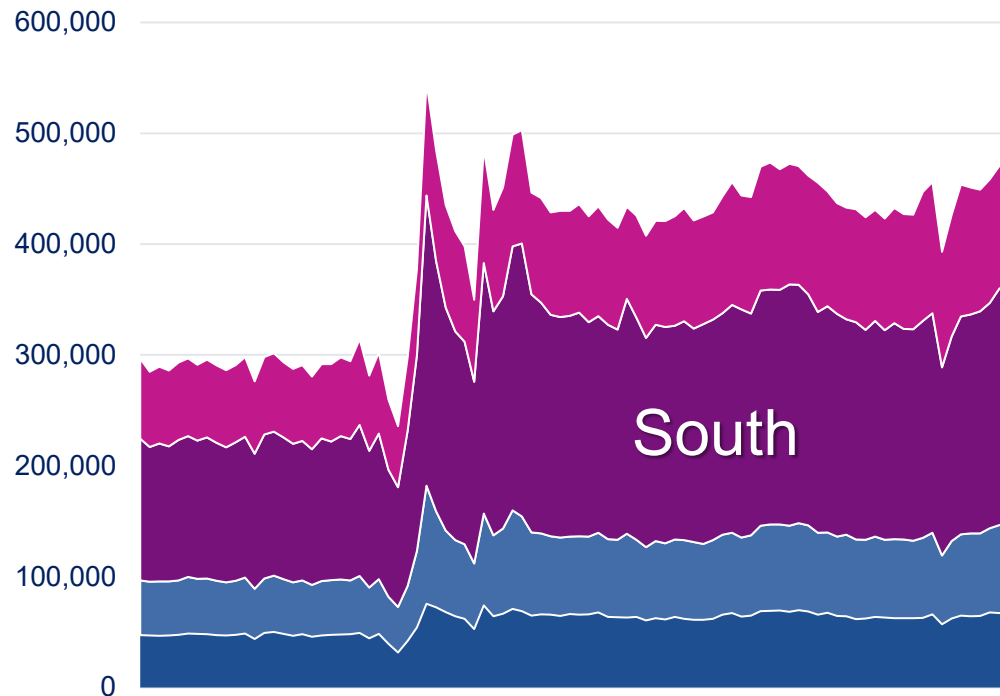
Source: Experian Small Business Index, Federal Reserve (Senior Loan Officer Opinion Survey)



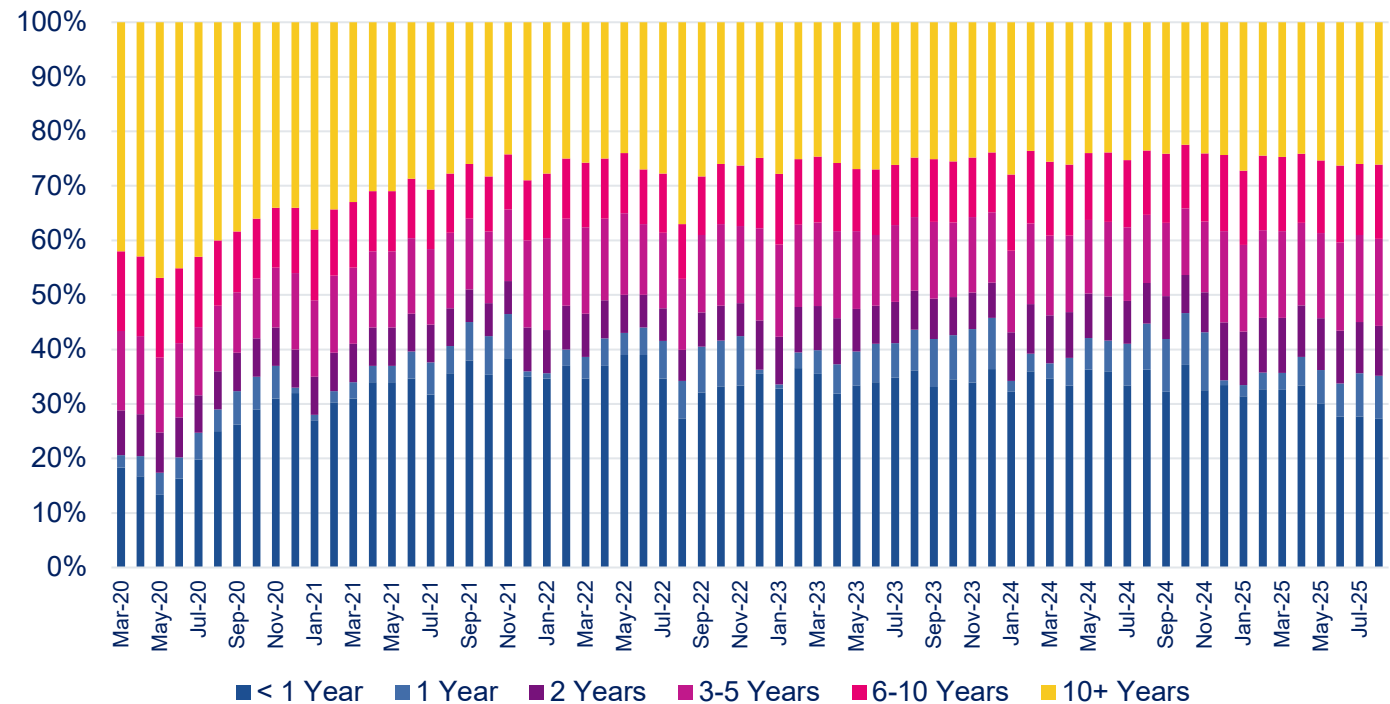
# Strong Business Formations

High level of startups is the new normal

**New Business Formation Applications  
(seasonally adjusted)**

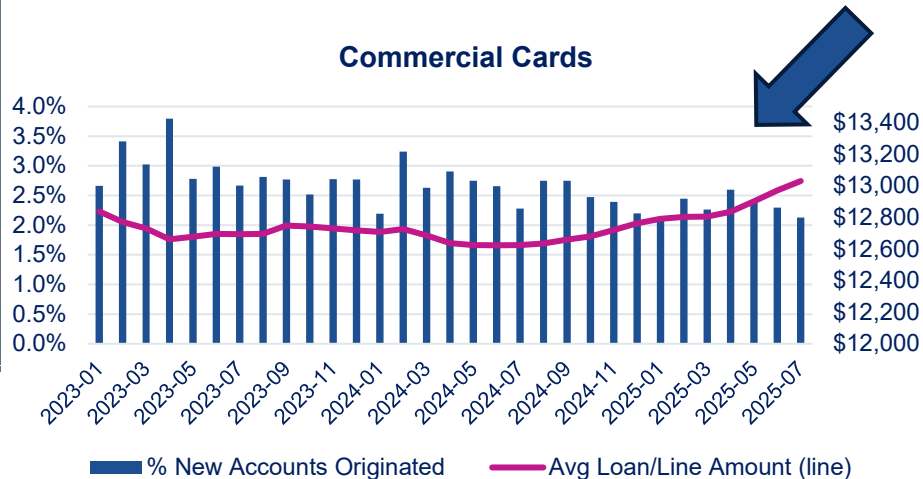
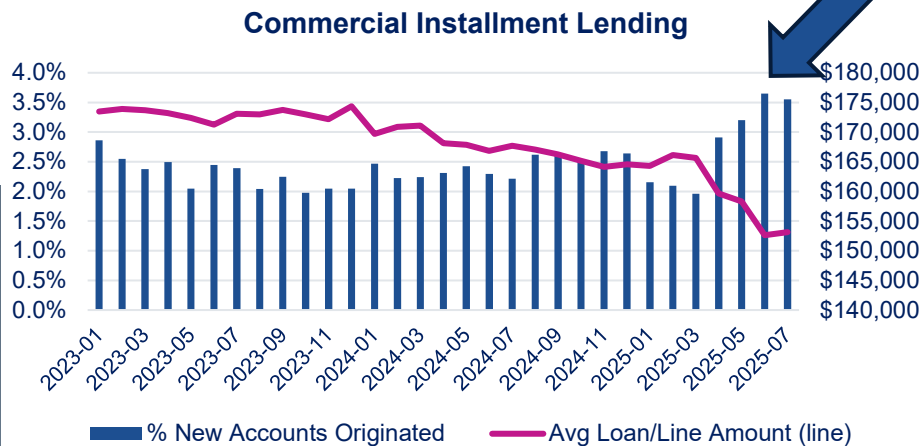
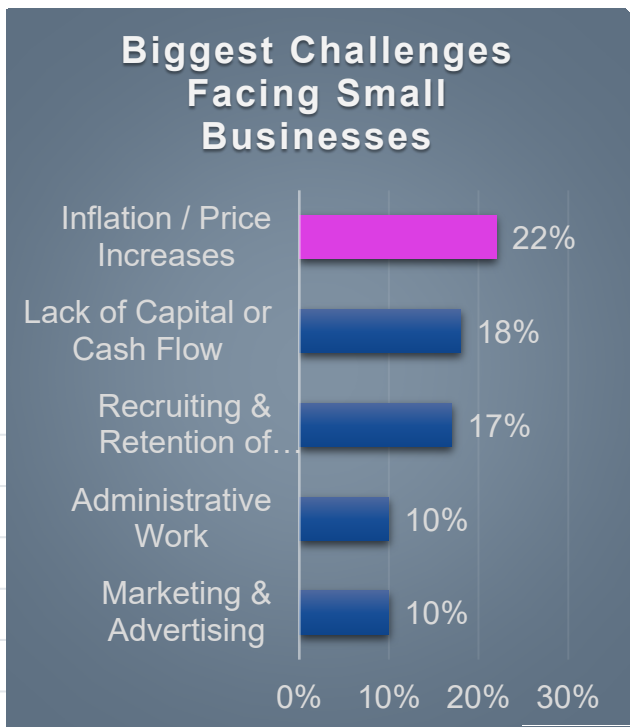
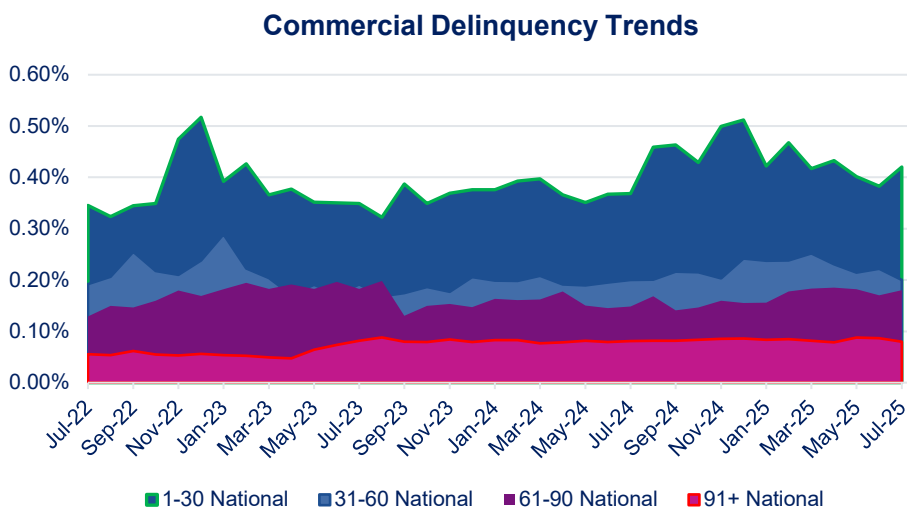
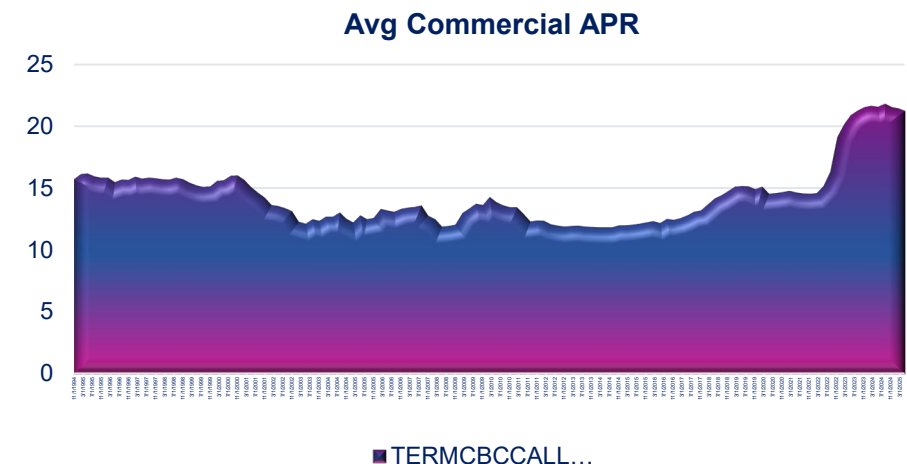


**% Commercial Account Originations by Age of Business**



# Higher Commercial APRs influence credit usage

Borrower behavior pivots for extended high-rate environment



# Looking forward

Outlook for 4QTR 2025 flashing resiliency



- Earnings showing consumers resilient
- Labor market metrics continues to adjust to AI augmentation as companies review labor force needs
- Consumers and small businesses continue to spend and manage credit well
- Business leaders determining trade-offs of managing costs versus consumer absorption
- New businesses continue to enter the market but face new headwinds
- US still positioned for stable performance in 2026





Please take a moment to ask any questions. If we do not answer them here, we will route them to our experts and get back to you after the webinar.



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