



NATIONAL CENTER FOR
THE MIDDLE MARKET



THE OHIO STATE
UNIVERSITY

FISHER COLLEGE
OF BUSINESS

BUSINESS SERVICES

MIDDLE MARKET INDICATOR

Mid-Year | 2025



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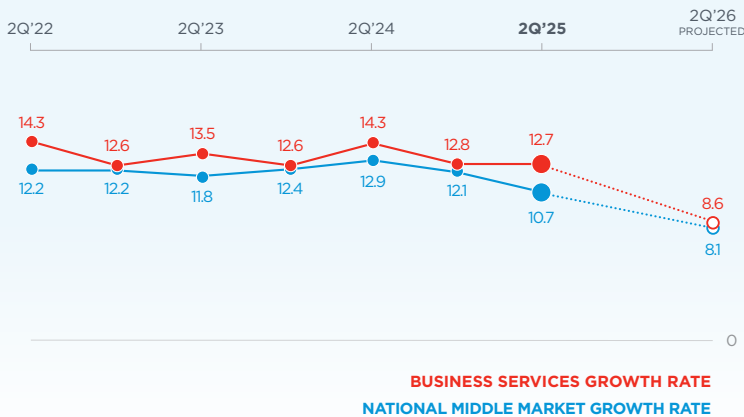
WELLS
FARGO



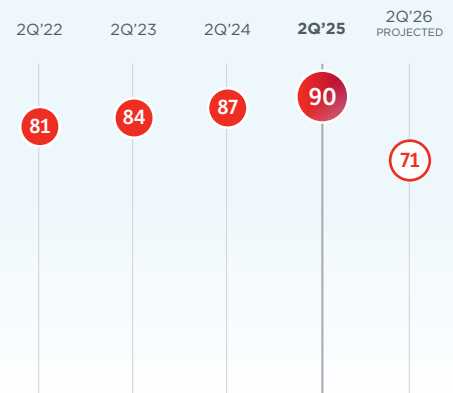
Revenue

The number of business services companies experiencing revenue growth continues to climb, and the high rate of growth remains consistent for this segment. Fewer companies expect continued growth over the next 12 months, and business services leaders anticipate a slowing rate of growth.

Past, current, and projected revenue growth rates for the business services middle market and the national middle market (%)



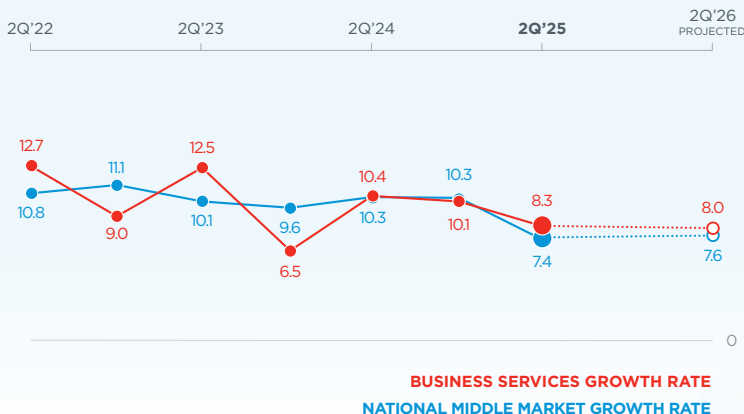
% of business services middle market companies reporting/projecting year-over-year revenue growth



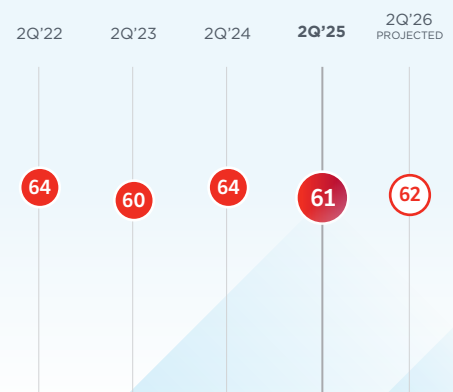
Employment

Employment growth eased in the business services sector, with fewer companies adding headcount at a slower rate. However, business services outpaced the overall middle market in employment growth, and most companies expect to continue expanding the workforce at a similar pace.

Past, current, and projected employment growth rates for the business services middle market and the national middle market (%)



% of business services middle market companies reporting/projecting year-over-year employment growth



Artificial Intelligence (AI) Adoption and Use

Business services companies are leaders in AI adoption, with nearly half of companies leveraging advanced analytics and data modeling and a similar proportion using AI to automate routine tasks.

	ALL MIDDLE MARKET COMPANIES	BUSINESS SERVICES	MANUFACTURING	RETAIL TRADE	CONSTRUCTION	FINANCIAL SERVICES	HEALTHCARE	TECHNOLOGY*
AUTOMATION OF ROUTINE TASKS	36%	44%	33%	41%	28%	35%	43%	47%
ADVANCED DATA ANALYTICS & PREDICTIVE MODELING	39%	46%	41%	43%	23%	45%	44%	52%
MACHINE LEARNING & DEEP LEARNING APPLICATIONS	28%	32%	35%	30%	26%	28%	29%	43%
NATURAL LANGUAGE PROCESSING & CONVERSATIONAL AI	26%	31%	24%	26%	21%	34%	25%	33%
ROBOTICS & PHYSICAL AUTOMATION	21%	19%	24%	24%	13%	21%	26%	26%
A COMBINATION OF THE ABOVE	23%	25%	24%	35%	23%	16%	14%	30%
OTHER	1%	1%	1%	0%	0%	0%	2%	0%
NOT USING AI IN ANY WAY	19%	14%	20%	12%	35%	15%	14%	6%

*Includes companies also represented in other industries, e.g., computer manufacturers, IT services, healthtech, fintech.

Business Services' Middle Market Defined

ANNUAL REVENUE
\$10 MM-\$1B



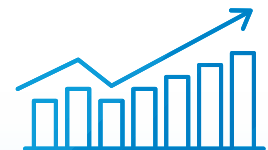
REPRESENTS
0.4%
OF ALL BUSINESS
SERVICES COMPANIES

MORE THAN
10,600
BUSINESSES



EMPLOYS
22.6%
OF THE BUSINESS
SERVICES WORKFORCE

GENERATING
\$414B
IN ANNUAL REVENUE



GENERATES
27.1%
OF ALL BUSINESS SERVICES
BUSINESS REVENUE

Source: 2014 D&B Data