



FINANCIAL SERVICES

MIDDLE MARKET INDICATOR

Mid-Year 2025



WITH FUNDING SUPPORT FROM



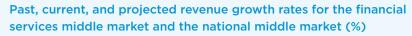






Revenue

The rate of year-over-year revenue growth in financial services has slowed considerably but continues to outpace the growth of the overall middle market, with nearly all companies in the sector reporting gains. The outlook into 2026 is less aggressive, with fewer companies anticipating continued growth.





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





Employment

Employment growth remained consistent for financial services businesses. These companies continue to post double-digit employment growth, with seven out of 10 companies adding headcount. The sector maintains a strong outlook for continued employment growth into next year.

NATIONAL MIDDLE MARKET GROWTH RATE

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



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



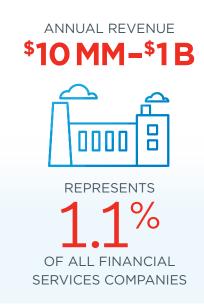
Artificial Intelligence (AI) Adoption and Use

Most financial services companies are embracing Al. Advanced data analytics and predictive modeling are the most popular uses. Interestingly, financial services companies are relatively heavy users of conversational Al compared to other industry segments.

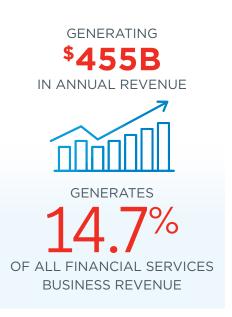
| | ALL MIDDLE MARKET COMPANIES | BUSINESS SERVICES | MANUFACTURING | RETAIL TRADE | CONSTRUCTION | FINANCIAL SERVICES | HEALTHCARE | TECHNOLOGY* |
|---|-----------------------------------|----------------------|---------------|-----------------|--------------|-----------------------|------------|-------------|
| 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.

Financial Services' Middle Market Defined







Source: 2014 D&B Data

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