

# The Benchmark Australian Small Business State of the Market Report

## Business Values & Demand 2019

Type	Category	Demand	Value	Approx ROI
ACCOMMODATION	Aged Care	↑	↑	9% to 14%
	Caravan Parks Freehold	↑	⇒	9% to 18%
	Caravan Parks Leasehold	⇒	⇒	16% to 22%
	Hotels Leasehold	↓	↓	10% to 30%
	Motels	↓	↓	16% to 26%
AUTOMOTIVE	Automotive Dealership	↓	↓	9% to 18%
	Car Rental	↓	⇒	15% to 30%
	Caravan/Motorcycle/Marine Dealership	↓	↓	20% to 35%
	Mechanical Workshops	↓	↓	33% to 60%
	Service Stations	↑	↑	38% to 45%
DOMESTIC SERVICES	Cleaning Companies	↑	↑	22% to 33%
	Maintenance	↑	↑	25% to 37%
EDUCATION & TRAINING	Childcare Centre	↑	⇒	16% to 20%
	RTO & Training	↓	⇒	22% to 33%
HAIR & BEAUTY	Cosmetic Salons	↑	↑	33% to 60%
	Hair & Beauty Salons	↑	⇒	45% to 100%
HOSPITALITY	Bakeries	↓	↓	50% to 100%
	Bars & Clubs	↓	↓	33% to 65%
	Café/Coffee Lounge	↓	↓	50% to 100%
	Catering & Events	⇒	⇒	33% to 100%
	Food Franchise	↓	↓	50% to 100%
	Takeaway & Casual Dining	↓	↓	50% to 100%
	Vending	↓	⇒	18% to 35%
ENGINEERING & MANUFACTURING	Construction	↑	⇒	25% to 38%
	Engineering	↑	⇒	24% to 33%
	Manufacturing	↑	↑	25% to 50%
MEDIA & COMMUNICATION	Entertainment	⇒	⇒	50% to 100%
	Internet	↑	⇒	20% to 33%
	IT & Communications	⇒	↓	25% to 50%
	Marketing	↓	↓	40% to 100%
SERVICES	Accounting Practices	↓	↓	20% to 33%
	Dental & Medical	↑	↑	18% to 33%
	Facilities Management	↑	↑	20% to 33%

Type	Category	Demand	Value	Approx ROI	
SERVICES	Equipment Hire	⇒	⇒	16% to 33%	
	Labour Hire	↑	⇒	20% to 33%	
	Printing	↓	↓	50% to 100%	
	Professions	↓	⇒	50% to 100%	
	Real Estate/Property Management	↑	⇒	20% to 33%	
	Security	↑	↑	20% to 33%	
	Serviced Office	↓	↓	33% to 50%	
	RETAIL	Clothing Retail	↓	↓	50% to 100%
		Discount & Variety	↓	↓	50% to 100%
		Gifts & Florists	↓	↓	50% to 100%
Homeware & Furniture		↓	↓	50% to 100%	
Online Retail		↑	↑	36% to 45%	
Pet Services & Products		⇒	⇒	50% to 100%	
Post Office & Newsagencies		↓	↓	50% to 100%	
Supermarket (Large)		↑	↑	25% to 38%	
Supermarket (Small)		⇒	⇒	50% to 100%	
SPORTS & RECREATION		Adventure	↑	⇒	25% to 38%
	Gymnasiums	↓	↓	25% to 50%	
STORAGE	Storage Complexes	↑	⇒	16% to 26%	
TRADES	Air Conditioning	↑	⇒	35% to 50%	
	Electrical & Plumbing	↑	⇒	33% to 55%	
	Home Improvement	⇒	⇒	50% to 100%	
	Pool Servicing	⇒	⇒	50% to 100%	
	Courier	↓	↓	50% to 100%	
TRAVEL & TRANSPORT	Road Transport	⇒	⇒	20% to 50%	
	Logistics	↑	⇒	25% to 38%	
	UTILITIES & INFRASTRUCTURE	Vegetation Management	↑	↑	18% to 40%
Power Supply & Solar		↑	⇒	15% to 33%	
Waste		↑	↑	16% to 40%	
Water Treatment		↑	↑	16% to 25%	
WHOLESALE	Equipment Wholesale	↓	⇒	20% to 33%	
	Food Wholesale	↑	↑	20% to 33%	
	Product Wholesale	⇒	⇒	24% to 36%	

RISING ↑ FALLING ↓ STEADY ⇒