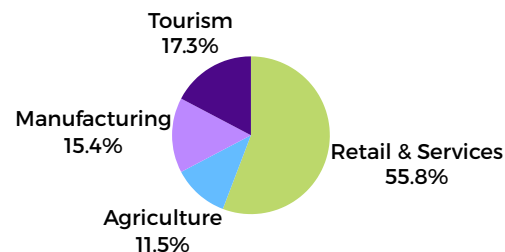


2023 Clarington BR+E

Sector Snapshot



2023 Clarington BR+E Sectors Report

The BR+E Sectors Report is based on the responses of 52 businesses in Clarington across manufacturing, retail/services, tourism, and agriculture sectors.



MANUFACTURING

Top 3 Process Improvements Manufacturers are Undertaking:

- 1 Productivity
- 2 Energy Efficiency
- 3 Health & Safety

88% are concerned about an upcoming recession



75% face hiring challenges

75% state that it has been less than 2 years since they've made a major investment in their equipment.

50% expect their industry to grow

TOURISM

Top 5 Activities Tourism Businesses Identified That Attract Visitors to Clarington:

- 1 Motor Sports
- 2 Outdoor Activities
- 3 Agri-Tourism Experiences
- 4 Craft Breweries & Wineries
- 5 Culinary Experiences

78% expect their industry to grow

67% of visitors are local

100% currently collaborate with community partners



RETAIL AND SERVICES

Top 3 Products/Services That Differentiate Your Business from Competition:



- 1 Excellent customer service
- 2 Knowledge
- 3 Unique products or services

69% have concerns with consumer confidence and spending

There is prevailing support amongst the retail sector respondents for buying local and encouraging customers to visit other local businesses.

AGRICULTURE

Top 5 Factors Impacting Agriculture Businesses Over The Next 18 Months:

- 1 Overall cost of doing business
- 2 Land use issues
- 3 Public awareness of farming industry



- 4 Securing financing for operations or expansion
- 5 Technological or innovative changes

50% are concerned about employee health & stress