

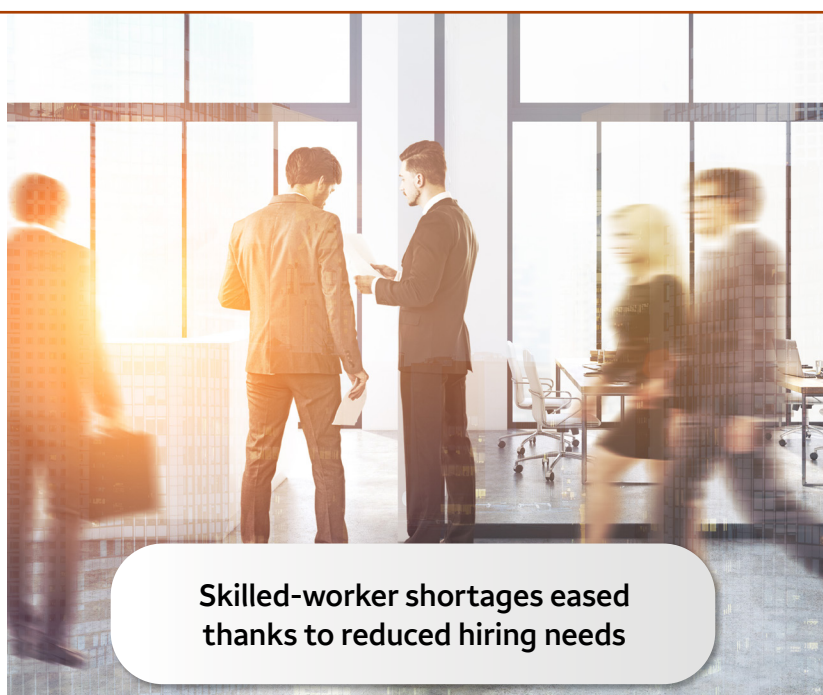
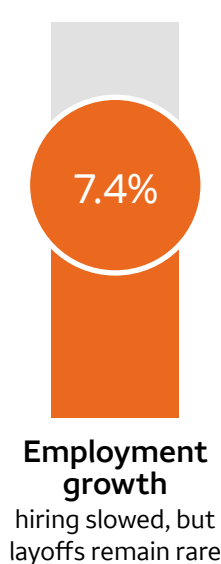
The pulse of the middle market



The Mid-Year 2025 Middle Market Indicator captures real-time insights from C-suite leaders at U.S. companies with \$10M to <\$1B in revenue. It tracks key metrics—growth, performance, economic confidence, and outlook—offering a clear view into what financial decision makers are thinking and planning. The survey is conducted by RTi Research on behalf of the National Center for the Middle Market with funding support from Wells Fargo, Chubb, and Visa.

Mid-year 2025 Middle Market Indicator

Growth trends



Skilled-worker shortages eased
thanks to reduced hiring needs

Top priorities for 1–3 years

- 1 Grow revenue
- 2 Improve profitability
- 3 Reduce operational costs
- 4 Expand customer base
- 5 Invest in technology

Economic confidence declines



Top challenges:

Economic & financial

- Inflation and rising costs
- Economic uncertainty

Market & regulatory

- Trade policies and tariffs
- Competitive pressure

Operational & technology

- Cybersecurity threats
- Operational efficiency

Workforce & talent

- Hiring qualified talent
- Labor costs and wage pressure

Investment & expansion



Highest cash reserves
since Q4 2023



Future strategic expansion plans
are at their lowest level since Q2 2021

Technology



Top investments

- AI tools
- CRM
- Accounting software
- Cloud migration



Digitization benefits

- Cost savings
- Improved productivity
- Time savings
- Competitive advantage
- Improved customer satisfaction



Digitization barriers

- Cost
- Time
- Lack of knowledge
- Lack of resources

58%

Training staff on Artificial Intelligence

12%

Developing Artificial Intelligence in-house

Risk & disruption

Top risks:

- Supply chain disruption
- Cybersecurity
- Tech advancement

Have risk programs

65%

Top disruptions:

- Extreme weather
- Supply chain issues
- Infrastructure disruption

Concern about climate change dropped to 36% (from 48% in 2024).

36%

Most firms feel ready for disruptions—less so for inflation, recession, and talent shortages

Cash management & payments



Top financing solutions:

- Bank loans
- Credit cards
- Equipment leasing



Biggest AP/AR pain points:

- Payment speed
- Cost
- Delays
- Manual processes

82%

Feel confident managing cash flow

32%

Use AP automation

72%

Promote electronic payments



[Click here to read the full report.](#)

Contact us to discuss Wells Fargo's comprehensive financial solutions to keep your business moving forward.