The Early Adopter Effect

European SMEs are tapping into emerging technologies such as AI, blockchain and cryptocurrencies to gain competitive advantage, according to research on exporting SMEs in the FedEx SME Export Report.

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EMERGING TECH ADOPTION AMONG EUROPEAN SMEs

Newer technologies are used by a growing number of European SMEs that export:











OF BEING AN EARLY ADOPTER VS. A LATER ADOPTER

More likely to report higher revenue

More likely to export to **markets outside Europe**

Export revenue accounts for a higher share of total revenue

More likely to cite bringing new products to market, market expansion and supply chain improvements as export revenue drivers

Less likely to be concerned by decreasing demand for their products and accessing finance

EUROPEAN EXPORTING TRENDS IN NUMBERS

6 in 10 SMEs surveyed export outside of Europe

€1.63m

Average annual export revenue per SME that exports

EUROPEAN SMEs: INTERESTING NUGGETS



E-commerce accounts for 31% of all revenue of exporting SMEs, up from 27% in 2017

75% of exporting SMEs expect to see an **increase in social commerce**



Exporting SMEs anticipate that 23% of their supply chains will be automated by 2020

of exporting SMEs expect

of exporting SMEs anticipate an increase in exports to

markets outside of Europe

of total revenue for

60% of SMEs that export

the next 2-3 years

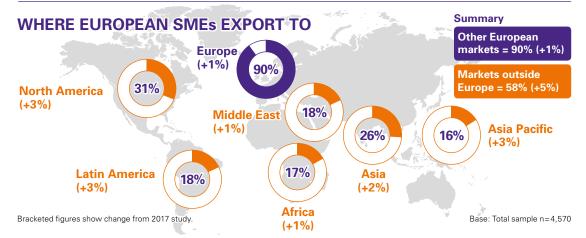
believe they will benefit from

supply chain automation in

exporting SMEs

Export revenue accounts for

an increase in exports to other European markets



About the research. Harris Interactive carried out 4,570 online interviews with senior executives in SMEs which export, in eight European markets between February and March 2019. Interviews were conducted with a representative mix of company sizes: micro (1-9 full-time employees), small (10-49 full-time employees) and medium (50-249 full-time employees). The sample size was approximately 500 respondents per market, with the exception of the UK, where the sample size was 1,000 respondents.