

November 25, 2025
Japan Finance Corporation
Research Institute

Monthly Survey on Micro and Small Business Trends

October 2025 (results) & November 2025 (forecast)

<Survey Procedure>

Survey Date: November 4 - 12, 2025
Sample: JFC Customers (1,500 Micro and Small Businesses)
Valid Responses: 1,278 enterprises
Response Rate: 85.2%

■Contact Information

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Japan Finance Corporation Research Institute

[Respondents]

JFC Customer Micro and Small Businesses

[Industries & the number of workers of each respondent]

Manufacturing (less than 20 workers)

Wholesale Trade (less than 10 workers)

Retail Trade (less than 10 workers)

Restaurants (less than 10 workers)

Services (less than 20 workers)

Construction (less than 20 workers)

Transport (less than 20 workers)

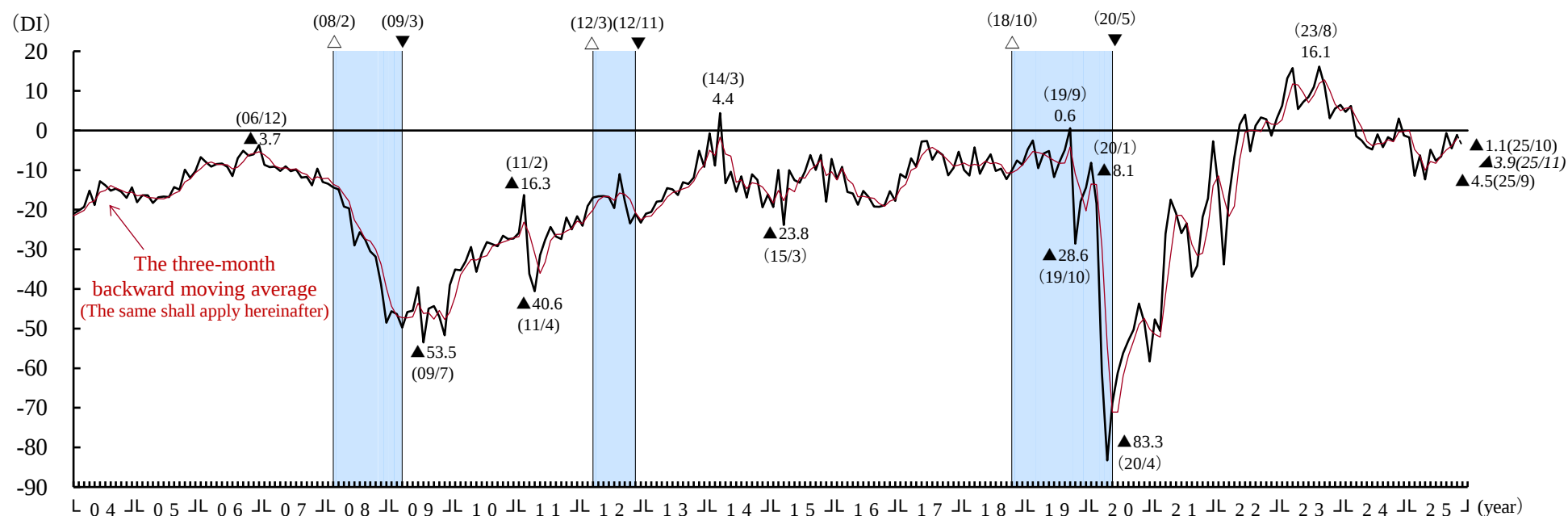
Note: Workers are employees and entrepreneurs / CEOs.

Responses are weighted by industry and by region so that the data represent the total number of micro and small enterprises according to "Economic Census" by the Statistics Bureau of Japan.

1 Sales

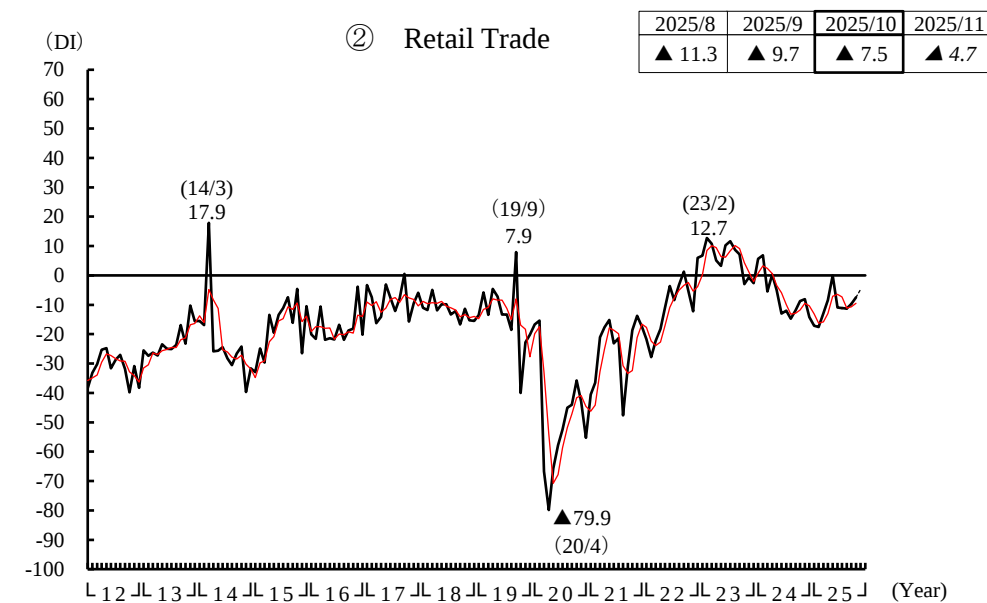
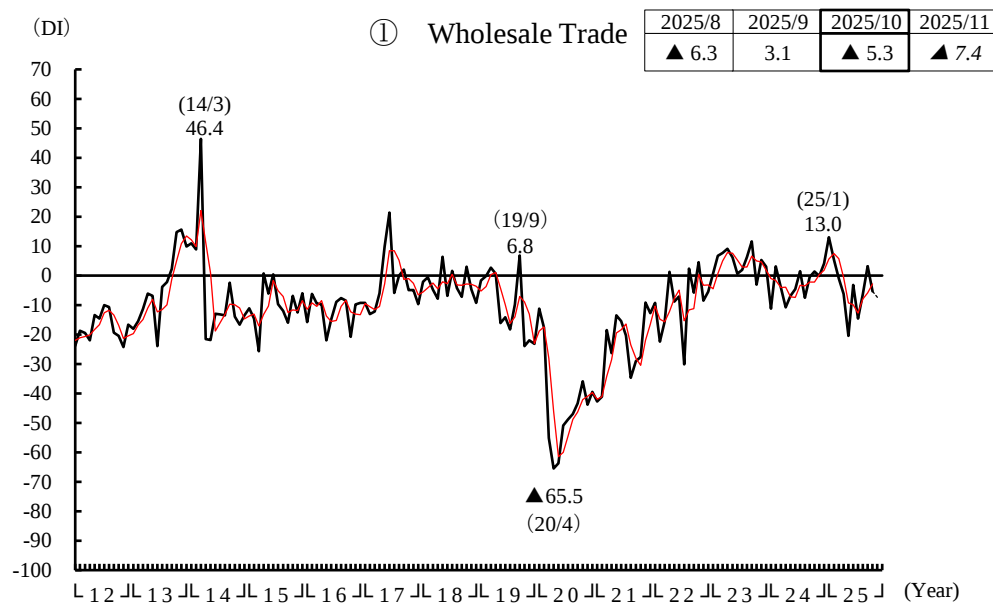
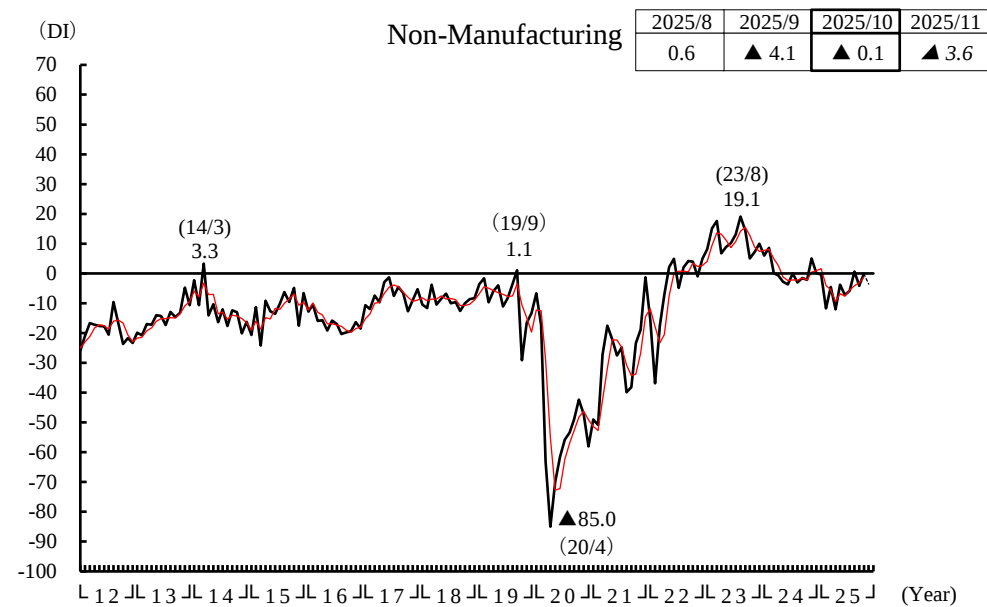
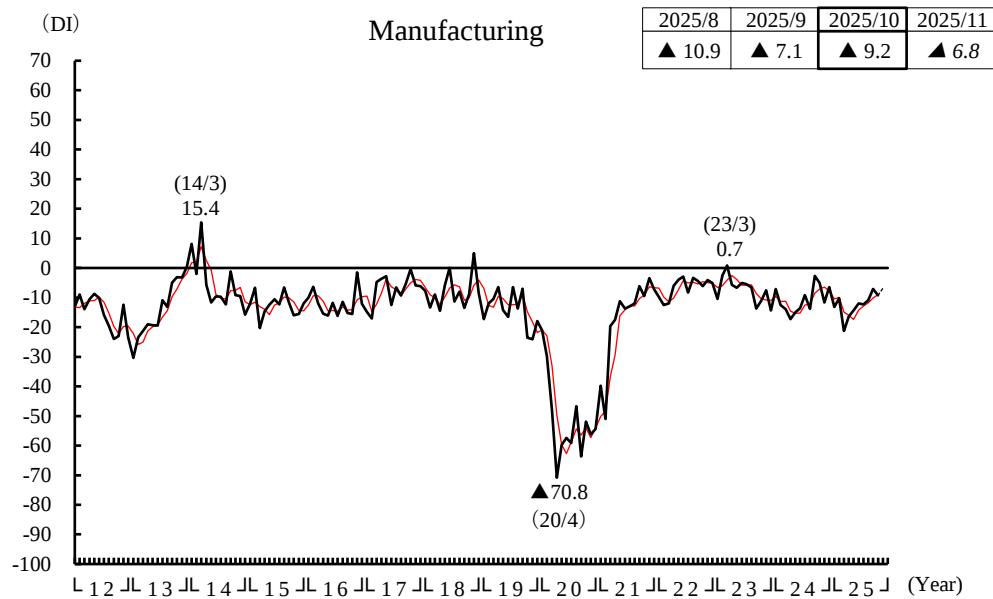
Figure 1 Sales DI (All Industries, Seasonally Adjusted)

YYYYMM	2024/10	2024/11	2024/12	2025/1	2025/2	2025/3	2025/4	2025/5	2025/6	2025/7	2025/8	2025/9	2025/10	2025/11
Result	▲ 2.5	3.0	▲ 1.2	▲ 1.7	▲ 11.5	▲ 6.3	▲ 12.3	▲ 4.9	▲ 7.6	▲ 6.5	▲ 0.7	▲ 4.5	▲ 1.1	-
Forecast	▲ 6.3	▲ 12.5	▲ 5.5	▲ 5.1	▲ 5.7	▲ 4.4	▲ 9.7	▲ 15.6	▲ 10.2	▲ 11.7	▲ 6.8	▲ 6.3	▲ 0.1	▲ 3.9



Note: 1 DI = percentage of answering "Increase" minus percentage of answering "Decrease" for the question: "How are your sales compared with those of the same month of the last year?"

2 — is result and - - - - - is forecast. Italic indicates forecast. Shaded areas on graph are recession period. △ is peak and ▼ is trough. The same shall apply hereinafter.



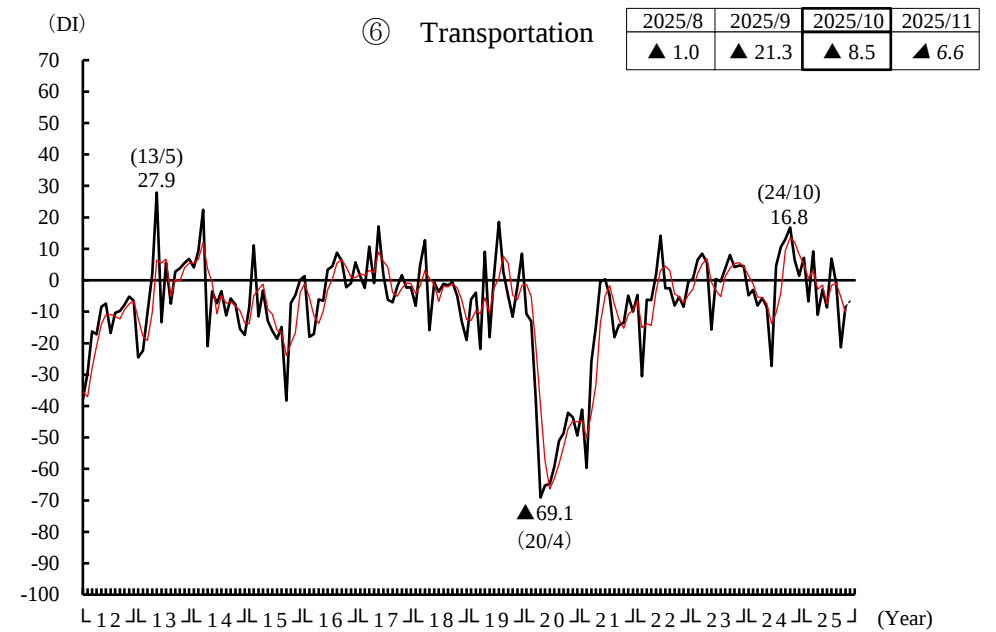
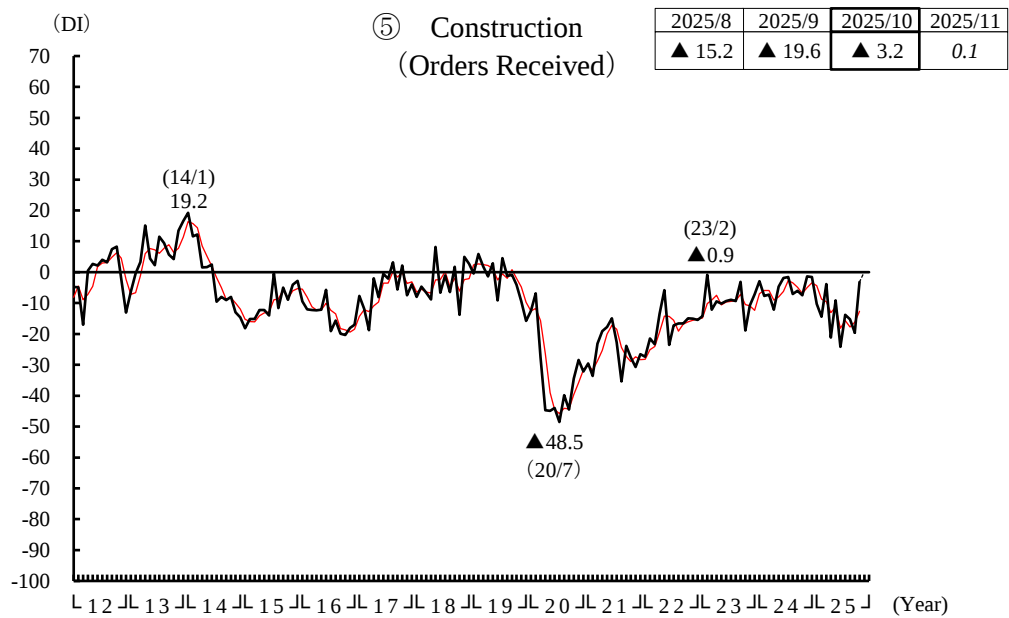
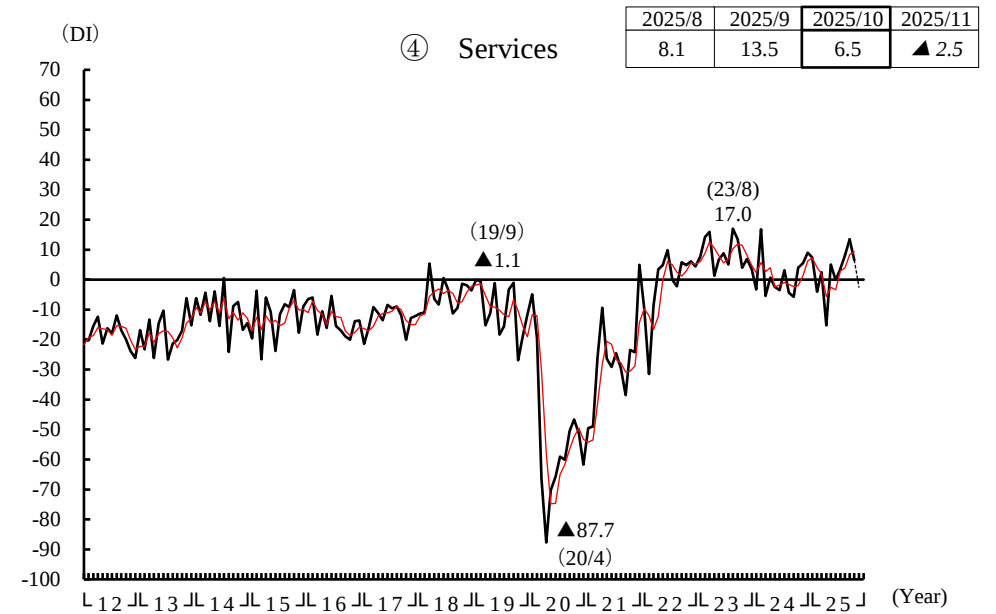
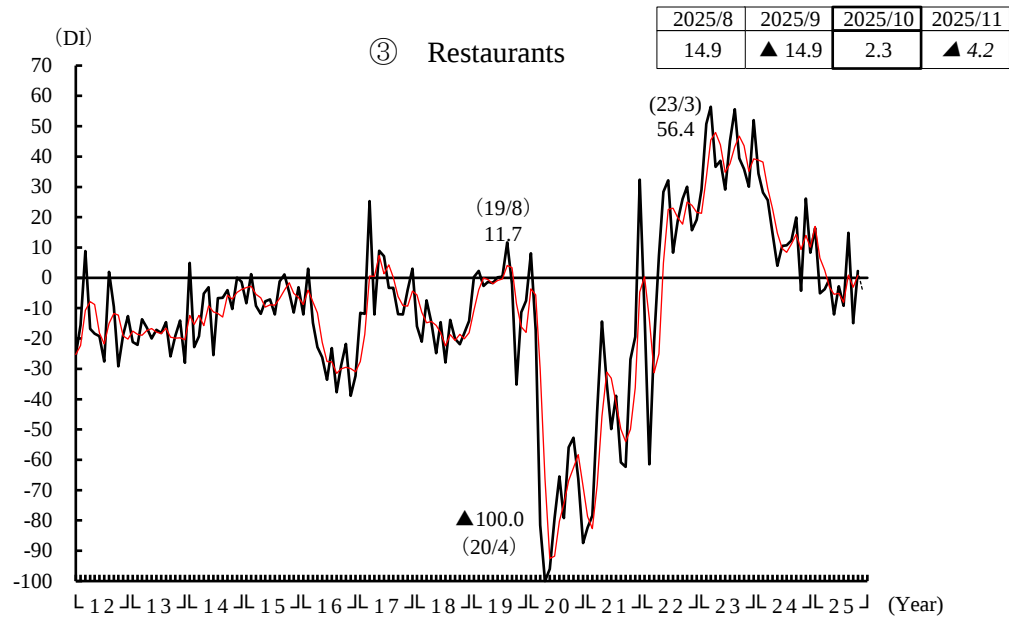


Table Sales DI Data (By Industry, Seasonally Adjusted)

YYYY MM	(forecast)																			
	2024 5	6	7	8	9	10	11	12	2025 1	2	3	4	5	6	7	8	9	10	11	
Manufacturing	▲ 15.0	▲ 13.6	▲ 9.2	▲ 13.8	▲ 2.6	▲ 5.0	▲ 11.6	▲ 6.5	▲ 13.1	▲ 10.2	▲ 21.3	▲ 16.5	▲ 14.3	▲ 12.0	▲ 12.3	▲ 10.9	▲ 7.1	▲ 9.2	▲ 6.8	Manufacturing
Metal & Machinery	▲ 18.5	▲ 10.8	▲ 10.3	▲ 17.3	▲ 2.6	▲ 8.1	▲ 19.3	▲ 18.1	▲ 18.4	▲ 3.5	▲ 24.7	▲ 8.5	▲ 7.8	▲ 19.0	▲ 14.7	▲ 15.1	▲ 2.9	▲ 9.9	▲ 10.2	Metal & Machinery
Other Manufacturing	▲ 11.6	▲ 15.8	▲ 7.9	▲ 10.4	▲ 3.3	▲ 2.0	▲ 4.7	▲ 1.2	▲ 12.1	▲ 8.5	▲ 18.3	▲ 23.8	▲ 19.8	▲ 5.4	▲ 10.1	▲ 6.4	▲ 12.0	▲ 8.3	▲ 2.3	Other Manufacturing
Non-Manufacturing	▲ 2.8	▲ 3.7	0.0	▲ 3.0	▲ 1.6	▲ 2.2	5.0	0.1	▲ 0.3	▲ 11.8	▲ 4.5	▲ 12.0	▲ 3.7	▲ 7.2	▲ 5.8	0.6	▲ 4.1	▲ 0.1	▲ 3.6	Non-Manufacturing
①Wholesale Trade	▲ 6.9	▲ 4.6	1.5	▲ 7.6	▲ 0.5	1.4	▲ 0.1	4.1	13.0	5.3	▲ 1.0	▲ 6.2	▲ 20.5	▲ 3.2	▲ 14.6	▲ 6.3	3.1	▲ 5.3	▲ 7.4	①Wholesale Trade
Fabric, clothing, food	▲ 4.2	0.1	1.8	4.4	▲ 1.0	1.0	▲ 2.8	18.7	14.7	17.3	7.5	▲ 8.7	▲ 5.3	▲ 7.9	▲ 10.0	▲ 3.7	1.6	0.0	▲ 5.1	Fabric, clothing, food
Machinery, Construction Material	▲ 7.3	▲ 6.4	2.3	▲ 16.4	▲ 0.3	0.6	1.4	▲ 7.0	8.0	0.6	▲ 7.2	▲ 3.2	▲ 28.7	0.7	▲ 16.5	▲ 8.1	4.0	▲ 9.7	▲ 9.2	Machinery, Construction Material
②Retail Trade	▲ 5.0	▲ 13.0	▲ 12.0	▲ 14.7	▲ 11.9	▲ 8.7	▲ 8.0	▲ 14.2	▲ 17.2	▲ 17.5	▲ 12.9	▲ 8.5	0.0	▲ 10.9	▲ 11.1	▲ 11.3	▲ 9.7	▲ 7.5	▲ 4.7	②Retail Trade
Durable consumer goods	▲ 11.1	▲ 13.5	▲ 4.2	▲ 14.7	▲ 21.4	▲ 17.7	▲ 9.4	▲ 19.2	▲ 6.7	▲ 10.3	▲ 14.6	▲ 19.5	▲ 14.2	▲ 10.9	▲ 16.1	▲ 4.3	▲ 12.2	▲ 7.1	▲ 13.4	Durable consumer goods
Nondurable consumer goods	▲ 3.8	▲ 12.9	▲ 13.5	▲ 14.4	▲ 9.9	▲ 7.6	▲ 5.7	▲ 14.1	▲ 19.4	▲ 19.3	▲ 12.6	▲ 6.2	3.1	▲ 11.1	▲ 10.1	▲ 12.5	▲ 9.1	▲ 8.5	▲ 5.2	Nondurable consumer goods
③Restaurants	3.9	10.5	10.7	12.4	20.0	▲ 4.2	26.1	8.3	16.5	▲ 5.1	▲ 3.7	▲ 0.3	▲ 12.1	▲ 2.8	▲ 9.2	14.9	▲ 14.9	2.3	▲ 4.2	③Restaurants
④Services	▲ 2.4	▲ 3.5	3.1	▲ 4.3	▲ 5.7	4.0	5.5	9.0	7.4	▲ 4.1	2.5	▲ 15.3	5.1	▲ 0.1	3.6	8.1	13.5	6.5	▲ 2.5	④Services
for businesses	▲ 1.5	▲ 5.6	12.3	▲ 4.8	0.2	▲ 10.0	▲ 12.4	▲ 3.6	▲ 5.8	▲ 2.4	3.8	▲ 4.2	▲ 6.8	22.4	▲ 10.4	▲ 6.2	▲ 3.0	▲ 0.5	3.2	for businesses
for consumers	▲ 2.7	▲ 2.2	1.4	▲ 3.9	▲ 7.3	8.5	11.2	12.5	10.8	▲ 6.2	2.1	▲ 18.9	9.8	▲ 7.0	10.0	13.7	19.5	8.6	▲ 5.2	for consumers
⑤Construction	▲ 4.7	▲ 1.8	▲ 1.5	▲ 7.1	▲ 6.0	▲ 7.5	▲ 1.4	▲ 1.5	▲ 10.3	▲ 14.4	▲ 3.8	▲ 21.1	▲ 9.1	▲ 24.2	▲ 13.8	▲ 15.2	▲ 19.6	▲ 3.2	0.1	⑤Construction
⑥Transport	▲ 8.5	▲ 27.3	4.6	10.6	13.1	16.8	6.5	1.4	7.1	▲ 6.7	9.2	▲ 11.0	▲ 2.9	▲ 8.7	6.8	▲ 1.0	▲ 21.3	▲ 8.5	▲ 6.6	⑥Transport
Road Transport	▲ 15.0	▲ 28.1	▲ 0.3	11.3	10.6	18.9	8.0	3.7	5.8	▲ 7.9	9.8	▲ 8.6	▲ 1.4	▲ 3.2	11.0	▲ 2.5	▲ 22.5	▲ 8.9	▲ 4.7	Road Transport
Private Taxi	18.3	▲ 20.6	26.4	6.1	17.9	4.6	▲ 0.3	▲ 1.8	15.7	10.2	0.8	▲ 43.1	▲ 14.3	▲ 39.0	▲ 28.7	17.4	▲ 21.8	▲ 16.1	▲ 15.1	Private Taxi
All Industries	▲ 4.1	▲ 4.8	▲ 1.0	▲ 4.2	▲ 1.7	▲ 2.5	3.0	▲ 1.2	▲ 1.7	▲ 11.5	▲ 6.3	▲ 12.3	▲ 4.9	▲ 7.6	▲ 6.5	▲ 0.7	▲ 4.5	▲ 1.1	▲ 3.9	All Industries

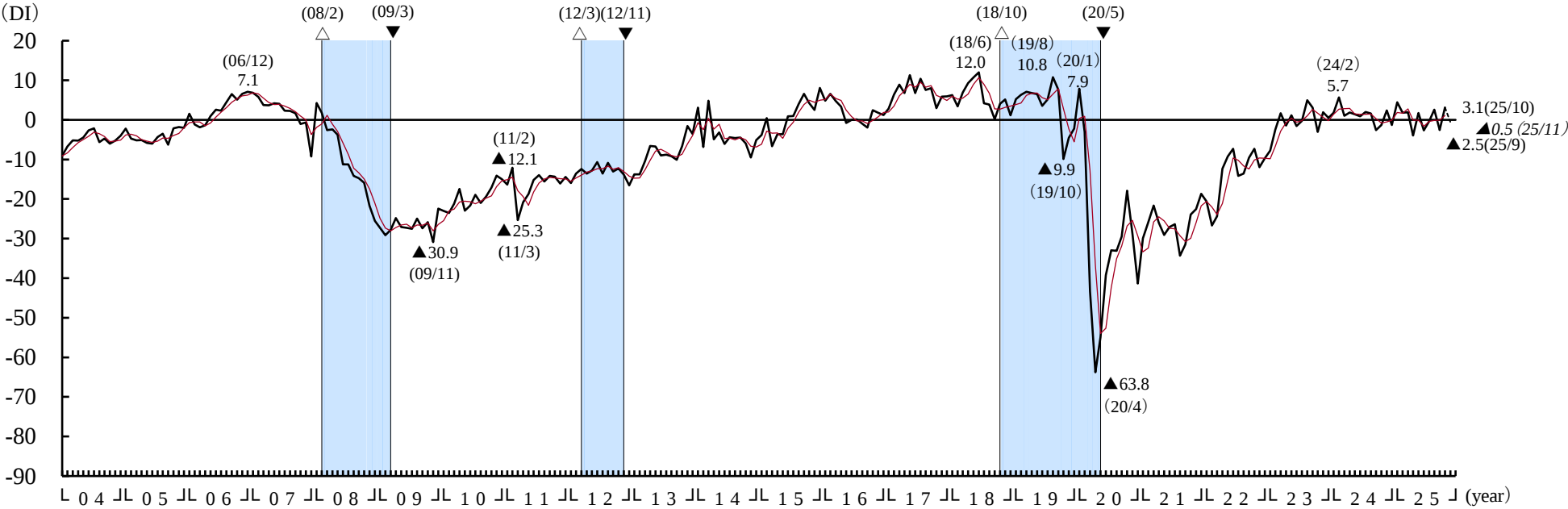
Note: 1 Shaded when the DI decreases compared with the last month.

2 DIs are seasonally adjusted by industry.

2 Profit

Figure 3 Profit DI (All Industries, Seasonally Adjusted)

YYYYMM	2024/10	2024/11	2024/12	2025/1	2025/2	2025/3	2025/4	2025/5	2025/6	2025/7	2025/8	2025/9	2025/10	2025/11
Result	▲ 1.3	2.4	▲ 1.3	4.5	1.8	1.9	▲ 3.9	1.7	▲ 2.6	▲ 0.3	2.6	▲ 2.5	3.1	-
Forecast	▲ 1.6	▲ 4.5	1.5	0.4	3.2	3.6	0.5	▲ 2.4	1.9	▲ 1.2	4.0	0.6	2.8	▲ 0.5



Note: DI = percentage of answering "Positive" minus percentage of answering "Negative" for the question: "How is your profit?"