

# The Australian Small Business STATE OF THE MARKET REPORT

QUARTER 1  
2020

Type	Category	Demand	Value	Approx ROI	Type	Category	Demand	Value	Approx ROI	
ACCOMMODATION	Aged Care	↑	↑	9% to 14%	SERVICES	Equipment Hire	↑	⇒	16% to 33%	
	Caravan Parks Freehold	↑	⇒	9% to 19%		Labour Hire	⇒	⇒	25% to 33%	
	Caravan Parks Leasehold	⇒	⇒	16% to 25%		Printing	↓	↓	50% to 100%	
	Hotels Leasehold	↓	↓	13% to 30%		Professions	↓	⇒	50% to 100%	
	Motels	↓	↓	18% to 33%		Real Estate/Property Management	↑	⇒	20% to 33%	
AUTOMOTIVE	Automotive Dealership	↓	↓	14% to 25%		Security	↑	↑	20% to 33%	
	Car Rental	↓	⇒	15% to 30%		Serviced Office	↓	↓	33% to 60%	
	Caravan/Motorcycle/Marine Dealership	↓	↓	20% to 35%		RETAIL	Clothing Retail	↓	↓	50% to 200%
	Mechanical Workshops	↓	↓	33% to 60%	Discount & Variety		↓	↓	50% to 100%	
	Service Stations	↑	↑	33% to 45%	Gifts & Florists		↓	↓	50% to 100%	
DOMESTIC SERVICES	Cleaning Companies	↑	↑	22% to 33%	Homeware & Furniture		↓	↓	50% to 100%	
	Maintenance	↑	↑	25% to 37%	Online Retail		↑	↑	20% to 40%	
EDUCATION & TRAINING	Childcare Centre	⇒	⇒	16% to 20%	Pet Services & Products		⇒	⇒	25% to 33%	
	RTO & Training	↑	⇒	22% to 33%	Post Office & Newsagencies		↓	↓	50% to 100%	
HAIR & BEAUTY	Cosmetic Salons	↑	↑	33% to 50%	Supermarket (Large)		↑	↑	25% to 38%	
	Hair & Beauty Salons	⇒	⇒	45% to 100%	Supermarket (Small)		⇒	⇒	50% to 100%	
HOSPITALITY	Bakeries	↓	↓	50% to 100%	SPORTS & RECREATION		Adventure	↑	⇒	25% to 50%
	Bars & Clubs	↓	↓	33% to 100%		Gymnasiums	↓	↓	33% to 50%	
	Café/Coffee Lounge	↓	↓	50% to 100%	STORAGE	Storage Complexes	↑	⇒	16% to 26%	
	Catering & Events	⇒	⇒	33% to 100%		TRADES	Air Conditioning	↑	⇒	25% to 50%
	Food Franchise	↓	↓	50% to 100%			Electrical & Plumbing	↑	⇒	33% to 55%
	Takeaway & Casual Dining	↓	↓	50% to 100%			Home Improvement	⇒	⇒	33% to 100%
	Vending	↓	⇒	22% to 35%			Pool Servicing	⇒	⇒	33% to 100%
ENGINEERING & MANUFACTURING	Construction	↑	⇒	25% to 38%	TRAVEL & TRANSPORT		Courier	↑	↑	50% to 100%
	Engineering	↑	⇒	24% to 33%			Road Transport	↑	↑	25% to 50%
	Manufacturing	↑	↑	25% to 50%		Logistics	↑	⇒	25% to 38%	
MEDIA & COMMUNICATION	Entertainment	⇒	⇒	50% to 100%	UTILITIES & INFRASTRUCTURE	Vegetation Management	↑	↑	22% to 40%	
	Internet	↑	⇒	20% to 33%		Power Supply & Solar	↑	⇒	22% to 33%	
	IT & Communications	⇒	⇒	25% to 50%		Waste	↑	↑	16% to 33%	
	Marketing	⇒	↓	40% to 100%		Water Treatment	↑	↑	16% to 25%	
SERVICES	Accounting Practices	↑	⇒	25% to 33%		WHOLESALE	Equipment Wholesale	↑	⇒	25% to 33%
	Dental & Medical	↑	↑	18% to 33%	Food Wholesale		↑	⇒	25% to 33%	
	Facilities Management	↑	↑	20% to 33%	Product Wholesale		↑	⇒	25% to 33%	

RISING ↑ FALLING ↓ STEADY ⇒

## About this report

This State Of the Market Report compares the current sale prices for a range of business types with sale prices from the previous quarter. Usually supply and demand are the greatest factors influencing values, but there are other factors which influence the value of small businesses.

In this report we provide a guide to business values across many sectors, - across Australia. Within Australia there can be variances in business values which may be a reflection of local conditions.

