



# Supplier Survey 2024/25

Taulia's annual survey into supplier mindsets and behaviors

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## Foreword

Each year, Taulia's Supplier Survey provides a detailed snapshot of the challenges and opportunities facing businesses worldwide. Now in its tenth year, the survey continues to grow, offering deeper insights into the trends shaping global supply chains.

This year, for instance, our suppliers indicated for the first time their focus on a newcomer to the landscape: artificial intelligence (AI). More broadly, 2024/25's findings highlight a striking sense of optimism among suppliers, which rings as good news for supply chains.

Suppliers on our network have their sights set on the future. Inflation, once the dominant concern, has begun to ease, and while interest rates remain elevated, suppliers are increasingly looking forward and focused on growth. At the same time, the rise of AI is reshaping industries, and suppliers are attuned to its potential impacts.

Despite these positive developments, one challenge—late payments—has worsened. Our survey shows that most buyers pay late, contributing to financial strain for their suppliers. To help maintain liquidity and bridge cashflow gaps, more suppliers are turning to early payments.

These insights reinforce our objective at Taulia—to provide solutions that empower suppliers and buyers alike, ultimately benefiting supply chains. Thank you to everyone who participated in this year's survey. Your perspectives are invaluable as we continue to build the future of finance together with you.

Kind regards,

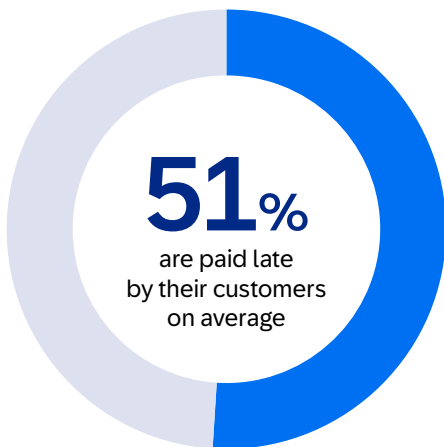
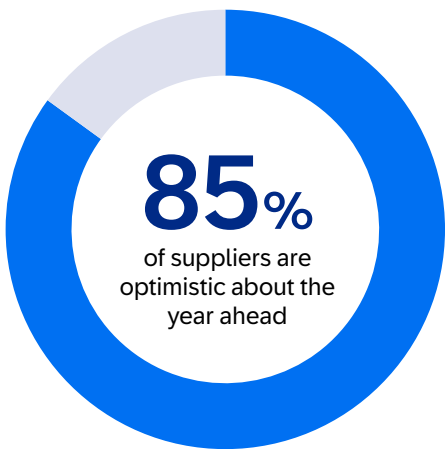
Cedric Bru  
CEO, Taulia



## Key findings

**9,734**  
respondents told us...

- Suppliers are optimistic about the year ahead
- Growth and AI are top of mind, as concerns about inflation fade
- Late payments are on the rise, and so are early payment solutions
- Suppliers rate Taulia highly for solving their challenges



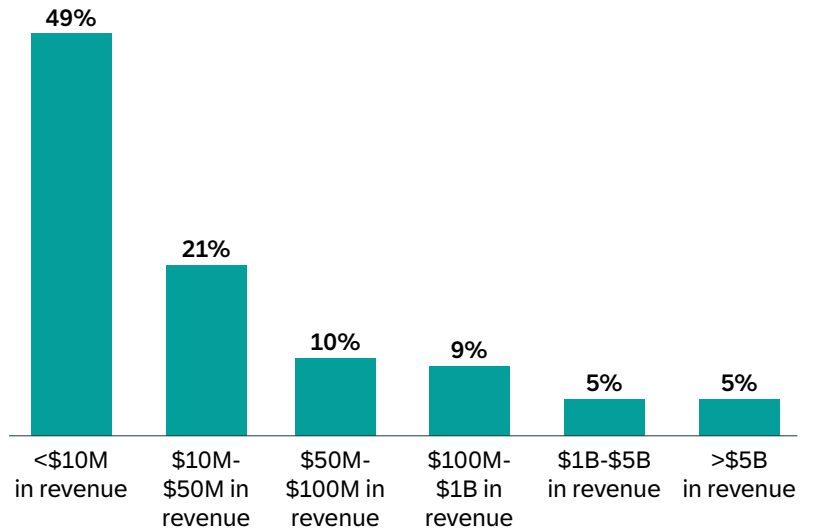
# Demographics

## 01

Suppliers were surveyed in November 2024, with 9,368 businesses contributing to 9,734 responses.

## 02

Almost half of the responses (49%) were from small businesses with revenues of less than \$10m, while 5% were from businesses with revenues above \$5 billion.

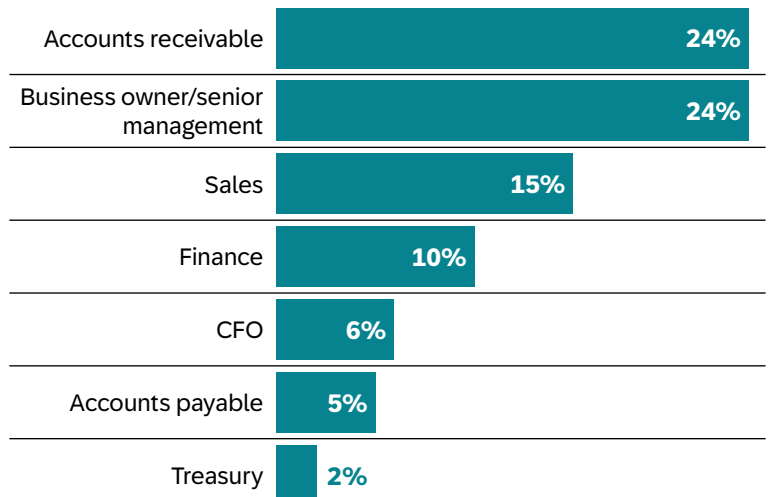


## 03

Respondents spanned the globe, with 129 countries represented.

## 04

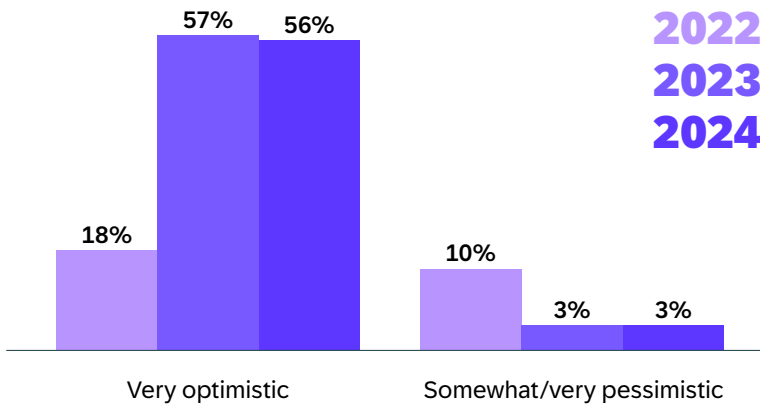
Respondents encompassed more than 30 industries and a variety of job roles, including accounts payable, accounts receivable, business owners, CFOs, sales, and treasury.



# Suppliers are optimistic about the year ahead

As suppliers look ahead to 2025, the vast majority are fueled by optimism. In fact, an impressive 85% said they felt very or somewhat optimistic about the year ahead for their businesses.

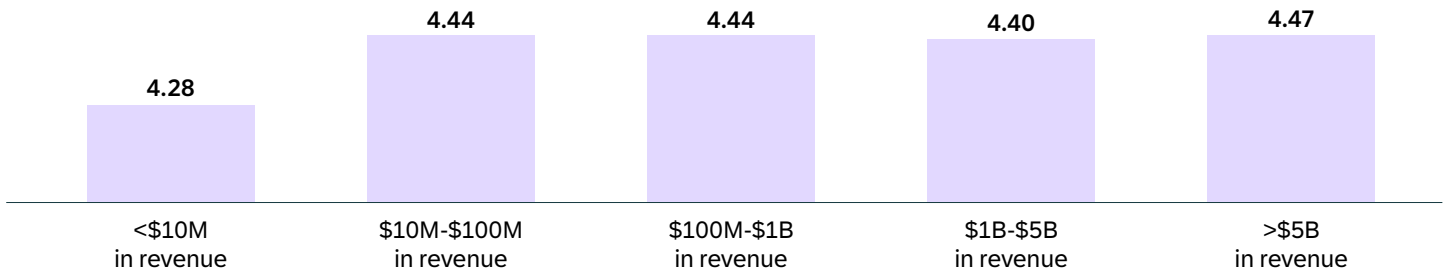
The percentage of suppliers describing themselves as very optimistic remained strong at 56%. While slightly lower than last year's figure of 57%, this optimism is a world away from the cautious sentiment seen in 2022, when only 18% of suppliers shared such high confidence. Pessimism remained notably low, with just 3% feeling somewhat or very pessimistic – unchanged from last year, but considerably lower than the 10% who felt this way in 2022.



**85%**  
of suppliers are feeling optimistic about the year ahead



Optimism was particularly high among the largest respondents, perhaps owing to their relative stability. Suppliers with more than \$5 billion in revenue recorded an optimism score<sup>1</sup> of 4.47 out of 5, compared to 4.28 for businesses with revenues of less than \$10 million and 4.37 for all respondents.



1. A scale of 1 to 5, where responses range from 'very pessimistic' (1) to 'very optimistic' (5), weighted by the proportion of respondents selecting each option.

## A closer look: regional trends

Amid this broad optimistic outlook, regional trends paint a more nuanced picture.

Two countries experienced the largest surges in optimism compared to last year. In Argentina, whose optimism score increased from 4.06 to 4.22, this may be attributed to ambitious new policies that aim to tackle the country's entrenched high inflation. Meanwhile, Spain, where optimism increased from a score of 3.98 to 4.11, experienced strong economic growth over 2024 compared to its neighbors.

In Western Europe, by contrast, responses were more tempered. Optimism fell most dramatically in France (from 4.05 to 3.94) and Germany (3.84 to 3.74), potentially a reflection of the continued economic challenges and political upheaval in these two countries.

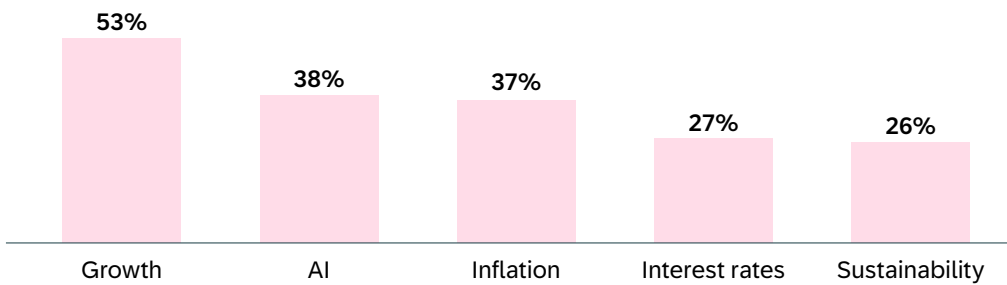


“After several years of economic turbulence, suppliers are now looking beyond short-term challenges to focus on growth. This optimism is good news for the global economy. Businesses that feel secure are more willing to invest in innovation, provide greater stability to employees, and strengthen their communities.”

Bob Glotfelty, Chief Growth Officer, Taulia

# Growth and AI are top of mind, as concerns about inflation fade

Consistent with this optimistic outlook, suppliers are focused on innovation and growth. This is a significant departure from previous post-COVID-19 years when macroeconomic indicators -- inflation and interest rates -- dominated their mindsets.



**53%**

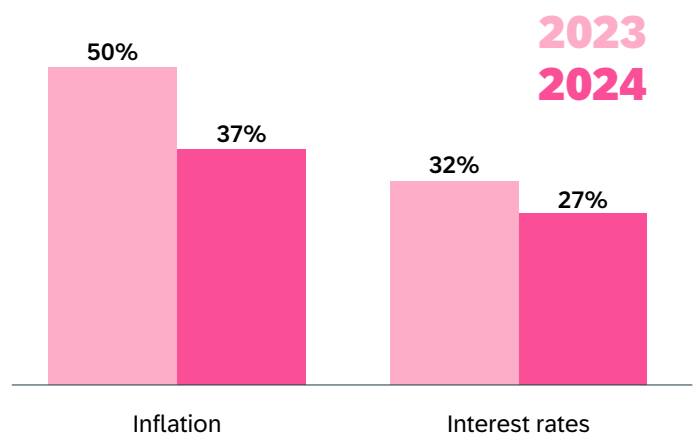
of respondents are focused on growth for the coming year

Inflation was the top priority in last year's survey, with 50% of respondents citing it as top of mind. This year, it dropped to just 37%. Relatedly, while interest rates were top of mind for 32% of respondents last year, this fell to 27%.

Meanwhile, growth has climbed its way up the agenda. Growth was cited by 53% of respondents as a primary focus, replacing inflation as suppliers' top priority. Evidently, as inflation remains sticky in many developed economies but has fallen well below recent record highs, businesses may be looking to capitalize on the current environment to expand their operations and prosper.

More than one-third (38%) of suppliers highlighted AI as top of mind. This is the first time AI has featured in Taulia's Supplier Survey and so while there is no year-on-year comparison, its prioritization among respondents speaks to its emergence as a transformative force across industries.

Indeed, separate Taulia [research](#) recently found that nine in 10 finance leaders (92%) believe they will be using AI-generated data insights within the next 12 months, and 57% already use these insights to inform key decision-making. Of course, for some suppliers, AI may be top of mind as a potential destabilizer, as they consider its impact on their business models.



Evidently, supplier confidence is growing, and though some challenges remain, the opportunities of this moment should be explored. As suppliers become less focused on inflation and interest rates, they can pivot towards refining their processes and pursuing growth.

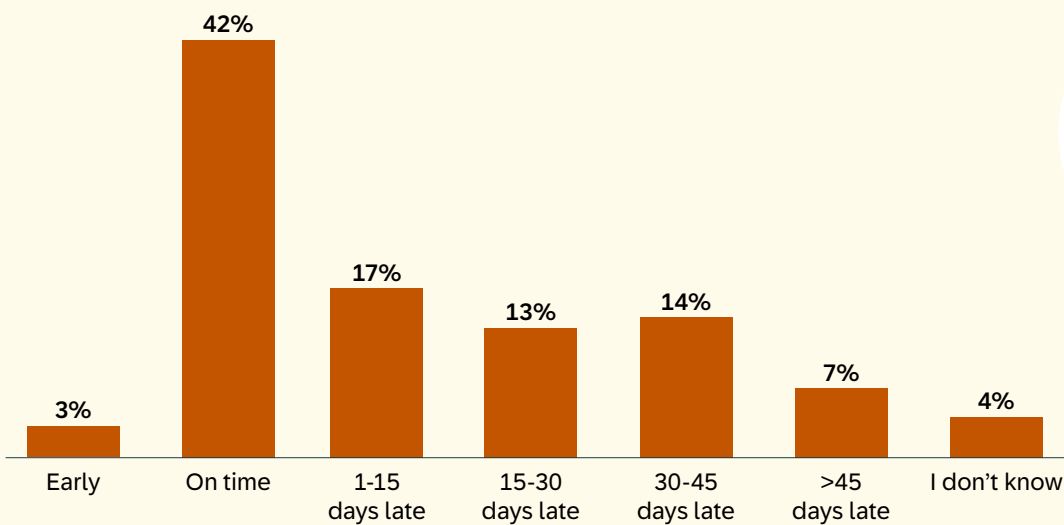
## Late payments are on the rise, and so are early payment solutions

While optimism is high and certain challenges have faded into the background, suppliers still face the challenge of late payments – in fact, this problem has continued to grow.

Half (51%) of respondents said their buyers typically pay late, a figure that is unchanged from last year but a considerable increase from the 38% that said so in 2019. Alarming, a significant portion of buyers are paid well beyond due dates, with 20% of suppliers saying their invoices are settled more than 30 days late, including 7% that exceed 45 days. For suppliers, the 3% of suppliers whose clients pay early are the select few.

**51%**

said their buyers typically pay late



**55%**

in 2021

**56%**

in 2022

**61%**

in 2023

**63%**

in 2024

“It’s no surprise that late payments remain a critical challenge for suppliers, but what is surprising is that the issue is becoming worse over time,” said Glotfelty. “These delays in payments disrupt suppliers’ cashflow, put pressure on operations and payroll, and hinder their ability to plan and grow.”

Against this backdrop, interest in early payment solutions is on the rise. Nearly two-thirds (63%) of suppliers expressed an interest in taking early payments – a figure that continues to increase year on year. Additionally, one-quarter (26%) are interested in taking early payments for every customer and every transaction, while another 19% want to do so most of the time.

Early payment programs must be mutually beneficial. Suppliers cite several benefits of taking early payments, including:

1. Access to liquidity and/or cash that is not debt on the balance sheet (24%)
2. Bridging cashflow gaps (24%)
3. Improving collections and payment predictability (20%)
4. Strengthening business relationships (14%)
5. Need for working capital (12%)

Suppliers see early payments as a valuable source of external capital. The top external sources of capital used by suppliers were credit cards (20%) and lines of credit

(18%), followed by early payments on invoices, at 16%. For suppliers, this option offers a valuable way to manage cashflow without incurring debt.

Despite the advantages of early payment solutions, some suppliers opt not to use them. The most common reasons are strong cash positions (34%) and high costs (29%). Other factors are tied to business structures – 19% say their billing cycles make early payments difficult, 9% have a company policy against early payment taking, and 7% have already committed their receivables to other financing options.



## Suppliers rate us highly for solving their challenges

Against this backdrop of endemic late payments and the associated liquidity crunch, many suppliers are in search of early payment solutions.

Taulia's solutions are designed to offer control and flexible payment options that can protect the supply chain and support suppliers at scale. While buyers benefit from the ability to reduce costs and create efficiencies, suppliers experience their own advantages – transparency across the payments process, improved payment flexibility and improved cashflow management among them.

The vast majority of suppliers (82%) report a positive or very positive experience using Taulia. This positive experience extends across roles, with particularly high satisfaction among those who use Taulia's platform in their day-to-day work: accounts payable (4.58), accounts receivable (4.51), and finance teams (4.43).

One of the key reasons suppliers appreciate Taulia is its role in mitigating cashflow issues. With the length of payment delays increasing each year, Taulia provides suppliers with a much-needed solution, enabling early payments and offering greater predictability in receivables. Simplified invoice management, too, makes it easier for their buyers to pay on time.

83%

of suppliers report a positive or very positive experience using Taulia



“The success of any payables finance solution hinges on the engagement of both buyers and suppliers. We appreciate the feedback of all respondents in this year's survey. Over the past 10 years, this survey has allowed us to better serve the needs of our suppliers, resulting in the consistently high sentiment scores we see today.”

Bob Glotfelty, Chief Growth Officer, Taulia



## What impact has Taulia had on your business operationally?<sup>1</sup>

01

### Operational improvements

“

Speeds up the order and payment process.

“

Allows us to check monthly payment commitments and keep control over cashflow.

“

Invoices and billing are done more easily, with reduced mistakes.

02

### Cashflow and liquidity management

“

When cash is required, it is accessible.

“

Helped us reduce the number of unpaid and overdue invoices.

“

Quicker turnaround of working capital.

<sup>1</sup>. Quotes selected from written responses to Taulia's 2024/25 Supplier Survey. Some have been paraphrased for clarity.

## Conclusion

This year's Supplier Survey highlights an encouraging shift in supplier sentiment. Optimism is high, with businesses looking past the economic constraints of recent years to focus on growth.

The prioritization of AI reflects a supplier base that is engaged with the latest technologies, while the declining focus on inflation signals a more stable outlook for 2025.

Despite these positive shifts, late payments continue to create pressures for suppliers, reinforcing the need for early payment solutions. Indeed, more and more businesses are turning to these options to improve both operations and cashflow – and Taulia is a leader in the field.

The insights of this year's survey light a path forward for both buyers and suppliers. By working together to build stronger relationships and improve payment practices, businesses can create a more resilient supply chain. Mutual success depends on mutual benefits, ensuring that both sides are empowered to do their best work.



