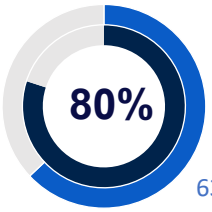
CPA AUSTRALIA
ASIA-PACIFIC SMALL BUSINESS SURVEY 2025-26
India

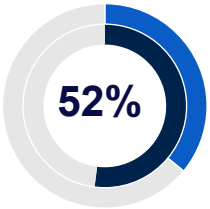
Performance in 2025

India | Asia-Pacific average



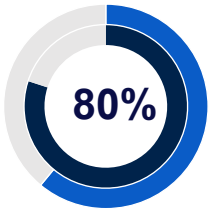
said their business grew

63%



increased employee numbers

36%



required external funding

61%

Top negative factor — Increasing cost

Top positive factor — Improvement in customer experience

Technology adoption by Indian MSMEs in 2025

74% received more than 10 per cent of revenue from online sales

APAC average 63%

36% invested heavily in artificial intelligence (AI)

APAC average 32%

89% received more than 10 per cent of revenue through digital payment

Highest result in APAC

APAC average 72%

41% sought advice from artificial intelligence (AI) tools

APAC average 32%

59% reviewed cybersecurity protections

APAC average 52%

47% lost time/money due to cybersecurity incidents

APAC average 37%

Outlook for Indian MSMEs in 2026 and demographics

87% expect their business to grow

84% expect the local economy to grow

69% expect to increase employee numbers

Highest result in APAC

56% business owners aged under 40

Recommendations

- Use AI tools to enhance profitability and productivity, and strengthen cyber defences and data protection awareness
- Consider investment in renewable energy and alternative materials to reduce costs in the long-term
- Leverage on newly signed Free Trade Agreements to expand new overseas markets

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