Enterprise Nation

StartUp Ambition 2025 Ireland

More than two fifths of Irish adults (42%) are thinking about starting a business or side hustle in 2025.



42%
all adults



51%
aged 41-50

Every day we're hustling

54% say they will start a side hustle

57% of women say they will side hustle alongside a job or caring responsibilities compared to 49% of men.

Top sectors



11%
Arts & crafts



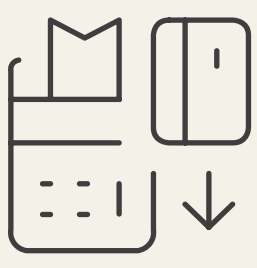
17%
Food & drink



11%
Creative & media

How much would they expect to make in first 12 months?

Side hustle
€7,450



Full time
€37,254

Top three enterprising locations

(% of residents who are thinking of starting a business in the next 12 months)

58%
Galway

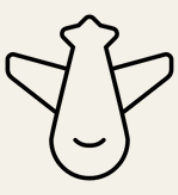
57%
Connaught

50%
Sligo

Top entrepreneur influencers



18%
Mum and Dad



13%
Michael O'Leary



11%
Aimee Connolly



37%
No relatable role model

Not just yet...



33%
said they wanted to start a business but 2025 was too soon



36%
want to improve their work/life balance



32%
are making money out of a skill or hobby



51%
24 to 30-year-olds motivated by doing something they love to boost their income

Data: The survey was conducted between December 9 and 12, 2024 amongst 202 Irish adults by digital polling firm Walr.