

Small business insights January 2026

22,000+

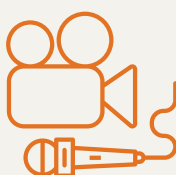
unique small business founders visited Enterprise
Nation in search of small business support

Top three sectors

We saw the most members join in these sectors...



**Health, fitness
& wellness**



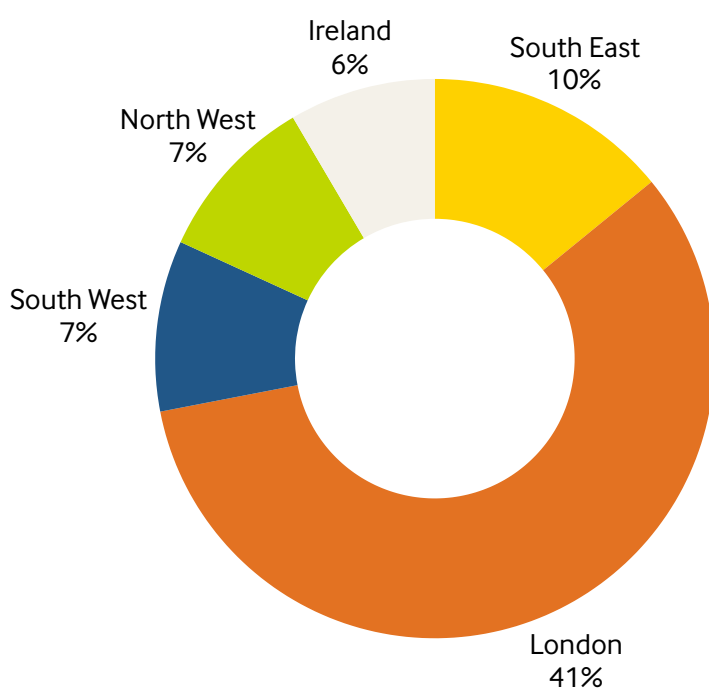
**Creative &
Media**



Food & Drink

Do you specialise in supporting businesses in particular sectors?
Be sure to incorporate this in your adviser profile.

Top five regions for new members





Enterprise
Nation

42,000+

searches were performed on
Enterprise Nation in January

Top five searches

Lunch and Learn Webinars

AI

Marketing

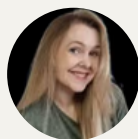
Business Plan

Funding

To improve your visibility on the platform, showcase the support you offer and refresh your services.

Most popular adviser content

Most watched webinars



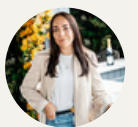
Karen McFadden

How to become financially savvy in 2026



Sarah White

Why being found beats being brilliant



Kyllie Knight

Why founders get stuck (and how to move forward)

Lunch and Learn webinars attract hundreds of attendees.
Would you like to host a session? You can!

Most read articles



Rhea Freeman

The founder's guide to goals that actually get done



Mark Elliott

Why 50+ is the smartest age to start a business



Jo Lee

The good stuff: How to set goals for 2026

Writing a blog post is a fantastic way to get noticed.
Submit one today!