Atradius
Managing risk, enabling trade

Atradius Payment Practices Barometer

B2B payment practices trends Ireland 2025

In this report

About the Atradius Payment Practices Barometer

The Atradius Payment Practices Barometer is an annual survey of business-to-business (B2B) payment practices in markets across the world.

Our survey gives you the opportunity to hear directly from businesses trading on credit with B2B customers about how they are coping with evolving trends in customer payment behaviour. Staying informed about these trends is vital because it helps to identify emerging shifts in customer payment habits, allowing businesses to address potential liquidity pressure and maintain smooth operations.

Businesses operating in – or planning to enter – the markets and industries covered by our survey can gain valuable insights from our reports, which also shed light on the challenges and risks companies anticipate in the coming months, as well as their expectations for future growth.

This report presents the survey results for **Ireland**.

The survey was conducted between the end of Q1 and the beginning of Q2 2025. The findings should therefore be viewed with this in mind.

B2B payment practices trends

Liquidity pressures place sharp focus on strategic payment risk management

The payment behaviour of business-to-business (B2B) customers across industries in Ireland has remained broadly consistent in recent months, but this apparent stability does not necessarily reflect financial ease. 42% of B2B invoices remain overdue, pointing to ongoing challenges in timely payment collection and highlighting underlying pressures on cash flow. Delayed payments have contributed to bad debts, which currently account for 4% of all B2B invoices. The agri-food sector has been especially affected, underlining its vulnerability to customer insolvency and liquidity risks.

Trade credit continues to play a key role in B2B transactions, now accounting for 58% of sales to business customers. Most companies extended more credit in recent months, particularly in the consumer durables and transport sectors. Payment terms remained largely unchanged, typically ranging between 30 to 60 days from invoicing and reflecting a cautious strategy to reduce exposure to late payments or defaults. This aligns with stability in Days Sales Outstanding (DSO) reported by most companies. Inventory turnover also remains stagnant, particularly in the agri-food sector, with slow-moving stock tying up working capital. These trends, combined with delayed receivables creating liquidity constraints, put strain on operations and limit financial flexibility across many business segments. 53% of companies, especially in the Irish transport industry, turn to supplier credit to bridge potential cash gaps. While this form of financing is effective in the short term, over-reliance can pose risks, including the potential to strain supplier relationships and to limit future credit availability.

Amid ongoing concerns around customer payment reliability, 75% of Irish businesses actively mitigate B2B payment risk by combining internal provisions with outsourced credit risk management. This reflects a broader awareness of ongoing payment risks arising from B2B trade on credit, particularly in sectors like transport, where this approach is most common. Views are split among other businesses between managing risk internally or fully outsourcing, underscoring the varied and ongoing challenge of securing payments in the current unpredictable economic and trading environment

Key figures and charts on the next page

Key figures and charts

Ireland

% of the total value of B2B invoices paid on time, overdue and bad debts

(change vs. 2024)

54% Paid on time

42% Overdue

4% Bad debts

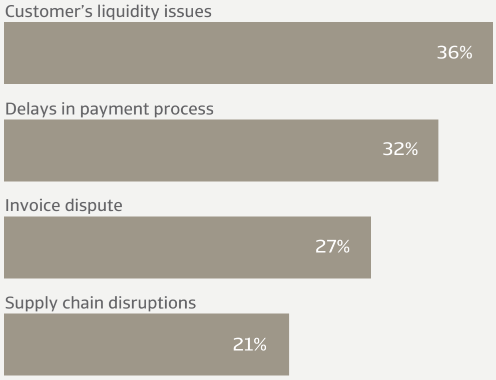
Sample: all survey respondents

Source: Atradius Payment Practices Barometer Ireland – 2025

Ireland

What are the top 4 reasons your B2B customers pay invoices late?

(% of respondents - multiple response)



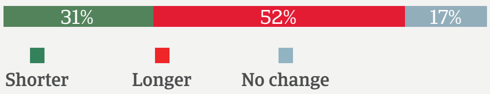
Sample: all survey respondents

Source: Atradius Payment Practices Barometer Ireland – 2025

Ireland

% of respondents reporting changes in Days Sales Outstanding (DSO)* over the past 12 months

(% of respondents)



*average amount of time to collect payment after a sale

Sample: all survey respondents

Source: Atradius Payment Practices Barometer Ireland – 2025

Ireland

What are the main sources of financing that your company used during the past 12 months?

(% of respondents - multiple response)

- 53% Trade credit
- 48% Internal funds
- 47% Invoice financing
- 46% Bank loans

Sample: all survey respondents

Source: Atradius Payment Practices Barometer Ireland – 2025

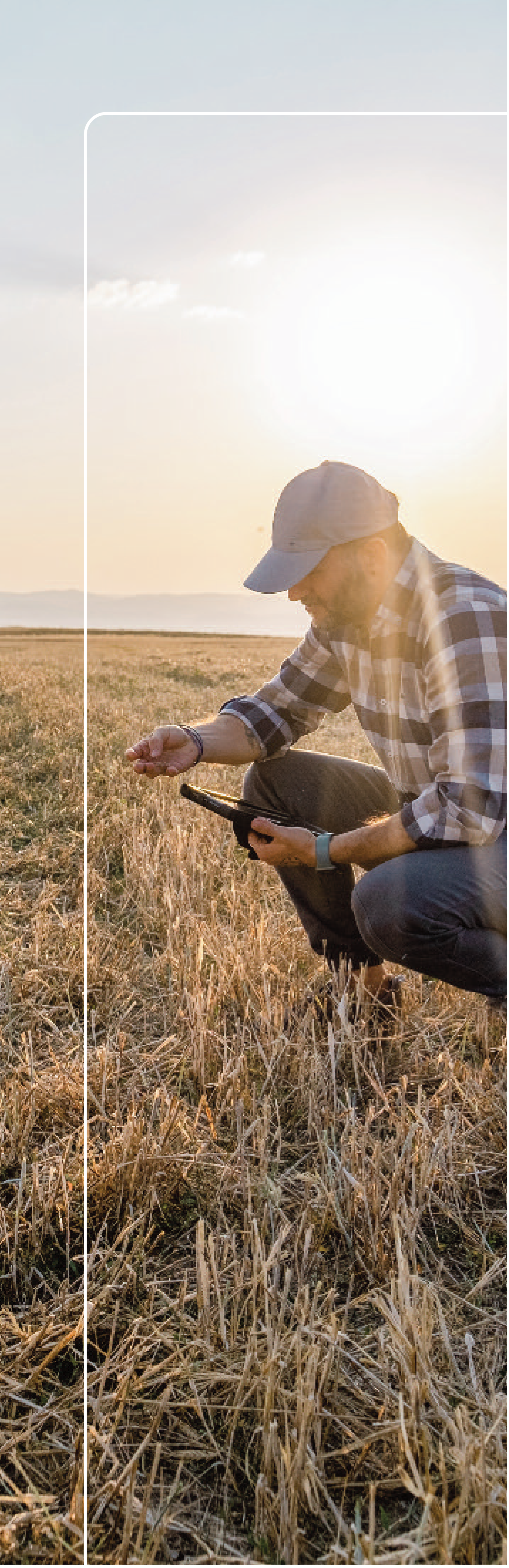
Looking ahead

Boosting financial resilience amid global trade shifts is top priority

Our survey finds that 53% of Irish companies expect B2B customer insolvencies to remain at current levels during the coming months, while the remainder anticipate either an increase or are undecided. This reflects an uncertain mood as businesses prepare to manage risks in the face of ongoing economic challenges. Payment trends are expected to show little variation from the current status, and many firms believe Days Sales Outstanding (DSO) will remain largely steady.

There is clear concern about prospects for profitability, with many companies reporting subdued confidence in their ability to generate profits despite steady sales performance. While most businesses anticipate stable or quicker inventory turnover, supplier relationships will continue to play a key role in financial health. Days Payables Outstanding (DPO) is expected to remain consistent, although a significant number of businesses believe that more suppliers will request faster payments because they also face liquidity pressures. To mitigate customer payment risks 75% of companies will continue to rely on a combination of internal provisions and outsourced credit risk management. This strategy reportedly enables them to manage risks by balancing cost-effectiveness with professional support. Internal provisions are favoured across a variety of business segments for their cost-effectiveness, but many companies are recognising the need for specialised outsourced solutions to handle the growing complexities of customer payment behaviour during an uncertain trading environment.

Irish companies tell us the main priority looking forward is being responsive and adaptable to unpredictable shifts in the global trading landscape amid the impact of US protectionist trade policies and tariffs. There is strong concern about volatile financings costs, as well as potential changes in trade finance availability, both of which are expected to place extra pressure on companies. To weather these ongoing challenges, businesses acknowledge that an ability to move swiftly amid ever-evolving economic conditions, while proactively mitigating customer payment risks, will be crucial to preserving financial stability in the months ahead.



Key industry insights

Agri-food

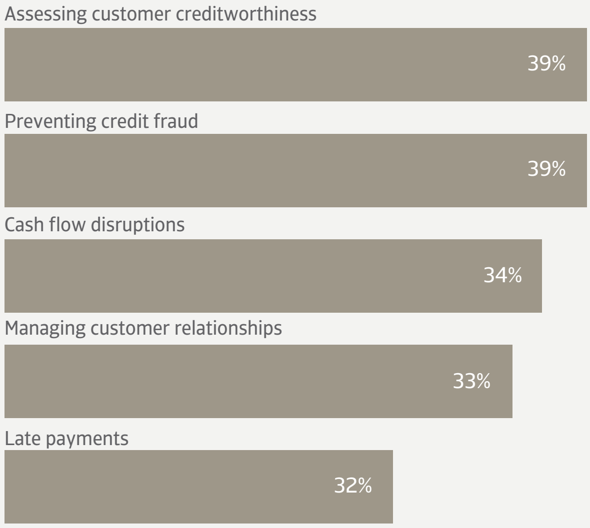
The agri-food sector continues to rely heavily on trade credit, with 47% of B2B sales transacted on credit. Most companies report either maintaining or slightly relaxing their credit policies compared to the previous year, signalling a strategic effort to support customer relationships amid a challenging economic landscape. Payment terms remain largely unchanged, typically falling within the 30 to 60-day range from invoicing. However, on-time payments and delayed payments are nearly evenly split, pointing to inconsistent customer payment behaviour. Bad debts currently affect an average 6% of B2B invoices.

Despite this, Days Sales Outstanding (DSO), inventory turnover, and Days Payables Outstanding (DPO) remain stable for most businesses. This indicates a consistent working capital environment, where companies are managing liquidity without significant opportunity to free up cash from receivables and stock. This lack of improvement in cash flow may restrict an ability to leverage assets. 34% of firms expect customer insolvencies to rise in the coming months while others remain uncertain or anticipate no change. Although sales performance expectations remain cautiously optimistic, confidence in profitability is weaker. Businesses highlight rising borrowing costs, volatile markets, and geopolitical risks as key threats, underlining the need to stay adaptable in an unpredictable environment.

Ireland - Agri-food

Top 5 challenges companies face when offering credit to B2B customers

(% of respondents - multiple response)



Sample: all survey respondents

Source: Atradius Payment Practices Barometer Ireland – 2025

Ireland - Agri-food

Key industry figures

Main sources of financing used by the industry over the past 12 months

(% of industry respondents)

40%	39%	36%	36%
Trade credit	Bank loans	Internal funds	Invoice financing

Expected change in insolvency risk of B2B customers over the next 12 months

(% of industry respondents)

34%	44%	21%
Increase	Remains as current	Do not know

Top 3 challenges businesses in the industry expect to face over the next 12 months

(% of industry respondents - multiple response)

54%	47%	41%
Being responsive to market changes	Ongoing geopolitical developments	Rising production input costs

Sample: all survey respondents

Source: Atradius Payment Practices Barometer Ireland – 2025

Key industry insights

Consumer durables

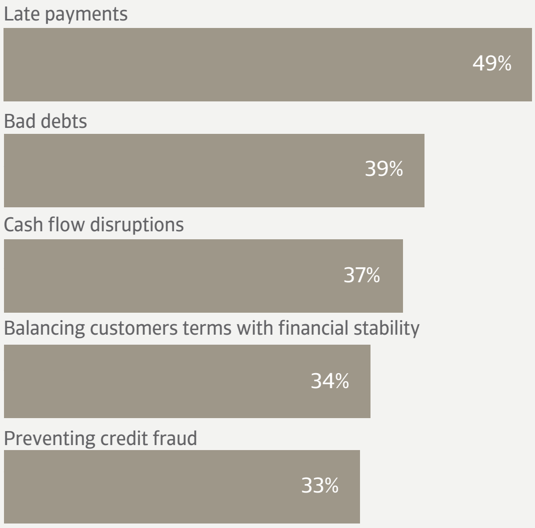
66% of B2B sales in the consumer durables sector are currently made on credit, with companies leaning more heavily on trade credit to sustain B2B relationships and stimulate demand amid an uncertain economic climate. Three in five firms tell us they have offered more credit to customers in recent months. Payment terms remain largely unchanged, set between 30 to 60 days from invoicing. B2B customer payment behaviour shows mixed trends. While some businesses have benefited from faster invoice settlements, contributing to a reduction in overall late payments to 38%, others continue to face delays. Bad debts remain relatively low, averaging 3% of B2B invoices.

Most businesses report stable Days Sales Outstanding (DSO), although some have seen fluctuations in receivables collection. Inventory levels have mostly held steady, but more companies report stock build-up than quicker turnover, indicating limited opportunities to free up cash from inventory. Supplier payment timings remain consistent, reflecting efforts to protect relationships because supplier credit is a key source of financing for the sector. Looking ahead, 31% of companies expect a rise in insolvency risk, while profitability expectations are muted. Companies say liquidity management is a central concern in the face of rising costs, regulatory pressure and geopolitical uncertainty.

Ireland - Consumer durables

Top 5 challenges companies face when offering credit to B2B customers

(% of respondents - multiple response)



Sample: all survey respondents

Source: Atradius Payment Practices Barometer Ireland – 2025

Ireland - Consumer durables

Key industry figures

Main sources of financing used by the industry over the past 12 months

(% of industry respondents)

56%	46%	46%	41%
Trade credit	Invoice financing	Internal funds	Bank loans

Expected change in insolvency risk of B2B customers over the next 12 months

(% of industry respondents)

31%	63%	6%
Increase	Remains as current	Do not know

Top 3 challenges businesses in the industry expect to face over the next 12 months

(% of industry respondents - multiple response)

49%	46%	41%
Rising production input costs	Increasing regulations	Ongoing geopolitical developments

Sample: all survey respondents

Source: Atradius Payment Practices Barometer Ireland – 2025

Key industry insights

Transport

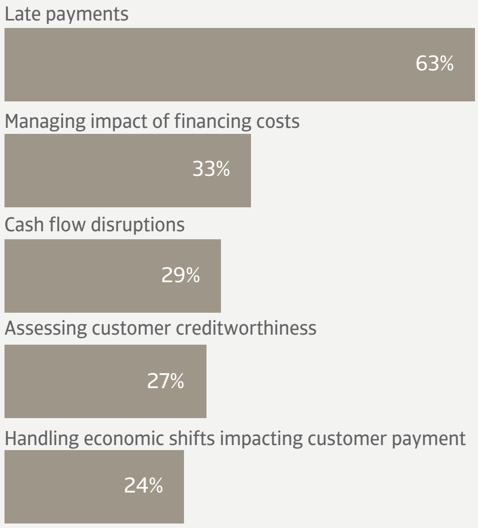
Three out of five transport companies extended more credit to their B2B customers in recent months as 57% of B2B sales were made on credit. Payment terms remain within the typical 30 to 60 days from invoicing range, though companies were more likely to relax than tighten their terms, indicating a relatively benign credit risk environment. The payment behaviour of B2B customers has varied in recent months, with several instances of faster invoice settlements. On-time and overdue payments are nearly evenly split, the latter often driven by cash flow pressures. Bad debts affect an average 4% of B2B invoices.

Days Sales Outstanding (DSO) is evenly divided between companies reporting stability and improvement. Inventory turnover is also mixed, with reports of both build-up and faster movement. This suggests some companies have improved liquidity by freeing up cash from receivables and inventory. 51% of firms expect insolvency risk to rise during the months ahead, and businesses also anticipate facing persistent liquidity constraints due to subdued profitability expectations and cautious sales outlooks. Key challenges looking ahead include input costs volatility, regulatory demands, and geopolitical disruptions, which they fear will further strain cash flow and make it harder to protect financial health.

Ireland - Transport

Top 5 challenges companies face when offering credit to B2B customers

(% of respondents - multiple response)



Sample: all survey respondents

Source: Atradius Payment Practices Barometer Ireland – 2025

Ireland - Transport

Key industry figures

Main sources of financing used by the industry over the past 12 months

(% of industry respondents)

64% Trade credit	63% Internal funds	59% Invoice financing	59% Bank loans

Expected change in insolvency risk of B2B customers over the next 12 months

(% of industry respondents)

40% Increase	51% Remains as current	9% Do not know

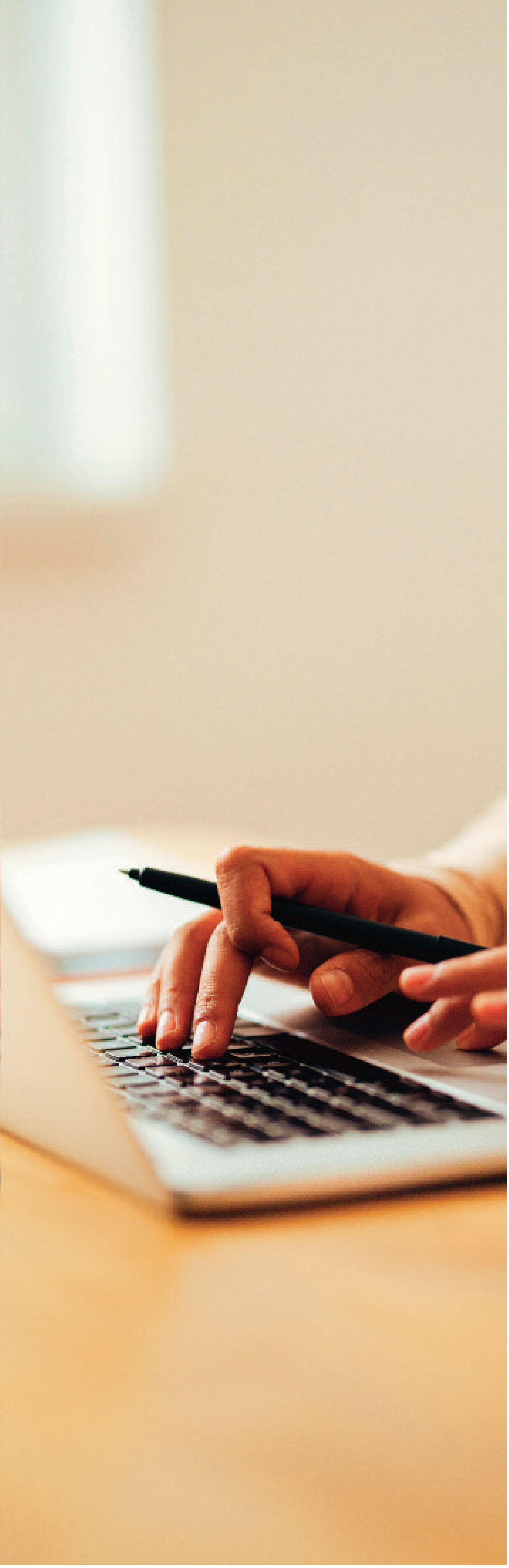
Top 3 challenges businesses in the industry expect to face over the next 12 months

(% of industry respondents - multiple response)

60% Being responsive to market changes	51% Increasing regulations	50% Rising production costs

Sample: all survey respondents

Source: Atradius Payment Practices Barometer Ireland – 2025



Survey design

Atradius conducts annual reviews of international corporate payment practices through a survey called the Atradius Payment Practices Barometer.

Sample overview – Total interviews = 210

Business sector	Interviews	%
Manufacturing	43	20
Wholesale trade	46	22
Retail trade/Distribution	104	49
Services	17	9
TOTAL	210	100
Business size	Interviews	%
SME: Small enterprises	35	17
SME: Medium enterprises	72	34
Medium Large enterprises	82	39
Large enterprises	21	10
TOTAL	210	100
Agri-food	70	33.3
Consumer Durables	70	33.3
Transport	70	33.3
TOTAL	210	100

Survey scope

- Basic population: Companies from Ireland were surveyed and the appropriate contacts for accounts receivable management were interviewed.
- Sample design: The Strategic Sampling Plan enabled us to perform an analysis of country data crossed by sector and company size.
- Selection process: Companies were selected and contacted by use of an international Internet panel. A screening for the appropriate contact, and for quota control, was conducted at the beginning of the interview.
- Sample: N=210 people were interviewed in total.
  A quota was maintained according to four classes of company size.
- Interview: Computer Assisted Web Interviews (CAWI) of approximately 15 minutes duration.
- The survey was conducted between the end of Q1 and the beginning of Q2 2025.
  The findings should therefore be viewed with this in mind.

This is part of the 2025 edition of the Atradius Payment Practices Barometer available at
https://group.atradius.com/knowledge-and-research

Interested in finding out more?

Please visit the Atradius website where you can find a wide range of up-to-date publications. Click here to access our analysis of individual industry performance, detailed focus on country-specific and global economic concerns, insights into credit management issues, and information about protecting your receivables against payment default by customers.

To find out more about B2B receivables collection practices in Ireland and worldwide, please visit atradiuscollections.com.

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