

# Consolidate to increase efficiency

Survey highlights

Research and Market Intelligence at BDC



August 2025

# Context and methodology



## Context

This report is about how business owners use consolidation in their operations.

Consolidation means streamlining parts of a business, like teams, processes, or tools, to improve efficiency and reduce costs. While it can lead to gains, it may also cause short-term disruptions or resistance to change.

## Survey methodology

Online survey.

## Respondent profile

Business owners and business decision-makers members of BDC ViewPoints proprietary online panel.

## Survey dates

June 17<sup>th</sup> to July 2<sup>nd</sup>, 2025

## Margin of error

For a probabilistic sample of 545 respondents, the maximum margin of error is  $\pm 4.2$  percentage points, 19 times out of 20. However, as this survey is based on a non-probabilistic sample, this information is provided for reference only.

## Data processing and analysis

Were performed by the BDC Research and Market Intelligence team.

## Weighting factors

Results were weighted by region and number of employees to be representative of the Canadian SME population.

# Consolidation efforts among Canadian businesses



**3 in 4** business owners undertook at least one **consolidation effort** in the past two years



### Mainly by...

Streamlining internal processes or workflows

**42%**

Integrating digital tools or platform across teams

**34%**

## Business owners who undertook consolidation efforts in the past two years...

### Drivers of consolidation

Main reasons for consolidating:

**65%** Reducing operational costs



**63%** Improving productivity and efficiency



### Productivity gained from consolidation

Most reported measurable productivity gains:

**17%** experienced **major gains**

**74%** experienced **some gains**

**8%** did **not** experience any gains



Consolidation efforts are more common among businesses with 100 employees or more, younger business owners, those that invest in R&D, sells goods or services outside Canada or have previously acquired another business, and those who operate two or more business units or departments.

# Successful consolidation: key areas, outcomes, the role of technology, and plans for the next year



## Key areas

According to business owners, the areas most likely to benefit from consolidation include:



## Outcomes

Top outcomes business owners associate with successful consolidation efforts are:

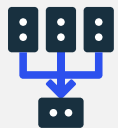
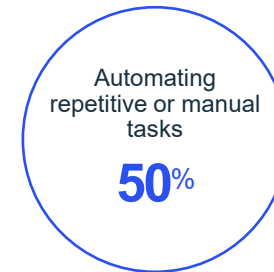
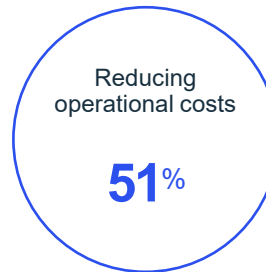


Increased operational efficiency  
**62%**

Reduced operating costs  
**58%**

## Role of technology

Business owners believe technology can play a key role in enabling successful consolidation by:



**25%** of business owners **plan to consolidate** in the next 12 months



13% in a single area  
12% in multiple areas



Younger business owners, those who have previously acquired another business, businesses with 100 employees or more, and those who operate two or more business units or departments are more likely to have plans to consolidate in the coming year.

# Consolidation barriers, concerns and resources needed



## Productivity barriers

The biggest barriers business owners face in improving productivity in their business include:



## Concerns or risk

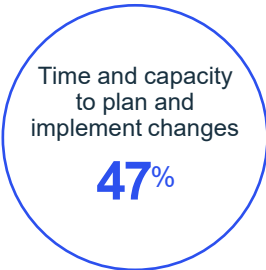
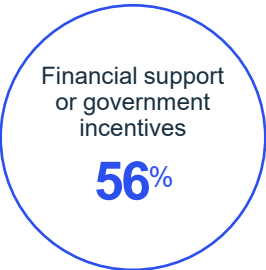
Business owners are most concerned that consolidation will...

Increase workload for remaining staff  
**43%**



## Support or resources

To consolidate more effectively, business owners said the most helpful types of support would be...



Interestingly, business owners who didn't undertake any consolidation efforts in the past two years are more likely to say that there are no barriers to improving productivity in their business, no concerns or risks associated with consolidation and that they aren't in need for support or resources.

# Interested in learning more?



Outsourcing non-value-added activities is one strategy for business consolidation that allows your business to focus on what's truly matters. Check out [BDC's decision-making guide to outsourcing](#) to make the right choice for your business.



Interested in learning which tasks can be automated using AI? [BDC's article about how AI can help businesses](#) provides an overview of typical use cases by business function.

Thank you.

