

Attitudes to Trade Survey 2026

Industry Insights: Government and Public Services

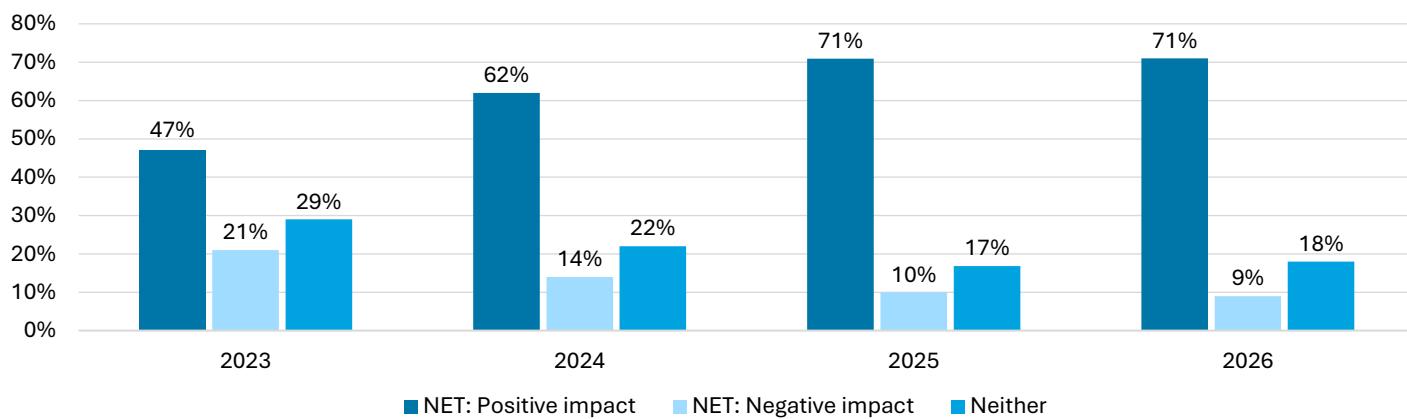


A year of change for Government and Public Services

As global pressures and trade volatility increase, Government and Public Services (GPS) continue to evolve, with the Department for Business and Trade (DBT) playing a central role in the UK's trade agenda. The past year, DBT has been tasked with delivering a wide range of support for UK businesses, including the negotiation and implementation of major trade agreements with the US, EU, and India. This industry insight presents a non-exhaustive snapshot of findings from our latest survey on UK businesses' attitudes towards trade, with more comprehensive data and analysis included in the [full report](#).

Businesses are positive about the UK's FTA programme

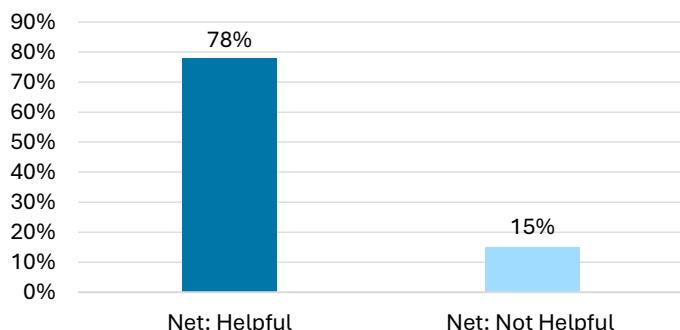
Thinking about the next decade, do you think the free trade agreements negotiated by the UK government will have a positive or negative impact on growth?



The UK-India Free Trade Agreement is the latest addition to a growing portfolio of UK trade deals, building on agreements already secured with Australia, New Zealand, and members of the CPTPP, along with continuity agreements established post-Brexit. As the UK continues to expand its network of FTAs, 71% of business leaders believe these deals will positively impact the country's economic growth.

The government's Trade Strategy is proving popular

The UK government announced its new Trade Strategy in June 2025. How helpful, if at all, do you think the government's new Trade Strategy will be to your business?



The UK government launched its Trade Strategy in June 2025, with the objective of positioning the UK to become the “most connected nation in the world”.¹ The strategy links trade policy to key domestic objectives, including the transition to net zero, the development of critical technologies, and the growth of high-value sectors such as advanced manufacturing, clean energy, life sciences, and digital services.

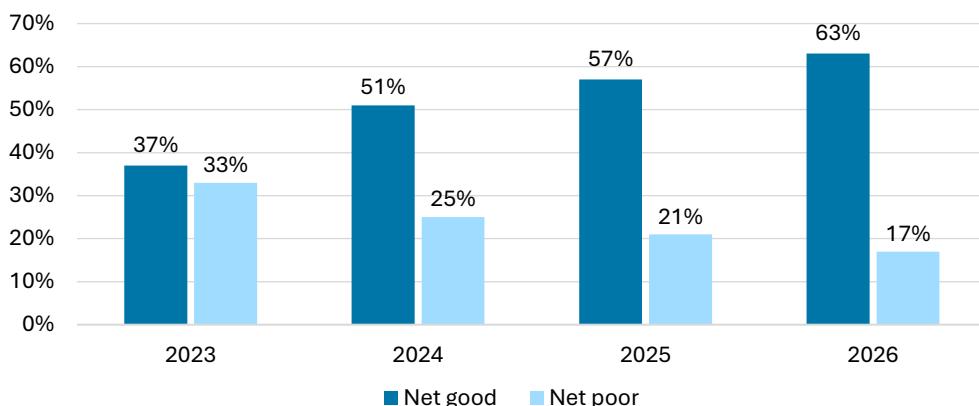
Business leaders' response to the Trade Strategy was positive, with 78% of respondents identifying it as helpful to their business to some degree.

¹ Trade Strategy Press Release, Department for Business and Trade 2025



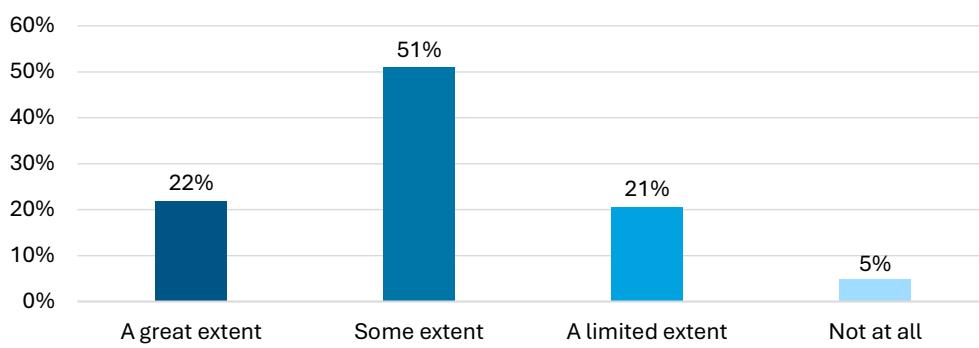
The government is helping businesses to take advantage of FTAs

How well has the government communicated the benefits of free trade agreements to you and your business?



Continuing a consistent trend observed since 2023, business leaders are increasingly positive about the government's communication of the benefits of free trade agreements. 63% of respondents believe the government is doing a good job of communicating these benefits to businesses, up from 57% in 2025 and a significant improvement from the first Attitudes to Trade Survey in 2023 (37%).

Thinking about the areas that you would like to see prioritised in UK government trade negotiations, to what extent do you think the government is matching these priorities?



The UK government has undertaken trade negotiations with the EU, US and India this year and businesses broadly feel their priorities have been reflected in these efforts. A clear majority of business leaders (73%) believe their priorities are being addressed to at least some or a great extent, indicating that most see meaningful progress in the government's approach to trade policy.

Attitudes to Trade Survey 2026

This insight has been produced as part of Deloitte's Attitudes to Trade Survey, our annual survey of business leaders' sentiment towards trade policy. Now in its fourth year, we commissioned professional polling agency Opinium to conduct field research with senior decision-makers representing 750 businesses from the UK that are trading internationally. The full report can be found online [here](#).

For support in assessing your trade and investment priorities, Deloitte's specialists are on hand to help.



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