Methodology

The Santander Global Trade Barometer 2026 is based on quantitative research conducted by H/Advisors among 6,059 business decision-makers across nine markets. Fieldwork was conducted between 10 August and 14 September 2026.

Respondents were sales and procurement decision-makers with responsibility for, or influence over, their organisation's decisions relating to trade. The research included businesses of different sizes and revenue levels, as well as businesses at different stages of international development. These comprised businesses operating only in their domestic market, businesses likely to begin trading internationally in the next 12 months, and businesses already trading internationally. The fieldwork was carried out by YouGov.

In the United Kingdom, quotas were applied by trading status to maintain consistency with previous iterations of the research. UK responses were also weighted by industry and region to maintain comparability with previous waves. Equivalent quotas and weighting were not applied in other markets.

Global results combine responses from all nine markets. As national sample sizes vary, the findings reflect the composition of the achieved sample and do not give each market equal weight. Results from smaller national samples, particularly Uruguay, should be interpreted with appropriate caution. Differences between markets or respondent groups may not always be statistically significant.

	Total	Less than 249 employees	250+ employees	Under $13.3 million revenue	$13.3 million to $133.9 million revenue	$134 million or more	Domestic	Aspiring international	International
GLOBAL	**6,059**	**54%**	**45%**	**48%**	**31%**	**22%**	**49%**	**20%**	**31%**
ARGENTINA	302	67%	32%	42%	39%	20%	55%	24%	21%
BRAZIL	1,012	47%	51%	52%	25%	23%	63%	13%	24%
CHILE	304	54%	46%	34%	42%	24%	49%	27%	23%
MEXICO	1,016	45%	54%	48%	31%	21%	42%	27%	31%
PORTUGAL	253	64%	35%	59%	25%	16%	48%	15%	37%
SPAIN	1,001	59%	40%	54%	28%	18%	42%	27%	31%
UK	1,024	57%	42%	37%	34%	29%	39%	11%	50%
URUGUAY	100	53%	47%	43%	43%	14%	63%	17%	20%
US	1,047	55%	44%	51%	29%	20%	55%	20%	24%