

**Des Cutchey**, Head of International Strategy Felicity Lloyd, International Development Manager

INTERNATIONAL

# 



# DEMAND FOR UK HE HAS GROWN

RNATIONAL

# 600,660

1% increase on 2024

+5,730 applicants

FRALL

# 118,800

2.7% increase on 2024

> +3,070 applicants



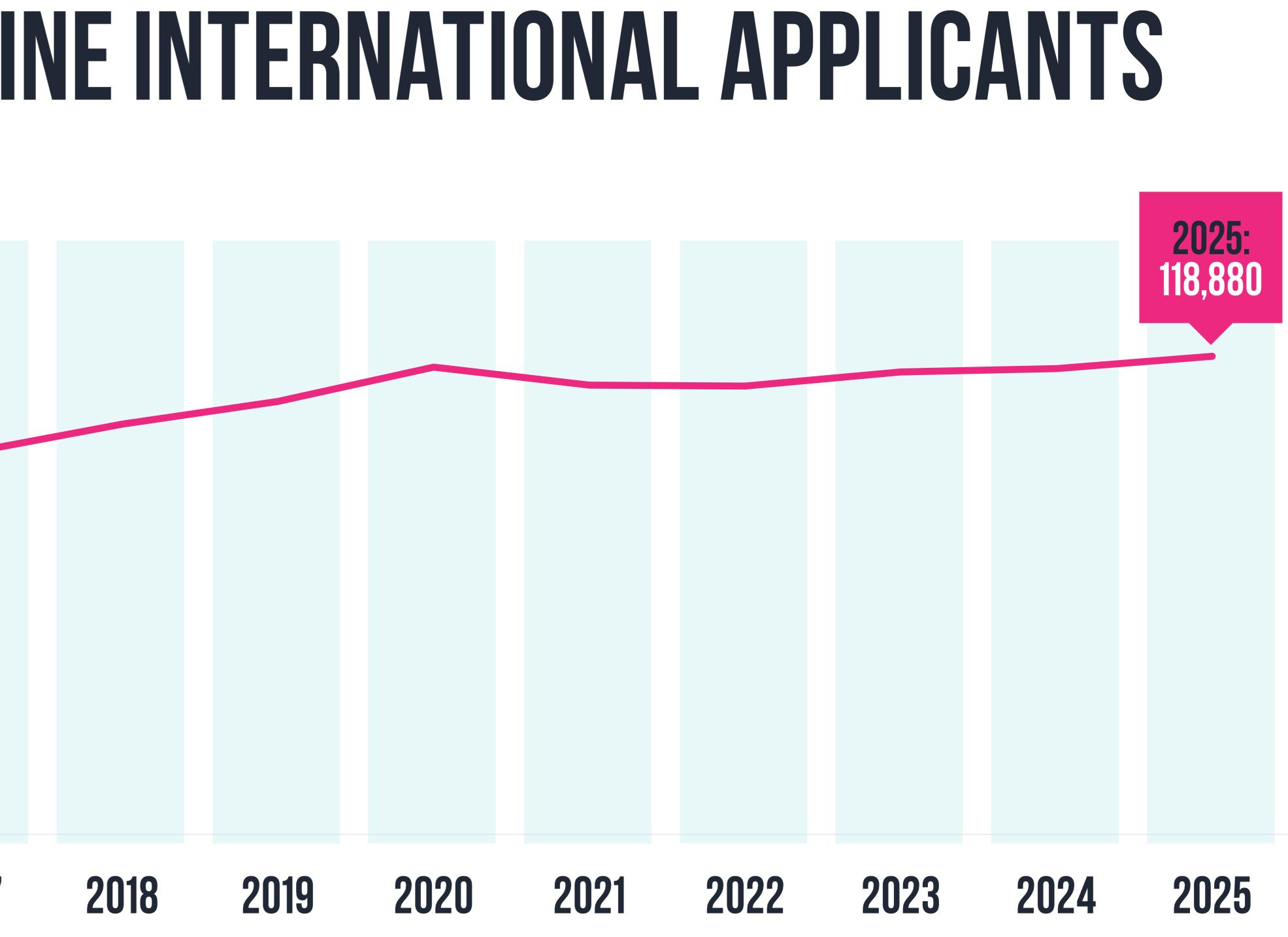
# 481,870

0.6% increase on 2024

> +2,660 applicants

# **JANUARY DEADLINE INTERNATIONAL APPLICANTS**

140,000 120,000 100,000 80,000 60,000 40,000 20,000 0 2015 2016 2017



# THE RISE IN GLOBAL INTEREST

### **118,800** INTERNATIONAL APPLICANTS

+27% on 2024

**+3,070** applicants

Confidential | Internal | Public



### **98,850** Non-Eu Applicants

**+3.1%** on 2024

**+3,010** applicants



### **19,950** EU APPLICANTS

+0.3 % on 2024 +60 applicants

# **TOP 5 LARGEST MARKETS**

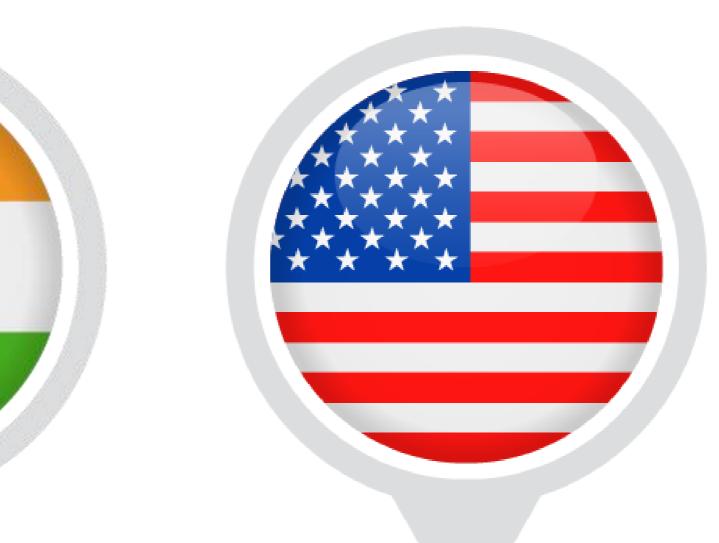




### CHINA 31,160 applicants, +8.9%

INDIA 8,760 applicants, -0.3%

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### USA 6,680 applicants, +11.7%

IRELAND 5,750 applicants, +15%



### HONG KONG 4,820 applicants, -5.9%

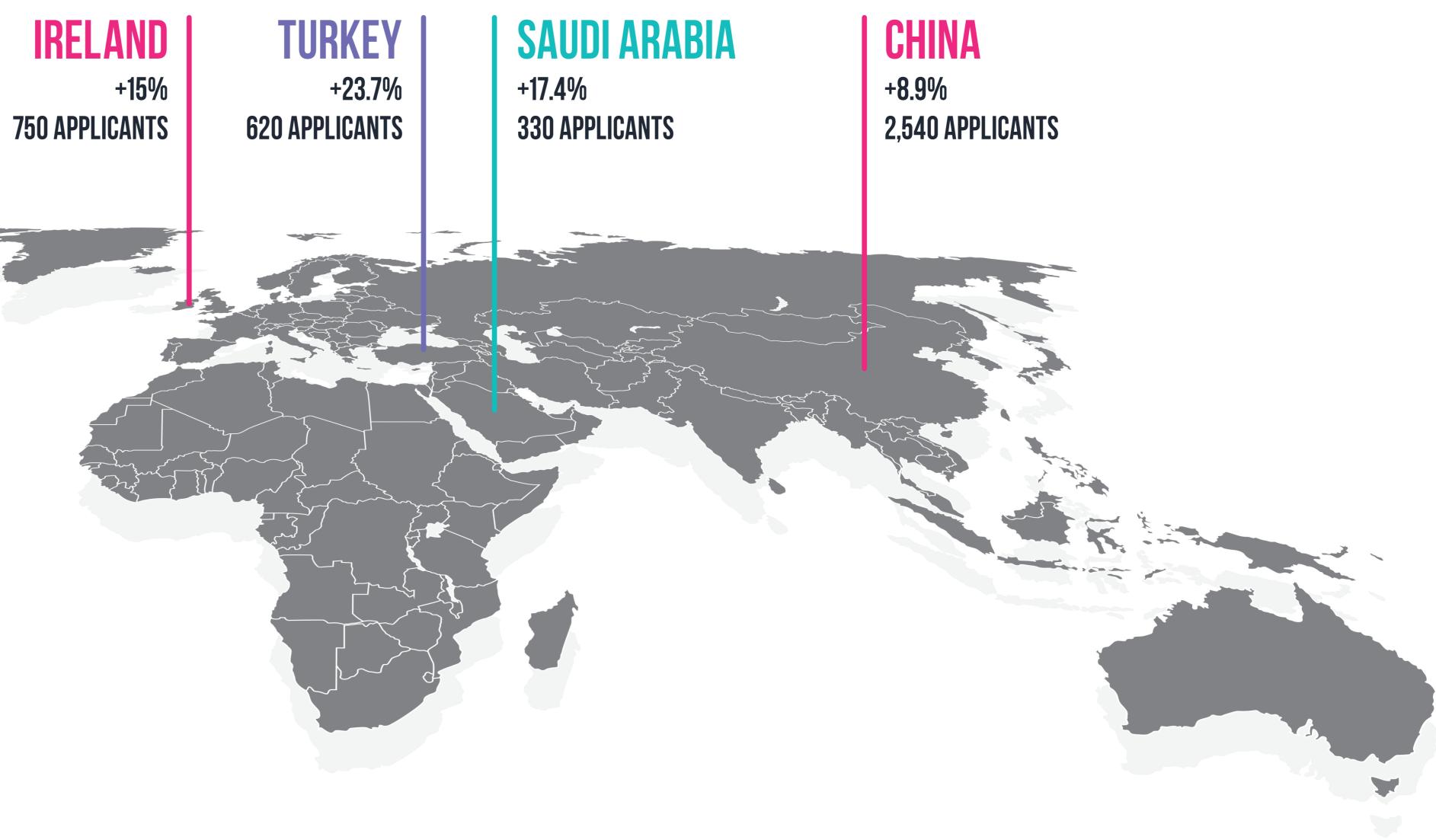
# **TOP 5 GROWTH MARKETS** - 2024 VS 2025

USA +11.7% **700 APPLICANTS** 

7/







# **TOP 5 DECLINING MARKETS** - 2024 VS 2025



FRANCE -7.6% -200 APPLICANTS

**SOUTH AFRICA** -19% -140 APPLICANTS

MALAYSIA -12.4% -420 APPLICANTS

### HONG KONG

-5.9% -310 APPLICANTS

### SINGAPORE

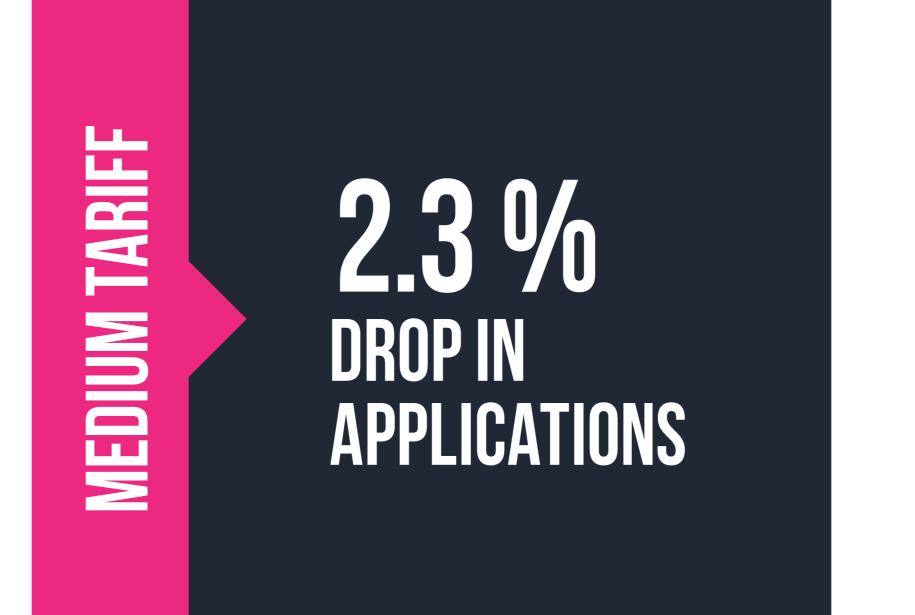
-4.3% -160 APPLICANTS

# INTERNATIONAL APPLICATIONS BY TARIFF GROUP



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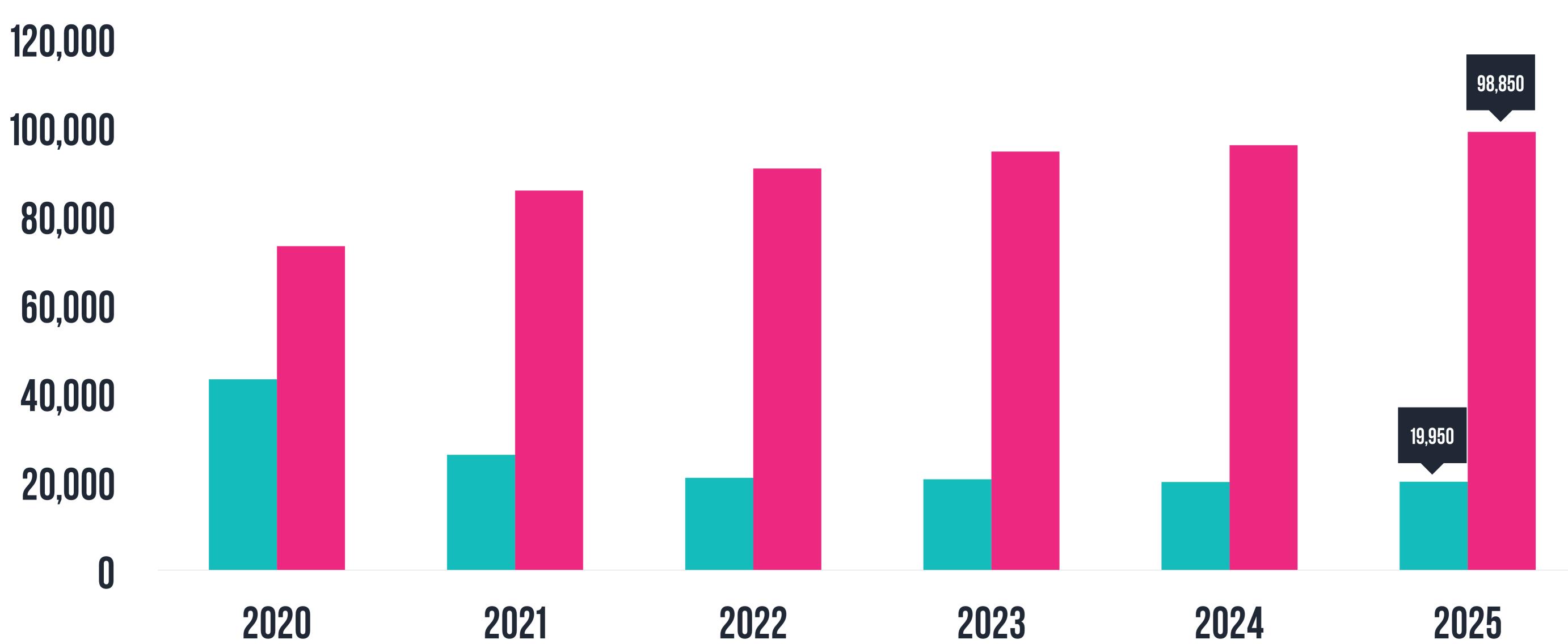






### 7.4 % DROP IN APPLICATIONS

# **EU AND NON-EU APPLICANTS**





EU Not EU

# FIRST RISE IN EU APPLICANTS SINCE 2019 -DRIVEN BY IRELAND



19,950 EU APPLICANTS +0.3 % ON 2024 +60 APPLICANTS

Confidential | Internal | Public



**EXCL IRELAND** E

### 14,200 EU APPLICANTS (excl. Ireland)

-4.7 % ON 2024 -700 APPLICANTS





5,750 APPLICANTS +15 % ON 2024 +750 APPLICANTS

# **TOP 5 EU MARKETS**





IRELAND 5,750 applicants, +15%

FRANCE 2,440 applicants, -7.6%

Confidential | Internal | Public













ITALY 1,320 applicants, +0.2%

# SUBJECT BY PROPORTION OF OVERALL **INTERNATIONAL APPLICATIONS**

### **BUSINESS AND** MANAGEMENT

1710/ +1% change

SOCIAL **ENGINEERING AND** TECHNOLOGY **SCIENCES** 12 <u>4</u> 0/n **12 2 0/** +18% -1 1/0 change change

Confidential | Internal | Public



**SUBJECTS ALLIED TO MEDICINE** 

> 7.8% +13 % change



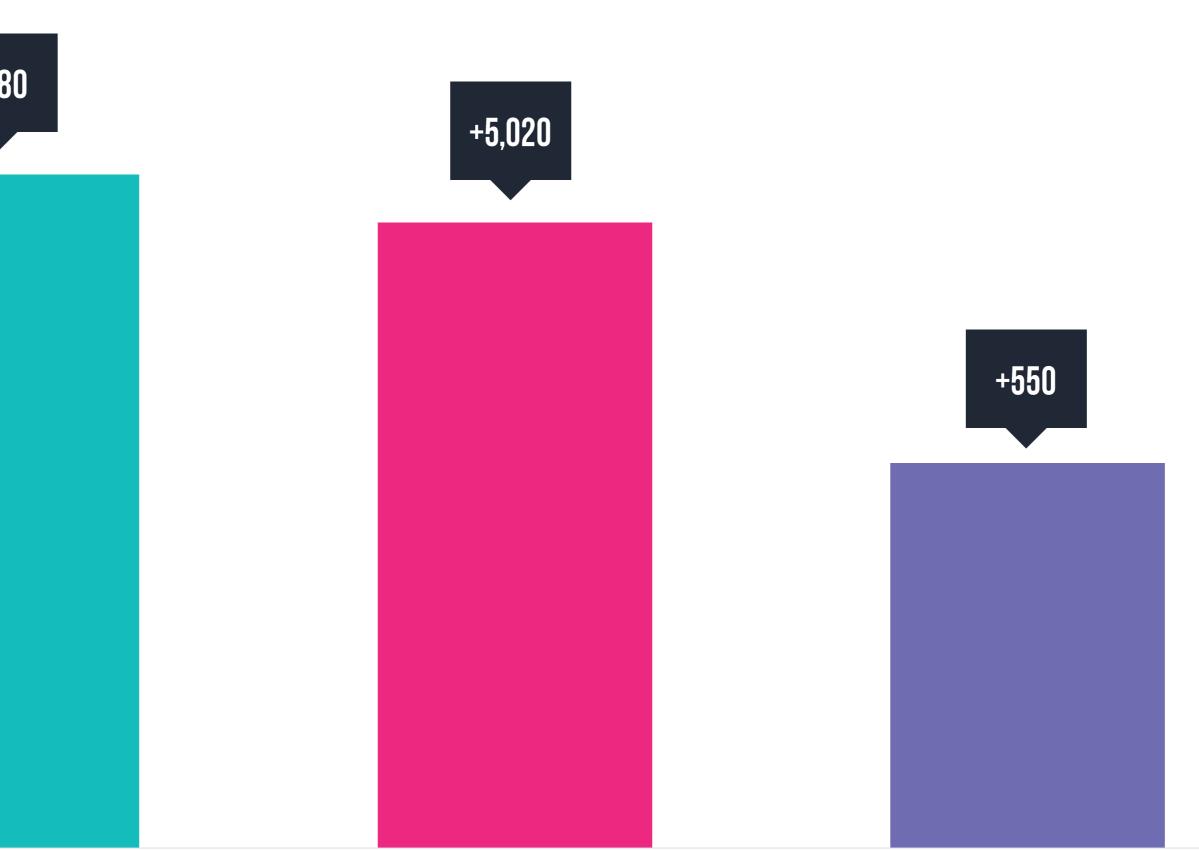


### DESIGN, CREATIVE, **AND PERFORMING** ARTS

6.9% -4 1/0 change

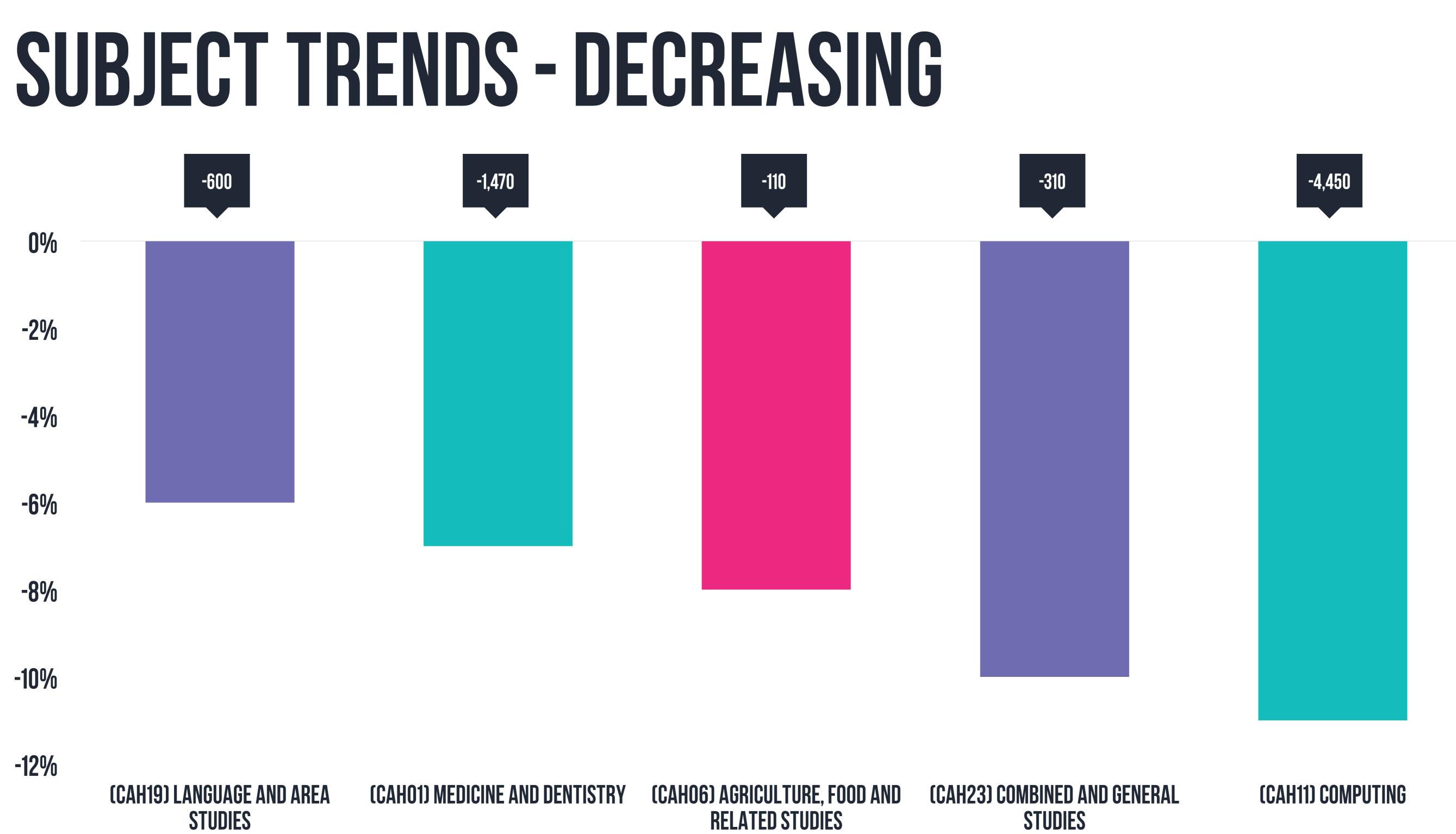
# **SUBJECT TRENDS - GROWTH**

<b>20%</b>	+1	0,260			
<b>18%</b>					
<b>16%</b>					+38
14%					
<b>12%</b>					
10%					
8%					
<b>6%</b>					
<b>4%</b>					
<b>2%</b>					
0%					
	(CAH10) EN Tech	GINEERING Inology	AND	(CAHO)	5) VE Scien



### 05) VETERINARY (CAHO2) SUBJECTS ALLIED TO (CAH26) GEOGRAPHY, EARTH (CAHO9) MATHEMATICAL Sciences Medicine And Environmental Studies Sciences





# **SUBJECT PROFILE: CHINA**

### **BUSINESS AND** MANAGEMENT

26,300 applications

+1%

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### **ENGINEERING AND** TECHNOLOGY

### 21,100 applications

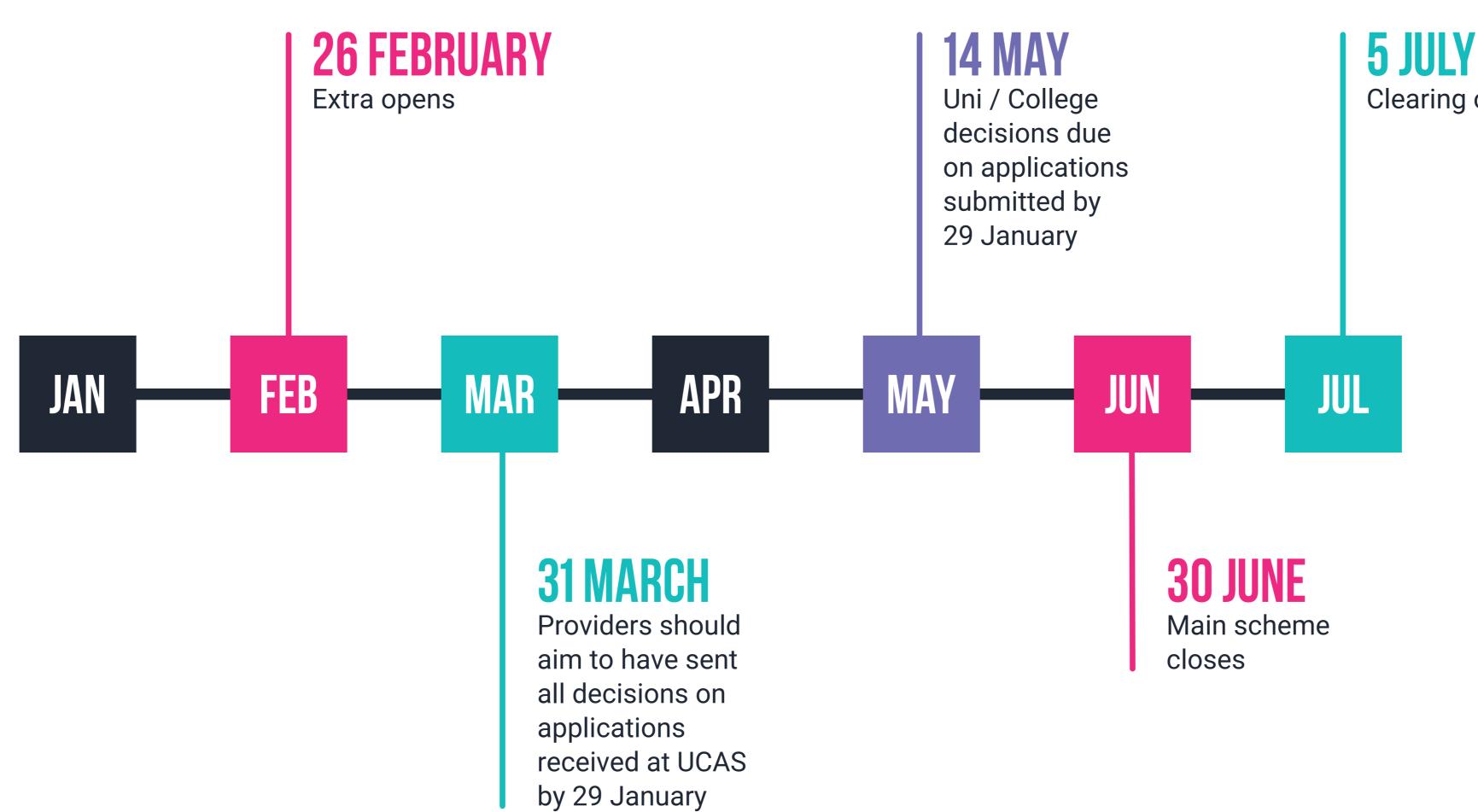
## +34%

### SOCIAL SCIENCES

### 18,700 applications

+2%

# **UPCOMING KEY DATES**









# ANY QUESTIONS?

