

UCAS

JANUARY ECD 2025

# EXPLORING INTERNATIONAL

**Des Cutchey**, Head of International Strategy

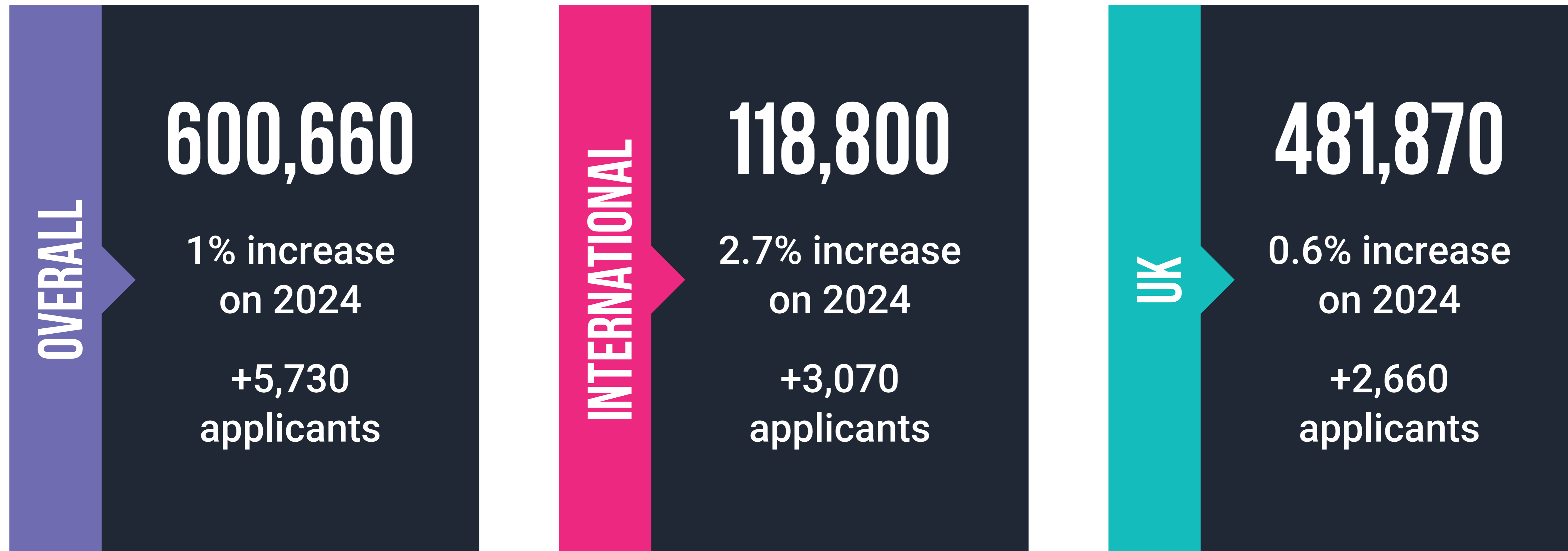
**Felicity Lloyd**, International Development Manager

INTERNATIONAL

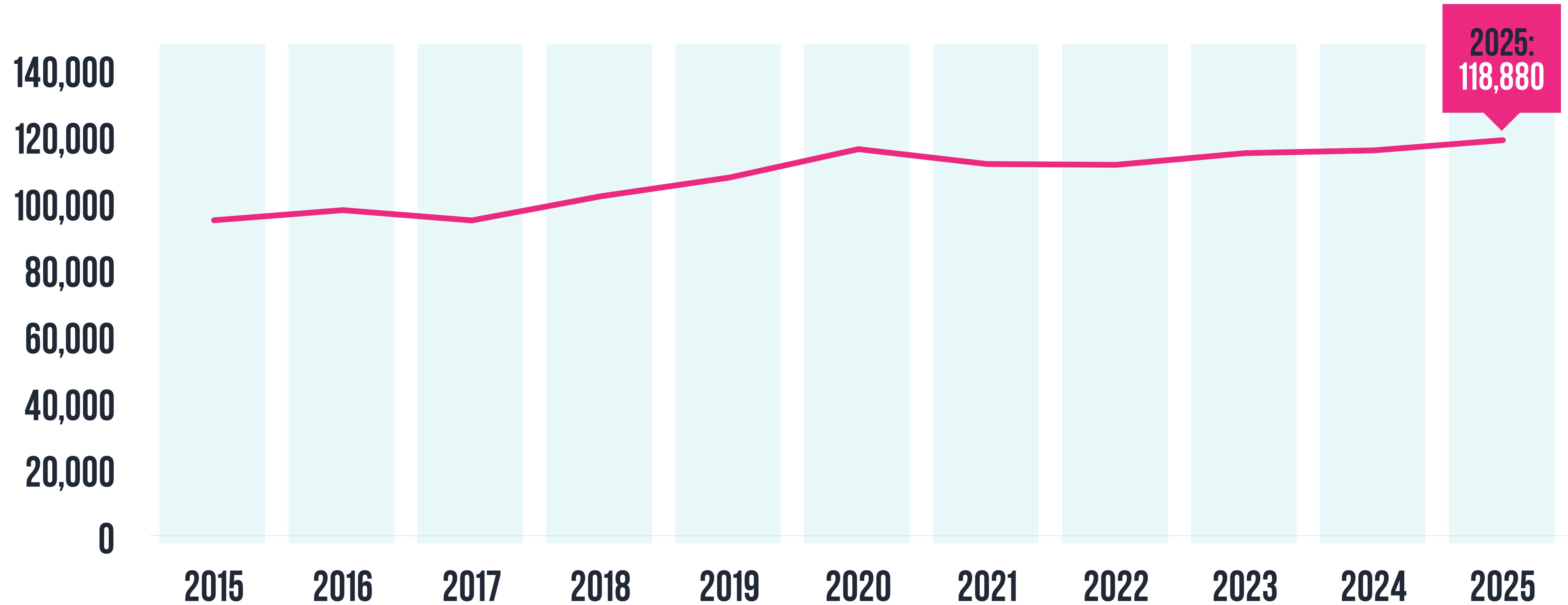




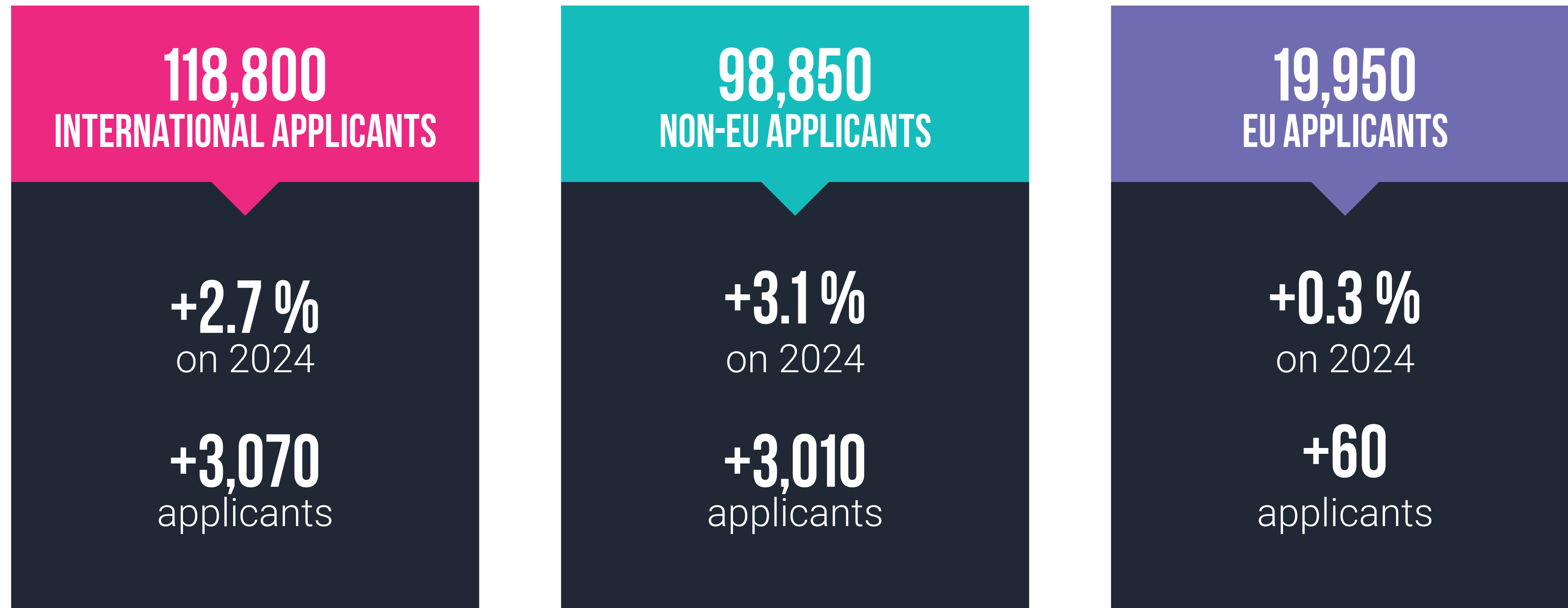
# DEMAND FOR UK HE HAS GROWN



# JANUARY DEADLINE INTERNATIONAL APPLICANTS



# THE RISE IN GLOBAL INTEREST



# TOP 5 LARGEST MARKETS



**CHINA**

**31,160  
applicants,  
+8.9%**



**INDIA**

**8,760  
applicants,  
-0.3%**



**USA**

**6,680  
applicants,  
+11.7%**



**IRELAND**

**5,750  
applicants,  
+15%**

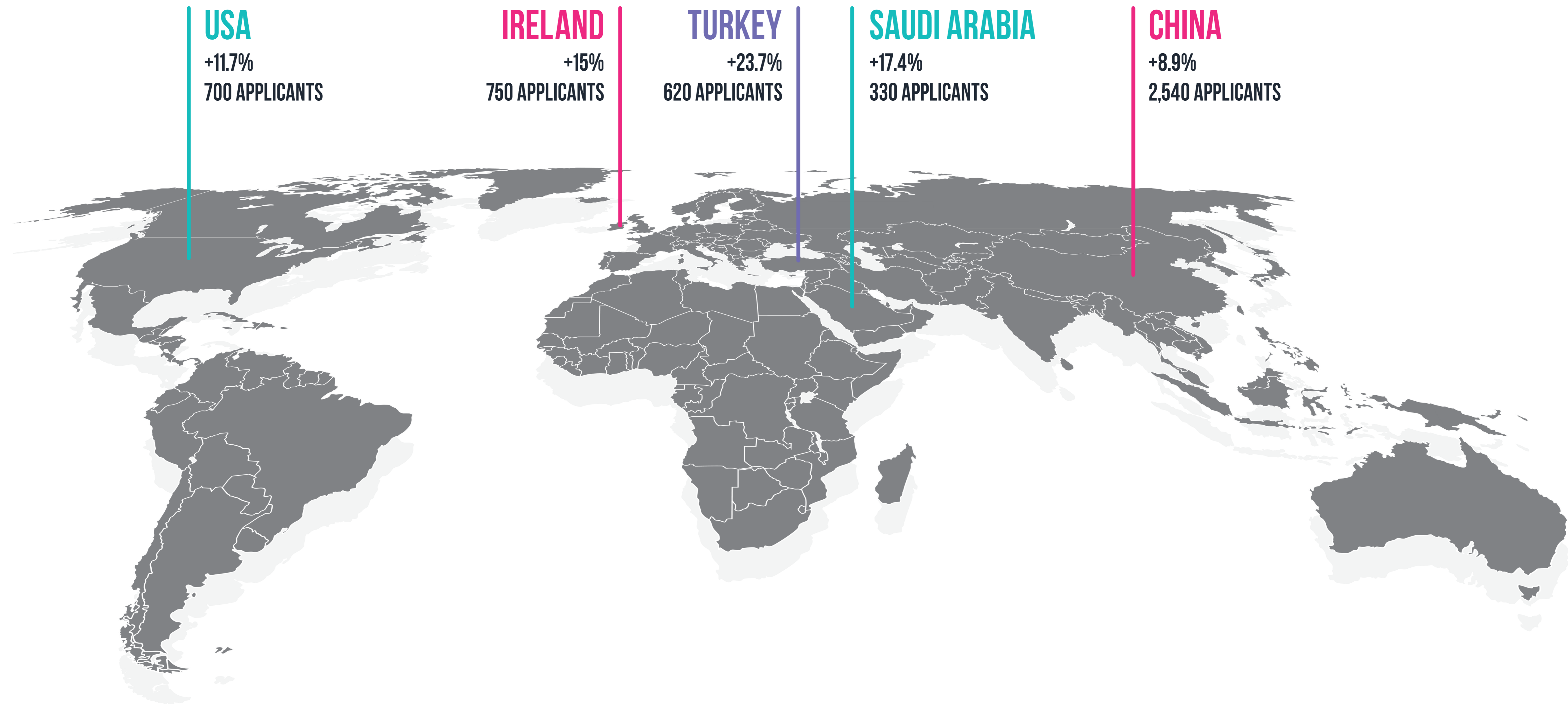


**HONG KONG**

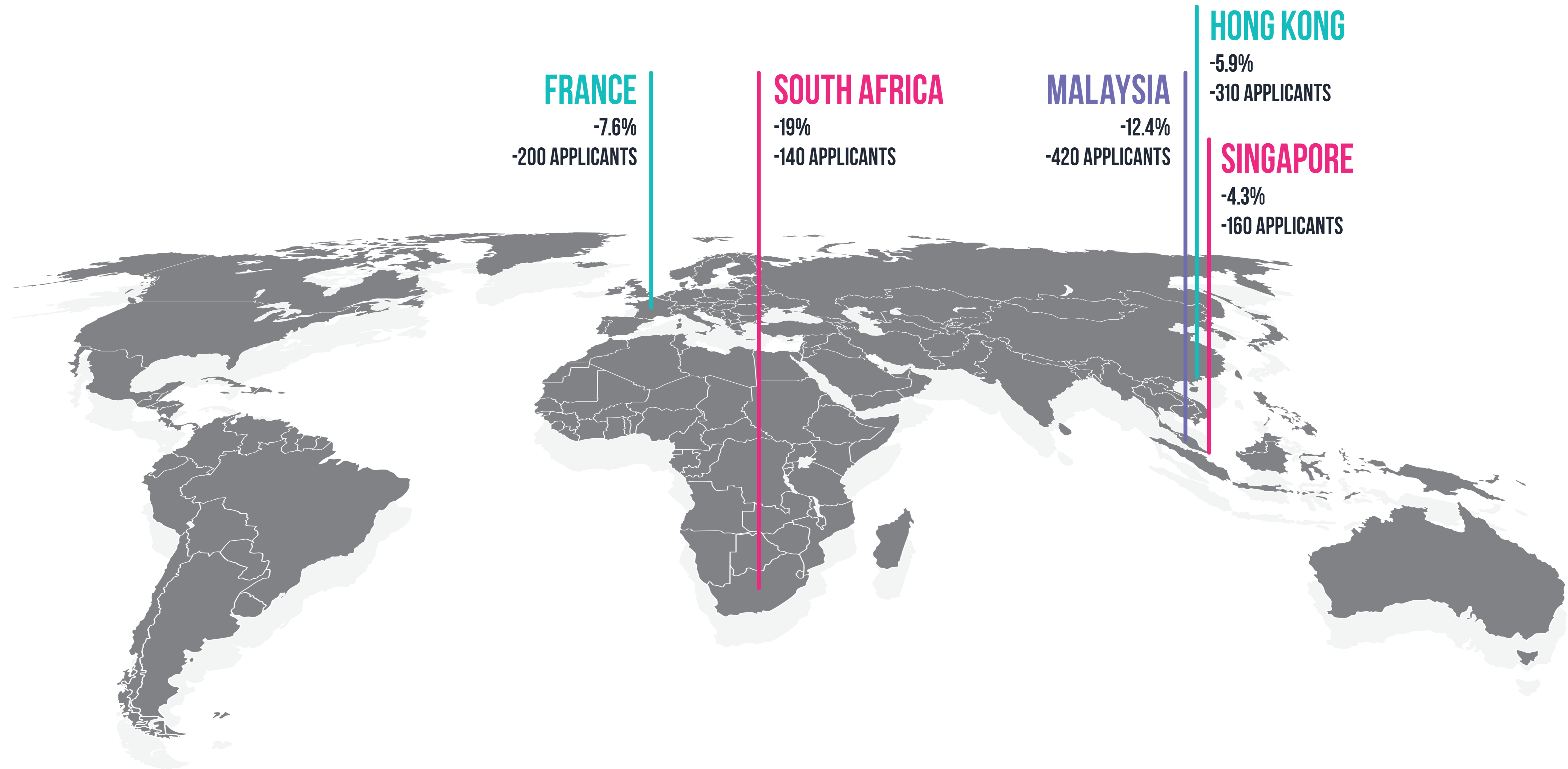
**4,820  
applicants,  
-5.9%**



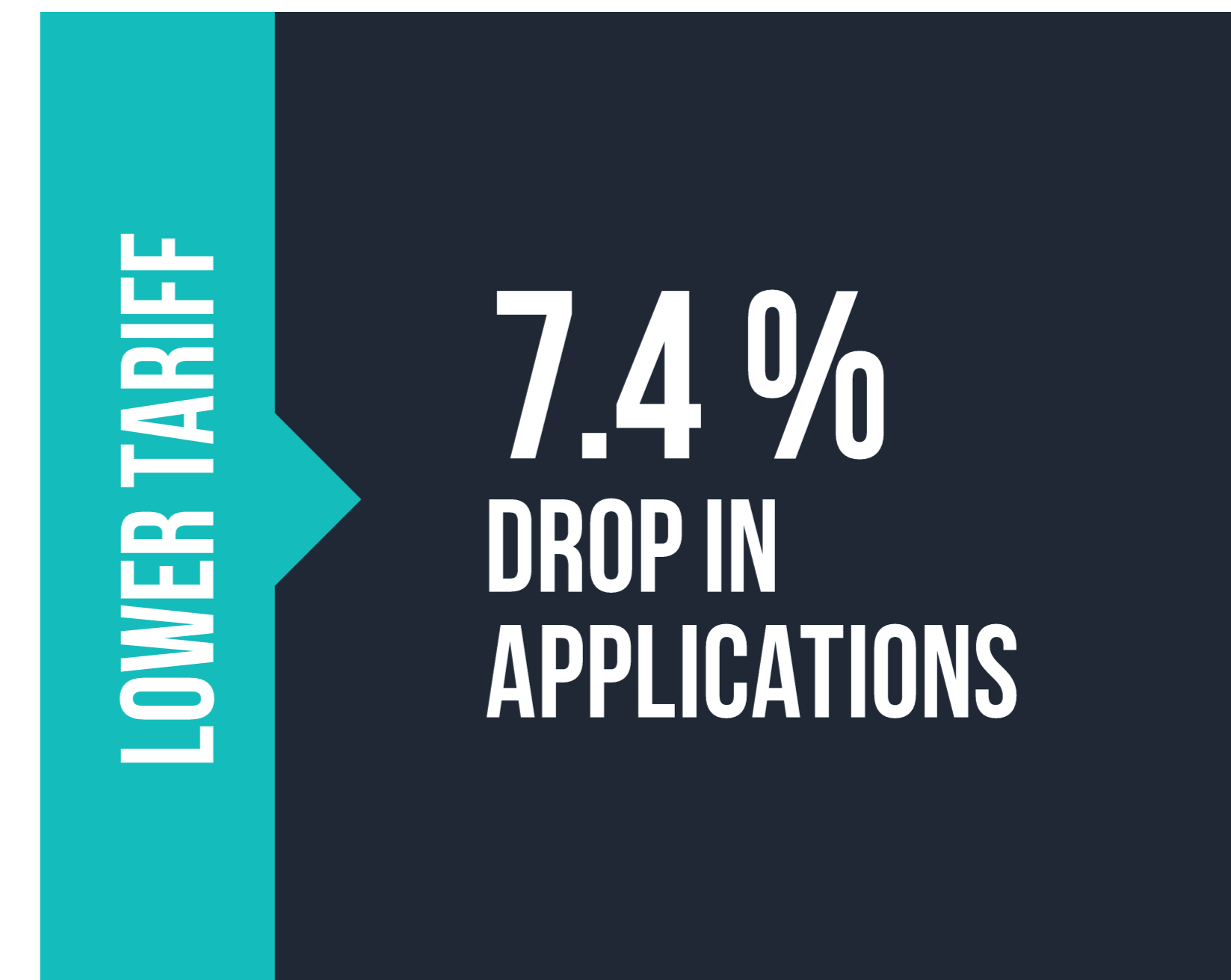
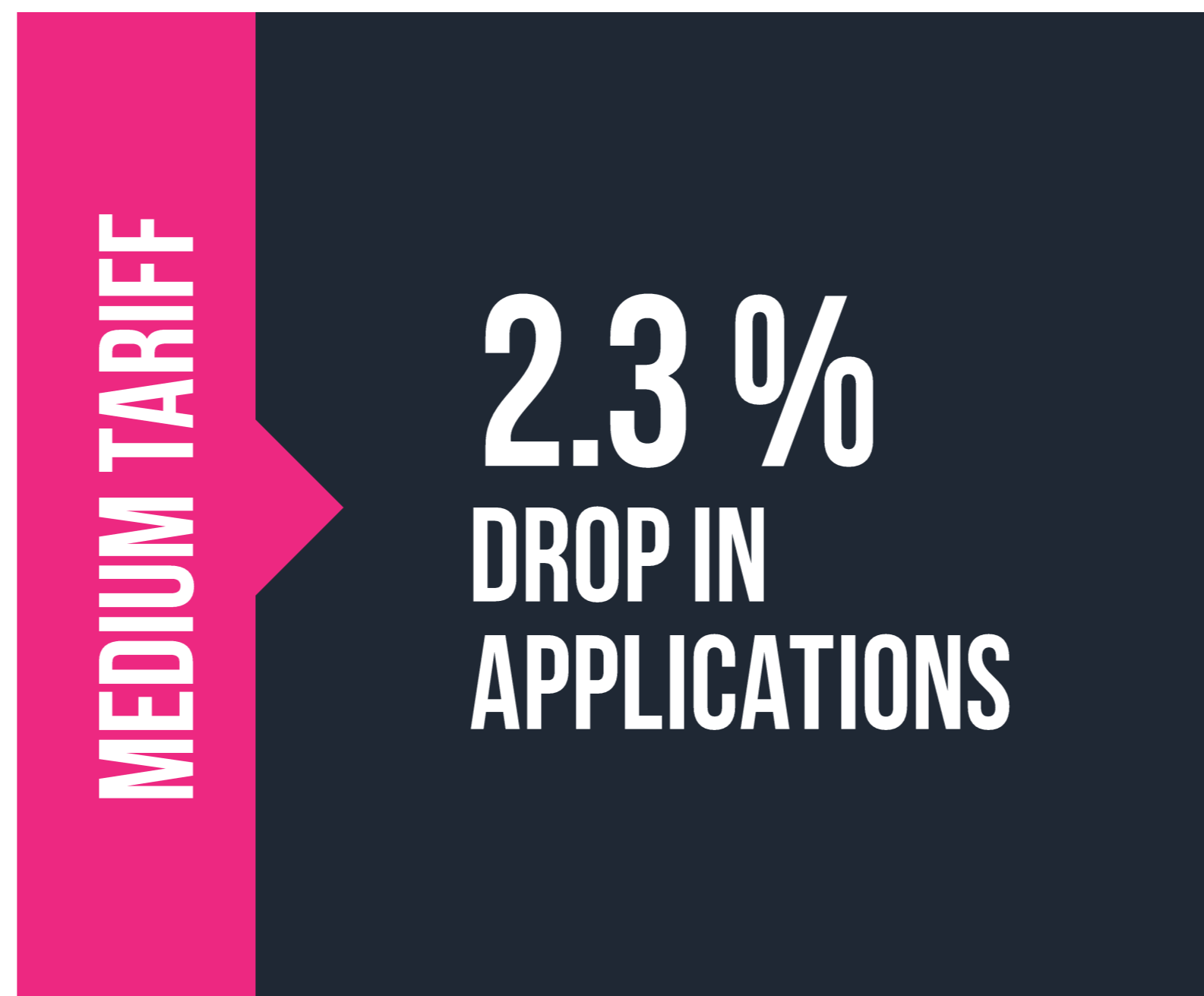
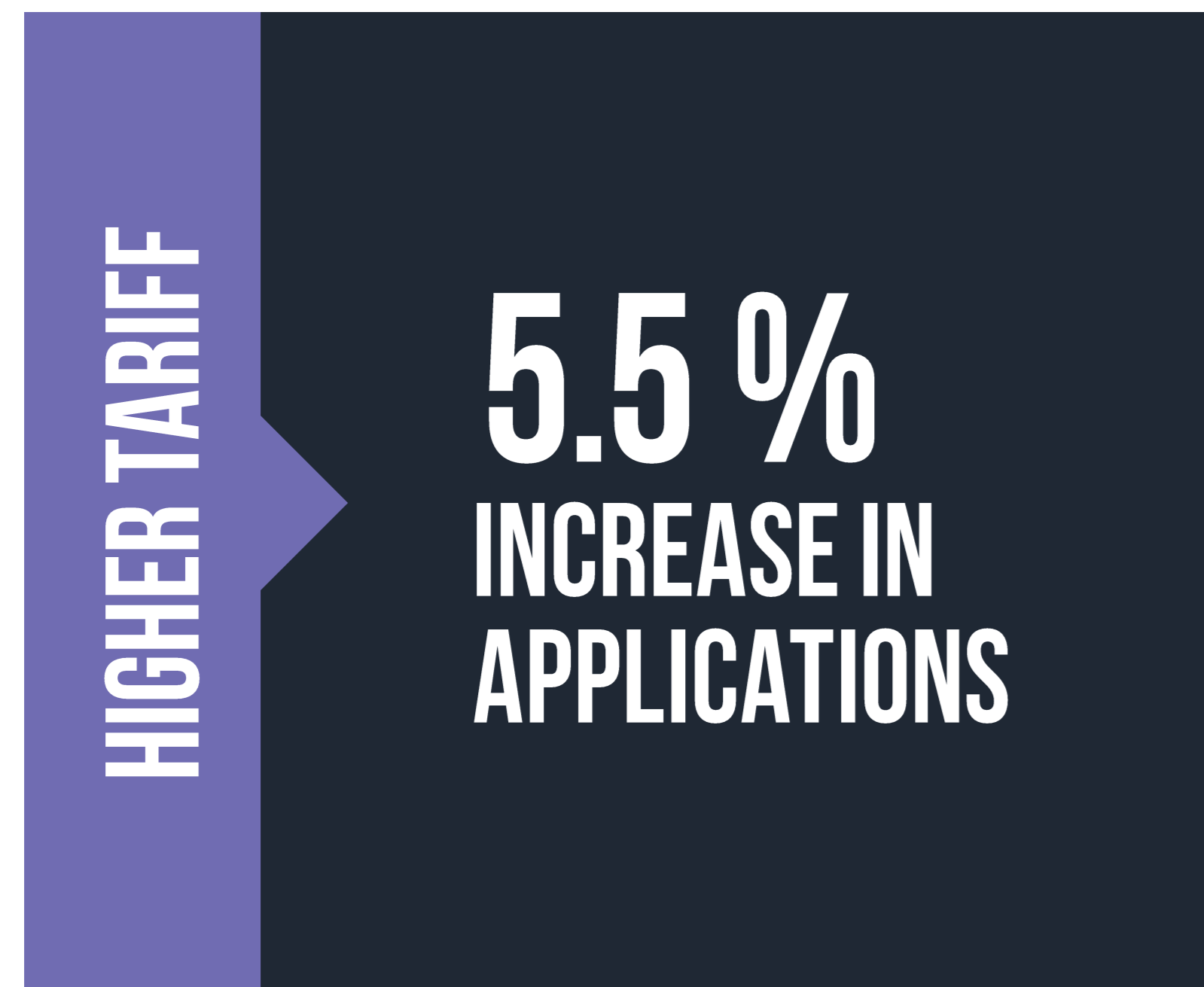
# TOP 5 GROWTH MARKETS – 2024 VS 2025



# TOP 5 DECLINING MARKETS – 2024 VS 2025

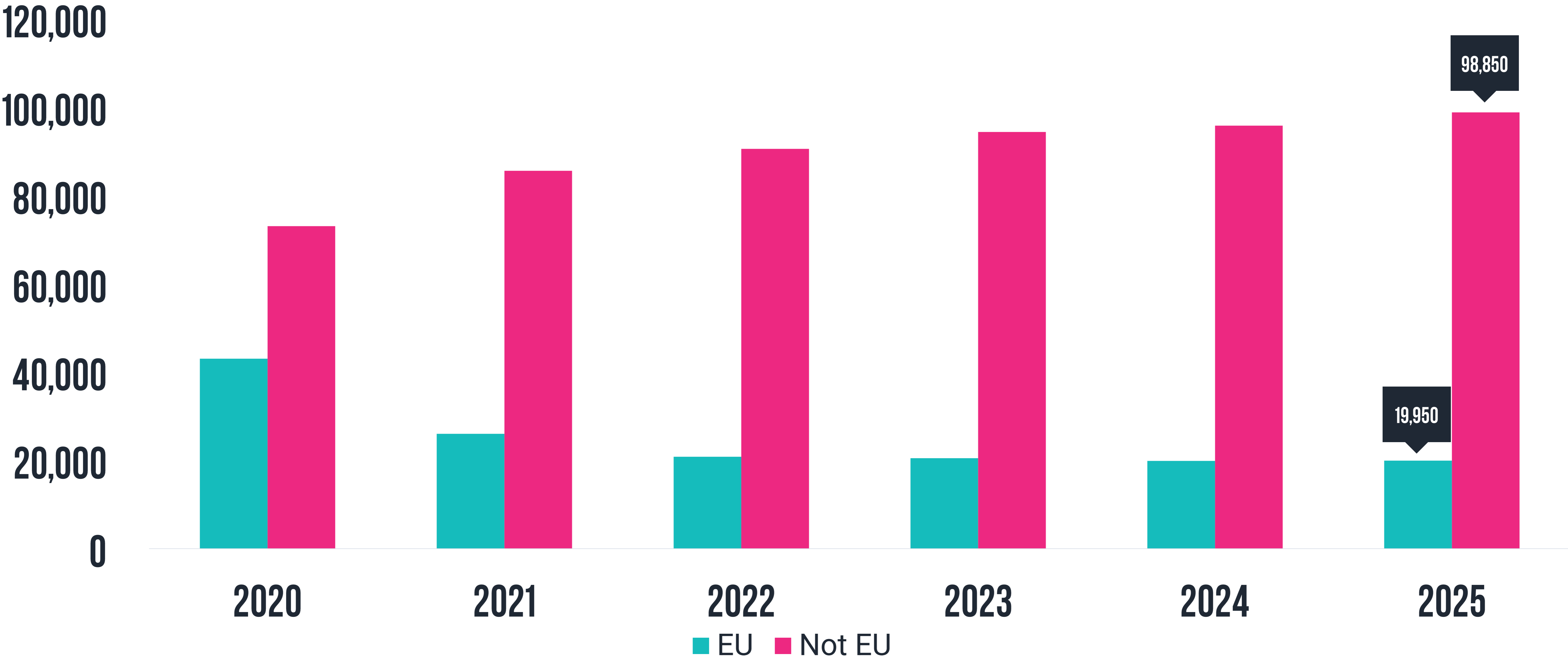


# INTERNATIONAL APPLICATIONS BY TARIFF GROUP

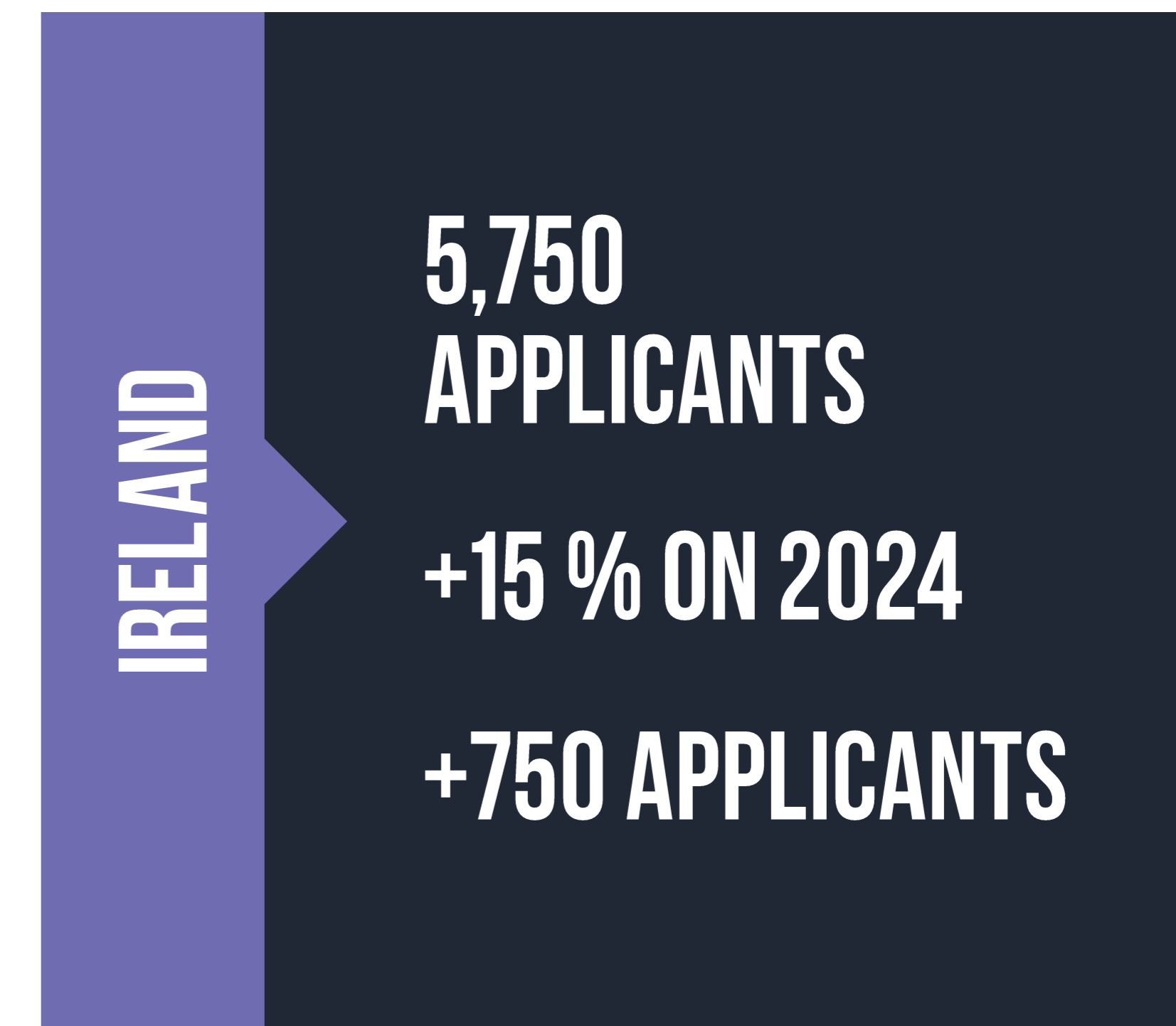
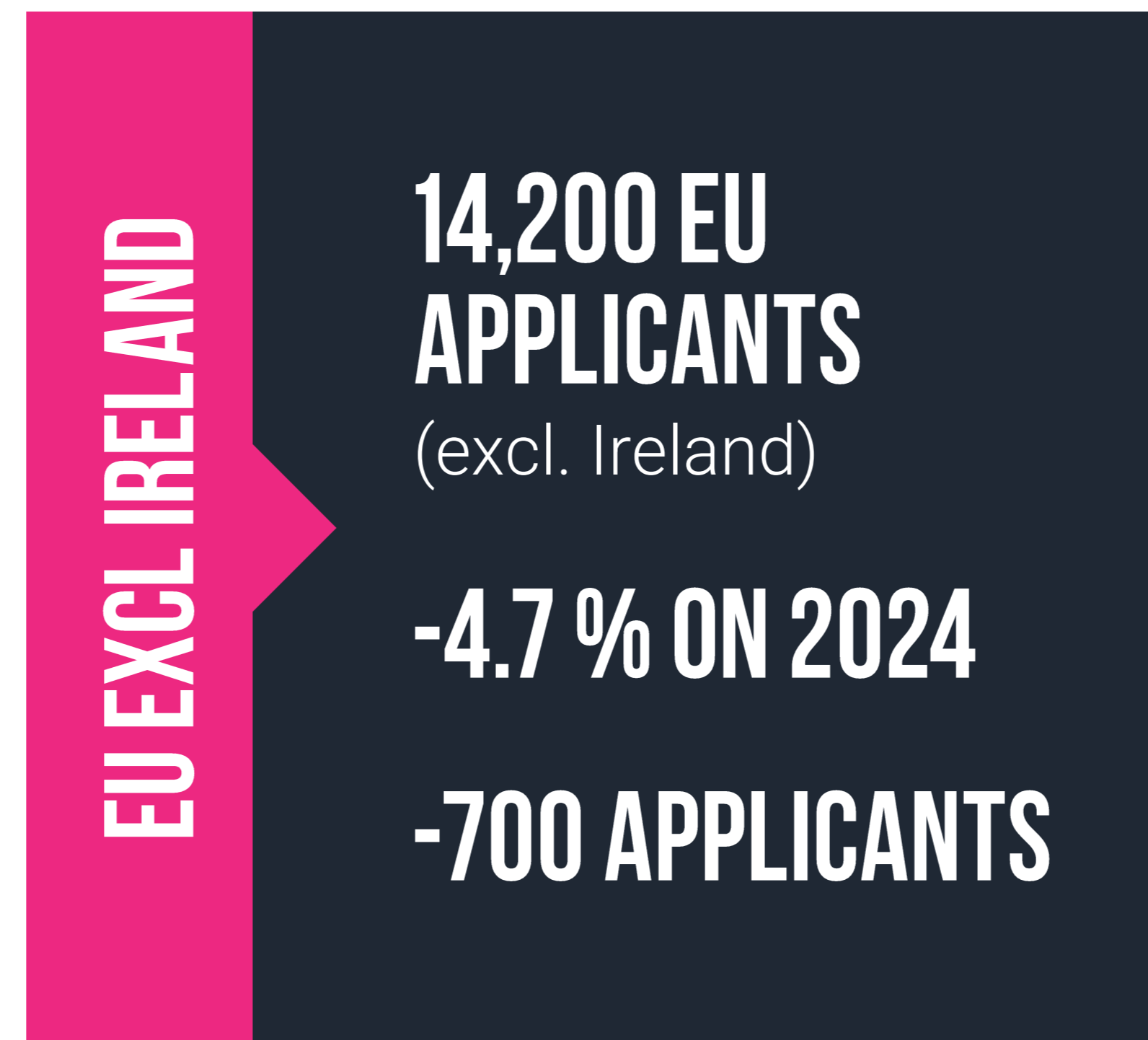
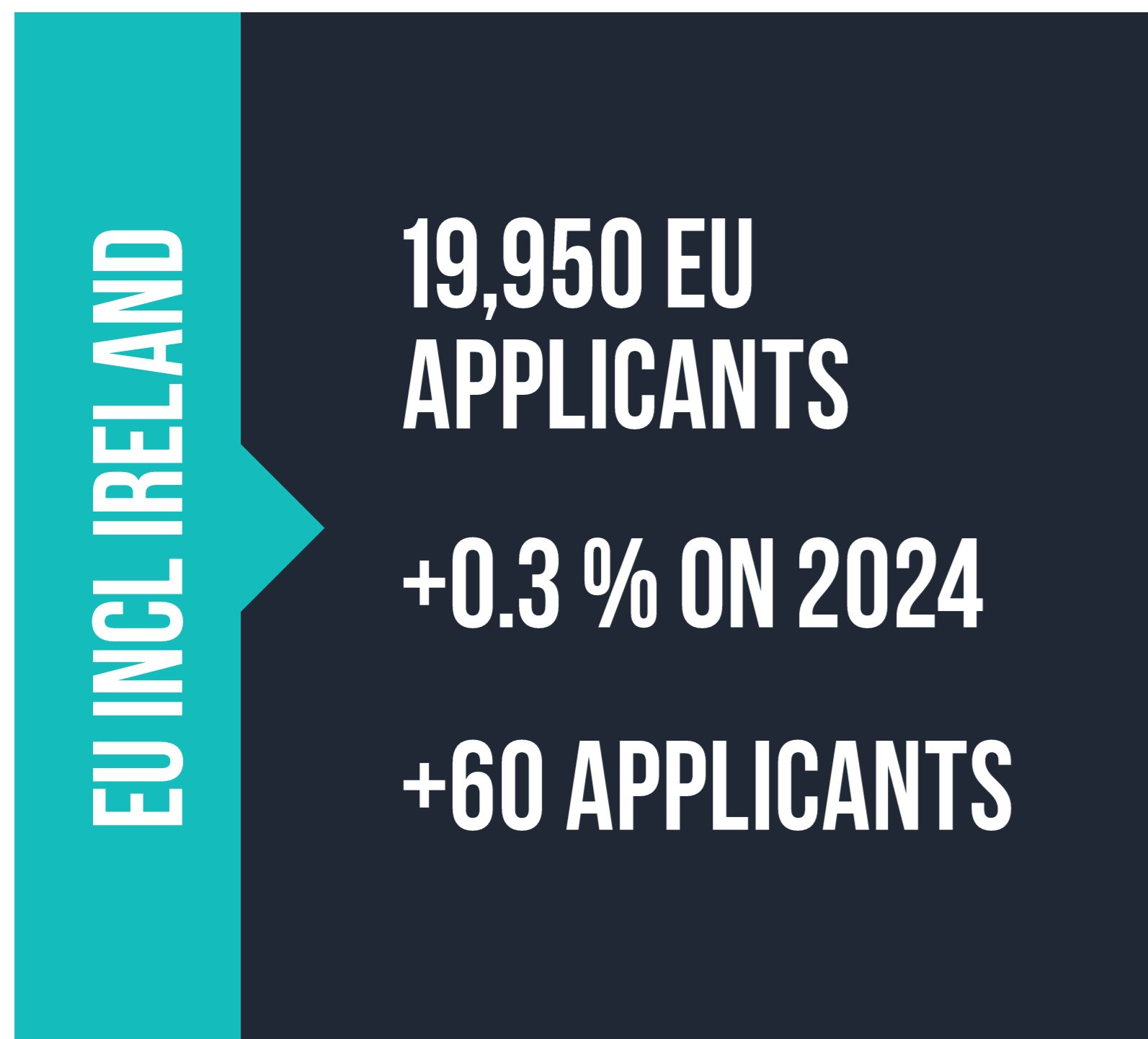




# EU AND NON-EU APPLICANTS



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





# TOP 5 EU MARKETS



## IRELAND

5,750  
applicants,  
+15%



## FRANCE

2,440  
applicants,  
-7.6%



## SPAIN

2,030  
applicants,  
-3.8%



## GERMANY

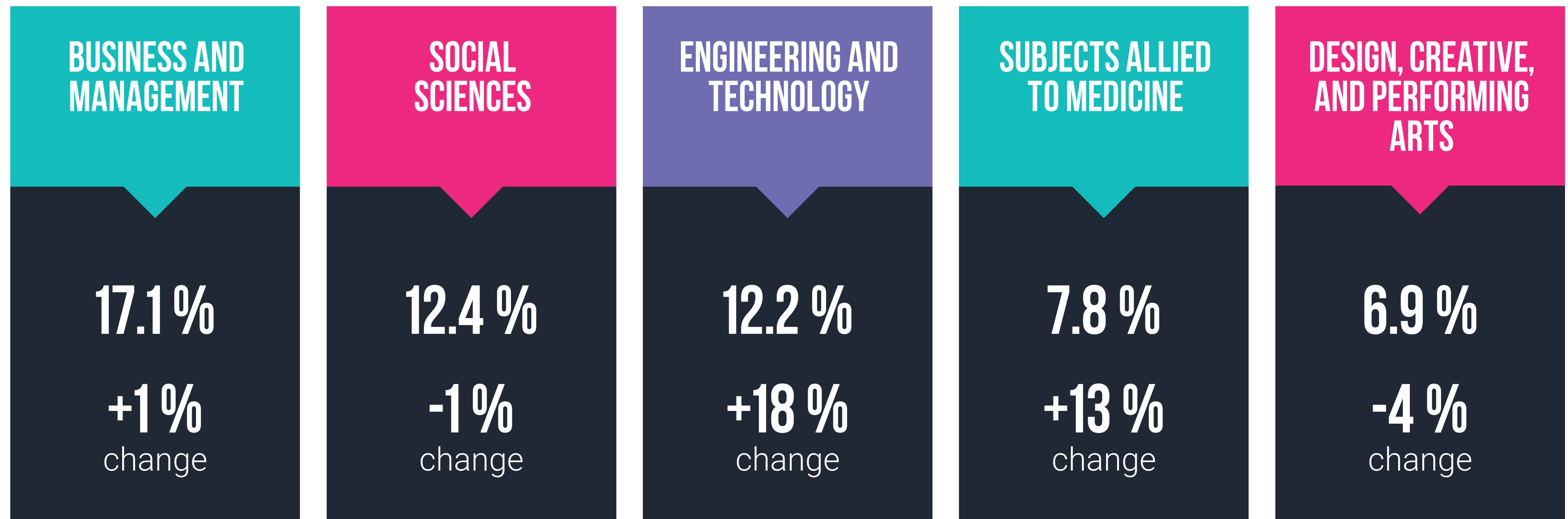
1,410  
applicants,  
-1.8%



## ITALY

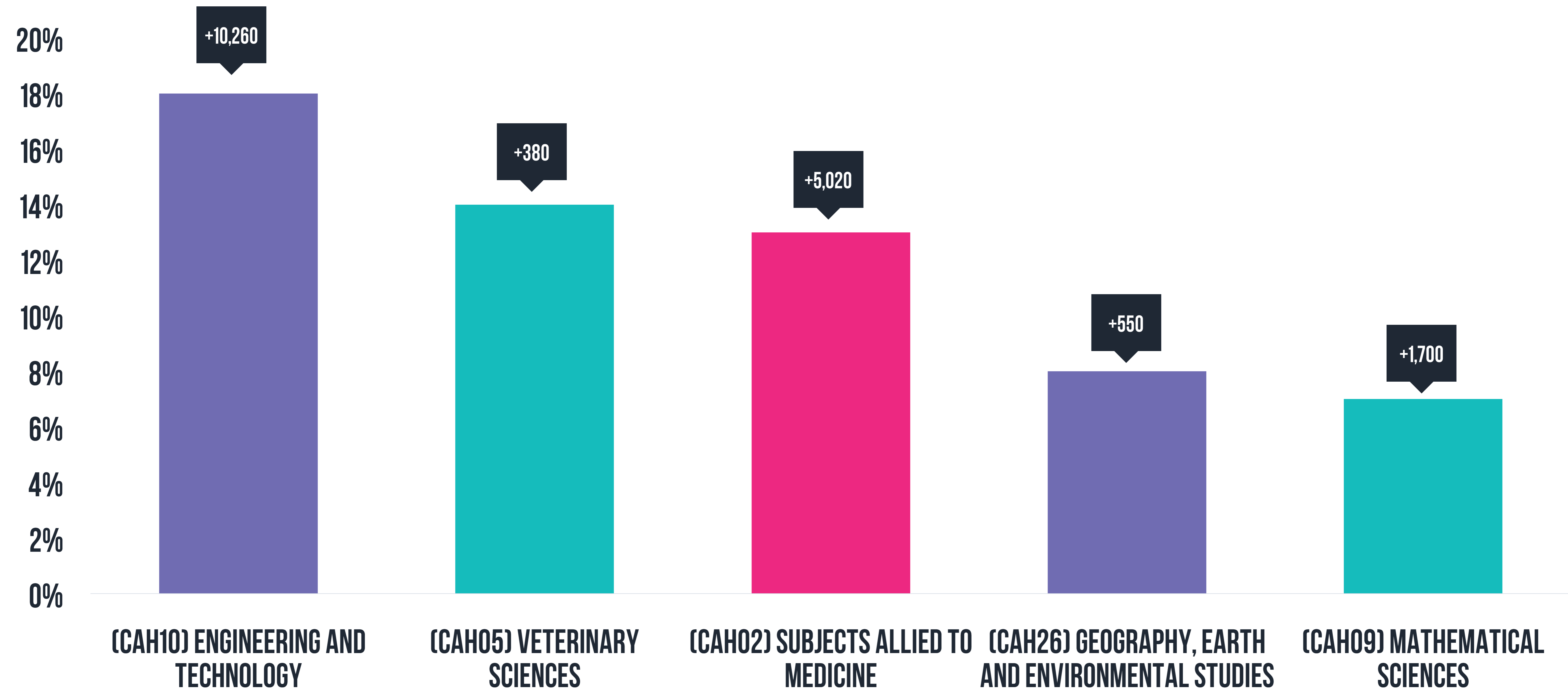
1,320  
applicants,  
+0.2%

# SUBJECT BY PROPORTION OF OVERALL INTERNATIONAL APPLICATIONS

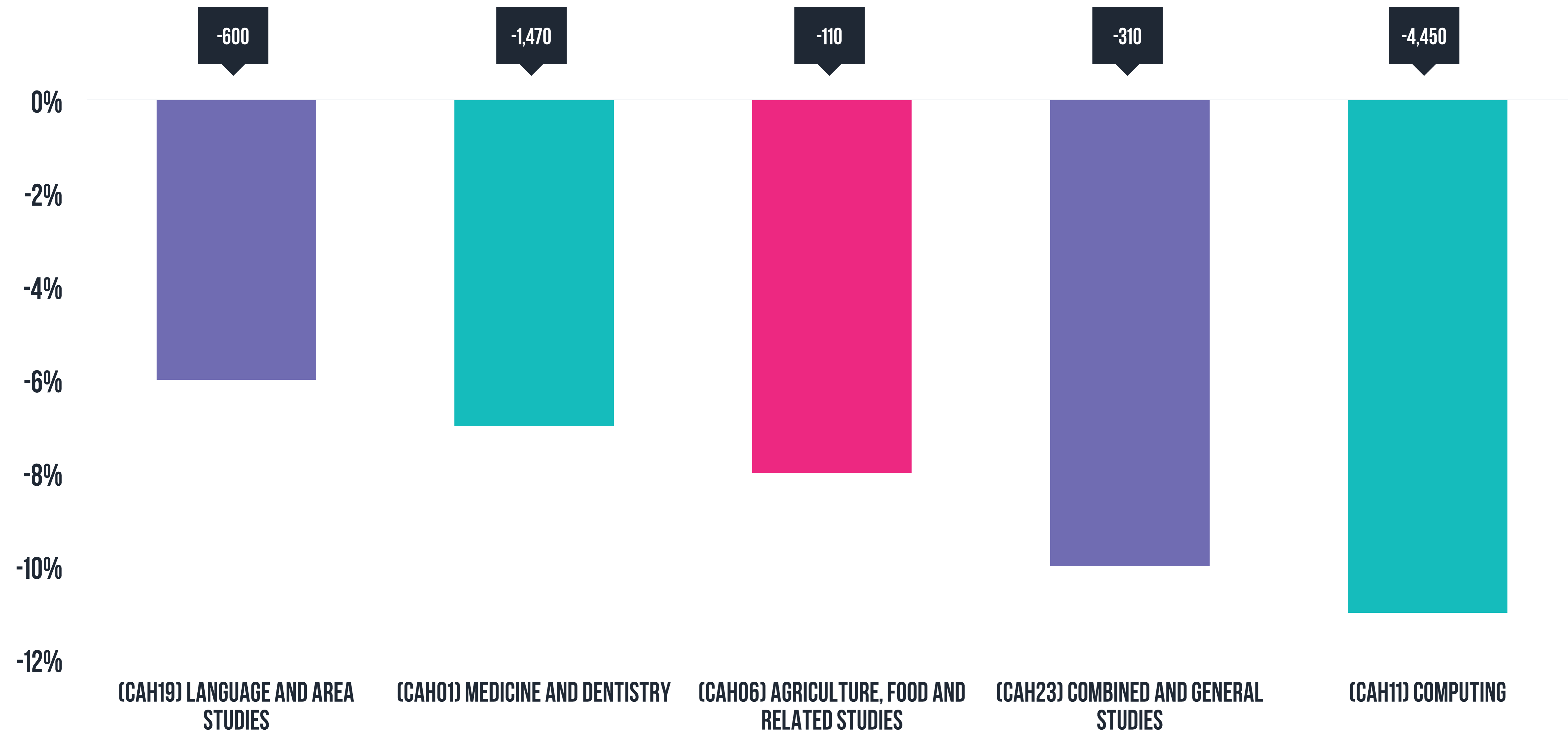




# SUBJECT TRENDS - GROWTH

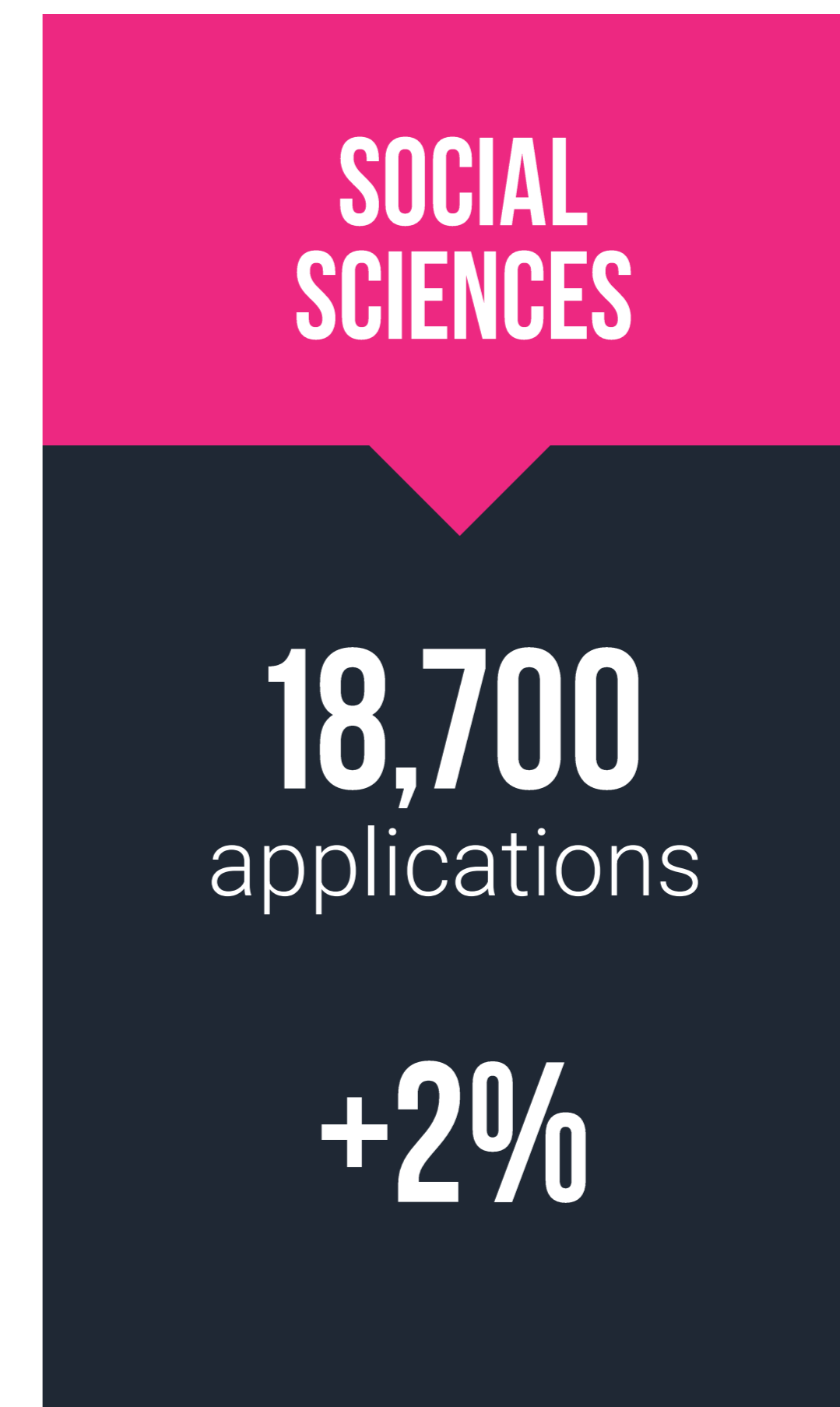


# SUBJECT TRENDS - DECREASING

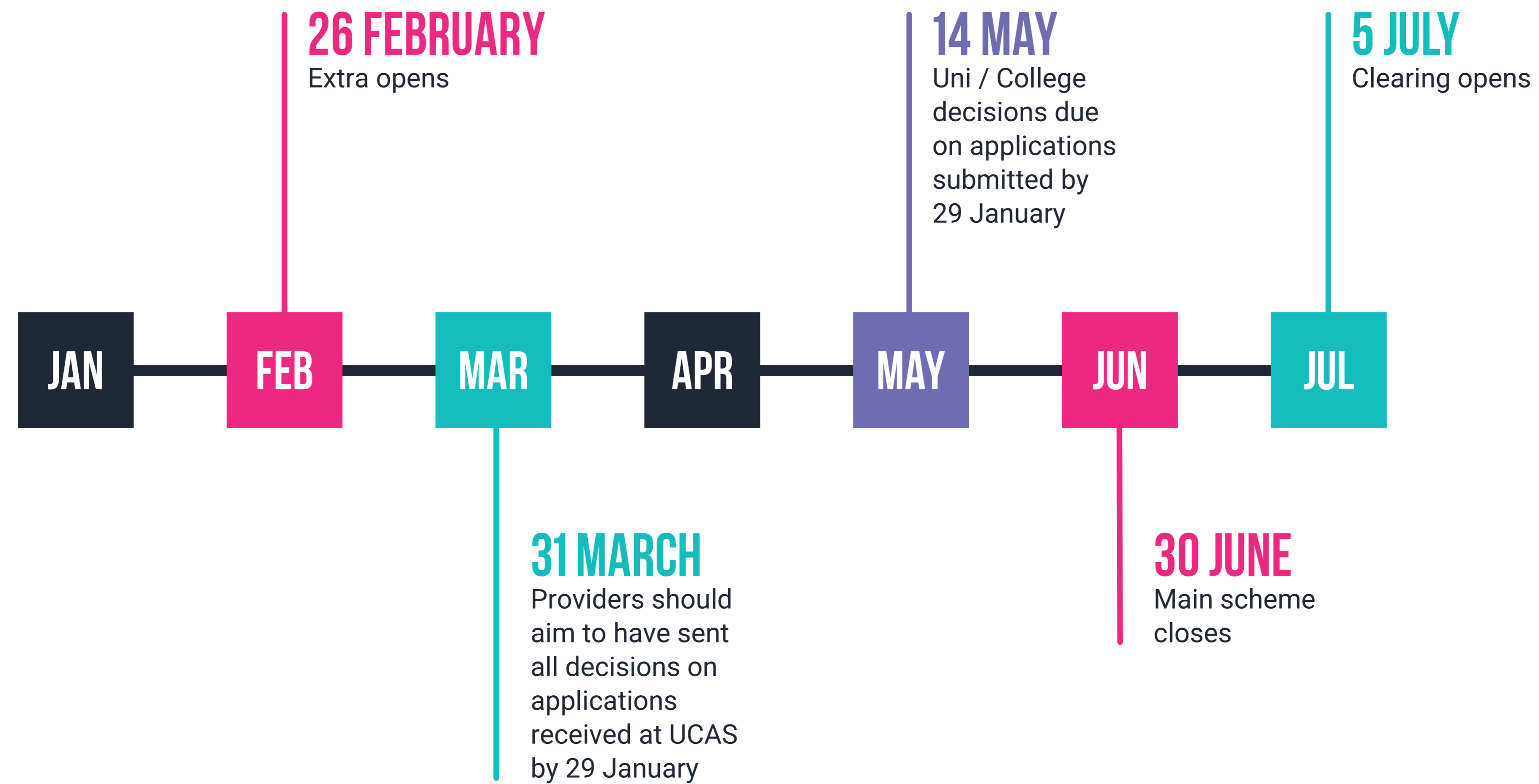




# SUBJECT PROFILE: CHINA



# UPCOMING KEY DATES



**ANY QUESTIONS?**

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