

Department for Business & Trade (DBT): Inward Investment Results 2024/25¹: West Midlands

Summary:

- For the West Midlands 7 Met. Area, the number of single site FDI projects decreased from 70 in 2023/24 to 58 in 2024/25. The number of new jobs created decreased from 6,082 in 2023/24 to 2,758 in 2024/25 in the West Midlands 7 Met. Area.
- There were 130 FDI projects into the West Midlands region in 2024/25, a decrease of 2.3% (-3 projects) compared to 2023/24. When compared to five years ago, FDI projects were 27 lower (-17.2%) The UK overall had an annual decrease by 11.6% (-180), from 1,555 in 2023/24 to 1,375 in 2024/25. When compared to five years ago the UK was 477 lower (-25.8%).
- The West Midlands region accounts for 9.5% of the UK total for FDI projects – the second largest share of UK regions in 2024/25.
- In the West Midlands region, there were 5,821 new jobs created from FDI projects in 2024/25. This is a decrease of 23.2% (-1,760 new jobs) from 2023/24. However, when compared to five years ago, new jobs were 1,938 higher (+49.9%). The UK experienced an annual decrease of 3.0% (from 71,478 in 2023/24 to 69,355 in 2024/25) but 13,238 higher than five years ago (+23.6%).

Full Briefing

ITL2 Geography

- For the West Midlands 7 Met. Area, the number of single site FDI projects decreased from 70 in 2023/24 to 58 in 2024/25. The number of new jobs created decreased from 6,082 in 2023/24 to 2,758 in 2024/25 in the West Midlands 7 Met. Area.
- Where data is available², the West Midlands 7 Met. Area was fourth highest across 31 ITL2 areas for single site FDI projects. With Inner London – West first with 264, followed by Inner London – East with 100 and Greater Manchester with 75.
- The West Midlands 7 Met. Area was fifth highest across the 31 ITL2 areas for new jobs created. With Inner London – West first with 15,526, followed by Greater Manchester with 5,147, Inner London – East with 4,429 and West Yorkshire with 2,988.

West Midlands Region

All FDI Projects

- There were 130 FDI projects into the West Midlands region in 2024/25, a decrease of 2.3% (-3 projects) compared to 2023/24. When compared to five years ago, FDI projects were 27 lower (-17.2%) The UK overall had an annual decrease by 11.6% (-180), from 1,555 in 2023/24 to 1,375 in 2024/25. When compared to five years ago the UK was 477 lower (-25.8%).
- The West Midlands region accounts for 9.5% of the UK total for FDI projects – the second largest share of UK regions in 2024/25 (only behind London at 31.3%).

¹ Source: [Department for Business & Trade \(DBT\) inward investment results 2024 to 2025](#) – released June 2025.

² Excluding: Cumbria, Lancashire, Bedfordshire & Hertfordshire, Essex, Surrey, East & West Sussex, Kent, Cornwall & Isles of Scilly, Devon, Highlands & Islands and Southern Scotland.

All FDI projects by UK regions:

	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	Latest Percentage Change
Multiple UK sites	58	49	63	54	58	45	-22.4%
North East	73	51	71	61	67	63	-6.0%
North West	154	139	145	137	128	127	-0.8%
Yorkshire and The Humber	104	86	104	103	107	108	0.9%
East Midlands	85	72	99	84	73	66	-9.6%
West Midlands	157	145	143	181	133	130	-2.3%
East of England	79	72	81	75	79	39	-50.6%
London	638	492	444	528	503	427	-15.1%
South East	211	163	149	130	133	85	-36.1%
South West	70	76	96	91	72	55	-23.6%
Scotland	121	92	119	130	125	128	2.4%
Wales	62	72	43	47	53	65	22.6%
Northern Ireland	40	29	32	33	24	37	54.2%
Total	1,852	1,538	1,589	1,654	1,555	1,375	-11.6%

- FDI projects by project type shows for the West Midlands region, new investment projects³ decreased from 89 in 2023/24 to 74 in 2024/25. Over this period, expansion projects⁴ increased from 35 to 40 and data shows for only 2024/25 there were 16 mergers & acquisition projects⁵.
- FDI projects by investor type shows for the West Midlands region, new investors projects increased from 37 in 2023/24 to 40 in 2024/25. Over this period, existing investors projects decreased from 96 to 90.

New Jobs Created⁶

- In the West Midlands region, there were 5,821 new jobs created from FDI projects in 2024/25. This is a decrease of 23.2% (-1,760 new jobs) from 2023/24. However, when compared to five years ago, new jobs were 1.938 higher (+49.9%). The UK experienced an annual decrease of 3.0% (from 71,478 in 2023/24 to 69,355 in 2024/25) but 13,238 higher than five years ago (+23.6%).
- The West Midlands region accounts for 8.4% of the UK total for new jobs in 2024/25.

³ New investments are a type of FDI where a foreign investor starts a new business by establishing a new entity, setting up new offices, building, production or operational facilities in the UK.

⁴ Expansions are a type of FDI where an existing investor expands the production or operational facilities of an existing UK foreign direct enterprise with additional investments.

⁵ Mergers and acquisitions are a type of FDI made by foreign investors to either merge with or acquire at least 10% of existing equity or assets of an existing UK company. Please note, for 2023/24 data was disclosed.

⁶ The number safeguarded jobs have been suppressed in 2023/24 and 2024/25 meaning a total jobs figure is unavailable for the West Midlands.

New jobs created from FDI projects by UK region:

	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	Latest Percentage Change
Multiple UK sites	8,916	14,855	20,749	13,198	9,184	9,220	0.4%
North East	2,979	1,373	5,843	3,047	4,296	2,064	-52.0%
North West	5,013	4,309	5,480	5,820	5,097	7,047	38.3%
Yorkshire and The Humber	2,264	1,412	3,738	7,378	3,732	4,382	17.4%
East Midlands	2,425	2,149	6,888	2,839	2,701	2,805	3.9%
West Midlands	3,883	4,443	5,571	8,252	7,581	5,821	-23.2%
East of England	1,709	2,066	3,421	2,613	5,045	1,676	-66.8%
London	12,989	13,832	18,125	20,647	19,736	22,932	16.2%
South East	6,434	2,538	4,098	3,941	4,405	3,127	-29.0%
South West	1,472	2,242	2,533	3,908	2,190	2,517	14.9%
Scotland	2,946	3,245	4,408	3,428	4,035	4,348	7.8%
Wales	2,736	1,529	1,793	3,062	1,904	2,470	29.7%
Northern Ireland	2,351	1,326	2,112	1,416	1,572	946	-39.8%
Total	56,117	55,319	84,759	79,549	71,478	69,355	-3.0%

- By project type for the West Midlands region, new investment new jobs decreased from 5,909 in 2023/24 to 4,602 in 2024/25. Over this period, expansion new jobs decreased from 1,583 to 1,216.
- By investor type for the West Midlands region, new investors new jobs increased from 847 in 2023/24 to 1,605 in 2024/25. Over this period, existing investors new jobs decreased from 6,734 to 4,216.

All FDI and European Union (EU) Split

- 37.8% (168 of 444 total projects) of West Midlands FDI projects between 2022/33 to 2024/25 were from EU countries. This was lower than the UK-wide figure of 38.8%.
- Between 2022/23 to 2024/25, 31.1% (6,741 of 21,654) of West Midlands new FDI jobs and 63.9% (822 of 1,287) of safeguarded jobs were from EU FDI projects. This results in 33.0% (7,563 of 22,941) of West Midlands FDI total jobs coming from EU countries.

Regional breakdown for all FDI projects with EU split 2022-23 to 2024/25:

	FDI Projects			New Jobs			Safeguarded Jobs			Total Jobs		
	Total	EU	% EU	Total	EU	% EU	Total	EU	% EU	Total	EU	% EU
Multiple UK sites	157	88	56.1%	31,602	21,257	67.3%	5,023	4,674	93.1%	36,625	25,931	70.8%
North East	191	78	40.8%	9,407	2,172	23.1%	975	558	57.2%	10,382	2,730	26.3%
North West	392	165	42.1%	17,964	7,886	43.9%	1,907	794	41.6%	19,871	8,680	43.7%
Yorkshire & The Humber	318	145	45.6%	15,492	5,716	36.9%	1,184	770	65.0%	16,676	6,486	38.9%
East Midlands	223	110	49.3%	8,345	5,917	70.9%	963	691	71.8%	9,308	6,608	71.0%
West Midlands	444	168	37.8%	21,654	6,741	31.1%	1,287	822	63.9%	22,941	7,563	33.0%
East of England	193	65	33.7%	9,334	4,128	44.2%	870	-	-	10,204	-	-
London	1,458	463	31.8%	63,315	22,309	35.2%	2,674	2,654	99.3%	65,989	24,963	37.8%
South East	348	131	37.6%	11,473	5,257	45.8%	1,741	174	10.0%	13,214	5,431	41.1%
South West	218	93	42.7%	8,615	3,725	43.2%	1,604	763	47.6%	10,219	4,488	43.9%
Scotland	383	163	42.6%	11,811	4,350	36.8%	4,471	1,416	31.7%	16,282	5,766	35.4%
Wales	165	77	46.7%	7,436	4,201	56.5%	4,500	2,887	64.2%	11,936	7,088	59.4%
Northern Ireland	94	34	36.2%	3,934	1,122	28.5%	1,255	-	-	5,189	-	-
Total	4,584	1,780	38.8%	220,382	94,781	43.0%	28,454	17,560	61.7%	248,836	112,341	45.1%

- indicates data is not available. Data has been suppressed for certain areas, leading to the UK total being higher than the sum of the regions displayed.

Research & Development

- For the West Midlands region in 2024/25, 31 projects were linked to Research and Development which created 1,319 new jobs.

Research & Development by UK region, 2024/25:

UK Region	Research & Development Projects	Research & Development New Jobs
Multiple UK sites	-	-
North East	16	1,069
North West	22	3,429
Yorkshire and The Humber	13	606
East Midlands	12	210
West Midlands	31	1,319
East of England	15	760
London	111	9,407
South East	34	1,139
South West	11	1,740
Scotland	24	864
Wales	13	897
Northern Ireland	-	-
Total	308	22,394