Greater Los Angeles is the 2nd largest middle market in the U.S.

In Los Angeles, there is a greater presence of midsize businesses in the Wholesale and Real Estate industries relative to the national middle market.

Top 10 Los Angeles Midsize Business Industries

- Professional services: 13%
- Healthcare: 11%
- Manufacturing: 10%
- Administrative services: 8%
- Retail: 8%
- Transportation: 8%
- Accommodation/Food: 8%
- Financial services: 6%
- Accommodation/Food: 5%
- Administrative services: 5%

Diverse-owned midsize businesses in Los Angeles represent approximately 44% of the number of midsize businesses, but account for approximately 29% of the revenue.

Closing the revenue gap for Los Angeles diverse-owned midsize businesses presents an opportunity to generate additional revenue.

Opportunities exist to provide more support to midsize businesses in Los Angeles.

Top challenges reported by Los Angeles midsize businesses:

- Maneuvering in a competitive business environment: 48%
- Improving profitability: 36%

Top barriers to accessing advisory services reported by Los Angeles midsize businesses include:

- Uncertain of the services needed: 33%
- Lack of offerings from current providers: 30%
- Personal relationships: 24%
- Banking relationships: 10%

While many midsize businesses tap into personal relationships to access advisory support services, a quarter of diverse-owned businesses look to their banking relationships for advisory support, compared to only 10% of non-diverse-owned businesses.

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