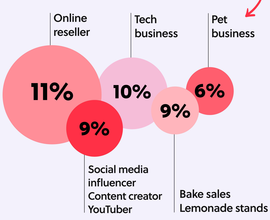
The Youth Economy Report 2025

The Kidpreneur's Summer of Freedom

Kids' most popular summer side hustles



21% Just over one in five six-year-olds plan to build a tech empire this summer

63% of 6-18-year-olds plan to launch a new business over the holidays

Lila, age 7

"I've been running L'il Toybox for about six months. I pick what toys to print on my 3D printer, then Dad helps me with my Etsy shop - we sell at fairs too. I spend about eight hours a week on it and have made nearly £500 so far. I'm excited to sell even more at the school Summer Fete!"

Kids turn to entrepreneurism over summer...

To earn extra money **68%**

To give them something to do **37%**

To learn a new skill **35%**

From playground to profit*

Kids earned over £1m from tasks last summer

Kids saved 38% of their summer 2024 earnings

Kids saved over £22m in summer 2024

46% of kids plan to put summer earnings into savings for future

30% plan to reinvest their summer earnings in their business

35%* increase in average task earnings over the last three summers

Just over **1 in 8** kids & teens have already earned over £1K from their side hustles

£235 is the average amount kids expect to earn from their side-hustle this summer

Matthew, age 12

"I started my business this spring, just washing cars for family and neighbours. I made flyers and got a few regulars. So far, I've earned around £250 - often making £20 on a weekend! I'm currently saving for rugby gear and some things I want. It's really taught me the value of hard work and budgeting."

Top 5 highest-paid tasks in 2024*

01	02	03	04	05
£5.50	£3.48	£3.43	£2.93	£2.44
Babysitting	Ironing	Wash the car	Cleaning	Gardening

Skyla, age 16

"I started my face painting business with a £30 Snazaroo kit for my 15th birthday. Since then, I've gradually increased my prices from £65 to £125 for two hours, and I've made over £1,000. I earned £200 at a big Camden event and recently made over £150 at a school fete. I'm saving for a festival with friends!"

73%** of kids plan to spend up to a day a week on their side hustle this summer

68% of kids plan to be an entrepreneur when they're older

34% of kids say financial education is the top must-have skill for entrepreneurs

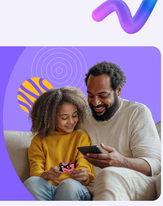
Team work makes the dream work

80% of kids say they'll have help with their side-hustle over the summer:

29% from parents

16% from friends

12% from siblings



Unless stated otherwise, research commissioned by GoHenry with Censuswide with a sample of 2,000 UK 6-18-year-olds who have a side hustle or are considering starting a side hustle this summer. Survey fieldwork took place between 18.06.2025 - 24.06.2025

*GoHenry internal data based on a sample of 1.3m 6-18-year-olds active during the summer months in 2022, 2023 and 2024. Summer 2024 totals based on a sample of over 755,000 kids and teens.
**"Combining answer options "1-6 hours per week", "7-12 hours per week", "13-23 hours per week" and "1 full day per week"