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INTERNATIONAL INSIGHTS: END OF CYCLE DATA 2025

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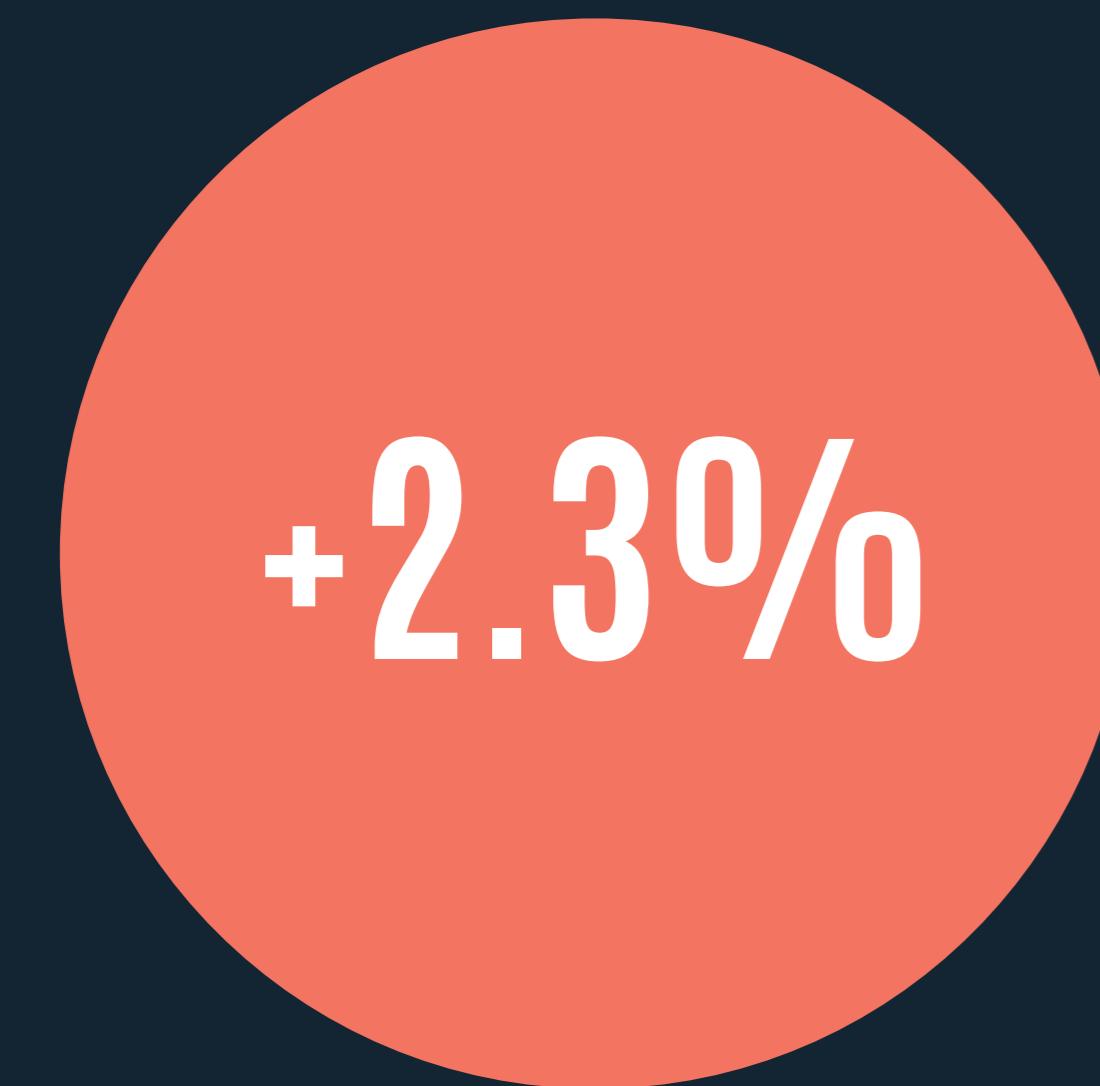
Head of International Strategy

Felicity Lloyd

International Development Manager



ACCEPTANCES AT END OF CYCLE 2025



TOTAL

577,725

564,940 in 2024



UK 18-YEAR-OLDS

289,200

279,550 in 2024



UK 21 AND OVER

106,120

109,780 in 2024



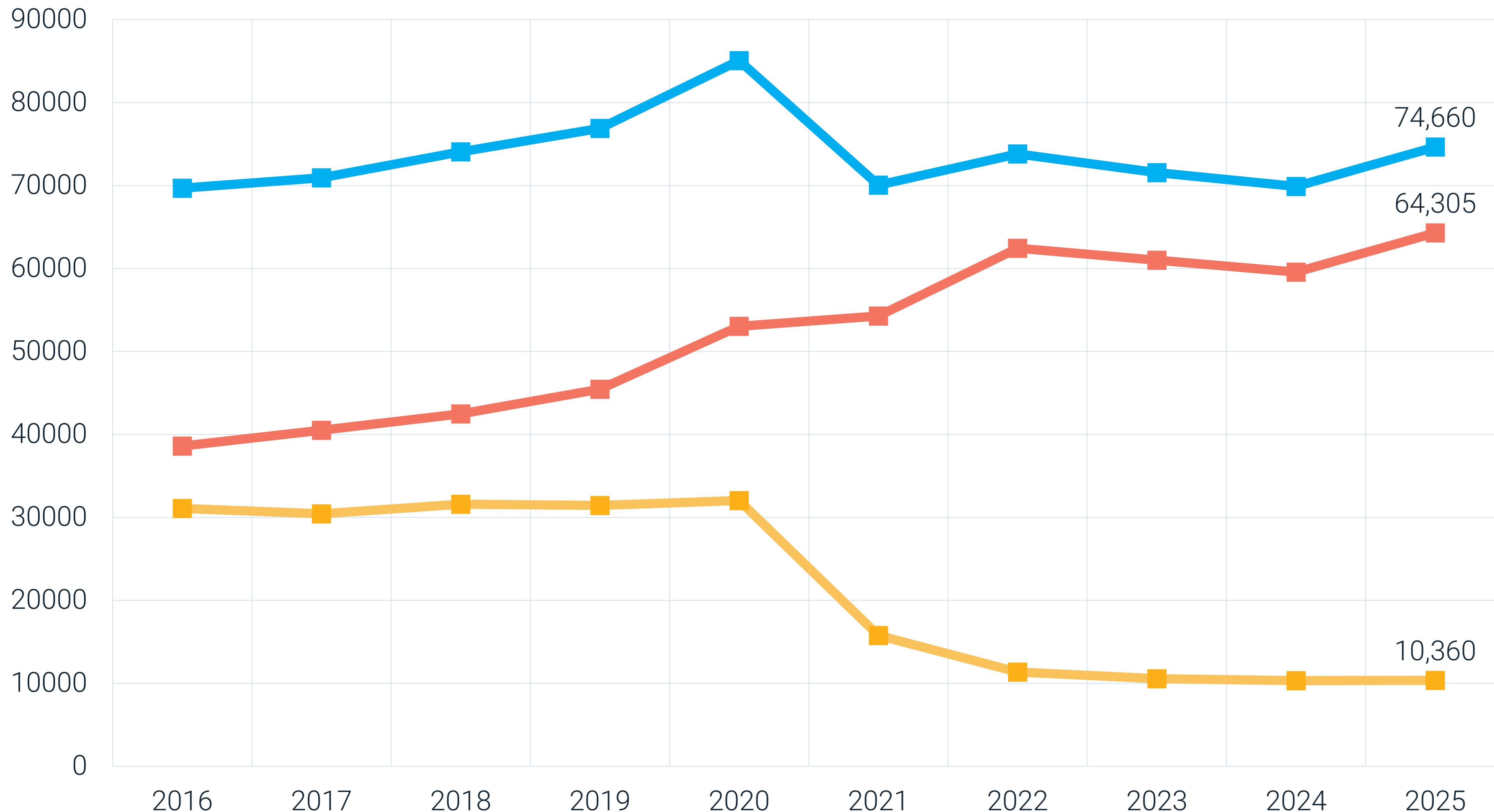
INTERNATIONAL

74,660

69,905 in 2024

ACCEPTED APPLICANTS - INTERNATIONAL

International accepted applicants: Non-EU and EU



+6.8%

All International
74,660 applicants
+4,760 vs 2024

+7.9%

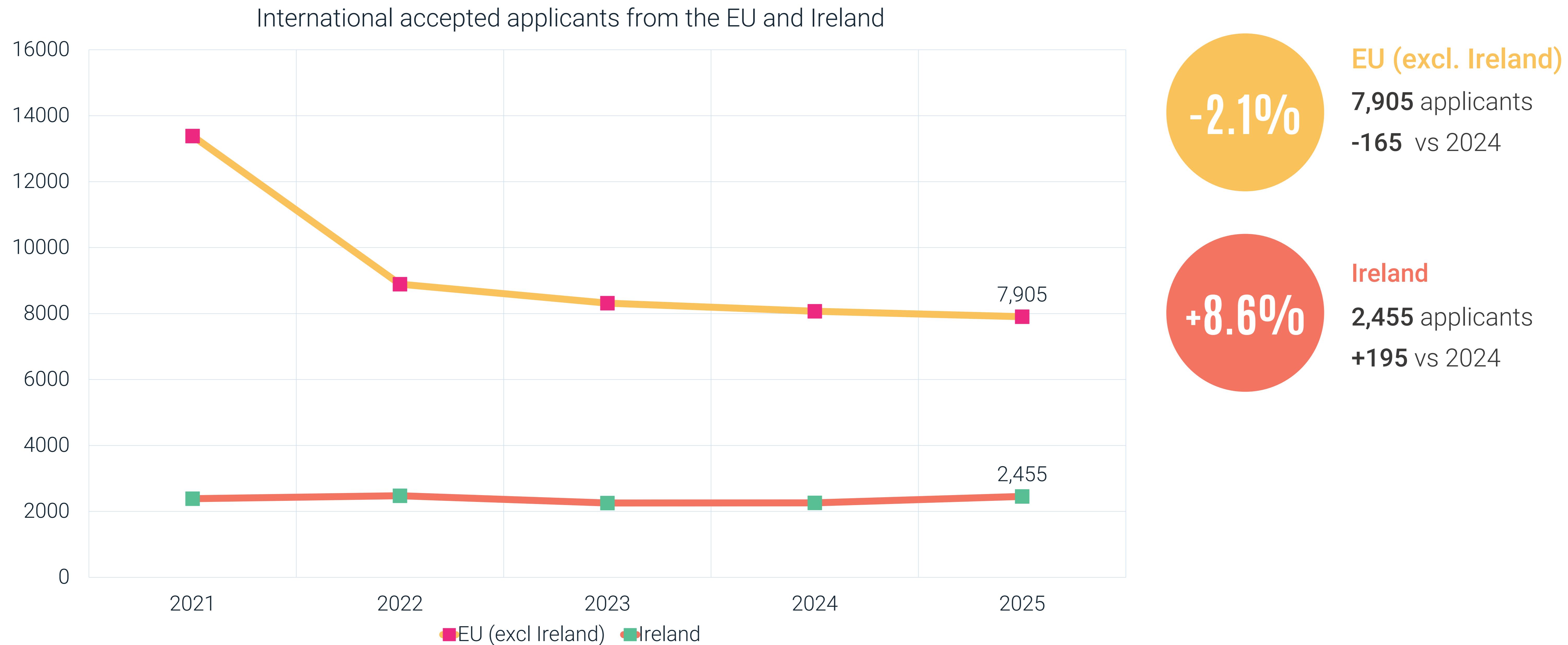
Non EU
64,305 applicants
+4,730 vs 2024

+0.3%

EU
10,360 applicants
+30 vs 2024

The proportion of all acceptances that are international is 12.9% in 2025, which is an increase of 0.5pp vs 2024 but still below the 14.9% seen in 2020.

ACCEPTED APPLICANTS - EU (IRELAND & OTHER)



INTERNATIONAL MARKET REVIEW

TOP 5 LARGEST INTERNATIONAL MARKETS



CHINA
19,480 Accepts



INDIA
5,295 Accepts



HONG KONG
2,870 Accepts



USA
2,775 Accepts



IRELAND
2,455 Accepts

INTERNATIONAL MARKET REVIEW

TOP 5 GROWTH MARKETS

**CHINA****+2,415**

Increase of 14%

**NEPAL****+1,210**

Increase of 133%

**PAKISTAN****+940**

Increase of 70%

**BANGLADESH****+410**

Increase of 103%

**TURKEY****+375**

Increase of 26%

INTERNATIONAL MARKET REVIEW

TOP 5 DECLINING MARKETS

**INDIA****-510**

Decrease of 9%

**MALAYSIA****-305**

Decrease of 11%

**HONG KONG****-225**

Decrease of 7%

**THAILAND****-110**

Decrease of 16%

**KUWAIT****-100**

Decrease of 9%

INTERNATIONAL ACCEPTANCES: SUBJECT REVIEW

TOP 5 SUBJECTS

BUSINESS & MANAGEMENT



17,710 Accepts
Up 10.9% from 15,980 in 2024

SOCIAL SCIENCES



8,020 Accepts
Up 10.2% from 7,270 in 2024

ENGINEERING & TECHNOLOGY



8,020 Accepts
Up 10.2% from 7,270 in 2024

DESIGN, CREATIVE & PERFORMING ARTS



5,010 Accepts
Up 4.3% from 5,670 in 2024

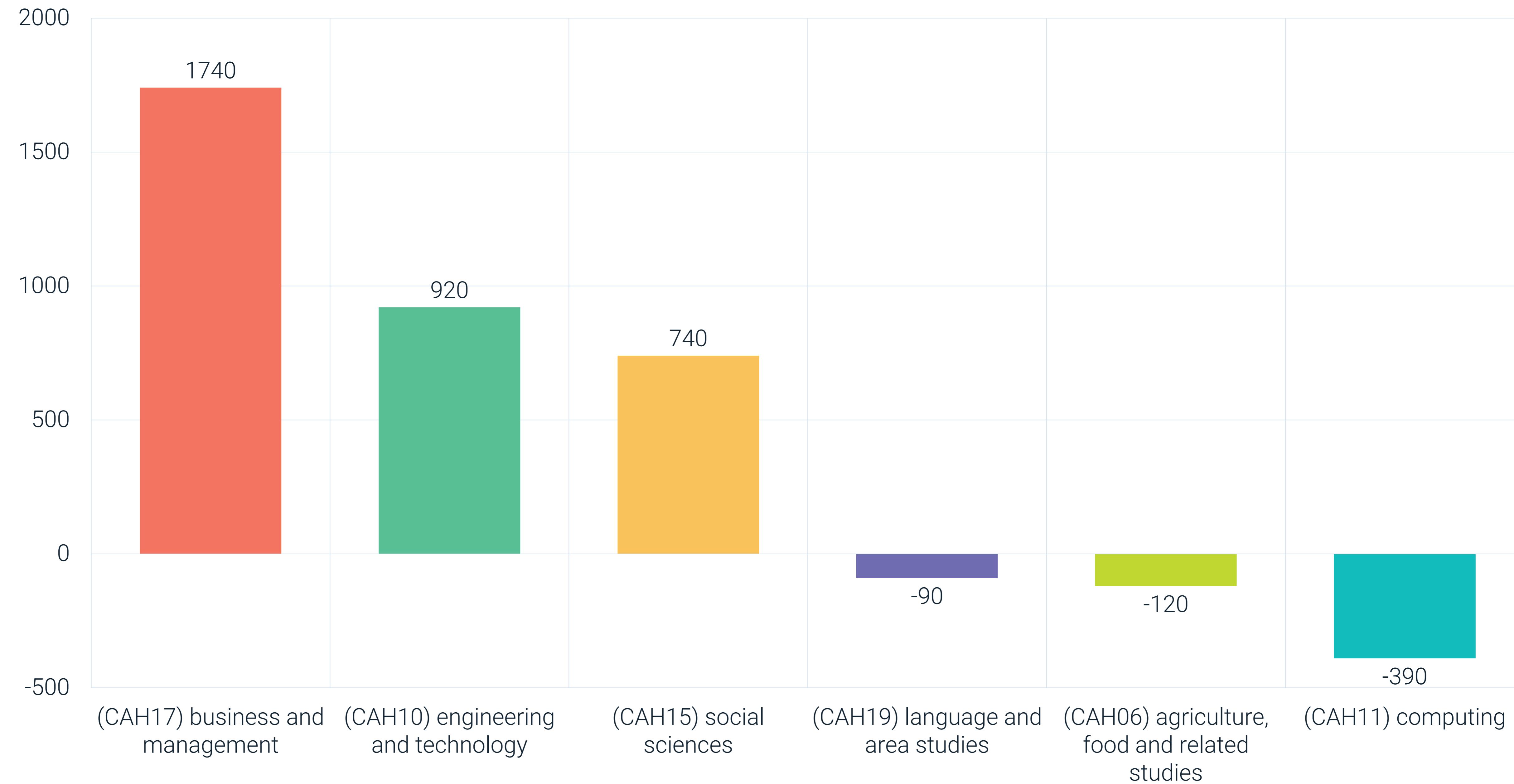
LAW



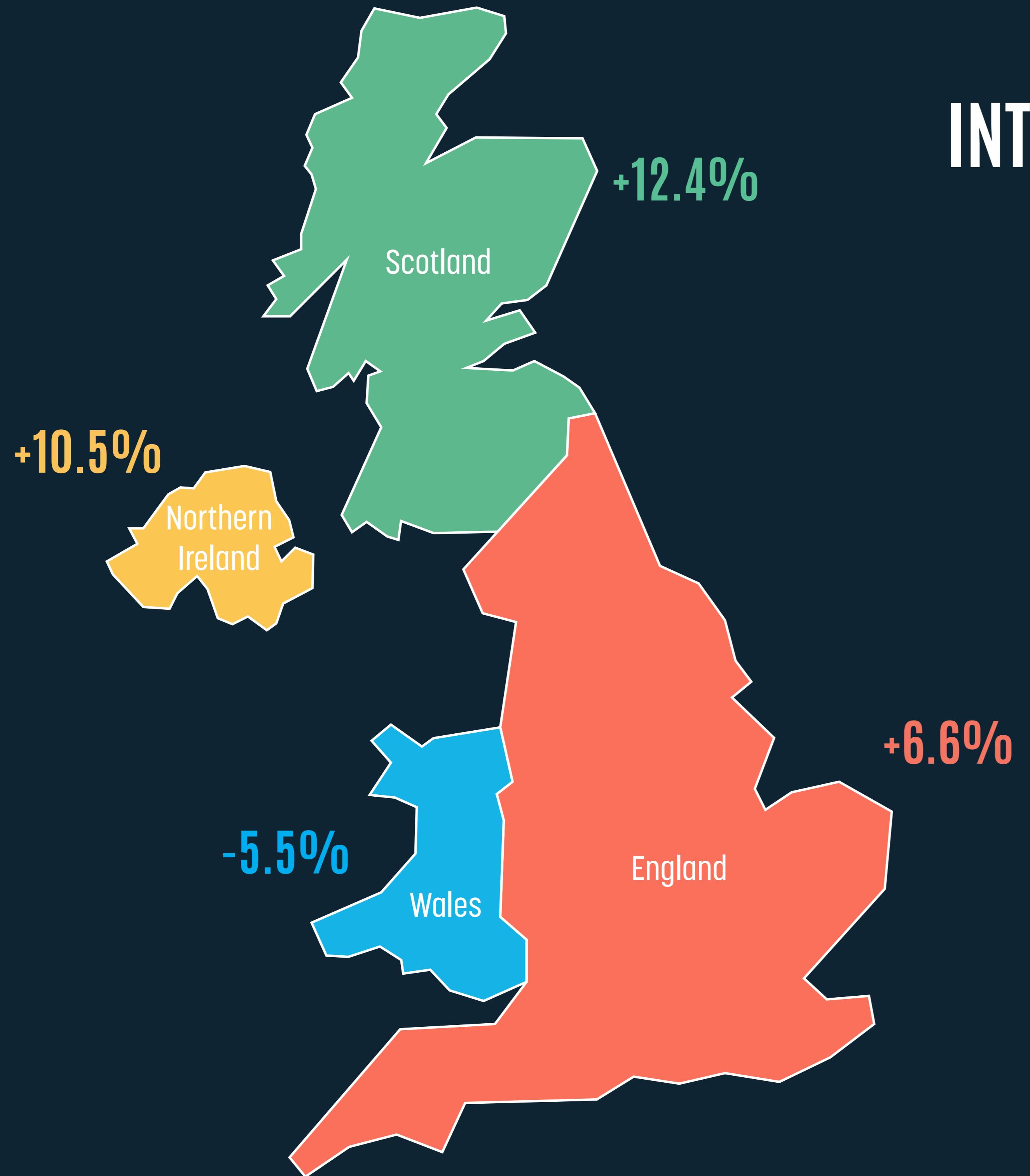
5,300 Accepts
Up 8.0% from 4,910 in 2024

INTERNATIONAL ACCEPTANCES: SUBJECT REVIEW

TOP 3 AND BOTTOM 3 BIGGEST SUBJECT CHANGES AGAINST 2024



ACROSS THE FOUR NATIONS



INTERNATIONAL ACCEPTS, COUNTRY OF PROVIDER

ENGLAND
+6.6%, +3,990 on 2024

SCOTLAND
+12.4%, +730 on 2024

WALES
-5.5%, -120 on 2024

NORTHERN IRELAND
+10.5%, +160 on 2024

INTERNATIONAL ACCEPTANCES

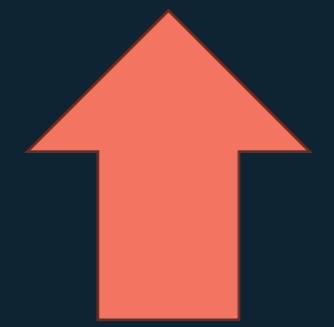
PROVIDER TARIFF GROUP

HIGHER TARIFF PROVIDERS

International acceptances rose by:

+9.9% (+3,780) to **41,770**

(56% of accepts)

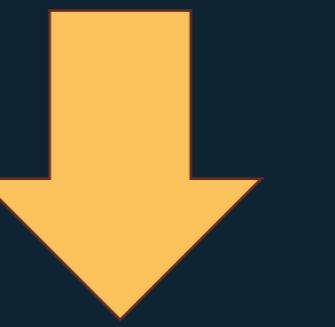


MEDIUM TARIFF PROVIDERS

International acceptances fell by:

-3.8% (-650) to **16,690**

(22% of accepts)

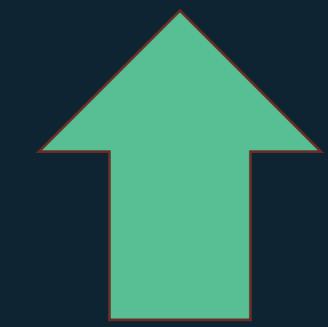


LOWER TARIFF PROVIDERS

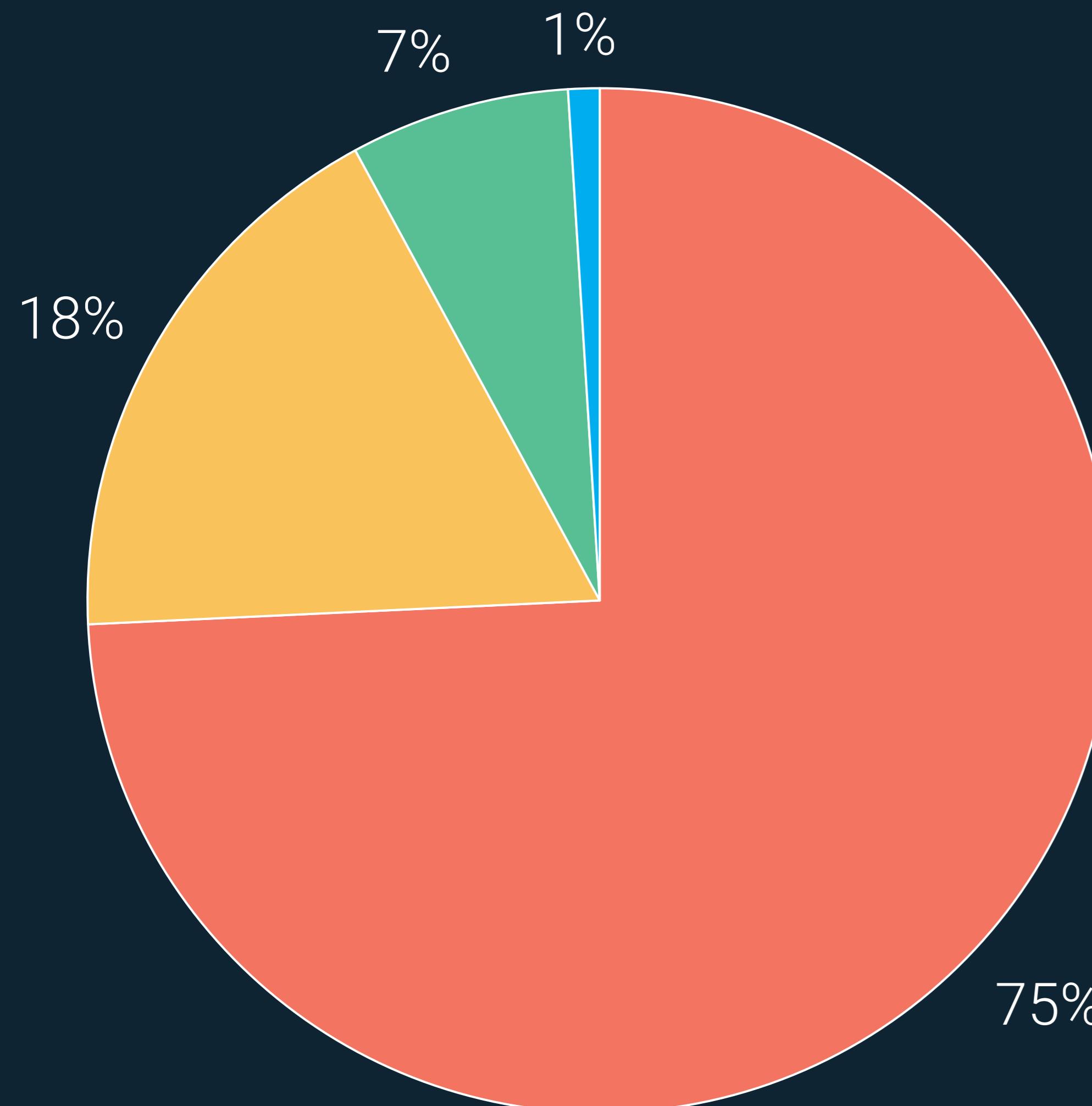
International acceptances rose by:

+11.2% (+1,630) to **16,200**

(22% of accepts)



INTERNATIONAL ACCEPTANCES BY PATHWAYS



+5.1%

MAIN SCHEME ROUTES

55,750 acceptances, **+2,715** vs 2024, **75%** of acceptances

+19.5%

RPAs

13,150 acceptances, **+2,145** vs 2024, **18%** of acceptances

-0.2%

CLEARING ROUTES

5,295 acceptances, **-10** vs 2024, **7%** of acceptances

-16.1%

EXTRA

470 acceptances, **-90** vs 2024, **1%** of acceptances

LOOKING AHEAD

- 2026 Cycle
- October Deadline
- January Equal Consideration Date
- International Conference: 16-18 June
- Deep dive into your data with Felicity

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PROJECT NEXT GENERATION

INTERNATIONAL STUDENTS: EARLY DRIVERS AND STUDY PATHWAYS



QUESTIONS

