



Application Trends Survey 2025

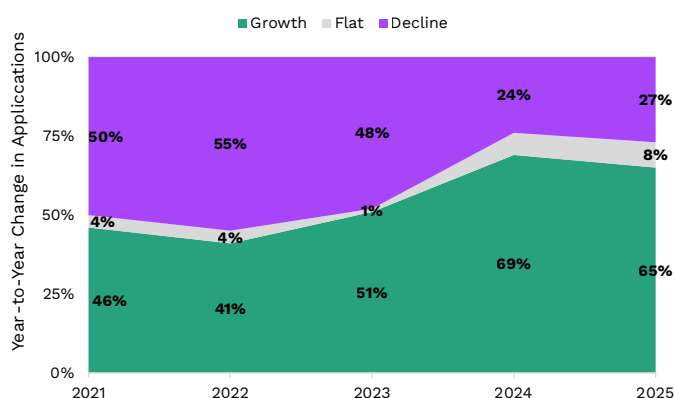
Regional Profile – Europe



Europe Overall (Excluding U.K.)

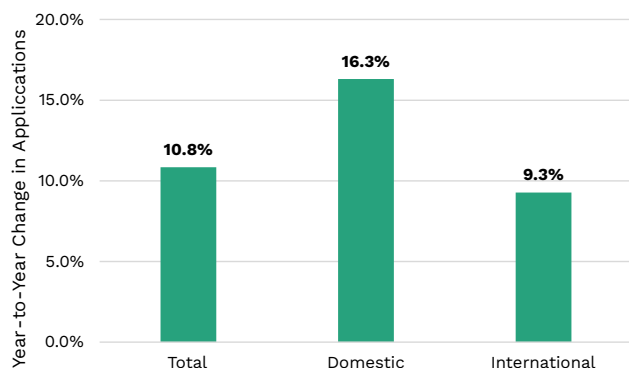
About two-thirds of non-U.K. European GME programs reported growth in applications for the second consecutive year.

Relative Year-to-Year Change in Applications to European Programs (Excluding U.K.), 2021-2025



Total applications grew from both international and domestic candidates to programs in Europe (excluding U.K.).

Absolute Year-to-Year Change in Applications to European Programs (Excluding U.K.), 2025



Summary statistics

	2024 n=97	2025 n=128
Median total applications	203	233
Median total applications per seat	3	4
Median acceptance rate	45%	55%
Median class size	54	55
Mean percentage female applicants	39%	40%

Relative year-to-year change in applications

	Growth	Flat	Decline
Total	65%	8%	27%
Domestic	57%	11%	32%
International	58%	10%	33%
Women	56%	11%	33%

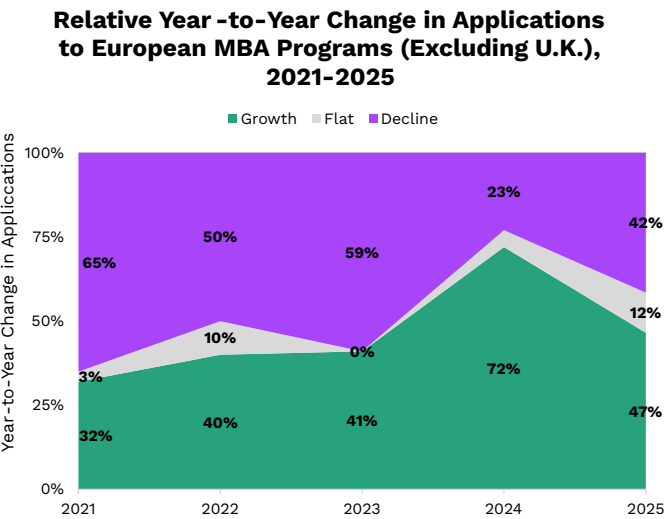


Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.



Europe (excluding U.K.) MBA

A larger share of MBA programs in non-U.K. Europe experienced application increases in 2025 than decreases.



Summary statistics	2024 n=43	2025 n=43
Median total applications	107	123
Median total applications per seat	3	2
Median acceptance rate	57%	64%
Median class size	46	48
Mean percentage female applicants	37%	37%

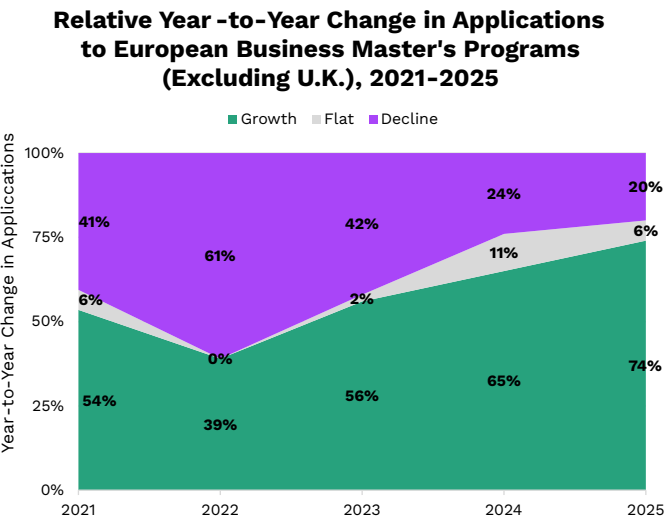
Relative year-to-year change in applications	Growth	Flat	Decline
Total	47%	12%	42%
Domestic	44%	10%	46%
International	51%	14%	35%
Women	40%	21%	38%



Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.

Europe (excluding U.K.) Business Master’s

Increasingly more programs in non-U.K. Europe have reported application increases since 2022.



Summary statistics	2024 n=46	2025 n=85
Median total applications	328	297
Median total applications per seat	3	4
Median acceptance rate	38%	45%
Median class size	86	68
Mean percentage female applicants	40%	42%

Relative year-to-year change in applications	Growth	Flat	Decline
Total	74%	6%	20%
Domestic	64%	11%	25%
International	61%	7%	31%
Women	66%	4%	30%

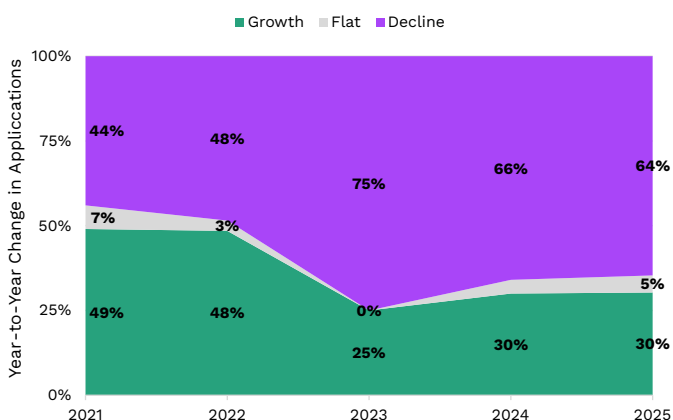


Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.

United Kingdom Overview

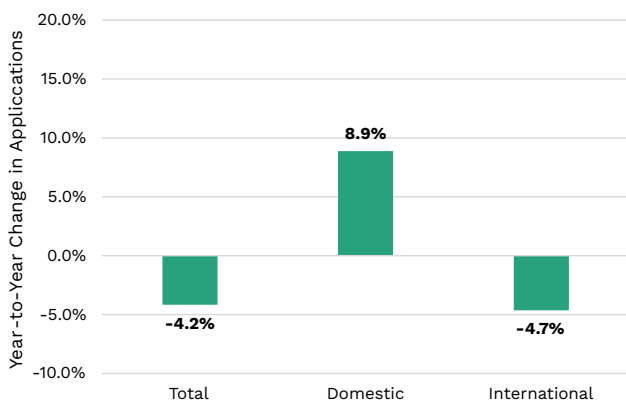
Large shares of U.K. GME programs have reported application declines for three consecutive years.

Relative Year-to-Year Change in Applications to U.K. Programs, 2021-2025



Despite a bump in domestic applications to U.K. GME programs, drops in international applications drove down total applications in the country.

Absolute Year-to-Year Change in Applications to U.K. Programs, 2025



Summary statistics

	2024 n=53	2025 n=56
Median total applications	566	686
Median total applications per seat	7	7
Median acceptance rate	30%	34%
Median class size	68	87
Mean percentage female applicants	49%	53%

Relative year-to-year change in applications

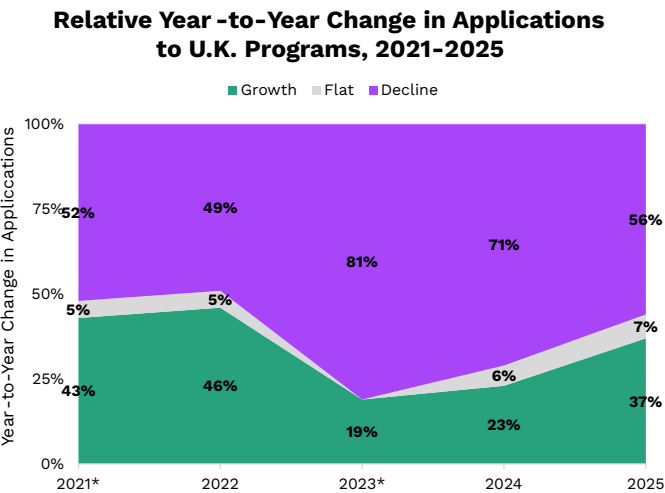
	Growth	Flat	Decline
Total	30%	5%	64%
Domestic	43%	29%	29%
International	29%	20%	52%
Women	35%	9%	56%



Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.

United Kingdom Business Master's

More than half of U.K. business master's programs experienced declines in applications for the third consecutive year.



 Note: In 2021 and 2023, the sample size of U.K. business master's programs was below 30, and caution is warranted when drawing conclusions from samples where the total is less than 30.

 Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.

Summary statistics	2024 n=31	2025 n=41
Median total applications	755	857
Median total applications per seat	10	8
Median acceptance rate	25%	31%
Median class size	65	87
Mean percentage female applicants	56%	57%

Relative year-to-year change in applications	Growth	Flat	Decline
Total	37%	7%	56%
Domestic	41%	32%	27%
International	32%	24%	44%
Women	35%	10%	55%



Appendix

Too few programs in the following countries and degree programs reported information to draw conclusions about the broader population. These results are most attributable to the specific programs that shared their application trends.

Additional Europe Degree Information

Europe Master in Management

Summary statistics	2024 n=14	2025 n=20
Median total applications	404	463
Median total applications per seat	3	4
Median acceptance rate	45%	55%
Median class size	115	111
Mean percentage female applicants	46%	46%

Relative year-to-year change in applications	Growth	Flat	Decline
Total	60%	10%	30%
Domestic	63%	21%	16%
International	37%	11%	53%
Women	59%	6%	35%



France

France Overview

Summary statistics	2024 n=20	2025 n=24
Median total applications	419	392
Median total applications per seat	3	4
Median acceptance rate	35%	40%
Median class size	144	85
Mean percentage female applicants	40%	44%

Relative year-to-year change in applications	Growth	Flat	Decline
Total	75%	4%	21%
Domestic	71%	6%	24%
International	47%	26%	26%
Women	61%	11%	28%



Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.

Germany

Germany Overview

Summary statistics	2024 n=20	2025 n=22
Median total applications	173	133
Median total applications per seat	3	2
Median acceptance rate	51%	63%
Median class size	42	45
Mean percentage female applicants	35%	35%

Relative year-to-year change in applications	Growth	Flat	Decline
Total	41%	9%	50%
Domestic	68%	5%	27%
International	36%	5%	59%
Women	43%	14%	43%

The full Application Trends Survey report

The annual Application Trends Survey from GMAC provides the world's graduate business schools with data and insights to understand current trends in applications sent to graduate management education (GME) programs. This year's report covers changes in the volume of applications, including MBA and business master's programs, along with examinations of today's applicant pool and new business school offerings related to artificial intelligence (AI), sustainability, and non-degree credentials.

These findings and more are discussed in greater detail in the Application Trends Survey – 2025 Report, available at gmac.com/applicationtrends.



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