

CEMA Business Barometer

Public excerpt May 2025



What is the CEMA Business Barometer?

- ▶ A monthly survey within the European agricultural machinery industry (started in 2008)
- ▶ Coverage of all major sectors – from tractors to municipal equipment
- ▶ Target group: 140 senior managers from 9 (CEMA) countries
- ▶ Implementation: online survey
- ▶ Questionnaire available in five languages
- ▶ Executed by VDMA for CEMA
- ▶ Subjects of the survey:
 - ▶ current and future business situation
 - ▶ situation of order intake
 - ▶ development of turnover
 - ▶ turnover expectation per country
 - ▶ production plans
 - ▶ employment plans
 - ▶ special topics, e.g. delivery times
- ▶ Deadlines: starting ca. 5th each month, closure: ca. 13th



Future expectations continue upward trend

Executive summary of the survey in May

The general business climate index for the agricultural machinery industry in Europe has continued its upward path, after its return to positive territory last month for the first time since mid-2023. In May, the index increased from +2 points to +7 points (on a scale of -100 to +100).

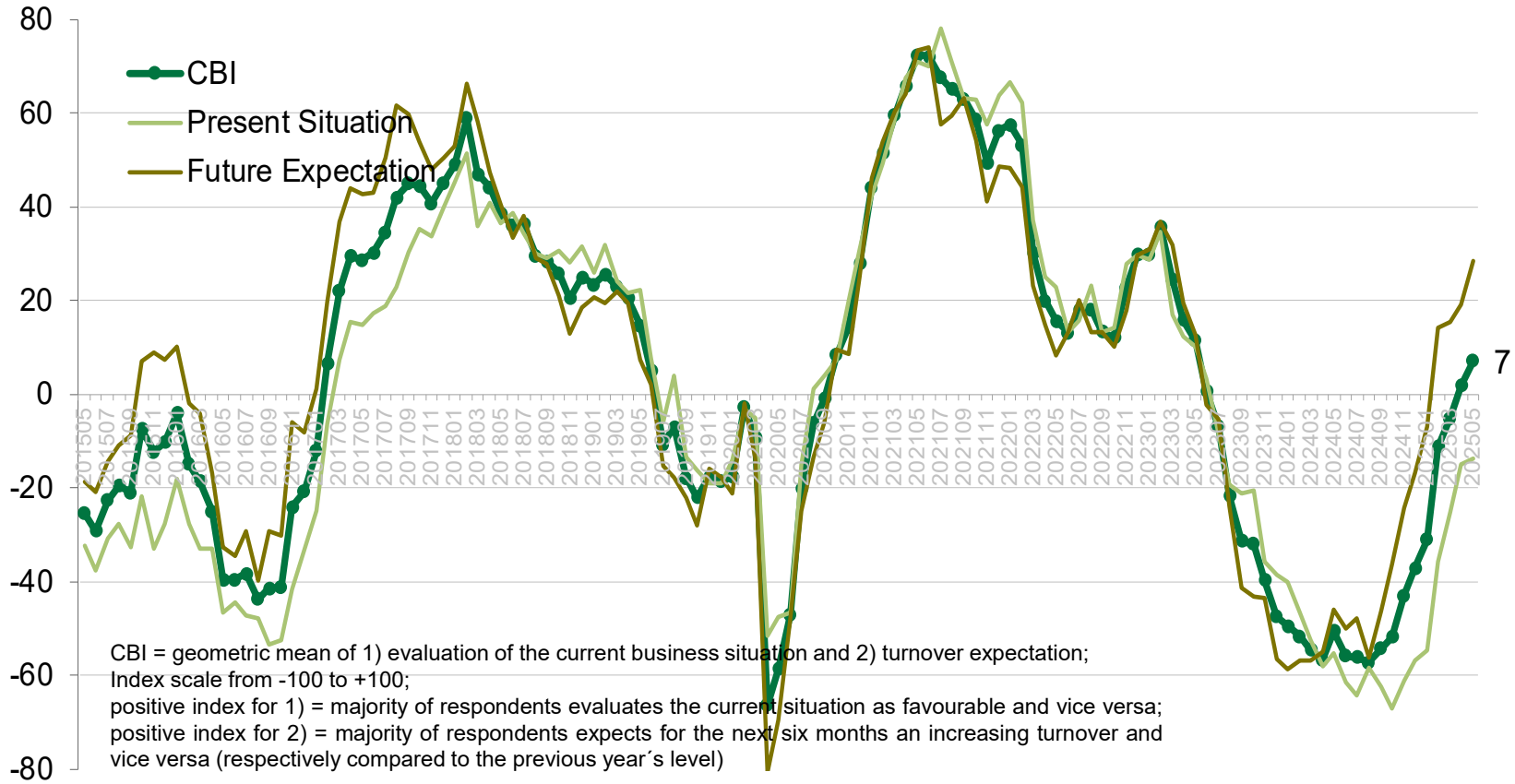
Following the improved evaluations of the (still negative) current business in recent months, it is this time once again increased overall turnover expectations that have driven the upturn in the general business climate.

After the volume of orders has been significantly reduced in 2023 and 2024, it now corresponds to a production period of 3.3 months, which is the lowest value since 2020 at this point of the year, but still slightly above average compared to the typical years before 2020.

The direct effects of the current US economic and tariff policy on the business and decisions of manufacturers in Europe are, according to industry representatives, low or still difficult to assess. Two thirds of survey participants do not yet see any effects on their order intake. Not even 10% of the respondents (slightly more for parts) consider it as likely to move production from Europe to the USA or to reorient their exports due to tariffs.

Business Climate Index Development

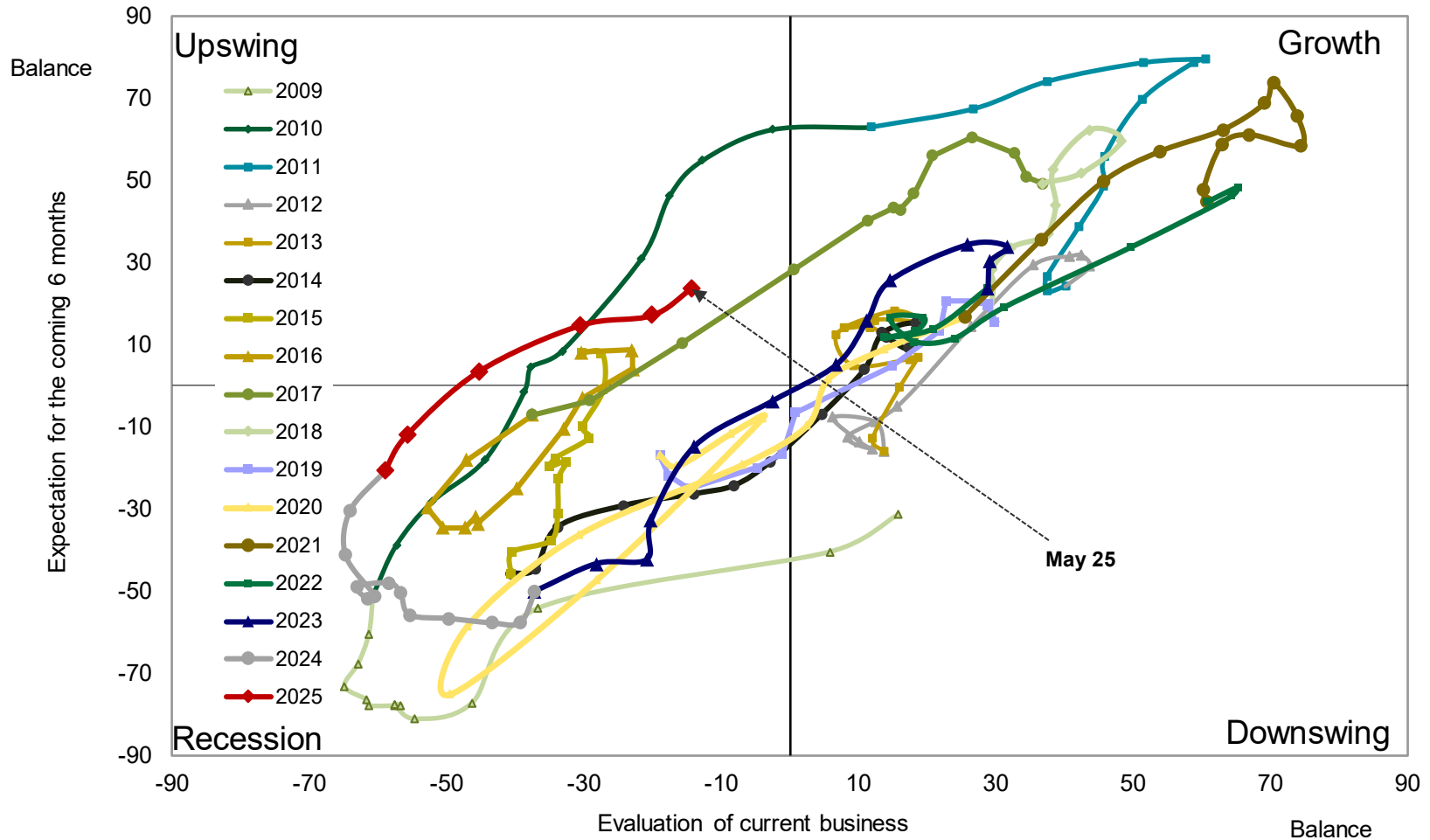
CEMA Business Climate Index (CBI) -Total



Source: CEMA Business Barometer

Business Climate

Illustration of Business Cycle



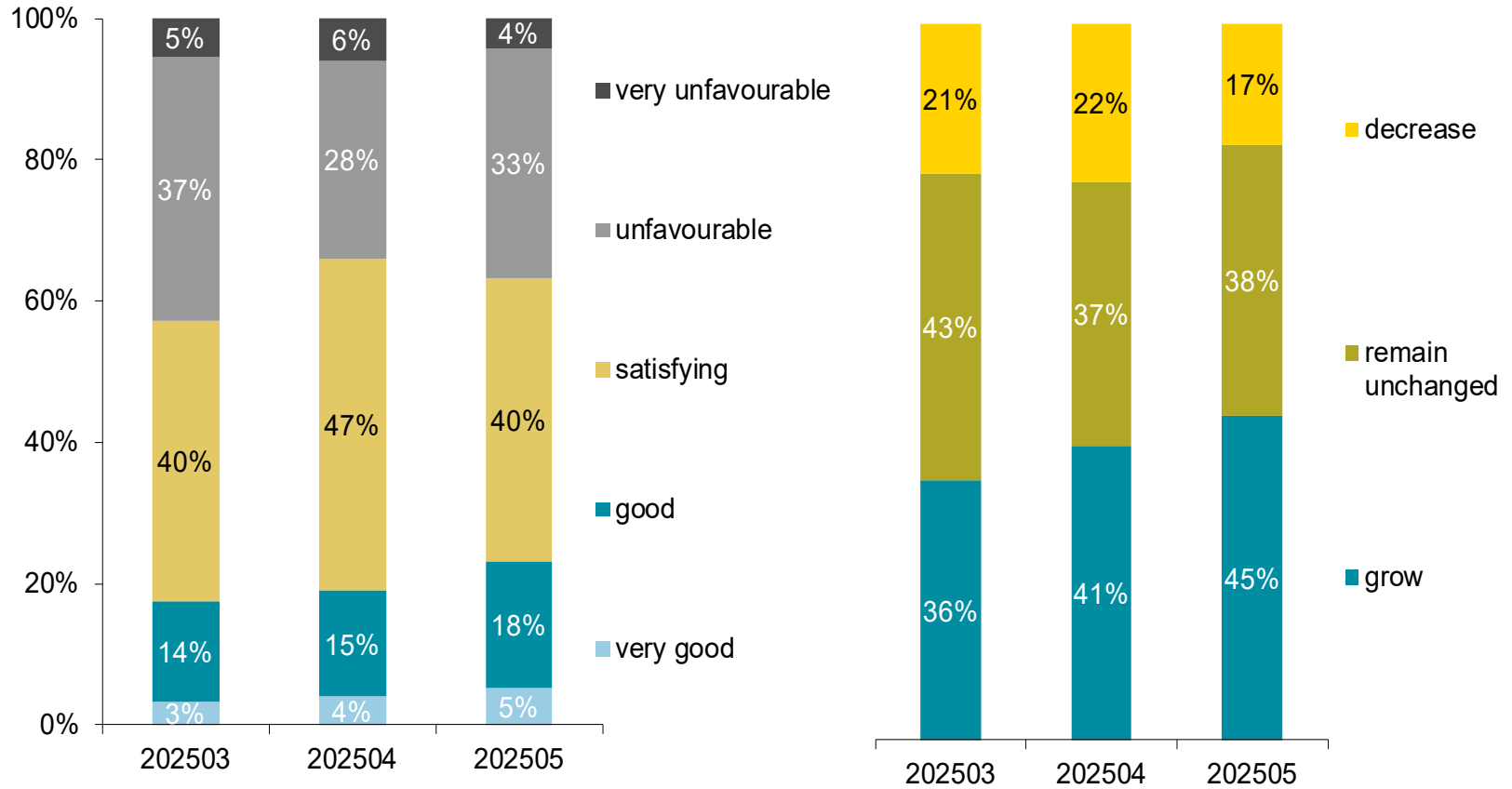
Source: CEMA Business Barometer, each value as an average of the last two months

Business Climate

Current Evaluation and Expectations

Question: We consider our current business to be
....

Question: We expect our overall turnover within the
next 6 months to....

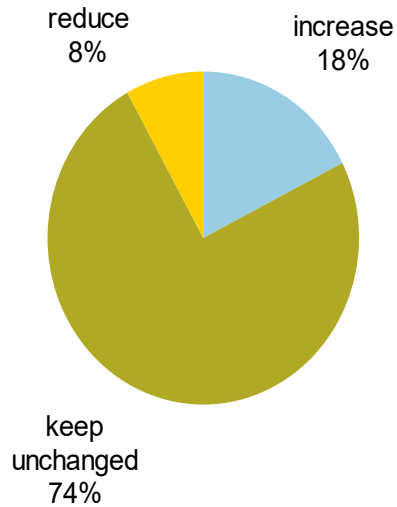


Source: CEMA Business Barometer

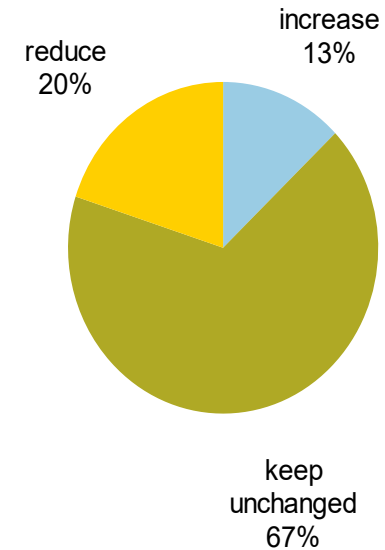
Employment

Question: Our plans regarding the workforce

Regular employees



Temporary employees



Source: CEMA Business Barometer May 2025