



Delegation of German Industry and Commerce in Washington, DC
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The U.S. market continues to be a critical hub for German companies, offering stability, growth opportunities, and a foundation for long-term investment — even amid global uncertainties and shifting economic conditions.

Understanding how companies navigate these challenges is more important than ever, and the DIHK World Business Outlook – Fall 2025 provides exactly that insight.

German Companies in the U.S.: Realism, Stability, and Willingness to Invest

The mood among German firms in the U.S. has brightened after the shock earlier this year. However: the indicators have not yet returned to 2024 levels. The current business situation of German companies in the U.S. remains robust: 16% rate their situation as poor, while 84% report stability or success.

Despite geopolitical tensions, the U.S. market continues to serve as an important location for German companies.

 Read the full U.S. analysis from AHK USA: <https://lnkd.in/dWYbQS8a>

 Explore the global results from DIHK: <https://lnkd.in/gk3u6jKB>

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GACC South - German American Chamber of Commerce of the Southern U.S., Inc., German American Chamber of Commerce, Inc. – GACC New York, GACC WEST –

Representative of German Business, GACC Midwest - German American Chamber of Commerce of the Midwest, Inc.

hashtag#TransatlanticBusiness hashtag#USMarket hashtag#GermanIndustry
hashtag#GlobalEconomy hashtag#BusinessOutlook2025

CONCLUSION

GERMAN COMPANIES REMAIN

**REALISTIC,
ADAPTABLE,
& COMMITTED**
TO INVESTING IN THE U.S. MARKET.



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

IMPACT OF U.S. TRADE POLICY ON LOCAL BUSINESS

76%

OF COMPANIES STATED THAT
CURRENT **U.S. TRADE POLICY** HAS A
NEGATIVE OR STRONGLY NEGATIVE
IMPACT ON THEIR BUSINESS
OPERATIONS.

Source: AHK USA



MAJOR RISKS

THE **GREATEST RISKS**
IDENTIFIED BY COMPANIES ARE

**ECONOMIC POLICY
CONDITIONS (59%)**

FOLLOWED BY

TRADE BARRIERS (55%)

AND

DECLINING DEMAND (43%)

Source: AHK USA



EMPLOYMENT EXPECTATIONS

81%

EXPECT STABLE OR RISING EMPLOYMENT LEVELS.

GERMAN COMPANIES ARE **EXPANDING THEIR U.S. PRESENCE, INVESTING IN SKILLED LABOR, AND STRENGTHENING LOCAL TEAMS** — A SIGN OF CONFIDENCE IN THE U.S. AS A BUSINESS LOCATION.

Source: AHK USA



INVESTMENT EXPECTATIONS

70%

**OF COMPANIES PLAN TO MAINTAIN
OR INCREASE THEIR INVESTMENTS.**

GERMAN FIRMS REMAIN **WILLING TO INVEST** —
THE U.S. MARKET CONTINUES TO BE VIEWED AS
AN **ATTRACTIVE BUSINESS LOCATION.**

Source: AHK USA



**COMPANIES ASSESS THEIR OWN BUSINESS PERFORMANCE
MORE POSITIVELY THAN THE OVERALL U.S. ECONOMY.**

28%

**EXPECT A DETERIORATION IN THE
U.S. ECONOMY.**

ONLY 13%

**EXPECT A DECLINE IN THEIR OWN
BUSINESS IN THE COMING 12 MONTHS.**

Source: AHK USA



**BUSINESS EXPECTATIONS FOR THE
NEXT 12 MONTHS**

87%

**EXPECT STABLE OR IMPROVED
BUSINESS PERFORMANCE.**

Source: AHK USA



CURRENT BUSINESS SITUATION

DESPITE GEOPOLITICAL UNCERTAINTIES, ALMOST

40% OF COMPANIES
RATE THEIR CURRENT BUSINESS
SITUATION IN THE U.S. MARKET AS GOOD.

16% OF COMPANIES
DESCRIBE THEIR SITUATION AS POOR.

HOWEVER, COMPARED WITH SPRING 2025, THE SHARE OF
COMPANIES WITH A NEGATIVE ASSESSMENT HAS RISEN BY 3%.

Source: AHK USA



