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We're excited to share the latest results from the German American Business Outlook (GABO), the annual survey capturing the perspectives of German companies operating in the United States.

This year's findings highlight continued confidence in the U.S. market and the importance of the transatlantic economic relationship. After a difficult 2025, German companies in the U.S. are cautiously optimistic about 2026.

Key insights from the 2026 German American Business Outlook:

 82% expect sales growth this year

 86% report negative impacts from tariffs

 67% plan to increase investment in the U.S.

 AI adoption is accelerating – 57% of companies have already implemented it

Despite political uncertainty and trade challenges, one thing remains clear: the U.S. market continues to be a top investment destination for German companies, driven by its scale and proximity to customers.

Workforce development and digital transformation remain the top priorities moving forward.

The German American Business Outlook offers valuable insight into how German companies view the U.S. market and where they see opportunities for growth in the year ahead.

A big thank you to all the companies that participated in the survey and contributed to these insights.

📖 Explore the full report and findings here: <https://bit.ly/4ucVKiX>

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