

CEMA Business Barometer

Public excerpt July 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



Business climate has deteriorated slightly again

Executive summary of the survey in July

The general business climate index for the agricultural machinery industry in Europe has dropped slightly for the second time in a row after its continuous rise to positive territory over the last months. In July, the index decreased from +4 points to 0 points (on a scale of -100 to +100).

Broken down by segment, this time, unlike last month, it is not harvesting equipment and tractors for which the business climate for tractors and harvesting machinery has deteriorated, but instead arable equipment, transportation and components, which have been downgraded.

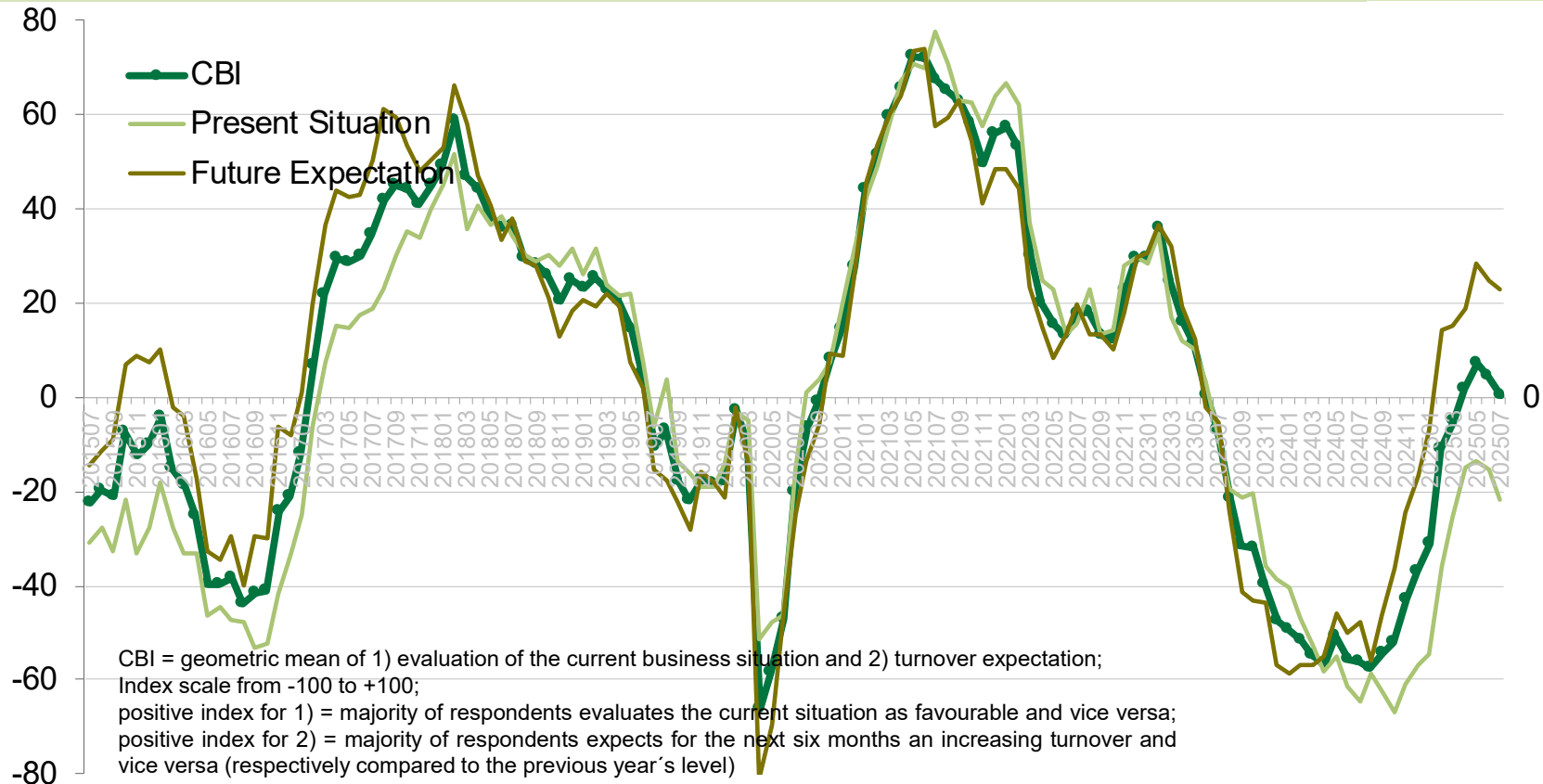
With a view to the European market side, the confidence index remains low for France, especially when broken down into the large segments of tractors, arable and harvesting equipment. Germany is not ranking particularly well for these segments either. By contrast, confidence remains strong for other important markets, with Spain, Poland and the UK leading the European market ranking.

With regard to the direct customers of the manufacturers, the dealers, the July survey has confirmed the results of the additional questions from April. Following record-high dealer stocks caused by dealers not being able to pass on all orders to end customers, a significant amount of stock has meanwhile been sold off, resulting in stocks being below the average of the past three years across all considered European markets.

Business Climate

Index Development

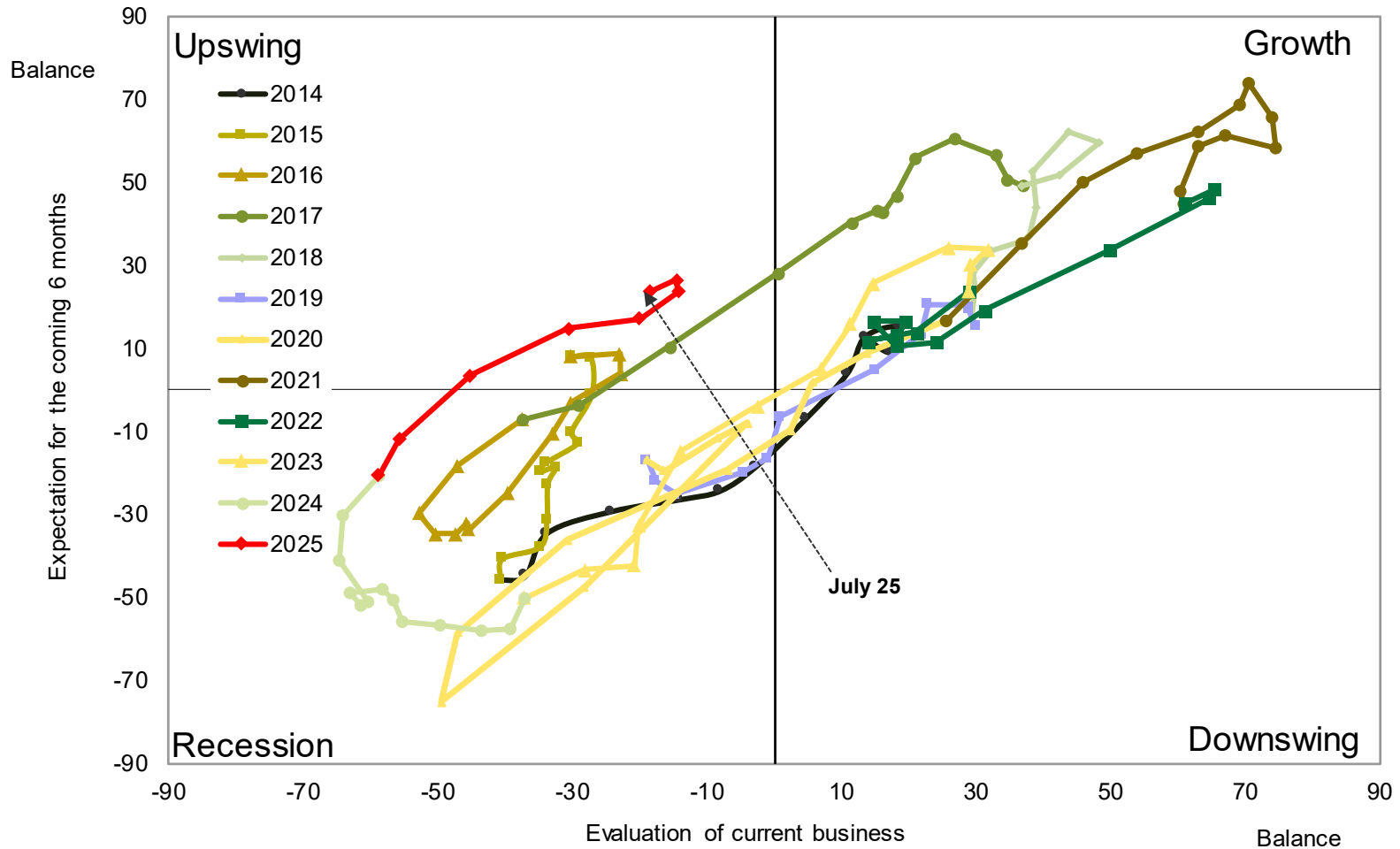
CEMA Business Climate Index (CBI) -Total



Source: CEMA Business Barometer

Business Climate

Illustration of Business Cycle



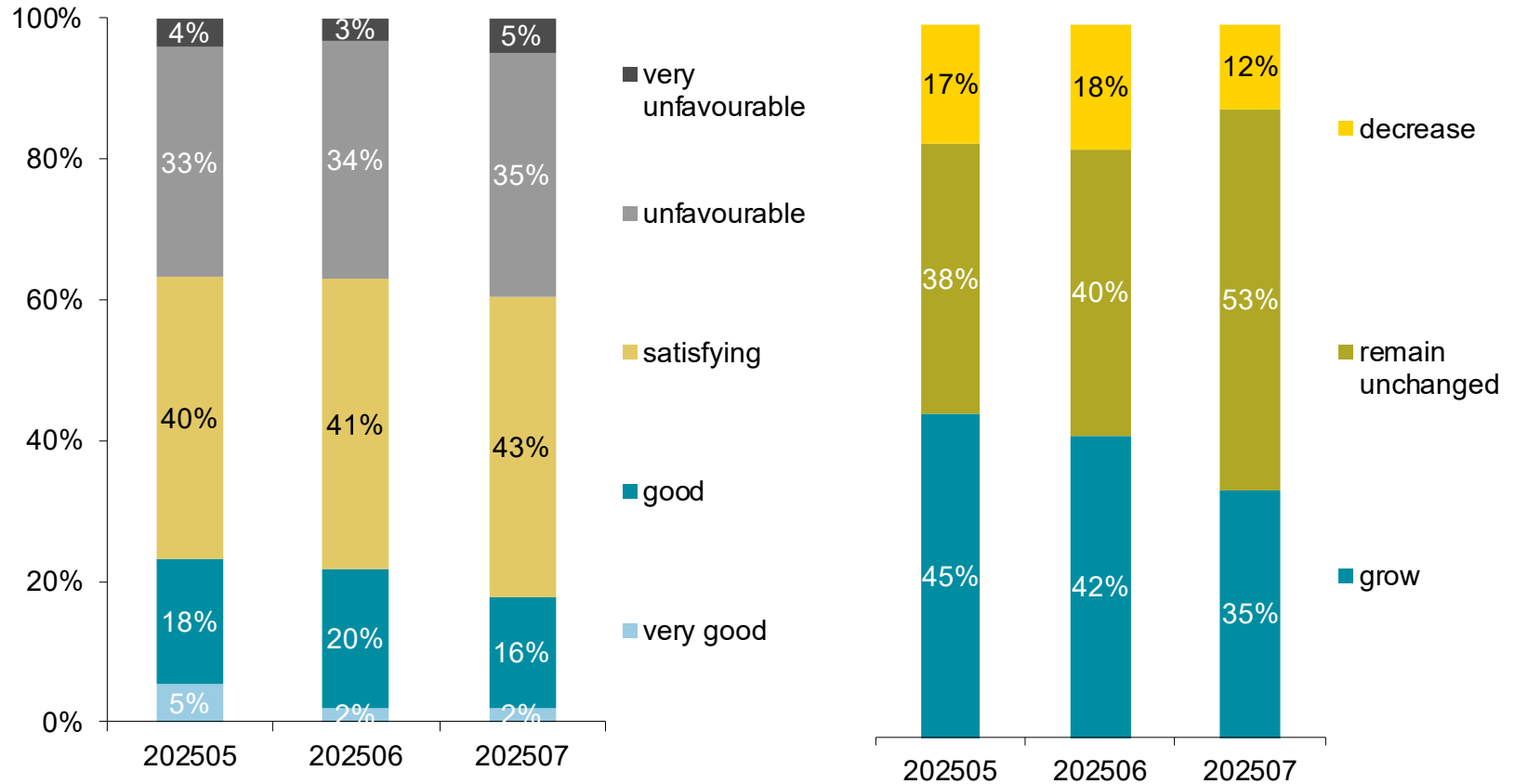
Source: CEMA Business Barometer, each value as an average of the last two months

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....

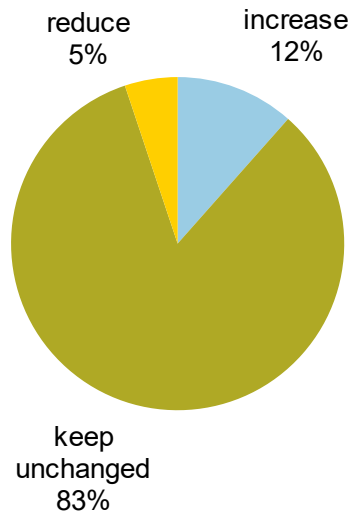


Source: CEMA Business Barometer

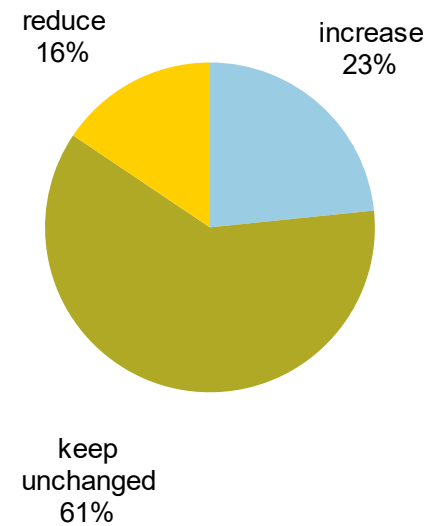
Employment

Question: Our plans regarding the workforce

Regular employees



Temporary employees



Source: CEMA Business Barometer July 2025