

# CEMA Business Barometer

Public excerpt November 2024



# 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 improving from low level

## Executive summary of the survey in November

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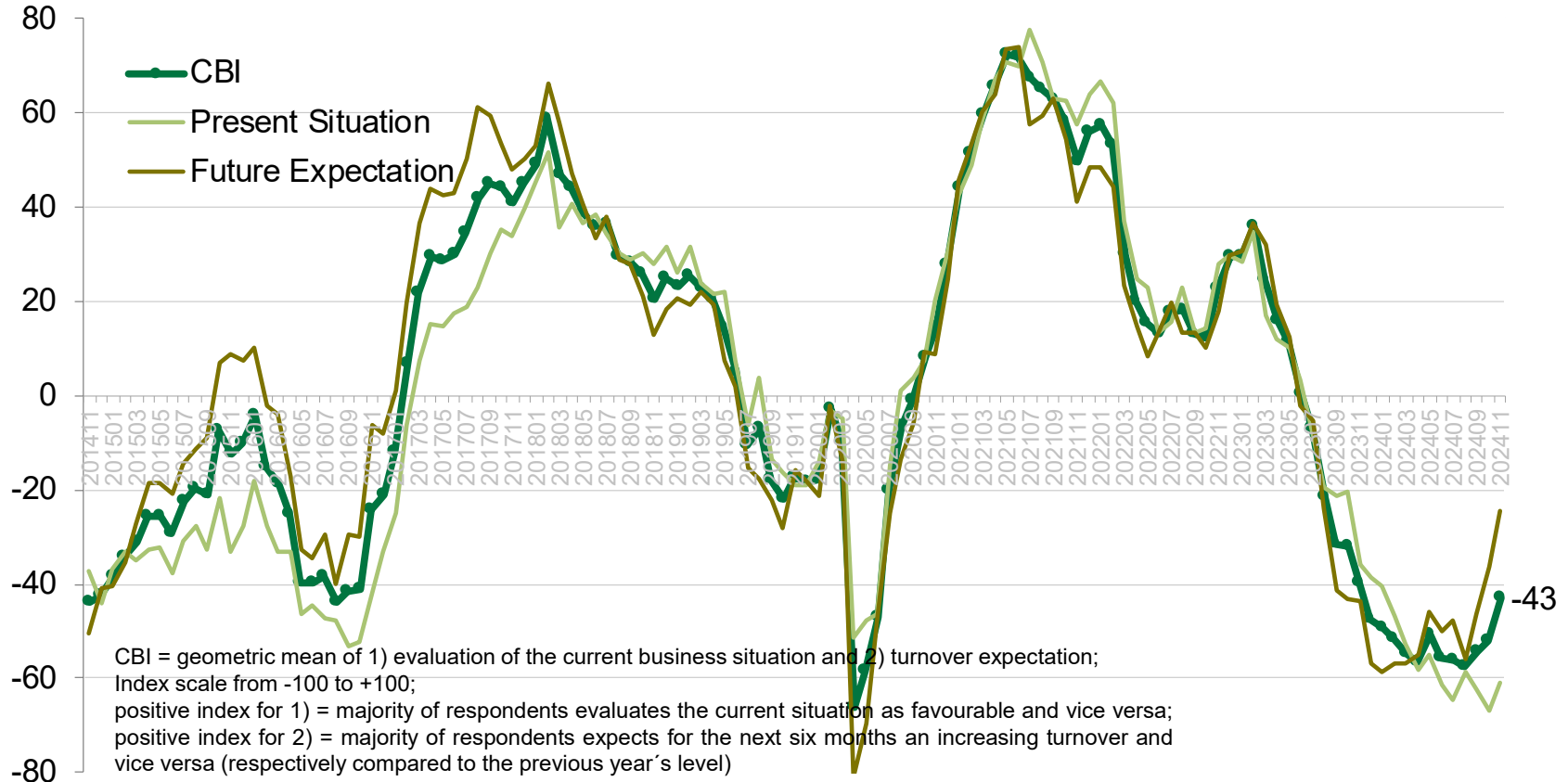
The general business climate index for the agricultural machinery industry in Europe has achieved its strongest increase since entering the recession period, but continues in deep negative territory. In November, the index increased from -52 point to -43 points (on a scale of -100 to +100).

Overall, future expectations with regard to both incoming orders and turnover have improved. Less negative turnover expectations for the coming six months are for the third time in a row the sole reason for the improvements in the general business climate, while the current business evaluation has basically remained at a record low level.

After order backlogs had peaked at the beginning of last year, the volume of orders has seen a repeated significant reduction and is now corresponding to a production period of 3.0 months, which is basically the average level for the years 2017 to 2020 and far below the boom years 2021 and 2022.

# Business Climate Index Development

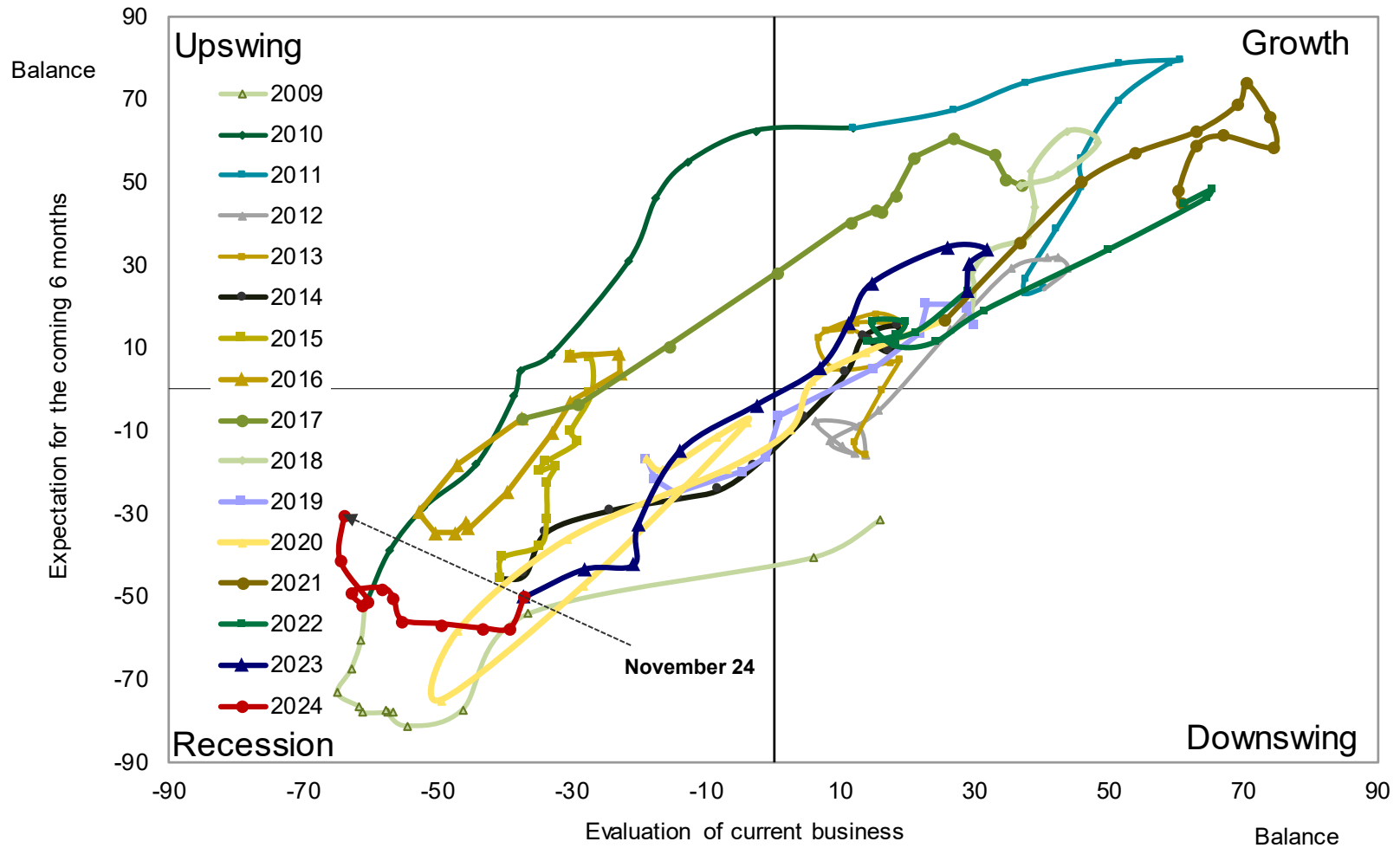
CEMA Business Climate Index (CBI) -Total



Source: CEMA Business Barometer

# Business Climate

## Illustration of Business Cycle



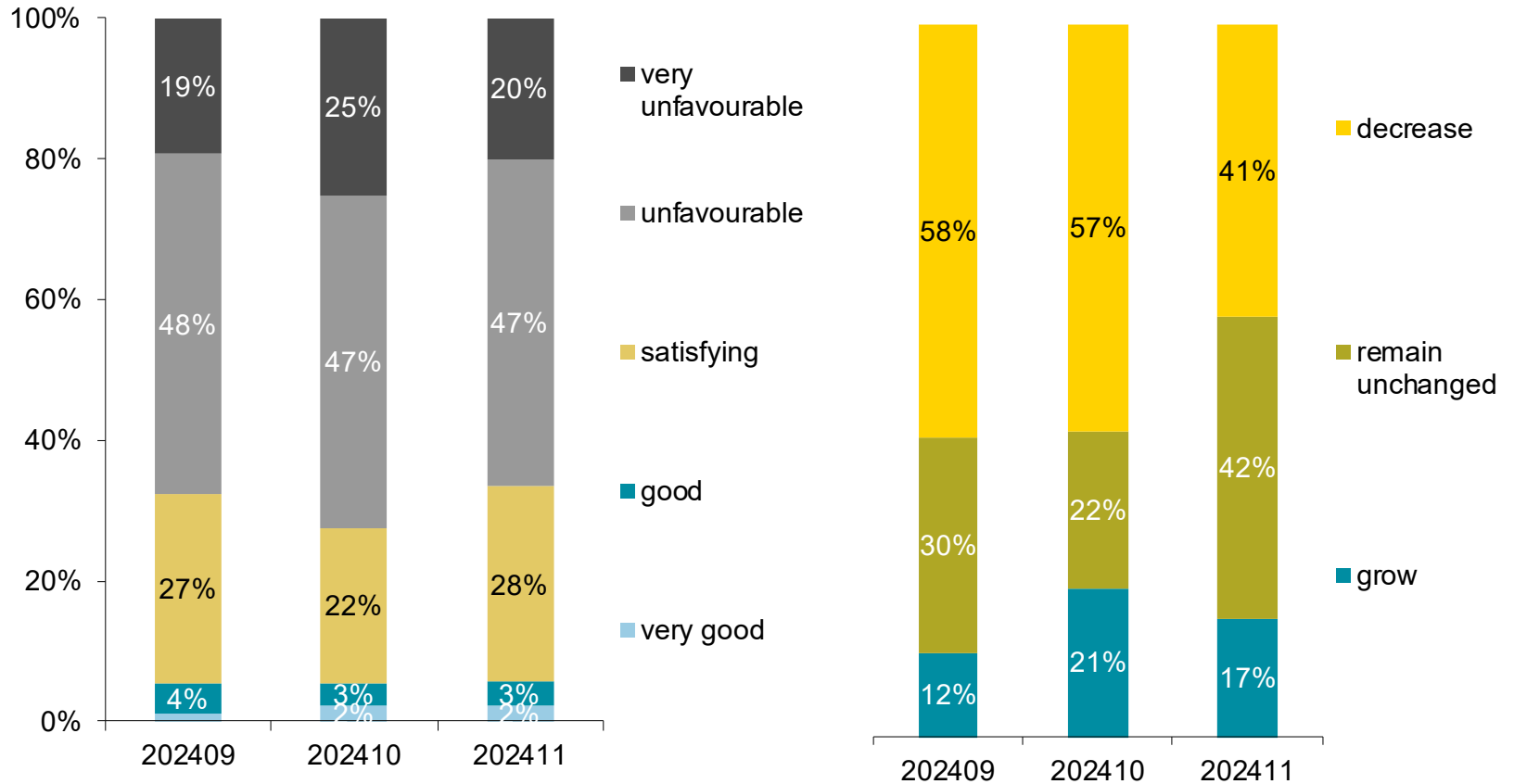
Source: CEMA Business Barometer, each value as an average of the last two months

# 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....

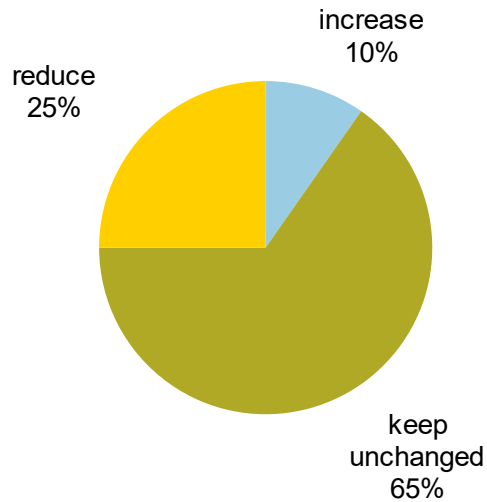


Source: CEMA Business Barometer

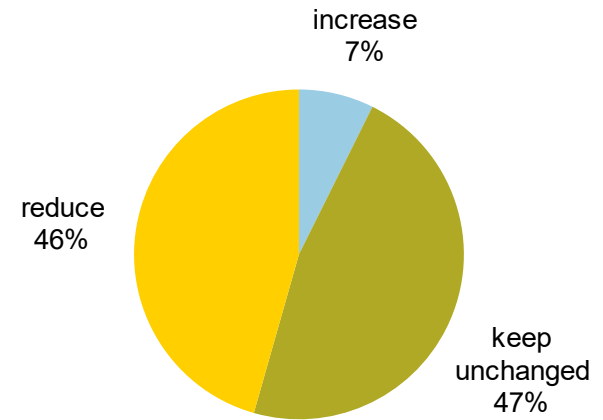
# Employment

Question: Our plans regarding the workforce

Regular employees



Temporary employees



Source: CEMA Business Barometer November 2024