

# CEMA Business Barometer

Public excerpt June 2021



# 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



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# Business Climate may have reached its peak

## Executive summary of the survey in June

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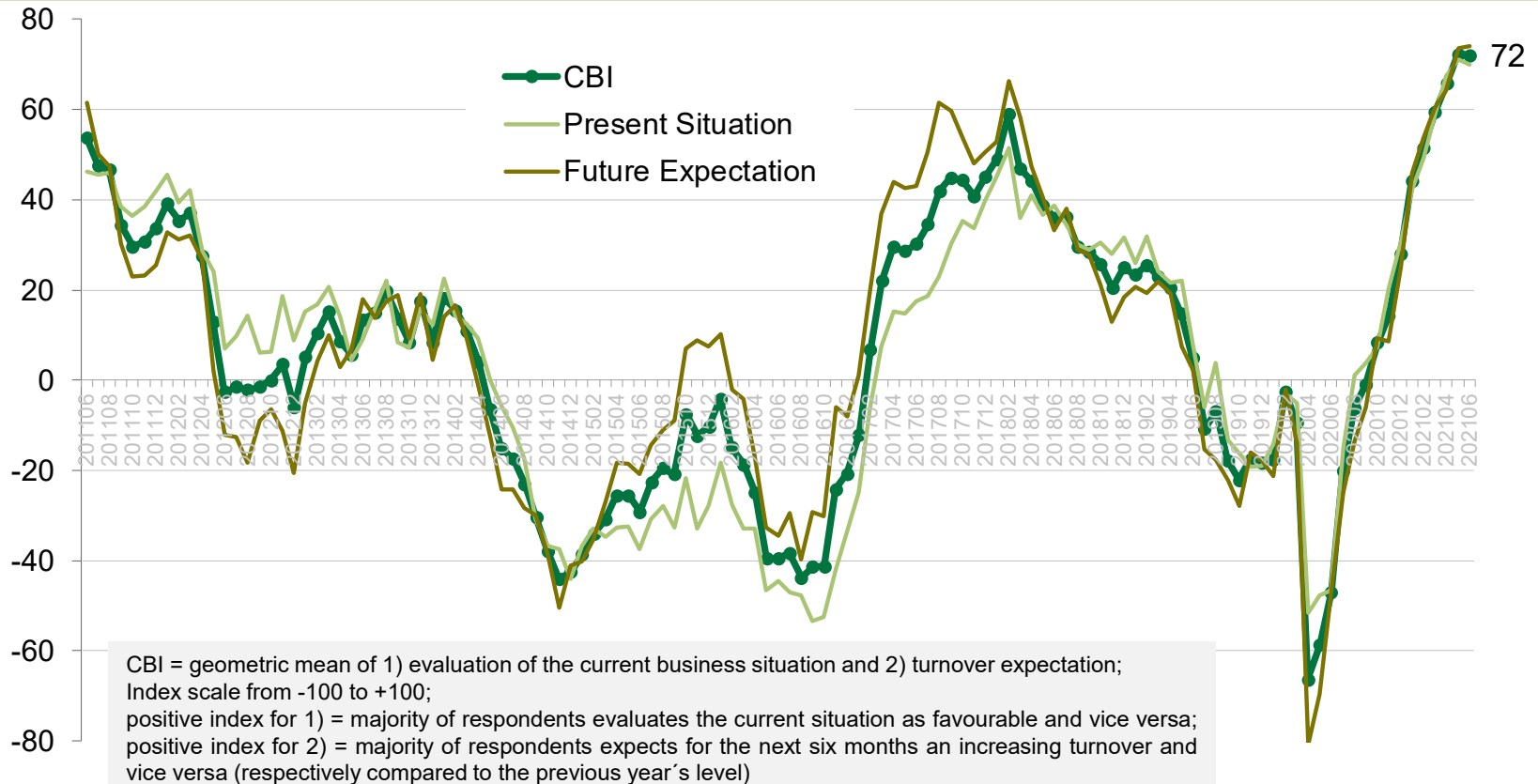
The general Business Climate Index for the Agricultural Machinery Industry in Europe may have reached its peak at the record level of +72 points (same as last month) on a scale of -100 to +100.

While order volumes are at record levels, the industry is challenged by extreme price increases and shortages on the supplier side. The survey participants' expectations for further growth in the order intake have weakened for the first time this year. In addition, the positive base effect from the prior-year comparison might run out soon when evaluating the current business.

The companies' current turnover forecasts for the full year 2021 nonetheless remain very positive on average across all segments. Also, with view to the European market, the regional breakdown still shows for each single market a majority of survey participants expecting turnover increases in the coming six months.

# Business Climate Index Development

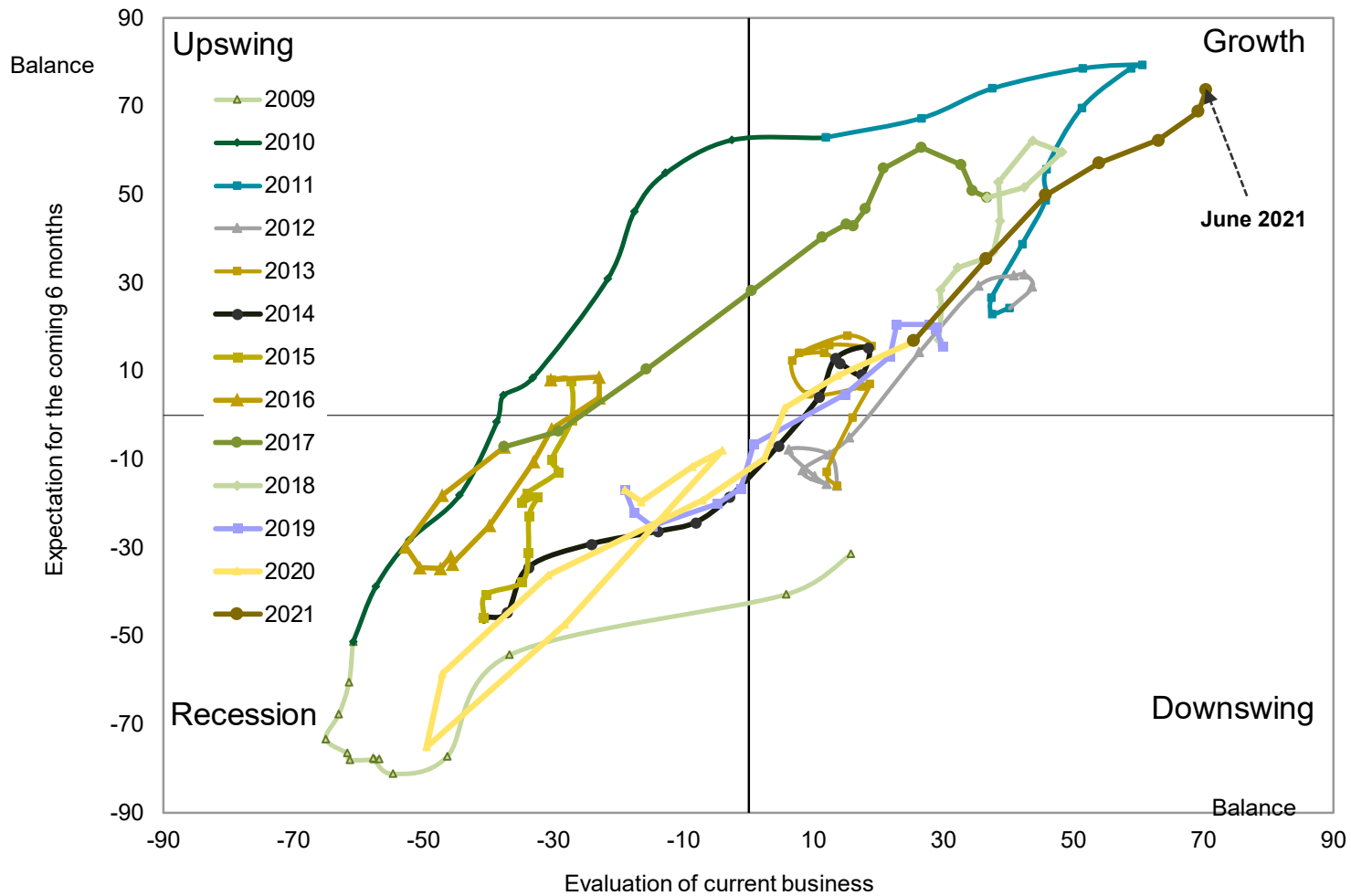
CEMA Business Climate Index (CBI) -Total



Source: CEMA Business Barometer

# Business Climate

## Illustration of Business Cycle



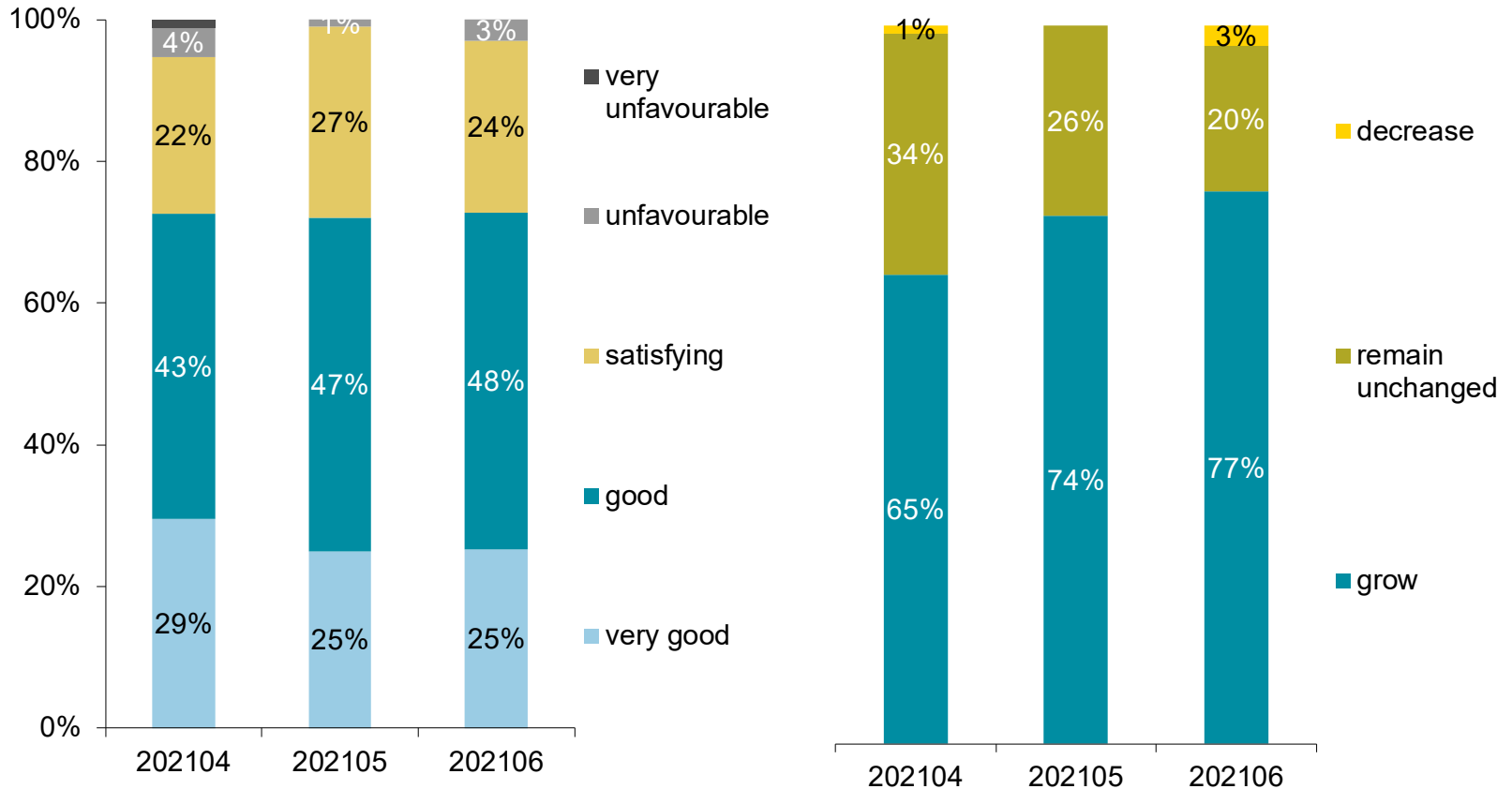
Source: CEMA Business Barometer, each value as an average of the last two months

# 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....

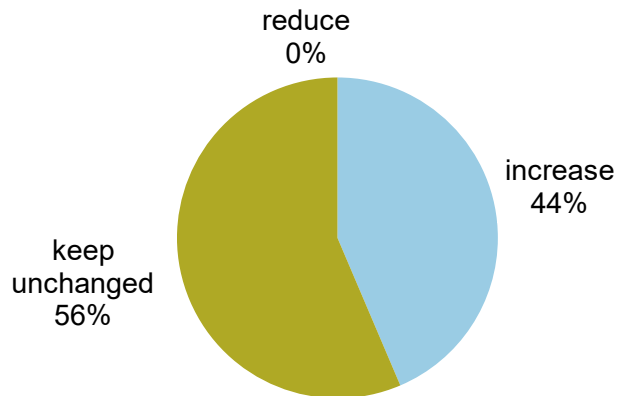


Source: CEMA Business Barometer

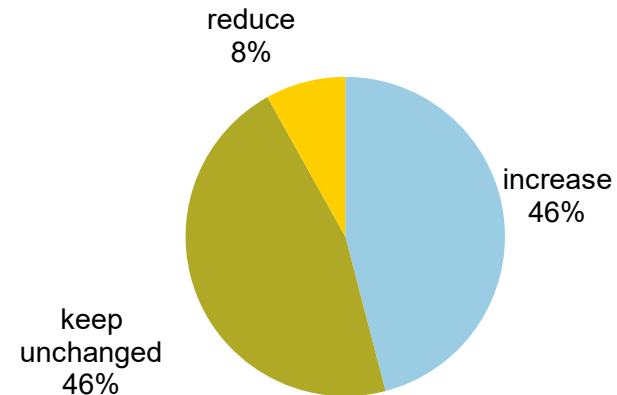
# Employment

Question: Our plans regarding the workforce

## Regular employees



## Temporary employees



Source: CEMA Business Barometer June 2021