

# CEMA Business Barometer

Public excerpt April 2023



# 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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# Upward trend interrupted

## Executive summary of the survey in April

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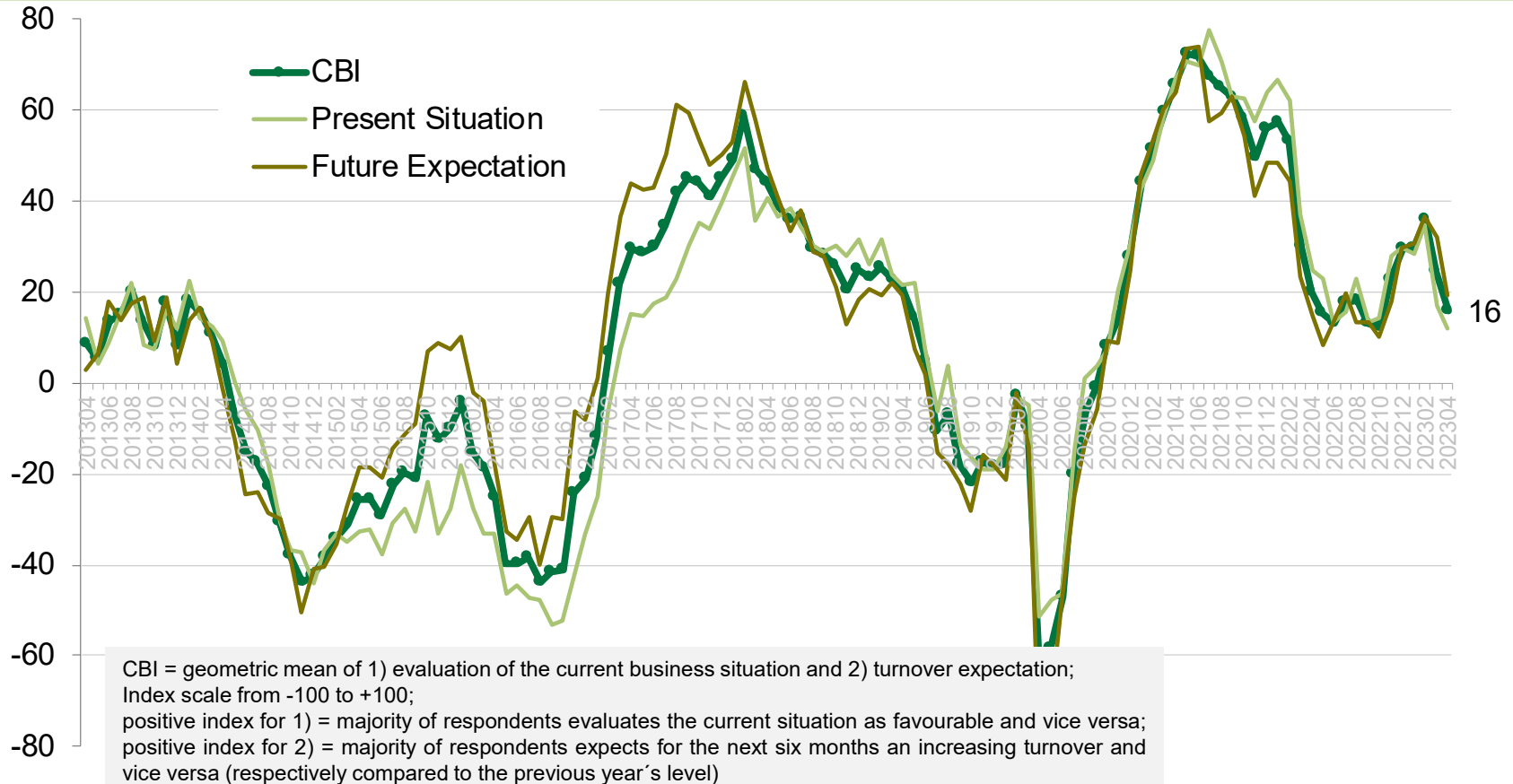
The general business climate index for the agricultural machinery industry in Europe has now entirely left its first significant upward path since the sharp declines in the course of the Russian war against Ukraine but is still at a relatively good level. In April, the index decreased from 24 to 16 points (on a scale of -100 to +100).

After the deterioration in evaluations for the current business, industry representatives have now also downgraded their future expectations. While considerable easing can be observed on the supply side, uncertainties are increasing with regard to the market side, and confidence levels are declining accordingly.

The regional breakdown on the market side shows that some of the large markets such as France, Germany, Italy, Spain and Poland are losing further momentum. Current dealer stocks of both new and used machines are still relatively low across Europe, but have now been noticeably restocked, particularly in Poland and France.

# Business Climate Index Development

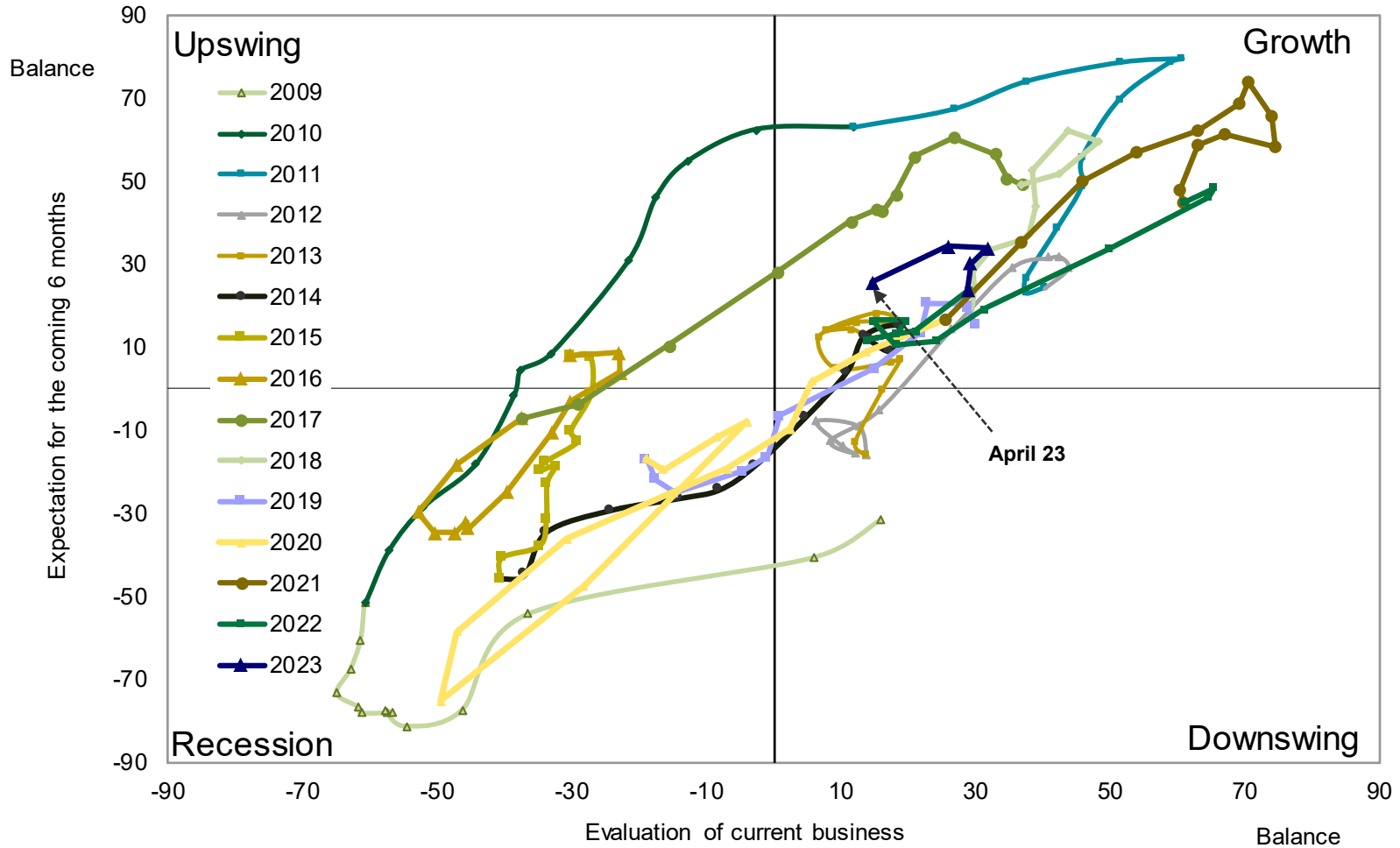
CEMA Business Climate Index (CBI) -Total



Source: CEMA Business Barometer

# Business Climate

## Illustration of Business Cycle



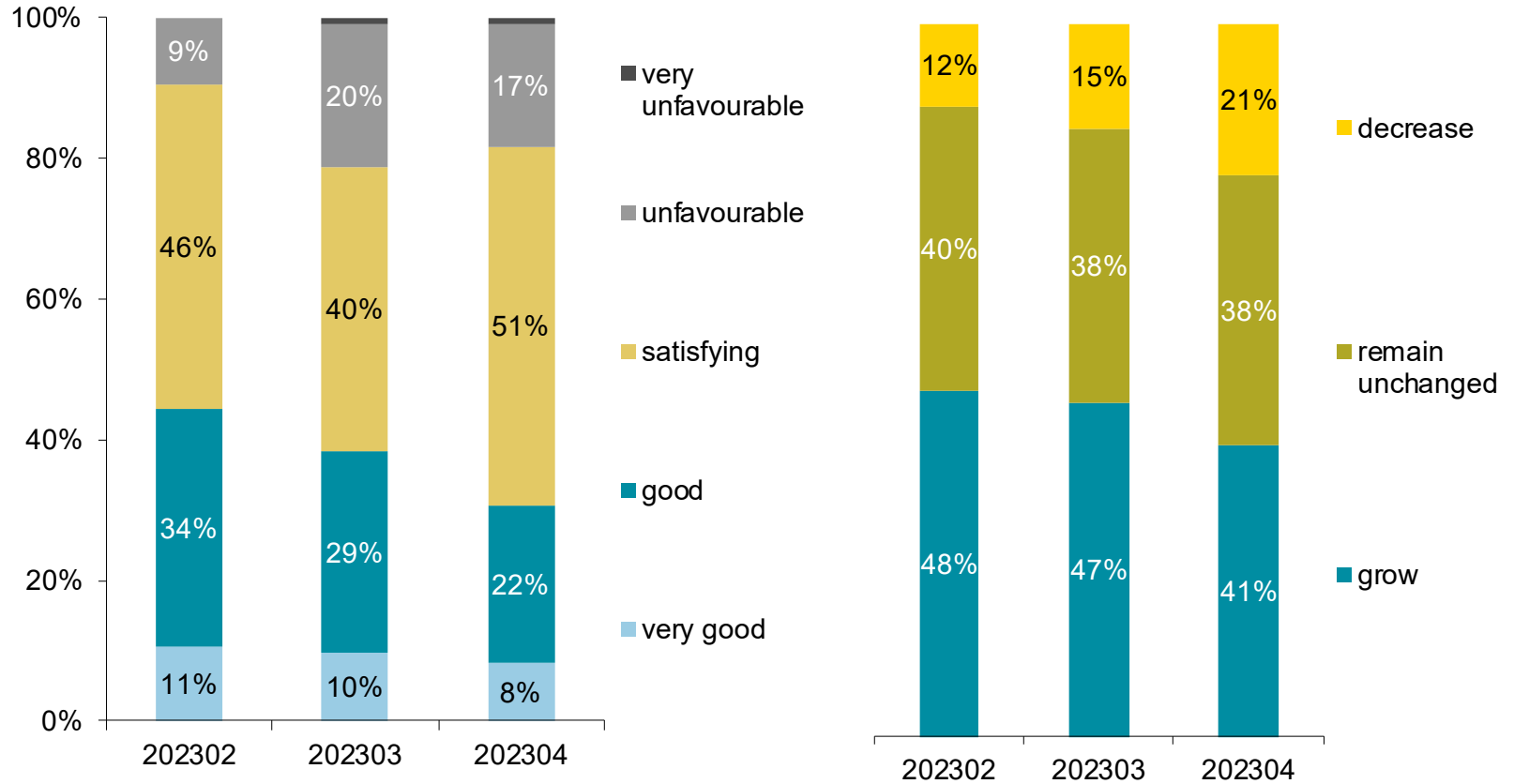
Source: CEMA Business Barometer, each value as an average of the last two months

# 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....

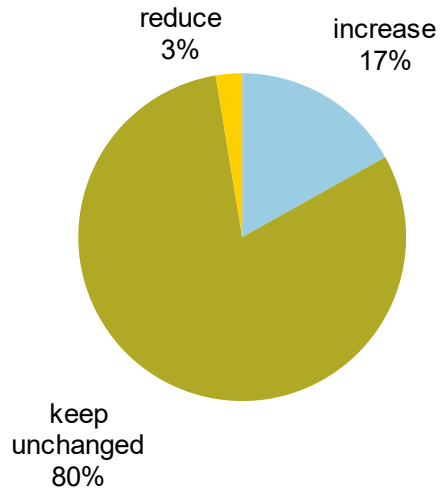


Source: CEMA Business Barometer

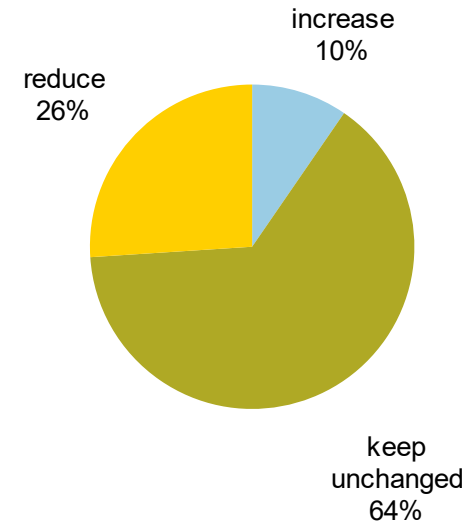
# Employment

Question: Our plans regarding the workforce

Regular employees



Temporary employees



Source: CEMA Business Barometer April 2023