

# CEMA Business Barometer

Public excerpt May 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 at highest level since 2008!

## Executive summary of the survey in May

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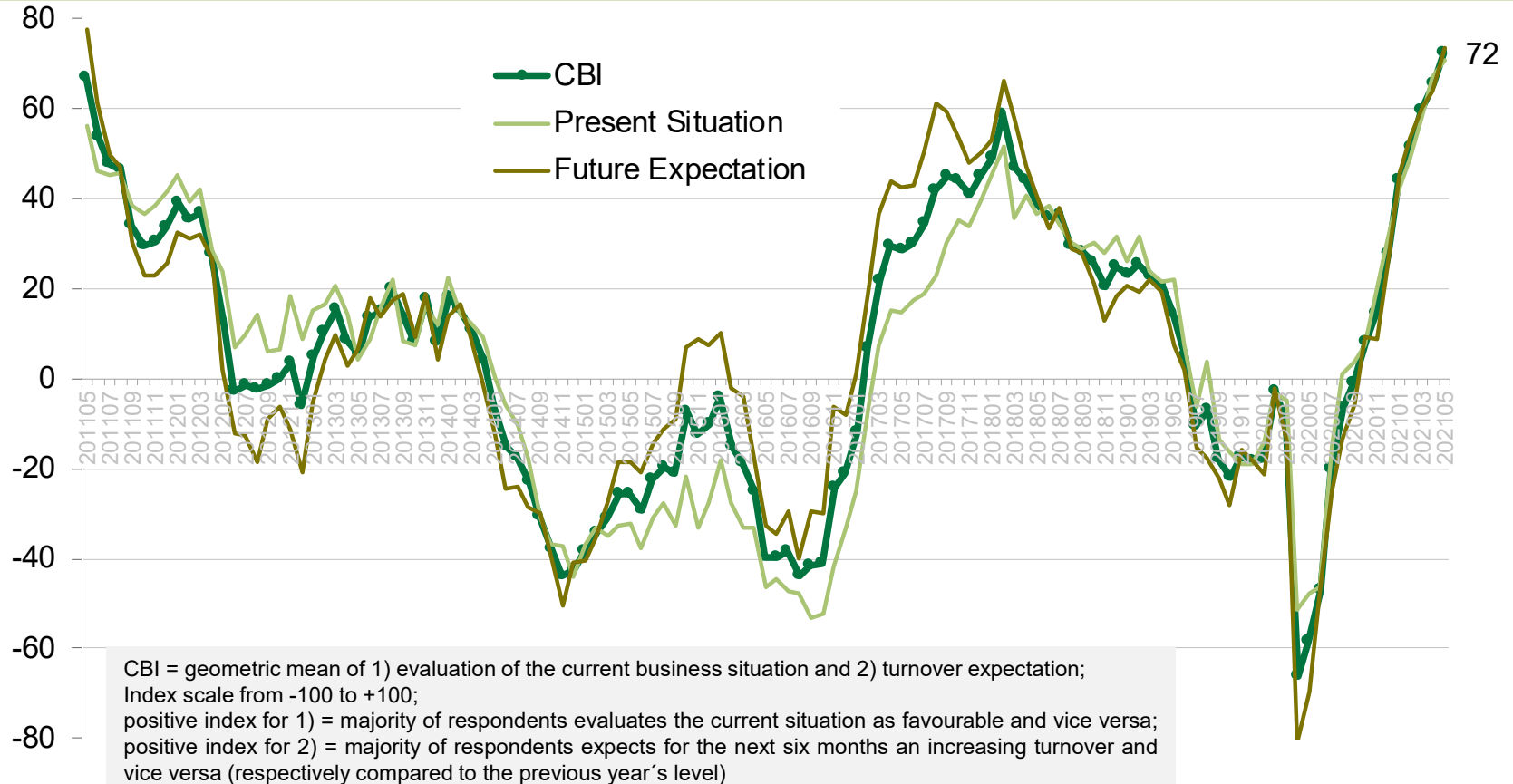
The general Business Climate Index for the Agricultural Machinery Industry in Europe has risen sharply to its highest level since 2008 after having reached the positive range in October for the first time since mid-2019. In May 2021, the index is at +72 points (on a scale of -100 to +100).

Very high levels of turnover have already been secured for the coming months. The volume of orders corresponds currently to a production period of 4.4 months, which is the highest value ever recorded within this survey. Other than during previous upswing periods, the current business improvements do not lag behind improved future expectations. It rather appears that the industry is continuously adjusting its future expectations to an indeed well performing current business and to an ever-increasing order intake from month to month.

With view to the European market side, the regional breakdown shows again for each single market a majority of survey participants expecting turnover increases in the next six months. Austria and Italy are currently at the top of the European market ranking. The Benelux and Romania remain at the bottom of the ranking with solid but comparatively lower confidence levels.

# Business Climate Index Development

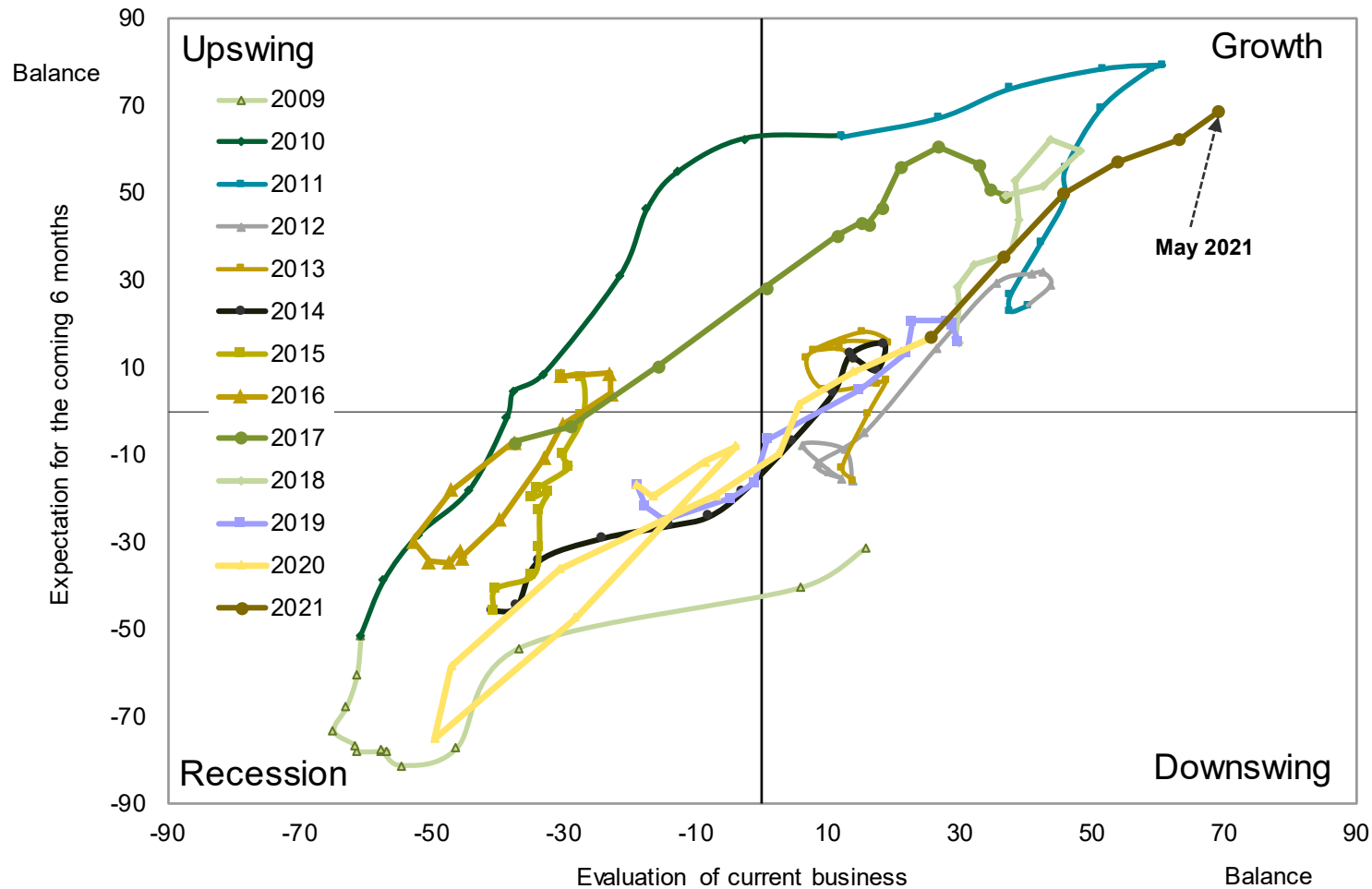
CEMA Business Climate Index (CBI) -Total



Source: CEMA Business Barometer

# Business Climate

## Illustration of Business Cycle



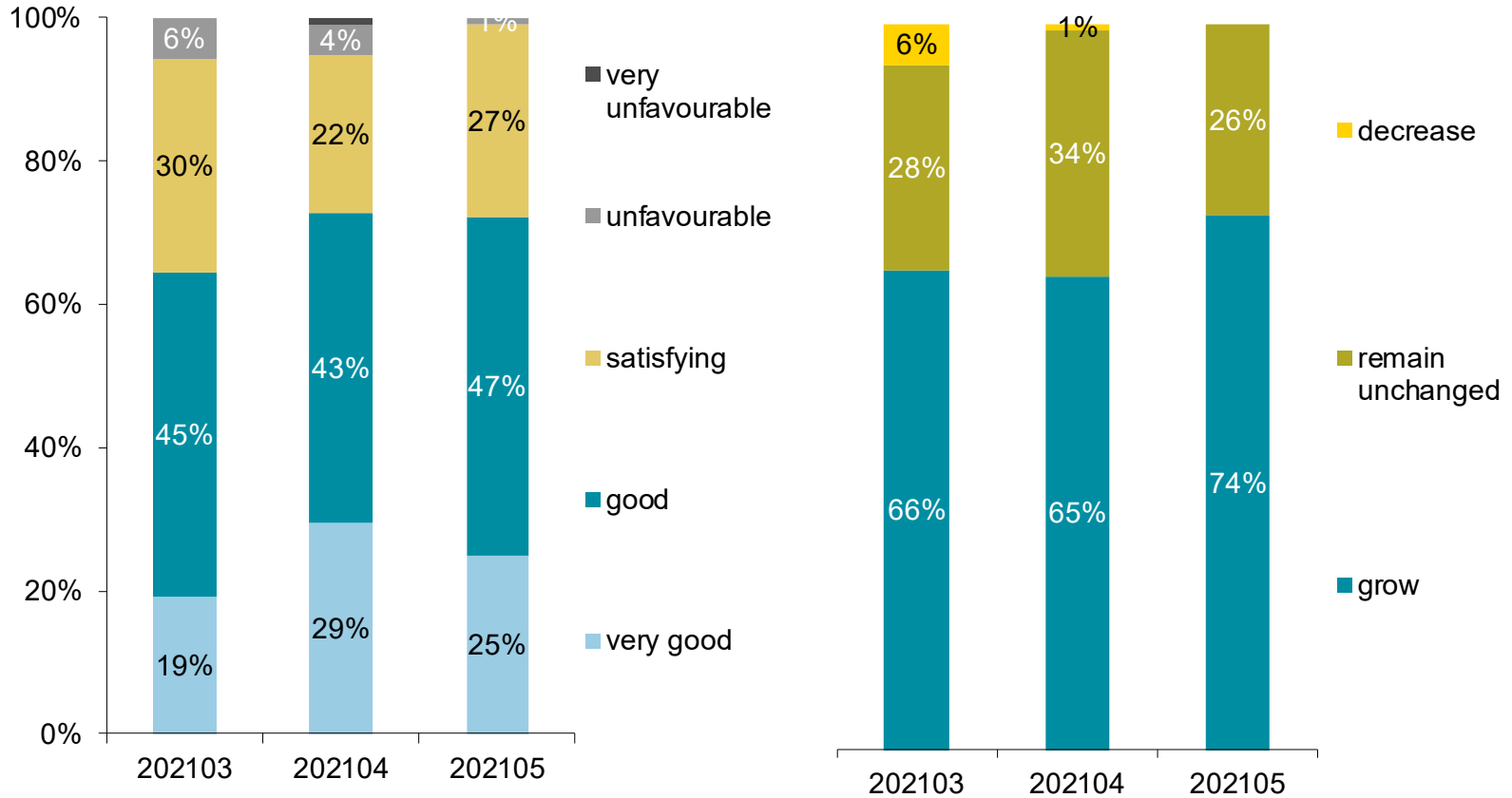
Source: CEMA Business Barometer, each value as an average of the last two months

# 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....

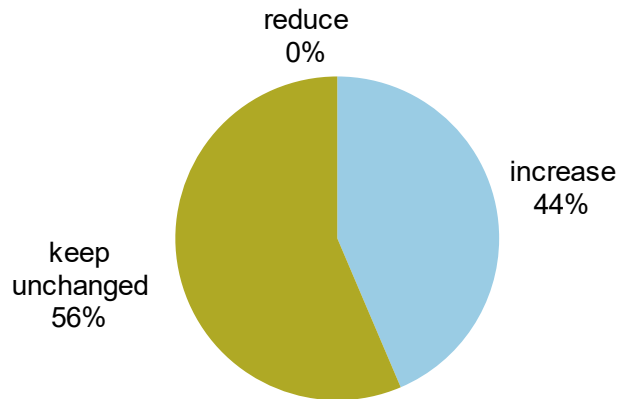


Source: CEMA Business Barometer

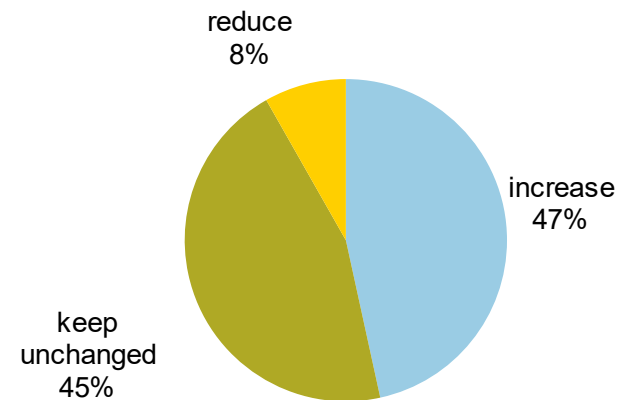
# Employment

Question: Our plans regarding the workforce

## Regular employees



## Temporary employees



Source: CEMA Business Barometer May 2021