

# CEMA Business Barometer

Public excerpt August 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



# Business Climate may have reached its peak

## Executive summary of the survey in August

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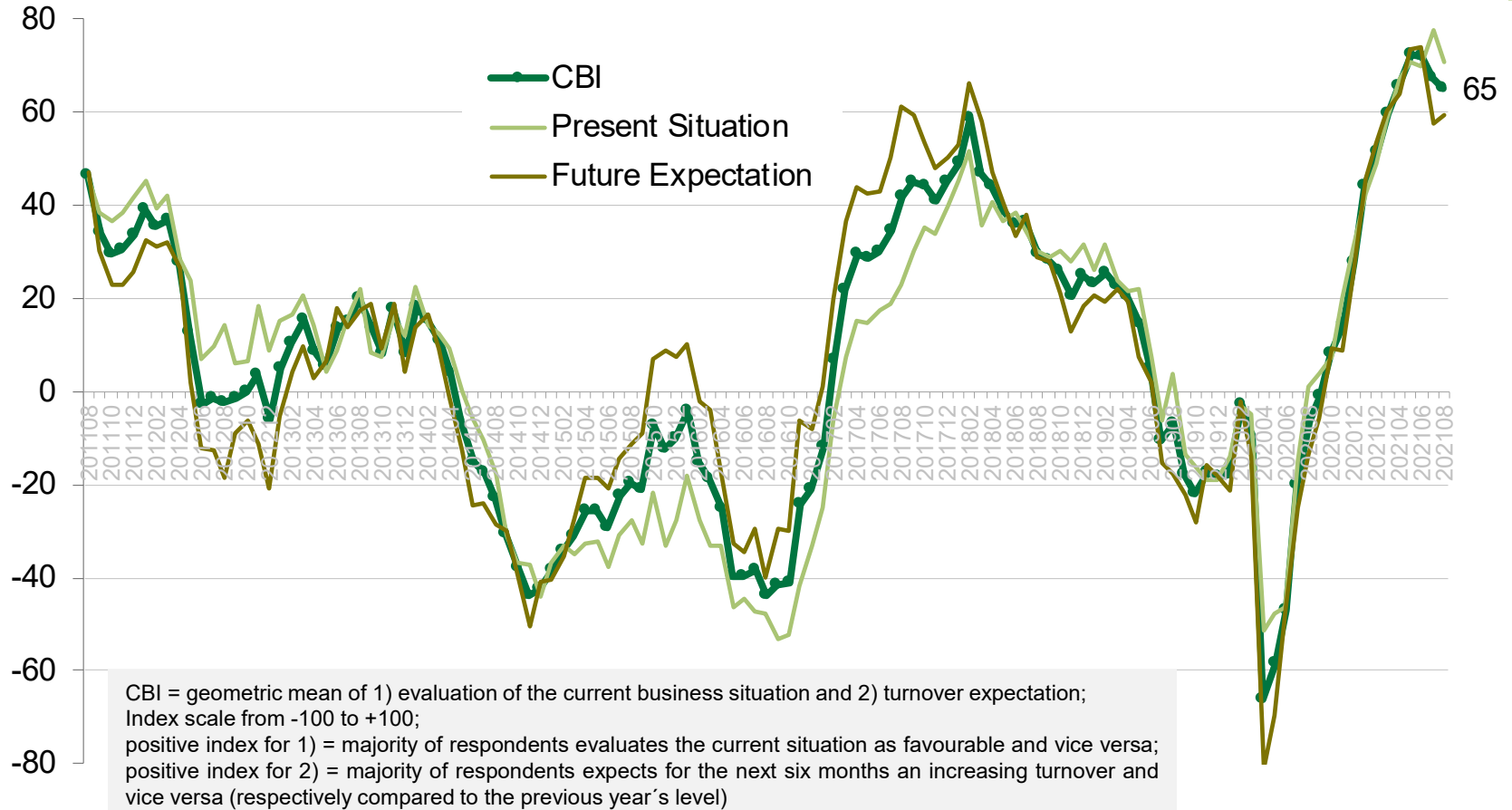
The general Business Climate Index for the Agricultural Machinery Industry in Europe seems to have reached its peak in the months of May and June (with highest levels since 2008). In August, the index decreased slightly for the second month in a row (to 65 points on a scale of -100 to +100).

The volume of orders corresponds currently to a production period of 4.7 months, which is the highest value ever recorded within this survey. However, with regard to expectations for the coming order intake (an indicator which does not feed into the general Business Climate Index), the share of optimists has again dropped and the share of pessimists has continued to rise. Even more uncertainty surrounds to what extent the orders can be realized against the backdrop of extreme price increases and shortages on the supplier side. 31% of the companies expect a production stop due to a lack of certain parts in the coming month.

With view to the European market side, the regional breakdown still shows for each single market a majority of survey participants expecting turnover increases in the next six months. Italy continues undoubtedly at the top of the European market ranking. The expectations are likewise positive for Poland, Germany and France, however, with more mixed views. Austria remains a very strong market, but may have already reached the peak of its growth.

# Business Climate Index Development

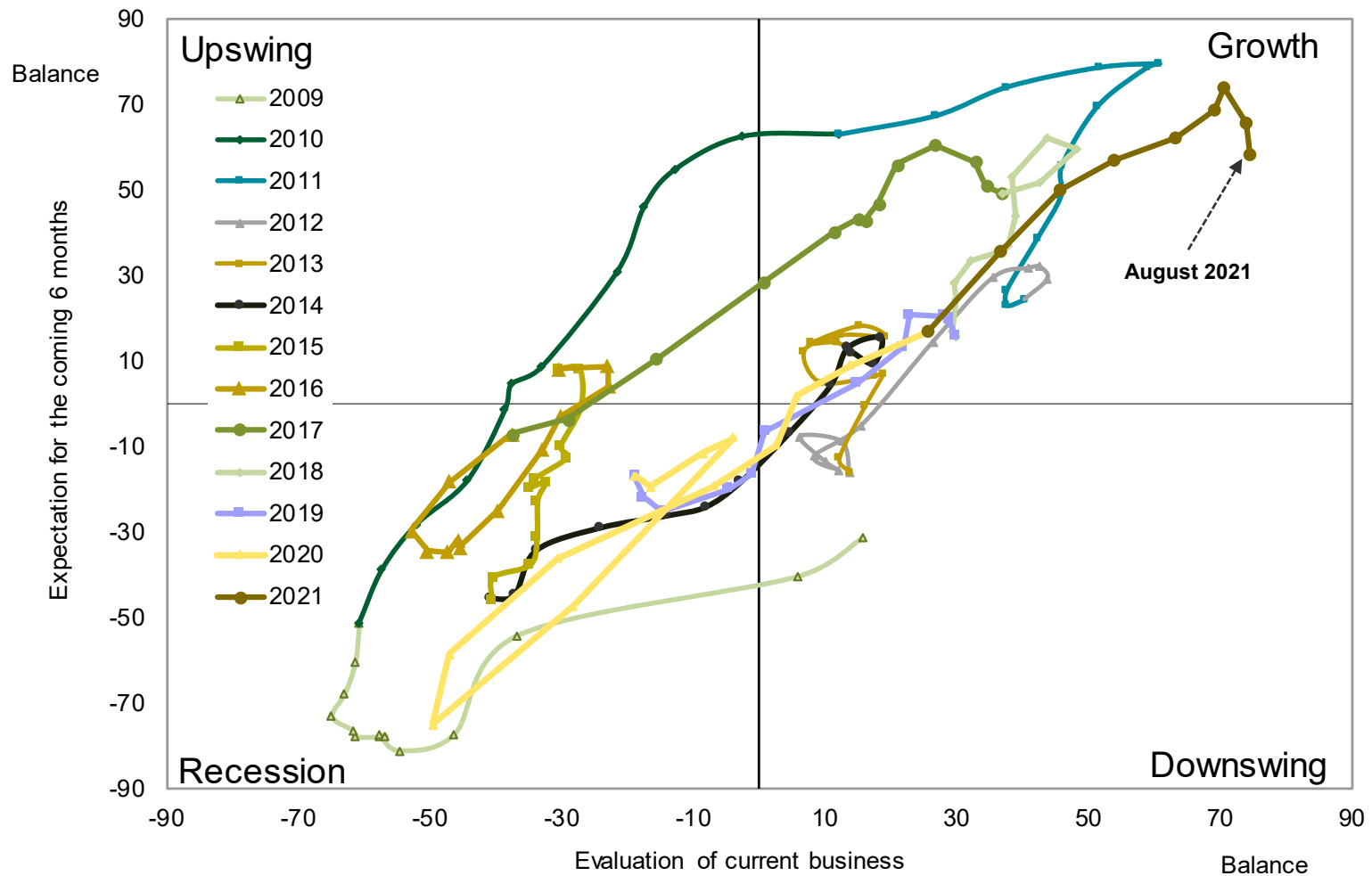
CEMA Business Climate Index (CBI) -Total



Source: CEMA Business Barometer

# Business Climate

## Illustration of Business Cycle



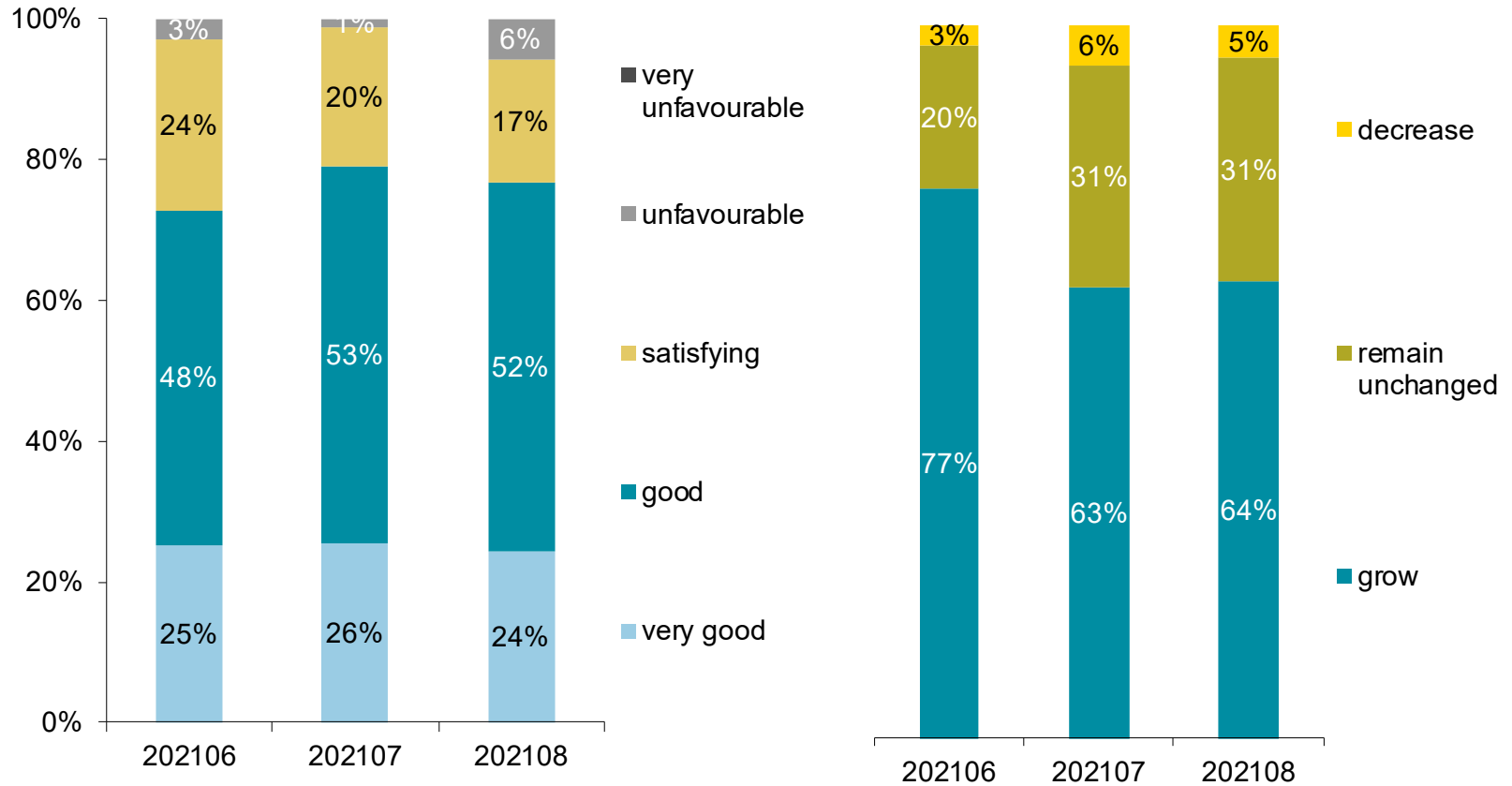
Source: CEMA Business Barometer, each value as an average of the last two months

# 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....

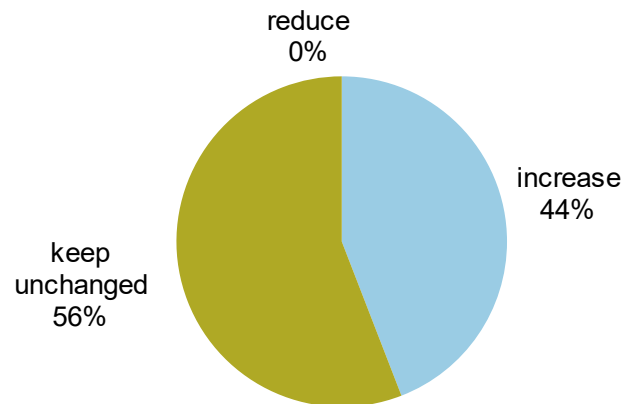


Source: CEMA Business Barometer

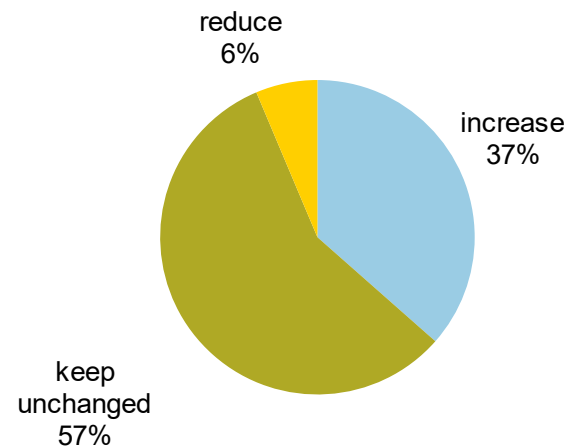
# Employment

Question: Our plans regarding the workforce

Regular employees



Temporary employees



Source: CEMA Business Barometer August 2021