



German-British Business Outlook Autumn 2025



German-British
Chamber of Industry & Commerce
Deutsch-Britische
Industrie- und Handelskammer

 **PartnerForYourSuccess**

German-British Business Outlook Autumn 2025

Summary

The Autumn 2025 survey of the German-British Chamber of Industry & Commerce shows softening confidence but continued commitment to the UK market.

Currently, 39% of respondents view their UK operations as performing positively or very positively, 40% as stable, and 21% as negative. These figures show a slight deterioration compared with the spring survey, suggesting that while sentiment remains generally positive, the economic environment has become more challenging for some. Consequently, the short-term outlook is less optimistic than six months ago. Now only 14% of firms expect the UK economy to improve over the next twelve months, while 42% anticipate sluggish performance.

The UK market's importance remains a key driver of German investment in the country. However, investment plans within the German-British business community have been scaled back, with only about a quarter (down from one-third in spring) planning to expand activities in the next twelve months.

By a clear margin, our community believes that the UK Government's top priority should be to continue improving relations with the European Union but measures to strengthen the UK's regulatory competitiveness also remain vital for businesses.

The majority (54%) of companies are currently not affected by US trade policies – a slightly higher share than in spring – potentially indicating that more firms now focus solely on the British market, using the UK less as an international hub.



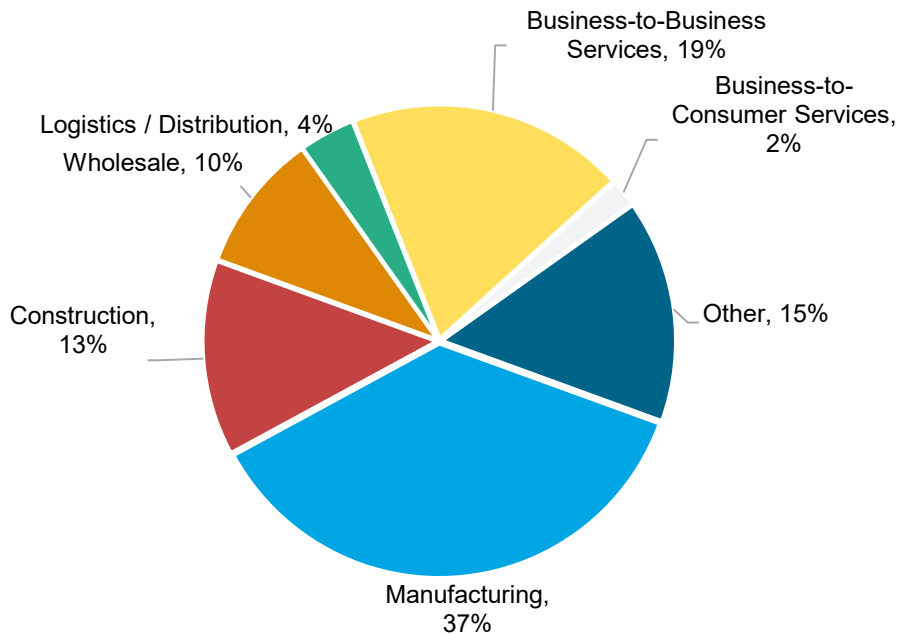
German-British
Chamber of Industry & Commerce
Deutsch-Britische
Industrie- und Handelskammer

German-British Business Outlook Autumn 2025

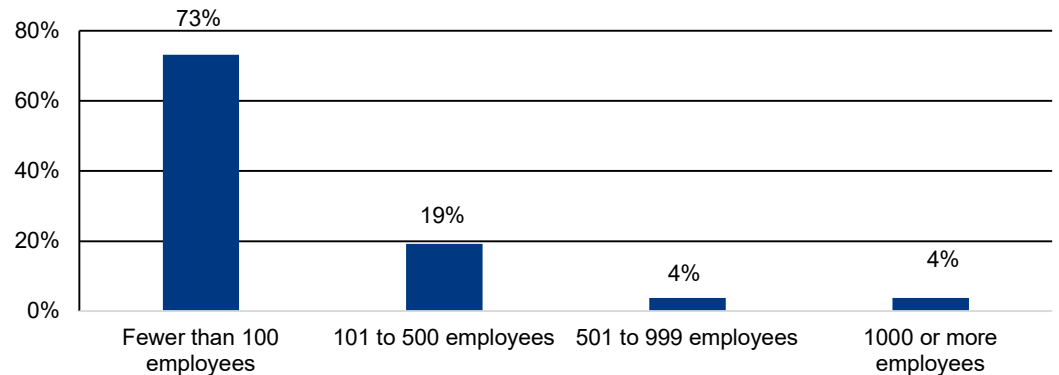
The survey and its participants:

57 online interviews between 3 and 17 October 2025 with companies from the German-British business community, which have operations in the UK.

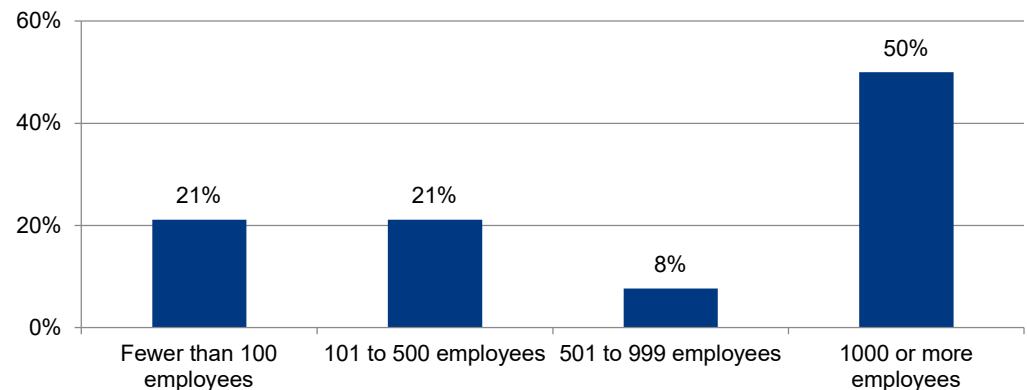
In which sector is your company predominantly active?



How many employees do you have in the United Kingdom?



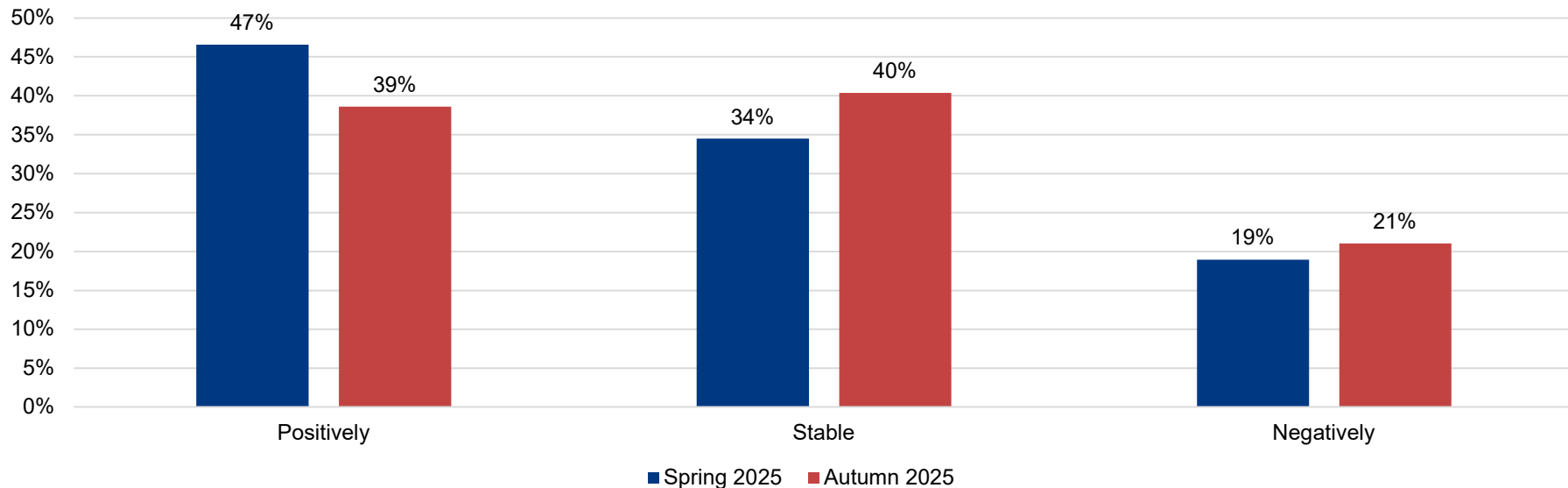
How many employees do you have worldwide?



German-British
Chamber of Industry & Commerce
Deutsch-Britische
Industrie- und Handelskammer

German-British Business Outlook Autumn 2025

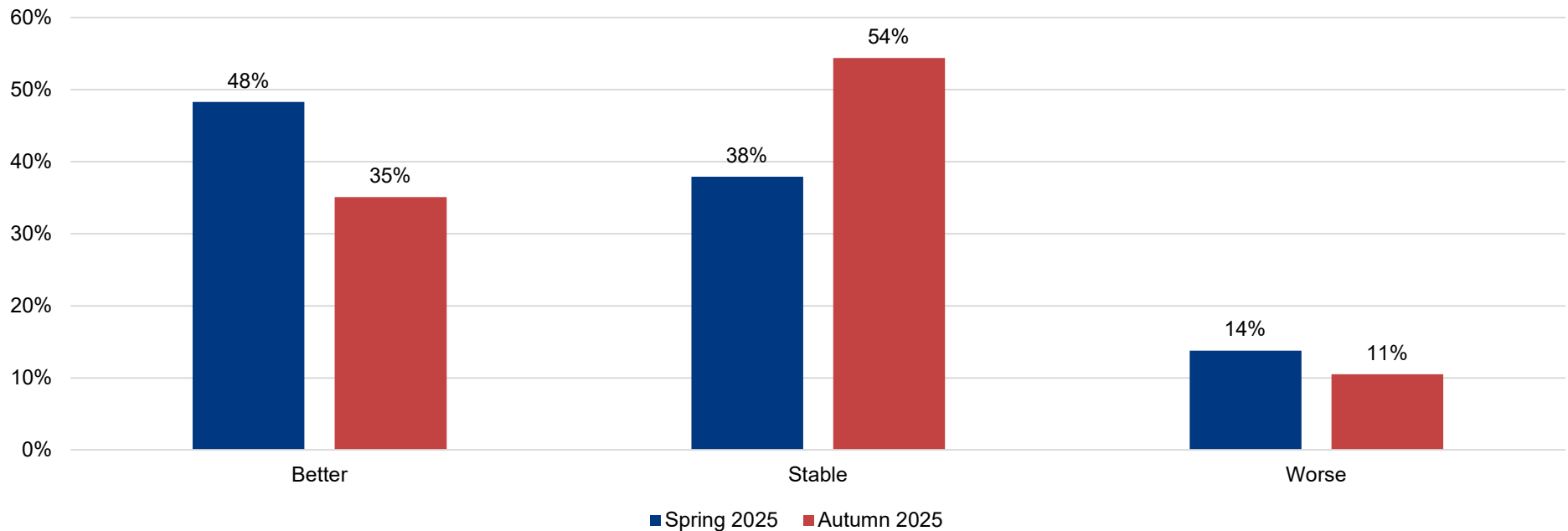
How do you view the current situation / performance of your operations in the United Kingdom?



Currently, 39% of respondents view their UK operations positively, 40% as stable, and 21% as negative. These figures represent a slight decline since spring, suggesting that while sentiment remains generally good, conditions have become more difficult for some.

German-British Business Outlook Autumn 2025

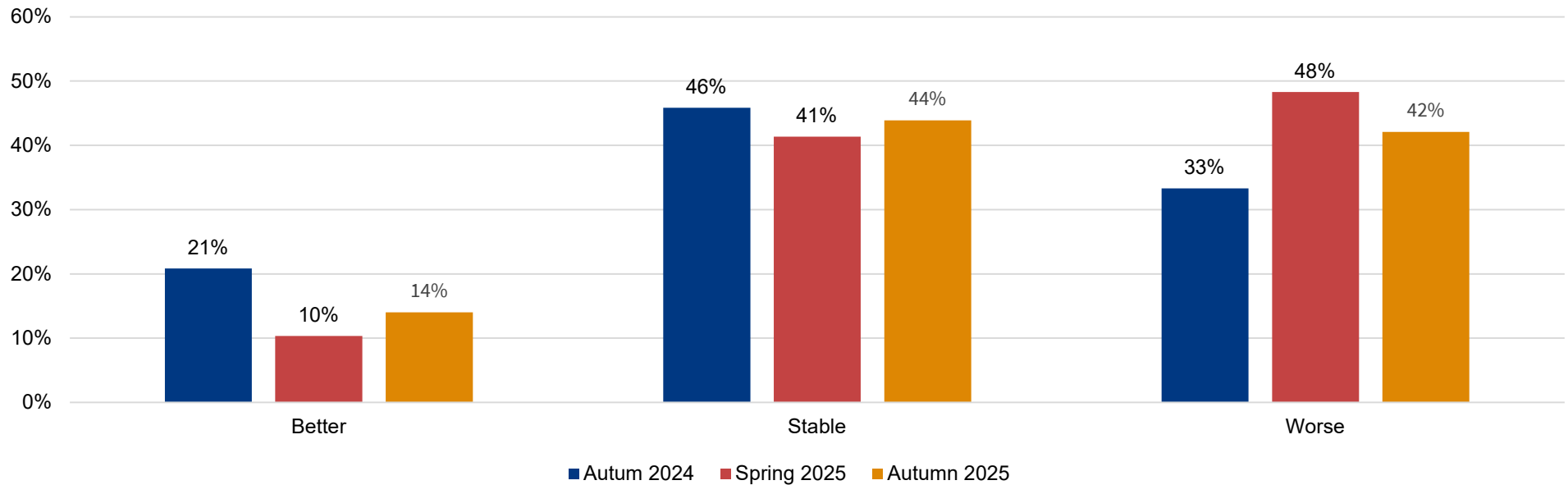
How do you expect your operations in the United Kingdom to develop/perform over the coming 12 months?



In line with the assessment of their current situation/performance, the overall outlook for the immediate future is not as positive as it was six months ago.

German-British Business Outlook Autumn 2025

How do you expect the United Kingdom's economy as a whole to develop/perform over the coming 12 months?



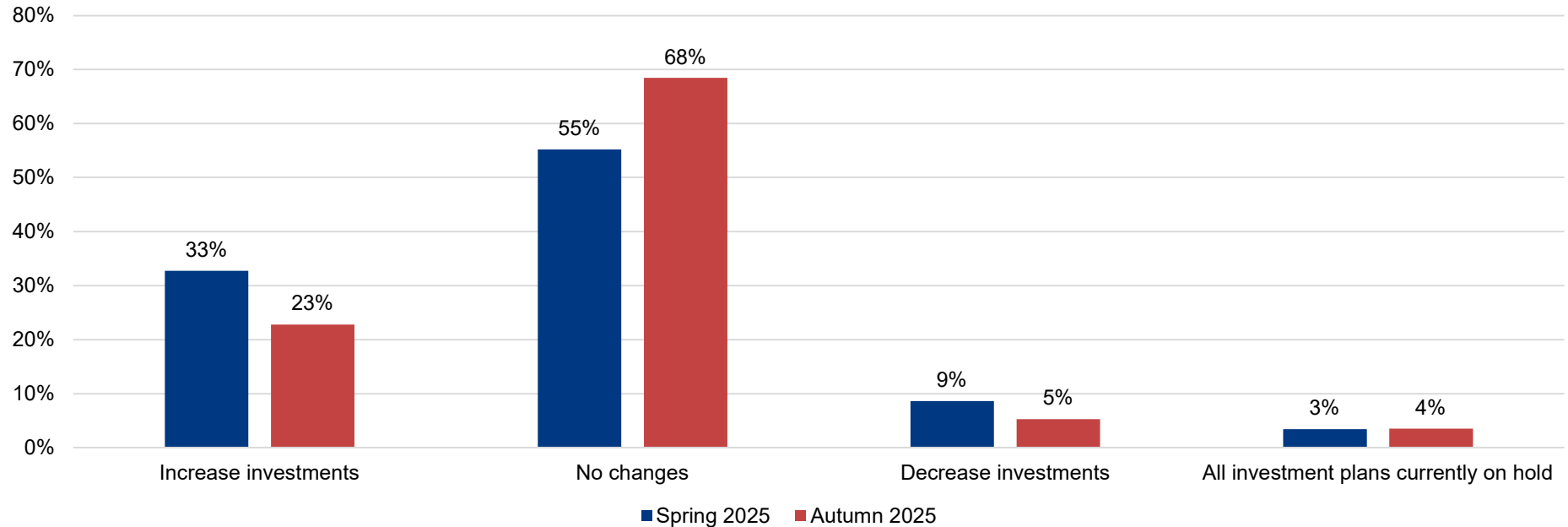
Confidence in the UK economy remains relatively subdued, though marginally improved since spring. Only 14% expect improvement in the coming year, while 42% foresee sluggish growth.



German-British
Chamber of Industry & Commerce
Deutsch-Britische
Industrie- und Handelskammer

German-British Business Outlook Autumn 2025

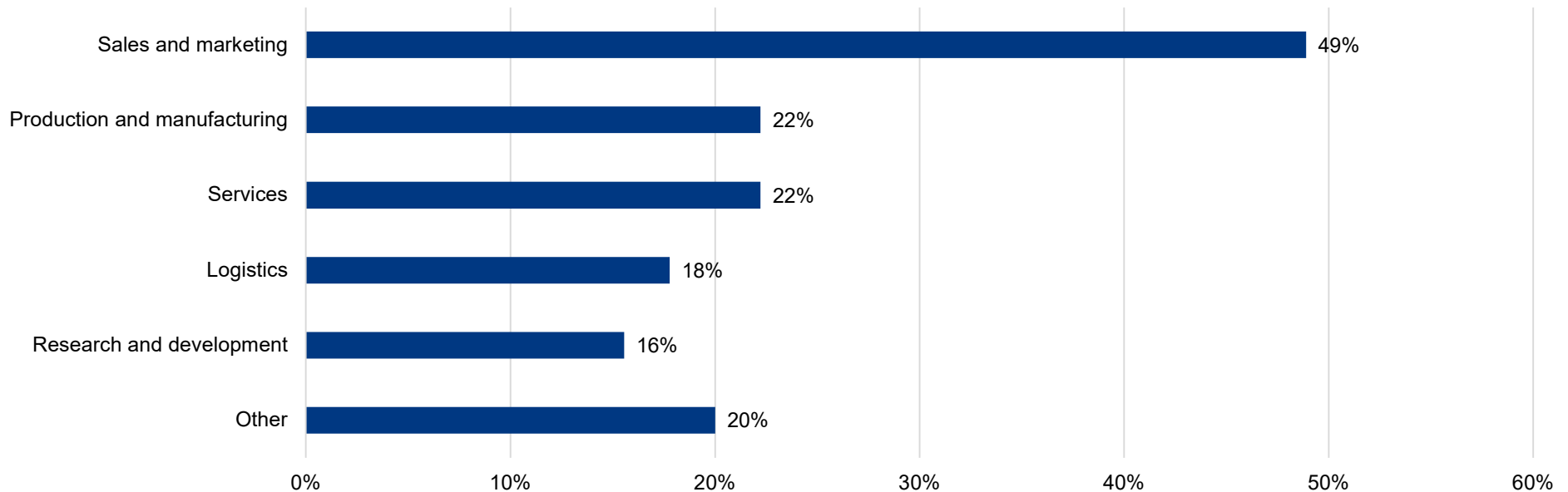
What are your medium-term investment plans?



In comparison to the spring survey's findings, the investment plans within the German-British business community have been scaled back to some extent, with only one quarter (23%) aiming to expand their activities.

German-British Business Outlook Autumn 2025

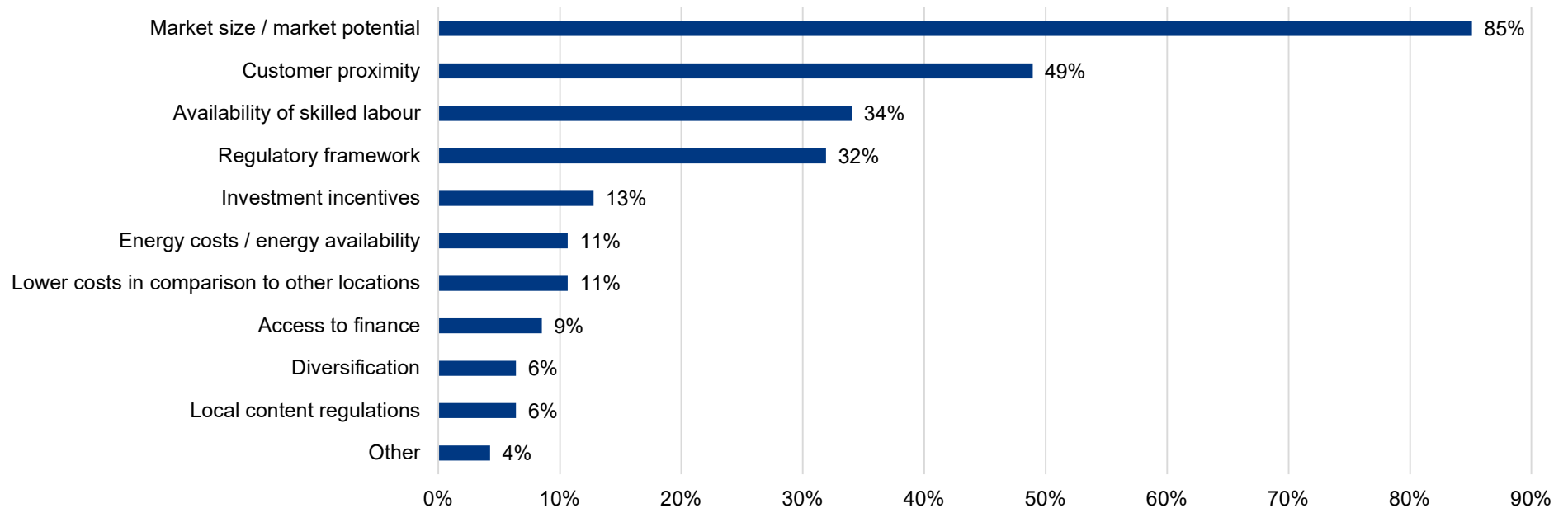
In which areas do you currently make or are planning to make significant investments in the UK? (Multiple answers possible)



As in the past, the main reason for investing in the UK continues to be the importance of the British market, but the appeal as a location for manufacturing, services, logistics, and research and development should not be underestimated.

German-British Business Outlook Autumn 2025

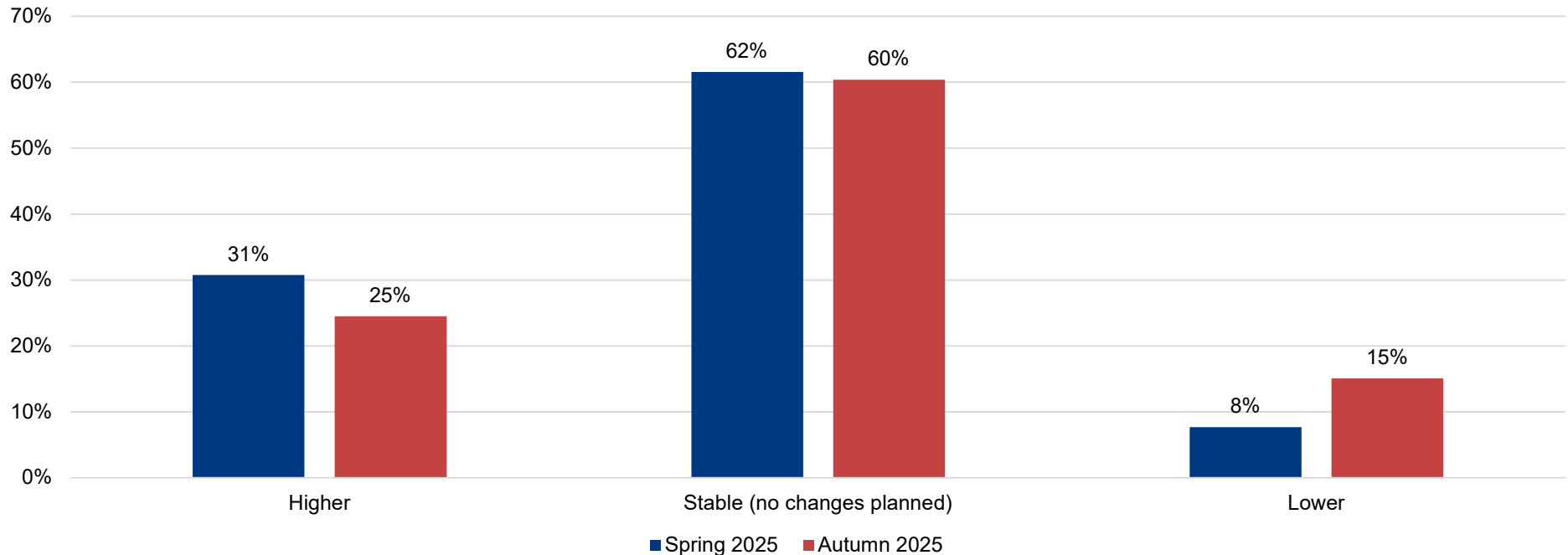
Which factors play a dominant role in your decision to continue to invest in the UK? (Multiple answers possible)



As aforementioned, the significance of the UK market is the key driver of German investment in the UK and the weighting of factors is comparable to previous surveys.

German-British Business Outlook Autumn 2025

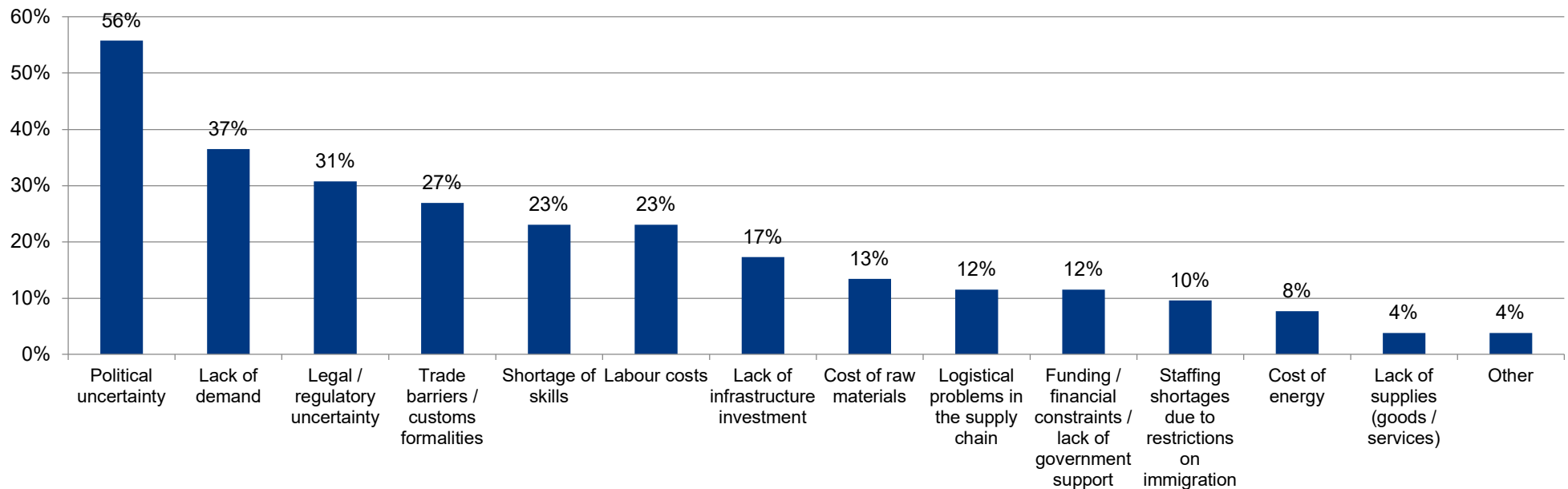
What will your staffing levels look like in 12 months' time?



25% of companies expect to hire new employees over the coming year – this is a slightly lower figure compared to spring 2025, suggesting that in line with the more cautious overall economic outlook, the demand for labour has weakened somewhat.

German-British Business Outlook Autumn 2025

What will be the largest challenges for your business in the coming 12 months?
(Multiple answers possible)



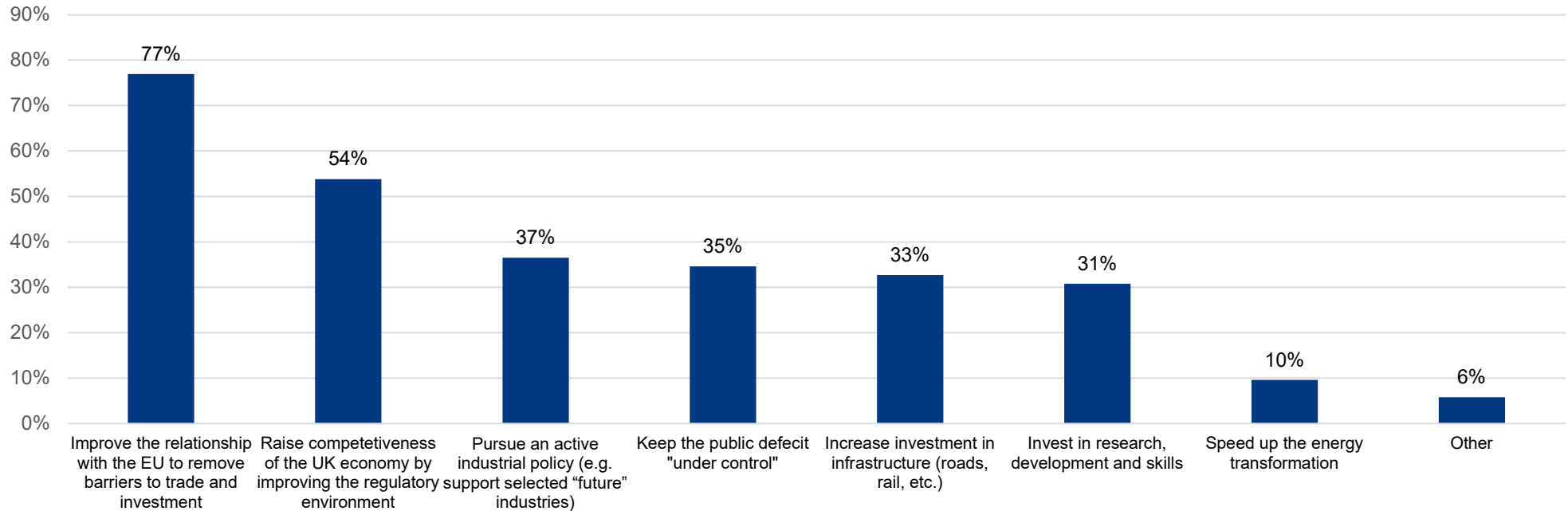
As in past surveys, political uncertainty, lack of demand (as a result of the expected weaker economic development), and administrative hurdles resulting from Brexit, continue to be major challenges for doing business in the UK.



German-British
Chamber of Industry & Commerce
Deutsch-Britische
Industrie- und Handelskammer

German-British Business Outlook Autumn 2025

What are the top three economic priorities the current UK government should focus on?



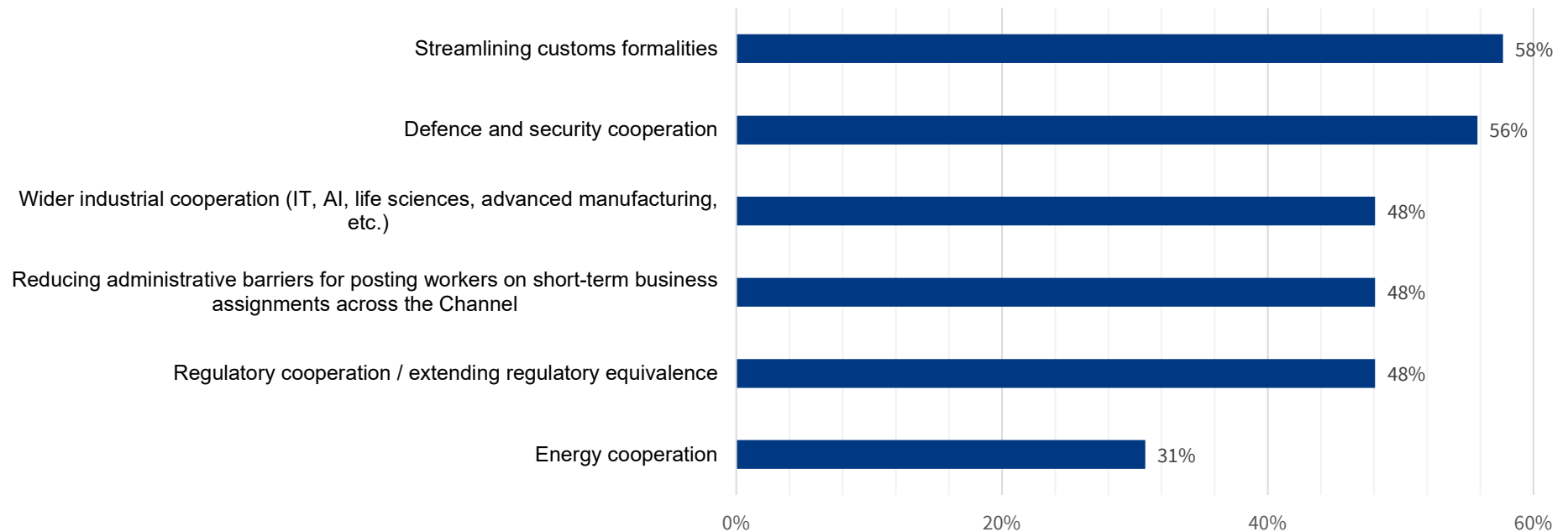
By a substantial margin, our community thinks that the UK Government's utmost priority should be to continue to improve relations with the EU (a similar figure to spring 2025) but measures to improve the competitiveness of the UK regulatory framework also continue to be important for the business world. Pursuing an active industrial policy has somewhat moved up the list of priorities, and controlling the public deficit has also marginally grown in importance as a policy priority.



German-British
Chamber of Industry & Commerce
Deutsch-Britische
Industrie- und Handelskammer

German-British Business Outlook Autumn 2025

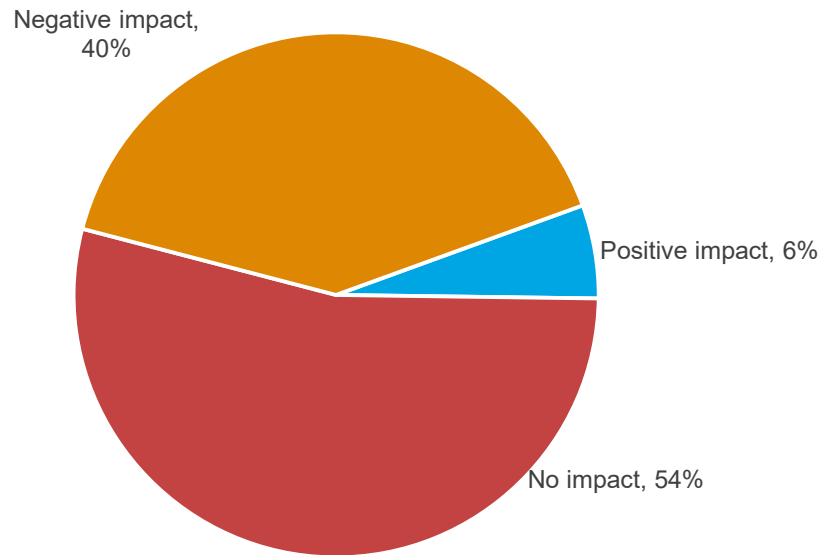
In light of the recently concluded EU-UK agreement and the British-German Friendship Treaty (Kensington Treaty), in which sectors or areas do you see the highest need for an increase in cross-channel cooperation?
(Multiple answers possible)



The business community's wish list with regard to practical improvements, as a result of the recent cooperation agreements, focusses not only on reducing the administrative hurdles (customs formalities, immigration rules, etc.) but also on closer economic cooperation (especially industrial and defence cooperation).

German-British Business Outlook Autumn 2025

What impact do you expect the current US trade policy will have on your company's UK activities?



54% of companies report no direct impact from current US trade policies – an increase since spring when the comparable figure was 29%. This may indicate that more businesses now focus primarily on serving the domestic UK market, rather than using the UK as an international base.