

27 October 2025

NEWS RELEASE

The German-British business community shows softening confidence but continued commitment to the UK market.

According to the recent Autumn Survey of the German-British Chamber of Industry & Commerce, 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 not currently 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.

“Our members remain committed to the UK, even as the business environment becomes more challenging,” said Ulrich Hoppe, Director General of the German-British Chamber of Industry & Commerce. “German companies continue to view the UK as a key market, but greater policy clarity – particularly regarding EU relations and regulatory alignment – will be crucial to sustaining growth and competitiveness.”

57 online interviews were conducted with members of the German-British business community with UK operations. The study was part of the World Business Outlook and conducted in conjunction with the German Chamber of Commerce and Industry (DIHK). Fieldwork was conducted between 3 and 17 October 2025. The full results can be found at: <https://grossbritannien.ahk.de/en/market-info/german-british-business-outlook>.

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Notes for editors:

The German-British Chamber of Industry & Commerce in London, founded in 1971, is a business to business organisation of about 800 British and German member firms. It provides business contacts, information and advice to its members and many thousands of non-members in both countries. More information can be obtained through its website: www.germanbritishchamber.co.uk.

17 July 2025

NEWS RELEASE

Friendship Treaty between Germany and the United Kingdom opens a new chapter in economic relations

The German-British Chamber of Industry & Commerce warmly welcomes the German-British Friendship Treaty signed today in London by Chancellor Friedrich Merz and Prime Minister Sir Keir Starmer. It marks a historic milestone in bilateral relations and opens new perspectives for businesses in both countries.

The treaty establishes a strategic framework to deepen security, political, social, and also economic cooperation. It can act as a catalyst for new partnerships, innovation projects, and cross-border investment, particularly in the areas of defence, digitalisation, energy infrastructure, and industrial transformation. However, what is also important, is that further measures are being implemented to support youth exchanges - from school children and students to young workers - this will not only benefit the people on both sides of the Channel but it will also create medium- to long-term opportunities for further collaboration between businesses.

For the more than 2,500 German companies operating in the UK and many British investors in Germany, the treaty sends a strong signal of certainty, trust, and a commitment to deeper cooperation.

According to Dr. Ulrich Hoppe, Director General of the German-British Chamber of Industry & Commerce, "The Friendship Treaty signed today is a strong symbol of the close ties between our two countries. In times of global upheaval, it is vital that Germany and the United Kingdom place their economic relations on a stable and forward-looking foundation. For our members, the treaty brings clarity and new opportunities in a much closer political and economic framework."

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15 April 2025

NEWS RELEASE

The German-British business community continues to be upbeat for their UK business activities, but global challenge and weaker economic growth are beginning to bite. Therefore, companies hope that the UK Government prioritises resetting its relationship with the EU.

According to the recent Spring Survey of the German-British Chamber of Industry & Commerce, approximately half of survey respondents view their own UK operations as performing positively or very positively, 34% as stable, and 19% as negatively. These numbers paint a somewhat similar picture compared to the autumn of last year, suggesting that most companies continue to operate reasonably successfully in the UK. As a result, investment plans within the German-British business community have remained broadly unchanged, with one third aiming to expand their activities.

In contrast to the positive outlook for their own operations, the sentiment towards the overall development of the UK economy has continued to deteriorate compared to six and twelve months ago. Currently, only 10% of firms (down from 21% in autumn 2024 and 34% in spring 2024) expect the UK economy to improve over the coming twelve months, with 48% expecting a sluggish performance (up from 33% in autumn 2024 and only 19% in spring 2024).

As in past surveys, political uncertainty, administrative hurdles resulting from Brexit, the politics of the new US administration, as well as lack of demand (as a result of the weaker economic outlook) continue to be major challenges for doing business in the UK. However, in line with the slightly weaker economy, addressing skills shortages has become somewhat less challenging.

Unsurprisingly, the majority (63%) of companies, even those focused solely on the UK market, still expect to be negatively impacted by the current US trade policies, underlining the global interconnectedness of European trade relations.

Dr Ulrich Hoppe, Director General of the German-British Chamber of Industry & Commerce, commented, "The survey results suggest that despite the deteriorating economic outlook, the UK continues to be a good place to do business, but global challenges loom large and a closer relationship with Europe is a crucial element in fostering growth."

58 online interviews were conducted with members of the German-British business community with UK operations. The study was part of the World Business Outlook and conducted in conjunction with the German Chamber of Commerce and Industry (DIHK). Fieldwork was conducted between 3 and 11 April 2025. The full results can be found at: <https://grossbritannien.ahk.de/en/market-info/german-british-business-outlook>.

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