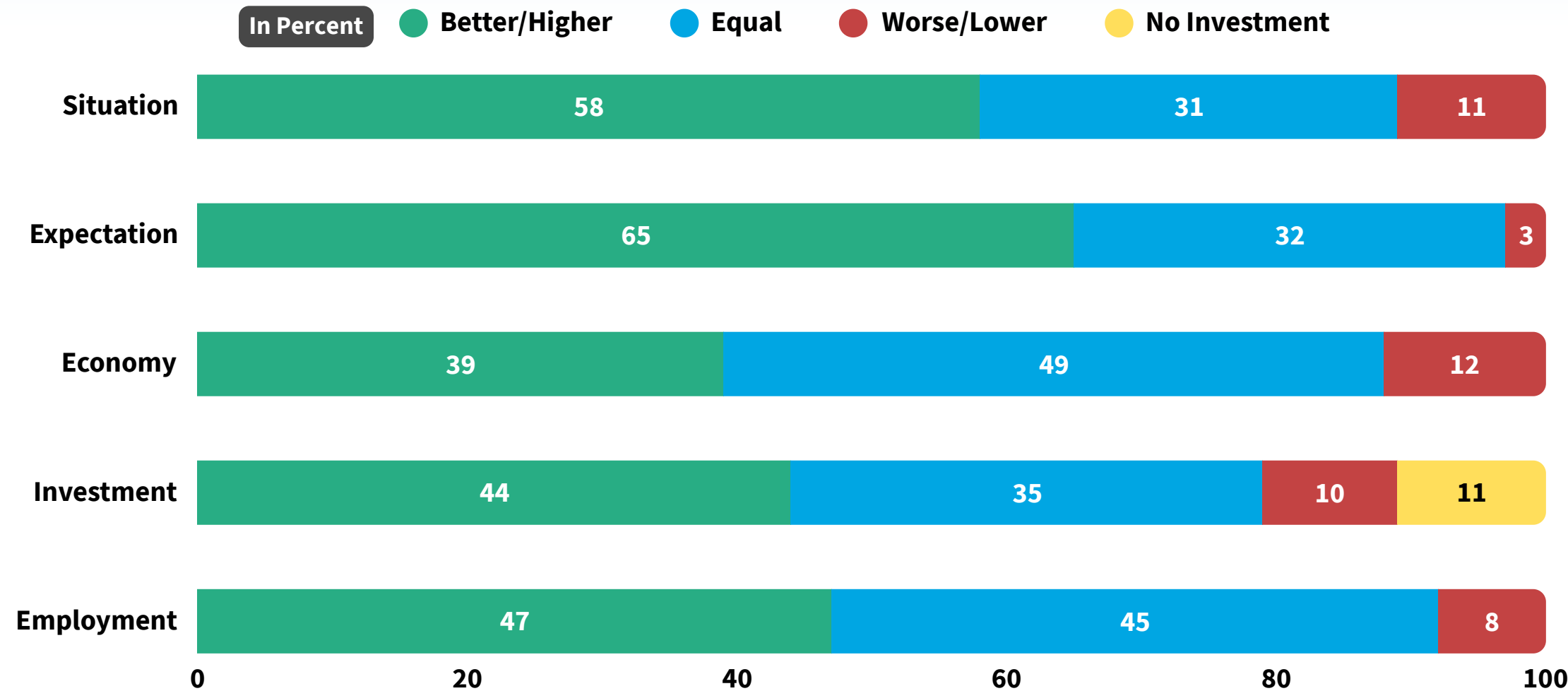




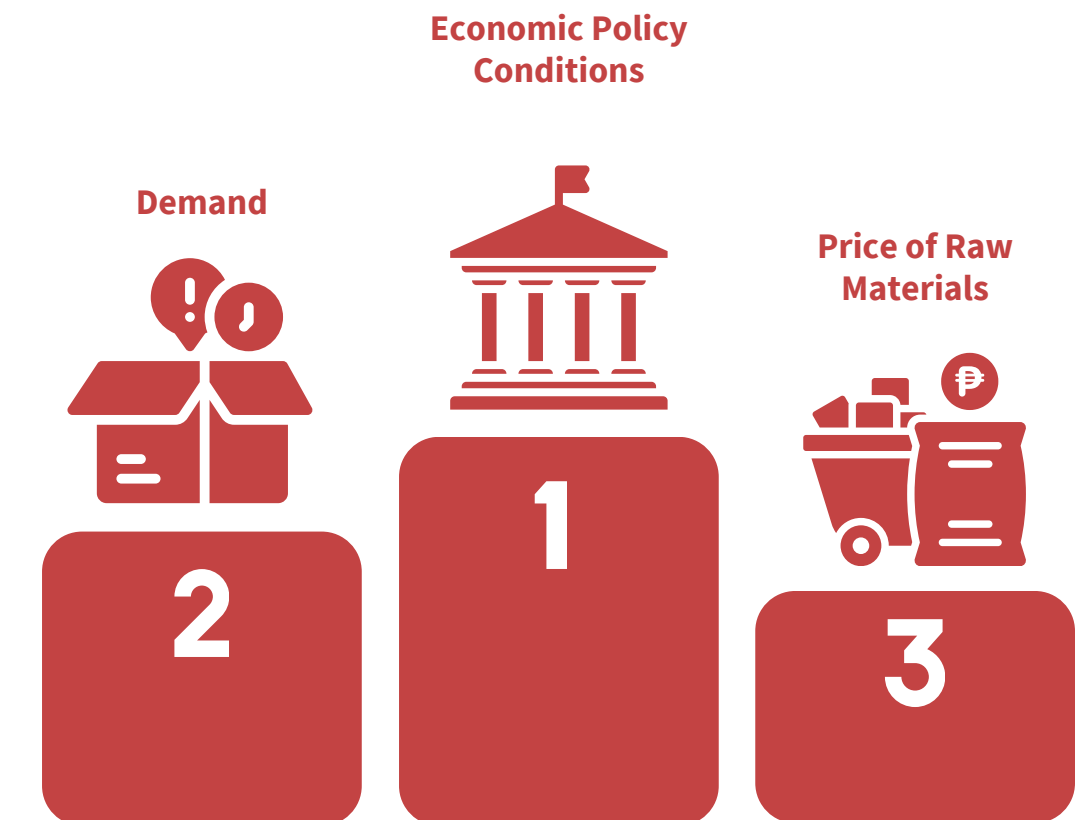
The Philippines
**AHK World Business Outlook
Survey Results**

Spring 2025

Summary – Spring 2025

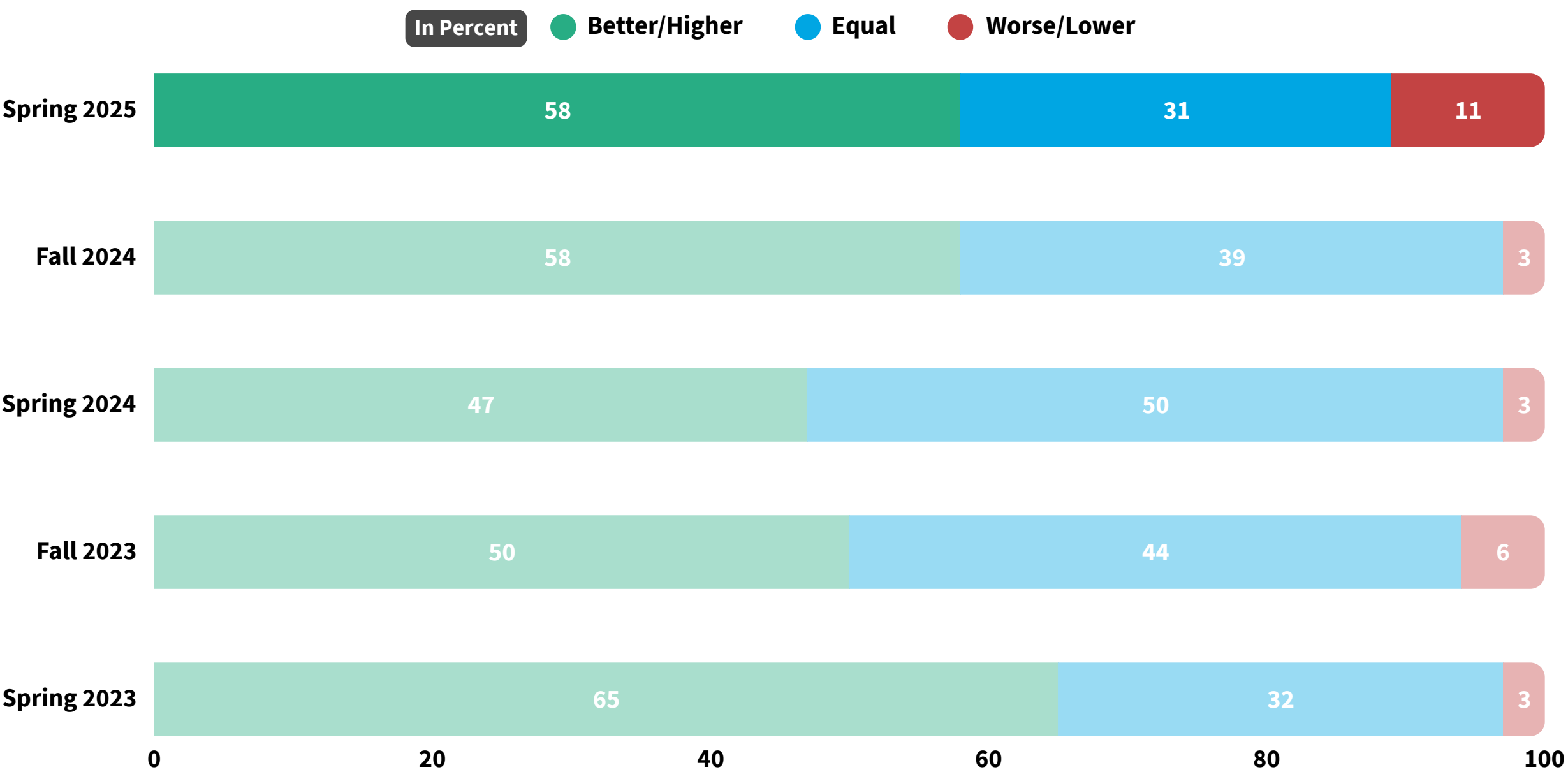


Top 3 Risks for Companies in the Philippines



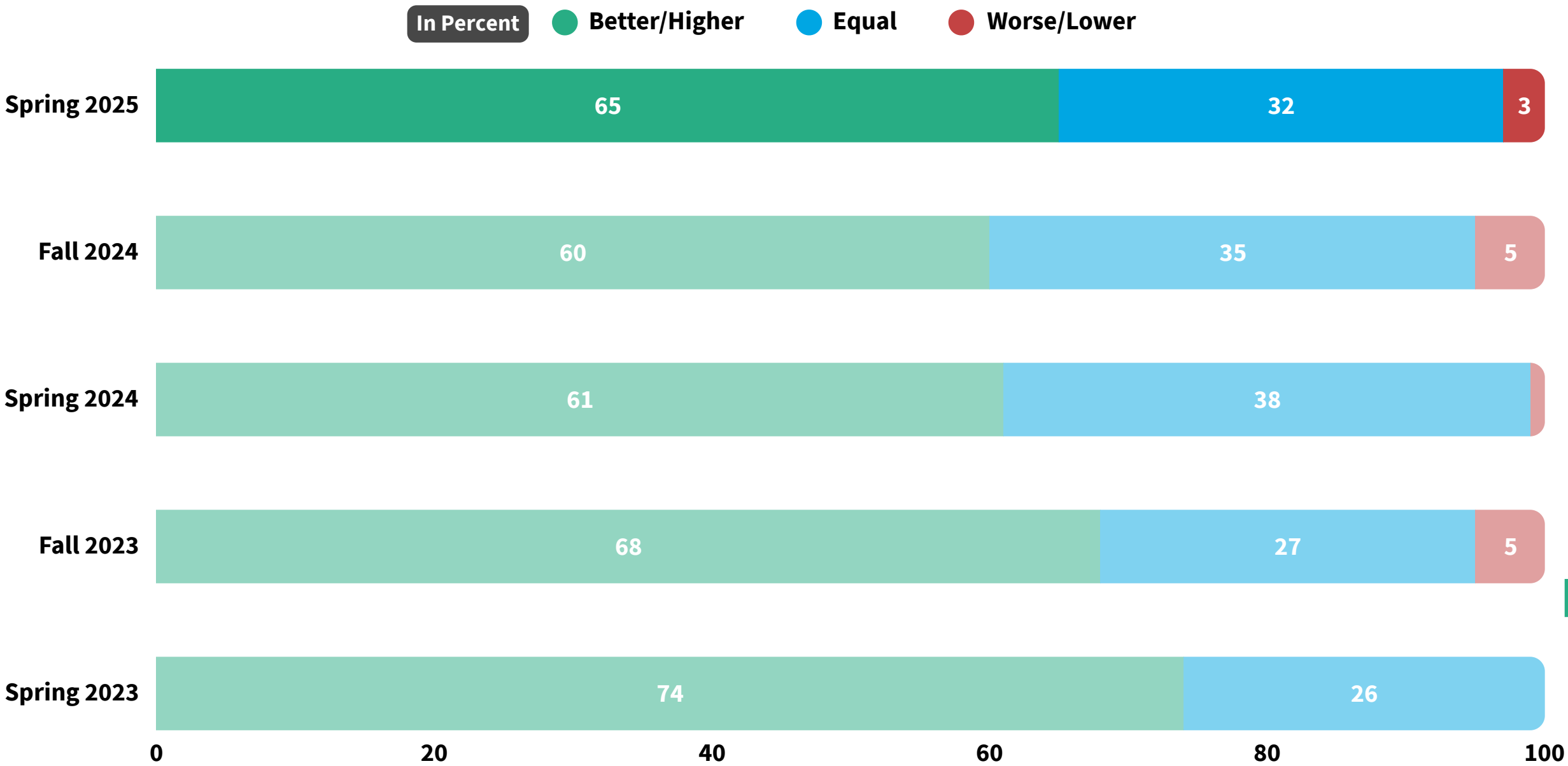
German-Philippine companies remain cautiously optimistic about their business outlook over the next 12 months, identifying the Philippines as a strategic destination for growth despite ongoing global and domestic challenges. Firms cited concerns including regulatory uncertainty, demand fluctuations, rising raw material costs, and the impact of international trade dynamics such as tariffs and supply chain shifts. Locally, attention is also focused on the implications of the upcoming elections for economic stability. At the same time, businesses see opportunities in expansion, employment, and skills development, particularly in relation to the anticipated EU-Philippine Free Trade Agreement, expected to influence long-term investment and sourcing decisions.

How do you assess the **current situation** of your company?



58%
of participating
companies report an
**optimistic business
situation.**

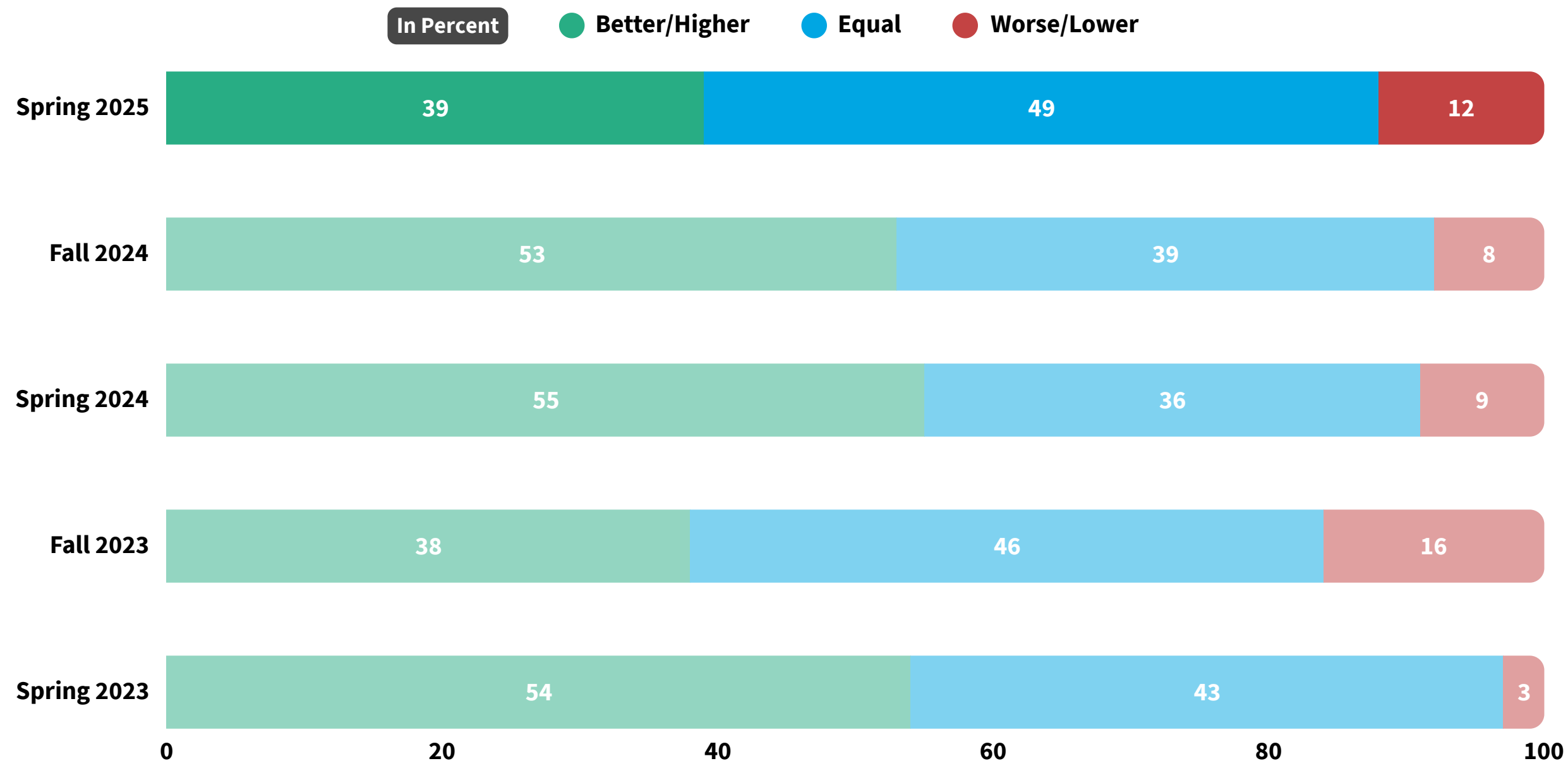
What are your company's expectations for business development in the next 12 months?



65%

**project improved
business development
over the next 12
months.**

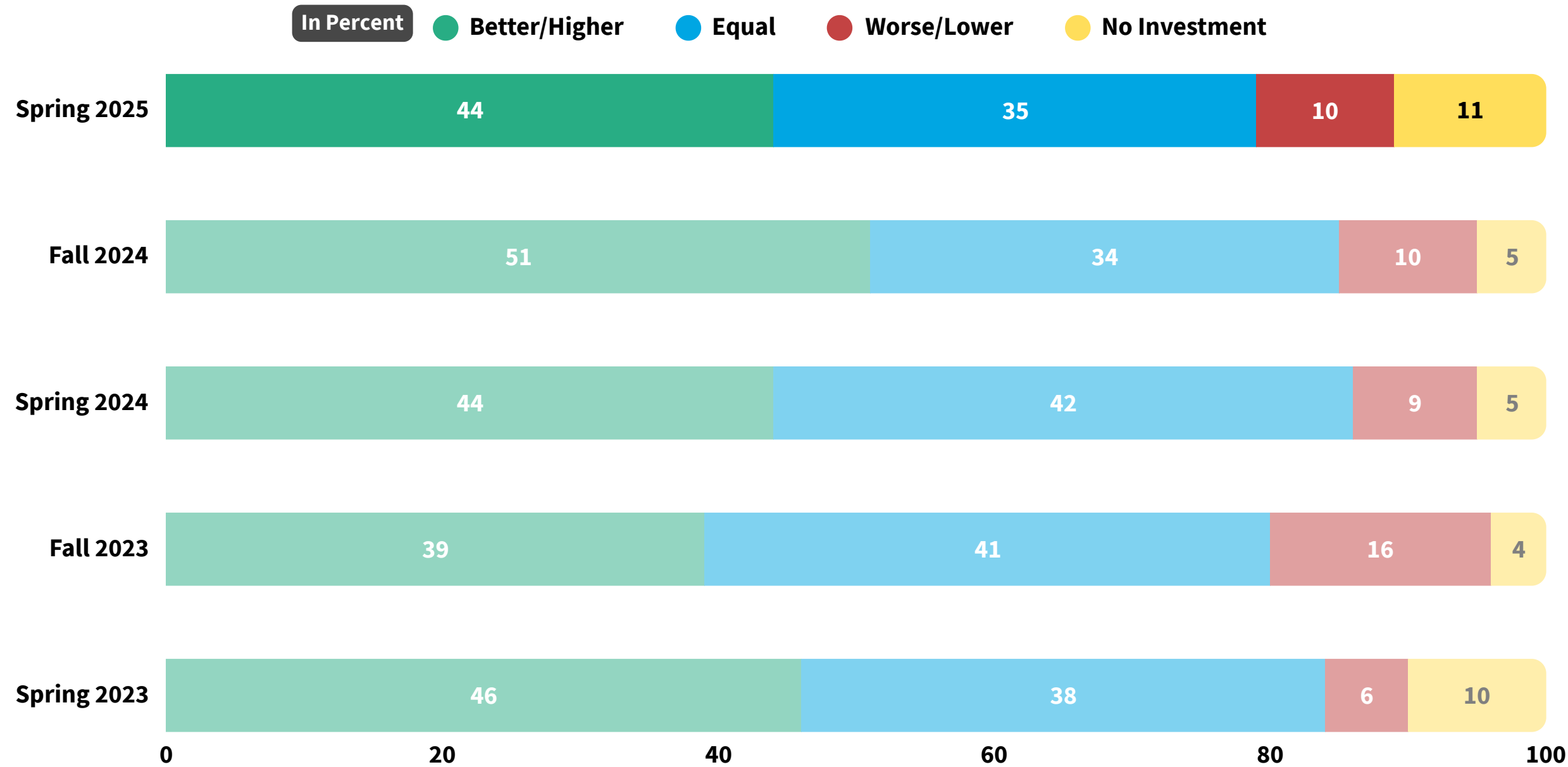
How do you judge the local economic development in the next 12 months?



49%

expect local economic development to remain the same over the next 12 months.

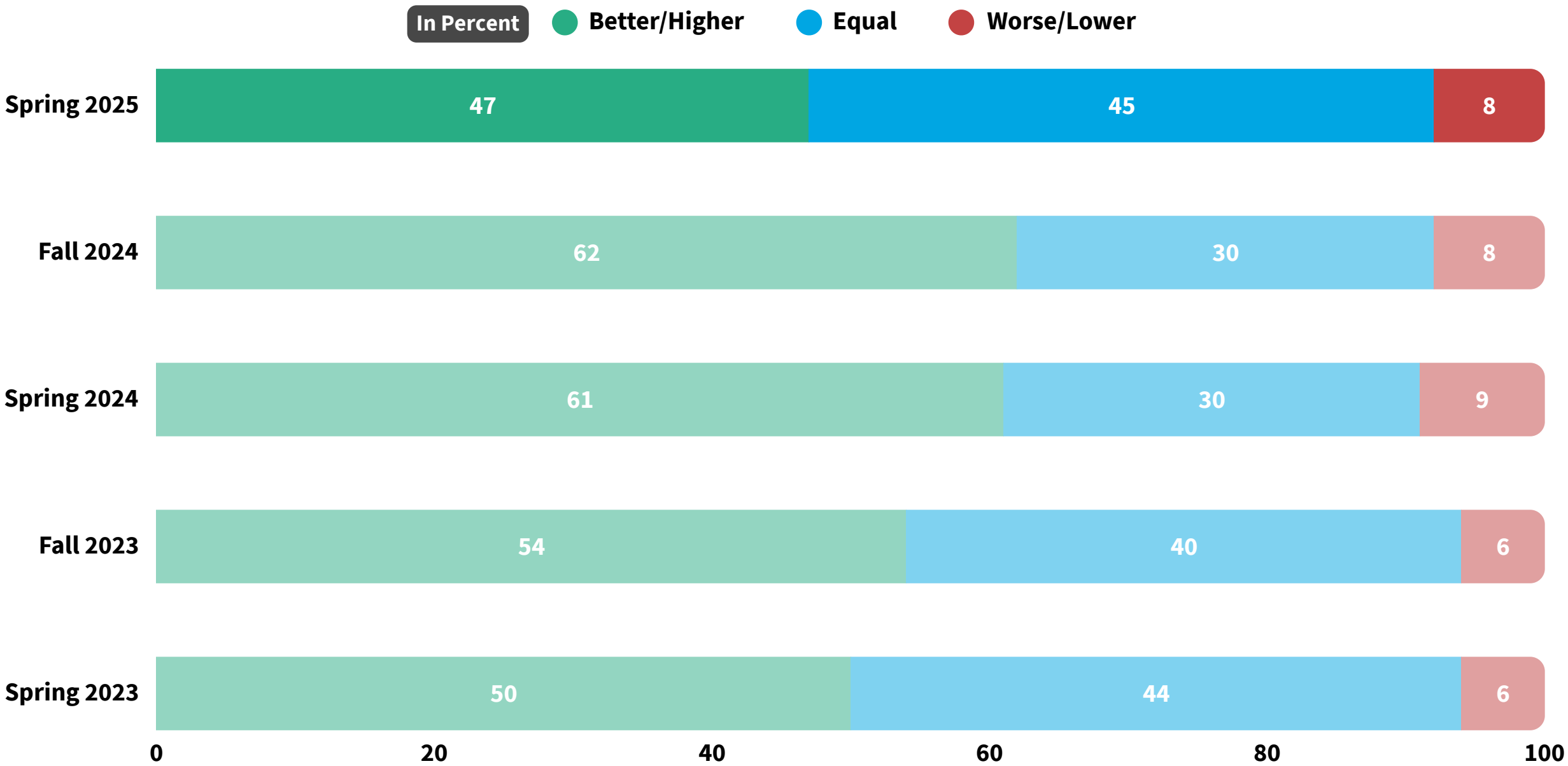
What changes do you foresee in your company's local investments in the next 12 months?



44%

project increase in local investments in the next 12 months.

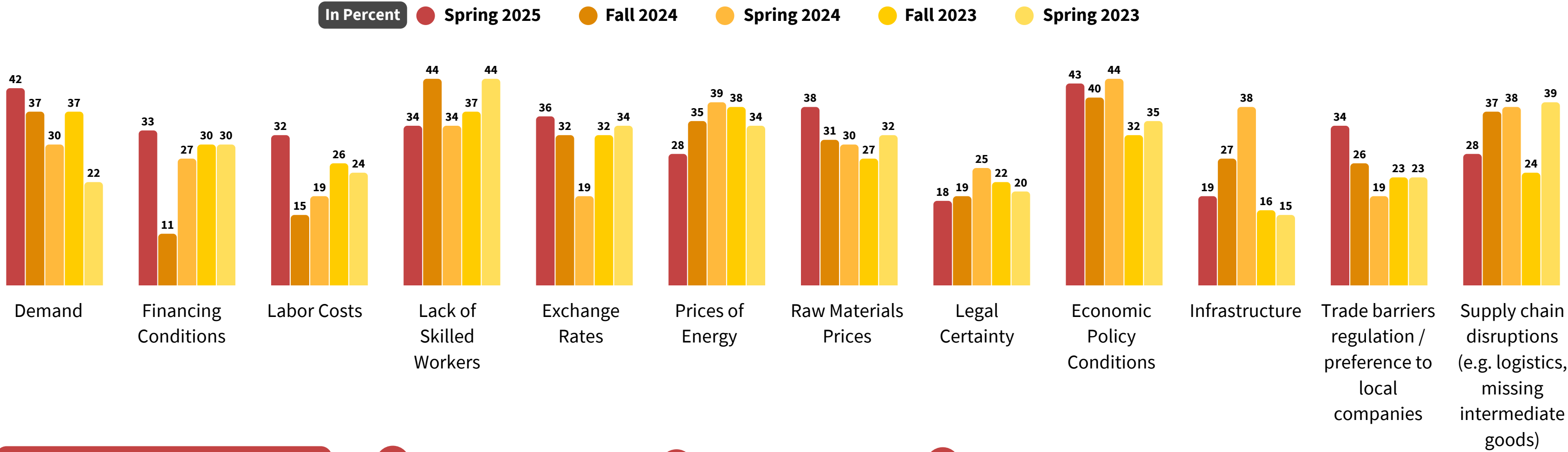
What changes do you expect in your company's local employment in the next 12 months?



47%

forecast that they will increase local employment in the next 12 months.

What do you see as the biggest risks in the next 12 months for your company's economic development?



Top 3 Risks for Companies in the Philippines in Spring 2025



43%

Economic Policy Conditions



42%

Demand



38%

Price of Raw Materials



Deutsch-Philippinische
Industrie- und Handelskammer
German-Philippine Chamber
of Commerce and Industry

PartnerInThePhilippines

PartnerInAdvocacy

Spring 2025
AHK World Business
Outlook Survey (PH)

Do you see any **other further risks** to the economic development of your company?

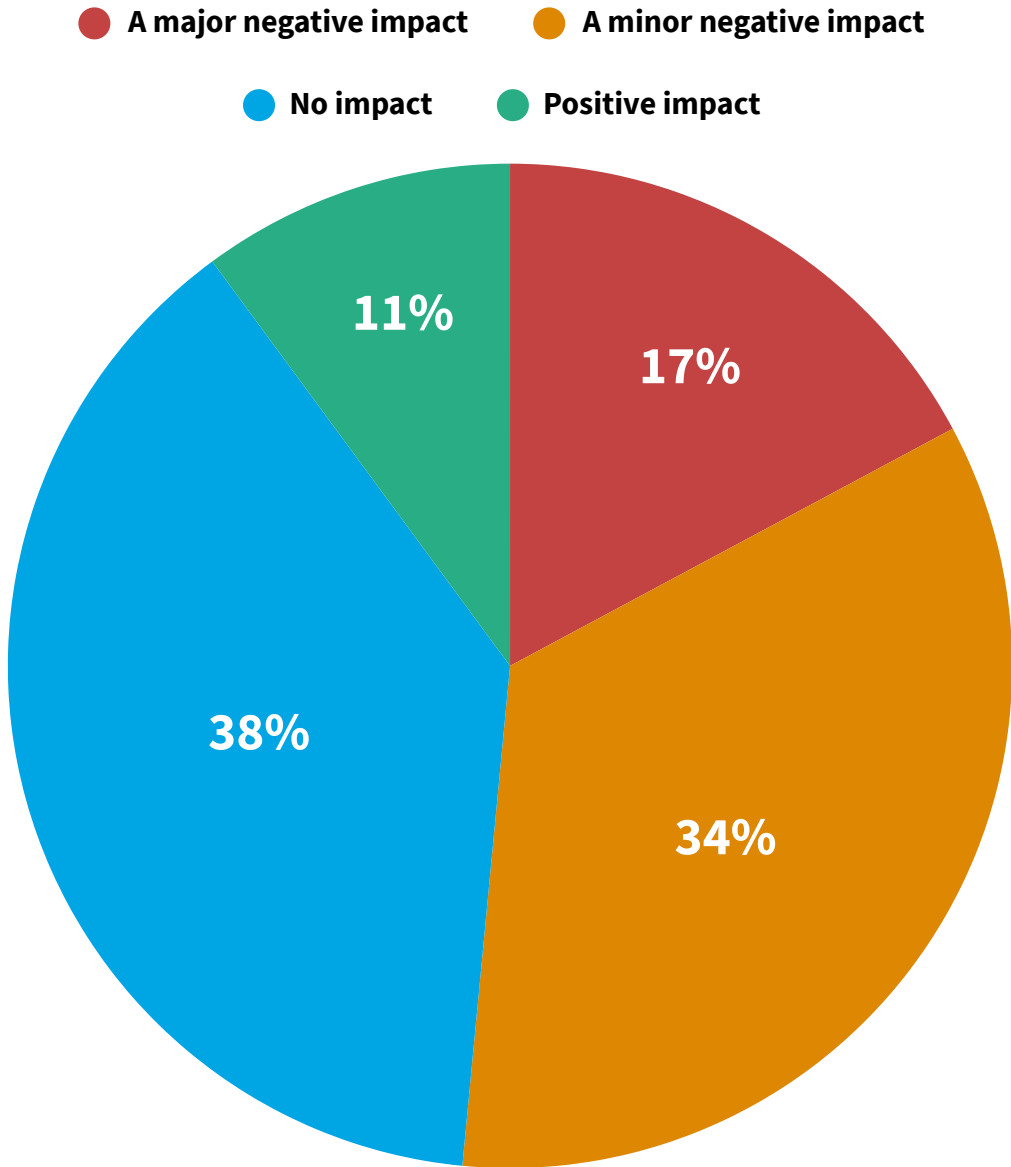
Global recession **Public Project Delays**
Trade war **Decoupling** **Philippine Elections**
US Tariffs
Port congestion **Bureaucracy** **Tax Audits**
Geopolitics **Tariff impact** **Political instability**

*Based on share of similar keyword mentions

What impact do you expect the new US trade policy to have on your company's local business?



38%
report that new US trade policies **do not have an impact** on their local operations



What kinds of impact?

More Trade Possibilities for EU and SEA

Alternative Markets

Diversification

Positive

Increased Competitors

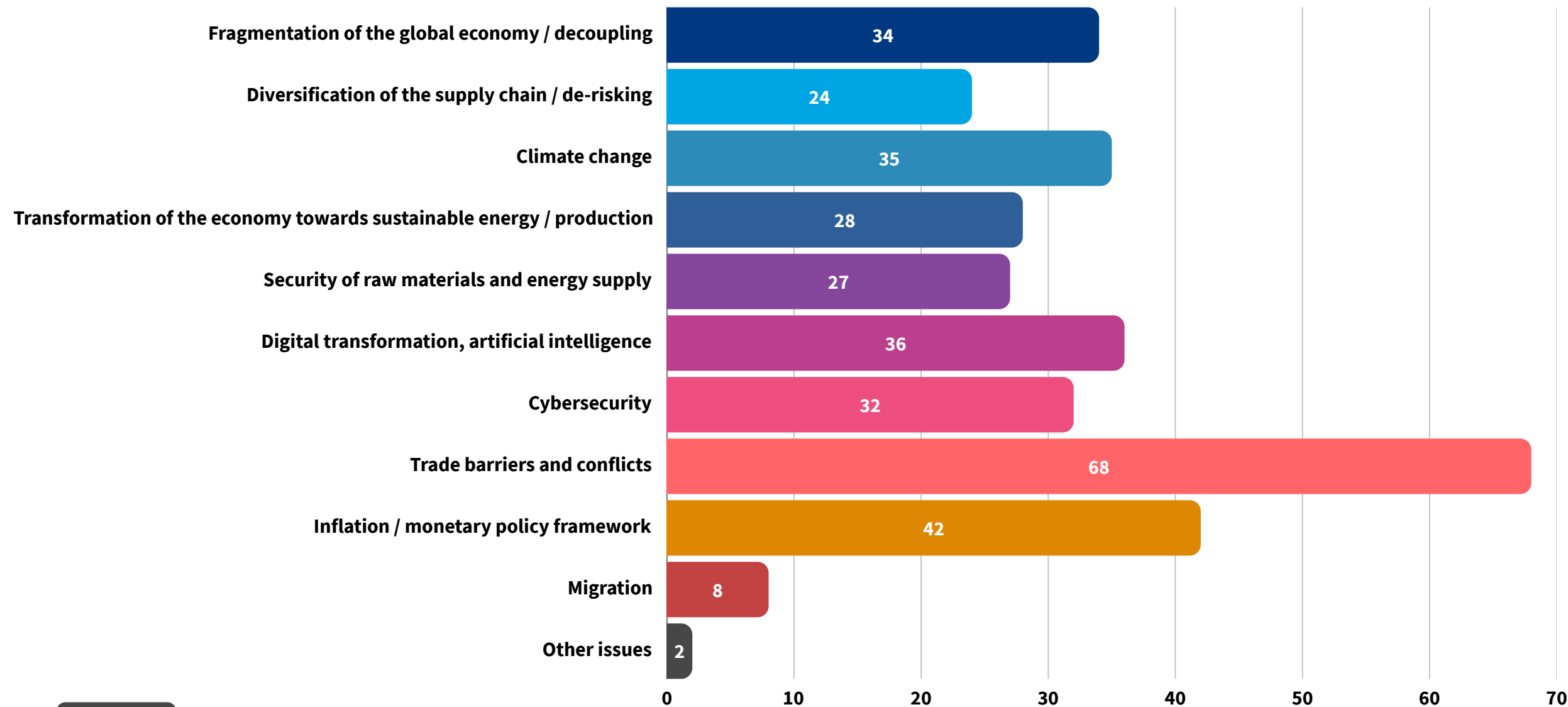
Import Costs

Product Cancellation Costs

Supply Chain Disruption

Negative

From your company's perspective, what are the biggest global challenges in the next five years?



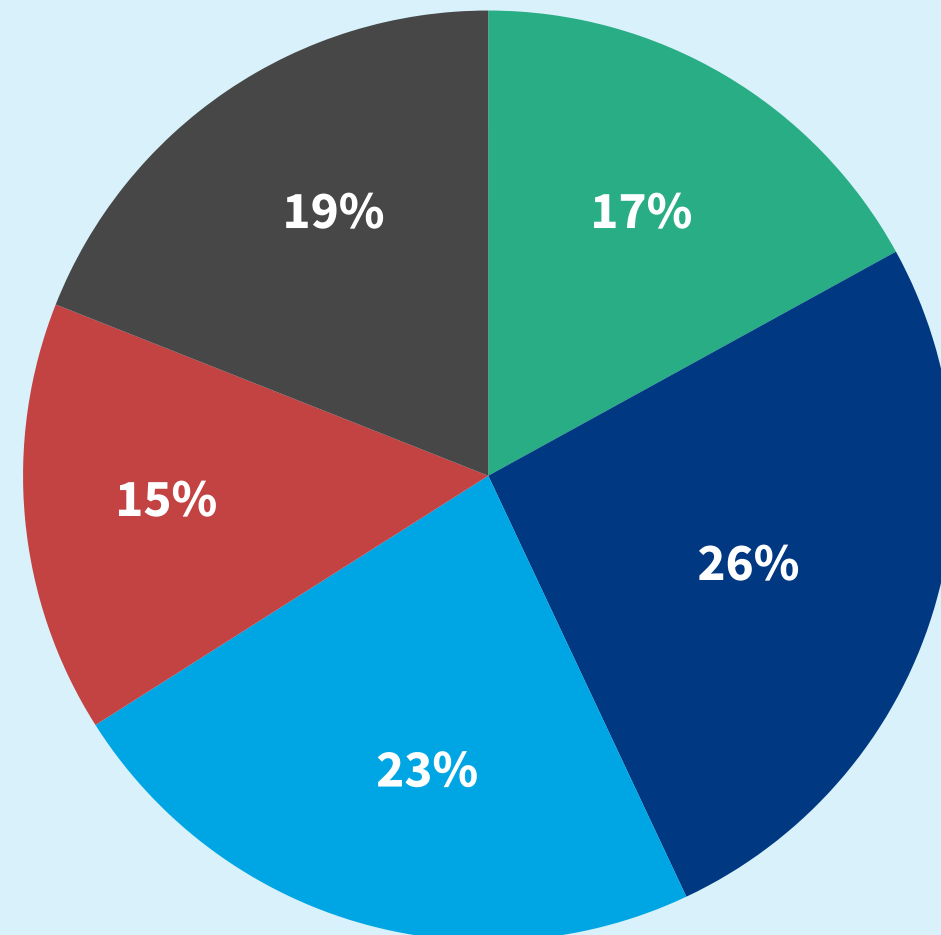
Top 3 global challenges for companies in the next 5 years



Would the EU-PH Free Trade Agreement...

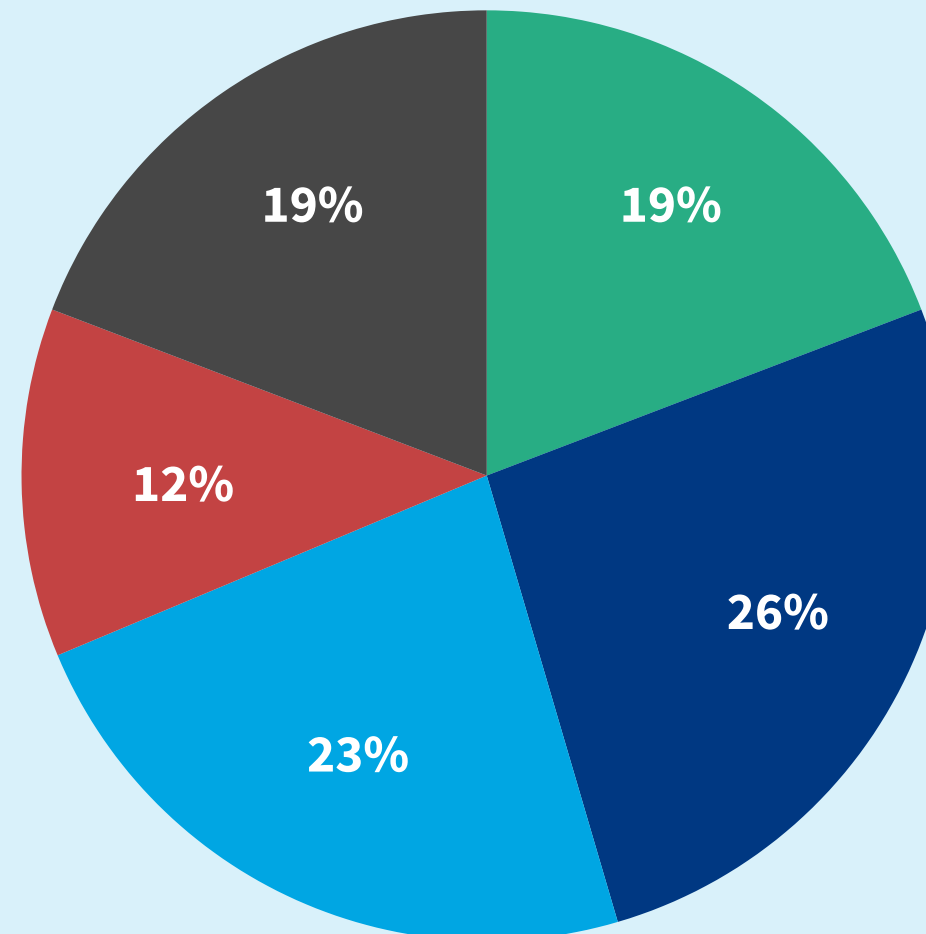


● Very Likely ● Likely ● Somewhat Likely
● Unlikely ● Unsure / Need More Information



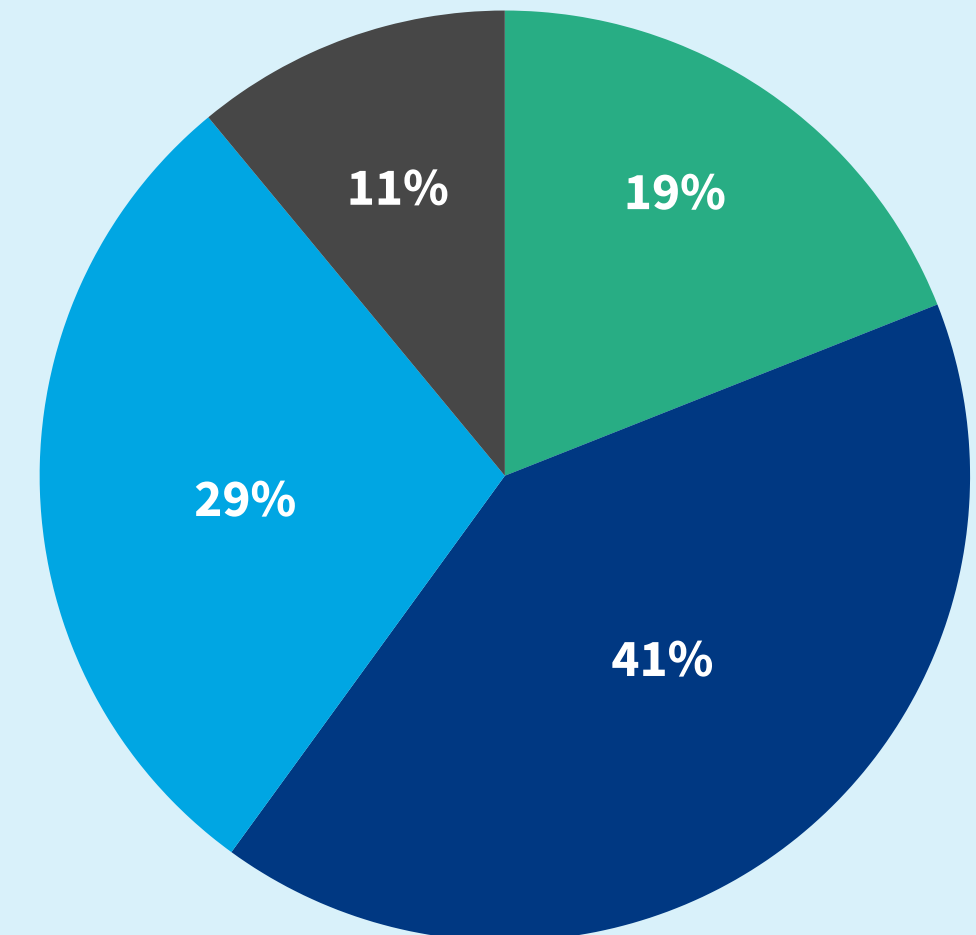
...influence your company's decision to **expand or invest** further in the Philippines?

● Very Likely ● Likely ● Somewhat Likely
● Unlikely ● Unsure / Need More Information



...encourage your company to **increase local manufacturing, sourcing, or operations** in the Philippines?

● Significantly increase ● Moderately expand
● No Change ● Unsure / Need More Information



...affect your workforce strategy in the Philippines, particularly in terms of **hiring and skills development**?

About Our Survey

The AHK World Business Outlook is based on a regular DIHK survey of the member companies of the German Chambers of Commerce Abroad, delegations and representative offices (AHKs). **The Spring 2025 Survey was conducted 17 March to 11 April 2025.**

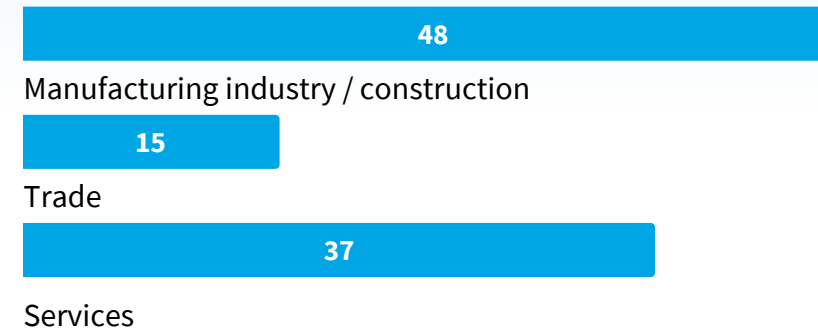
It collects feedback from almost 3,500 German companies (**130 from the Philippines in Spring 2025**), branches and subsidiaries worldwide as well as companies with close ties to Germany.

Click Here or scan QR code to read our past surveys:

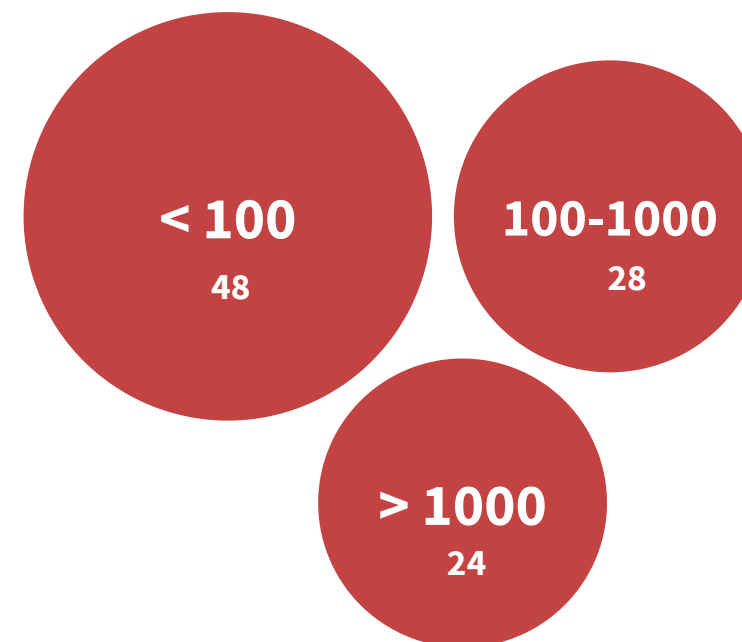
<https://bit.ly/4jpr9sP>



Sector

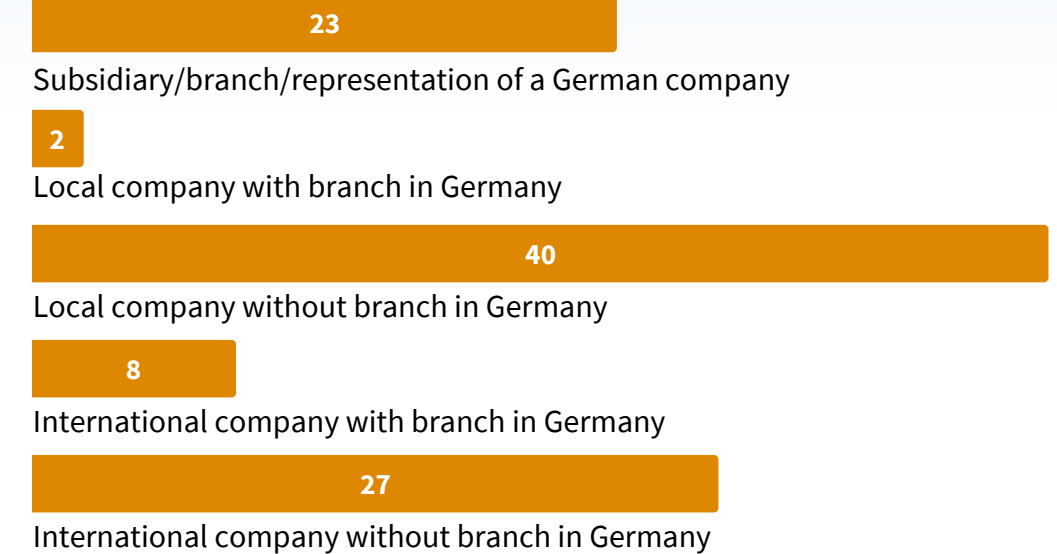


Number of employees worldwide



In Percent

Company details



Language



Imprint

Publisher

AHK Philippinen | German-Philippine Chamber of Commerce and Industry, Inc.
8F Doehle Haus Manila, 30-38 Sen. Gil Puyat Avenue | Barangay San Isidro | 1234
Makati City | Metro Manila | Philippines
Tel +63 2 8519 8110
info@gpcci.org
www.philippinen.ahk.de

Photo / Graphic Credits

Canva

For Inquiries, Please Contact:

Mr. Yves Aguilos

Head of Government Affairs and Data Protection Officer

E: yves.aguilos@gpcci.org

T: +63 (2) 8519 8110 loc. 825

M: +63 917 713 1516

F: +63 (2) 310 3656

GPCCI in Social Media

Facebook: <https://www.facebook.com/GPCCI.org/>

LinkedIn: <https://www.linkedin.com/company/gpcci>

X (Twitter): https://twitter.com/AHK_Philippinen

YouTube: <https://www.youtube.com/channel/UCqXbBFbpoE-LSZPoR2n3sCA>