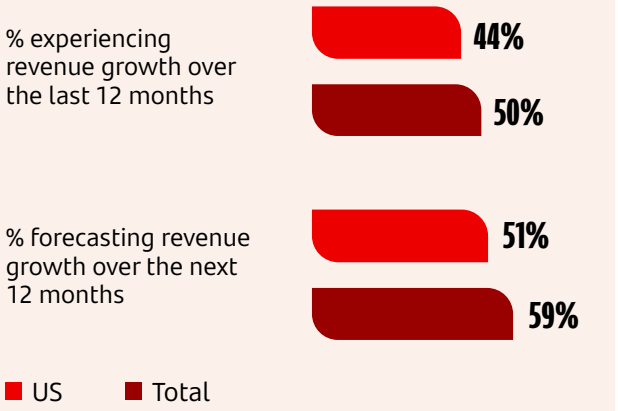
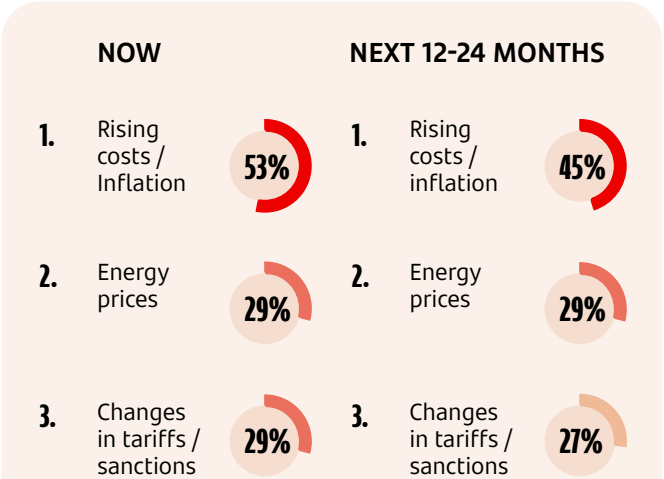
US Country Snapshot

U.S. firms are more cautious about near-term growth than their global counterparts, with 51% expecting revenue to rise over the next 12 months, compared with 59% globally. International ambitions remain focused on familiar markets, led by the UK, Canada and Australia. Cost pressures remain acute, with inflation the leading concern, while businesses report relatively limited supply-chain relocation. Looking ahead, expectations for AI-enabled international growth are strong, with 67% believing it will help them serve more markets.

BUSINESS GROWTH



BUSINESS RISKS TO GROWTH



TOP-5 OPPORTUNITY MARKETS

1. UK — 36%
2. Canada — 30%
3. Australia — 25%
4. Germany — 19%
5. France — 18%

RESILIENCE



% firms expecting more than half of revenue to come from international markets in the next 12 months

% firms that have taken steps to move supply chains closer to home

TRADE FRICTION (top-3 challenges)

1. Finding trustworthy partners — 29%
2. New tariffs — 27%
3. Regulatory changes — 27%

INTERNATIONAL AMBITION



% of domestic firms considering international expansion within 3-years

AI DRIVEN TRADE



% firms believing AI will enable them to serve a greater number of markets