AHK World Business Outlook
Pakistan

Fall 2025

German Emirati Joint Council
for Industry and Commerce
المجلس الألمانى الإماراتى
المشترك للصناعة و التجارة

Summary

Recent assessments indicate a positive sentiment among companies in Pakistan regarding their **current business situation**, with 56% of respondents reporting a positive feedback.

This optimism similarly applies when it comes to **business development**. 61% of the companies anticipate growth in their Pakistan operations**,** while 37% expect stable conditions in the upcoming 12 months.

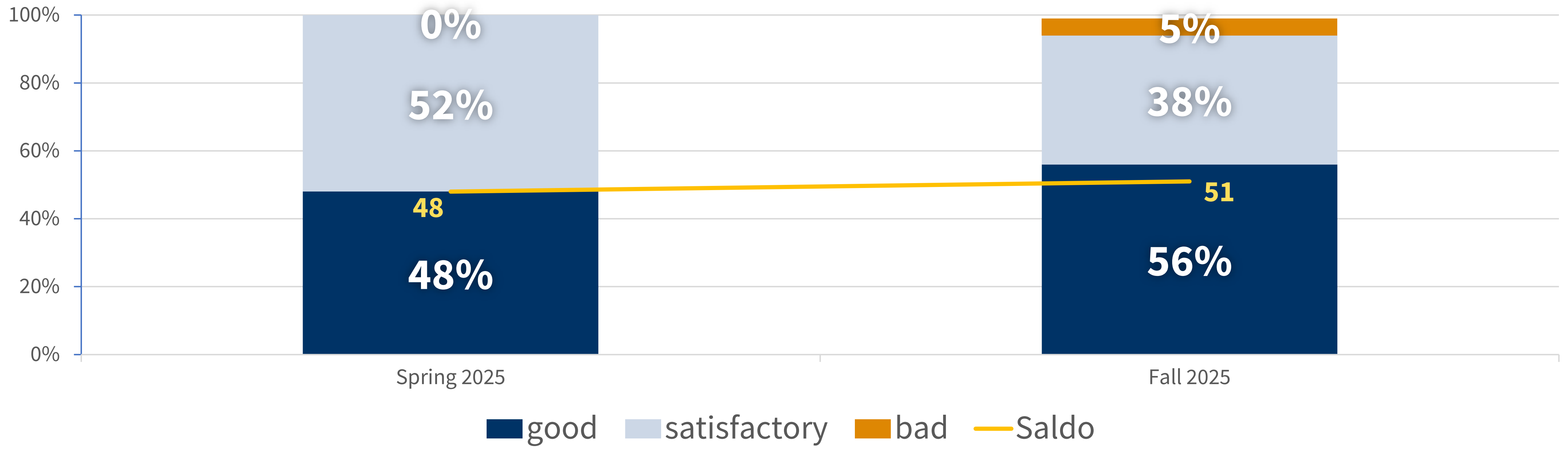
Companies are optimistic about the local **economic development**, with 46% predicting an improvement and 44% expecting similar conditions.

Investment outlooks are cautiously favorable, with 38% of companies planning to increase **local investments**, 49% foresee no changes. **Employment** projections see a slight downturn compared to spring 2025, with only 23% of businesses planning to expand their workforce, and 13% that may reduce staff.

Despite this positive outlook, companies are cautious about potential **risks**, primarily economic policy conditions (68%). This concern is followed by issues related to exchange rates (47%), demand (37%) as well as energy prices (34%).

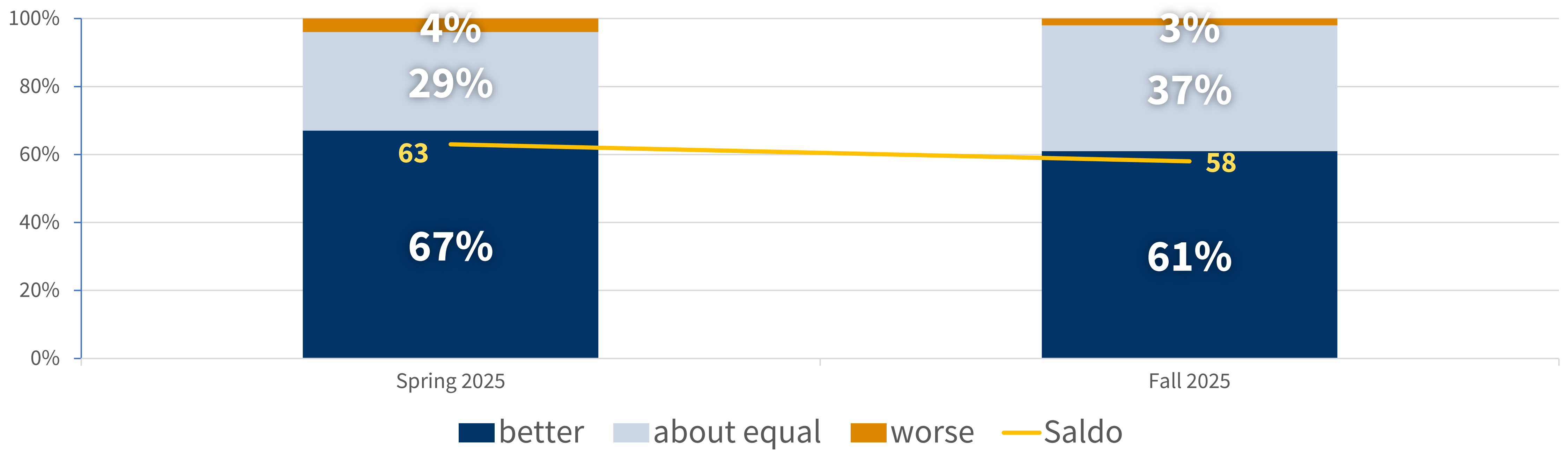
Uncertainty around **US trade policy** has eased within the last 6 months, with 62% expecting no impact and 15% anticipating a positive effect.

1. How do you assess the current business situation of your company?



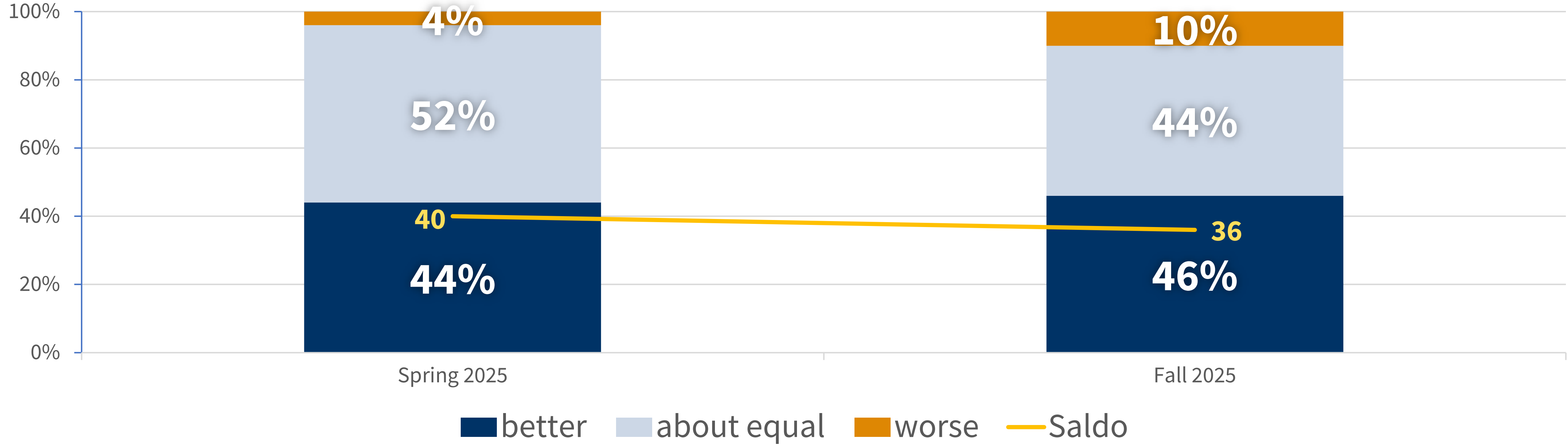
The outlook among companies in Pakistan is positive. 56% assess their current situation as good and 38% expressing satisfaction with their current situation.

2. Which business development does your company expect for the next 12 months?



The overall expectation for the business development within the Pakistani market is good with 61% of the companies forecasting a positive development. 37% foresee a situation similar to the current one.

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



The local economic development within Pakistan is expected to stay similar (44%). 46% anticipate an improvement while 10% expect the general local economic development to worsen.

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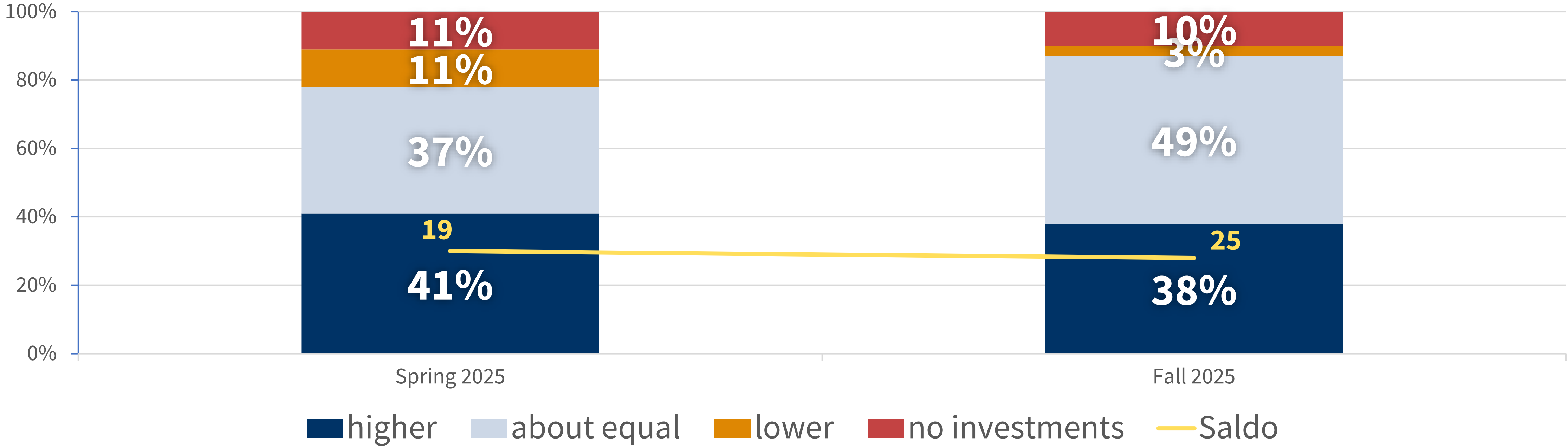
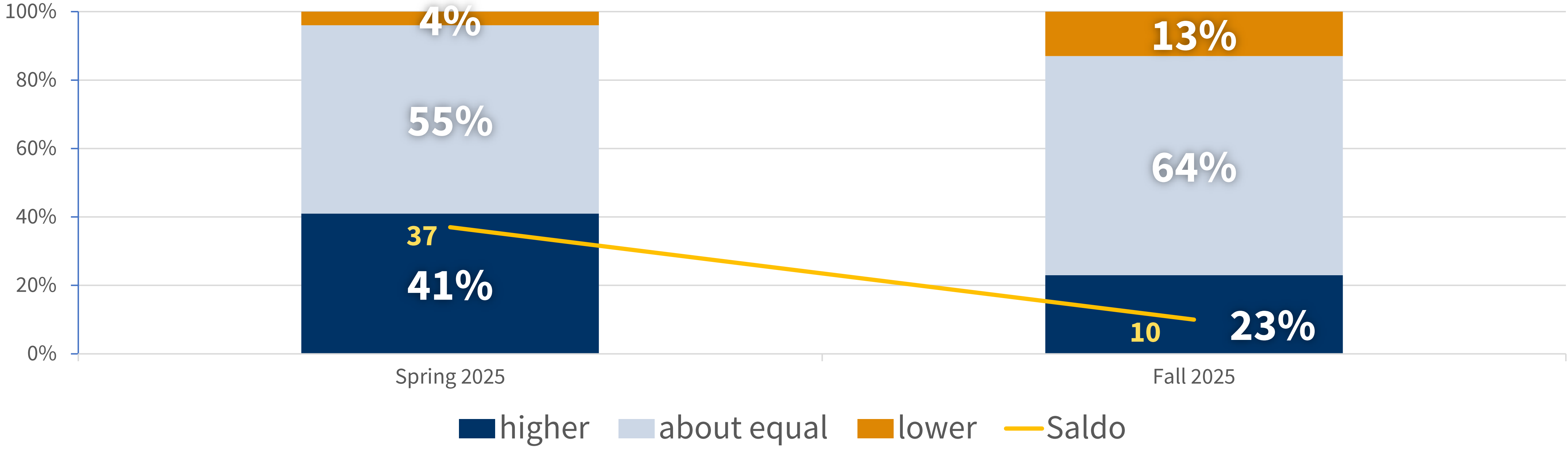
4. How do you think local investments of your company are likely to develop in the next 12 months?



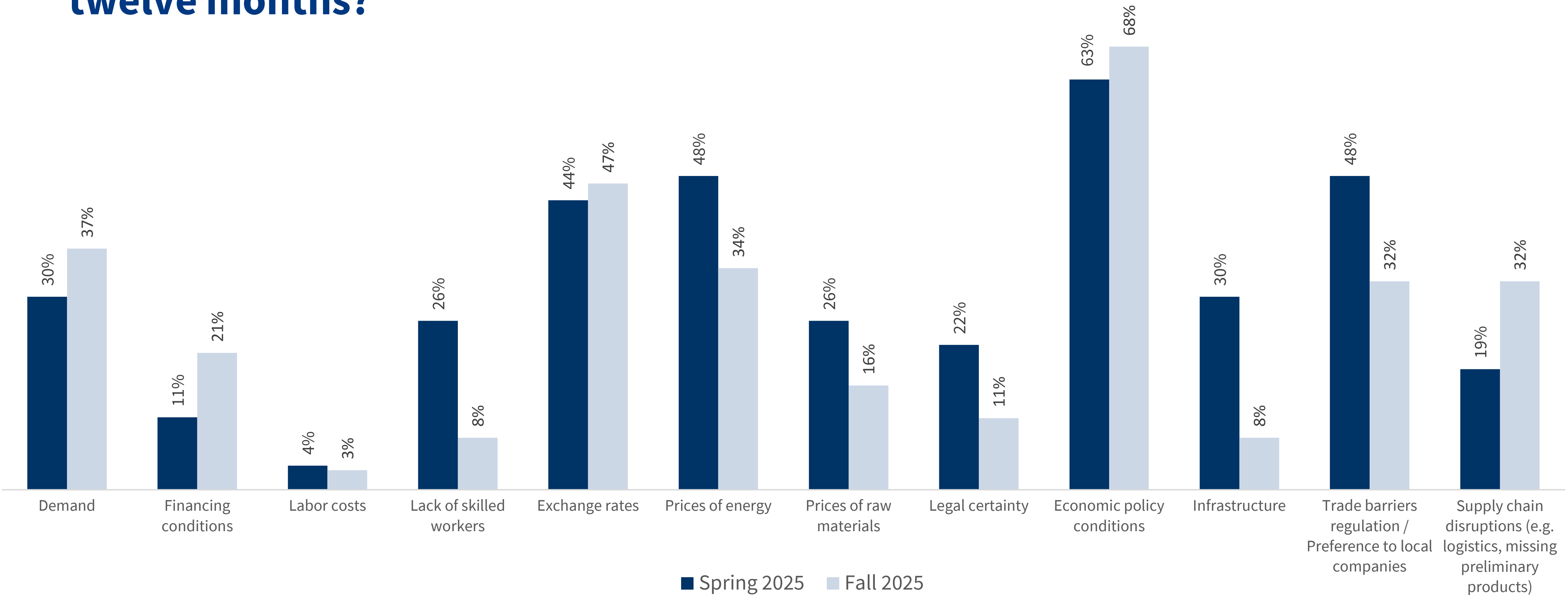
When it comes to forecasting their local investments within the next 12 months, 38% expect higher local investments while 49% anticipate no change. However, 13% plan lower or no investments.

5. How do you think local employment of your company is likely to develop in the next 12 months?



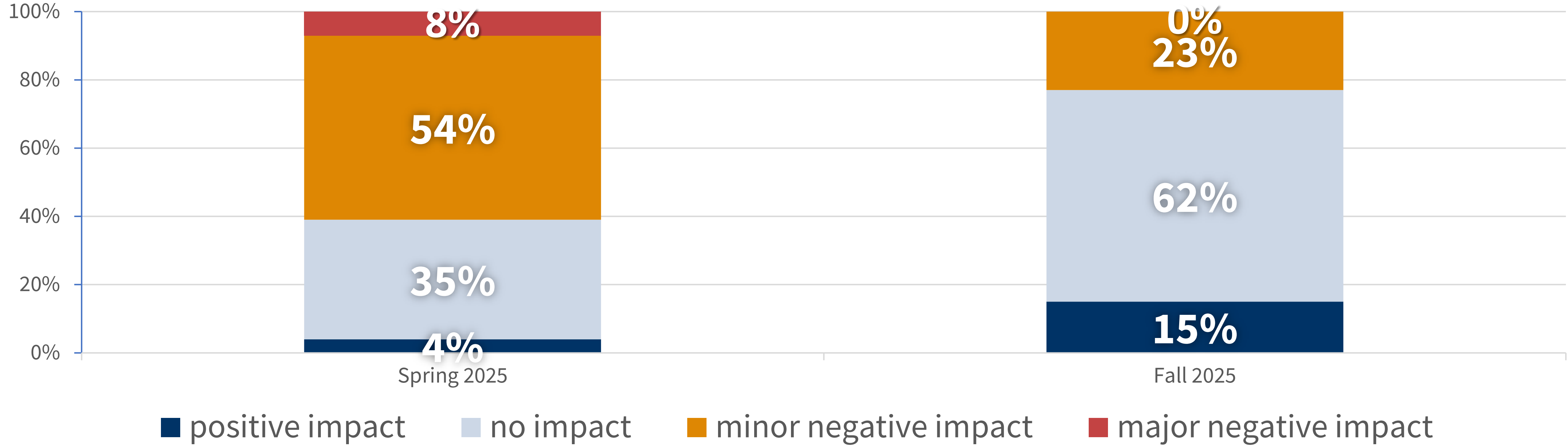
Over the next year, the outlook for local employment appears stable: 23% of companies plan to expand their workforce, 64% expect to maintain current staffing levels. However, 13% intend to reduce staff.

6. What are the biggest risks for your company's economic development in the next twelve months?



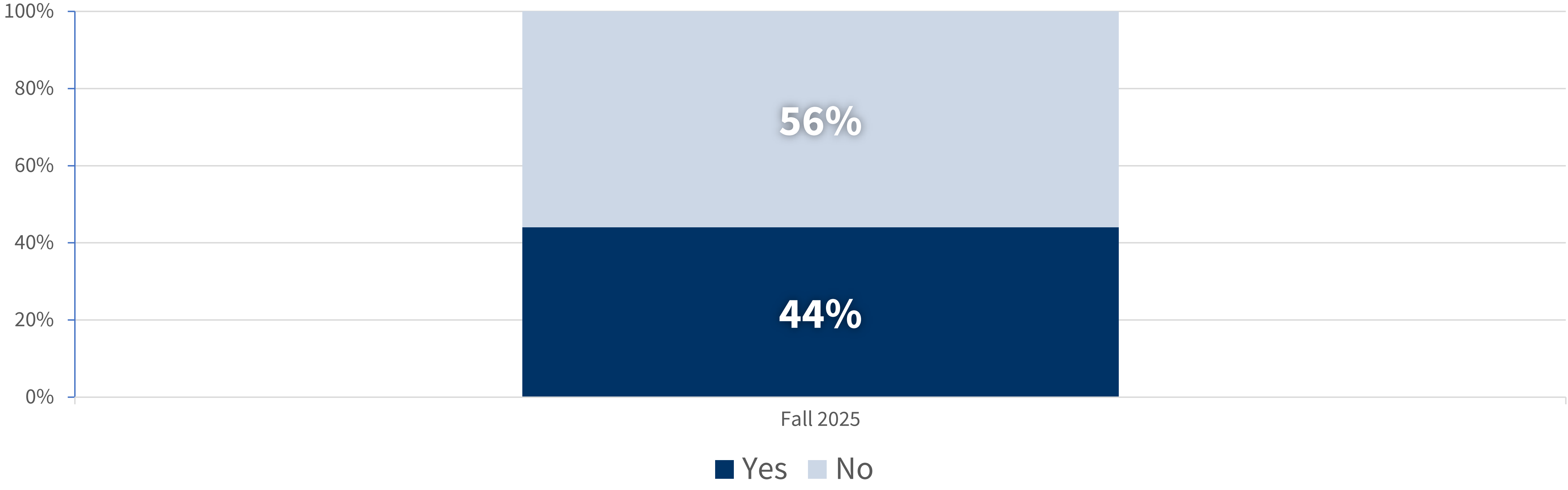
68% of participants view economic policy conditions as a significant risk to a company's economic development. This concern is followed by issues related to exchange rates (47%), demand (37%) as well as energy prices (34%).

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

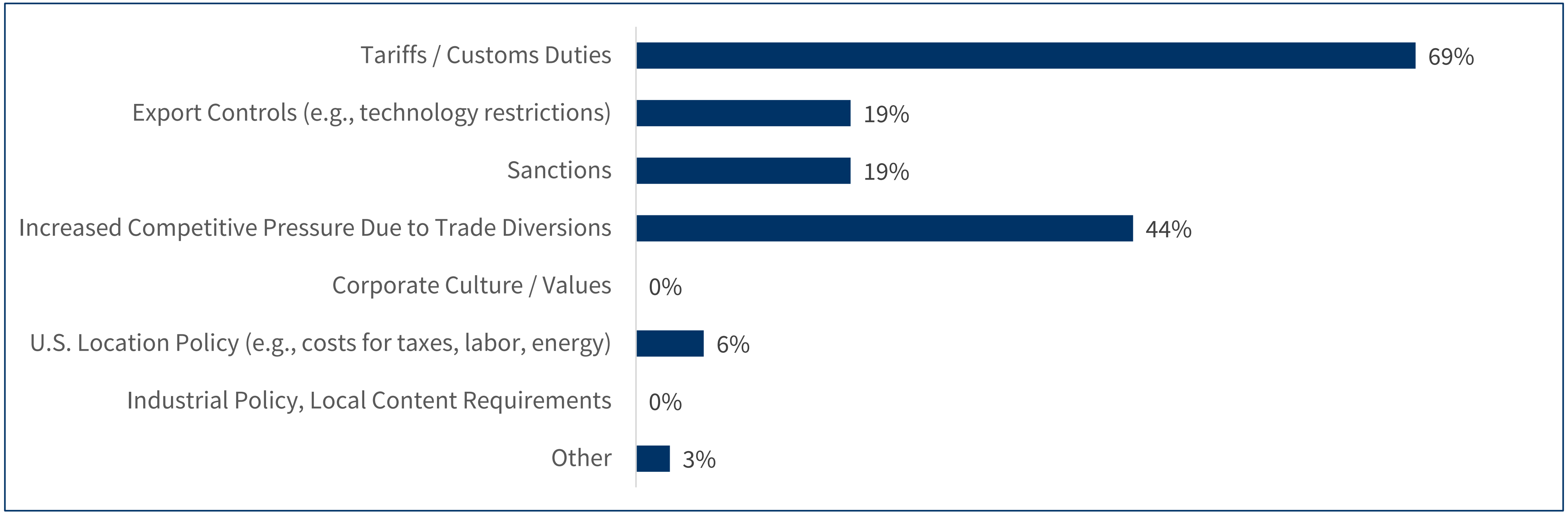


The uncertainty over US trade policy has decreased. 62% foresee no consequences while 15% expect a positive impact because of the US trade policy.

8. Is your company currently engaged in any business activities in the US?

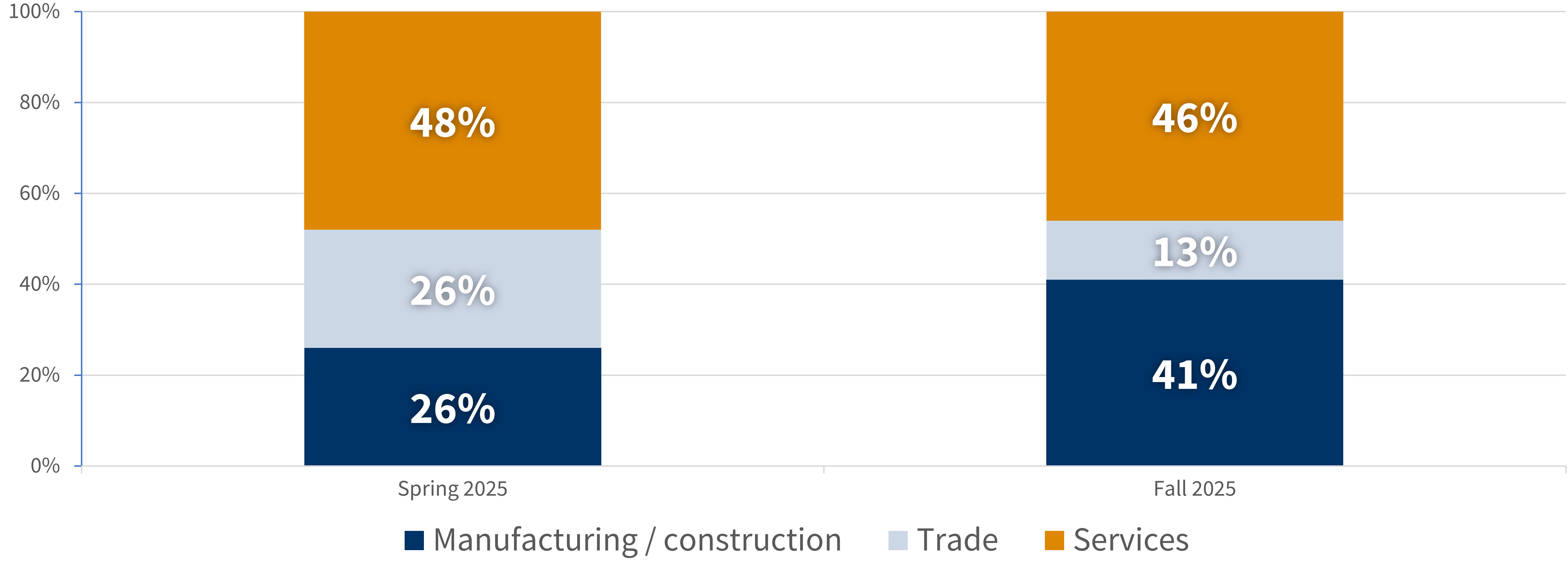


8.1. What are the key aspects and challenges of US economic policy?

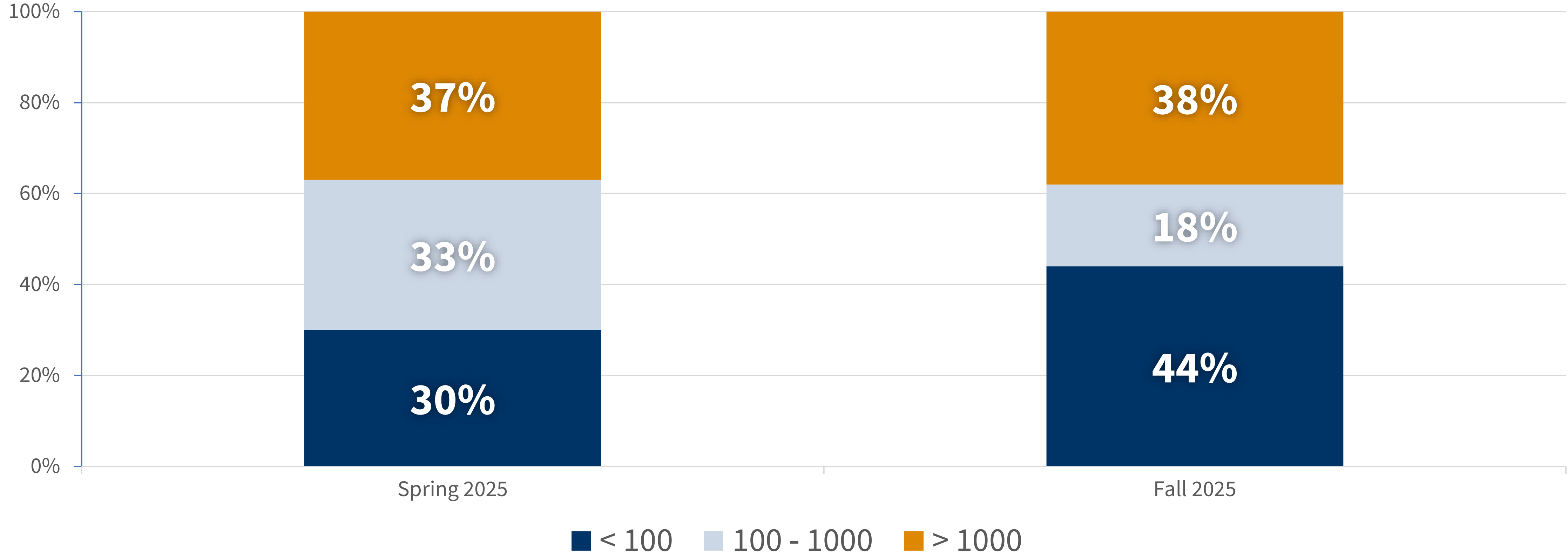


69% of companies with business operations in the United States identify tariffs and customs duties as a major challenge. This is followed by an increased competitive pressure due to trade diversions, cited by 44%, export controls (19%), and sanctions 19%.

9. Participating companies per sector



10. Participating companies per number of employees worldwide



The **AHK World Business Outlook** is based on a regular DIHK survey of member companies of the German Chambers of Commerce Abroad, delegations and representative offices (AHKs). In fall 2025, it collected feedback from over 3,500 German companies, branches and subsidiaries worldwide, as well as companies with close ties to Germany.

The survey was conducted from 29 September to 17 October 2025.

The global results are also available on the AHK UAE website (www.ahkuae.com)

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