# Predictions for business and deal-making as 2025 approaches



As 2025 approaches, industry experts and commentators are closely observing the landscape of business and deal-making, particularly in the wake of forthcoming political changes in the United States. The New York Times highlights several key areas of focus that could significantly shape the future of corporate interactions and broader economic trends.

One of the most anticipated changes is in the realm of mergers and acquisitions (M&A), as many deal-makers expect a resurgence of activity under the upcoming administration of President-elect Donald Trump. After a period marked by stringent scrutiny of mergers by the Biden administration, experts predict a "flood of deals" as companies aim to capitalise on new opportunities. A major question surrounds the types of companies that will engage in these M&A activities. There is a clear expectation for increased transactions in sectors such as energy, bolstered by Trump's pro-industry stance.

In addition to energy, financial institutions may also see a wave of consolidation. Recent comments from Treasury Secretary Janet Yellen suggest that the banking sector could benefit from further mergers, especially following a turbulent regional banking crisis. There is also an emerging focus on deals that address pressing cybersecurity concerns, the influence of GLP-1 drugs, and the ongoing fierce competition within the artificial intelligence (AI) space.

Turning to the media sector, executives are acknowledging the necessity for a comprehensive reshuffle due to the evolving landscape characterised by a plethora of streaming services and the decline of traditional cable. With the easing of antitrust regulations anticipated under a Trump presidency, media companies may finally pursue mergers that had previously been deemed problematic.

Emerging technologies, particularly AI automation, are drawing substantial attention as businesses increasingly seek to integrate these advancements into their operations. Investment in artificial intelligence is anticipated to grow, prompting companies to adapt and innovate in their business practices. This evolution in the workplace could lead to significant alterations in employee roles, handling efficiencies, and overall productivity.

The upcoming year could also witness the growing trend of workers returning to physical offices, reshaping work cultures across various sectors. These developments may affect employer-employee dynamics, governance models, and productivity standards.

Finally, the relationship between the United States and China continues to evolve, with potential implications for trade and investment flows. The interplay of geopolitical dynamics could further influence business strategies and corporate decisions as companies navigate these complexities.

As we approach 2025, these distinct areas of focus suggest a period of substantial transformation, driven by both technological advancements and shifting political landscapes, leading to far-reaching implications for businesses across the spectrum.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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2. <https://www.ey.com/en_us/insights/mergers-acquisitions/m-and-a-outlook> - This EY report forecasts a rise in M&A activity in 2025, driven by reduced election uncertainty, robust economic activity, and lower interest rates.
3. <https://www.jdsupra.com/legalnews/changes-expected-as-trump-8043979/> - This article discusses the anticipated increase in M&A activity due to the Trump administration's pro-business agenda, including expectations for increased domestic and cross-border dealmaking.
4. <https://www.foxbusiness.com/politics/how-could-incoming-trump-admin-impact-mergers-acquisitions-market> - This article mentions the potential for increased M&A in sectors like energy, supported by Trump's pro-industry stance.
5. <https://www.jdsupra.com/legalnews/changes-expected-as-trump-8043979/> - This article touches on the banking sector's potential for further mergers, especially after a regional banking crisis, aligning with comments from Treasury Secretary Janet Yellen.
6. <https://www.foxbusiness.com/politics/how-could-incoming-trump-admin-impact-mergers-acquisitions-market> - The article highlights the easing of antitrust regulations under a Trump presidency, which could facilitate mergers in the media sector that were previously problematic.
7. <https://www.jdsupra.com/legalnews/changes-expected-as-trump-8043979/> - This article mentions the growing focus on deals addressing cybersecurity concerns, which is an emerging area of focus in M&A activities.
8. <https://www.ey.com/en_us/insights/mergers-acquisitions/m-and-a-outlook> - The EY report notes the ongoing robust antitrust scrutiny but also clients' confidence in closing deals that strengthen competitiveness, relevant to the AI and other technology sectors.
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