# SMEs in the US face optimistic yet cautious outlook for 2025



A recent survey conducted by DHL Express has unveiled a complex outlook for small and medium-sized enterprises (SMEs) in the United States as they approach 2025. While many businesses exhibit a sense of optimism regarding their growth prospects, there are significant concerns surrounding potential disruptions stemming from regulatory shifts and global market volatility. The survey gathered responses from a diverse range of SMEs across the country, highlighting the key challenges, priorities, and opportunities that will shape the upcoming year.

The findings indicate that a notable majority of SMEs, specifically 67%, anticipate improved performance in 2025 when compared to the current year. Conversely, only 6% expect a decline in their business performance. Despite this prevailing optimism, concerns about external disruptions remain prevalent, particularly regarding regulatory and policy changes, as well as unpredictability in global markets.

When SMEs were asked to identify their most pressing challenges, 36% pointed to regulatory and policy changes as a significant hurdle, a figure that corresponds with the percentage of respondents worried about global market volatility. These factors are expected to play a crucial role in informing strategic planning and operational stability as businesses move forward into 2025.

Of particular concern to SMEs are trade regulations, with 67% of participants marking them as the most critical regulatory aspect to monitor in the forthcoming year. This insight underscores the importance of being aware of changes that could impact trade practices and, subsequently, operational frameworks.

Furthermore, the survey noted a positive sentiment around growth opportunities. A substantial 40% of SMEs indicated that expanding into new markets represents their most significant opportunity. Following this, 31% see economic improvements as a potential growth driver, while 14% attribute future success to the adoption of emerging technologies. This inclination towards market expansion reflects a strategic mindset aimed at tapping into new customer bases amid the continuity of global uncertainties.

Opinions among SMEs regarding the impact of regulatory and policy changes are mixed. While 24% foresee negative effects on their growth trajectories, 20% are optimistic that such changes could yield positive opportunities. Notably, 40% of respondents remain undecided as they monitor the evolving landscape and assess potential implications on their operations.

In response to these anticipated shifts, 30% of SMEs reported plans to implement minor adjustments to their existing strategies, while 13% are prepared to undertake significant overhauls. However, a substantial 38% of businesses are still weighing their options, highlighting a sense of uncertainty as they strive for clarity on how these factors may influence their operations moving forward.

The survey's findings paint a portrait of an SME landscape that is cautiously optimistic yet vigilant about the challenges that policy and market changes may present in 2025.

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

## Bibliography

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