



Business Climate Survey

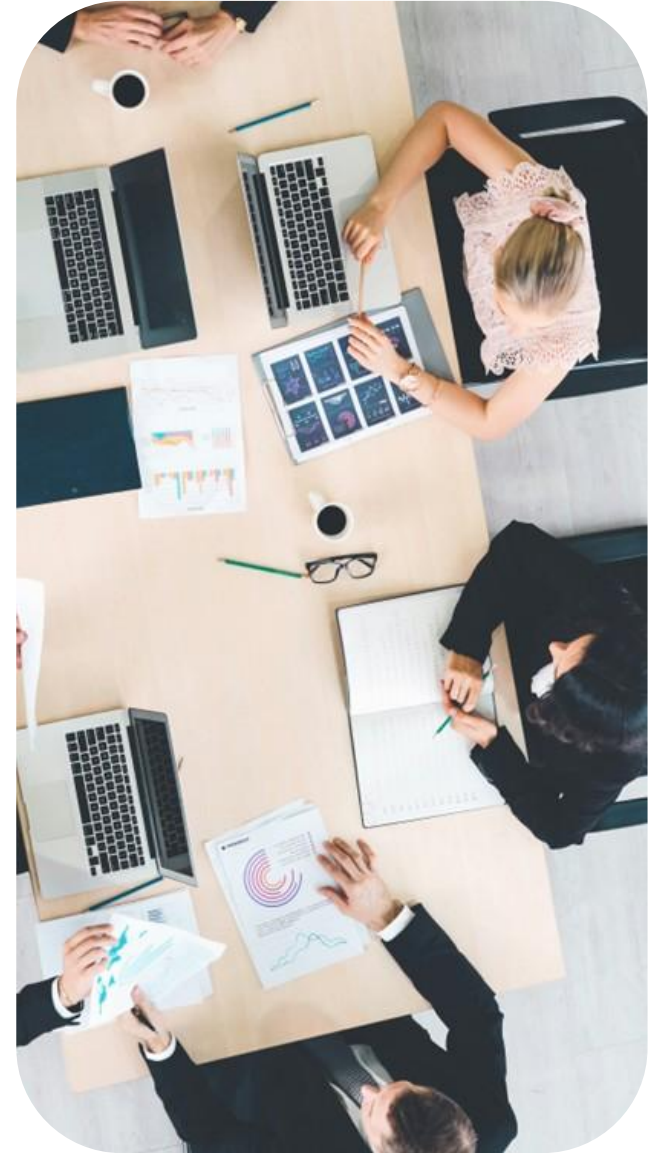


Download the Report

Respondents Profile

Carl Wegner 魏凱

President
AmCham Taiwan



Respondents Profile



Survey Background

November 18 – December 21, 2025

411

Eligible Member Companies

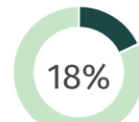
206

Survey Completed

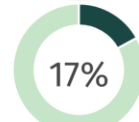
50%

Response Rate

TOP 5 INDUSTRIES



Healthcare and related technologies



Professional services



Information and communications technology (ICT)

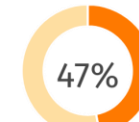


Financial services

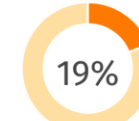


Retail and trade

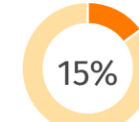
NUMBER of YEARS in TAIWAN



More than 30 years



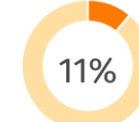
21-30 years



11-20 years



6-10 years



Less than 5 years

Respondents Profile

Non-Taiwanese companies report to...

35%

APAC Excluding China



30%

China, Hong Kong, or
Macau



19%

North America



7%

Europe



9%

Others



Report on Results

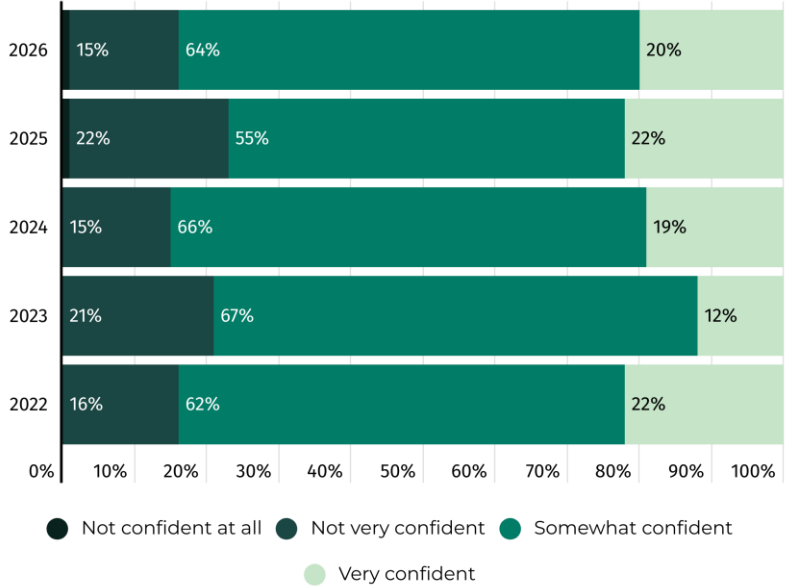
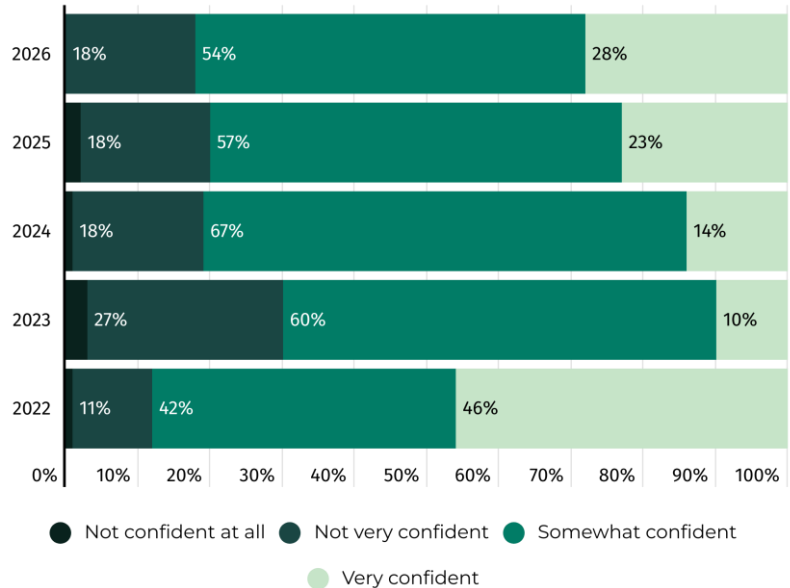
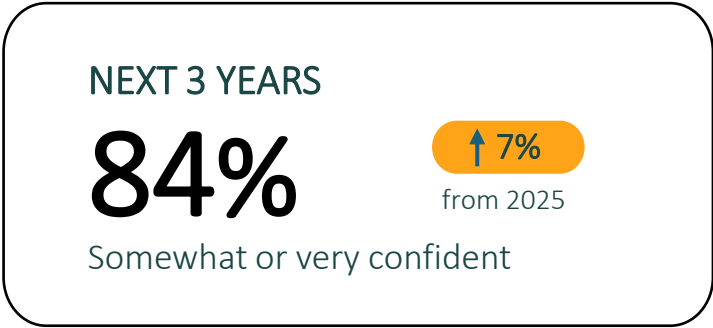
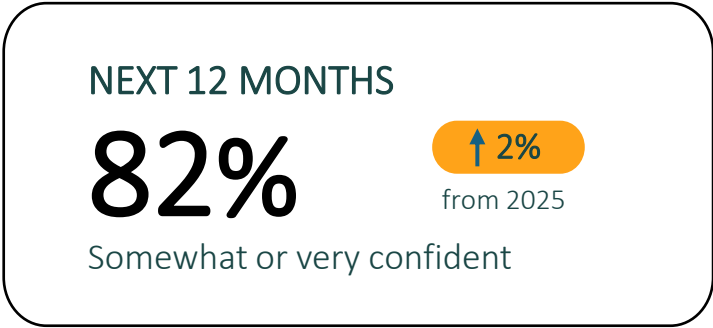
Anita Chen 陳幼臻

Chairperson
AmCham Taiwan



Economic Outlook

How confident are you about Taiwan's Economic Growth Outlook?



Growth Support

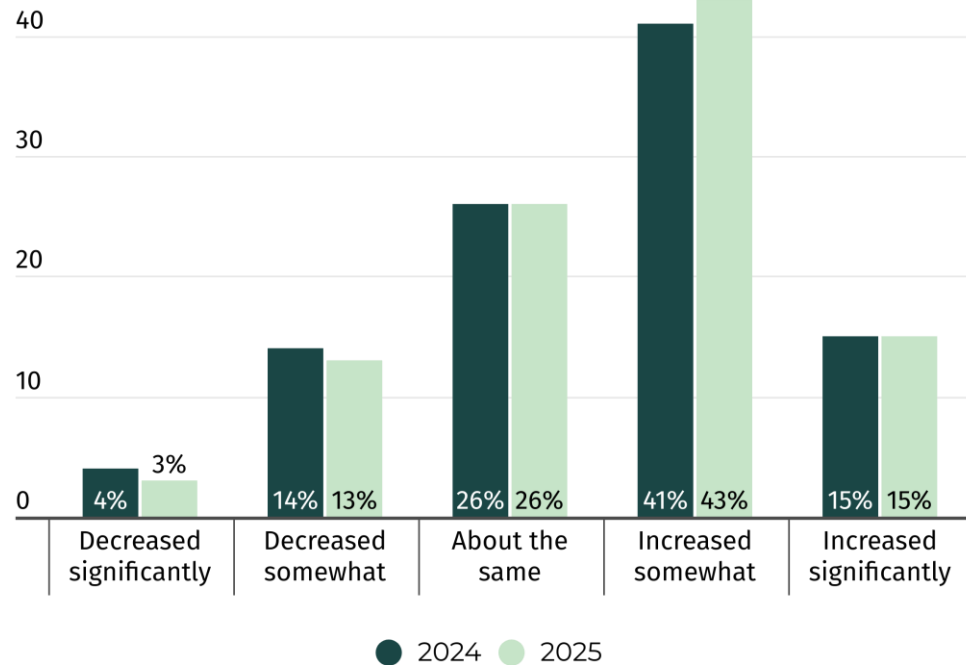
- AI-driven export demand
- Strong semiconductor and server cycle
- High business confidence

Constraints / Risks

- Uneven sectoral recovery
- Trade policy uncertainty
- AI cycle concentration risk

Business Performance

How did your company's revenue in Taiwan in the past year compare to the year before?



IN 2025

84%

↑ 2%

in 2024

Stable or Increased Revenue

Most Growth Sector

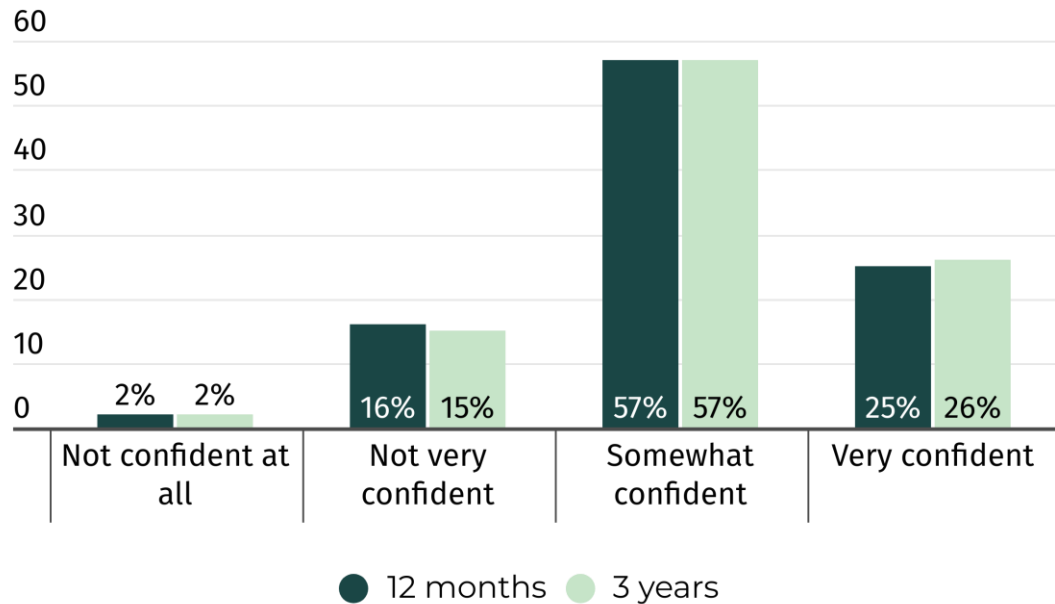
- Financial Services
- Information & Communications Technology (ICT)

Least Growth Sector

- Machinery & Equipment Manufacturers
- Energy & Infrastructure

Businesses Optimistic in 2026

How confident are you about your company's revenue growth prospects in Taiwan?



NEXT 12 MONTHS

82% ↑ 1%
from 2025

Somewhat or very confident

NEXT 3 YEARS

83% ↑ 1%
from 2025

Somewhat or very confident

Highest Confidence Sector

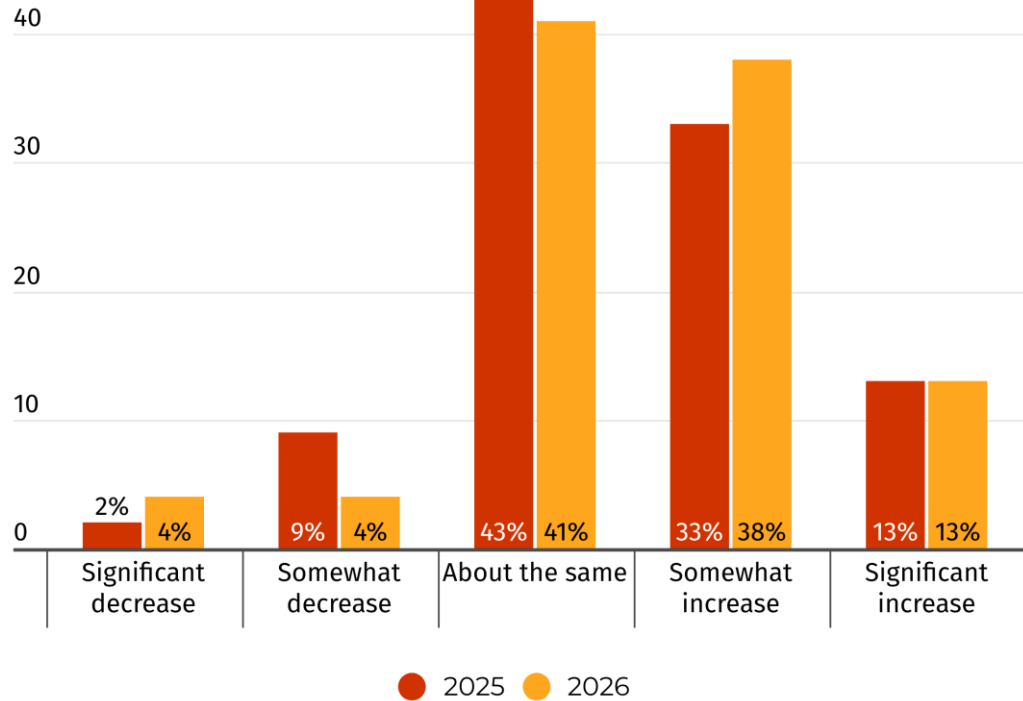
- Defense
- Financial Services
- ICT

Lowest Confidence Sector

- Machinery & Equipment Manufacturers
- Retail & Trade
- Hospitality

Investment Changes & Projection

Investment changes in 2025 and projected for 2026?



2025 Actual

89%

↓ 1%
from previous projection

Maintained or expanded the level of investment

2026 Projection

92%

↑ 2%
from 2025

Will maintain or expand the level of investment

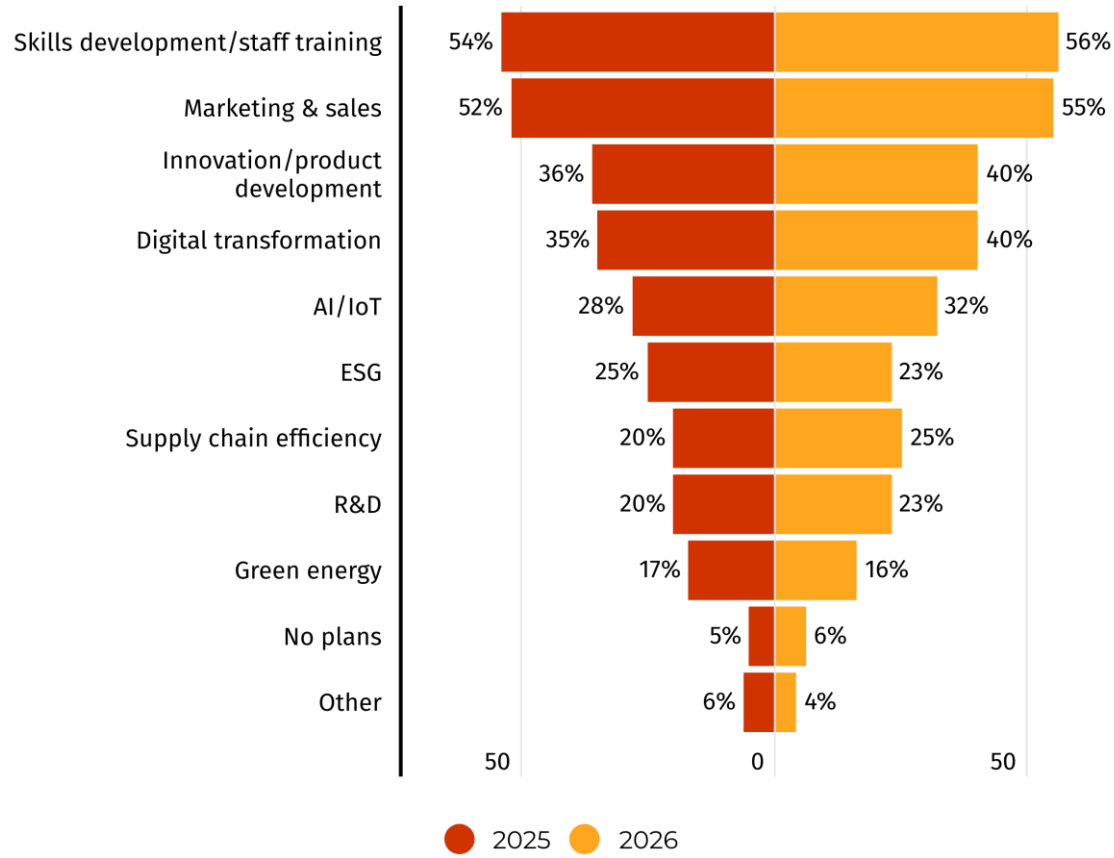
Industries with Stable or Growing Investment

- Defense
- Financial Services
- Hospitality
- Media & Entertainment
- Transportation & Logistics

In 2025, all surveyed companies in these sectors maintained or increased investment levels.

Investments

Areas of investment



TOP Areas

56%

↑ 2%

Skills Development /
Staff Training

55%

↑ 3%

Marketing & Sales

40%

↑ 4%

Innovation /
Product Development

40%

↑ 5%

Digital Transformation

People & Environment

To what extent do you agree that the following aspects make Taiwan a good place for foreign professionals to live and work?



TOP 5

01

Personal Safety

#4

in 2025

02

Healthcare System

#2

in 2025

03

Friendliness Toward
Foreign Nationals

04

Living Cost

05

Mass Transportation

Building Quality

15

Road Safety

16

Globally Competitive
Salaries

17

Banking

18

Childcare Services

19



BOTTOM 5

#17

in 2025

#19

in 2025

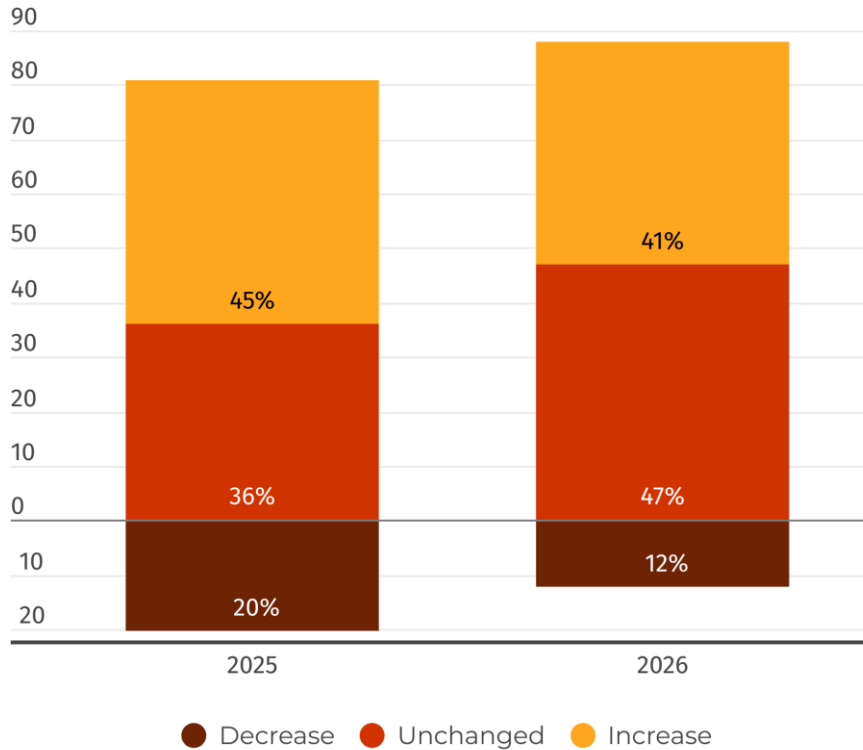
#16

in 2025



People & Environment

Actual and expected changes to full-time equivalent staff among member companies



IN 2026

41% ↓ 4%
from 2025

Plan to increase full-time equivalent staff

47% ↑ 11%
from 2025

Expect to keep staff level unchanged

Talent Retention Initiatives

58%
Additional Leave

55%
Enhanced Benefits

53%
Professional Training

52%
Salary Increases Above Inflation

People & Environment

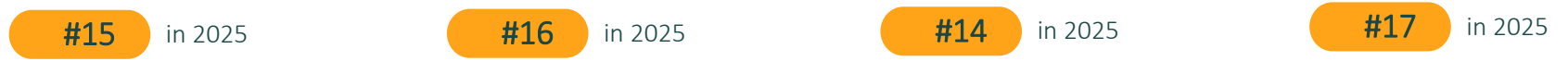
To what extent do you consider Taiwan's workforce to be globally competitive in the following aspects?



TOP 5



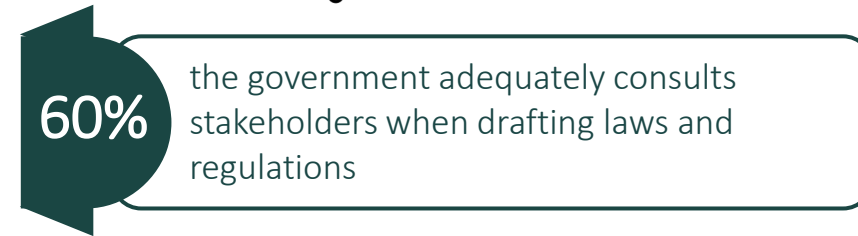
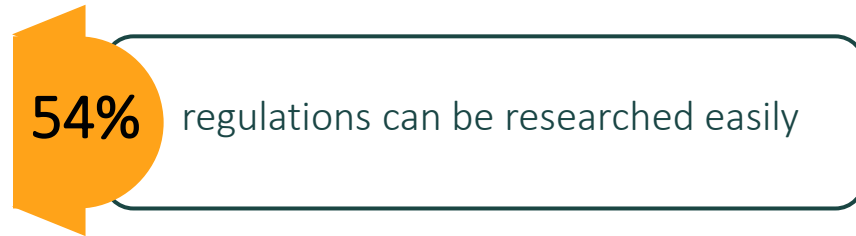
BOTTOM 5



* There were only 17 factors in 2025

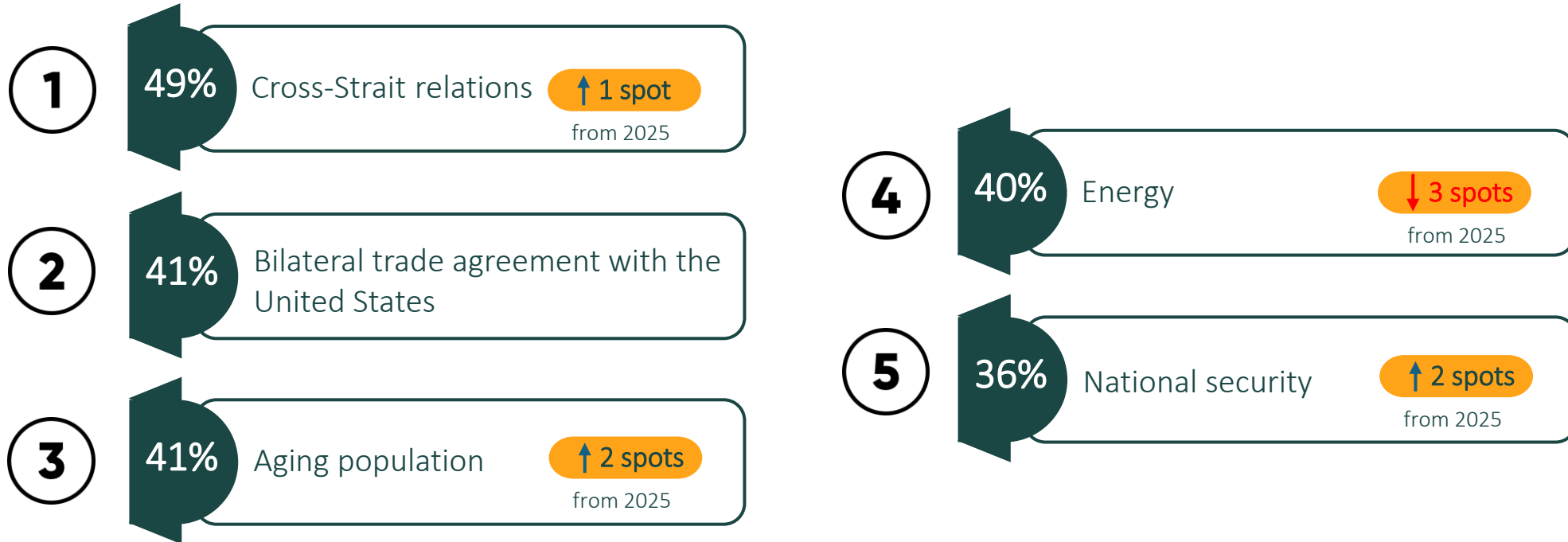
Regulatory Environment

Of the following statements... (Options included “neutral” and “unsure”)



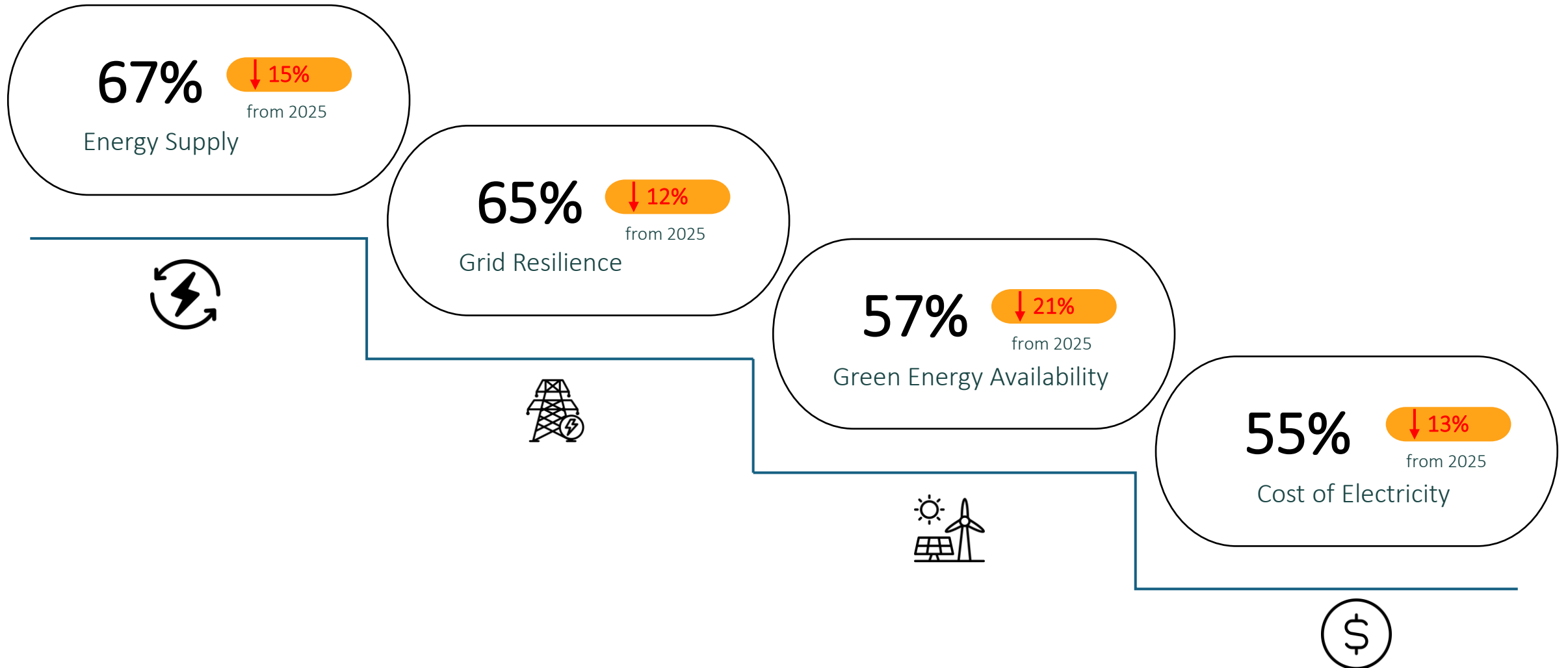
Government Engagement

What areas do you feel should be the Taiwan government's top priorities in the next 1-3 years?



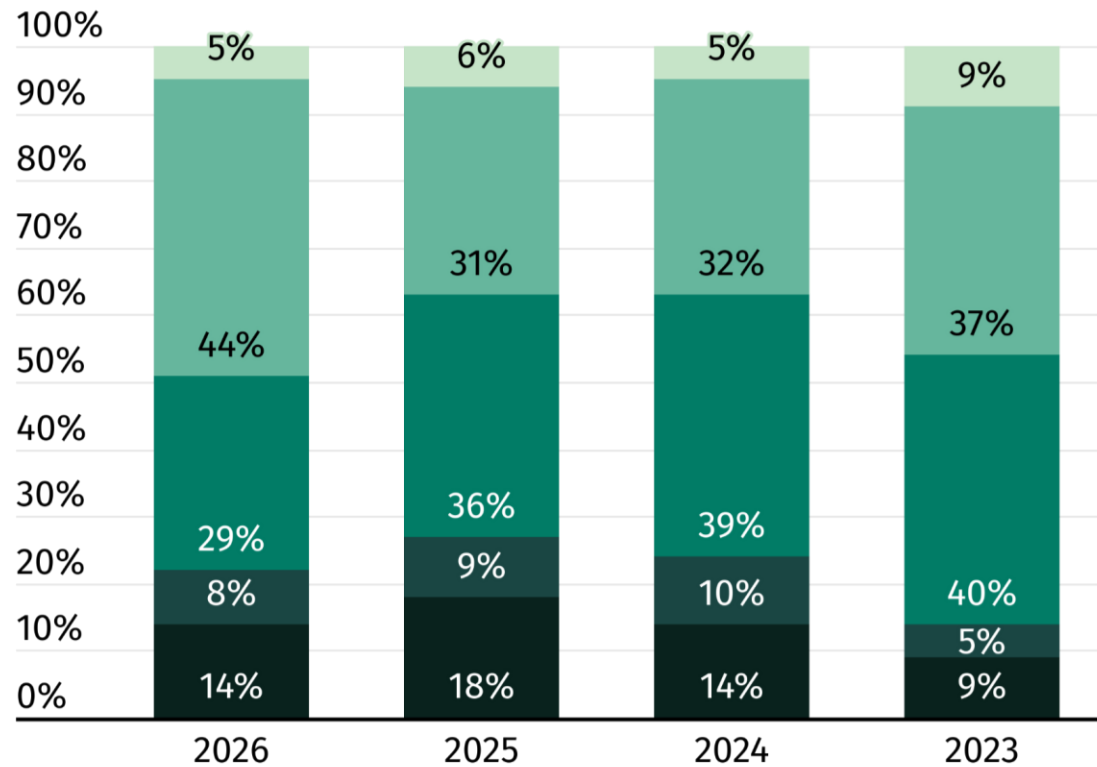
Energy Concern

Energy-related concerns declined from the previous year



Government Engagement

To what extent do you consider the *White Paper* meetings with government agencies effective?



- Unaware
- Not effective at all
- A little effective
- Somewhat effective
- Highly effective

49%

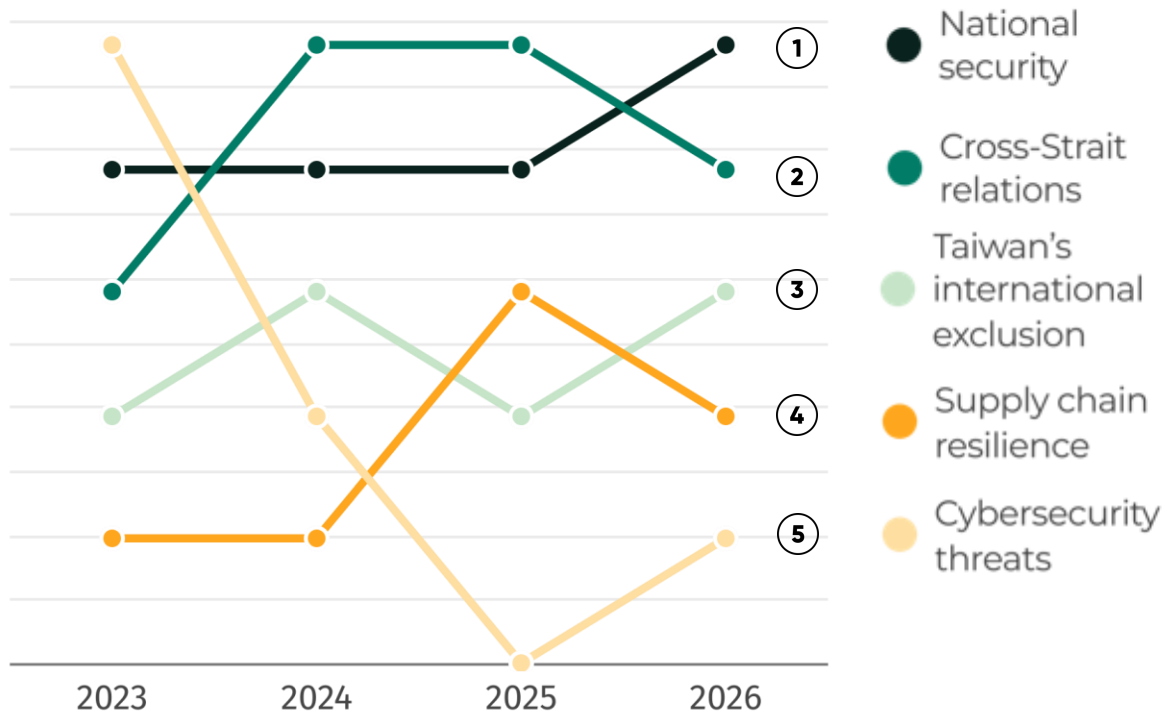
Somewhat or highly effective

↑ 12%

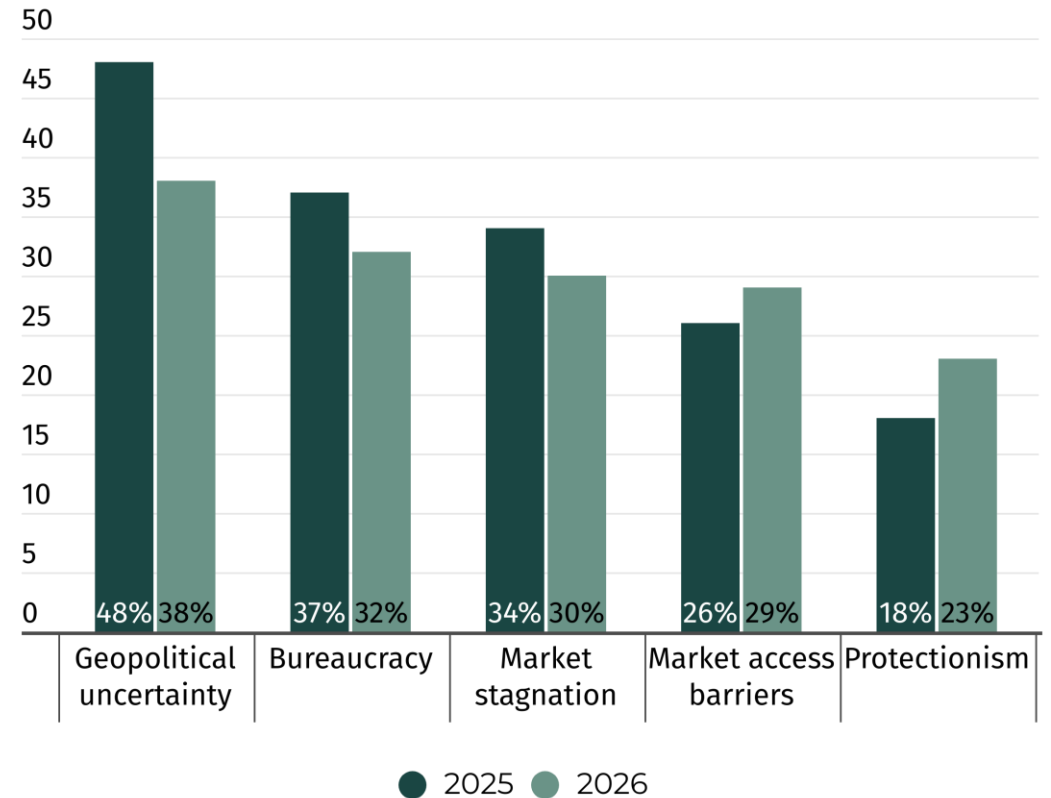
from 2025

Risks & Deterrents

Top perceived risks to business operations

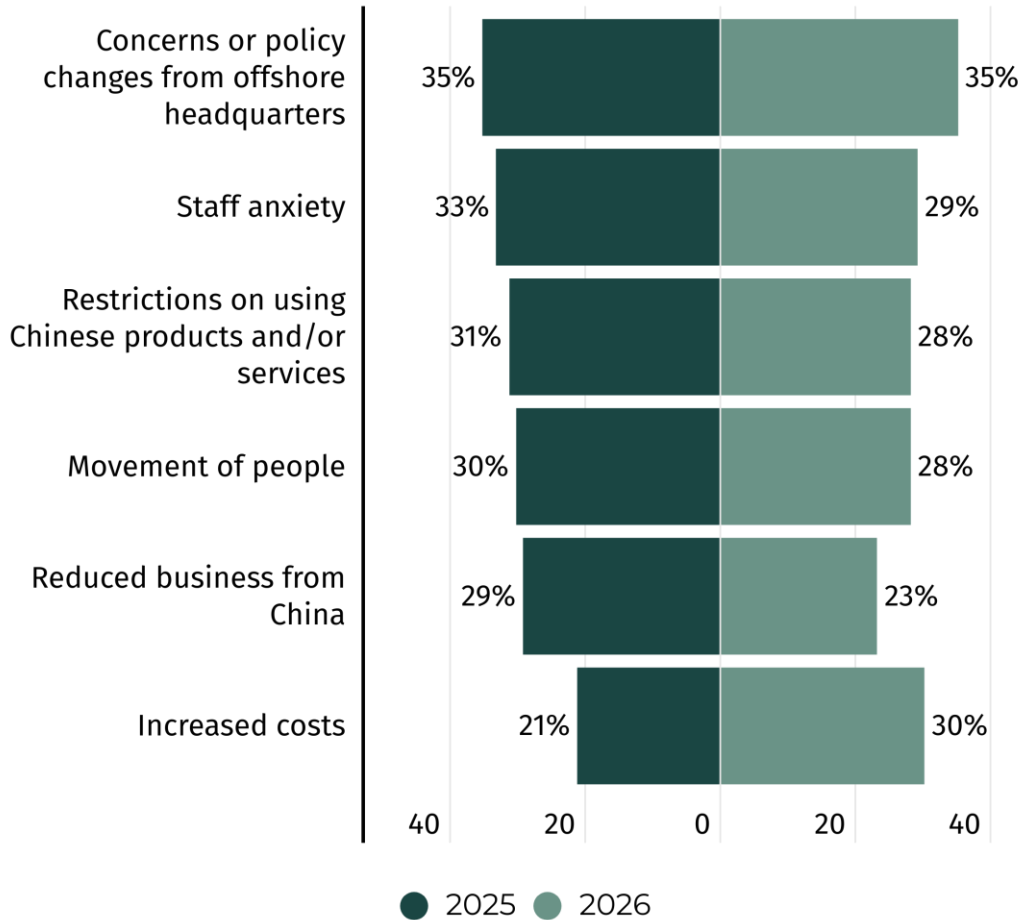


Top factors potentially deterring companies from expanding or investing in Taiwan



Cross-Strait Relations

Experienced and expected disruption



Disruption Experience in 2025

7%

Significant Disruption

10%

Moderate Disruption

48%

Minor Disruption

35%

No Disruption



Supply Chain Resilience Action

46%

Revising Business Continuity Plan

36%

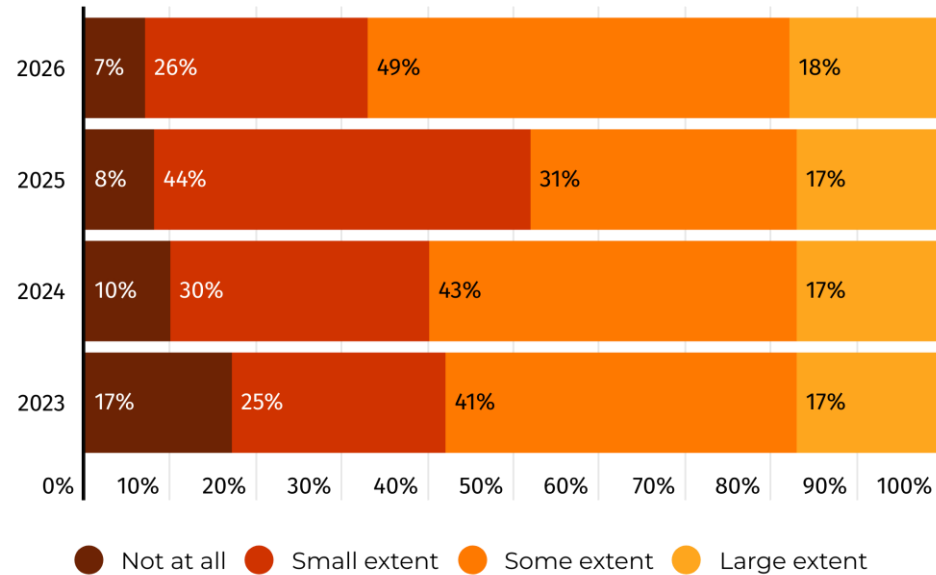
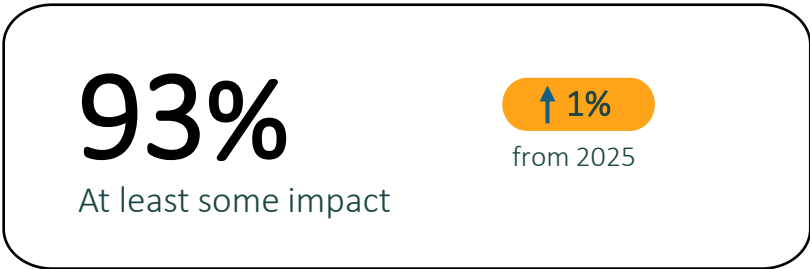
Readjusting Supply Chain

27%

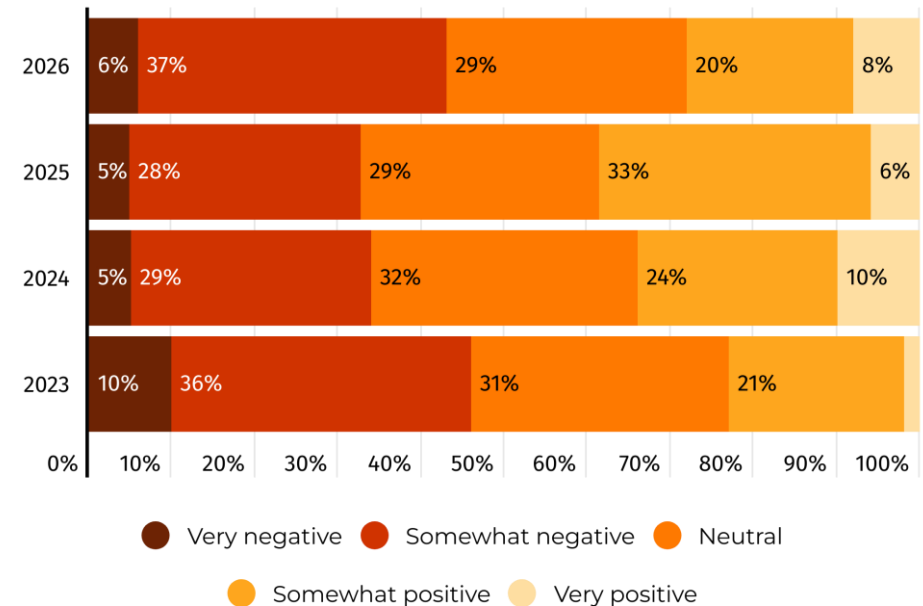
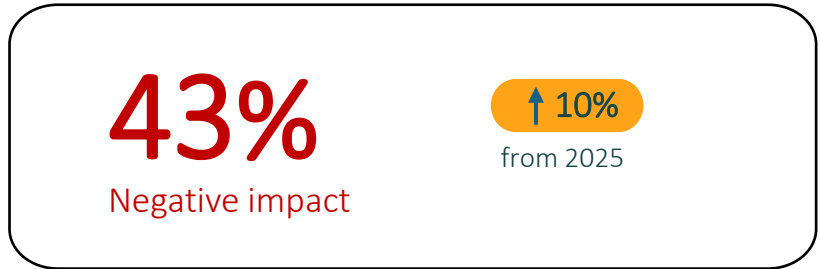
Not Taking Action Yet

U.S.—China Rivalry

To what extent has the rivalry between the U.S. and China impacted your company?



What has been the economic impact on Taiwan of the rivalry between the U.S. and China?

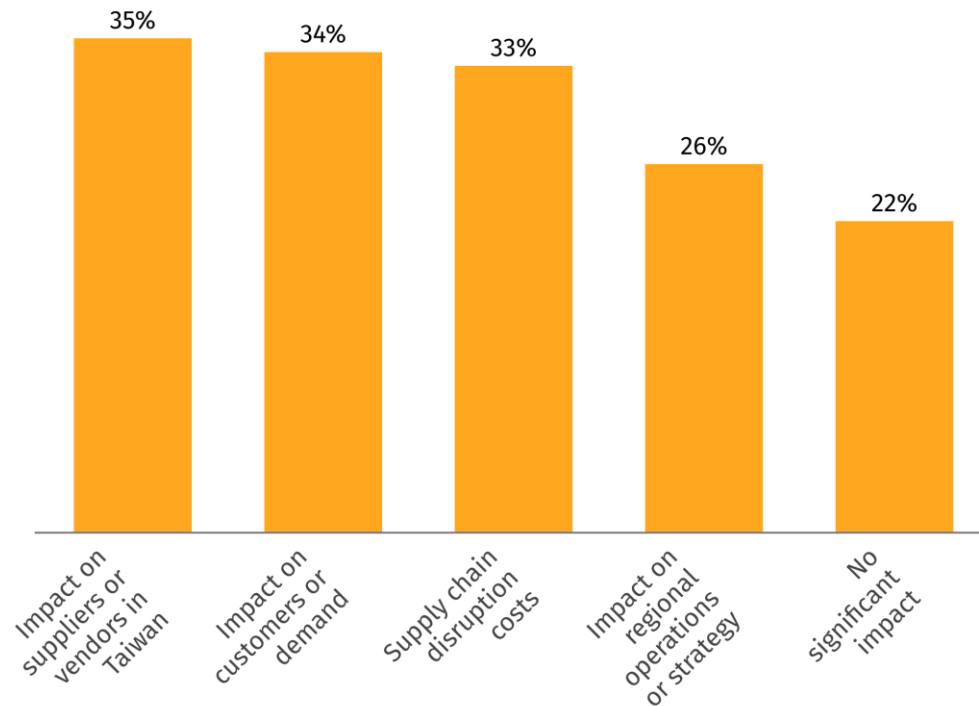


Tariffs

If your business experiencing any indirect impact from U.S. tariffs?

47%

Indirect impacts through broader economic effects on Taiwan



Plan for Tariffs



40%

No Planned Changes to Investment or Sourcing

25%

Reconfiguring Supply Chains

11%

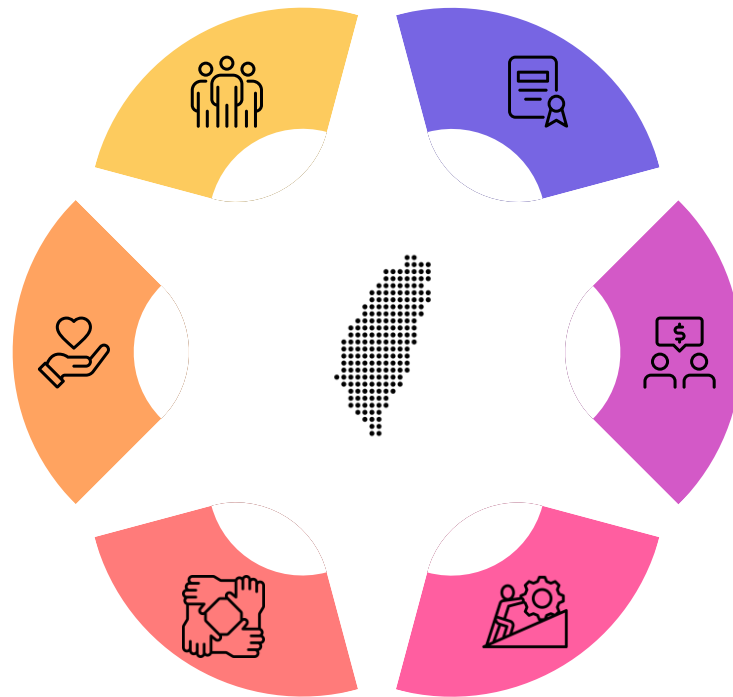
Shifting Investments Elsewhere

Key Highlights

 **Commitment to Taiwan Remains Strong**

 **Confidence Grounded in Technology Leadership**

 **Resilience Amid Uncertainty**



 **Positive Near-Term Outlook**

 **Investment Momentum Continues**

 **Structural Challenges Remain**

Q & A



Business Climate Survey



Thank You!