



Transatlantic Expansion Barometer 2025: Economic Relations at a Turning Point

- The European American Chamber of Commerce (EACC), RSM, and OCO Global today release the 2025 edition of the Transatlantic Expansion Barometer, a flagship study analyzing investment dynamics between Europe and the United States.
- The latest edition highlights a sharp and unprecedented decline in European companies' confidence in the U.S. market, partly linked to growing political instability in the United States.
- The Barometer also reveals a renewed focus by American companies on their domestic market, along with a growing ambition among mid-sized European businesses to expand beyond Europe.

Press Release
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Launched last November to assess business leaders' perceptions in the wake of the Trump election and amid escalating trade tensions, the 2025 Transatlantic Expansion Barometer is based on over sixty in-depth interviews with senior executives from both European and American companies — with a particular focus on mid-sized enterprises — across a range of sectors and geographies.

Declining Confidence, Shifting Strategies

One of the most striking and unprecedented findings: an increasing number of European companies report a decline in confidence in the U.S. market. The main causes include perceived instability in public policy and uncertainty surrounding the United States' economic direction.

"While this is the overarching trend, our discussions reveal a more nuanced reality: strategies differ greatly depending on the industry, company maturity, and geographical exposure. But one thing is clear: uncertainty prevails," explain Maxime



Adam, Audit Manager at RSM France, and Vincent Raufast, Head of Advisory at OCO Global.

Some industrial players—including well-established mid-sized firms—have opted to pause or delay investments in the United States, awaiting a more predictable environment.

Structural Shifts on Both Sides of the Atlantic

The Barometer goes beyond short-term trends to highlight a more profound transformation. For the past three years, American companies have increasingly prioritized domestic projects over European expansion.

At the same time, European businesses—especially agile mid-sized firms—are actively seeking growth opportunities beyond the continent, facing a well-documented structural competitiveness gap, notably referenced in the Draghi report.

These shifts are redefining the transatlantic balance and call for a strong strategic response.

Although Europe remains the world's second-largest economic power, it is frequently criticized for its slow decision-making processes.

Yet, the Barometer suggests that the current challenges may present a unique opportunity: to close the technological gap and assert Europe's role as a fully sovereign economic power.

"A stronger and more competitive Europe would ultimately strengthen transatlantic ties," the study concludes.



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About the EACC

The European American Chamber of Commerce (EACC) is a transatlantic business network that promotes trade and investment between Europe and the United States. With chapters in major European and U.S. cities, the EACC brings together companies, institutions, and experts committed to international growth. It acts as a strategic bridge for businesses seeking to enter or expand in transatlantic markets. Learn more: www.eaccny.com / www.eacc-paris.org

About RSM France

RSM is the world's 6th largest network for audit, accounting, and consulting services, present in 120 countries. In France, RSM is a multidisciplinary reference firm serving executives of SMEs, mid-sized companies, and large corporations. The firm has 100 partners and 1,500 professionals across the country, with locations in major economic hubs including Île-de-France, Rhône-Alpes, Occitanie, Western France (Brittany and Pays de la Loire), Eastern France, Provence-Alpes-Côte d'Azur, and the French overseas territories. Learn more: www.rsmfrance.com

About OCO Global

OCO Global is an international consulting firm backed by a technology platform, specializing in trade, investment, and economic development. It supports businesses in successfully expanding internationally by creating lasting connections to high-impact opportunities. Learn more: www.ocoglobal.com