

Special Analysis Africa

AHK Regional Business Outlook Fall 2026

DIHK AHK

Executive Summary

AHK Regional Business Outlook Fall 2026

After a setback in spring 2026, German companies in Africa are once again looking significantly more confident about their business prospects: this is the finding of the special Africa edition of the AHK World Business Outlook in Fall 2026. Expectations regarding the local economy have recovered slightly and are once again above their long-term average. This also applies to assessments of companies' own business situations, business expectations and investment and Employment plans in Africa. In particular, 59 per cent of German companies in Africa view their business expectations positively, whilst only six per cent are pessimistic.

However, this positive picture varies depending on the economic region. Whilst the picture in sub-Saharan Africa is mixed, North Africa is contributing to the upturn: in North Africa, the business climate, business expectations and the investment and employment plans of German companies operating there are rising sharply. Sub-Saharan Africa is also reporting a positive trend: there, the business climate has reached its highest level in more than ten years (spring 2015) and is rated more favourably than the global average. However, expectations regarding their own business and the economy are waning; investment plans remain at the same level as in the spring; and employment plans are also more subdued. Unlike in North Africa, the improved business climate in Sub-Saharan Africa does not yet signal a broader trend towards expansion.

Despite growing confidence, German companies operating in Africa still regard the risks associated with doing business on the continent as considerable. Whilst risks relating to Energy and raw materials, as well as supply chain disruptions, have become less significant compared with the spring, the exchange rate remains the most frequently cited business risk at 47 per cent – significantly more often than the global average (30 per cent). Economic policy is also gaining in importance as a business risk in Africa: in sub-Saharan Africa in particular, the proportion of German companies that view economic policy critically has risen sharply to 63 per cent (up from 42 per cent previously). The expectations of local policymakers are therefore correspondingly clear: from the companies' perspective, a more stable exchange rate and less bureaucracy are at the top of their wish list.

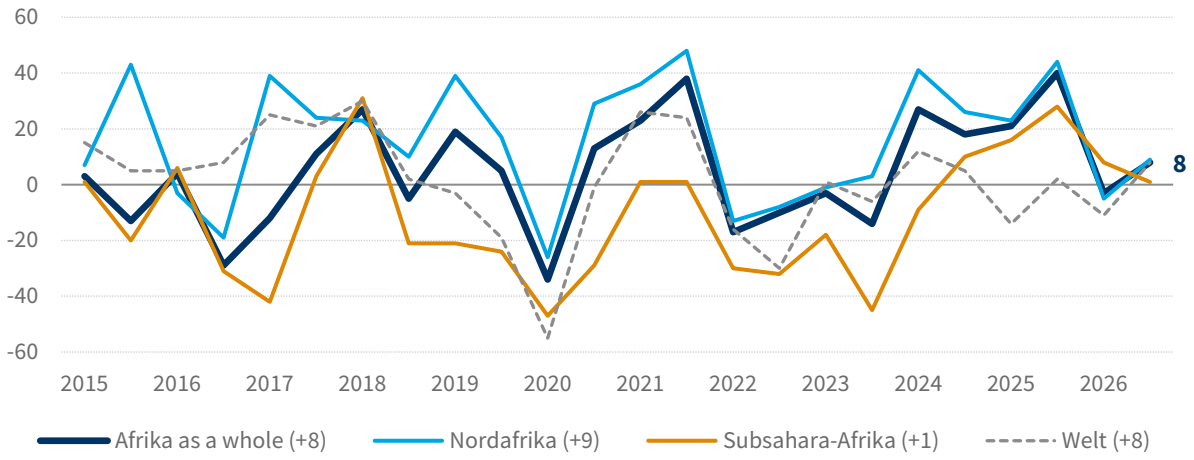
The reason for German companies' involvement in Africa, however, is clear: as was already the case in a special survey in 2024, the importance of the growing market is cited above all else. Just under half of the companies also expect the African Continental Free Trade Area (AfCFTA) to provide long-term positive impetus for their competitiveness. A particular challenge on the ground for companies is the growing competition from Chinese rivals. In Africa, 63 per cent of German companies are feeling the effects of this, which is slightly higher than the global average (56 per cent).

Economic expectations in Africa are recovering slightly

Economic expectations amongst German companies in Africa have recovered somewhat following the slump in spring 2026: 29 per cent anticipate better local economic conditions over the coming twelve months, whilst 21 per cent expect them to worsen (spring 2026: 25 per cent and 28 per cent respectively). The balance has thus risen from minus three to plus eight points and is once again above the long-term average of five points. However, it has not reached the high level seen in the Fall of 2025 (40 points).

Economic expectations of German companies in Africa

(Balance in points)



Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa. Regions weighted; in brackets: Balance for Fall 2026.

Expectations regarding local economic development vary across Africa's sub-regions: whilst the Balance in North Africa rises from minus five to plus nine points, it falls in sub-Saharan Africa from eight to one point. Egypt (plus eight, up from minus eight points) is a key contributor to the improvement in North Africa. Companies in sub-Saharan Africa are significantly more sceptical compared with the previous survey: in Kenya, 46 per cent expect the economic situation to worsen and only 21 per cent expect it to improve (a balance of minus 25, down from minus five). In South Africa, too, the balance remains negative (minus 14, down from minus four).

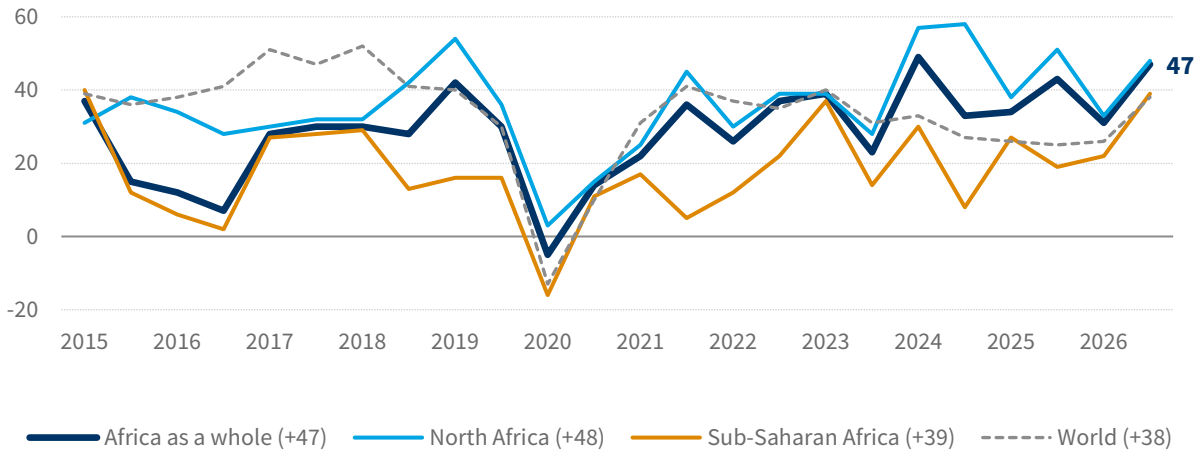
A long-term comparison reveals the impact of global shocks on the economic outlook of German companies at their international locations. Following the slump and the delayed recovery from the 2020 pandemic, expectations for 2024 and 2025 were well above the global average. The energy price shock in the spring of 2026 has eroded this lead: at plus eight points, economic expectations for Africa are now back at the global average. The momentum of previous years, during which the region consistently recorded positive figures, has therefore noticeably weakened.

Business conditions in Africa have improved significantly

In contrast to economic expectations, improvements in the business climate are broadly similar across Africa. From the perspective of German companies in Africa, the business situation is currently viewed as predominantly positive. Some 54 per cent report a good business situation, whilst only seven per cent rate their current situation as poor. In spring 2026, the figures stood at 42 per cent and 11 per cent respectively; the situation was last this good in spring 2024. Thus, when comparing the situation in Africa with the business climate for German companies worldwide (48 per cent good, 10 per cent poor), the region performs significantly better.

Business situation for German companies in Africa

(Balance in points)



Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa. Regions weighted; in brackets: Balance for Fall 2026.

In North Africa, 55 per cent of companies currently rate their situation as good and only seven per cent as bad; in Egypt, the figures are 57 per cent and seven per cent respectively. The picture is also positive in sub-Saharan Africa at present: here, 49 per cent of companies report a good business climate and only ten per cent a bad one, compared with 36 per cent and 14 per cent respectively in spring. The situation in the region has not been this good since spring 2015. In the Fall of 2024, the picture was quite different: at that time, in sub-Saharan Africa, only 34 per cent reported a good business situation and 20 per cent a poor one – which was still significantly worse than the global average.

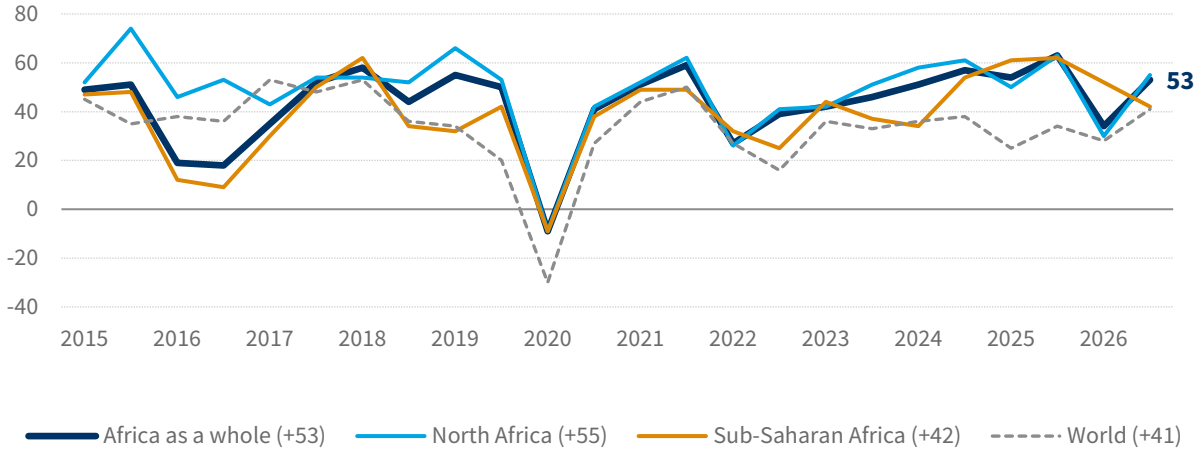
A look at individual countries in sub-Saharan Africa reinforces this positive picture: in Kenya, 48 per cent of businesses now rate their situation as good and only eight per cent as poor. The assessment has improved particularly markedly in South Africa, where 41 per cent see the situation as good and nine per cent as poor, compared with 25 per cent and 18 per cent respectively in the spring.

Business expectations: Africa more confident than the global average

Business expectations in Africa are more optimistic than the current view of their own business performance. 59 per cent of the companies surveyed expect business to improve over the next twelve months, whilst only six per cent anticipate a deterioration. This represents a significant improvement compared to the spring, when 44 per cent expected business to improve and ten per cent expected it to worsen. Globally, only 49 per cent of companies expect business to improve and eight per cent expect it to worsen.

Business expectations of German companies in Africa

(Balance in points)



Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa. Regions weighted; in brackets: Balance for Fall 2026.

These positive business expectations extend across the entire continent. In North Africa, 60 per cent of companies expect business to improve, whilst only five per cent expect it to deteriorate (a balance of 55, up from 30 points in the spring). Companies are particularly optimistic in Morocco, where 71 per cent expect business to improve, as well as in Algeria (63 per cent) and Egypt (60 per cent). Particularly striking is the fact that in Egypt, the proportion of optimists has risen significantly compared with the spring (39 per cent).

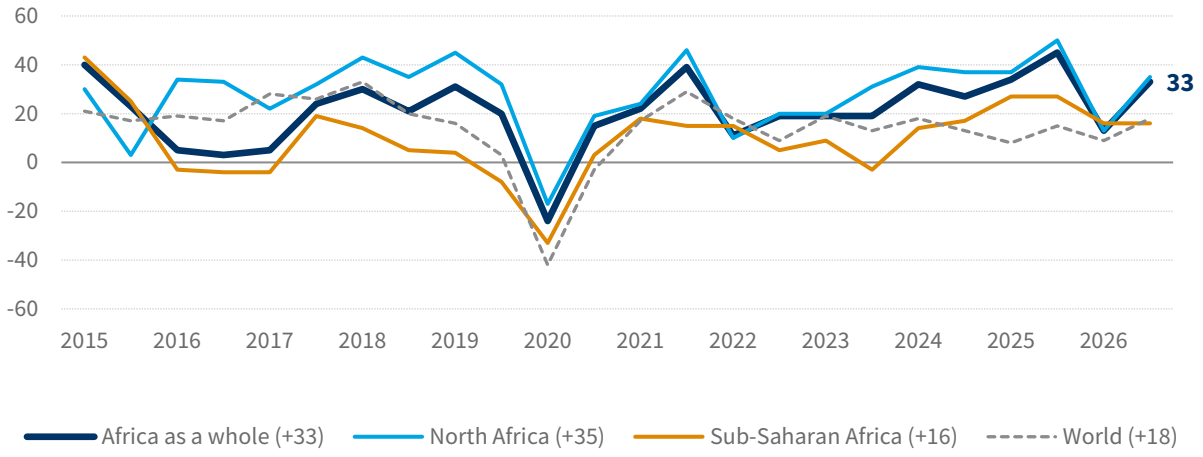
In sub-Saharan Africa, business expectations are also positive, although they have declined slightly compared with the spring. 51 per cent of companies currently expect business to improve, whilst nine per cent expect it to deteriorate (Balance of 42 points). In the spring, the figures were 59 per cent and seven per cent respectively. Expectations now stand just above the global average (Balance of 41 points). In South Africa, only 41 per cent of companies now expect business to improve, down from a strong 64 per cent in the spring. In Kenya, 48 per cent of companies now expect business to improve; around one in five companies (19 per cent) there anticipate a deterioration.

Investment plans in Africa stronger than the global average

German companies' willingness to invest in Africa has improved significantly compared with the spring. Specifically, 47 per cent of German companies in Africa are planning to increase their investment over the next twelve months: only 14 per cent of firms intend to scale back their investment (Balance of 33, compared with 13 points in the spring). With this level of willingness to invest, companies in Africa are well above the global average (balance of 18 points).

Investment plans of German companies in Africa

(Balance in points)



Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa. Regions weighted; in brackets: Balance for Fall 2026.

Investment momentum is concentrated primarily in North Africa. Here, 48 per cent of companies currently plan to increase investment and 13 per cent to reduce it; in the spring, these figures stood at 35 per cent and 22 per cent respectively – an improvement, therefore. Companies in Algeria (50 per cent higher, five per cent lower) and Egypt (49 per cent higher, 13 per cent lower) are particularly keen to invest. The investment climate is somewhat more subdued in Morocco, where only 34 per cent of companies intend to increase their investment and 21 per cent plan to reduce it; in the spring, the figures were 39 per cent and 16 per cent respectively.

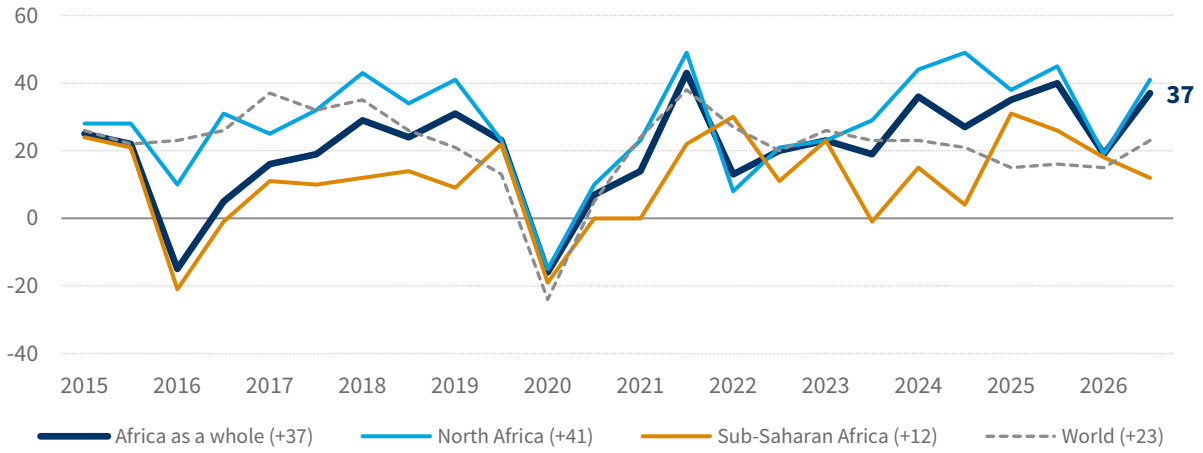
In sub-Saharan Africa, investment plans remain virtually unchanged compared with the spring. 41 per cent of companies plan to increase investment, whilst 25 per cent plan to reduce it. Whilst the region had bucked the global trend in Fall 2024 and performed slightly better than the global average in terms of investment plans, it now lies slightly below it. Whilst in Kenya, East Africa's leading economy, more companies are planning to increase investment than in the spring (38 per cent compared with 31 per cent), plans to cut investment now predominate in South Africa. There, around 37 per cent of companies currently intend to reduce their investment, whilst only 32 per cent plan to increase it. Investment plans thus vary across the African continent and broadly reflect the picture of business expectations: confident in North Africa, somewhat more cautious in sub-Saharan Africa.

Employment outlook: job creation mainly in North Africa

Looking at the employment outlook in Africa, the picture is positive: 48 per cent of the companies surveyed intend to increase their workforce over the next twelve months. Only 11 per cent of firms expect a decline (Spring 2026: 33 per cent and 14 per cent respectively). These employment prospects are significantly better than the global average: worldwide, 37 per cent of companies expect to increase their workforce, whilst 14 per cent expect to reduce it.

Employment plans of German companies in Africa

(Balance in points)



Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa. Regions weighted; in brackets: Balance for Fall 2026.

In terms of employment trends, the focus is on North Africa, where around 51 per cent of companies plan to increase their workforce and only ten per cent plan to reduce it. The employment outlook is most positive in Algeria, where 58 per cent expect higher employment and only four per cent expect lower employment. In Morocco, by contrast, companies are planning more cautiously. Here, 43 per cent expect to increase their workforce and 14 per cent expect to reduce it, down from 56 per cent and five per cent respectively in the spring.

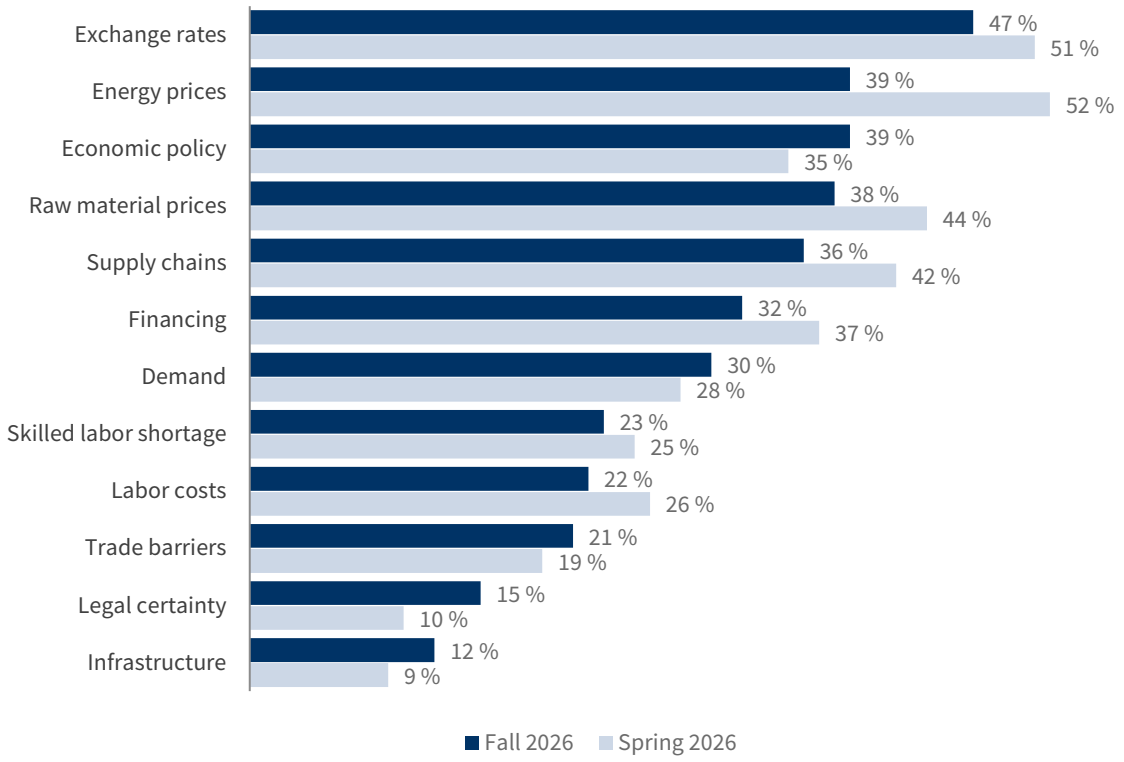
Employment prospects are also positive in sub-Saharan Africa, albeit to a lesser extent: here, 35 per cent of companies plan to increase their workforce and 23 per cent plan to reduce it (spring: 31 per cent and 13 per cent respectively). In Kenya (25 per cent planning to increase, 27 per cent planning to reduce) and South Africa (27 per cent in both cases), plans to increase and reduce staff are roughly balanced. As a result, the region continues to lag behind the global average in terms of employment prospects, as was already the case in the Fall of 2024.

Exchange rates, energy prices and economic policy are among the key risks

Despite the positive outlook, doing business in Africa is not without risks. Exchange rates are once again the most frequently cited business risk for German companies in Africa: 47 per cent of firms regard this as a challenge (Spring 2026: 51 per cent) – significantly more often than the global average (30 per cent). Companies in Egypt (59 per cent) cite this business risk particularly frequently. In sub-Saharan Africa, exchange rate risk is cited significantly less frequently than in the previous survey, particularly in South Africa (18 per cent, down from 50 per cent) and Kenya (27 per cent, down from 38 per cent). Next on the list in Africa are energy prices and Economic policy (39 per cent each).

Business risks faced by companies in Africa over the next twelve months

(in per cent, multiple responses possible)



Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa. Africa as a whole (n = 469), unweighted.

In North Africa, cost and supply risks have eased following the sharp rise in the spring: energy prices are now cited significantly less frequently (41 per cent, down from 55 per cent), as are commodity prices (42 per cent, down from 48 per cent) and supply chain disruptions (36 per cent, down from 41 per cent). However, all three risks are still cited more frequently than in the fall of 2025 (31, 29 and 20 per cent respectively).

In sub-Saharan Africa, Economic policy is gaining slightly in significance as a business risk (63 per cent, up from 42 per cent). The trend is particularly striking in Kenya, where three out of four companies (75 per cent) cite economic policy as a risk; in South Africa, the figure is 64 per cent. These figures are well above the global average of 44 per cent and point to a continuing need for economic policy reforms from a business perspective.

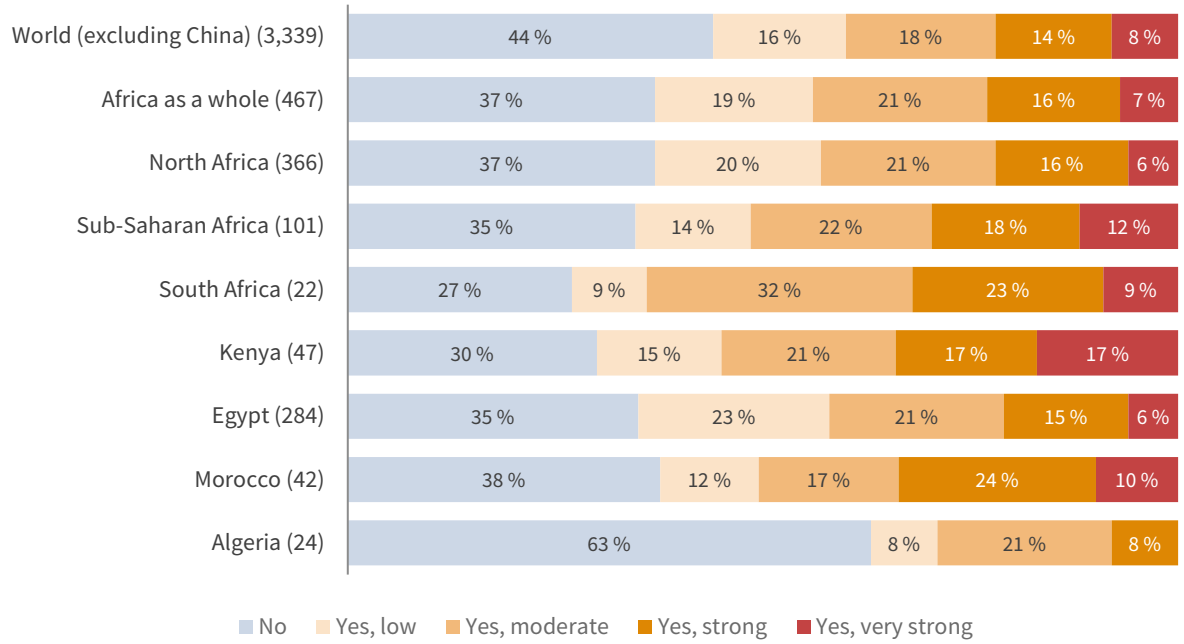
Demand risk is also increasingly becoming a focus for companies across Africa as a whole. Whilst only 28 per cent of companies in North Africa cite this, the figure stands at 38 per cent in sub-Saharan Africa. It is cited particularly frequently in South Africa (59 per cent, compared with 36 per cent in the spring).

Growing competition from China is noticeable

In Africa, too, German companies are clearly feeling the increasing competitive pressure from Chinese firms. 63 per cent report growing competition. This is higher than the global average (56 per cent, excluding China). Just under one in four of the companies surveyed (24 per cent) feel the competition is strong or very strong (worldwide: 22 per cent). A particularly high number of companies in South Africa are experiencing growing competition (73 per cent). In Kenya, the figure is 70 per cent: one in three companies (34 per cent) there feels the competition strongly or very strongly. In Egypt, 65 per cent report growing competition from China, and in Morocco, 62 per cent of companies do so. In Algeria, the impact is less pronounced: only 38 per cent feel the competition from China.

Does your company feel growing competition from Chinese competitors?

(as a percentage of responses; in brackets: number of responses)



Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa. (additional question 7). Only companies in the 13 African countries included in the survey; countries with at least 19 responses; global figures excluding China; unweighted.

When it comes to responding to competition from China, Africa differs slightly from the rest of the world: the affected companies in Africa are responding primarily by seeking new sales and procurement markets (45 per cent) and stepping up product innovation (42 per cent). 38 per cent are focusing on collaborations with Chinese partners, meaning this form of cooperation plays a slightly greater role in Africa than the global average (30 per cent). 34 per cent of German companies in Africa are focusing on cost reductions. Product innovation, by contrast, plays a slightly lesser role in Africa than the global average (49 per cent). However, when looking at the individual African economic regions, it becomes clear that product innovation is the most important response in Sub-Saharan Africa, at 55 per cent, whilst this is the case for only 38 per cent of companies in North Africa. Only six per cent of companies in Africa are withdrawing from the business sector in response to Chinese competition.

Special questions on Africa: Growing market remains the most important reason for doing business in Africa

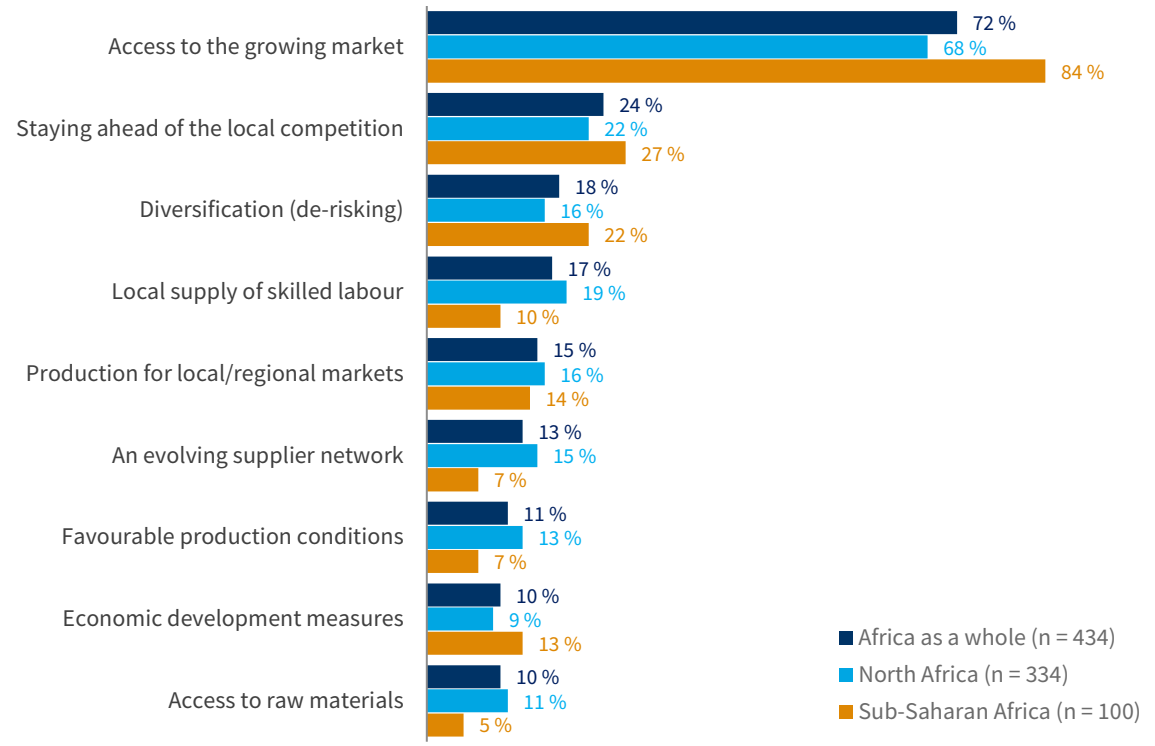
To mark the 2026 German-African Business Summit (GABS) in Ghana, organised by the Sub-Saharan Africa Initiative of German Business (SAFRI), this autumn survey also addressed a number of special topics: German companies in Africa were asked about the reasons for their business activities in Africa, their economic policy priorities and their expectations regarding the African Continental Free Trade Area (AfCFTA).

The results highlight that the most important reason for German companies' involvement in Africa is the growing market: nearly three out of four of the companies surveyed in Africa (72 per cent) cite access to the growing market as the reason for their involvement (2024: 76 per cent). This applies across all economic regions of the continent. Both in sub-Saharan Africa (84 per cent) and in North Africa (68 per cent), this is by far the most important factor for doing business on the continent.

Other reasons for doing business in Africa are considered significantly less important: for example, just under one in four companies (24 per cent) operate in Africa in order to establish a local presence ahead of foreign competitors. Around 18 per cent operate in Africa for diversification purposes. This is followed by the availability of local skilled labour (17 per cent), local production for local and regional markets (15 per cent) and the developing supplier network (13 per cent). To a lesser extent, favourable production conditions (11 per cent), supportive local economic development measures and access to raw materials (10 per cent each t) are responsible for companies' business engagement. These results underscore that Africa is attractive to German companies primarily because of its market potential.

What are the main reasons for your company's business activities in Africa?

(as a percentage of respondents; multiple answers permitted; ideally a maximum of 3)



Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa. (additional question Af.1). Only companies in the 13 African countries included in the survey; unweighted.

Exchange rate stability and reducing red tape are priorities

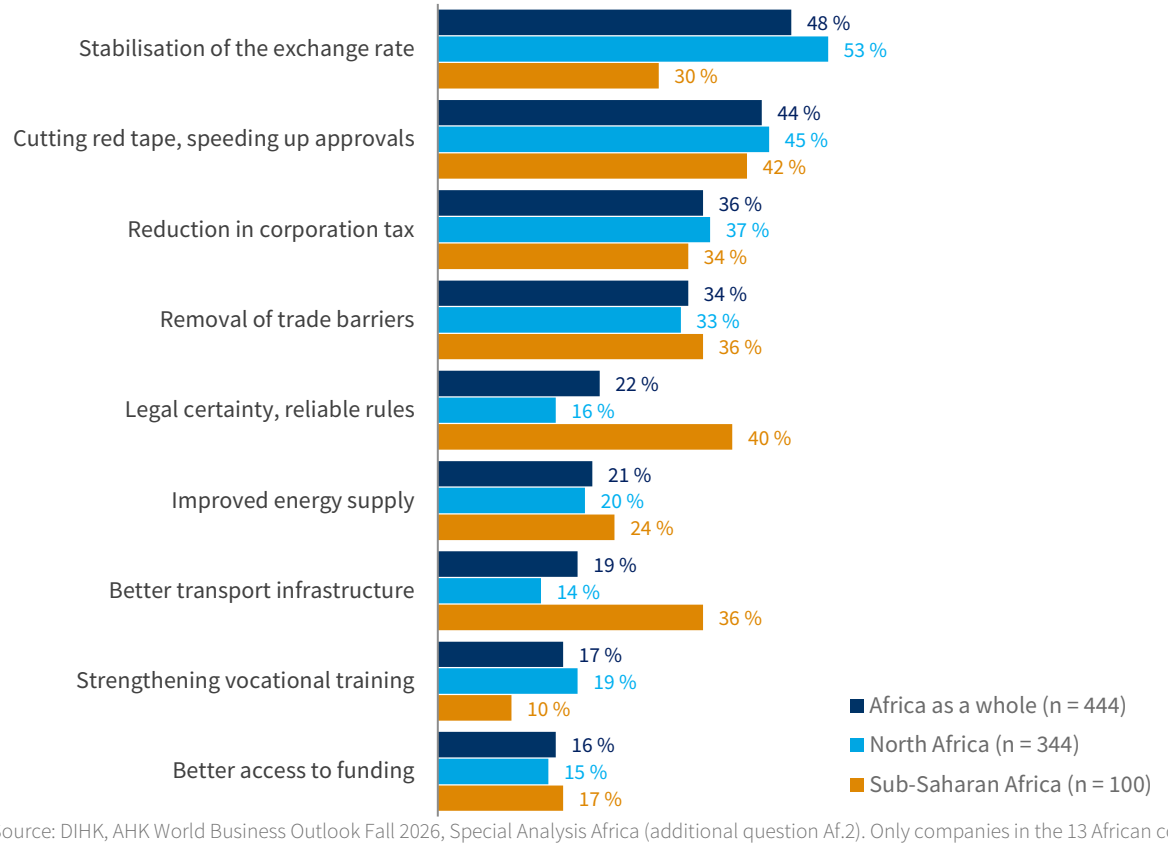
German companies are calling for political reforms from local governments: stabilising the exchange rate (48 per cent) and reducing bureaucracy and speeding up approval procedures (44 per cent) are among the most important priorities. These are followed by lower corporation tax (36 per cent) and the removal of trade barriers such as customs duties or local content regulations (34 per cent).

Other relevant economic policy measures for German companies in Africa, albeit mentioned less frequently, include the following: greater legal certainty, regulatory reliability (22 per cent), a better energy supply (21 per cent), improved transport infrastructure (19 per cent), the strengthening of vocational training (17 per cent) and better access to Funding (16 per cent). As in the 2024 survey, exchange rate stabilisation, reducing bureaucracy and lowering corporation tax therefore top the list of desired reforms.

The economic policy priorities of the companies surveyed vary significantly from country to country: in Egypt, the exchange rate is the top priority (62 per cent); in Algeria (65 per cent) and South Africa (59 per cent), it is the reduction of red tape; in Morocco (55 per cent) and Kenya (45 per cent), however, it is the reduction of corporation tax. In sub-Saharan Africa, legal certainty (40 per cent) and improved transport infrastructure (36 per cent) are also generally called for much more frequently than in North Africa (16 and 14 per cent respectively), where these issues are considered less important.

Which economic policy measures should the local government prioritise?

(as a percentage of respondents; multiple answers permitted; ideally a maximum of 3)



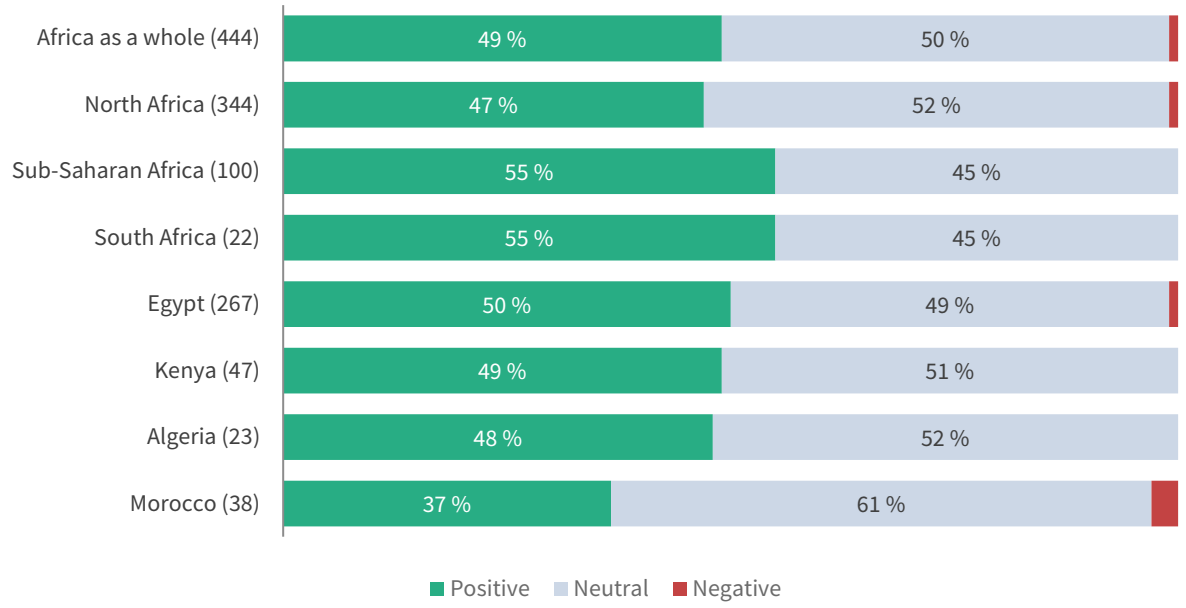
Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa (additional question Af.2). Only companies in the 13 African countries included in the survey; unweighted.

African Free Trade Agreement: Opportunities for competitiveness

Businesses continue to take a predominantly positive view of the African Continental Free Trade Area (AfCFTA) – whose secretariat is based in Accra, the host city of GABS 2026: 49 per cent expect it to have a positive long-term impact on their competitiveness on the African continent, whilst 50 per cent have a neutral view of the AfCFTA. Only one per cent have a negative view of the free trade agreement (2024: 52 per cent, 46 per cent and two per cent respectively). Among companies operating in sub-Saharan Africa, the proportion of optimists – at 55 per cent – is slightly higher than in North Africa (47 per cent). Among the countries with a sufficient sample size, expectations regarding the free trade agreement are most positive in South Africa (55 per cent) and lowest in Morocco (37 per cent). Overall, however, the AfCFTA is perceived by around half of the companies as an opportunity to strengthen their own competitiveness in Africa.

How do you assess the long-term impact of the African Continental Free Trade Area (AfCFTA) on your company's competitiveness on the African continent?

(as a percentage of responses; in brackets: number of responses)



Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa (additional question Af.3). Countries with at least 19 responses; negative: no more than 3 per cent; unweighted.

Methodology

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 the fall of 2026, it gathered feedback from over 3,400 German companies, branches and subsidiaries worldwide, as well as companies with close ties to Germany. The survey was conducted from 5 to 23 October 2026. 40 per cent of the responding companies are in the Manufacturing Industry and construction sectors, 42 per cent in the services sector and a further 18 per cent are trading companies. Smaller companies with fewer than 100 employees account for 54 per cent of the responses. 26 per cent of the companies employ between 100 and 1,000 staff. Large companies with more than 1,000 employees account for 20 per cent of respondents worldwide. 47 per cent are subsidiaries or branches of German companies, 43 per cent are local or (non-German) international companies without a branch in Germany, and a further 10 per cent are local or (non-German) international companies with a branch in Germany.

The special analysis for Africa comprises 476 responses from 13 countries: 374 from North Africa (Egypt, Algeria, Morocco, Tunisia) and 102 from sub-Saharan Africa (Angola, Ethiopia, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania, Uganda). This classification applies to all surveys since spring 2015; responses from other African countries in earlier surveys are not included. The figures for sub-Saharan Africa therefore differ from those for the subregion in the overall WBO report.

The results for Africa, North Africa and sub-Saharan Africa are weighted by country for the questions on business conditions, expectations, the economic climate, investment and employment. As in the WBO, the weighting for each individual country is based on the average gross domestic product (GDP) for the years 2017–2021 in US dollars. Country figures, risks and supplementary questions are unweighted. The supplementary questions Af.1 to Af.3 were directed solely at companies in African countries, whilst questions 7 and 7.1 on competition from China were addressed to companies in all countries except China; the analysis covers the 13 countries included in the scope in each case. Countries are reported individually from 19 responses onwards; all responses are included in the regional figures. The balance is the difference between the proportion of positive and negative responses, expressed in points.

Statistical Appendix

Companies' expectations regarding local economic trends

(Percentage of responses, Balance of 'better' minus 'worse' responses)

Country/Region	better	unchanged	worse	Balance Fall 2026	Balance Spring 2026	Change change	Average since 2015
Worldwide	28	52	20	+8	−11	+19	+1
Africa as a whole	29	50	21	+8	−3	+11	+5
North Africa	29	51	20	+9	−5	+14	+16
Egypt	28	52	20	+8	−8	+16	+19
Algeria	42	37	21	+21	–	–	−2
Morocco	33	55	12	+21	+36	−15	+24
Sub-Saharan Africa	29	43	28	+1	+8	−7	−11
Kenya	21	33	46	−25	−5	−20	−2
South Africa	18	50	32	−14	−4	−10	−30

Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa. Countries with 19 or more responses; Algeria without preliminary survey data (8 responses in spring 2026); regions weighted.

Current business situation of companies

(Percentage of responses, balance calculated as 'good' minus 'bad' responses)

Country/Region	good	satisfactory	poor	Balance Fall 2026	Balance Spring 2026	Change change	Average since 2015
Worldwide	48	42	10	+38	+26	+12	+33
Africa as a whole	54	39	7	+47	+31	+16	+29
North Africa	55	38	7	+48	+33	+15	+36
Egypt	57	36	7	+50	+33	+17	+45
Algeria	38	49	13	+25	–	–	+7
Morocco	45	48	7	+38	+38	0	+18
Sub-Saharan Africa	49	41	10	+39	+22	+17	+18
Kenya	48	44	8	+40	+33	+7	+29
South Africa	41	50	9	+32	+7	+25	+15

Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa. Countries with 19 or more responses; Algeria without a baseline figure (8 responses in spring 2026); regions weighted.

Business expectations of companies over the next 12 months

(Percentage of responses, balance of 'better' minus 'worse' responses)

Country/Region	better	unchanged	worse	Balance Fall 2026	Balance Spring 2026	Change change	Average since 2015
Worldwide	49	43	8	+41	+28	+13	+33
Africa as a whole	59	35	6	+53	+34	+19	+43
North Africa	60	35	5	+55	+30	+25	+49
Egypt	60	35	5	+55	+28	+27	+47
Algeria	63	29	8	+55	–	–	+36
Morocco	71	27	2	+69	+51	+18	+58
Sub-Saharan Africa	51	40	9	+42	+52	−10	+39
Kenya	48	33	19	+29	+35	−6	+48
South Africa	41	50	9	+32	+53	−21	+25

Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa. Countries with 19 or more responses; Algeria without preliminary survey data (8 responses in spring 2026); regions weighted.

Companies' investment plans over the next 12 months

(Percentage of responses, balance of 'higher' minus 'lower' responses)

Country/Region	higher	unchanged	lower	Balance Fall 2026	Balance Spring 2026	Change change	Average since 2015
Worldwide	**35**	**48**	**17**	**+18**	**+9**	**+9**	**+14**
Africa as a whole	**47**	**39**	**14**	**+33**	**+13**	**+20**	**+21**
North Africa	**48**	**39**	**13**	**+35**	**+13**	**+22**	**+28**
Egypt	49	38	13	**+36**	+12	+24	+34
Algeria	50	45	5	**+45**	–	–	+26
Morocco	34	45	21	**+13**	+23	−10	+18
Sub-Saharan Africa	**41**	**34**	**25**	**+16**	**+16**	**0**	**+10**
Kenya	38	44	18	**+20**	+7	+13	+20
South Africa	32	31	37	**−5**	+12	−17	−5

Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa. Countries with 19 or more responses; Algeria without a preliminary survey figure (8 responses in spring 2026); regions weighted.

Companies' employment plans for the coming 12 months

(Percentage of responses, balance of 'higher' minus 'lower' responses)

Country/Region	higher	stable	lower	Balance Fall 2026	Balance Spring 2026	Change change	Average since 2015
Worldwide	**37**	**49**	**14**	**+23**	**+15**	**+8**	**+21**
Africa as a whole	**48**	**41**	**11**	**+37**	**+19**	**+18**	**+21**
North Africa	**51**	**39**	**10**	**+41**	**+19**	**+22**	**+28**
Egypt	51	39	10	**+41**	+16	+25	+27
Algeria	58	38	4	**+54**	–	–	+27
Morocco	43	43	14	**+29**	+51	−22	+31
Sub-Saharan Africa	**35**	**42**	**23**	**+12**	**+18**	**−6**	**+11**
Kenya	25	48	27	**−2**	0	−2	+22
South Africa	27	46	27	**0**	+22	−22	0

Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa. Countries with 19 or more responses; Algeria without preliminary survey data (8 responses in spring 2026); regions weighted.

Business risks by sub-region and country

(as a percentage; multiple responses possible)

Country/Region	Post-demand	Finan-cial funding	Labour costs	Specia-list staff	Turno-ver exchang e	Energy prices	Raw material prices	Legal security	Econo-mic econo-mic policy	Infra-struc-ture struc-ture	Trade barriers	Supply Chains
Worldwide	**42**	**21**	**30**	**28**	**30**	**35**	**32**	**18**	**44**	**10**	**20**	**32**
Africa as a whole	**30**	**32**	**22**	**23**	**47**	**39**	**38**	**15**	**39**	**12**	**21**	**36**
North Africa	**28**	**33**	**23**	**25**	**51**	**41**	**42**	**10**	**33**	**10**	**19**	**36**
Egypt	27	36	24	25	59	46	42	7	30	8	17	37
Algeria	21	21	4	13	17	4	33	17	46	4	29	29
Morocco	26	31	26	26	26	29	38	17	36	7	21	33
Sub-Saharan Africa	**38**	**29**	**19**	**14**	**33**	**34**	**25**	**34**	**63**	**20**	**29**	**34**
Kenya	42	27	13	4	27	27	25	38	75	10	27	40
South Africa	59	18	41	18	18	41	14	18	64	27	36	32

Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa. Shaded: 40 per cent and above (light), 50 per cent and above (dark). Countries with at least 19 responses; unweighted.

Economic policy priorities by sub-region and country

(as a percentage of respondents; multiple answers permitted)

Measure	Africa (n = 444)	North Africa (n = 344)	Sub-Saharan (n = 100)	Egypt (n = 266)	Algeria (n = 23)	Morocco (n = 40)	Kenya (n = 47)	South Africa (n = 22)
Stabilisation of the exchange rate	**48**	**53**	30	**62**	17	30	28	14
Cutting red tape, faster approvals	44	45	**42**	44	**65**	43	40	**59**
Reduction in corporation tax	36	37	34	35	22	**55**	**45**	18
Removal of trade barriers	34	33	36	33	43	35	34	32
Legal certainty, reliable rules	22	16	40	15	22	15	43	45
Improved energy supply	21	20	24	18	9	15	19	32
Better transport infrastructure	19	14	36	12	4	18	28	45
Strengthening vocational training	17	19	10	18	26	25	2	14
Better access to funding	16	15	17	16	13	18	21	9
Other	3	3	4	3	4	3	2	9

Source: DIHK, AHK World Business Outlook Fall 2026, Special Analysis Africa (additional question Af.2). Countries with at least 19 responses; in bold: most frequently mentioned; highlighted: 40 per cent and above (light), 50 per cent and above (dark); unweighted.

Questionnaire

How would you rate your company's current business situation?

- good / satisfactory / poor

How do you expect your company's business to develop locally over the next twelve months?

- better / unchanged / worse

How do you assess the local economic outlook over the next twelve months?

- better / the same / worse

How do you expect your company's expenditure on local investment to develop over the next twelve months?

- higher / unchanged / lower / no investment

How do you expect your company's local workforce to develop over the next twelve months?

- higher / stable / lower

Where do you see the greatest risks to your company's economic performance over the next twelve months? (Multiple answers permitted)

- Demand / Funding / Labour costs / Lack of skilled workers / Exchange rates / Energy prices / Raw material prices / Legal certainty / Economic policy / Infrastructure / Trade barriers / Preference for domestic companies / Disruptions in the supply chain (e.g. logistics, shortage of intermediate goods)

Do you see any other risks to your company's economic development?

For all countries except China:

7. Is your company experiencing increasing competition from Chinese rivals?

- No
- Yes, to a small extent
- Yes, moderate
- Yes, strong
- Yes, very strong

7.1 How is your company at your location responding to increasing competition from China? (only if 'Yes' was selected for question 7; multiple answers possible)

- Cooperation with Chinese partners
- Cost reduction
- Search for new sales or procurement markets
- Increased product innovation
- Relocation of investment
- Withdrawal from the business sector
- No assessment possible

For African chambers only:

Af.1 What are the main reasons for your company's business activities in Africa? (Multiple answers possible, ideally up to 3)

- Access to the growing market
- Access to raw materials
- Favourable production conditions
- Availability of skilled labour locally
- An expanding supplier network
- The company's own diversification efforts (de-risking)
- Local production for local and regional markets
- Be ahead of foreign competitors on the ground (first-mover advantage)
- Supportive economic development measures
- Other (free text)

Q.2 Which economic policy measures should the local government prioritise in order to significantly improve the operating environment for your company? (Multiple answers possible, ideally up to 3)

- Reduction in corporation tax
- Improving transport infrastructure (roads, ports, etc.)
- Improving the energy supply
- Stabilising the exchange rate
- Strengthening the vocational training system
- Removal of trade barriers (e.g. customs duties, local content regulations)
- Reducing bureaucracy and speeding up approval procedures
- Improving legal certainty and regulatory reliability
- Improving access to funding
- Other (free text)

Af.3 How do you assess the long-term impact of the African Continental Free Trade Area (AfCFTA) on your company's competitiveness on the African continent?

- Positive
- Neutral
- Negative

Legal notice

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