



# Business Perception Survey Report 2025-I

July 17, 2025



CENTRALE BANK VAN ARUBA



Cover design:

Great Blue Heron.

Many Native American tribes see the heron as a symbol of patience and prosperity. It is believed that if fishermen spot a heron, they will have good luck and a successful fishing trip.

Correspondence related to this business perception survey report should be addressed to the Statistics Department of the Centrale Bank van Aruba via Website: [www.cbaruba.org](http://www.cbaruba.org) or E-mail: [statistics.department@cbaruba.org](mailto:statistics.department@cbaruba.org)

## Summary

### Businesses Perception Index dropped during the first quarter of 2025.

The Central Bank of Aruba (CBA) concluded its Business Perception Survey (BPS) for the first quarter of 2025. The BPS assesses the economic sentiments of local businesses. The Business Perception Index, comprising the expected short-term and current economic conditions, dropped from 107.8 in the fourth quarter of 2024 to 102.0 in the first quarter of 2025. The expected short-term economic conditions index and the current economic conditions index decreased by 9.7 index points and 2.7 index points to 98.1 and 105.1, respectively, in the first quarter of 2025. In terms of economic growth expectations, about half of business respondents expected a flat economic growth in the next 12 months.

In the first quarter of 2025, the percentage of business respondents indicating “no change” in employment expanded by 15.4 percentage points to 52.1%. The percentage of business respondents reporting a profit increased by 12.2 percentage points to 93.8% in the first quarter of 2025. The percentage of business respondents stating an “improvement” in current economic investments activities fell by 7.5 percentage points to 35.4% during the first quarter of 2025.

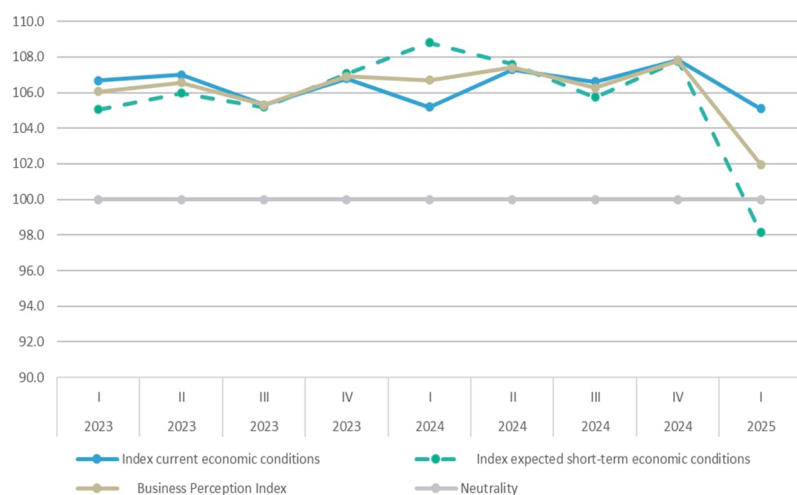
In terms of long-term economic conditions over the next 12 months, 43.8% anticipated the inflation rate to be above 3% during the first quarter of 2025.

## Economic Conditions

The Business Perception Index dropped by 5.8 index points in the first quarter of 2025.

The Business Perception Index, comprising the current and expected short-term economic conditions, decreased from 107.8 in the fourth quarter of 2024 to 102.0 in the first quarter of 2025 (see chart 1). The expected short-term economic conditions index and the current economic conditions index dropped by 9.7 index points and 2.7 index points to 98.1 and 105.1, respectively, in the first quarter of 2025 (see annex 1).

Chart 1: Business Perception Index.



Source: Centrale Bank van Aruba

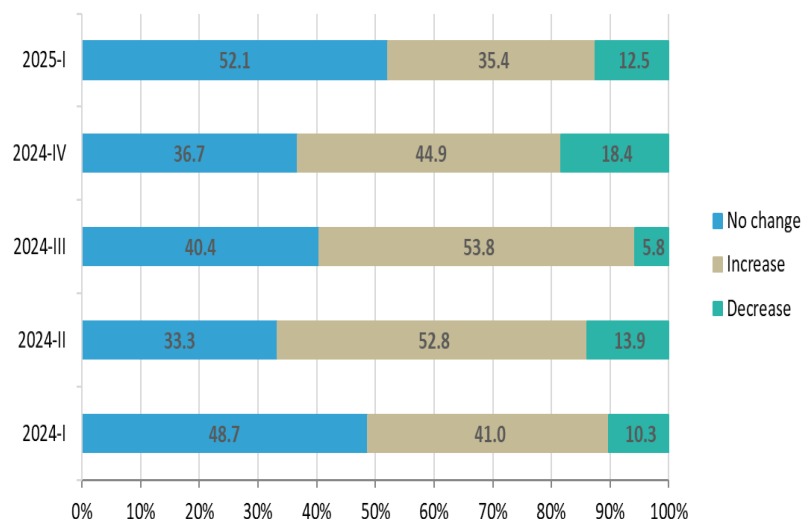
The percentage of business respondents expecting a flat economic growth in the next 12 months grew by 1.0 percentage point to 50.0%, during the first quarter of 2025. Meanwhile, the percentage of business respondents anticipating a negative economic growth in the next 12 months increased by 16.7 percentage points to 20.8%. As for the percentage of business respondents anticipating a positive economic growth, this dropped by 17.7 percentage points to 29.2% (see annex 2).

## Employment and Wages

In the first quarter of 2025, the percentage of business respondents indicating “no change” in employment expanded by 15.4 percentage points to 52.1%.

The percentage of business respondents reporting an “increase” and “decrease” in employment contracted by 9.5 percentage points and 5.9 percentage points, respectively (see chart 2).

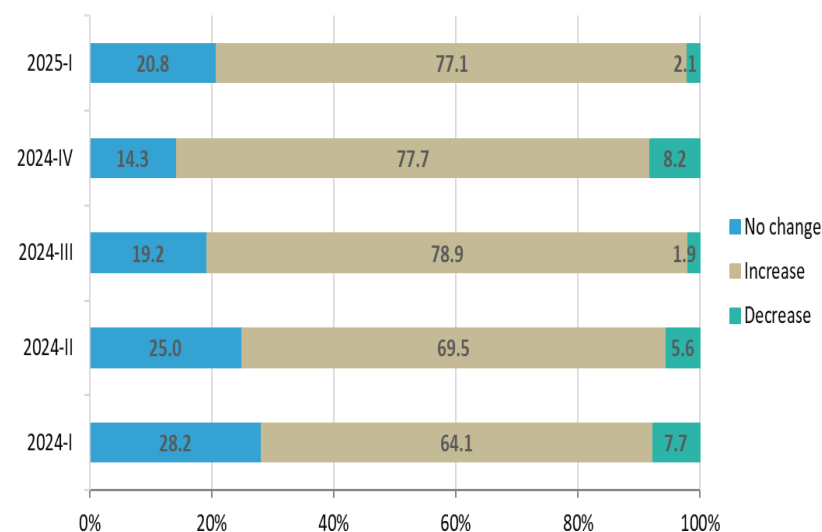
Chart 2: Perceived developments in employment.



Source: Centrale Bank van Aruba

With reference to average wages, the percentage of business respondents reporting “no change” in the average wage cost grew by 6.5 percentage points. Meanwhile, the percentage of business respondents recording “deterioration” and “improvement” in wage conditions shrank by 6.1 percentage points and 0.6 percentage point, respectively (see chart 3).

Chart 3: Perceived developments in average wages.



Source: Centrale Bank van Aruba

## Profitability and Sales

The percentage of business respondents reporting a profit increased by 12.2 percentage points to 93.8% in the first quarter of 2025.

The percentage of business respondents reporting a “decrease” in sales expanded by 6.6 percentage points to 22.9%. As for the percentage of business respondents registering “increases” and “no change” in sales, both contracted by, respectively, 5.0 and 1.6 percentage points during the first quarter of 2025 (see table 1).

Table 1: Perceived developments in profitability and sales (in % of all respondents)

	2024				2025
	I	II	III	IV	I
<b>PROFITABILITY - PROFITS (%)</b>					
1. No change	15.4	13.9	15.4	12.2	33.3
2. Increase	51.2	61.1	59.6	63.3	58.4
3. Decrease	23.1	8.4	11.5	6.1	2.1
<b>Total</b>	<b>89.7</b>	<b>83.3</b>	<b>86.5</b>	<b>81.6</b>	<b>93.8</b>
<b>PROFITABILITY - LOSSES (%)</b>					
1. No change	2.6	5.6	7.7	8.2	0.0
2. Increase	0.0	8.3	3.8	6.1	0.0
3. Decrease	7.7	2.8	1.9	4.1	6.3
<b>Total</b>	<b>10.3</b>	<b>16.7</b>	<b>13.4</b>	<b>18.4</b>	<b>6.3</b>
<b>SALES (%)</b>					
1. No change	20.5	25.0	7.7	24.5	22.9
2. Increase	53.8	58.3	65.3	59.2	54.2
3. Decrease	25.7	16.7	27.0	16.3	22.9
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Source: Centrale Bank van Aruba

## Investment and Financing Activity

The percentage of business respondents stating an “improvement” in current economic investments activities fell by 7.5 percentage points to 35.4% during the first quarter of 2025.

The percentage of business respondents indicating “worsening” in investment conditions rose by 4.3 percentage points to 12.5%, while the percentage of business respondents indicating “no change” investment conditions grew by 3.1 percentage points to 52.1% (see table 2).

Table 2: Business Perception Survey: general results

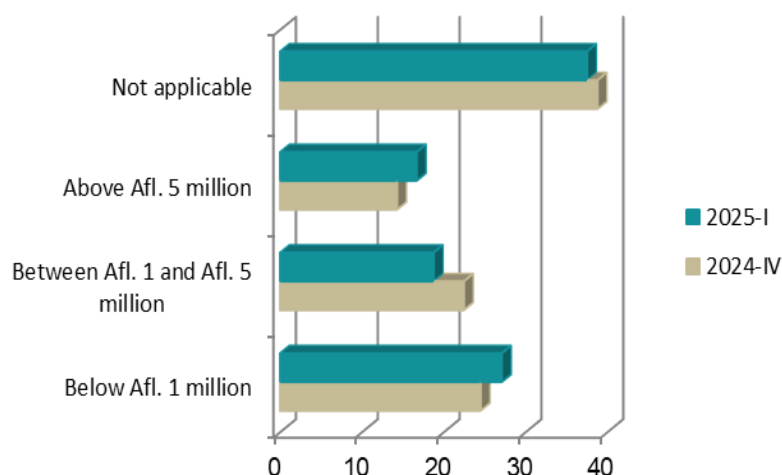
	Improvement (%)		No change (%)		Worsening (%)	
	2025		2025		2025	
	IV	I	IV	I	IV	I
A. Current economic conditions	54.1	38.5	39.3	49.0	6.6	12.5
1. The economic conditions in Aruba	53.1	25.0	42.9	60.4	4.1	14.6
2. The activities of your business	51.0	35.4	44.9	50.0	4.1	14.6
3. The investments of your business	42.9	35.4	49.0	52.1	8.2	12.5
4. The number of employees that work for your company	69.4	58.3	20.4	33.3	10.2	8.3
B. Expected short-term economic conditions	32.7	17.2	63.3	57.8	4.1	25.0
1. The economic conditions in Aruba	26.5	10.4	71.4	41.7	2.0	47.9
2. The activities of your business	36.7	27.1	57.1	45.8	6.1	27.1
3. The investments of your business	34.7	14.6	61.2	70.8	4.1	14.6
4. The number of employees that work for your company	32.7	16.7	63.3	72.9	4.1	10.4

Source: Centrale Bank van Aruba

During the first quarter of 2025, 14.6% of the business respondents foresaw that the short-term investment conditions would “improve” during the next 6 months, a downturn of 20.1 percentage points compared to the fourth quarter of 2024. The percentage of business respondents indicating “worsening” expanded by 10.5 percentage points to 14.6%. The percentage of business respondents reporting “no change” in short-term investment conditions, increased by 9.6 percentage points in the first quarter of 2025 (see table 2).

During the first quarter of 2025, the percentage of business respondents with investment plans over the next 12 months increased by 1.3 percentage points to 62.6% (see chart 4).

Chart 4: Investment plans over the next 12 months reported in 2025-I (In % of all respondents)



Source: Centrale Bank van Aruba

Business respondents stating that the terms and conditions for obtaining financing “remained the same”, shrank by 13.1 percentage points to 80.8% in the first quarter of 2025. Business respondents indicating “tightened” terms and conditions for obtaining business financing during the first quarter of 2025 expanded by 7.4 percentage points to 11.5%, while business respondents reporting “eased” increased by 5.7 percentage points. (see annex 2).

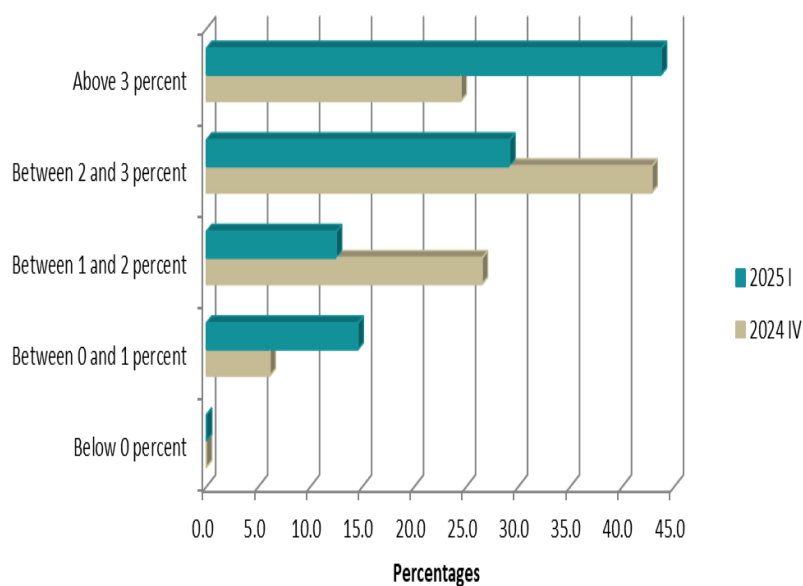
During the first quarter of 2025, 81.3% of the business respondents expected the annual effective financing rate to be between 5% and 8%. The percentage of business respondents foreseeing the annual effective financing rate to be below 5% decreased by 8.0 percentage points to 8.3%. Those foreseeing the annual effective financing rate to be between 8% and 12% grew by 2.2 percentage points to 10.4% (see annex 2).

## Inflation and prices for products and services

In terms of long-term economic conditions over the next 12 months, 43.8% anticipated the inflation rate to be above 3% during the first quarter of 2025.

About 29.2% of the business respondents expected the inflation rate to be between 2% and 3%. (see chart 5).

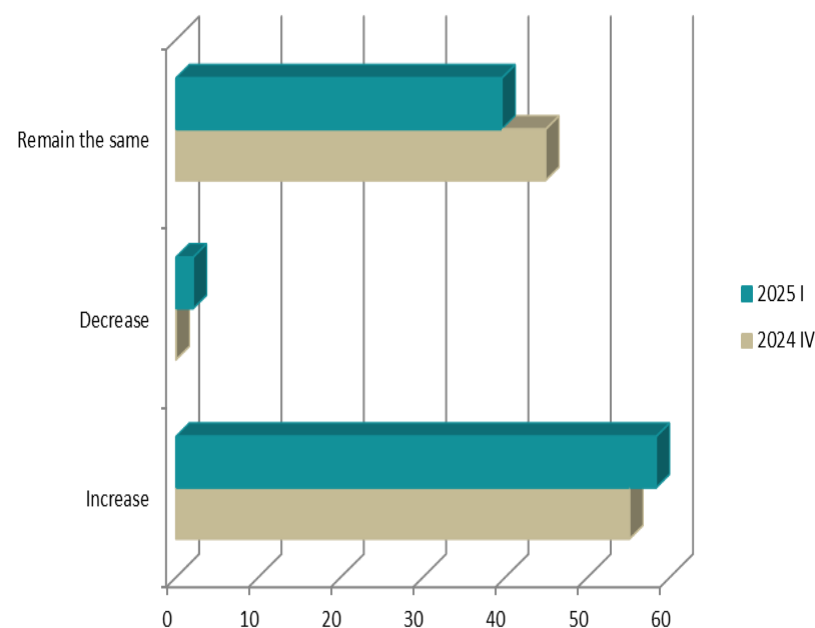
Chart 5: Inflation over the next 12 months reported in 2025-I (In % of all respondents)



Source: Centrale Bank van Aruba

With regard to the prices for products and services over the next 12 months, 58.3% of the business respondents anticipated price accelerations, i.e., an upturn of 3.2 percentage points. About 39.6% of the business respondents deemed that the prices for products and services would remain the same (see chart 6).

Chart 6: Prices for products and services over the next 12 months reported in 2025-I (In % of all respondents)



Source: Centrale Bank van Aruba

### Annex 1: Business perception Survey by sectors

	2024-IV	2025-I
1. Index current economic condition	107.8	105.1
a. Manufacturing (excl. manufacture of refined petroleum products)	110.0	90.0
b. Electricity, gas and water supply, manufacture of refined petroleum products	106.0	103.3
c. Construction	110.0	110.0
d. Wholesale and retail trade, repair of motor vehicles and household goods	107.3	103.3
e. Hotels and restaurants	110.0	106.0
f. Transport, storage and communication	106.0	102.5
g. Financial intermediation	107.1	105.0
h. Real estate and other business activities	110.0	110.0
i. Health, other community and personal service activities	106.4	106.8
2. Index short-term future economic condition	107.8	98.1
a. Manufacturing (excl. manufacture of refined petroleum products)	110.0	90.0
b. Electricity, gas and water supply	110.0	90.0
c. Construction	110.0	96.7
d. Wholesale and retail trade, repair of motor vehicles and household goods	110.0	96.5
e. Hotels and restaurants	110.0	98.4
f. Transport, storage and communication	106.7	98.0
g. Financial intermediation	110.0	105.0
h. Real estate and other business activities	100.0	110.0
i. Health, other community and personal service activities	105.0	98.0
3. Business Perception Index	107.8	102.0
a. Manufacturing (excl. manufacture of refined petroleum products)	110.0	90.0
b. Electricity, gas and water supply, manufacture of refined petroleum products	107.8	96.7
c. Construction	110.0	101.1
d. Wholesale and retail trade, repair of motor vehicles and household goods	108.2	100.3
e. Hotels and restaurants	106.7	102.7
f. Transport, storage and communication	109.0	100.8
g. Financial intermediation	108.9	105.0
h. Real estate and other business activities	110.0	110.0
i. Health, other community and personal service activities	105.9	102.3

Source: Centrale Bank van Aruba

### Annex 2: Future expectations and activities 1)

	2024 IV	2025 I
<b>A. Inflation</b>		
Below 0 percent	0.0	0.0
Between 0 and 1 percent	6.1	14.6
Between 1 and 2 percent	26.5	12.5
Between 2 and 3 percent	42.9	29.2
Above 3 percent	24.5	43.8
<b>Total</b>	<b>100.0</b>	<b>100.0</b>
<b>B. Investment plans</b>		
1. Below Afl. 1 million	24.5	27.1
2. Between Afl. 1 and Afl. 5 million	22.5	18.8
3. Above Afl. 5 million	14.3	16.7
4. Not applicable	38.8	37.5
<b>Total</b>	<b>100.0</b>	<b>100.0</b>
<b>C. Annual effective financing rate 2)</b>		
1. Below 5 percent	16.3	8.3
2. Between 5 and 8 percent	75.5	81.3
3. Between 8 and 12 percent	8.2	10.4
4. Above 12 percent	0.0	0.0
<b>Total</b>	<b>100.0</b>	<b>100.0</b>
<b>D. Product and/or service pricing</b>		
Increase	55.1	58.3
Decrease	0.0	2.1
Remain the same	44.9	39.6
<b>Total</b>	<b>100.0</b>	<b>100.0</b>
<b>E. Annual rate of Economic growth (GDP growth)</b>		
Negative	4.1	20.8
Flat	49.0	50.0
Positive	46.9	29.2
<b>Total</b>	<b>100.0</b>	<b>100.0</b>
<b>F. Terms for obtaining financing</b>		
Tightened	4.1	11.5
Remained the same	93.9	80.8
Eased	2.0	7.7
<b>Total</b>	<b>100.0</b>	<b>100.0</b>

Source: Centrale Bank van Aruba

1) During the next 12 months

2) Annual effective financing rate for business loans

The background of the page is decorated with various geometric shapes, primarily triangles, in shades of teal, blue, and gold. Some shapes are solid colors, while others contain a blurred image of a beach scene with water and sand. The shapes are scattered across the page, with a higher concentration on the right side and a few near the top left.

## CENTRALE BANK VAN ARUBA

J.E. Irausquin Blvd 8  
P.O. Box 18  
Oranjestad, Aruba  
Phone: (+297) 5252 100  
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