Agency Forward™

Manufacturing Risks

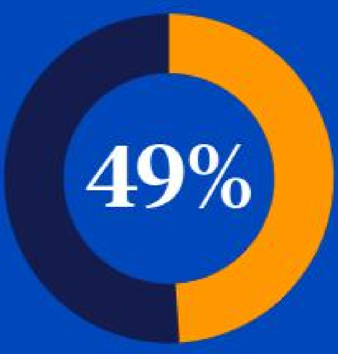
Manufacturers are optimistic amid uncertainty

8 in 10 manufacturing leaders expect positive business performance this year

62% rate the current US economy as very good/excellent

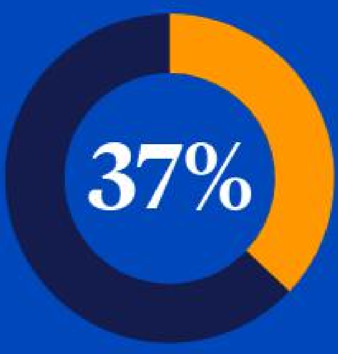
79% say conditions for their business specifically are good/excellent

Biggest opportunities over next 12 months:



Investing in technology

Introducing new products or services



Developing/ upskilling their workforce

Confidence tempered by caution

- Top financial concerns - inflation, tariffs, interest rates, supply chain issues
- 45% expect to rely on tariffed imports despite supplier changes
- 87% fear tariffs will delay supply chains and raise prices
- 64% face hiring and retention challenges

Insurance advisors play a key role

82% of manufacturers seek insurance and risk guidance

76% of agents feel confident advising on trade risks

Top areas agents can help manufacturers:

- **Tech** – Manage cyber/product risks tied to AI, IoT, automation
- **Talent** – Guide on workers' comp, safety, and benefits
- **Risk** – Tailor coverage for supply chain, trade, and ops risks

Learn more about manufacturing insurance and risk management resources

Methodology

Nationwide commissioned Edelman Data and Intelligence to conduct a national online survey of 400 U.S. manufacturing business decision makers and 200 independent insurance agents who work with manufacturing clients from April 4 to April 21, 2025.