

The Palm Beaches Business Outlook 2025

Key Insights from the Executive Survey

Through the 2025 Palm Beach County Executive Survey, the Business Development Board of Palm Beach County and Kaufman Rossin gathered insights from senior business leaders across the region's key industries. This snapshot reveals how companies are feeling about the local economy, where they're investing, what challenges they face, and what they're prioritizing for the future.



Optimism is High

67.0% expect better business conditions ahead
50.5% say things are already better than last year

“ It's a beautiful place to have my national headquarters, which is an asset in recruiting executives to the area.”



Hiring & Talent Trends

60.2% plan to increase staff
82.7% will hire locally

Top roles in demand:

Professionals (55.9%) Admin staff (40.2%)

Nearly 4 in 10 employers expect their teams to work in hybrid arrangements by 2027—making flexibility a rising norm.



Where Businesses Are Investing

Salaries & Bonuses – **54.8%**
Technology – **50.3%** (sharp increase from prior years)
Training – **31.8%**

“ Expanding workforce development programs that align with emerging industries like AI, cybersecurity, and green energy would help ensure businesses have access to a skilled talent pool.”



Top Challenges

Housing affordability – **36.6%**
Employee recruiting – **36.1%**
Inflation & access to capital – **~23%**

“ Workforce quality has improved significantly, but costs of living are still a concern for attracting younger professionals.”