

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."