2016 International Business Indicator

Despite global headwinds, U.S. companies see opportunities abroad

Indicator score
At 65, this year’s score reflects U.S. companies’ positive outlook toward their international business.

- 2014: 68
- 2015: 63
- 2016: 65

61% say that low energy prices are benefiting their company’s global business.

87% agree that U.S. companies should consider expanding internationally for long-term revenue growth.

66% say that the low U.S. interest rate environment of recent years has been beneficial to their company’s international business.

43% say that a potential interest rate increase may impact their international business.

Western Europe overtakes China as most important foreign market today*

*Percentage shows current importance of regions or countries to U.S. businesses.

For more information, please visit wellsfargo.com/indicator.