

# United States

## An overview of the economy and of the business environment



American football is more than just a sport in the United States—it's a cultural institution and a major economic engine. From Friday night lights in small towns to the grandeur of the Super Bowl, football has embedded itself deeply into the American way of life. Its influence spans social, cultural, and economic dimensions, making it one of the most impactful sports in the country.

Football also plays a unifying role in American society. It brings communities together, fosters school spirit, and serves as a platform for social commentary. Players have used their visibility to advocate for social justice, while the sport itself has become a symbol of American values like teamwork, perseverance, and patriotism.



The National Football League is a financial powerhouse, contributing an estimated \$5 billion annually to the U.S. economy. This impact is felt across the country, both at the national level and within local communities. One of the largest sources of revenue comes from television and media rights, with billions generated from broadcasting deals that span both domestic and international markets.

Merchandising and sponsorships also play a significant role, as fans purchase team apparel and branded merchandise, while corporations invest heavily in partnerships with teams and the league. Football supports thousands of jobs across the country. These range from athletes and coaches to stadium staff, media professionals, and vendors. The construction and maintenance of stadiums often lead to broader urban development projects, revitalizing neighborhoods and increasing property values. Moreover, the tax revenue generated from football-related activities helps fund essential public services such as education, transportation, and public safety.

Turning to the broader economic landscape, the U.S. economy in 2025 is navigating a complex environment. While consumer spending and business investment remain robust, the first quarter of the year saw a slight contraction of 0.3%, influenced by global demand shifts and new tariff policies. Despite this, the U.S. maintains its position as the world's largest economy, with a projected total trade volume of approximately \$8 trillion for the year.



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The structure of the U.S. economy is anchored in three major sectors. Though the primary sector contributes a relatively small share to the U.S. GDP—typically under 2%—its strategic importance is immense. The United States is one of the world's largest producers and exporters of agricultural commodities. In 2025, American farms continue to lead in the production of corn, soybeans, wheat, cotton, and beef. The Midwest, often referred to as the "Corn Belt," remains the agricultural heartland, while California dominates in fruits, vegetables, and nuts.

Technological innovation is transforming agriculture. Precision farming, AI-driven crop monitoring, and genetically modified organisms (GMOs) have increased yields and reduced environmental impact. The U.S. Department of Agriculture (USDA) is also promoting sustainable practices to combat climate change and soil degradation.

Beyond agriculture, the U.S. is a global energy powerhouse. It remains the world's largest producer of oil and natural gas, thanks to shale extraction technologies. Texas, North Dakota, and Pennsylvania are key states in this domain. Renewable energy is also gaining ground, with wind and solar capacity expanding rapidly, particularly in the Midwest and Southwest. The Inflation Reduction Act has accelerated investment in clean energy infrastructure, making the primary sector a focal point for both traditional and green energy development.



Mining is another critical component, especially for rare earth elements and lithium—essential for batteries and electronics. As global demand for these materials grows, the U.S. is working to reduce dependence on foreign sources by expanding domestic mining operations under strict environmental regulations.



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The secondary sector, encompassing manufacturing and construction, is undergoing a renaissance in 2025. While the U.S. once saw a decline in traditional manufacturing due to globalization, recent years have witnessed a strategic pivot toward high-value, technologically advanced production.

Automotive manufacturing remains a pillar, with Detroit and other Midwestern cities continuing to evolve into hubs for electric vehicle (EV) production. Tesla, Ford, and General Motors are investing heavily in EVs and battery plants, supported by federal incentives and growing consumer demand.



Aerospace is another standout, with Boeing and a network of suppliers contributing significantly to exports and employment, particularly in Washington state and the Southeast.

Semiconductor manufacturing is a national priority. The CHIPS and Science Act has catalyzed the construction of new fabrication plants (fabs) in Arizona, Ohio, and Texas. These facilities aim to reduce reliance on Asian suppliers and secure the U.S. position in the global tech supply chain.

Construction, a key component of the secondary sector, is booming due to infrastructure modernization efforts. Projects range from highways and bridges to broadband expansion and green buildings. The sector also benefits from increased demand for residential and commercial real estate, particularly in Sun Belt states experiencing population growth.



Advanced manufacturing techniques—such as 3D printing, robotics, and AI-driven quality control—are becoming standard, enhancing productivity and global competitiveness. The sector is also increasingly integrated with the digital economy, blurring the lines between manufacturing and services.

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The tertiary sector is the dominant force in the U.S. economy, accounting for over 70% of GDP and employing the vast majority of the workforce. It encompasses a wide array of industries, from finance and healthcare to education, entertainment, and information technology.



Finance remains a global stronghold, with New York City as the epicenter. Wall Street continues to influence global capital flows, and fintech innovation is reshaping banking, insurance, and investment services. Digital platforms, blockchain technologies, and AI-driven analytics are redefining how financial services are delivered and regulated.

Healthcare is one of the fastest-growing sectors, driven by an aging population, rising chronic disease rates, and technological advancements. The U.S. leads in medical research, pharmaceuticals, and biotechnology. Major hospital systems and research institutions are expanding, and telemedicine has become a permanent fixture post-pandemic.

Education, both traditional and online, is a major export and domestic employer. American universities attract hundreds of thousands of international students annually, contributing billions to the economy. Edtech platforms are also scaling rapidly, offering flexible learning solutions for a global audience.



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The technology sector is a cornerstone of U.S. economic leadership. Silicon Valley, Seattle, Austin, and Boston are hubs for innovation in software, AI, cloud computing, and cybersecurity. Big Tech firms like Apple, Google, Microsoft, and Amazon continue to expand their influence, while startups flourish in areas such as quantum computing, biotech, and clean tech.



Entertainment and media, including film, streaming, gaming, and sports, are also major contributors. Hollywood, the music industry, and digital content platforms generate significant revenue and cultural influence worldwide. American football, as mentioned earlier, is a prime example of how entertainment and commerce intersect in the U.S. economy.

The U.S. tourism industry remains one of the most dynamic sectors of the economy, contributing significantly to GDP, employment, and international trade. In 2025, the country continues to attract millions of visitors drawn by its diverse landscapes, cultural landmarks, and world-renowned cities. From the natural wonders of national parks like Yellowstone and the Grand Canyon to the urban appeal of New York, Los Angeles, and Miami, the U.S. offers experiences for every type of traveler.



Tourism supports over 9 million jobs and generates hundreds of billions in revenue annually, with strong rebounds in international arrivals and domestic travel following recent global disruptions. The sector also plays a key role in promoting regional development and cross-cultural exchange, reinforcing the U.S.'s position as a global tourism leader.

In 2025, U.S. trade policy has taken a sharp turn with the introduction of broad tariffs aimed at rebalancing trade relationships and protecting domestic industries. A new policy enacted in April imposed a 10% baseline tariff on nearly all imports, with higher rates for countries with large trade surpluses or restrictive trade practices. This includes major partners like China, Mexico, Canada, and the European Union.

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These tariffs have significantly altered trade flows. Imports have declined, especially in consumer goods and electronics, while exports have seen a modest rise, particularly in industrial supplies and services. The trade deficit has narrowed, but at the cost of higher consumer prices and slower economic growth. Sectors like manufacturing have seen some short-term gains, while agriculture and services have been hit by foreign retaliation.

The new trade environment is more fragmented and bilateral, with the U.S. pushing for individual deals rather than multilateral agreements. However, despite the turbulence introduced by the 2025 tariff regime, the U.S. trade sector continues to demonstrate resilience and adaptability. While tariffs have reshaped trade flows, they have not halted the momentum of American commerce. In fact, U.S. exports have grown by 5.5% year-over-year, reaching \$279 billion in May 2025, driven by strong performance in pharmaceuticals, consumer goods, and services.

The services sector, in particular, remains a bright spot. The U.S. maintains a trade surplus in services, with exports in areas like intellectual property, finance, and professional services continuing to grow. This surplus reached \$232 billion, underscoring the global demand for American expertise and innovation .



On the import side, while overall volumes have adjusted due to tariffs, key categories such as computers, vehicles, and pharmaceuticals have remained strong. Imports of passenger cars and computer hardware increased in May, reflecting sustained consumer demand and business investment. The U.S. also continues to benefit from a diverse network of suppliers, with countries like Vietnam, India, and Brazil gaining market share as businesses diversify sourcing strategies.

Moreover, the U.S. remains one of the world's largest and most influential trading nations. It has free trade agreements with 20 countries, including Canada, Mexico, and several in Asia and South America, which help reduce barriers and promote stable trade relationships. These agreements, along with government export support programs, are helping U.S. businesses—especially small and medium-sized enterprises—expand into new markets.



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Looking ahead, the outlook for U.S. trade remains cautiously optimistic. Global demand for American goods and services is strong, and the country's innovation-driven economy continues to produce high-value exports in sectors like aerospace, semiconductors, and medical technology. As supply chains adjust and new trade partnerships emerge, the U.S. is well-positioned to maintain its leadership in global commerce. Introduces uncertainty and raises costs for businesses and consumers alike.

Despite global uncertainties and evolving trade dynamics, the United States remains one of the most attractive destinations for business and investment. Its vast consumer market, culture of innovation, strong legal framework, and access to capital make it a fertile ground for entrepreneurs, exporters, and investors alike. From advanced manufacturing and clean energy to digital services and biotechnology, the U.S. continues to offer a wide spectrum of opportunities across sectors.

However, entering or expanding in the U.S. market requires more than ambition—it demands insight, due diligence, and trusted local knowledge. Establishing safe and successful business relationships hinges on having access to accurate, up-to-date, and verified business information. This is especially crucial in a market as large and diverse as the United States, where regional differences, regulatory environments, and industry standards can vary significantly.

That's where SkyMinder comes in. Leveraging a global network of reliable local information providers, SkyMinder offers comprehensive business intelligence tailored to your needs. Whether you're evaluating a potential partner, assessing credit risk, or exploring new markets, SkyMinder delivers the data and insights necessary to make informed decisions.

Thanks to its local expertise and global reach, SkyMinder is a trusted ally in navigating the complexities of U.S. business relationships—helping you build partnerships that are not only profitable but also secure and sustainable.



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