

Takeaways + Survey Results from bauma 2025

As a global leader in strategic advisory, Lincoln International joined over 600,000 visitors and 3,600 exhibitors from around the world at bauma 2025, the construction machinery sector's premier event in Munich. With an event space covering more than 80 football fields, nothing compares to the opportunity to explore new products, see innovations with live demonstrations and meet with entrepreneurial and global multinational companies leading the construction, mining and material handling industry.

Lincoln's global Industrial Group participated by hosting a C-Suite dinner and conducting a sentiment survey to uncover key private market trends amid a turbulent macroeconomic environment. From conversations and quantitative survey results, it's clear that despite widespread uncertainty, the appetite for mergers and acquisitions (M&A) continues in the construction equipment sector.

In an ever-evolving market and sector, actionable advice from a strategic partner is increasingly essential for navigating complex situations. Lincoln's Global Industrials Group is well-equipped to leverage its deep sector knowledge and international reach to provide powerful solutions. For corporates and platforms active in the construction equipment market, the following article outlines four key areas of growth we observed and C-suite survey results taken from bauma 2025.

Four Areas of Growth

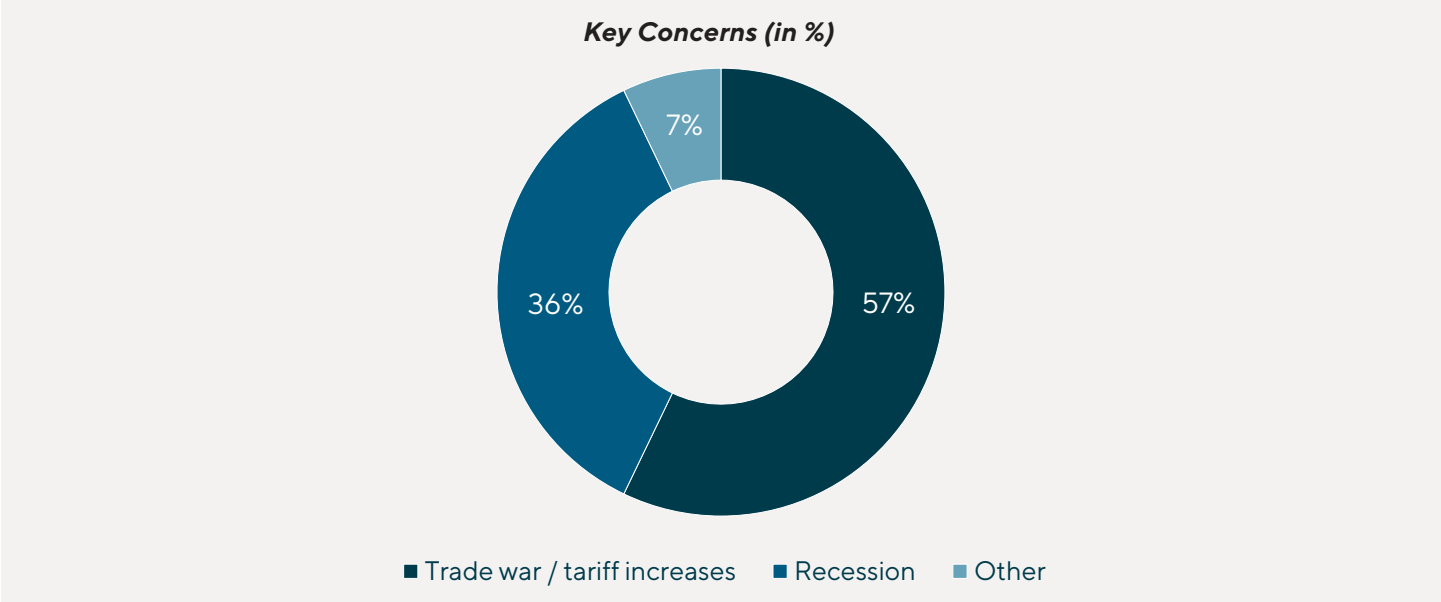
- 1 Digitization:** Digital technologies showcased at bauma 2025 highlighted how smart machines can enhance operational efficiency. From multiple road paving machines controlled remotely via a singular keypad to sensor-enabled systems for fleet management, these innovations hold the potential to transform productivity and safety for operators.
- 2 Sustainability:** Despite gloomy U.S. headlines, sustainability remained a shining theme at bauma 2025, with exhibitors showcasing eco-friendly solutions driving long-term innovation. Tremendous global efforts resulted in introduced innovations including battery electrification and hydrogen-powered fuel cells. From the largest mining trucks to compact excavators, sustainable machinery has evolved from a trend into a cornerstone of sector innovation. These technologies are positioned not only to meet consumer demand but also to address regulatory pressures in a rapidly changing global landscape.
- 3 Autonomous:** Autonomous machinery also remains a rising star, with live demonstrations underscoring original equipment manufacturers' (OEMs') acceptance of the technology. Powerful advancements in autonomous solutions deliver valuable labor savings, support safety protocols and ultimately drive investor interest.
- 4 Technology Innovation:** Connectivity and sensor technology dominated discussions at bauma 2025. With a rising number of sensors embedded in machinery, technology showcased by OEMs is driving operator efficiency and responding to increased demand for highly integrated systems. While new AI solutions remain on the horizon, current efforts center around elevating connectivity as a critical enabler.

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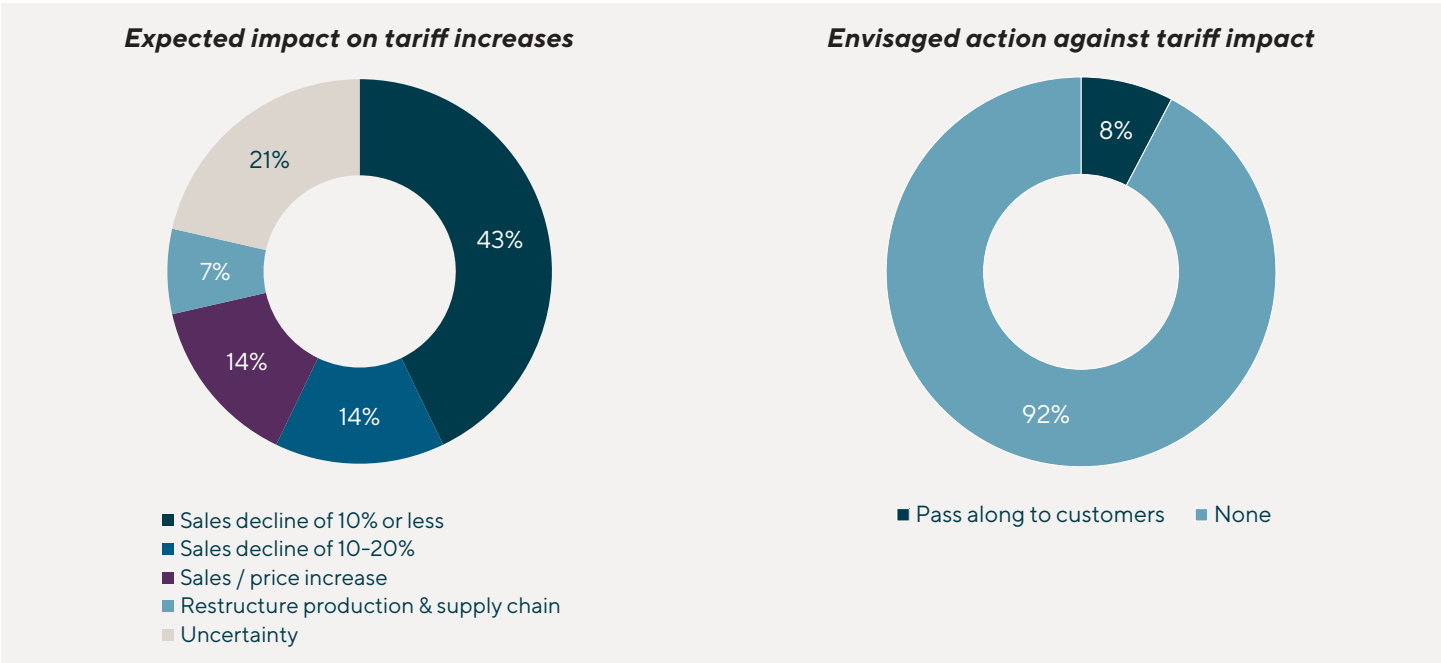
bauma 2025 Survey Summary

Trade war and tariffs are chief concerns

The trade show took place against a backdrop of mounting geopolitical tensions, including newly announced “Liberation Day” tariffs by the U.S. These tariffs were top-of-mind for attendees, closely followed by fears of a looming recession, particularly in the United States. Among CEOs, the chief discussion was how to best manage tariffs and expected impacts.

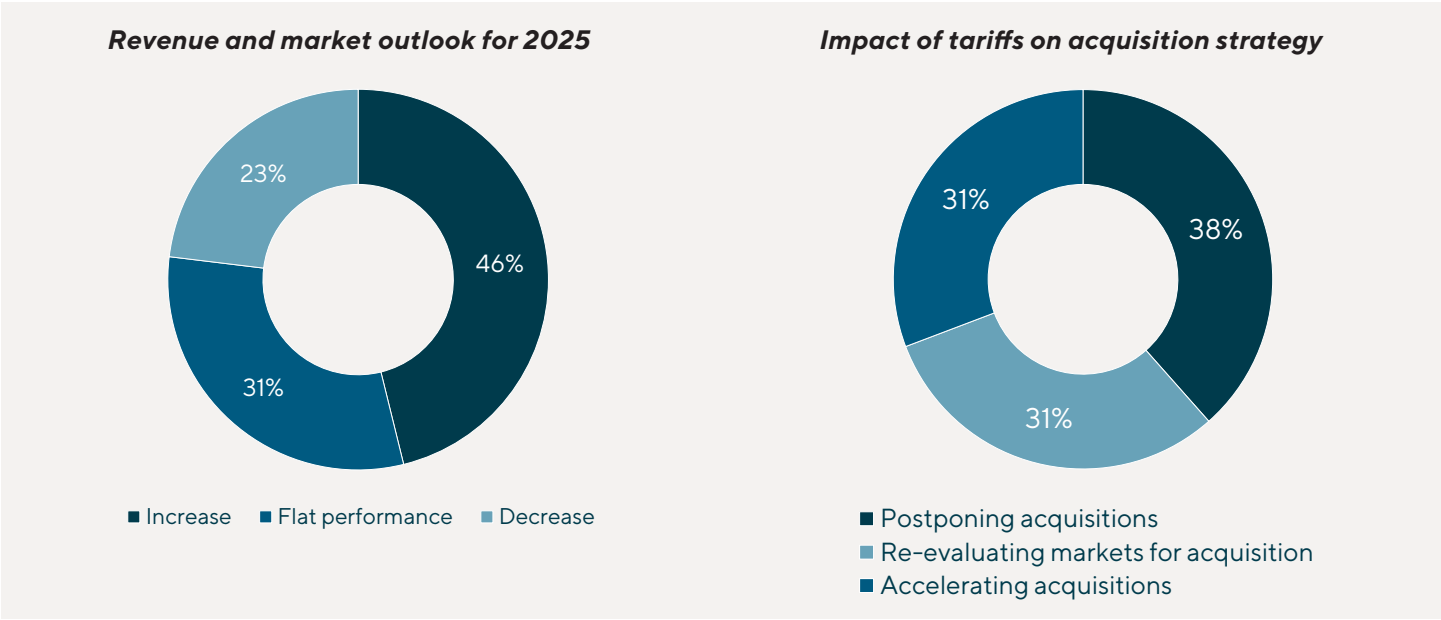


The outlook for sales impacts is mixed, and uncertainty is an overlaying theme. To respond to tariff changes, CEOs overwhelmingly emphasized passing costs on to customers and restructuring supply chains.



Looking ahead with Lincoln

As one participant noted, “The people at the bauma show seem to have blended out the unpleasant reality outside the exhibition site.” The outlook for the construction machinery industry is mixed, but even as some companies postpone acquisitions given the volatility, M&A is gaining traction as a strategy to seize sector-specific opportunities created by market disruptions. This cautious optimism reflects the industry’s resilience, supported by strategies to manage tariff costs and a continued appetite for M&A activity.



Lincoln International’s Global Industrials Group is uniquely positioned to help navigate these evolving dynamics, providing tailored solutions to meet clients’ growth ambitions. Connect with us today to explore opportunities in the global construction machinery sector.

Ready to discuss the opportunities ahead for you?
Connect with a senior professional at connect@lincolninternational.com