

Deloitte Private's inaugural Global Family Business Insights Series report spotlights family business growth despite economic uncertainty

Key takeaways

- Among all businesses globally with US\$100 million+ in revenue, family businesses account for 22%. Within this cohort, the number of family businesses worldwide is projected to grow by 22% between 2020 and 2030.
- These family businesses' annual revenue is expected to rise 84% over this period, outpacing the expected 59% growth in non-family businesses.
- With the 'great wealth transfer' in play, a family business ownership shake-up is underway with 26% of family businesses targeting outside investment/private equity, 19% looking to increase non-family management's ownership, 12% looking to go public, and 3% selling the business.
- Investment in technology, including AI, was ranked the top family business growth strategy, with 40% increasing their investment.

The release of Deloitte Private's [*Family Business Insights Series: Defining the Family Business Landscape, 2025*](#) reveals how family-owned businesses are evolving to fuel long-term growth. Based on a survey of 1,587 family businesses across 36 countries and in-depth interviews with 30 senior executives, the research explores how family businesses are navigating a complex market landscape through innovation, strategic expansion, and leadership transformation.

"The launch of the *Family Business Insights Series* provides a comprehensive view of family businesses worldwide to better understand their robust growth and how they are evolving their strategies to navigate a rapidly changing world," says **Wolfe Tone, Deloitte Private leader, Deloitte Global**.

“Family businesses are a driving force of the economy—and Deloitte Global’s research shows they are scaling innovation, expanding across borders, and rethinking ownership to stay ahead of accelerating change.”

Family businesses globally are growing in size and influence, despite headwinds

Family businesses with revenue of at least US\$100 million now make up over one in five businesses worldwide (22%). That number—currently 18,087—is expected to climb to 19,744 by 2030, up from 16,194 in 2020, marking a 22% increase over the decade. Their economic contribution is rising as well, with total family business revenue projected to climb 84% from approximately US\$16 trillion in 2020 to US\$29 trillion in 2030—surpassing the 59% expected growth among non-family businesses. Today, family business revenue stands at US\$21 trillion.

This momentum is unfolding despite a backdrop of ongoing economic uncertainty, which family businesses ranked as their top external risk, with 68% noting that it is causing a delay in key business investments and growth initiatives, and 70% reporting they believe the imposition of expansive tariffs will negatively hurt the economy/their business. Moreover, family businesses also ranked cyber threats, geopolitical tension, and rising production costs as top risks, underscoring the complex landscape they are currently navigating.

Technology and strategic diversification drive growth and resilience

To drive growth and reinforce resilience, family businesses are turning to technology and diversification. Investing in technology—including AI—to improve efficiency, reduce costs, and scale-up business initiatives ranked family businesses’ number one growth strategy (40% of respondents). Another 36% are focusing on diversifying their revenue streams by launching new products and services.

While family businesses typically make the bulk of their revenue in their domestic market, many are diversifying by expanding their businesses internationally. Europe ranks as family businesses' top preferred destination, with more than half (51%) planning to expand in Europe over the next 24 months. North America (48%) and Asia Pacific (40%) follow as the next most popular regions for near-term growth, underscoring a globally diversified approach to expansion.

“Globalization, favorable economic conditions, and rapid technological innovation have propelled family businesses into an era of strong, sustained growth,” says **Dr. Rebecca Gooch, Deloitte Private Global Head of Insights, Deloitte Global** “However, this growth is unfolding against a backdrop of increasing complexity and volatility, driven by rising economic and geopolitical uncertainty, cyber threats, surging input costs, and talent shortages. As a result, risk management and strategic planning are taking center stage, prompting family businesses to double down on professionalization, diversify their operations, and accelerate technology adoption.”

The great wealth transfer shifts family business ownership

Looking to the next 3-5 years, 26% of family businesses plan to bring in outside investors/private equity, 19% expect to increase ownership among non-family management, 12% plan to go public, and 3% aim to sell their business. While many factors can influence ownership decisions, one key area that family business leaders cited during interviews was the great wealth transfer. With nearly three-quarters of family businesses surveyed in their first (27%) or second (45%) generation of family leadership, the global generational transition is expected to shape the future of many family businesses.

“As we look to the future, many family businesses are honoring their legacy while preparing for what’s next,” says Adrian Batty, Deloitte Private Global Family Enterprise leader, Deloitte Global. “By investing in innovation, entering new markets, and prioritizing next-generation leadership, family businesses are strengthening succession plans and addressing long-standing talent gaps—key to securing continuity and long-term performance.”

About Defining the Family Business Landscape, 2025

Deloitte Private’s global [*Defining the Family Business Landscape*](#) report is the inaugural study in the Deloitte Private Family Business Insights Series. To inform this research, Deloitte Private surveyed 1,587 family-owned businesses worldwide between March and June 2025, capturing perspectives from companies averaging US\$2.8 billion in annual revenue. The report also includes in-depth interviews with 30 senior executives from prominent family businesses, offering qualitative insights into the strategies and practices that drive long-term success.

In addition to the survey data, a separate piece of analysis was conducted to produce the family business market sizing data. This data examines the growth of the family business arena between 2020 and 2030, comparing family businesses (including those both public and private) to all businesses (including family and non-family businesses that are both public and private). All the businesses have revenue of at least US\$100 million and, for the family businesses, only those where a single family has the controlling vote, sits within the executive leadership/board, and owns a 51%+ stake if it is a private, or a 25%+ stake if it is a public, business is included.

For more information or to access the full report, please visit [Deloitte Private’s](#) website.