

# Generative AI adoption climbed faster than smartphones, tablets

Article

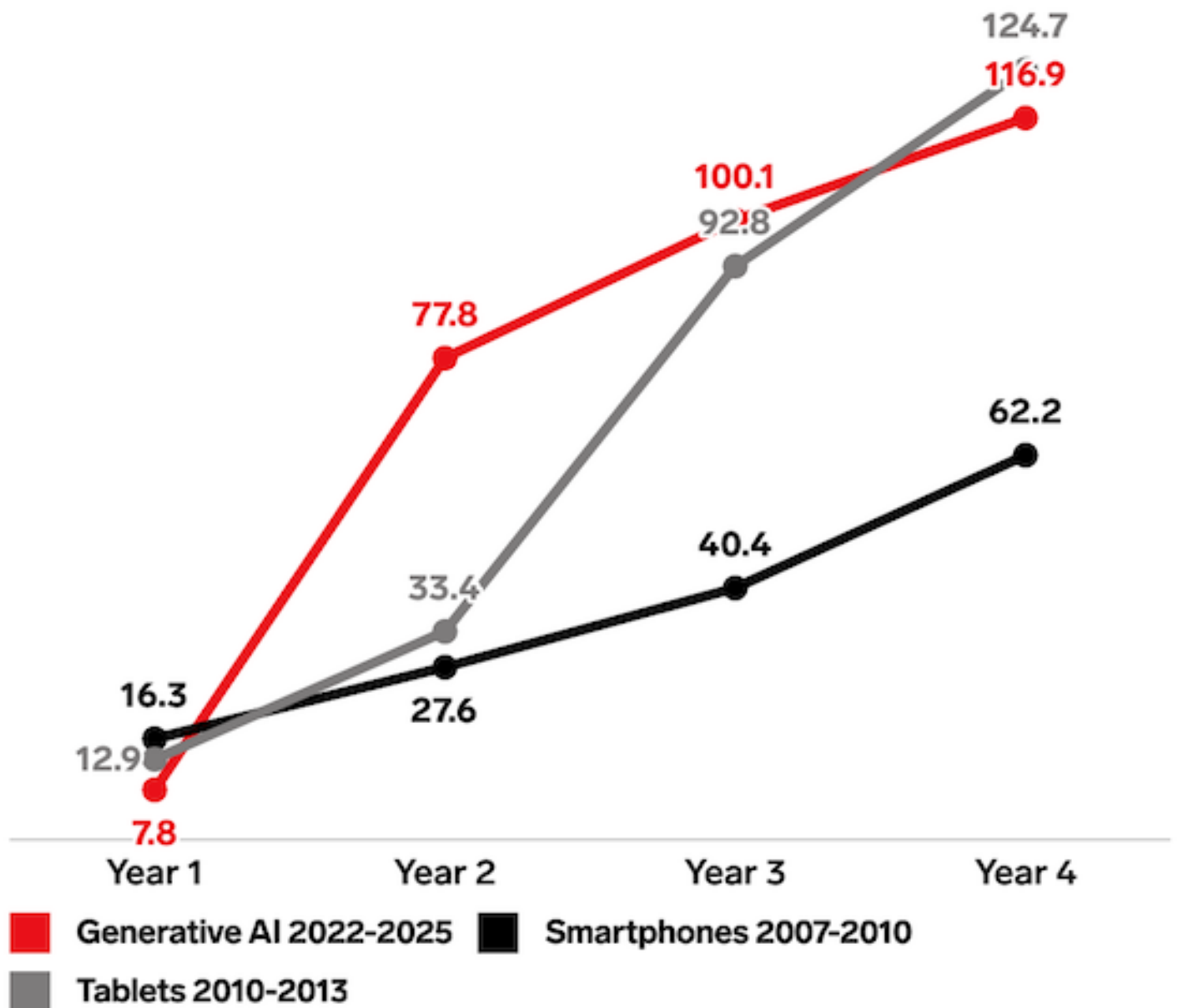
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## Generative AI Has a Steeper Initial Adoption Curve

# Than Other Recent Technologies

millions of US users



Note: individuals of any age who use each technology at least once per month; Year 1 for smartphones corresponds with the June 2007 release of the iPhone; Year 1 for tablets corresponds with the April 2010 release of the iPad; Year 1 of generative AI corresponds with the November 2022 release of ChatGPT

Source: Insider Intelligence, June 2023

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Insider Intelligence | eMarketer

**Key stat:** Generative AI adoption will climb to 77.8 million users in the two years following the November 2022 release of ChatGPT, more than doubling the adoption rate of both tablets and smartphones, according to our forecast.

### **Beyond the chart:**

- The adoption cost of generative AI like ChatGPT is low because there's no hardware required to try out the tech. People already own the smartphones, tablets, and desktops needed to experiment with generative AI.
- Generative AI is still a novelty to many because it's so young, but **73% of marketing executives** report their companies use it, according to a March 2023 survey by Botco.ai.
- Expect generative AI user growth to slow after an unsustainably fast start, but generative AI use will still persist, led by millennials and Gen Z, per our forecast.

### **Use this chart:**

- Plan generative AI strategy for the next few years.
- Compare current tech trends to past examples.

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