

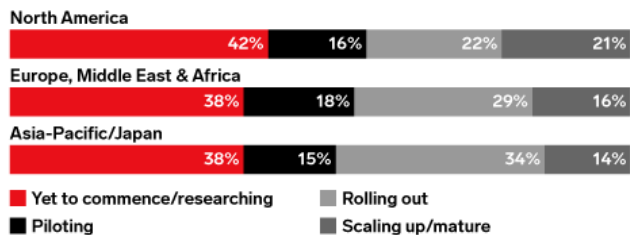
Many companies worldwide have yet to adopt AI and machine learning

Article

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Current Level of Artificial Intelligence (AI) and Machine Learning (ML) Adoption by Their Company According to Senior Executives Worldwide, by Region, June 2023

% of respondents



Note: n=2,355; numbers may not add up to 100% due to rounding
Source: Workday, "C-Suite Global AI Indicator Report," Sep 14, 2023

283197 Insider Intelligence | eMarketer

Key stat: Most companies worldwide either haven't adopted AI and machine learning (ML) yet or are still in the research phases. In North America, 42% of companies haven't implemented AI or ML, while 22% are rolling it out and 21% are scaling up the technology, according to a June Workday survey.

Beyond the chart:

- More than 100 million people in the US will use generative AI in 2024, according to our June forecast, marking explosive adoption rates since the launch of ChatGPT in November 2022.
- The most common drivers for decision-makers worldwide to develop their AI and ML applications are to improve the product or service quality and to generate cost savings in IT and operations, per S&P Global Market Intelligence.
- The generative AI industry will grow around 36% every year until 2030, according to a Forrester forecast reported by Forbes.
- As Big Tech companies like Microsoft, Amazon, and Oracle enhance their AI and ML offerings, more promising AI applications will be available for businesses in the near future.

Use this chart:

- Examine your company's AI and ML journey.
- Determine your company's investment level in AI and ML.

More like this:

- AI and ML decision-makers invest in tech to improve their company's products or services
- AI moves to the front office to help marketers and customer service reps in financial services
- AI is a new tension point between creators, social platforms, and brands
- What should marketers know about Jasper?

Note: Respondents were asked "Which of the following best describes your organization's current level of AI and ML adoption?"

Methodology: Data is from the September 2023 Workday "C-Suite Global AI Indicator Report." 2,355 senior business executives worldwide were surveyed during May-June 2023 by FT Longitude. Respondents were from various industries and have oversight or responsibility for the execution of their company's digital strategy.