

# AI Trends & Predictions

Roadmap to 2025





Our experts combine reliable third-party data with Statista's proprietary market predictions to spot the top trends shaping tomorrow and set you up for success.

In our whitepaper, we provide you with direct links to the data on our platform and supplementary content, so you're ready to take advantage of each trend.

We'll help you  
navigate the  
exciting AI landscape  
and delve into  
the heart of  
this revolution.

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Timothy Owens,  
Christoph Blumtritt

## Foreword

We stand on the precipice of a transformative era. Artificial intelligence (AI) is no longer a distant promise, but a pervasive technological force shaping and reconceptualizing entire industries and redefining human potential. This new era of AI has ignited a wave of disruption across industries, transforming the way we work, navigate career paths, and even perceive reality.

However, such technological advancements raise crucial questions: What are the best practices for deploying AI in my industry? How can I strategically invest in AI to align with business objectives? What regulatory and compliance issues should I consider? And how can organizations leverage the power of AI responsibly?

This Statista whitepaper is specifically tailored to business leaders in the eCommerce, finance, and media and advertising industries looking to deploy AI now and into 2025 and beyond. We'll help you navigate the exciting landscape and delve into the heart of this revolution, exploring how AI holds the promise of enhanced efficiency, new business opportunities, and a more profound understanding of human cognition.

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& **Christoph Blumtritt**, Head of Market Insights, Statista

# Agenda



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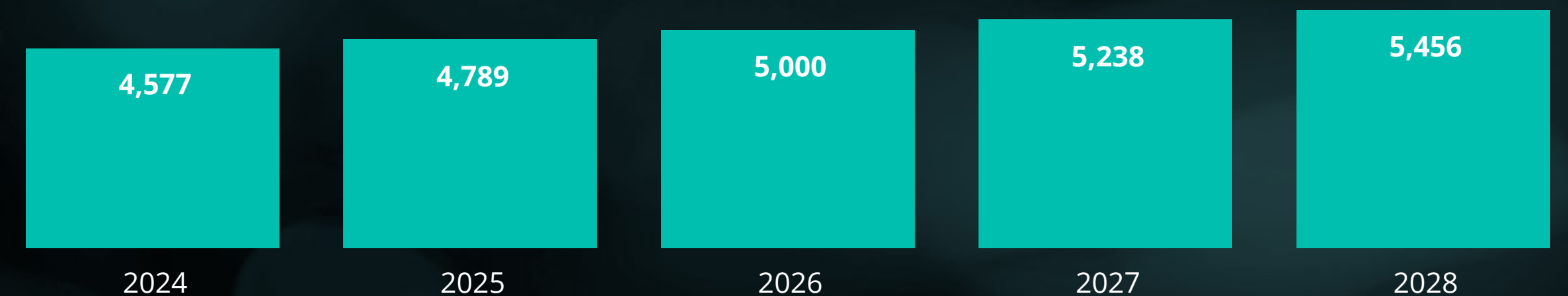


# Introduction: Global AI Trends

In the wake of the 2023 AI hype, 2024 is witnessing a surge in global AI adoption, poised to revolutionize various facets of society, with all signs pointing at even deeper deployment in 2025 and beyond. Buoyed by signs of economic recovery, businesses are turning to digital technologies to adapt and enhance their offerings to remain competitive, leading to a forecasted rise in global IT market revenues from US\$4.6 trillion in 2024 to US\$5.5 trillion in 2028.

The transformative potential of AI is being recognized across multiple industries—from eCommerce to financial services and advertising and media—driving significant growth in the AI market. Businesses are realizing that adopting an AI strategy is crucial. By doing so, they will not only outpace competitors in reaping the benefits of AI, but also gain the power to influence how the technology adoption unfolds across various industries.

**Global IT market revenue, 2024 - 2028 (in US\$ billion)**



Source: [Statista Market Insights](#)



The AI market is on a trajectory of substantial growth, with Statista estimating its value to increase from US\$244 billion in 2025 to a staggering US\$827 billion by 2030. Following a significant 35% rise in 2023, 2024 is projected to sustain this growth trend with an anticipated annual increase of 32%.

Notably, with a compound annual growth rate (CAGR) of 24% from 2020 to 2030, it outpaces other technology sectors, such as the Internet of Things (19%) and public cloud (16%).

Accessibility, coupled with more sophisticated AI systems, is expanding the problem-solving capabilities of this technology, further accelerating its adoption. Leading this charge is generative AI, anticipated to make up US\$356 billion of the market by 2030.

In 2023, language models like GPT-4 made waves by achieving and sometimes exceeding human-level performance. In 2024 and beyond, multimodal AI will open up new economic opportunities by enabling even more natural, intuitive, and context-aware interactions.

Now, let's uncover the key AI trends that companies can capitalize on amid the hype.

**827**  
**billion US\$**

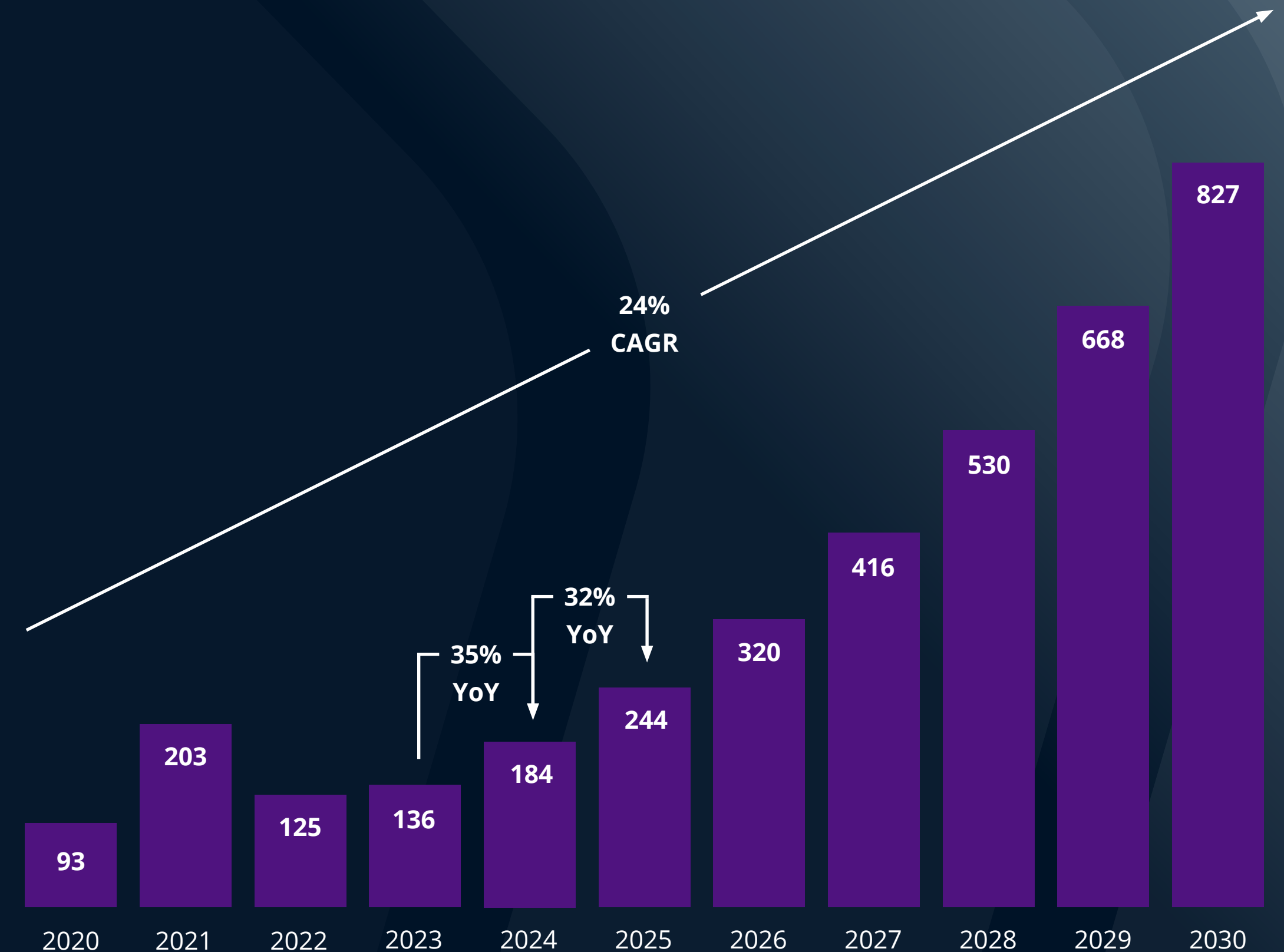
Estimated AI market size in 2030

> Today's public cloud market (US\$690 billion)

Today's electric vehicles market (US\$623 billion)

Today's GDPs of Sweden, Ireland, Belgium

Total AI market size, 2020-2030 (in US\$ billion)





TREND 1

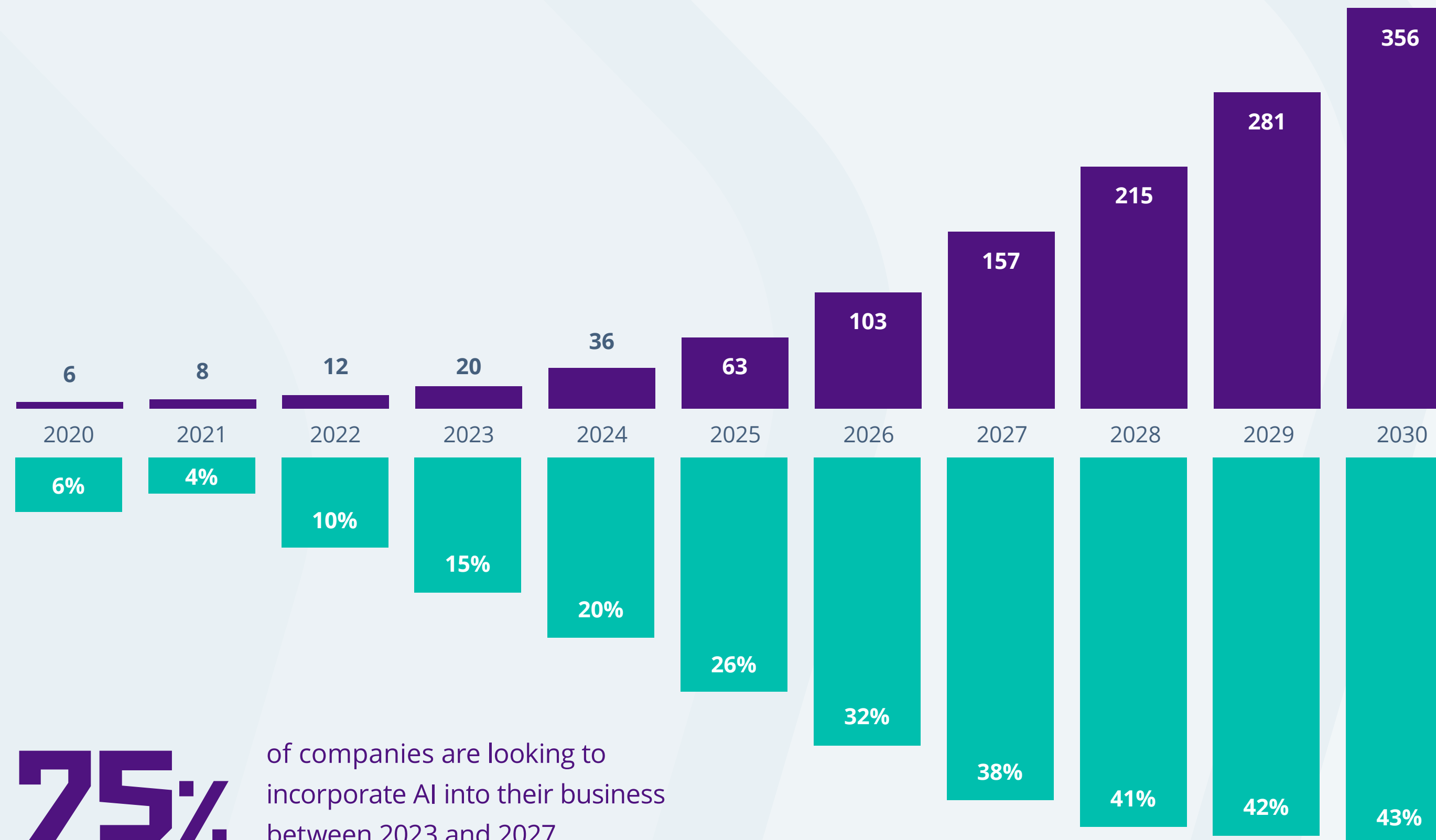
# The new AI standard

Industries worldwide are embracing the transformative power of AI technologies. Generative AI, projected to represent 43% of the total AI market by 2030, is driving this surge.

Applications like ChatGPT and GitHub Copilot captivate the imagination of global audiences thanks to their versatile utility and innovative capabilities. Traditionally, AI models focused on a single modality—language, images, or sounds. However, in 2024 and beyond we will witness the rise of AI models that can understand and generate content across multiple modalities simultaneously. These models will seamlessly combine text, images, and audio, opening new possibilities for creativity, communication, and problem-solving. Examples of multimodal AI tools already in existence include GPT-4V and Google Gemini.

Significant economic gains are on the way if AI can deliver on its promise, with widespread AI generative adoption potentially increasing annual global GDP over a 10-year period by seven percent, amounting to almost US\$7 trillion, according to a 2023 Goldman Sachs research paper. Moreover, generative AI could boost global annual labor productivity growth by 1.4 percentage points and U.S. labor productivity growth by 1.5 percentage points over a 10-year period.

Generative AI market size and share, 2020-2030 (in US\$ billion)



**75%**

of companies are looking to incorporate AI into their business between 2023 and 2027



## TREND 2

# The AI race

For tech giants, AI has become the key to unlocking new revenue streams and securing a competitive edge. Creating an “AI moat”—a unique, sustainable advantage—is a crucial strategic imperative for big tech firms and AI startups. Companies like Google, leveraging its vast search engine dataset, and Meta, utilizing its social graph data for insights, showcase the power of data-driven AI. OpenAI strategically positions itself at the heart of a sweeping ecosystem of AI startups. By investing in the next generation of AI companies, it solidifies its status as the go-to AI model developer. Microsoft, through Azure and its enterprise data tools, cements its moat with corporate partnerships and data lakes.

Meanwhile, companies like Apple prioritize privacy-centric AI innovations to reinforce their market position, while Nvidia’s AI-driven technology propels them to the industry forefront, with their chips now widely used for training and running models like ChatGPT.

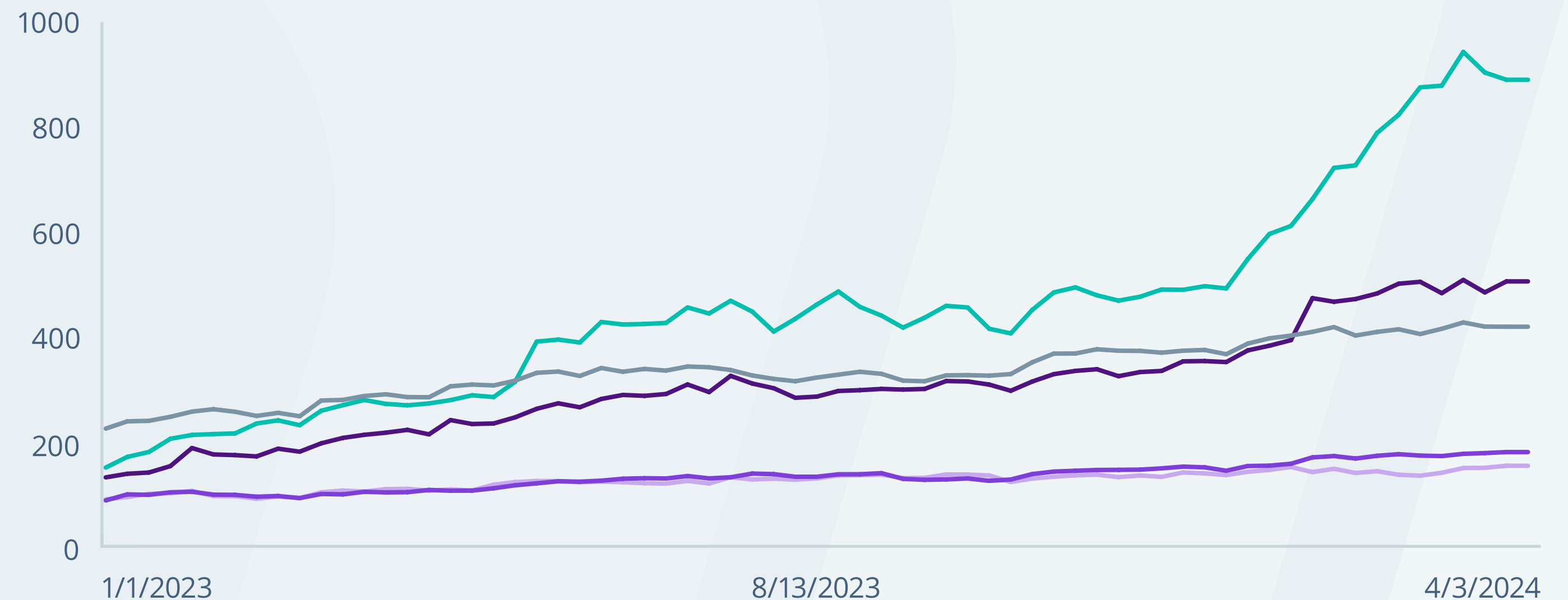
However, regulatory challenges loom, with policymakers tightening reins through executive orders and legislation such as the EU’s AI Act, necessitating compliance as part of a moat. To stay ahead, companies need to develop a long-term strategic approach to AI, considering data access, partnerships, specialized hardware, and, crucially, regulatory compliance.



**Global AI Trends**  
eCommerce  
Finance  
Advertising & Media  
Key Takeaways



**Stock prices of big tech companies from January 1, 2023 to April 3, 2024 (in US\$)**





### TREND 3

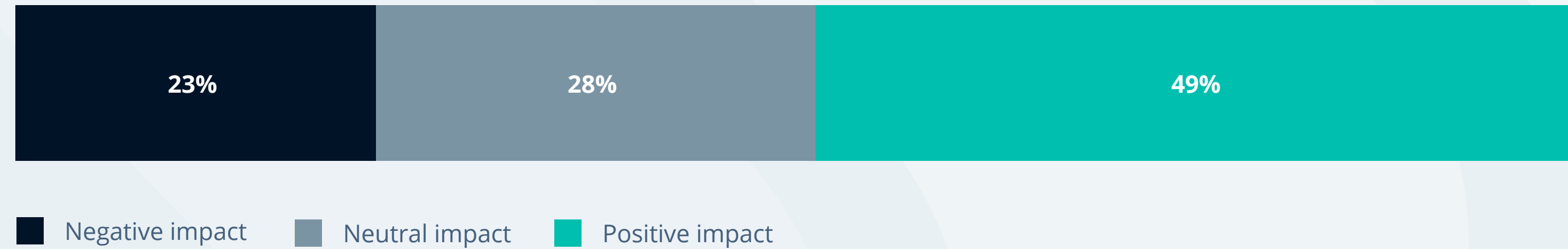
# Reskilling for the **next era**

AI is becoming ubiquitous in our daily lives, and knowledge workers are embracing AI tools to focus on more creative and complex aspects. While AI's potential is undeniable, its impact on the workforce raises concerns, particularly in white-collar professions.

AI is projected to bring significant labor market disruptions, with 23% of organizations expecting job displacement and 49% expecting it to create new jobs. This technological transformation not only impacts the way we work but also alters job requirements and skill demands. Understanding how these technologies will influence labor markets is vital for transitioning individuals from declining job roles to the emerging jobs of the future.

Businesses must prioritize reskilling and upskilling their workforce. By offering accessible training programs and fostering a culture of continuous learning, organizations can empower employees to effectively utilize AI tools and unlock their full potential.

Impact on labor market expected from AI from 2023 to 2027



# 40%

of workers will need to reskill as a result of AI and automation between 2023 and 2025

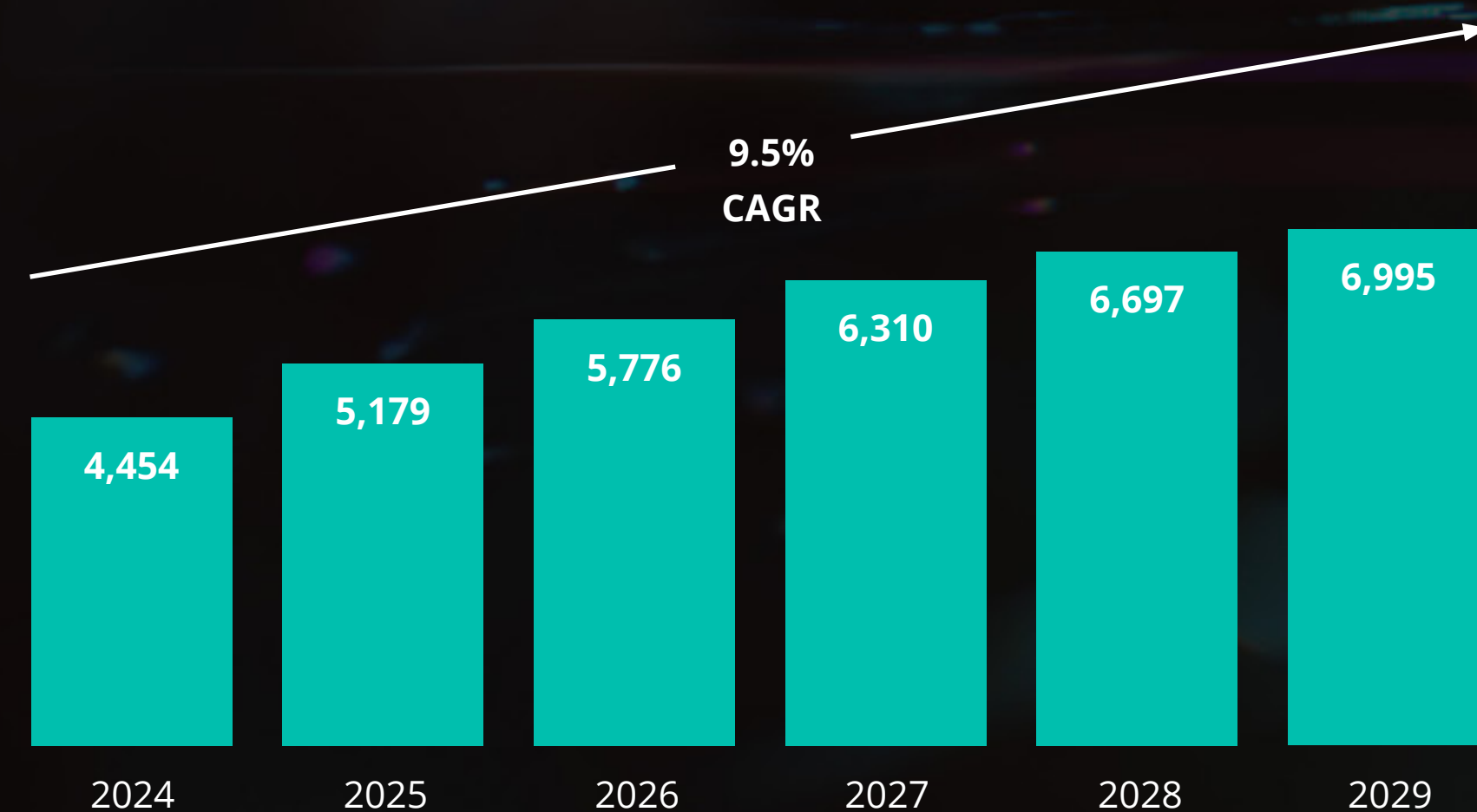




# Spotlight: eCommerce

In 2024, the eCommerce industry is flourishing, boasting revenues of US\$4.5 trillion. The market is expected to reach a staggering US\$7 trillion by 2029, propelled by a CAGR of 9.5%. In 2025, 2.9 billion consumers will be buying physical goods online, representing 36% of the global population.

eCommerce revenue worldwide, 2024-2029 (in US\$ billion)

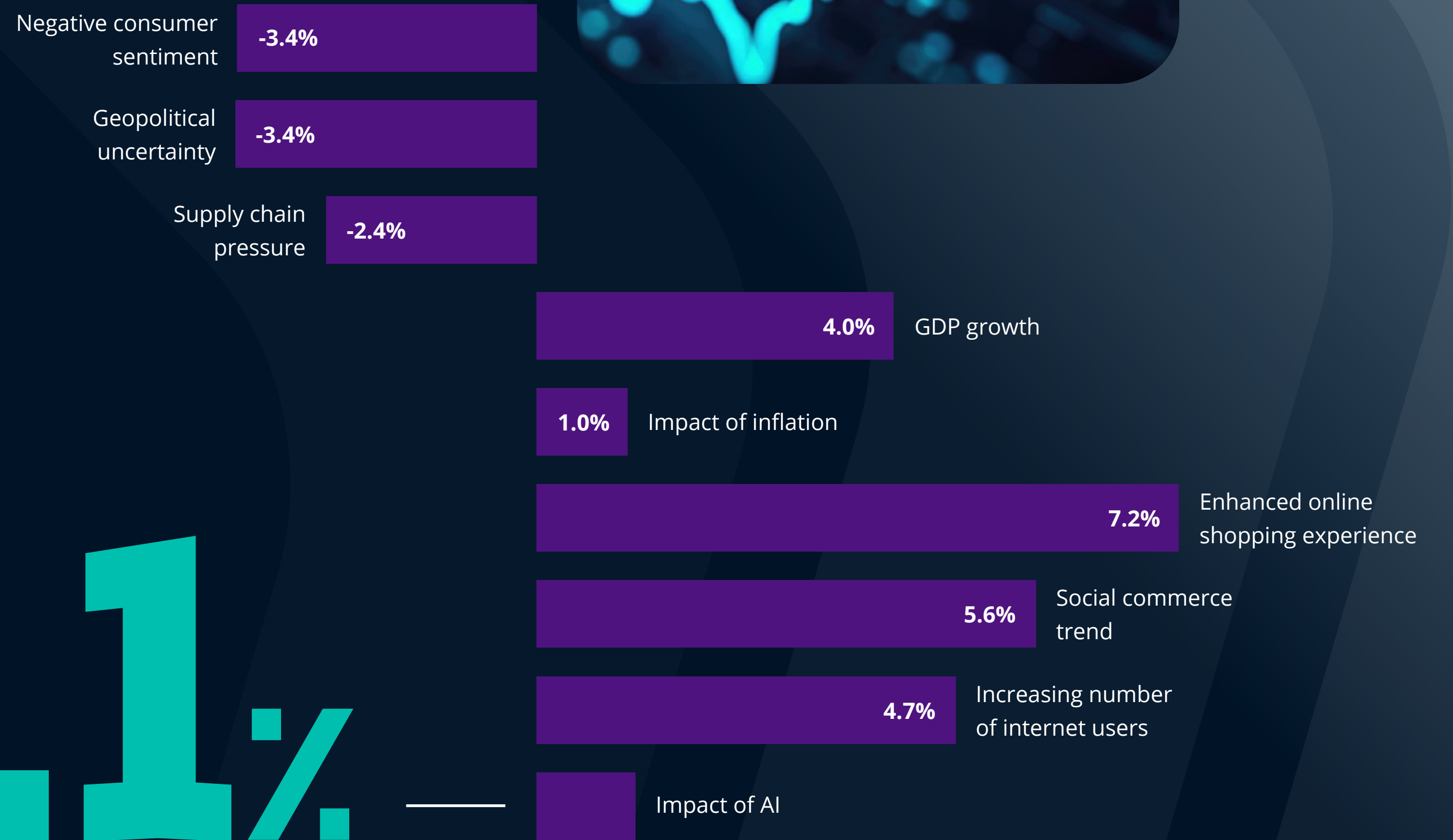




The eCommerce sector witnessed a remarkable surge during the COVID-19 pandemic. However, in 2022, the onset of the Russia-Ukraine war, coupled with subsequent inflation spikes and disruptions in the supply chain, led to a sharp downturn in the market.

A promising avenue for reigniting eCommerce growth is through the widespread adoption of AI technologies. AI's impact on eCommerce is projected to contribute 1.1% (roughly US\$31 billion) to the total growth of 14.5% this year alone, underscoring its significant potential. Nearly half of eCommerce businesses have already begun experimenting with AI, with close to 30% having fully integrated it into their operations in 2023, according to a Salesforce study.

### Market drivers for revenue change in eCommerce between 2023 and 2024



1.1%





## TREND 1

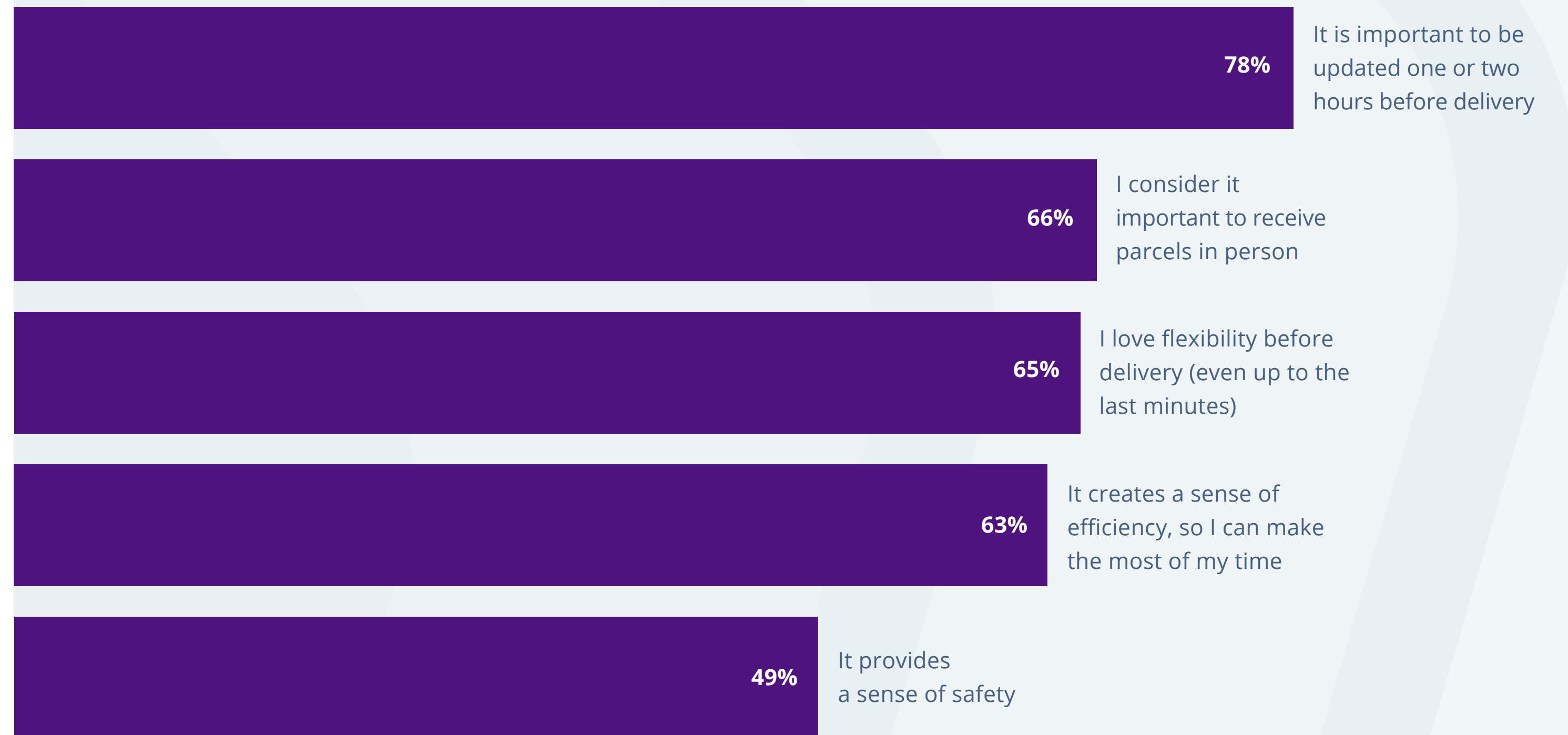
# Click, track, **AI deliver**

eCommerce order fulfillment is a complex process, blending traditional retail supply chains with the need for fast last-mile delivery. For eTailers, it's a constant challenge: how to streamline operations while staying cost-effective.

In the game of logistics, data is king. Predictive AI helps companies navigate complexities and gain real-time insights, enabling eCommerce players to anticipate demand fluctuations and avoid costly inventory missteps. As online demand fluctuates due to seasonality, promotions, and pricing strategies, eCommerce enterprises rely more on AI-driven inventory management for accurate forecasting and smoother operations, especially during peak seasons.

But this is just the beginning. AI is also revolutionizing delivery operations. By leveraging predictive analytics, companies are optimizing routes and navigating through traffic and weather hurdles to ensure timely deliveries. And with live tracking becoming the new norm, customers can stay informed every step of the way, enhancing their overall shopping experience.

Main advantages of real-time-tracking according to online shoppers in Germany, 2023







## TREND 2

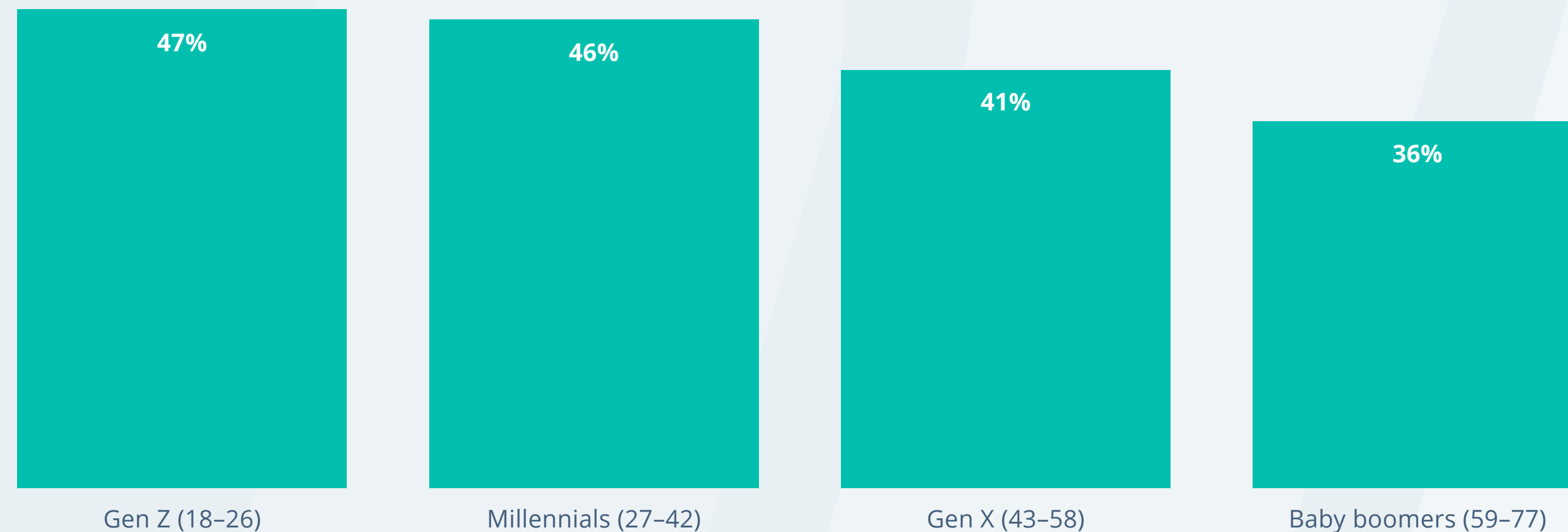
# EQ commerce

Recognizing the paradox of choice, wherein too many options can overwhelm decision-making, eCommerce businesses are tapping into AI-driven personalization. This strategic shift aims to understand individual customer preferences, needs, and behaviors better, ushering in an era of hyper-personalization, where extensive data and meticulous customization takes center stage. From round-the-clock chatbots to generative AI virtual assistants, personalized support is becoming the norm in online shopping.

Moreover, AI's integration with extended reality technologies, such as augmented and virtual reality, offers exciting possibilities. Visual search tools enable users to access real-time product information via smartphone cameras, while AI-driven virtual try-on features gain popularity.

Gen Z is spearheading the hyper-personalization trend, expecting retailers to cater to their unique needs. With online shopping cart abandonment rates surpassing 70% in 2023 and the problem of choice overload in today's digital market, hyper-personalization is a requirement that online retailers should meet now.

Share of shoppers wanting personalized product recommendations, by generational cohort, 2023

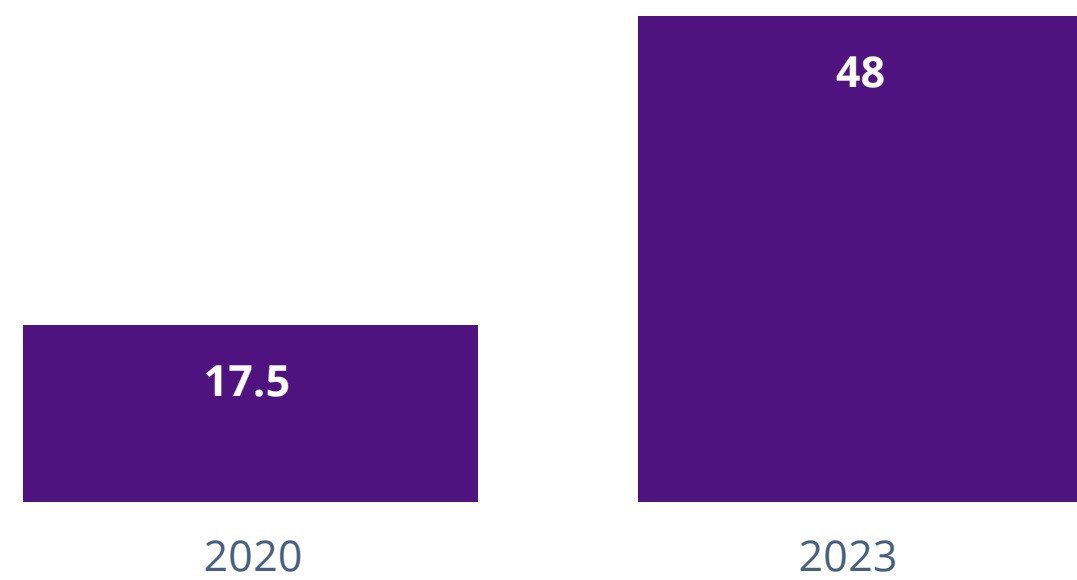




**TREND 3**

# Fraud guard

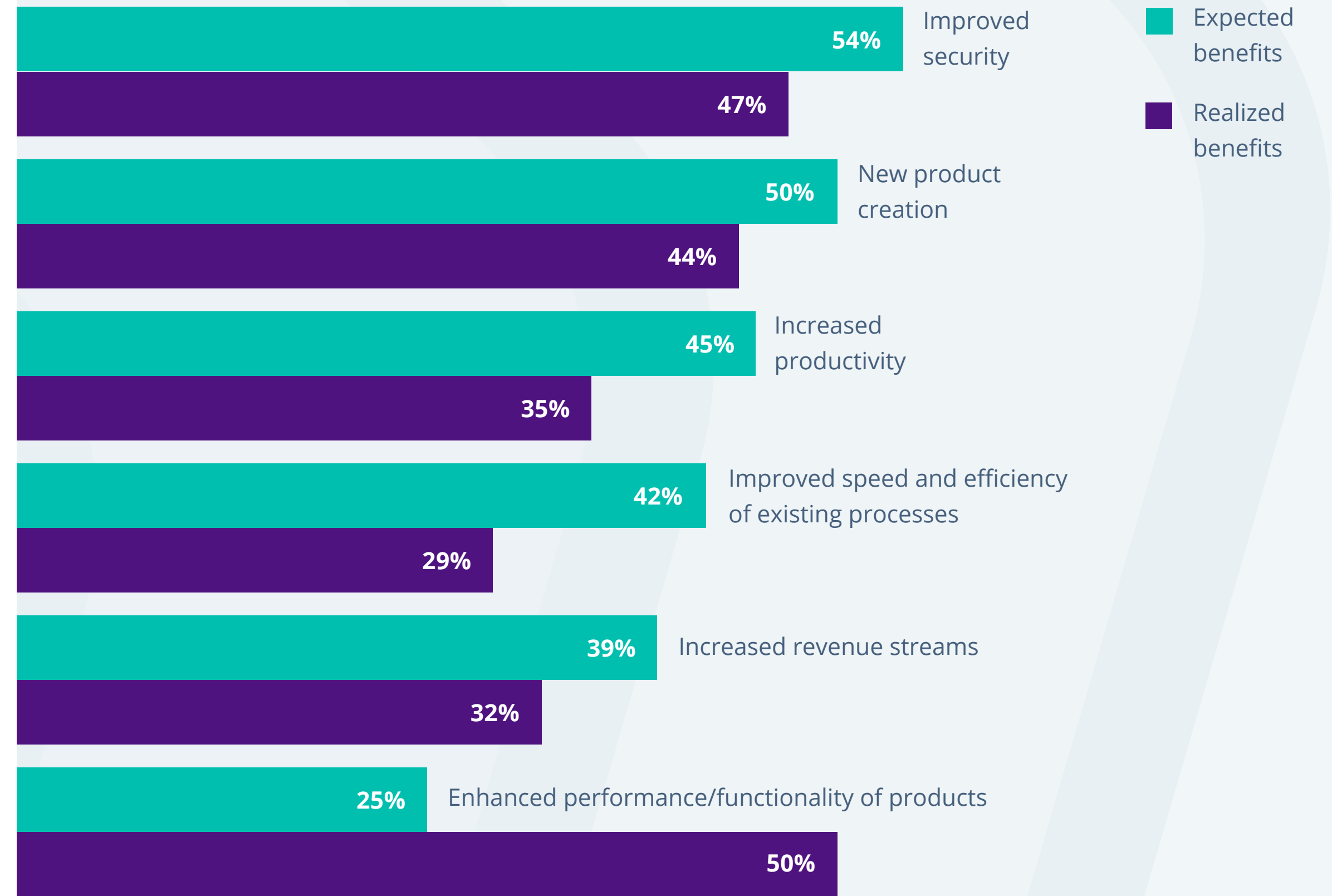
With the exponential rise in consumer data collection within eCommerce, the looming threat of fraud, which resulted in nearly US\$50 billion in losses in 2023, has become a pressing concern. To combat this challenge, online retailers worldwide are adopting AI-powered solutions. These solutions prioritize fraud analytics (53%) and automated detection accuracy (41%) as their top priorities. AI systems excel at flagging anomalies within user data, significantly reducing the risk of online payment fraud.



AI can also counteract another prevalent threat by analyzing extensive domain name system queries, providing robust defenses against cybercriminals attempting to access sensitive customer and business data. The potential for integrating AI to enhance eCommerce security is evident. A 2023 survey indicated that improved security ranked as the second most reported realized benefit of AI, with high expectations for it to evolve into the primary advantage in the foreseeable future.

**Value of eCommerce losses to online payment fraud (in US\$ billion)**

## Expected and realized benefits of AI initiatives in enterprises worldwide, 2023





# What you need **to do**

## **Invest in personalized search**

Utilize AI-driven product listings for improved searchability and shopping convenience. Enable shoppers to discover products based on visual characteristics and popular keywords to prevent choice overload and cart abandonment.

## **Combat fraud**

Implement AI-powered fraud detection software to minimize costs and enhance consumer identity verification. This also reduces false declines, leading to higher conversion rates. Integration of AI in chargeback processing can further mitigate friendly fraud attempts. Tools that can be used include Riskified, Signifyed, or Forter.

## **Challenge current operations**

Embrace AI-driven solutions to streamline operational processes, such as outsourcing efficient tagging of product catalogs and employing dynamic pricing strategies for local markets. Additionally, enhance shopper engagement through intelligent chatbots, leveraging AI's capabilities for personalized interactions and improved customer loyalty.



# What you need to **keep in mind**

## AI outpaces regulations

The rapid pace of technological advancement often outpaces regulatory frameworks, leaving companies navigating uncertain legal terrain while awaiting alignment. In addition, operating across multiple jurisdictions adds complexity to compliance efforts, as each region may have its own set of regulations. Harmonizing AI regulations globally presents a significant challenge, particularly for multinational corporations.

## Ethical implications and trust

Ethics and trust are pivotal concerns for both businesses and consumers alike. In a 2023 Salesforce study, over 70% of B2B and B2C commerce leaders cited security and trust as significant hurdles to AI adoption. The study also found that nearly half of customers lacked trust in companies' data practices and responsible AI deployment. As AI technology progresses, customer trust issues will intensify.





# Who's **leading** the way



## **Alibaba's Tongyi Qianwen**

Alibaba introduced their ChatGPT alternative, Tongyi Qianwen, seamlessly integrating it into their marketplaces Tmall and Taobao. This large language model (LLM) model serves as a foundation for further applications, including the enhanced customer service chatbot Ali Xiaomi.



## **Zalando's extended reality**

Zalando announced a ChatGPT based fashion shopping assistant, empowering customers to explore their broad product range in a more personalized and intuitive way. The retailer also rolled out a virtual fitting room, allowing shoppers to create 3D avatars and try on clothes before making a purchase.



## **Amazon optimizes buying experiences**

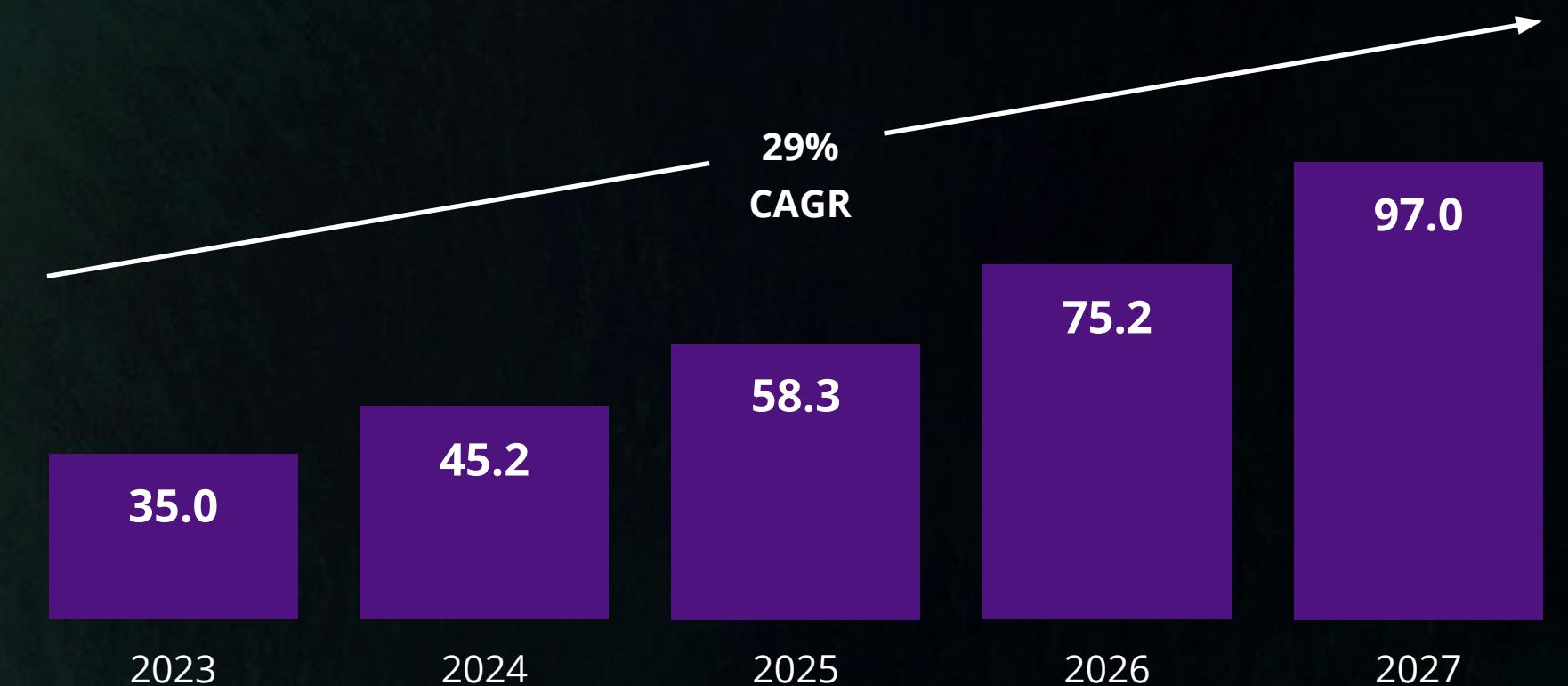
In 2024, Amazon launched its Fit Insight Tool, powered by an LLM. This tool provides precise size charts and enriched product descriptions, enhancing the shopping journey with accurate recommendations and fewer product returns. Additionally, Amazon uses generative AI to highlight and summarize product reviews efficiently, saving shoppers valuable time.



# Spotlight: Finance

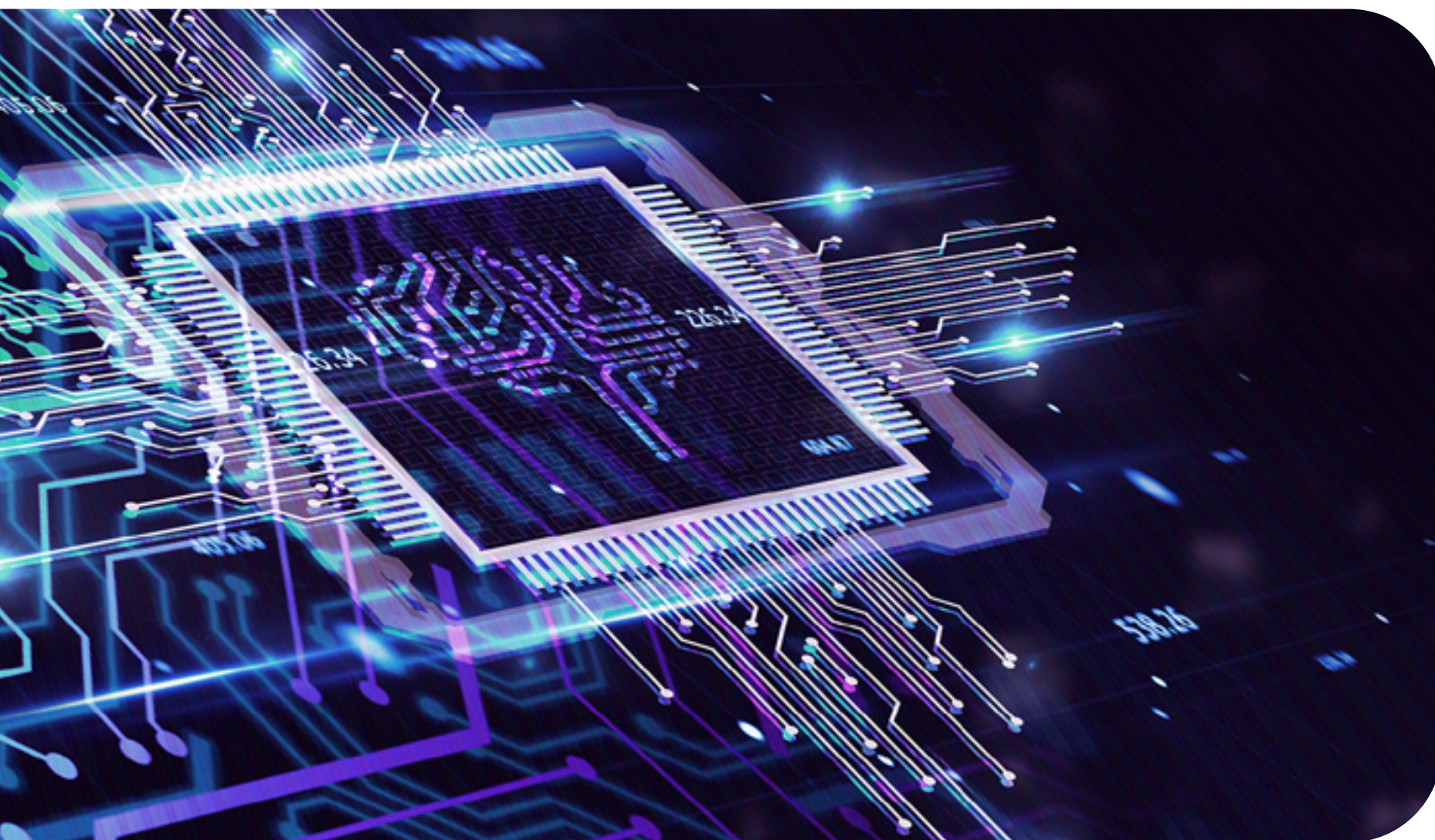
The finance sector is a trailblazer in AI integration, exhibiting one of the highest adoption rates across industries, surpassed only by the high-tech sector. While traditional AI, such as machine learning, has been used widely since the late 2000s, a new era of generative AI is poised to revolutionize the industry in the coming years. Forecasts predict a substantial surge in AI spending within the finance sector, which is expected to reach US\$97 billion by 2027, representing a CAGR of 29%.

Financial sector AI spending worldwide, 2023-2027 (in US\$ billion)





Leading the charge in AI readiness are prominent institutions like Capital One, JPMorgan Chase, and the Royal Bank of Canada, positioning themselves at the forefront of innovation. This widespread adoption of AI, along with significant investments in AI technologies, underscores the industry's readiness to thrive in an AI-centric world.



### Leading banks in the AI readiness index, Americas and Europe, 2023





**TREND 1**

# Banking on AI

The use of AI in financial services is being fueled by a steep rise in investment. The sector's AI spending is forecast to exceed US\$45 billion in 2024, marking a significant leap from the estimated investment value of US\$35 billion in 2023.

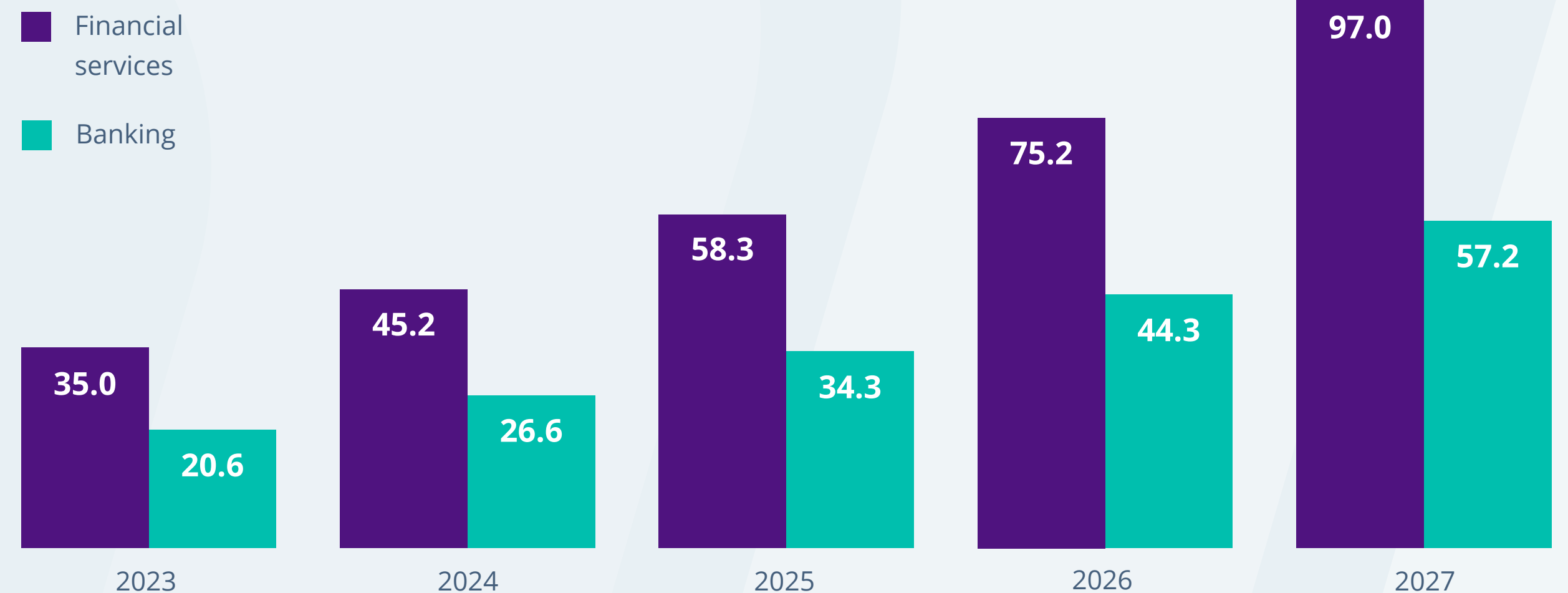
Particularly noteworthy is the dominance of the banking sector in these investments. In 2023, banking alone accounted for nearly US\$21 billion, representing almost 60% of the entire financial services industry's spending. This trend is expected to continue at a similar rate through 2025, with total industry spending to exceed US\$58 billion, of which banking is expected to make up US\$34 billion.

# 60%

of AI investments in the financial services industry are made in the banking sector.

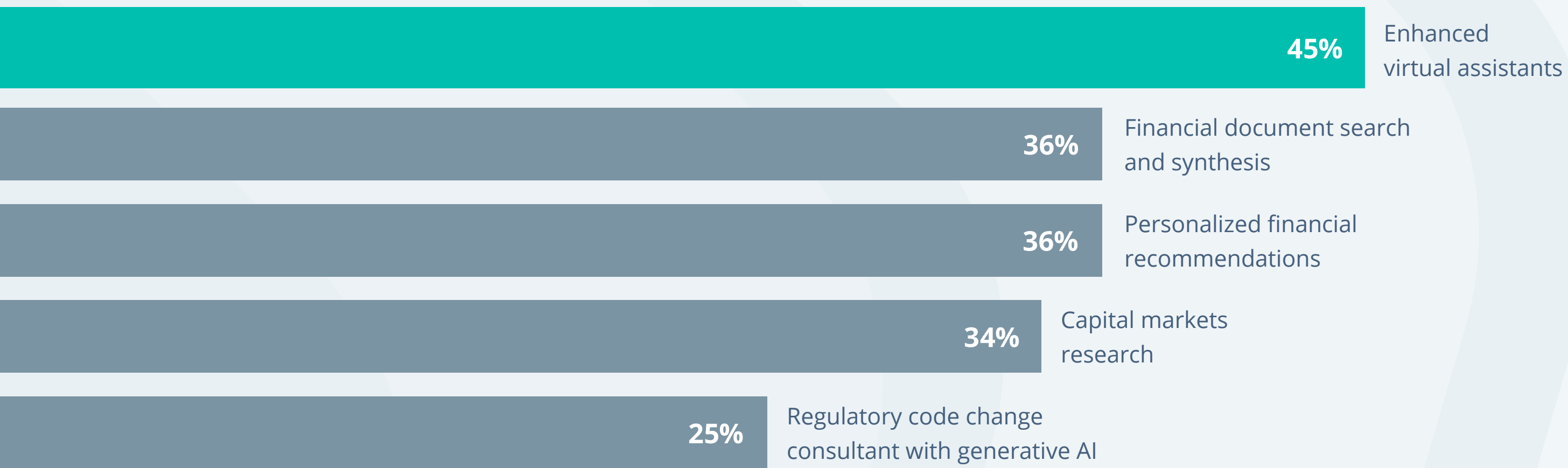


Financial services industry and banking sector AI spending worldwide, 2023-2027 (in US\$ billion)





Share of financial services professionals who consider the implementation of the following generative AI use cases as “extremely valuable” for their company, 2023



**TREND 2**

# Gen AI at work

In 2023, while traditional AI applications dominated the financial landscape, a significant shift was in progress. Over 40% of financial institutions had already embraced generative AI, with more exploration underway among industry leaders.

Generative AI offers a plethora of relevant use cases. For instance, it optimizes financial document search and synthesis, swiftly extracting key insights from extensive documents. Additionally, enhanced virtual assistants powered by generative AI streamline client interactions, data analysis, and decision-making, boosting efficiency and satisfaction. In capital markets research, it automates data synthesis, trend analysis, and report generation for quicker decisions.

The technology also assists in navigating regulatory code changes by analyzing legal documents and offering actionable insights. Lastly, in an era of hyper-personalization, generative AI provides personalized financial recommendations based on individual data and market trends, optimizing clients' financial goals and portfolios. In 2025, businesses that leverage generative AI in their workflows will likely gain a significant advantage, driving further adoption of the technology.





### TREND 3

# The talent **crisis**

Banks face an uphill battle in securing and retaining AI specialists amid soaring demand for talent. Research conducted in November 2023 by Amazon Web Services and Access Partnership revealed that approximately 75% of companies prioritizing the hiring of AI specialists struggled to fill these roles. Moreover, recruiting and retaining AI experts and data scientists rank among the top challenges in realizing the potential of AI

within the financial sector. About 32% of financial institutions identified this as a major obstacle in achieving their AI goals. Alongside traditional recruitment methods, some of the largest banks are partnering with AI chatbot developers to access AI capabilities. With the ongoing surge in generative AI adoption, the demand for AI talent and strategic partnerships is poised to surge in the years ahead.

#### AI chatbot developers that borrow AI talent to their banking clients

Developer	Client
Kasisto	Standard Chartered, TD Bank, JPMorgan Chase
Kore.ai	PNC, PSCU
Aisera	Dave

Share of companies prioritizing the hiring of AI-skilled talent struggling to fill AI specialist roles:

**75%**





# What you need **to do**

## **Adopt AI-driven customer relations**

Generative AI has the power to transform relationship management and improve customer interactions. With AI-powered tools like virtual assistants and chatbots, companies can offer 24/7 customer support efficiently and drive revenue through personalized service to each customer's financial decision-making journey. An exemplary tool for this is Conversica.

## **Improve risk management**

By implementing predictive analytics, financial services institutions can assess risks more accurately and deliver precise credit risk decisions. AI provides the foundation for this by analyzing vast amounts of data within short time frames. A tool that helps tackling this use case is Zest AI.

## **Optimize software delivery processes**

Companies can leverage AI advancements to streamline product development and accelerate software delivery timelines. Tools can efficiently detect and repair occurring bugs while automatically improving legacy code, optimizing operational efficiency. An example for this is the tool Codota.



# What you need to **keep in mind**

## **Data privacy**

Financial services institutions navigating generative AI face complex data privacy challenges. To mitigate risks of data exposure, it's crucial to avoid the unmediated use of closed-source proprietary generative AI solutions, such as ChatGPT, hosted on external servers. Instead, these organizations should opt for self-securing methods such as running a localized LLM, or build their own private LLM from scratch. However, this latter solution requires substantial effort, posing a challenge amid the ongoing struggle to secure and retain AI talent in the financial sector.

## **Inaccuracy**

Generative AI can sometimes produce inaccurate or nonsensical outputs, known as hallucinations. This issue can arise from various factors, including poor training data, model complexity, and imprecise user prompts. In the finance sector, where accuracy is paramount, such inaccuracies could mislead investors or even disrupt the economic system. To mitigate these risks, firms can adopt multiple strategies, including precision prompts, focused model tuning, adversarial fortification, embedded brevity, and human oversight.





# Who's **leading** the way



## **Wells Fargo's customer-centric approach**

One of the world's largest banks, Wells Fargo, uses Dialogflow, Google's conversational AI, to enhance its virtual assistant, Fargo. The assistant offers customers a user-friendly method to manage their accounts effortlessly. By simply asking Fargo, users can access transaction details or adjust credit limits, streamlining their banking experience. It also guides customers towards financial wellness by leveraging predictive analytics to facilitate meaningful conversations that learn and adapt to each individual customer.



## **Banco Santander's AI tool Kairos**

Banco Santander developed an AI tool, Kairos, that analyzes micro- and macroeconomic indicators to predict how corporate clients may be impacted by events. This enables employees to make more informed investment and lending decisions. Kairos can also provide a global map of multinationals and their subsidiaries, identifying sales potential and helping Santander position products and services effectively.





# Spotlight: **Advertising & Media**

Innovation and tradition are colliding in the advertising world. Over the past decade, digital media has overshadowed traditional channels, with mobile technology and social platforms reshaping marketing strategies. The total advertising spend worldwide is forecast to surpass US\$1 trillion in 2024. Online formats are expected to account for nearly 70% of this spend, with sectors like search, display advertising (especially video), and influencer marketing experiencing the fastest growth.

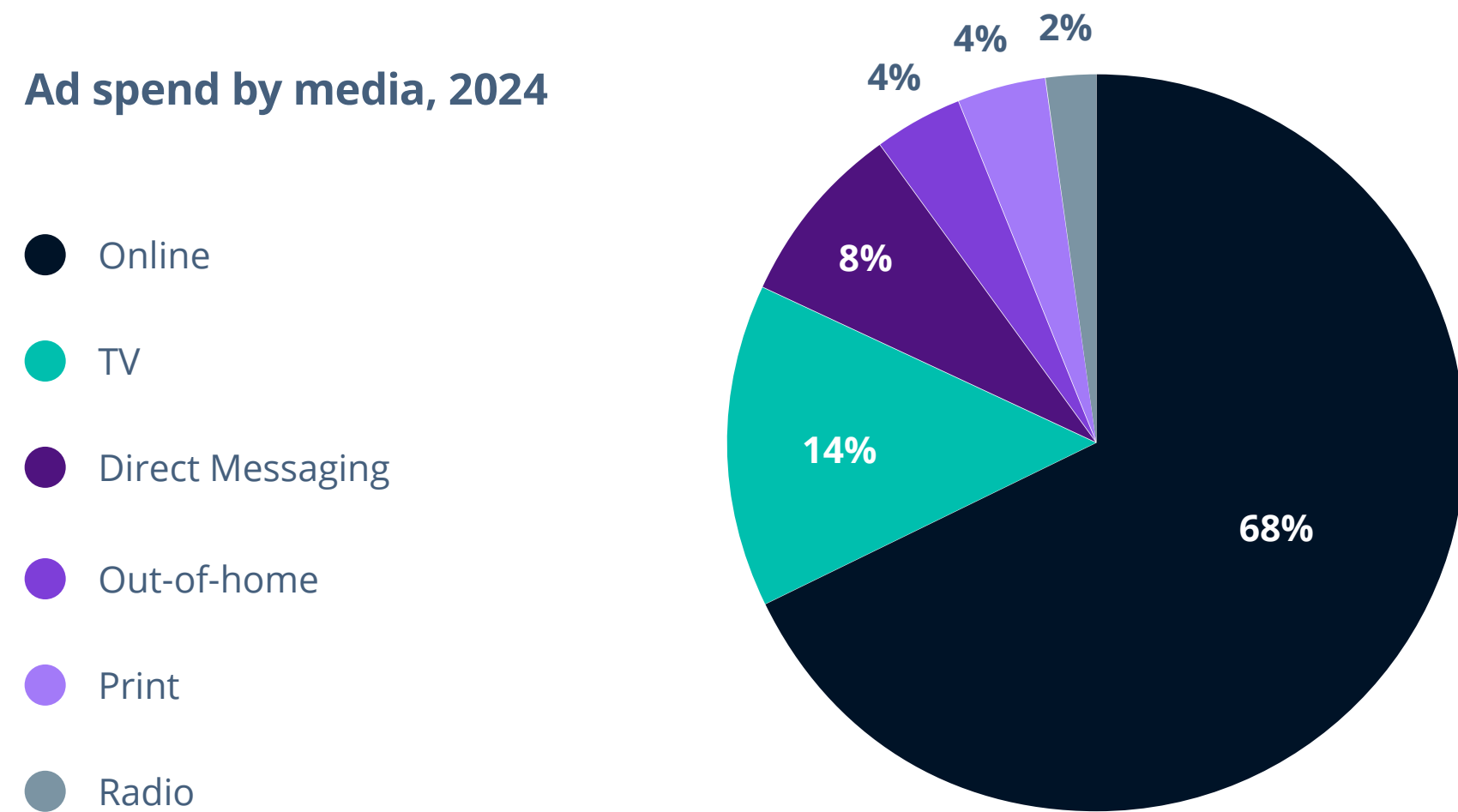


AI holds significant potential to transform the advertising industry. AI is adding 2.2% to the total market growth in 2024, offering a wide array of use cases, including campaign optimization, ad effectiveness, and enhanced efficiency, especially in content creation. Advertisers and brands aiming to stay ahead in 2025 and beyond must understand and explore the key AI trends shaping the advertisement market now and in the future.

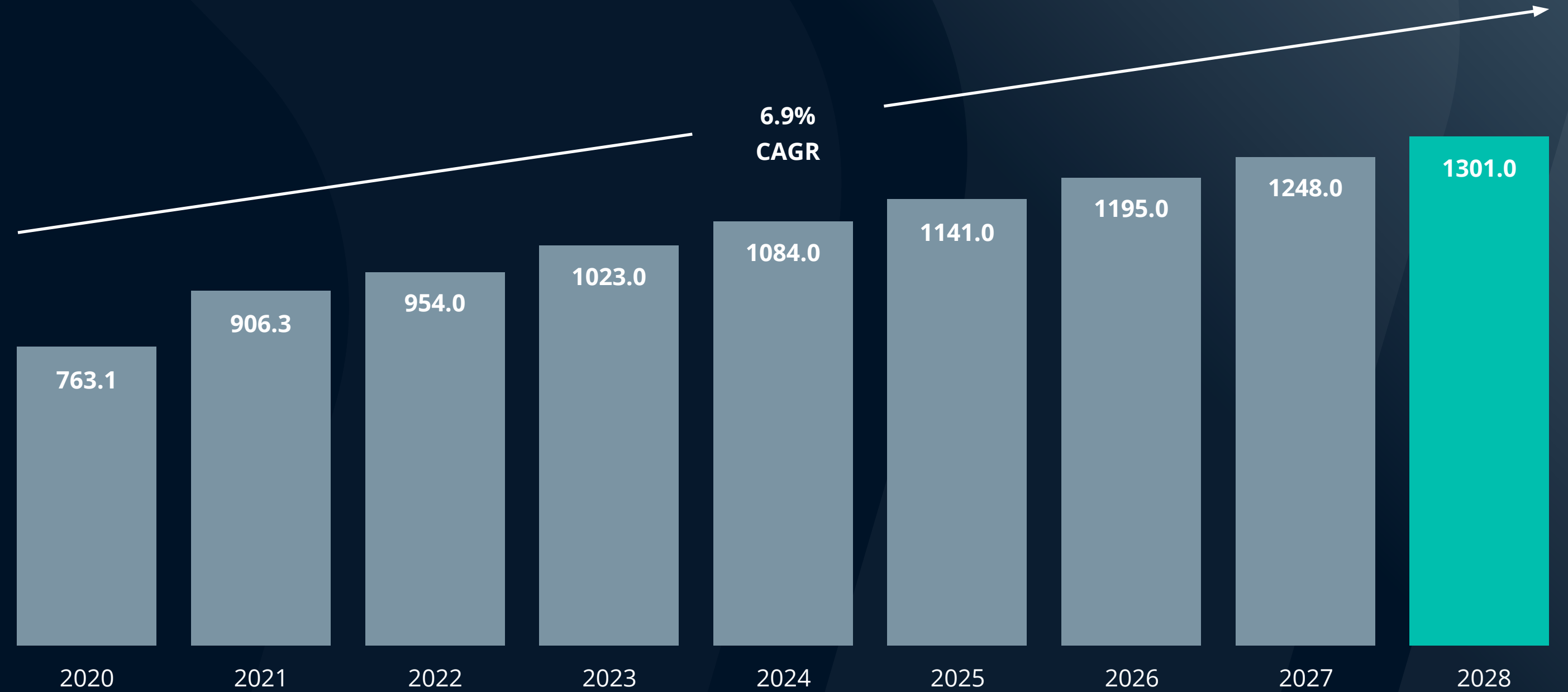
# 2.2%

AI impact on market growth in 2024

Ad spend by media, 2024



Advertisement spending worldwide, 2020-2028 (in US\$ billion)





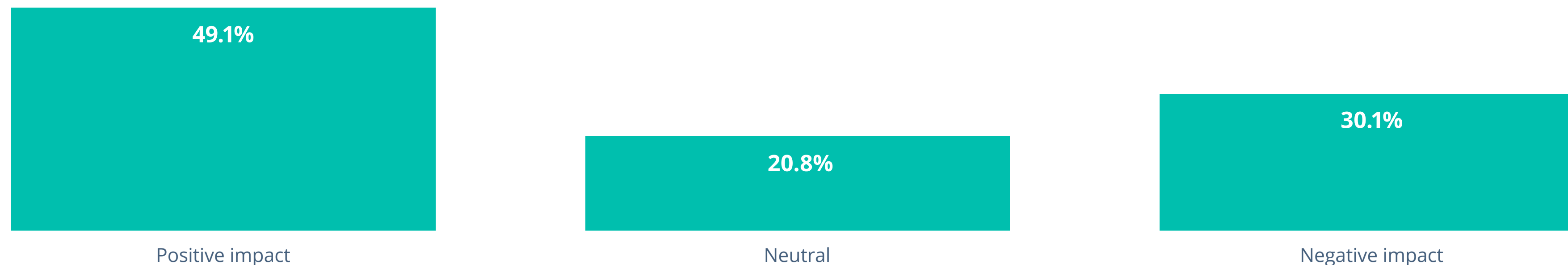
## TREND 1

# A(I) **new way** of searching

Search habits are in flux, driven by a growing preference for organic methods among younger demographics conducting online research. This shift extends to various platforms, including social media, retail media platforms, and conversational AI tools like ChatGPT. Major search engines are quick to adapt, with Microsoft introducing a generative AI-powered version of Bing in early 2023 and Google announcing plans to implement a paid tier for AI-enhanced search features, potentially

marking the biggest shake-up to the company's revenue model yet. While the exact impact of these changes on website traffic remains to be seen, brands and advertisers must embrace new strategies to connect with their audience. This entails leveraging conversational interfaces and personalized experiences to connect with users, emphasizing interactive engagement over traditional search results.

Impact of AI on website search traffic between 2023 and 2027, according to digital marketers worldwide





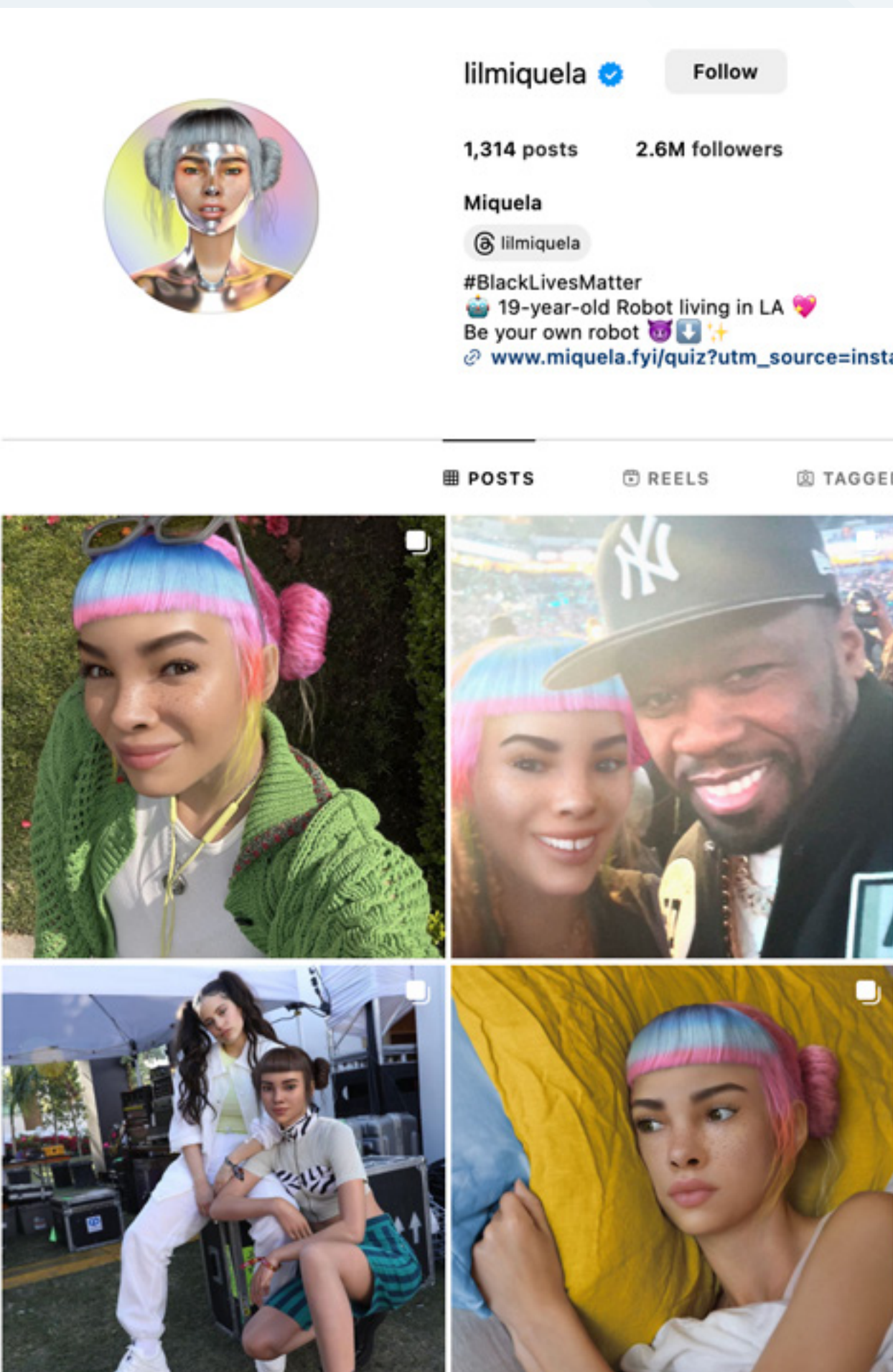
## TREND 2

# AI over human influencers

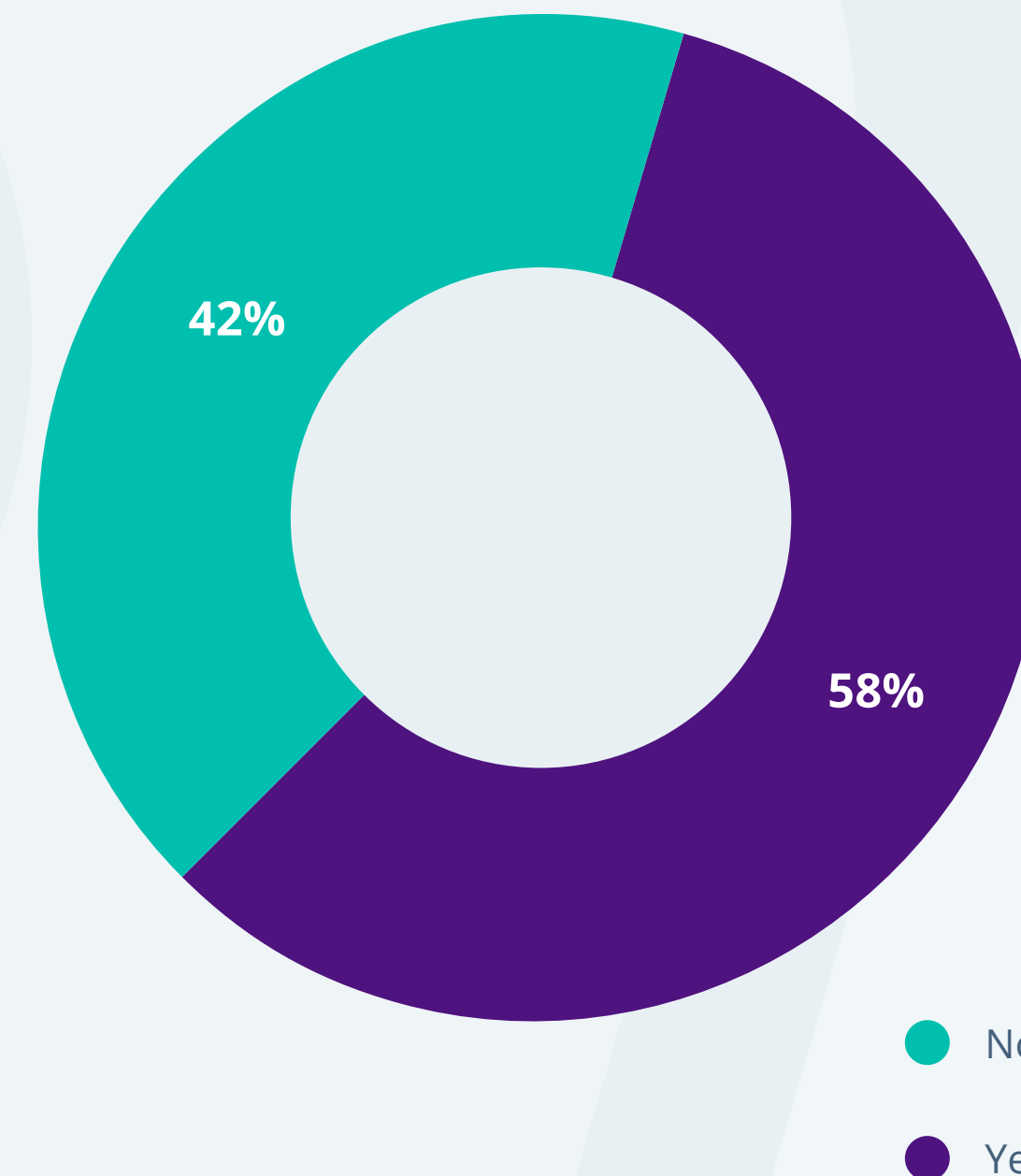
Imagine working with an influencer who's consistently flawless, never falters, and perfectly aligns with your brand's message. Sounds like a dream, right? Well, AI influencers are already here, and they're set to surge in popularity by 2025. Utilizing AI influencers offers numerous advantages—they can tailor to fit your brand's message and customer expectations, their upkeep costs less, and they generate content much faster than their human counterparts.

Take Miquela (@lilmiquela), for example, one of the most popular virtual influencers with over 2.6 million Instagram followers. Partnering with leading brands, such as Calvin Klein and BMW Group, Miquela reportedly earns around US\$8,000 per sponsored post. Another example is Lovi, an AI influencer created by Maxwellia, a UK-based pharmaceutical startup. Maxwellia utilizes Lovi to educate young women about hormonal contraception, offering a unique way to engage with their audience.

While many virtual influencers still rely on human management, their appearance and content are created using AI, shaping the future of influencer advertising—a market worth US\$35 billion in 2024.



Share of consumers who follow at least one virtual influencer in the United States, 2022



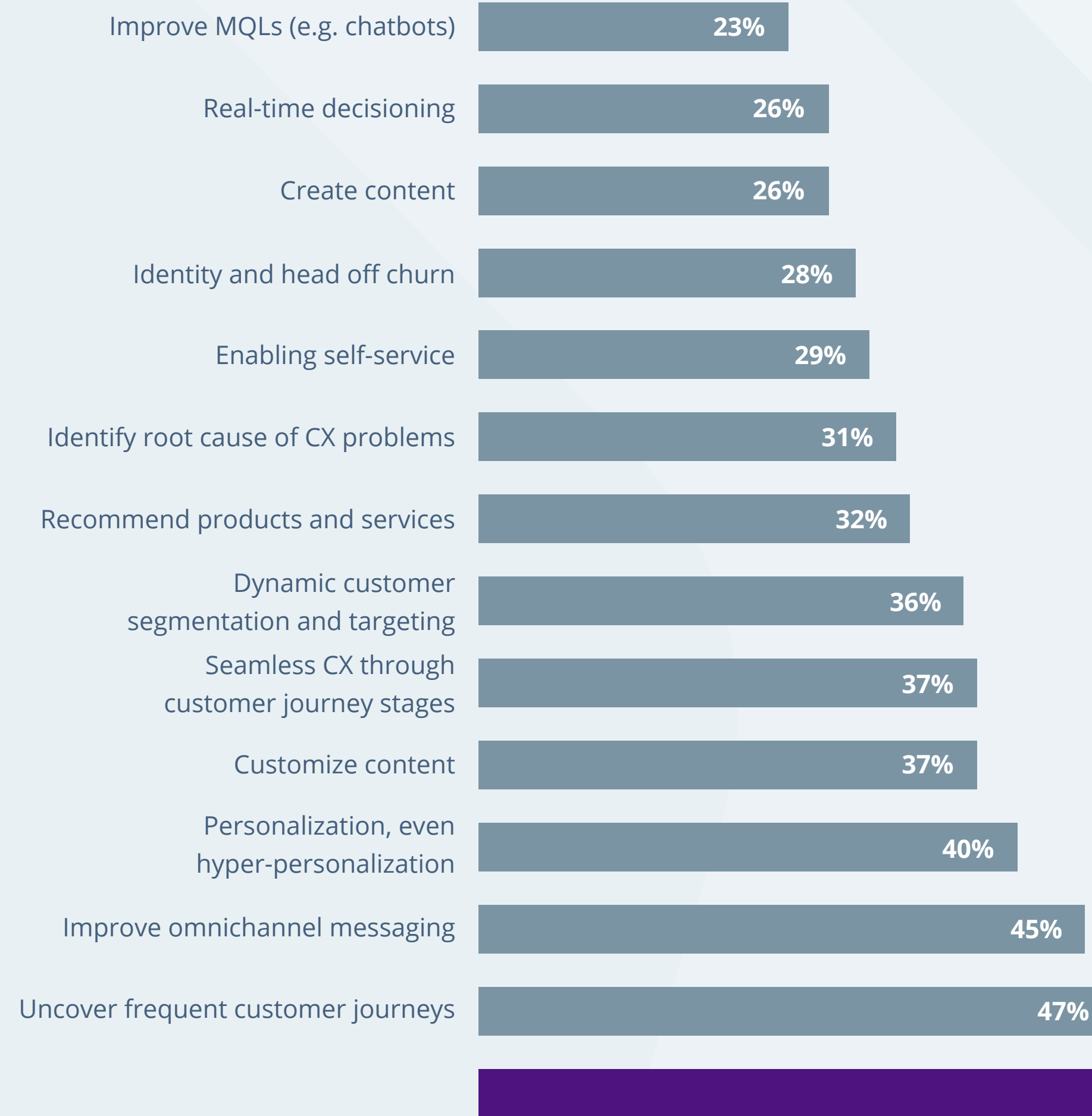


### TREND 3

# 1:1 real-time marketing

Consumers expect businesses to anticipate their needs, not just understand them. Mere personalization won't suffice anymore; businesses must deliver hyper-personalized experiences to stay competitive.

If paired with analytics tools, AI-driven data collection can go beyond traditional segmentation and provide deeper insights into audiences and competitors, analyzing user behavior and preferences in real time. By leveraging this data, marketers can create highly tailored touchpoints, from personalized recommendations to more effective campaigns, yielding a better return on advertising spending. AI-powered hyper-personalization holds immense potential for marketers and businesses to truly connect with their audience, and help businesses survive and thrive.



Leading reasons for marketing professionals to use AI to improve customer experience (CX) worldwide, December 2022

# 60%

of respondents stated predicting customer behavior and needs is the main reason for using AI to improve the customer experience





## What you need **to do**

### **Discover new ways of targeting**

With search advertising transforming, marketers should explore new avenues for targeting their audience with increased efficiency and precision. Voice search, conversational AI, and keyword optimization are just a few areas to investigate for improved AI-powered search advertising.

### **Harness AI tools to cut costs and save time**

Many AI tools are open source, providing small businesses with the opportunity to manage their marketing needs internally, at a lower cost, and in half the time. Conversely, big brands can forge partnerships with prominent AI technology providers to enhance their in-house tools and expand their service offerings. Tools that you can use include ChatGPT, Midjourney, Adobe Firefly, and Jasper AI.

### **Embrace AI-powered influencers**

Influencer marketing has long proven effective in terms of cost and success rates, yet it carries one downside: brand safety. Working with a virtual influencer can mitigate the risk of being associated with potentially harmful content. Plus, there are no physical limitations to virtual personas—if you need them to do cartwheels on the North Pole, then that's what they'll do!



# What you need to **keep in mind**

## **Data protection**

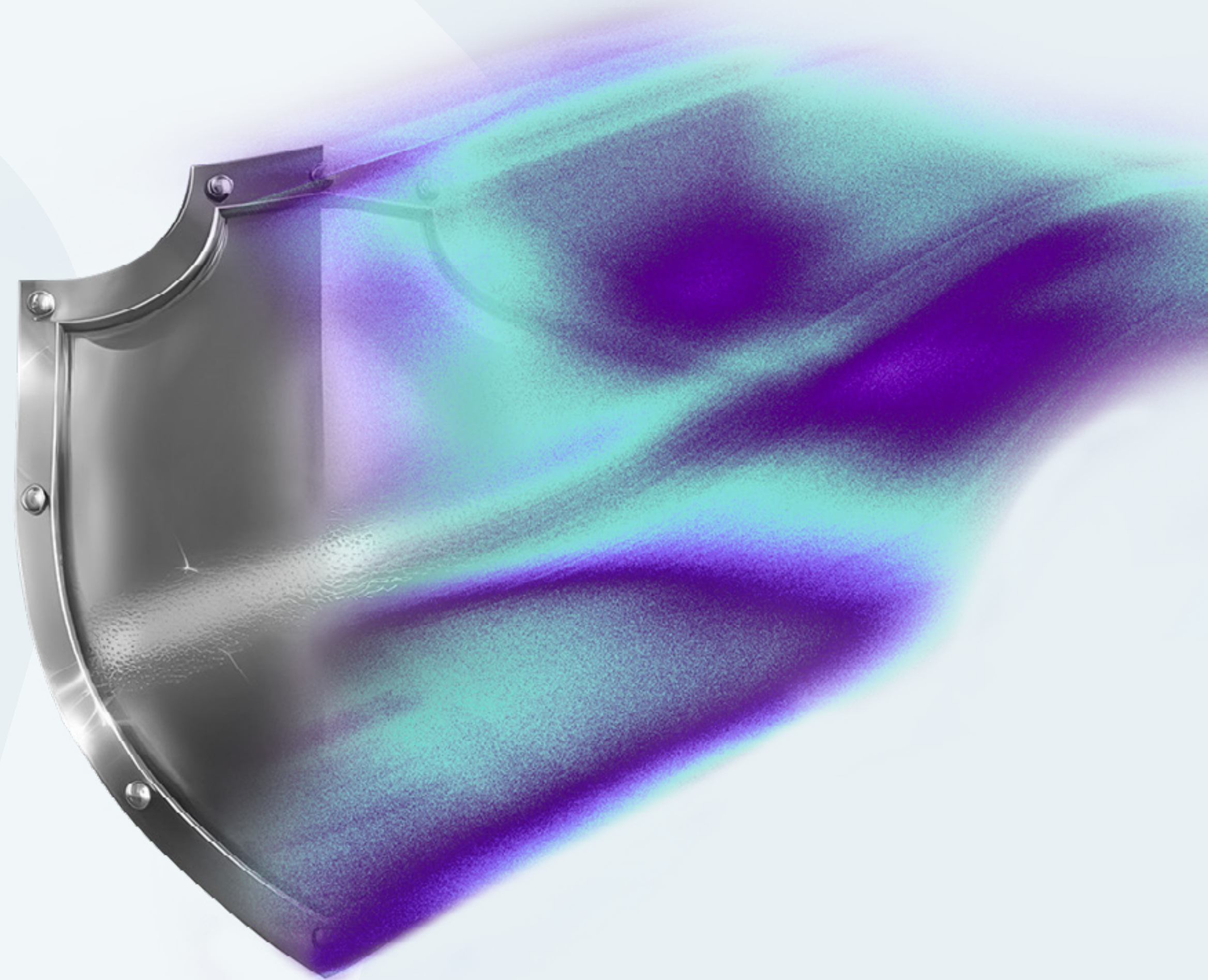
AI tools operate based on data input, raising concerns about data collection and privacy. When using AI solutions to gain insights about consumer behavior, advertisers must ensure to stay compliant with privacy protections.

## **Copyright**

Who owns the content generated by AI? Advertisers need to carefully ensure that AI-generated works do not infringe copyright laws, as they may end up finding themselves without legal ownership of the content.

## **Brand safety**

Due to dataset limitations, generative AI tools can add biases or misinformation to their generated output. For advertisers, this risks a brand's reputation if inappropriate or insensitive content is published.





# Who's **leading** the way



## **WPP's AI-powered content engine**

WPP, the world's largest ad firm, has joined forces with Nvidia, a leading provider of AI chips, to build a content engine that enables rapid ad creation at scale. Combining 3D design with generative AI, this solution delivers highly personalized commercials without sacrificing quality, promising to transform content creation for brands.



## **Omnicom's enhanced creative processes**

Omnicom announced a partnership with Google Cloud to integrate its generative AI solutions into Omni, the ad tech stack. Leveraging language (PaLM 2) and image (Imagen) generating models, this initiative enhances the creative process for employees, empowering them with cutting-edge tools for content creation.



## **Netflix's personalized viewing experience**

Netflix harnesses AI and machine learning to analyze extensive customer data in real time, curating a highly personalized viewing experience. By examining viewing behavior, search history, and ratings, Netflix offers tailored content recommendations that leave users coming back for more. Moreover, the streaming giant customizes the entire user interface, including its homepage, to match individual viewing preferences, ensuring an immersive and personalized streaming journey.





# Key takeaways

The coming years are shaping up to be remarkable in terms of technological innovations, with businesses and consumers delving deeper into AI experimentation through 2025 and beyond. While it's difficult to predict exactly what's in store for AI, all signs are pointing to widespread adoption.

So, what steps should businesses take now to ensure they're prepared for the changes ahead?



## It's time to embrace AI

- Invest in research and development: Allocate resources to explore and develop generative and multimodal AI solutions tailored to your industry needs.
- Implement and invest in AI: Integrate AI-powered tools, such as virtual assistants or personalized recommendation engines, to streamline operations and enhance the customer experience.

## Foster AI partnerships and skills

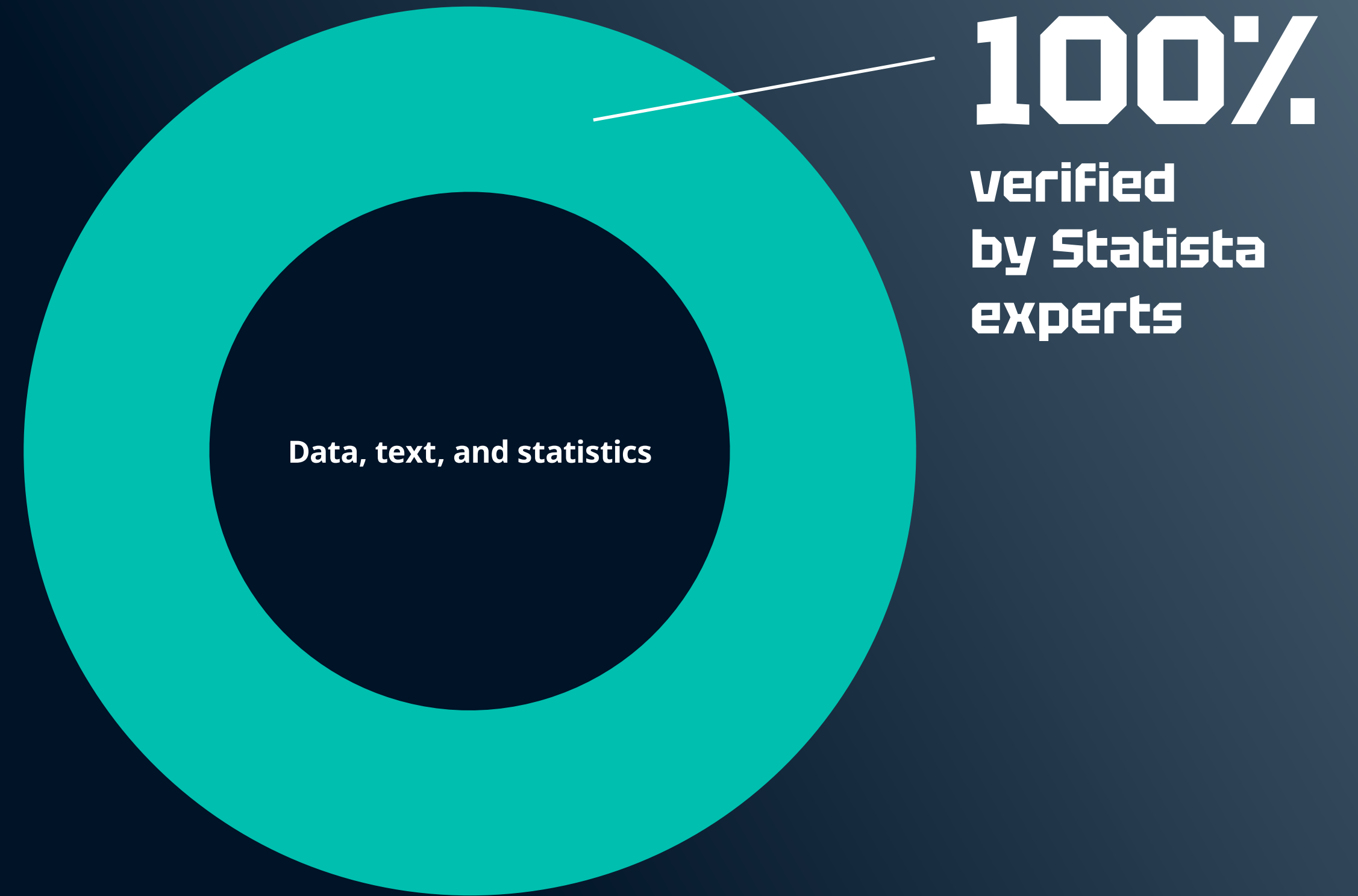
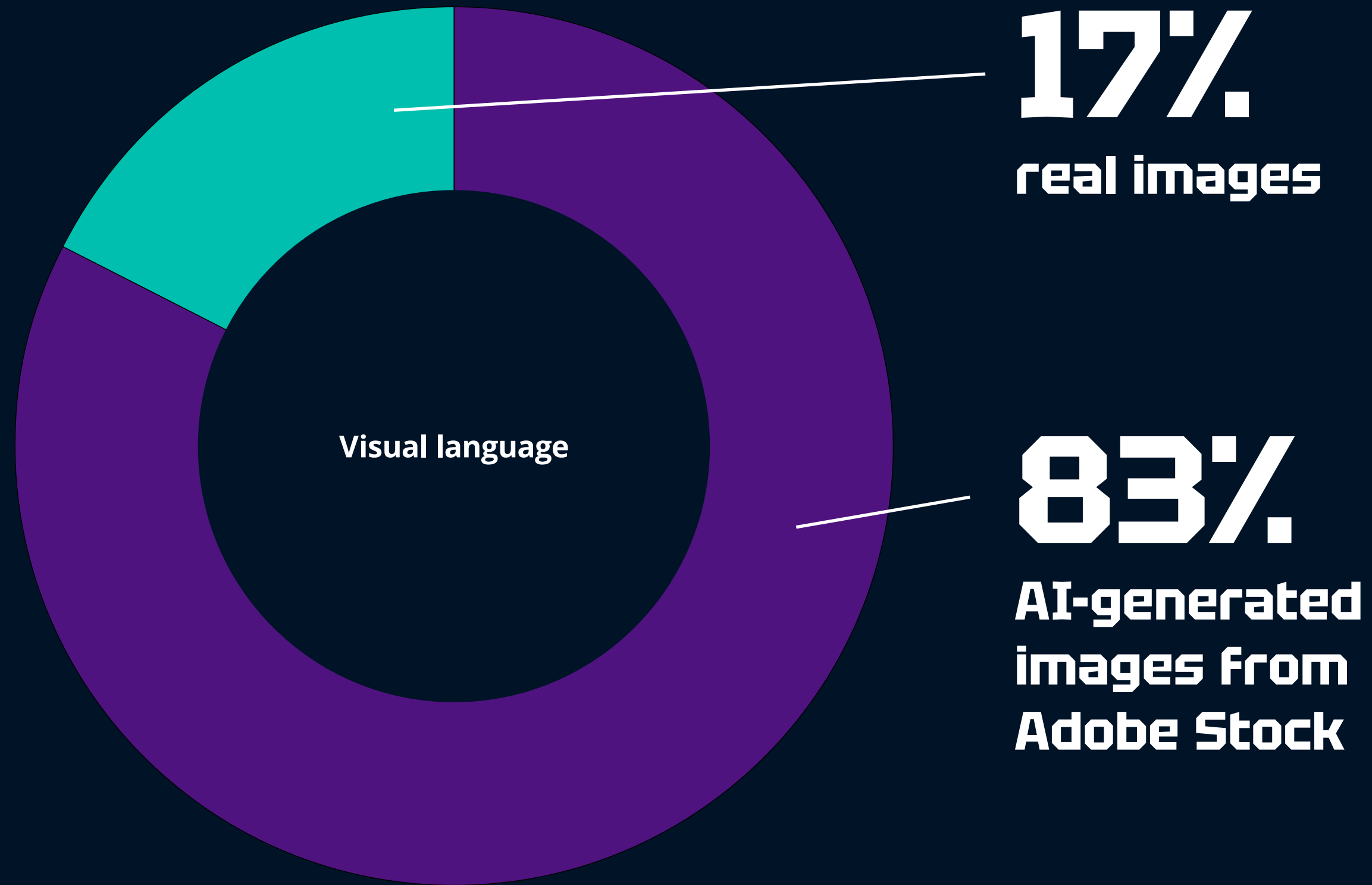
- Form alliances: Collaborate with AI startups, big tech companies, or hardware manufacturers to access resources, data, and computational power necessary for AI development.
- Invest in the AI ecosystem: Strategically invest in emerging AI companies or technologies that complement your business objectives.
- Improve AI skill sets: Invest in training programs to bridge the talent gap in AI and machine learning.

## Prioritize data accessibility and compliance

- Innovate data acquisition: Adapt to the changing landscape of data availability by investing in synthetic datasets and innovative data collection methods.
- Stay compliant: Navigate the challenge of harmonizing AI regulations across various jurisdictions, ensuring compliance with evolving AI regulations to uphold consumer trust.
- Focus on responsible AI development: As AI becomes more powerful, businesses must ensure their AI systems are transparent, unbiased, and used responsibly.



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**Timothy Owens**

Senior Research Lead for Technology  
and Telecommunications





# Further readings

## Topic pages



[AI worldwide](#)



[AI in eCommerce](#)



[AI in finance](#)



[Generative AI in marketing](#)



[Generative AI in business](#)

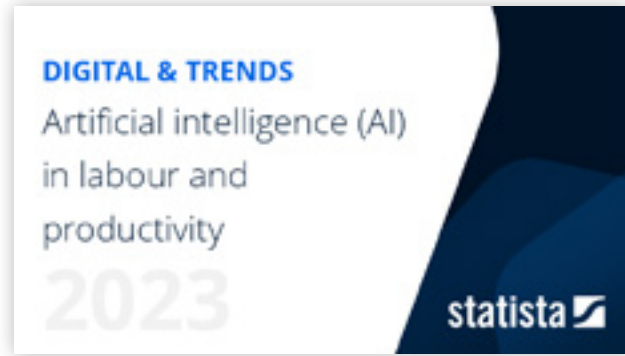
## Reports



[AI worldwide](#)



[Generative AI worldwide](#)



[AI in labour and productivity](#)



[AI adoption, risks, and challenges](#)



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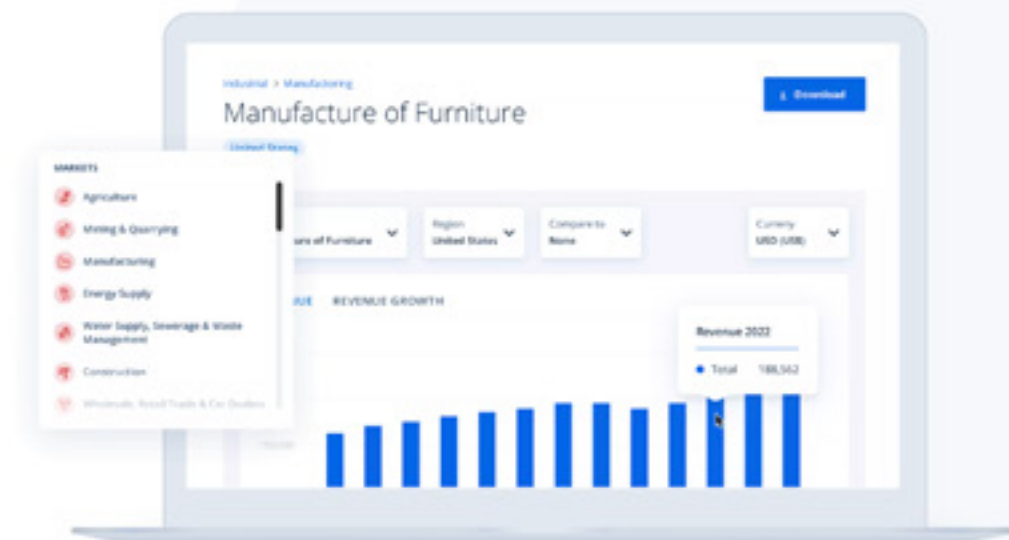


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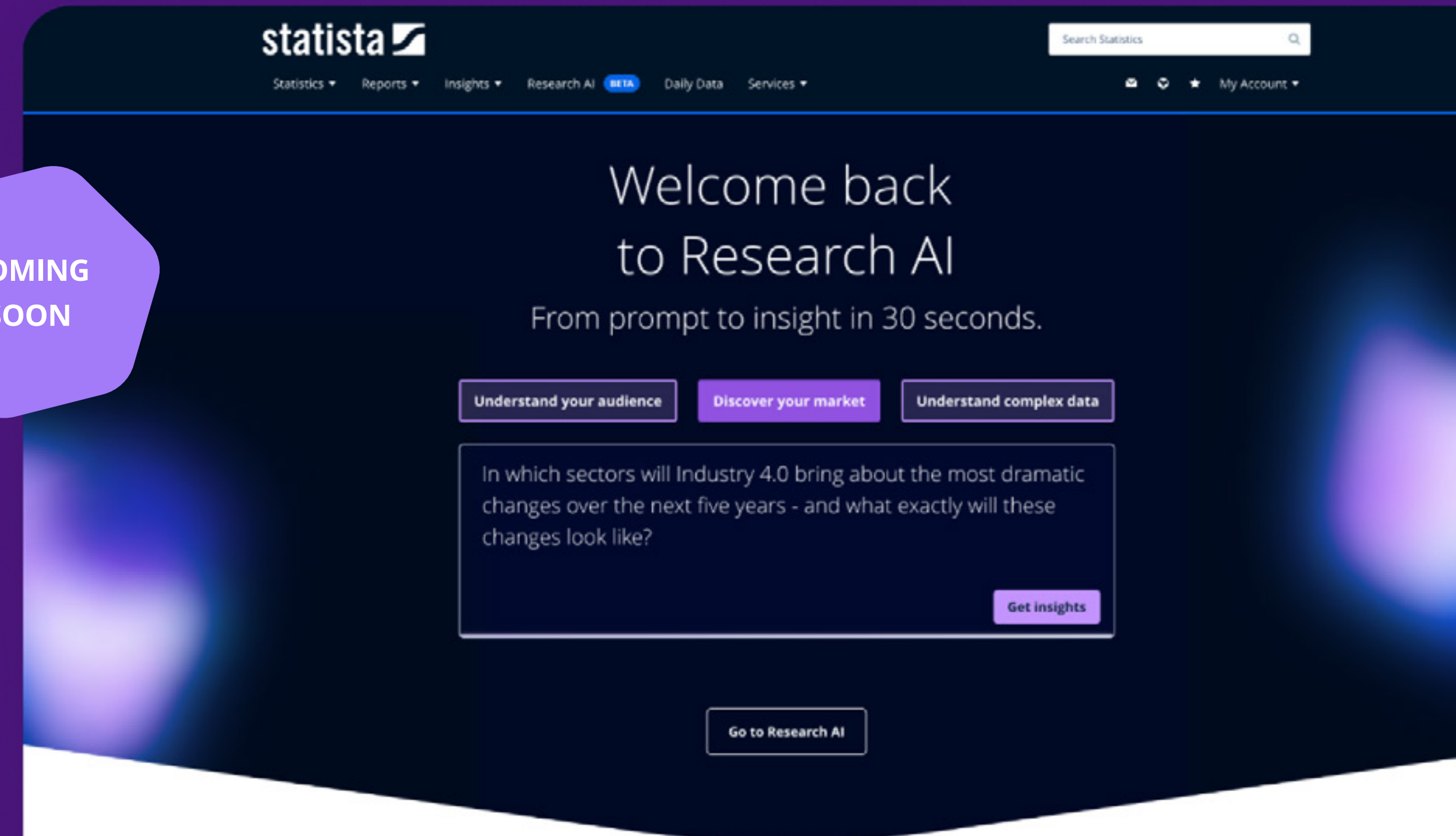


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