State of AI 2025

The data you need

enäks

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Key Highlights

- **AI is expected to contribute 2.92%–3.92% of global GDP by 2025**, highlighting its growing impact; for context, agriculture accounted for 4.1% in 2023.
- **Over 50% of generative AI models** used by enterprises will be domain-specific by 2027, a sharp rise from just 1% in 2023.
- By 2026, **75% of businesses will create synthetic customer data**, compared to less than 5% in 2023.
- **GenAI is driving explosive growth**, with the market expected to reach **US$62.72 billion in 2025**, growing at a **46.47% CAGR** and reaching **US$356.10 billion by 2030**.
- By **2025 30% of GenAI projects** are expected to be **abandoned after proof of concept**.
- **Targeting the right audience is key**: **C-level executives** and departments like **Marketing, Sales, and IT** lead GenAI adoption.
- AI-driven shopping tools enhance personalization, but **human touch remains vital for addressing complex customer needs in 2025** and beyond.
- Despite the growing interest in AI adoption, a **major barrier for companies is the lack of transparency in statistical validation** and concerns over the **accuracy** of AI-driven solutions.
- **9 AI trends to watch in 2025**: synthetic data, automated insights, real-time data, data trading markets, behavioral data as the new gold, automation, micro LLMs, A2A adaptation, and generative AI revolutionizing government.

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1. AI Market Overview for 2025

This report is designed to provide actionable insights and strategic guidance for businesses developing AI tools, helping them to navigate market saturation, identify opportunities, and gauge market sentiment. It also serves as a valuable resource for organizations either adopting AI or considering its potential—particularly in the transformative field of Generative AI.

How Will the AI Market Evolve in 2025 and Impact the Global Economy?

The AI market is on a trajectory of exponential growth, driven by heightened awareness of AI's capabilities and the undeniable value it brings in optimizing time, resources, and decision-making for both businesses and consumers. In 2024, the **AI market was valued at** approximately **US$184 billion**, with a projected compound annual growth rate (**CAGR**) of **28.46% from 2024 to 2030**, resulting in an estimated market volume of **US$826.7 billion by 2030**.

By 2025, the market is expected to grow further, reaching a volume of **US$244 billion**. Notably, the **largest segment** will be **machine learning computing**, contributing **US$113 billion**, followed by **natural language processing (NLP)** at **US$48.31 billion**.

Beyond reshaping business models and enhancing customer experience strategies, the **AI market has significant implications for global GDP**. In an **optimistic scenario**, AI is expected to contribute **3.92% of global GDP in 2025**. Conversely, even under a more **cautious estimate**, this figure could stand at **2.92%**. For context, agriculture accounted for **4.1% of global GDP in 2023**, underscoring the rapid rise of AI as an economic driver. According to **PwC**, **45% of total economic gains by 2030 will stem from AI-driven product** enhancements, fostering greater product diversity, personalization, and affordability.

From a user perspective, AI tools are rapidly gaining traction among users worldwide. By the end of **2024**, approximately **314.4 million users** are expected to **actively engage with AI tools**, a number projected to climb to **378.8 million by 2025**.

While these figures underscore the growing acceptance of AI, businesses must recognize that user penetration doesn't guarantee adoption at scale. Companies need to focus on delivering value-driven solutions tailored to specific needs, which in turn can convert users into long-term adopters.

Thus, strategic planning should align with AI's growing GDP contribution, positioning organizations to capture opportunities created by enhanced economic reliance on AI solutions. Also, organizations can leverage consumer education campaigns to bridge gaps in AI awareness and demystify its use cases for new users. Early investment in customer engagement and retention strategies is critical as the market grows more competitive.

The global AI market is set to increase by 32.61% from 2024 to 2025. What does this mean for you?

If you are an AI tool provider and observe a decline in your revenue, it may not be due to economic uncertainties, as the AI market continues to rise. Instead, the cause may be related to your product not meeting the needs of your customers, an unclear value proposition, not trustworthy or reliable AI solution, or it can be that you are not segmenting your market properly. It's important to re-evaluate whether you have adequate information about your customers, competitors, and the market you're operating in

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When setting objectives for 2025, consider this ~33% growth and use it as a benchmark to shape SMART objectives.

How Saturated Is the AI Market?

Despite the influx of AI tools, the market remains far from saturated, at least in the coming year. In **2024**, **390,000 AI tools** were introduced globally, with this figure expected to increase to **420,000** in **2025**. These numbers reflect the dynamic and competitive nature of the AI space, with startups and established players developing innovative solutions across diverse industries.

From a geographic perspective (**Figure 1**), the **United States** is projected to lead with a market size of **US$66.21 billion in 2025**, followed by:
- China (US$45.45 billion);
- Japan (US$10.75 billion);
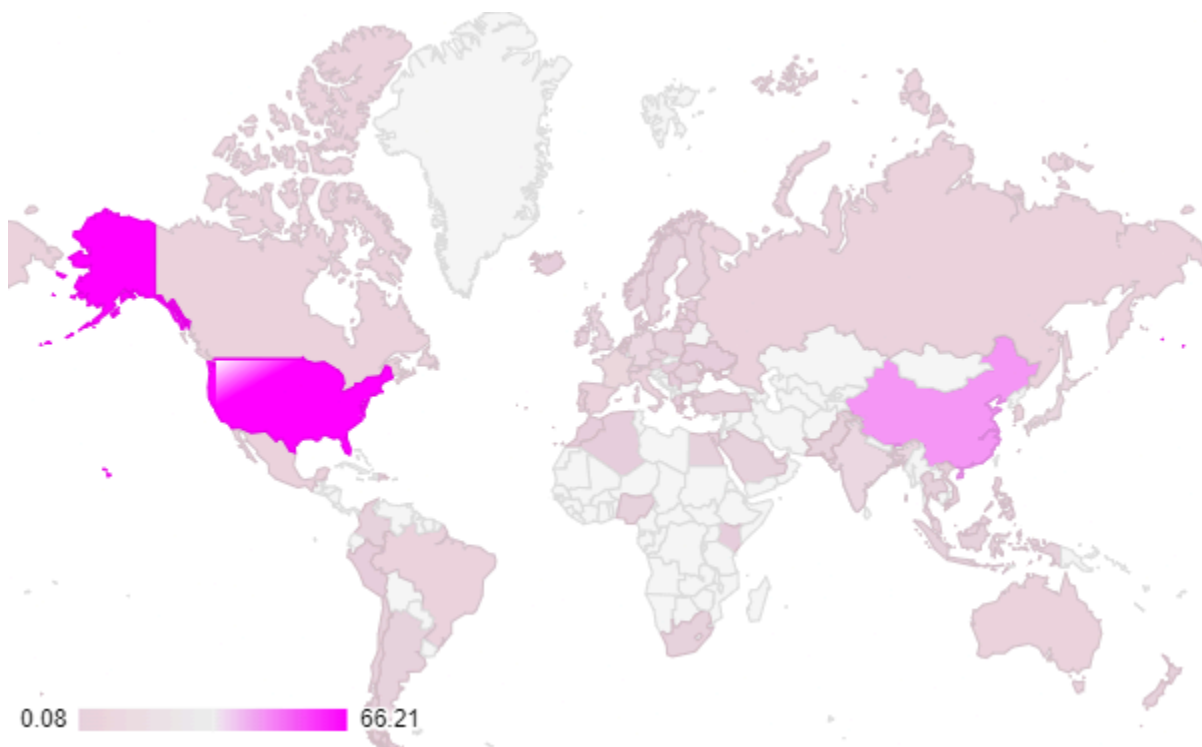- Germany (US$10.37 billion);
- and India (US$8.30 billion).

Figure 1. Global Comparison of AI Market Revenue in billion USD (US$)
Source: *Statista, 2024*

Businesses entering the AI market should analyze regional trends to identify markets with high potential but lower competition, such as India and parts of Europe. Companies should leverage strategic partnerships or acquisitions to navigate competitive environments in saturated markets like the US and China. **If you see yourself struggling to enter the market, the key ingredient is how you position your solution**, differentiating yourself on a specific problem or business solution.

From an industry perspective, the **healthcare sector continues to emerge** as a leader in AI adoption. However other industries are also greatly investing in AI solutions as shown in **Figure 2.**

Share of organization's digital budget allocated on analytical AI technology
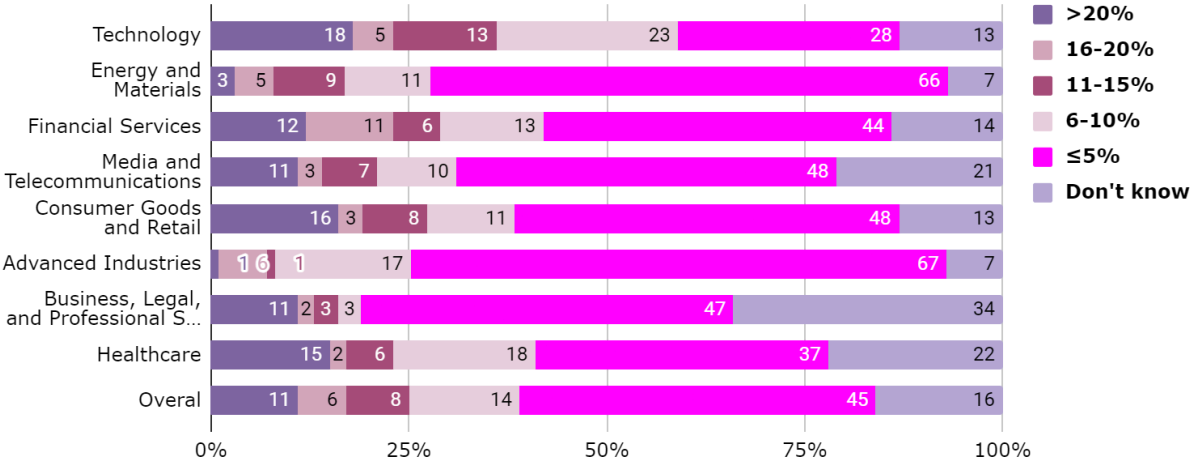
Figure 2. Share of organization's digital budget allocated on analytical AI technology
Source: McKinsey Global Survey, 2024; N=1363

Are you looking to enter the AI market but unsure where to start?
Newcomers need to decide whether to target the B2B or B2C market, as each operates under distinct dynamics. For example, in the B2B space, many companies are still in the exploration phase with AI solutions, meaning there isn't yet strong brand loyalty to specific AI tools. However, industry-specific AI expertise is crucial, especially in sectors with significant investments in AI, such as technology, retail, and healthcare.

Companies in healthcare and other high-growth sectors could focus on cross-disciplinary collaboration to maximize AI's transformative potential. From the business lifecycle perspective, Gartner predicts that by 2025, **39% of organizations worldwide will be at the experimentation stage** of AI adoption, and **14% will have moved into expansion stages.** These insights indicate that while AI's potential is widely acknowledged, many businesses are still exploring how best to integrate it into their operations.

2. GenAI Predictions for 2025

GenAI is one of the fastest-growing segments within the broader AI market, acting as a significant accelerator of AI adoption and innovation. This chapter delves into the business potential of GenAI, offering guidance to GenAI tool providers on how to identify key business opportunities, understand buyer profiles, and tailor strategies for attracting investors.

How Will GenAI Evolve in 2025?

If AI is experiencing a boom, GenAI is its most explosive catalyst. The GenAI market is projected to reach **US$62.72 billion** in **2025**, with a remarkable CAGR of **46.47% from 2024 to 2030**, culminating in an estimated market volume of **US$356.10 billion by 2030**.

The **geographical leaders** in this space remain similar to the broader AI market, with some notable shifts. The **United States** dominates with a market size of **US$20.29 billion**, while the **United Kingdom climbs into the third position** with **US$3 billion**. China continues its rapid adoption of GenAI, bolstered by government initiatives and a strong focus on innovation. This growth isn't just about advanced tech; it reflects cultural priorities for efficiency and large-scale impact.

Is GenAI Seen as a Long-Term Investment or just Cost by Investors?

GenAI is undeniably one of the most exciting areas in tech, but it's not without challenges—especially when it comes to proving its value to investors. By **2025**, **30% of GenAI projects are expected to be abandoned after proof of concept**. **Why?** It often boils down to four major hurdles:

Low-quality data leading to underwhelming results	**Soaring costs** that outpace initial budgets
Unclear risk management which can create compliance or ethical concerns.	**Vague business outcomes** making it difficult to justify continued investment

Source: Gartner, 2024

Investors are not just looking for the next "big thing"; they want solutions that show clear returns—even within the first year. While Generative AI is often marketed as a revolutionary force for businesses, many companies stumble when it comes to presenting a tangible financial impact.

Take **personalized virtual assistants**, for example. These can cost **US$5–6.5 million upfront**, with recurring yearly expenses ranging from **US$8,000 to $11,000 per user**. While such tools might not directly generate revenue, their value often lies in improving productivity, customer experiences, and long-term competitiveness. **The challenge?** Convincing investors that these indirect benefits are worth the hefty price tag.

So, what's the key to winning over skeptical investors?

When pitching a GenAI solution, it's crucial to address investor concerns with clarity and foresight. Focus on:

- **Transparent cost structures**: Clearly outline the initial and ongoing expenses to avoid any surprises. Investors appreciate a well-defined financial plan that reflects the true cost of development, maintenance, and scaling.
- **Quick wins with long-term value**: Highlight how short-term milestones lead to long-term ROI. While many investors expect early returns, they also want to understand how the project evolves into a sustainable, long-term asset.
- **Resilience through adaptability**: Acknowledge the broader macroeconomic impact, such as geopolitical, economical and environmental factors that might influence the project's trajectory. Investors value businesses that can pivot based on these factors, especially when considering risks such as inflation or political instability.
- **Clear ROI path**: While the GenAI market shows huge potential, investors want to see measurable value within a reasonable timeframe. Quantify the benefits, not just in terms of revenue, but also in productivity gains, customer satisfaction, and market differentiation.

If You're a B2B Software Provider Offering or Considering AI Solutions, Here's What You Need to Know:

Who Are Your Buyers and What Are Their Expectations?

Understanding your target audience is essential in the AI software space. Research reveals key insights into who is adopting GenAI and what drives their usage.

- **By Job Function**: **Marketing, sales, product** and **service development,** and **IT departments** are leading the charge when it comes to GenAI adoption.

- **By Job Title**: C-level executives are the most frequent users of Generative AI at work. Senior managers lead the adoption of GenAI both at work and outside work. Midlevel managers, in contrast, dominate the use of GenAI outside work.
- **By Generation**: Gen X leads the charge as regular users of GenAI both at work and outside work, showcasing their adaptability and willingness to embrace AI for personal and professional purposes. Baby Boomers and Millennials surprisingly take the lead in using GenAI exclusively for work-related purposes.

What are Businesses Investing in AI for?

Businesses are turning to AI solutions to **navigate economic challenges**, and the trend is gaining momentum. According to **Gartner**, 61% of companies plan to increase their technology budgets in 2024, with a significant **92% aiming to adopt AI-powered solutions in a cost-conscious environment**. This shift underscores AI's growing role in driving innovation, boosting efficiency, and enabling smarter, data-driven decisions.

In addition, **52% of buyers** are prioritizing **strategic software investments** aimed at improving business productivity and operational efficiency. The belief is clear: businesses that integrate AI tools can streamline operations, optimize resource allocation, and maintain a competitive edge even in tough economic conditions.

What Does Effective Targeting for a GenAI Tool Look Like?

A strong example of well-targeted AI market segmentation is the **B2B audience simulator tool**, **SaaSy**, launched in 2024. This tool is specifically designed for the SaaS B2B market, helping companies better understand their target audience—businesses that purchase B2B SaaS solutions—by simulating their opinions and preferences. In terms of segmentation, by job function **SaaSy** primarily targets marketers and by job title the tool focuses on C-level executives. Moreover, SaaSy is strategically positioned as a cost-effective solution—it's entirely free, a significant draw for organizations seeking value-driven tools without hefty upfront costs.

If You Haven't Entered the AI Software Market Yet, You Still Have Time – But Not Much.

For AI software providers still contemplating entry into the market, time ticking. According to **Gartner's predictions**, by 2027, **supply will exceed demand**, marking a tipping point for those who delay entering space. If you're not yet offering AI solutions, you still have a few years to act.

Generative AI is becoming an increasingly attractive feature for software buyers. By **2026**, **over 70% of independent software vendors** are expected to integrate GenAI into their offerings, a dramatic **increase from less than 1% in 2023**. This highlights the rapid shift toward AI-driven solutions across industries.

The most popular way businesses are adopting GenAI is through embedded functionality in existing applications like Microsoft Copilot for 365 or Adobe Firefly. **Latest research shows that** this is more common than other methods, such as customizing GenAI models with prompt engineering, training bespoke models, or using standalone tools like ChatGPT or Gemini.

3. Business opportunities in GenAI Solutions

Need for Domain-Specific Models

By **2027**, over **50% of GenAI models** used by enterprises will be tailored to specific industries or business functions, a significant leap from the **1% in 2023**. This shift reflects a growing appetite for domain-specific models that deliver precision and efficiency in targeted applications.

- Unlike general-purpose models, **domain-specific models require less computational power, making them more cost-effective and accessible**.

- They also **reduce risks such as hallucination** (when AI generates incorrect or fabricated outputs), a critical concern for businesses operating in high-stakes industries like healthcare and finance.

For businesses, this trend highlights an opportunity to develop AI models tailored to their sector or function. Investing in domain-specific GenAI solutions can yield higher ROI by aligning closely with organizational goals while optimizing resource usage.

Synthetic Data: The Game-Changer in Data-Backed Solutions

As access to real-world data becomes increasingly restricted due to cost, scarcity, or regulatory hurdles, synthetic data has emerged as a powerful alternative. **By 2026**, **75% of businesses** are expected to **use GenAI to generate synthetic customer data**, a dramatic rise from less than **5% in 2023**.

- Synthetic data empowers organizations to simulate real-world environments for tasks like product development and prototyping.
- It plays a pivotal role in regulated industries, allowing for testing and innovation without breaching privacy regulations.
- Applications extend to fast prototyping for software, digital, and hybrid experiences, accelerating time-to-market.

Leveraging synthetic data is especially vital for industries facing data constraints, enabling them to test and refine strategies with minimal risk.

Addressing Environmental Concerns: The Sustainability Challenge

The rapid adoption of GenAI has brought its environmental impact into sharp focus. Training and deploying AI models require immense computational resources, often resulting in significant energy consumption and emissions.

- Public scrutiny and regulatory pressure are driving companies to adopt green computing techniques and optimize energy use.
- **By 2028**, **30% of GenAI implementations** will integrate energy-conserving computational methods as part of broader sustainability initiatives.

- Companies are exploring renewable energy and eco-friendly infrastructure, both for on-premises and cloud-based AI deployments.

As sustainability becomes a competitive differentiator, businesses must incorporate green practices into their AI strategies. This includes investing in energy-efficient infrastructure and ensuring AI adoption aligns with CSR goals.

Closing the Gender Gap in GenAI Adoption

The adoption of GenAI among women is accelerating at an unprecedented rate. In the **U.S.**, **women's usage of GenAI tripled** in the past year. **By the end of 2025**, **women's experimentation with and usage of GenAI is predicted to match or exceed men's usage**.

- Globally, adoption parity will vary, with some regions closing the gap by 2025, while others may follow by 2026.

This shift represents a significant opportunity for businesses to address diverse user needs and preferences, enriching GenAI applications with broader perspectives.

The Emergence of AI Agents

AI agents—autonomous software systems capable of executing tasks with minimal human intervention—are on the rise. **By 2025**, **25% of enterprises** using GenAI are expected to deploy AI agents, with adoption projected to double to **50% by 2027**.

- These agents are becoming critical for automating routine processes, enabling organizations to focus on strategic objectives.
- Innovation in this space is being driven by both startups and tech giants seeking new revenue streams, underscoring the competitive nature of the GenAI market. Businesses should assess the potential of AI agents for automating operational tasks, reducing costs, and enhancing productivity. Early adoption could provide a competitive edge, especially as the market becomes more saturated.

4. How AI is Reshaping Consumer Experiences and Trust

AI continues to dominate as a transformative force in both B2B and B2C markets. In the consumer landscape, GenAI is revolutionizing the way individuals shop, learn, and interact, offering unparalleled convenience and personalization. Consumers have moved from traditional and even "on-the-go" shopping to an era where AI delivers tailored experiences instantly. Beyond convenience, AI is also reshaping how knowledge is accessed and utilized. However, despite its benefits, the limitations of GenAI, particularly around misinformation and hallucinations, remain critical challenges.

How Do Consumers Perceive the Trustworthiness of AI?

Public opinion on GenAI is divided. According to **Euromonitor** (2024), **43% of consumers find GenAI trustworthy**, but skepticism lingers. A **YouGov** study conducted in 2024 revealed shifts in perception:

- **More positive: 32% of consumers** feel better about GenAI compared to 2023, with men (36%) leading this sentiment over women (28%).
- **More negative: 22% report growing skepticism**, particularly among Americans (40%), Britons (32%), and Canadians (30%).
- **No change: 31% of respondents**, especially in Nordic countries like Denmark and Sweden, say their views remain steady.

What Role Does AI Play in Enhancing Shopping Experiences?

AI-driven shopping tools are widely appreciated for their ability to enhance personalization. **Relevant product recommendations** top the list of benefits, showing a strong consumer demand for tailored experiences (**Figure 3**). However, **human touch remains essential**, as only **19% of consumers** feel comfortable relying solely on bots for complex customer service needs.

This underscores the importance of blending technology with empathy in the shopping journey.
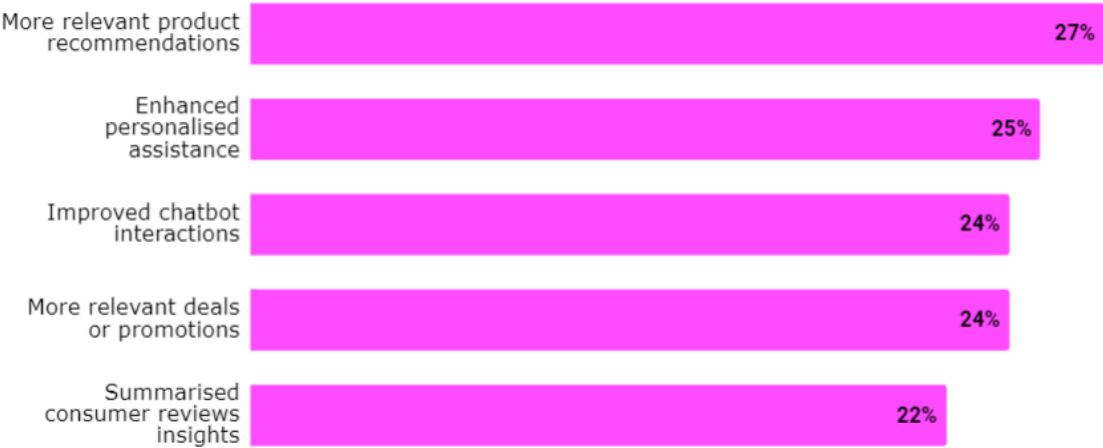
Benefits of Shopping with GenAI

More relevant product recommendations	27%
Enhanced personalised assistance	25%
Improved chatbot interactions	24%
More relevant deals or promotions	24%
Summarised consumer reviews insights	22%

Figure 3. Share of digital consumers' perceived benefits of shopping with GenAI

Source: Euromonitor International, Voice of the Consumer: Digital Consumer Survey, fielded March to April 2024

How Can Businesses Integrate AI While Preserving the Human Touch?

AI is increasingly used to enhance productivity, personalization, and customer experience, particularly in areas like shopping, where consumers prioritize convenience. However, while AI is essential for efficiency, the human touch remains crucial throughout the customer journey. AI can help automate tasks and analyze data, but human interaction is needed to understand emotions and psychological needs. To successfully integrate AI and human touch, businesses must conduct thorough consumer behavior research to gain insights into their audience's emotions and preferences. This approach allows businesses to use AI strategically, ensuring that human empathy is maintained where it matters most.

How is AI Viewed on Social Media?

Social sentiment around AI remains **largely positive**, especially for solutions that demonstrate real-world impact. Innovations like **GraphCast** (DeepMind's AI weather forecaster) and **Claude 2.1** by Anthropic were praised for their functionality, reflecting a preference for AI tools that deliver tangible benefits .

Building trust and enhancing customer experiences are essential priorities for businesses integrating AI into their consumer-facing strategies. Addressing trust concerns requires transparency about how AI tools mitigate misinformation and deliver reliable, accurate outcomes. By openly communicating these safeguards, businesses can foster greater confidence among their users.

At the same time, companies should aim to strike a balance between AI-driven personalization and human interaction. While AI excels at tailoring shopping experiences through features like relevant product recommendations, human support remains indispensable for addressing complex customer needs. A thoughtful blend of technology and empathy can significantly improve customer satisfaction and loyalty.

Moreover, businesses should focus on demonstrating the tangible benefits of their AI solutions. Highlighting practical applications, such as improved forecasting or task automation, can align with consumer expectations and reinforce positive perceptions of AI. Additionally, by leveraging data insights from user behavior, companies can refine their AI tools to deliver even more accurate and personalized experiences over time.

5. Navigating AI Policy and Regulation

The rapid evolution of AI technologies introduces not only immense opportunities but also significant challenges and risks, necessitating robust regulatory frameworks to ensure ethical and safe deployment. While AI has become a cornerstone of innovation strategies for many organizations, **less than half of CIOs feel adequately prepared to address its potential threats**. Moreover, research shows that **75% of CROs** highlight the **reputational risks AI poses**, underscoring the critical need for governance in this space.

AI's risks extend beyond organizational boundaries, affecting individual privacy, data security, and autonomy. Recent reports reveal a concerning trend: in 2023, **incidents involving AI-related ethical issues increased by over 30% compared to the previous year**. Privacy violations and unconsented data usage top the list of concerns globally, alongside challenges around transparency. Research results show that **nearly half of surveyed organizations recognize the importance of explainability in AI systems**, but **only a fraction have implemented measures to achieve it**, with most falling short of full operationalization.

In response to these risks, governments and regulatory bodies are stepping up to set clear guidelines. The **European Union's Artificial Intelligence Act (AI Act)**, which came into force in **August 2024**, is a pioneering framework designed to ensure AI is developed and deployed responsibly. Its risk-based classification system balances innovation with safeguards:

- **Low-risk applications**, such as AI for entertainment or spam filters, face minimal obligations but are encouraged to adopt voluntary standards.
- **Transparency requirements** apply to systems like chatbots, which must disclose their automated nature, and AI-generated content, which must be labeled clearly.
- **High-risk AI**, including applications in healthcare and recruitment, must meet stringent criteria around data quality, risk management, and human oversight.

- **Banned systems**, like AI-driven social scoring, are prohibited due to their threat to fundamental rights and freedoms.

This legislation aims to protect citizens while fostering a secure and innovative AI landscape. For organizations, adapting to these regulations isn't just about compliance—it's an opportunity to build trust with consumers and stakeholders by demonstrating a commitment to ethical AI practices.

As the global conversation around AI regulation evolves, businesses must proactively engage in shaping and adhering to policies that prioritize transparency, fairness, and accountability. By doing so, they can turn regulatory challenges into a foundation for sustainable growth and innovation.

What is the takeaway for you as an AI tool provider?

A closer look at research from various sources reveals a clear contradiction. While many companies express interest in investing in AI, they also show resistance due to concerns about reputational risks, such as misinformation. This presents an opportunity for AI providers to address these concerns by offering transparent information about the accuracy of AI-generated answers, statistical validation for synthetic data, and the results of thorough testing. By doing so, you can build trust and enhance the perceived reliability of your AI tool, establishing a stronger position in the market. Additionally, clearly demonstrating compliance with necessary regulations helps mitigate perceived risks, increasing the likelihood of adoption and fostering a loyal customer base.

6. The biggest AI trends in 2025

AI is everywhere, reshaping industries, sectors, and business operations in ways we couldn't have imagined just a few years ago. Its reach is universal, and its influence is only growing stronger.

Through careful analysis of the latest insights, **we've pinpointed nine key AI trends** that will shape the landscape in **2025**:

- Demand for Synthetic Data
- Automated Insights
- Real-Time Data
- Data Trading Markets
- Behavior Data as the New Gold
- Automation & Infrastructure Development
- The Rise of Micro LLMs
- The Beginning of A2A (AI-to-AI Communication)
- Generative AI in Government

1. Demand for synthetic data

The **first half of 2024** faced one of the biggest waves of **data privacy regulations** and personal data protection in recent years. While these initiatives came mostly from the EU, Google played a huge role in personal data protection and data privacy policy measures. This trend will continue to accelerate due to concerns over data breaches and advancements in generative AI. Such measures are mandatory to proactively evolve with AI and technological advancements, as well as to regulate data usage and protect user data.

Information is one of the most valuable assets we, as humans, have controlled over the centuries, and its value is increasing more rapidly than ever before. However, since data regulations are highly restrictive, the **shift towards synthetic data usage and adoption** will become **a new** and **affordable trend for many businesses in 2025**.

Market intelligence companies are competing fiercely in this emerging field. Several AI personas and AI research methods work with synthetic data, but the majority of these companies still rely on primary research, meaning they still need actual data from humans through surveys or interviews to replicate it synthetically. This means that these companies offer new methods at a high cost. Primary research still requires an investment of around **€20,000 to €60,000**, and only after that can synthetic data and methods be applied to replicate the primary research, which increases the cost by another €35,000 to €51,000, depending on the research company.

One of the most emerging companies that **makes synthetic data accessible and affordable** is **Enaks Market Intelligence**, which uses multi-layer data integration to develop synthetic data at a much lower cost by combining custom primary research or secondary research, industry statistics, and community-generated insights with generative AI to replicate consumer behavior data with greater accuracy. A great example of their approach is **SaaSy**, which is provided **for free on their website**. **SaaSy** is an **AI persona simulator** that **helps companies in the SaaS industry generate synthetic data from their ICP** with around **96% accuracy**, based on the latest statistical validation from Enaks Market Intelligence, and **includes over 200 stats** and **research** from across the globe.

Synthetic data is a completely new trend that will have a huge impact on how we operate businesses, from marketing to sales, and even in product development.

2. Automated insights

Analysis-related tasks have always been **somewhat neglected** or less focused on in many organizations, as they **do not provide direct financial benefits** but rather an overview and **diagnostic of our business and direction**. We use analysis to detect certain **patterns**, identify **gaps**, and better understand how our business operates from both a micro and macro standpoint. Analysis—whether it's marketing, business operations, sales, CX, CS, etc.—is a challenging task that requires a deep understanding of statistics, data modeling, and large-scale model interpretation. Because of this, and due to the lack of human resources and time, many analyses and reports are full of errors that can lead our decisions down paths that could damage our business.

Because of these challenges, the **automation of insights** has become a main **target** for **2024** and **2025**. Many AI models are trained specifically for this purpose, like Claude Sonnet 3.5 from Anthropic, which we still consider one of the best AI models for data analysis and modeling. Many software platforms launched since 2023 and focused on implementing automated insights into their product development roadmaps, with varying degrees of success.

Are we in an era where we can consider this done? Not necessarily. Due to the nature and complexity of data analysis from many perspectives, we can't consider this step complete in 2024, and in many cases, it won't be fully achieved in 2025 either. All of the current AI models are still not capable of performing complex data analysis and modeling without human involvement. Taking into account how businesses are operating in the tech field, this won't be fully achieved yet. The good news is that by early 2025, certain models and software using current AI technology will be able to almost fully perform basic analysis with minimal error margins.

3. Real time data

2024 was a pretty challenging year, not just for businesses but for politicians too. It was also the biggest election year that our modern democracy has faced in an unprecedented way. All of these factors taught us a very important lesson: **real-time data is non-negotiable**.

We all see how **real-time information** can save us from making big mistakes, and social listening, as well as community-generated insights and analysis, will see a huge rise. While it sounds promising and many businesses have these features in place in one way or another, like OpenAI's ChatGPT, Perplexity.ai, and many others, this technology is still not 100% there yet due to the vast amount of data that needs to be collected and processed. The biggest gap for many businesses is time.

The biggest challenge for businesses remains **time**—the race to analyze data in real-time without sacrificing accuracy. Addressing this gap will require not just **better tools**, but also a **shift in how organizations prioritize and integrate real-time data capabilities**. Those who master this balance will have a distinct edge in navigating the complexities of an increasingly fast-paced world.

4. Data trading markets

Data monetization will reach new heights in 2025 and 2026. Data-commerce and **data trading** will boom in the coming years, and digital footprints will become harder to obtain due to the data regulations.

Therefore, **data selling markets will gain significant focus** across many industries. Besides data trading, personal data monetization will gain new attention, and AI-generated outputs will play a crucial role in data trading and data interpretation.

5. Behavioral data will be the new gold in 2025

Consumer behavior data that focuses **on hidden insights**, such as sentiment analysis, psychological factors, personal motivation, social listening, and so on, **will become the new norm in data analysis and marketing**. A big reset is coming to the field of digital marketing, and a **rebirth of traditional marketing methods will rise in 2025**.

In 2024, many businesses realized that consumer insights provided from a digital marketing standpoint—something we've been used to for more than 15 years—are just not enough and no longer offer a competitive advantage. We will witness a new renaissance of marketing intelligence and consumer behavior research in 2025, and marketing intelligence companies will take over digital marketing agencies.

This new era of marketing will bring a fresh perspective for many businesses, with emotional-led tactics based on solid and fact-based consumer behavior data, requiring highly skilled data analysis, data modeling, and statistical analysis.

6. Automation & Infrastructure Development

In **2024**, the **CEO of OpenAI**, **Sam Altman**, said that in the near future, **we'll witness billion-dollar companies powered by just one or a couple of people**. More precisely, he mentioned, *"In my little group chat with my tech CEO friends, there's this betting pool for the first year that there is a one-person billion-dollar company. Which would have been unimaginable without AI and now will happen."*

This claim can't be achieved without two important elements: **AI** and **automation**. These two key players will highly shape the way we operate and cooperate with businesses. While automation has always played an important role for businesses, in 2025 we'll see a higher demand for this trend.

From marketing automation to business operations, automation and generative AI will be a major focus of business investment for many organizations, with no exceptions.

7. The Rise of Micro LLMs

While giants like Anthropic, Google, Meta, Windows, and OpenAI lead the development of traditional LLM, **smaller models are getting more attractions** from small and medium sized enterprises. Big models are intriguing but **Micro LLMs** are more attractive for many businesses who are looking to invest in generative AI.

Micro LLMs simplify implementation and reduce computing demands, making advanced AI accessible to companies previously deterred by high costs or complexity. These tailored models offer better performance, greater accuracy, and fewer hallucinations. Their compact design minimizes environmental impact, strengthens data control, and enhances cybersecurity, enabling deployment in localized, segmented network environments with diverse security requirements.

8. The Beginning of A2A

The high demand for automation and the rise of Micro LLMs are gradually creating a completely new business model: **A2A** (Agent-to-Agent), which reflects **interactions between AI agents and other autonomous systems**.

As we develop increasingly complex and interconnected AI agents, the need for these models will grow significantly. The **focus** of this emerging model will be on **how AI agents communicate**, **negotiate**, and **collaborate** with one another to accomplish tasks or deliver value. Autonomous decision-making and real-time data exchange will play a crucial role in this model.

Task delegation and feedback loops will also be essential components when discussing practical applications of A2A.

Examples of A2A Interactions:
- **Supply Chain Management**: AI agents handling logistics communicate with warehouse inventory systems to manage stock levels and optimize delivery schedules in real time.
- **Financial Services**: One AI system analyzes risk, while another evaluates market conditions, communicating directly to adjust investment portfolios.
- **E-commerce**: AI chatbots from various platforms collaborate to enhance cross-platform customer experiences, such as order tracking and price matching.
- **Healthcare**: Diagnostic AI communicates with treatment planning AI to optimize patient care.

For A2A to function effectively, an extremely stable ecosystem is required. This includes technologies such as APIs, interoperability standards, multi-agent systems (MAS), and federated learning.

A2A has the potential to redefine workflows across industries, particularly as AI evolves from isolated tools into interconnected networks of agents working collaboratively.

9. Generative AI in government

As AI continues to shape the landscape in 2025, the focus on **AI governance and ethical AI solutions has become a cornerstone of technological innovation**. With artificial intelligence playing a transformative role across industries, companies are increasingly adopting frameworks to ensure transparency, fairness, and accountability in their AI systems.

A major challenge for this year's IT advancements is addressing **biases in AI algorithms**. Organizations are tackling this by implementing rigorous auditing processes and adopting inclusive data strategies to reduce disparities in **AI-driven outcomes**. Ethical AI efforts also include environmental considerations, with a push toward reducing the carbon footprint of AI models through sustainable computing practices.

Another significant development is the emergence of AI governance frameworks designed to **regulate how AI is built**, **deployed**, and **managed**. Governments and industry leaders worldwide are collaborating to establish standardized guidelines that balance innovation with societal well-being.

By embedding ethical principles into their operations, businesses not only minimize risks but also build trust with stakeholders, paving the way for long-term success in the rapidly evolving tech landscape of 2025.

AI Trends 2025: Frequently Asked Questions

What are the key AI trends to watch for in 2025?

- AI governance, ethical AI, synthetic data usage, and advanced automation are expected to shape the business landscape in 2025.

How will AI impact businesses in 2025?

- AI will revolutionize business operations by enhancing data analysis, improving decision-making, and automating complex tasks, resulting in significant efficiency and cost savings.

What is the role of AI in data privacy and governance in 2025?

- As data privacy regulations tighten, AI will play a crucial role in helping businesses comply with these rules while ensuring transparency, fairness, and accountability in their systems.

How can businesses mitigate AI biases in 2025?

- Organizations are focusing on inclusive data strategies, robust auditing mechanisms, and developing ethical AI frameworks to address biases and ensure fairness in AI algorithms.

What is synthetic data, and why is it important for businesses in 2025?

- Synthetic data is artificially generated data that mimics real-world data. It helps businesses address data privacy concerns while enabling more affordable and scalable solutions for data analysis.

How will automation and generative AI transform marketing in 2025?

- Marketing automation, combined with generative AI, will streamline processes, enhance customer insights, and enable more personalized and efficient marketing campaigns.

Can AI models fully replace human involvement in data analysis by 2025?

- While AI models are advancing, complex data analysis and modeling still require human expertise. However, by 2025, AI will be able to perform many basic analyses with minimal error margins.

What challenges do businesses face with AI and automation in 2025?

- Businesses will face challenges related to the integration of AI with existing systems, data privacy regulations, the complexity of AI models, and the high costs of implementing AI-driven solutions.

How will AI affect job roles and employment in 2025?

- AI will automate many routine tasks, but it will also create new job opportunities in AI development, data analysis, and ethical AI governance, requiring a shift in workforce skills.

What industries will benefit the most from AI advancements in 2025?

- Industries such as healthcare, finance, retail, marketing, and logistics will see significant advancements due to AI's ability to enhance decision-making, optimize operations, and improve customer experiences.

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