



PRESS RELEASE

Ipsos Unveils Key Challenges for Hong Kong Workforce: Lagging Confidence and a Gendered View of AI

New analysis from Ipsos expert highlights a critical confidence deficit among employees and encourages business leaders to address the dual impact of AI on efficiency and gender equality.

Hong Kong, 31 July 2025 - [Ipsos](#), one of the world's leading market research companies, has released new expert analysis on the pressing issues shaping the future of work in Hong Kong. Drawing from a series of in-depth interviews with Hong Kong Business, **Javier Calvar, Head of the Customer & Employee Experience Practice at Ipsos in Hong Kong**, identifies a significant gap in employee confidence and explores the complex, gendered perceptions of Artificial Intelligence (AI) in the workplace.

The analysis reveals that employees in Hong Kong show markedly lower confidence in their organisations' future compared to the global average. This is attributed to two core issues: a low level of trust in business leaders, with only 37% of Hongkongers expressing trust versus 44% globally, and a wider societal pessimism, where only 33% of residents feel optimistic about Hong Kong's future.

"This confidence gap isn't just a statistic; it's a critical business risk," says Calvar. "It's shaped by a confluence of low trust in leadership and broader socio-economic anxieties. We see similar trends in other East Asian economies like Japan and South Korea, but the challenge for Hong Kong is to cultivate a unique and resilient workplace culture. While global organisations may have more resources, trust in leadership is about competence, passion and genuine care, not company size."

The research also delves into the impact of AI, uncovering a notable gender disparity in how it is perceived. While both men and women are optimistic about AI's potential to make their jobs easier, women in Hong Kong – especially those in senior roles – express significantly higher concern about job redundancy.

"We're seeing a 'confidence gap' in how women perceive their ability to adapt to AI," explained Calvar. "This is compounded by the concentration of women in roles more susceptible to automation and a perceived vulnerability when balancing career and family life. It's a critical issue that, if left unaddressed, could inadvertently widen the gender gap at work."

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GAME CHANGERS 



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Ipsos outlines a clear, actionable roadmap for business leaders to not only rebuild confidence but also to harness AI as a tool for equality. Key recommendations include:

- Transparent communication: Open discussion on AI's impact, addressing fears, and explaining the company's future vision.
- Inclusive AI development: Ensuring diverse AI development teams.
- Targeted upskilling: Offering skills assessments and tailored training programmes in AI-related skills, alongside mentorship.
- Supportive environment: Providing flexible work arrangements, employee assistance programmes, and promoting work-life balance.

"The message for leaders is clear," Calvar concluded. "The challenges of employee confidence and AI integration are intertwined. By proactively addressing these issues – through transparent leadership, targeted upskilling, and using AI as a force for equality – Hong Kong businesses can not only boost morale but also build a more resilient, inclusive, and future-ready workforce."

To find out how Ipsos can help you optimize employee engagement in your organisation, contact Javier Calvar at javier.calvar@ipsos.com

ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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