

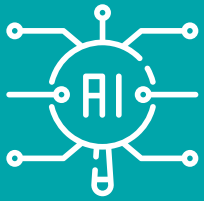
# ARTIFICIAL INTELLIGENCE

## ADOPTION BY EUROPEAN BUSINESSES



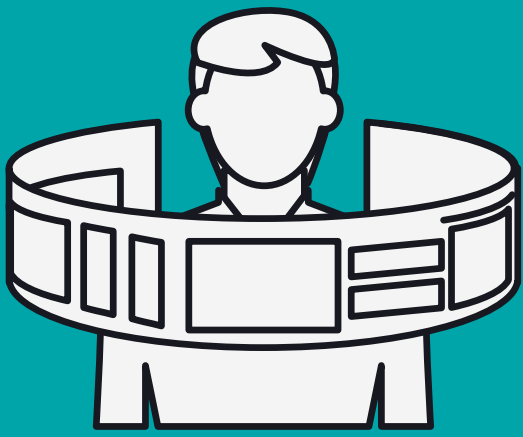
A STUDY PREPARED FOR THE EUROPEAN COMMISSION  
DG COMMUNICATIONS NETWORKS, CONTENT & TECHNOLOGY

### AI awareness



78%

"In general, would you say you know what Artificial Intelligence is?"



### Top 3 AI technologies adopted

Process or equipment optimisation

1

Anomaly detection

2

Process automation

3

For more details, you can have access to the report here:  
<https://www.ipsos.com/en/european-enterprises-and-ai-technologies>

### AI adoption

Adopters



42%

At least 1

25%

At least 2

Non Adopters



18%

Not using but planning to

40%

Not using - not planning

"What is the current state of adoption in your firm for [AI technologies]?"

### Company size among adopters

Large (250+)

Micro (5-9)

38%

21%

22%

Small (10-29)

29%

Medium (50-249)

### Top 4 obstacles to AI adoption



57%

Difficult to hire new staff with the right skills



52%

The cost of adoption



49%

The cost of adapting operational processes



45%

Lack of skills among existing staff

"Artificial intelligence software or systems can be acquired via different sources. Which of the following have been used? Please confirm all that apply >

In addition, for those who would like to reach out to our team, please contact [Christine.Tresgnie@ipsos.com](mailto:Christine.Tresgnie@ipsos.com)

GAME CHANGERS

