

What's next in AI?

2025 trends and predictions

About the **speakers**



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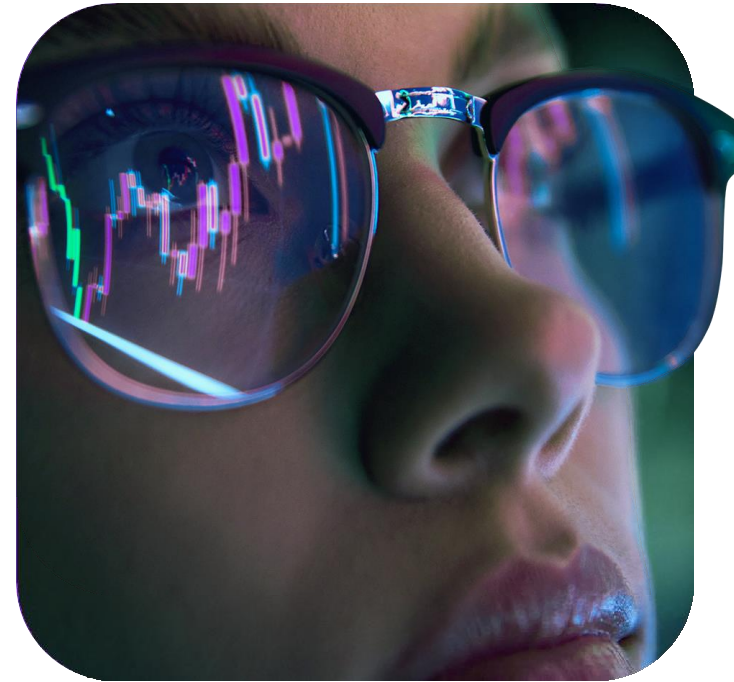
Agenda



Introduction:
AI Trends in 2025



Spotlight:
eCommerce



Spotlight:
Finance



Spotlight:
Advertising & Media



Key
Takeaways

827

billion US\$

Estimated AI market size in 2030

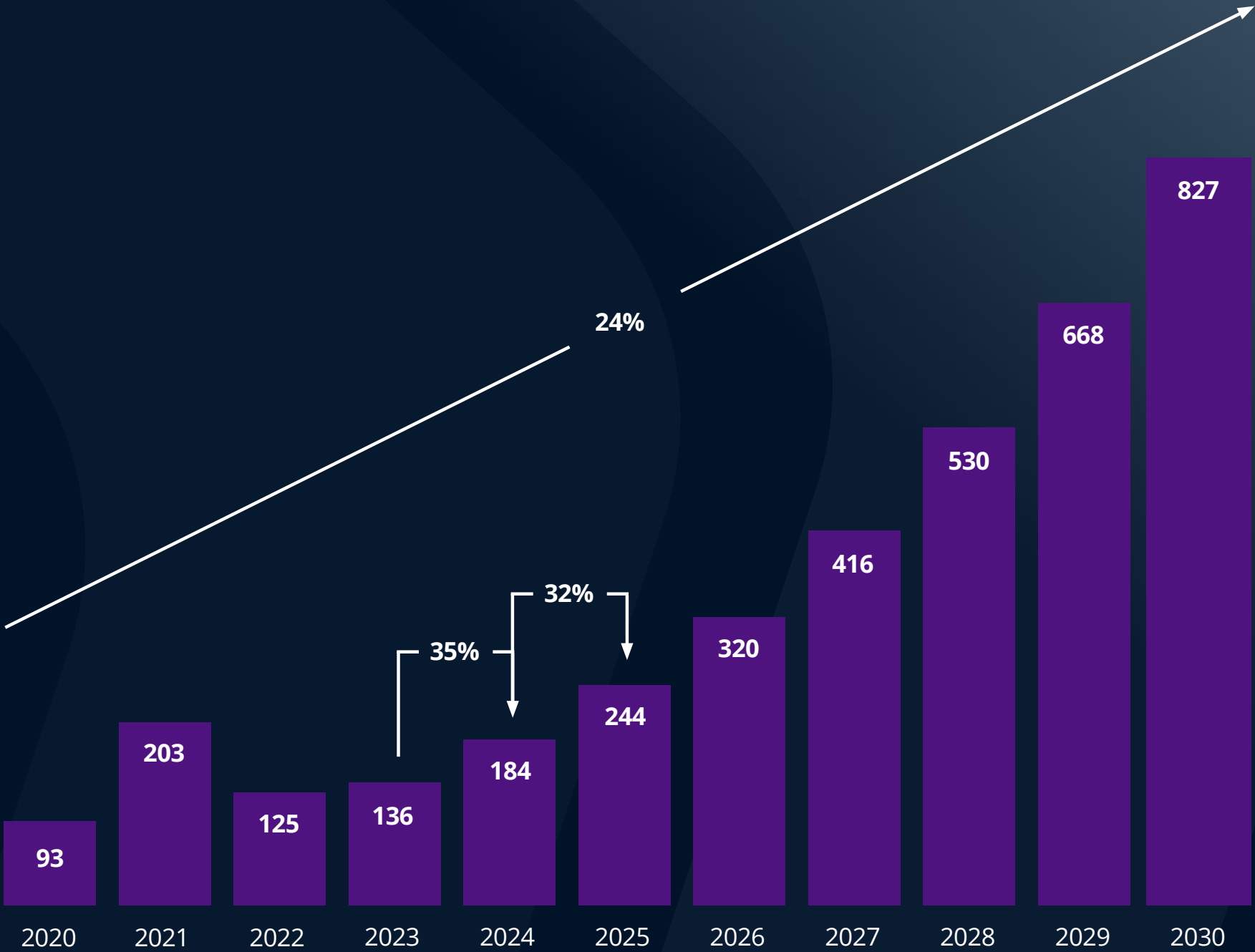


Today's public cloud market (US\$69bn)

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

Today's GDPs of Sweden, Ireland, Belgium

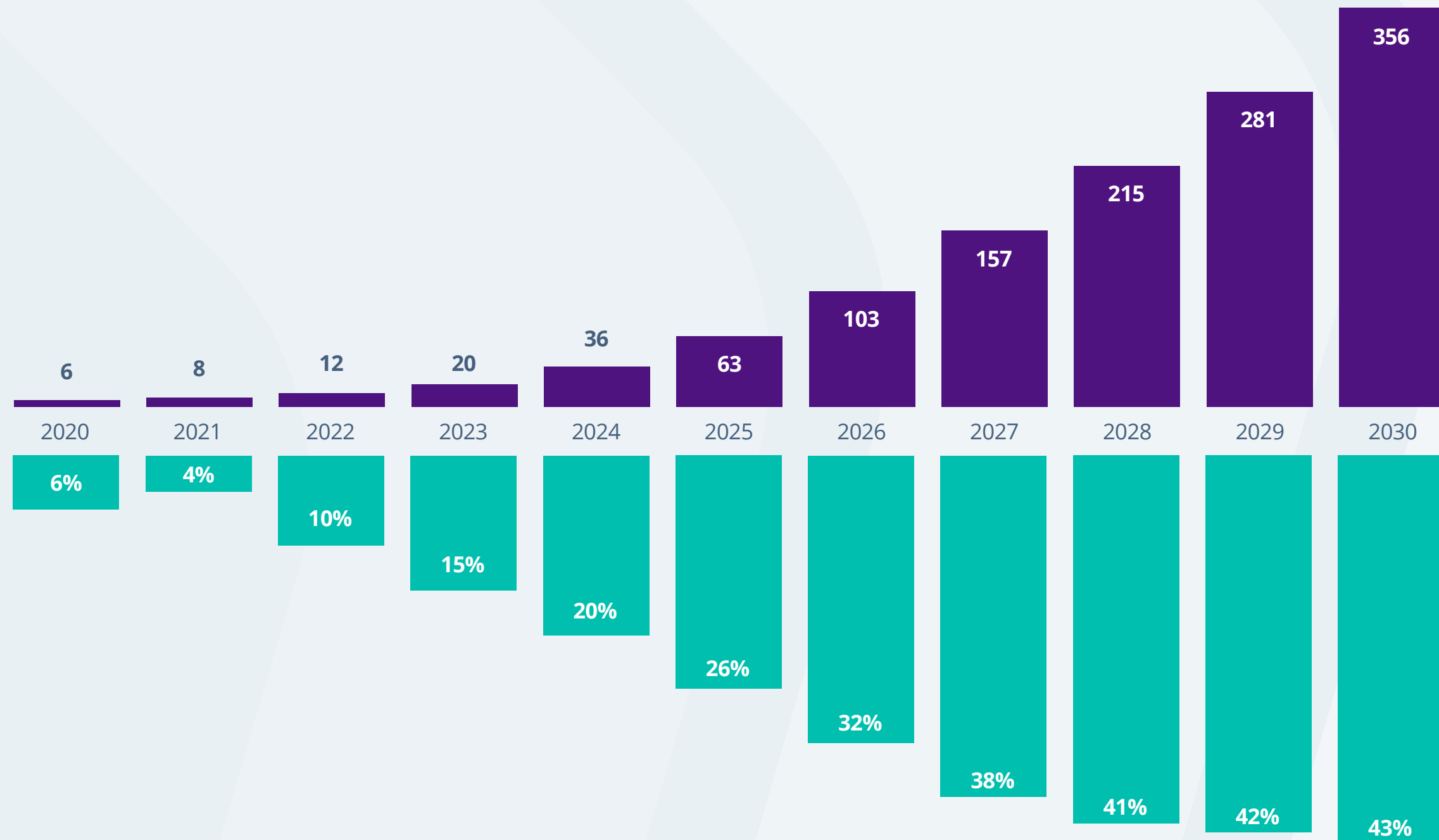
Total AI market size in billion US\$, 2020-2030



TREND 1

The new AI standard

Generative AI market size and share from total AI market, 2020 to 2030



Traditional AI:

static set of rules enabling a task to be performed

Generative AI:

probabilistic model of the of connections between elements within massive collection of similar data



TREND 2

The AI **race**

We know:

creating an “AI moat” (sustainable advantage) is a crucial strategic imperative for big tech firms and AI startups.

We don't know:

the mid- to long-term outcome of this race:

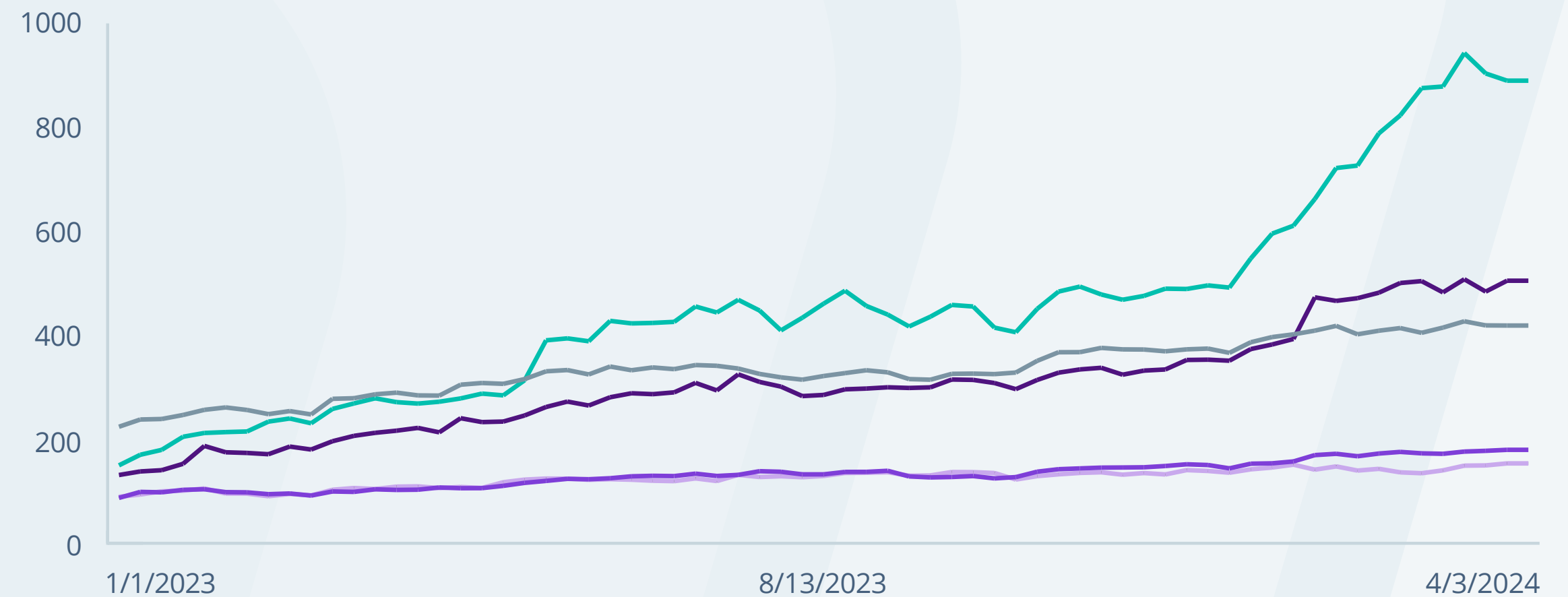
- Convergence
- Specialization
- Consolidation



AI Trends in 2025
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Stock prices of big tech companies from January 1, 2023 to April 3, 2024



Impact on labor market expected from AI from 2023 to 2027



TREND 3

Reskilling for the **next era**

40%

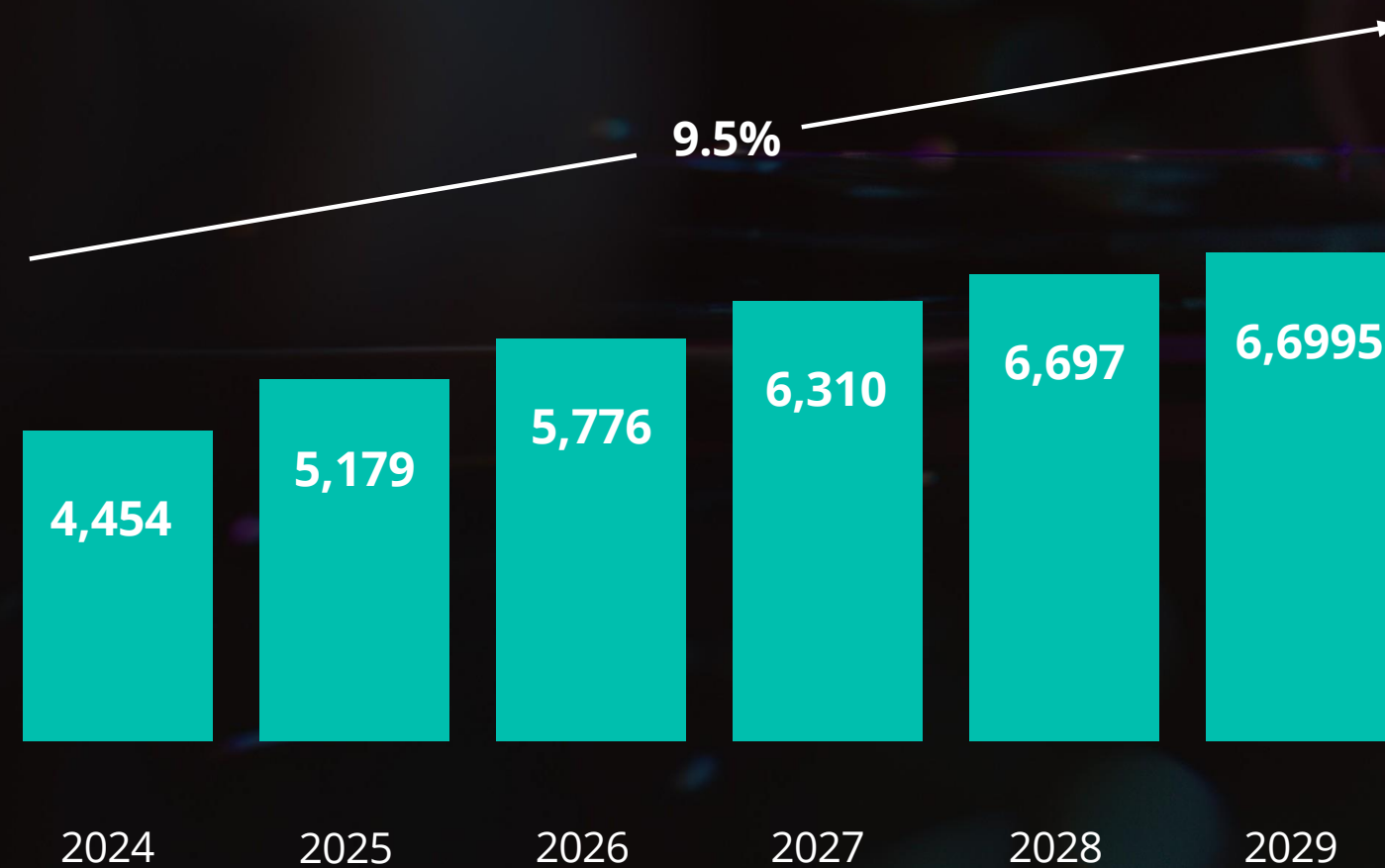
of workers will need to reskill as a result of AI and automation

However, many uses for generative AI still require human input and/or oversight to be effective



Spotlight: eCommerce

Forecasted eCommerce revenue worldwide, 2024 to 2029



These are [the sources](#)



30%

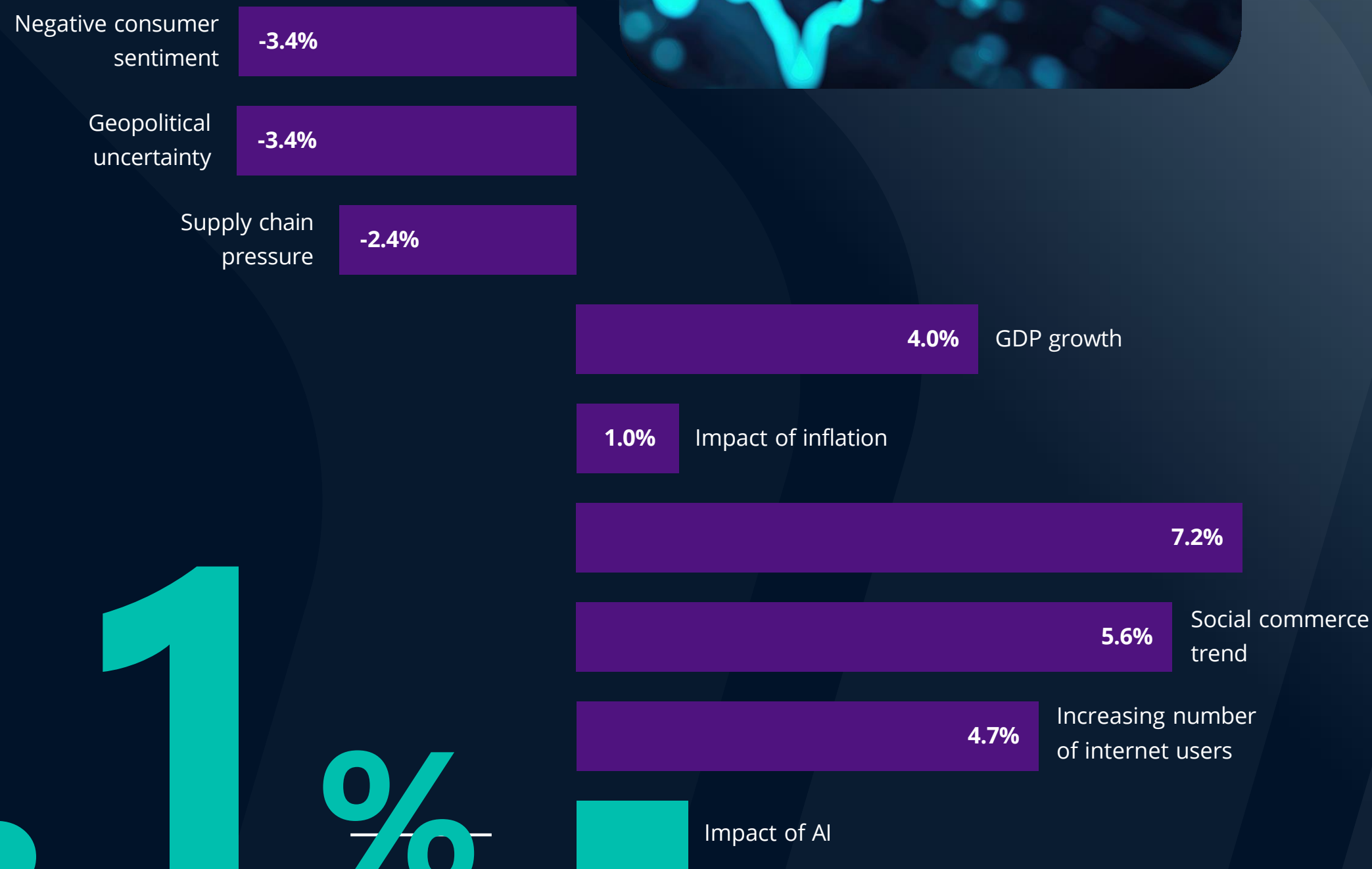
of eCommerce businesses have already integrated AI into their operations in 2023.

1.1%



Trends in 2025
eCommerce
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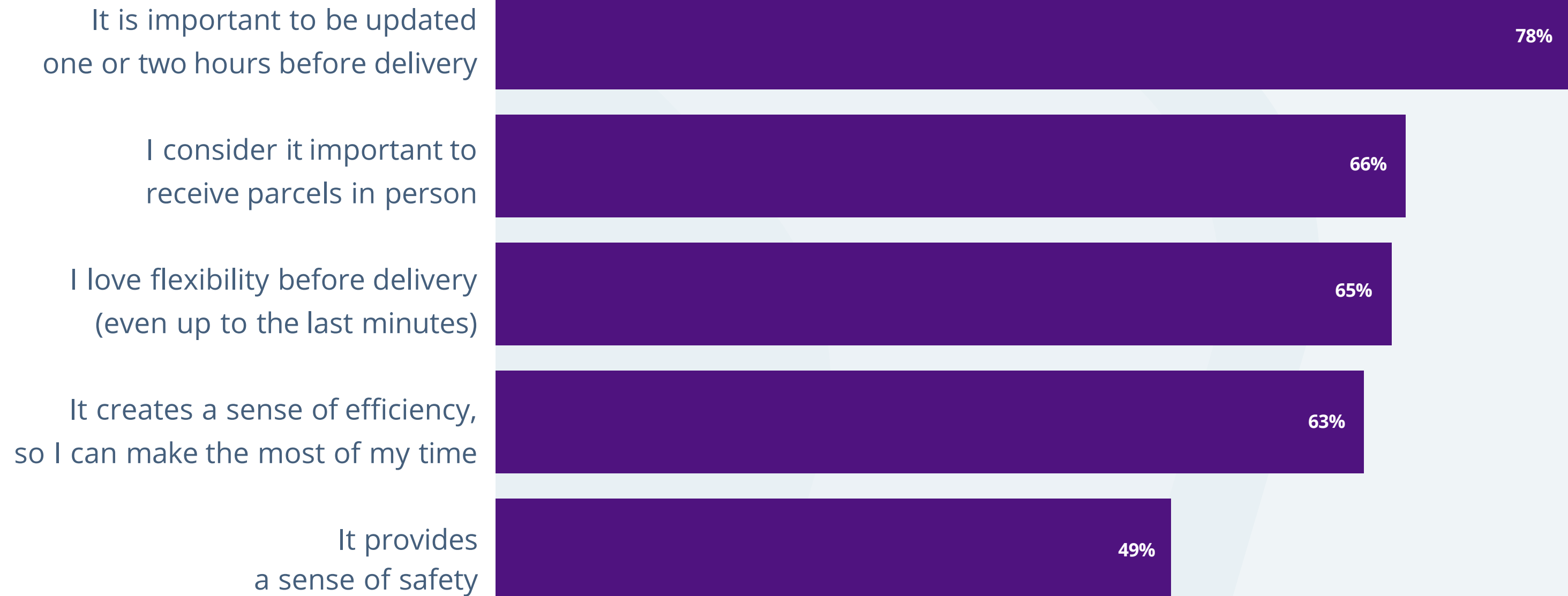
Market drivers for revenue change in eCommerce, between 2023 and 2024

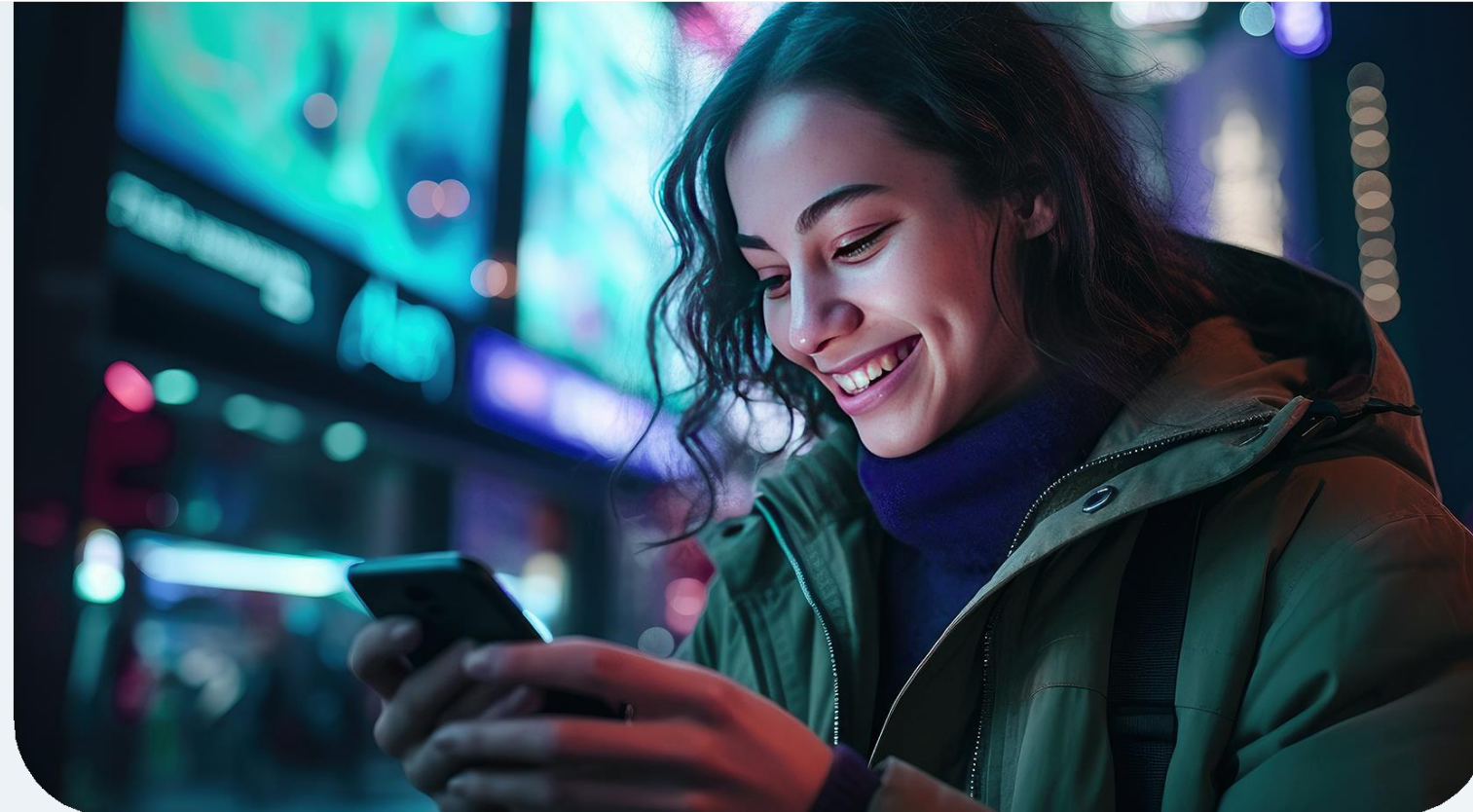


TREND 1

Click, track, **AI deliver**

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



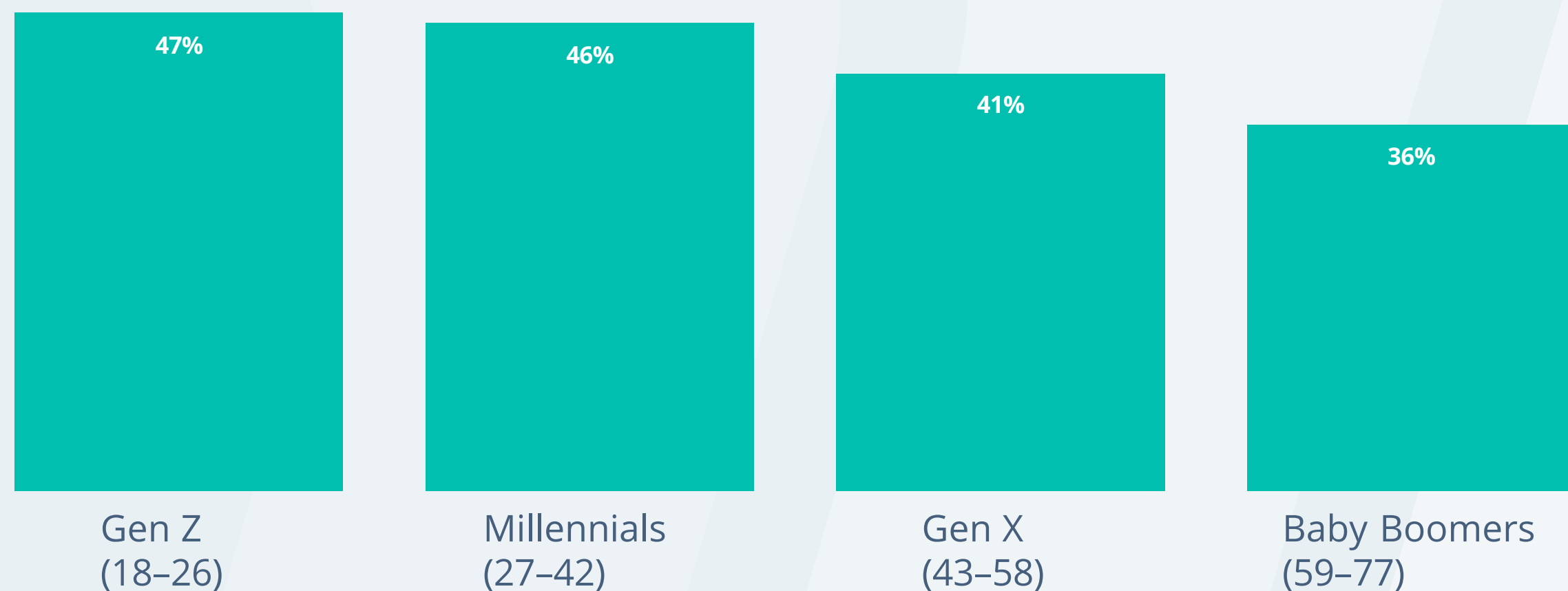


TREND 2

EQ commerce

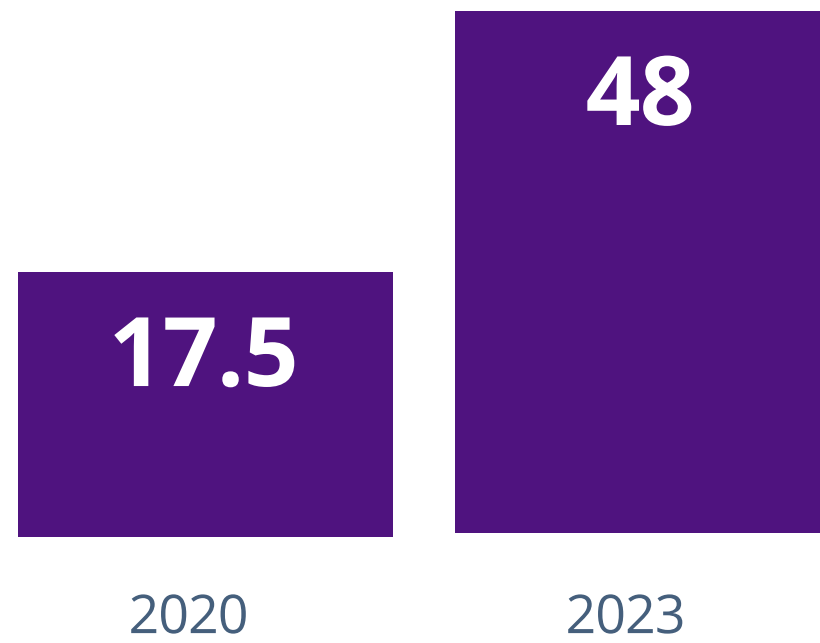
With online shopping cart abandonment rates surpassing 70% in 2023 and the problem of choice overload in today's digital market, **hyper-personalization is a requirement that online retailers should meet now.**

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



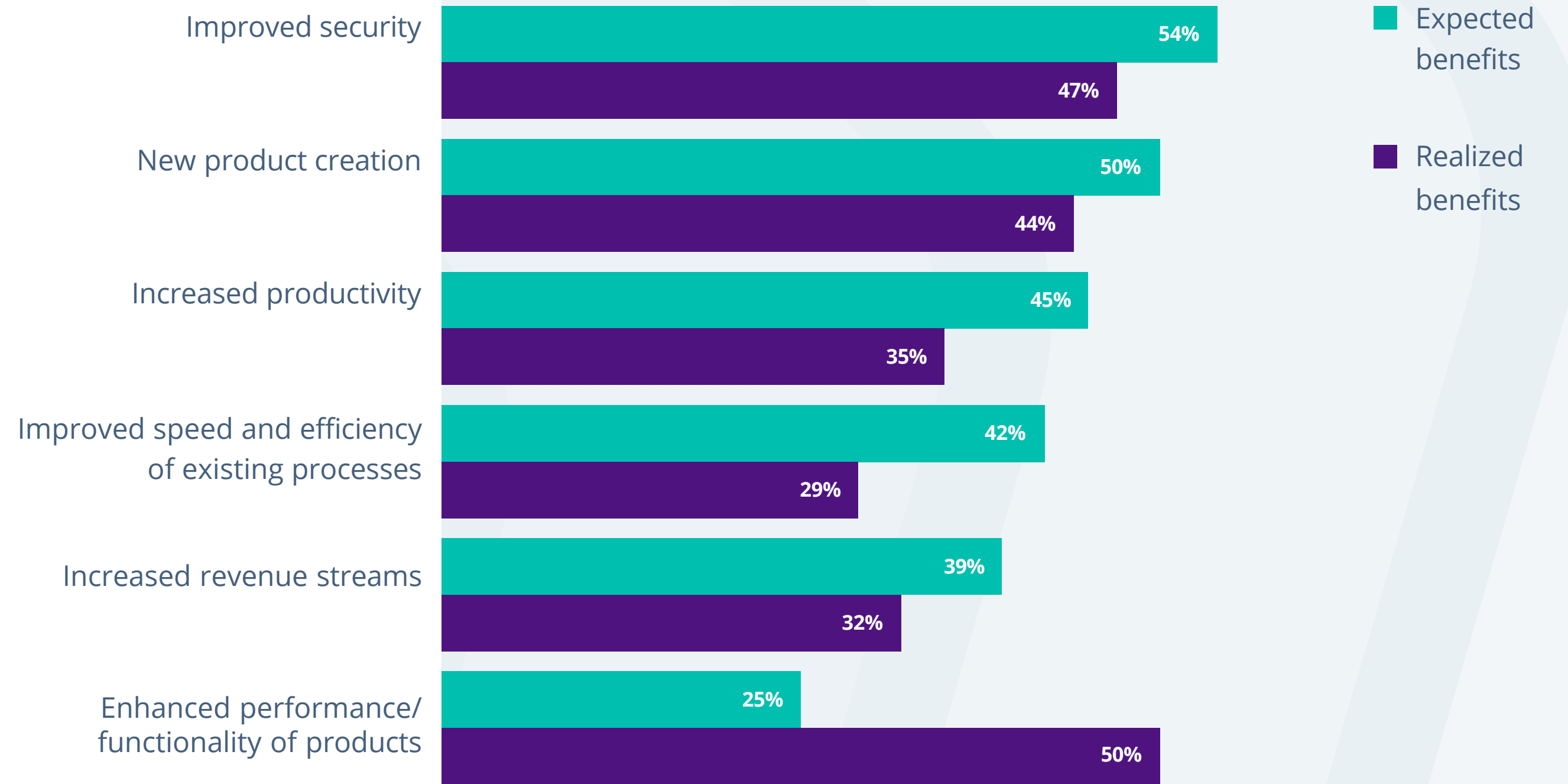
TREND 3

Fraud guard



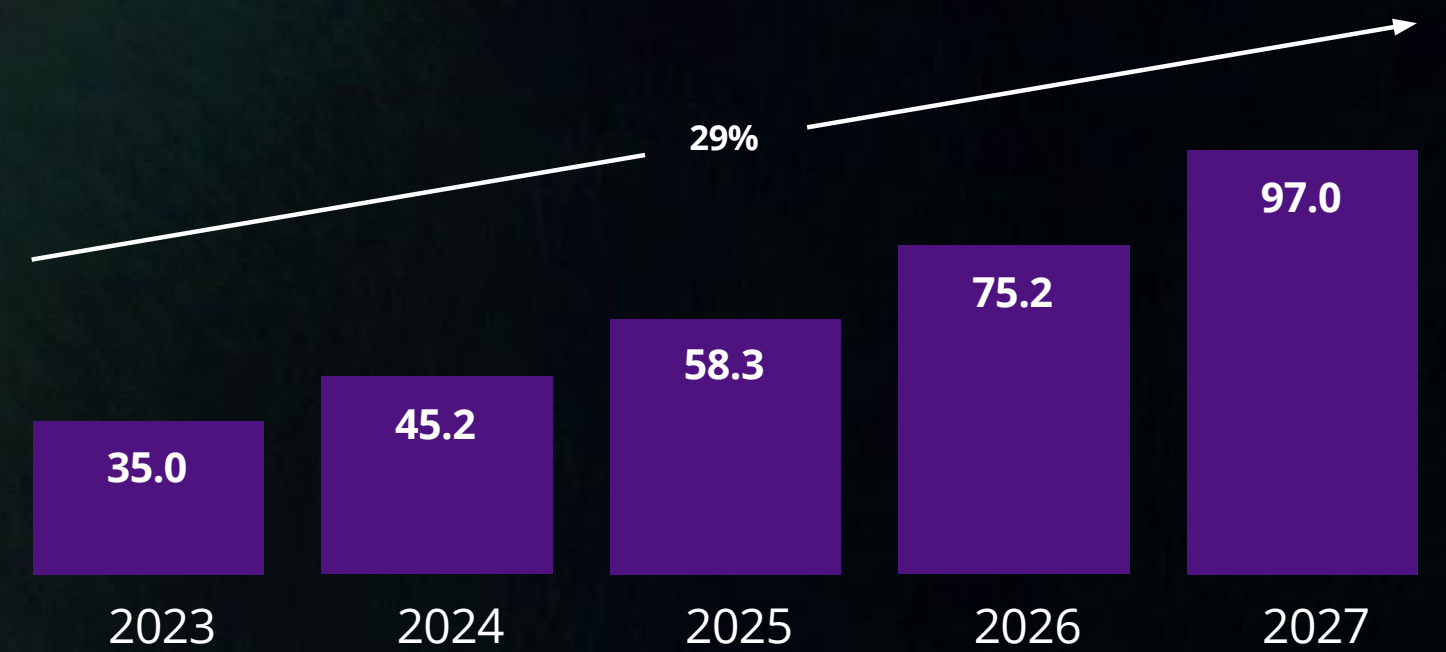
Value of eCommerce losses to online payment fraud (in billion US\$)

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



Spotlight: Finance

Growth of financial sector AI spending worldwide, 2023 to 2027



TREND 1

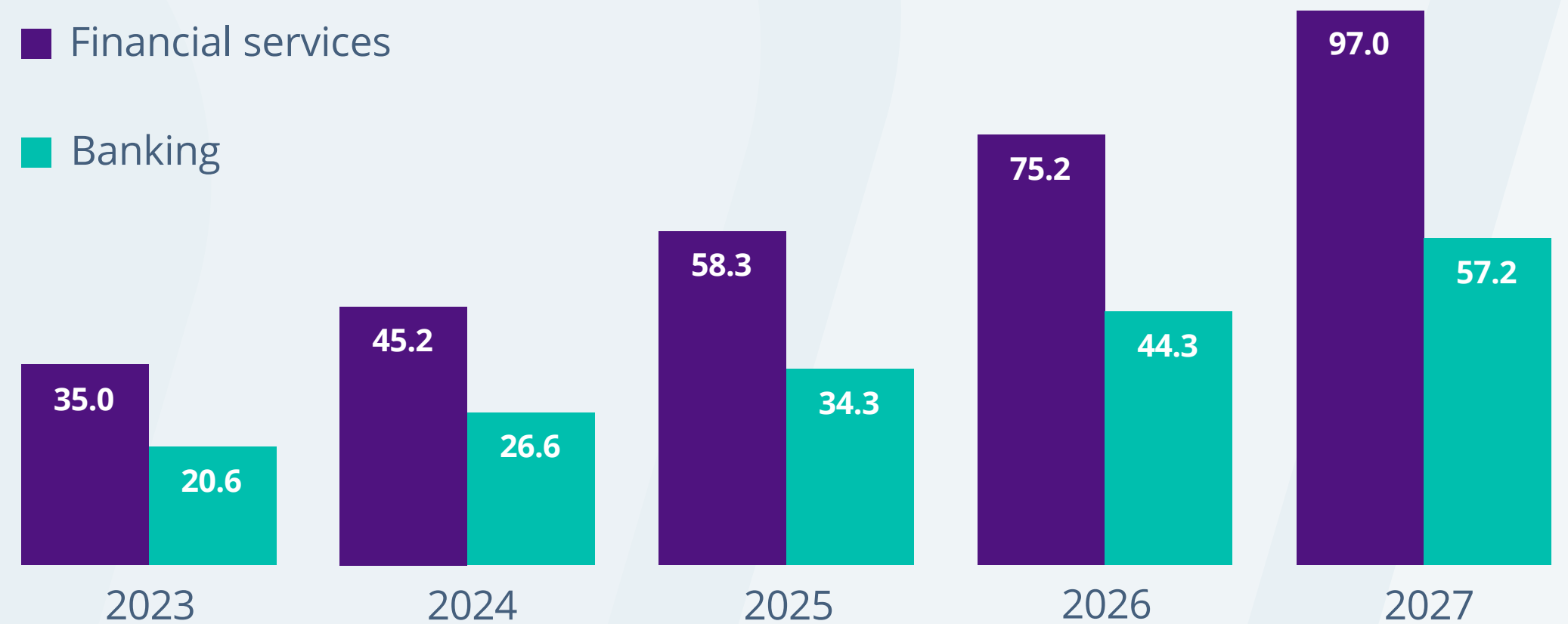
Banking on AI

60%

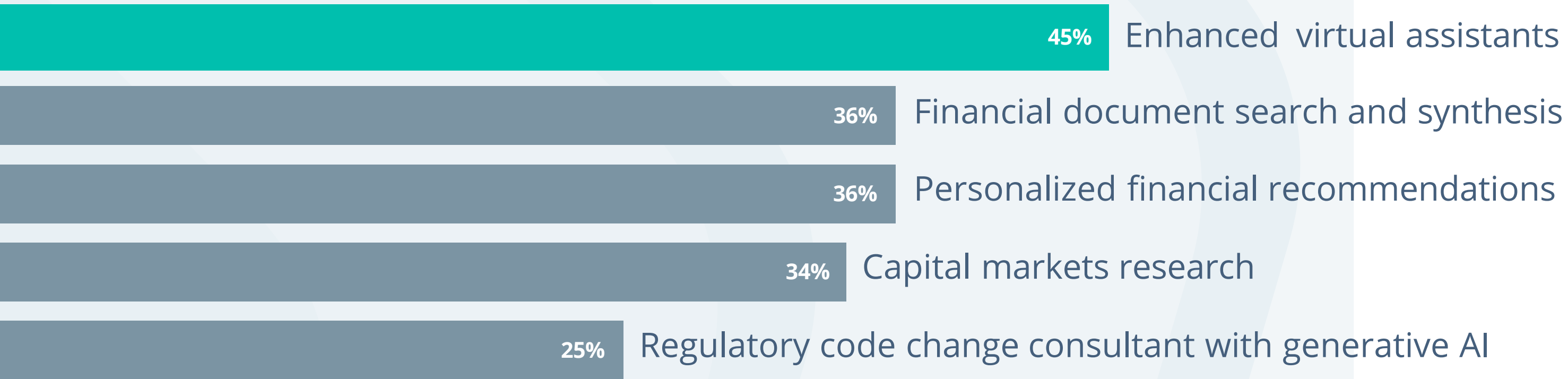
of AI investments in the financial services industry are made in the banking sector.



Growth of financial services industry and banking sector AI spending worldwide in billion US\$



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**



TREND 3

The talent **crisis**

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

75

%

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





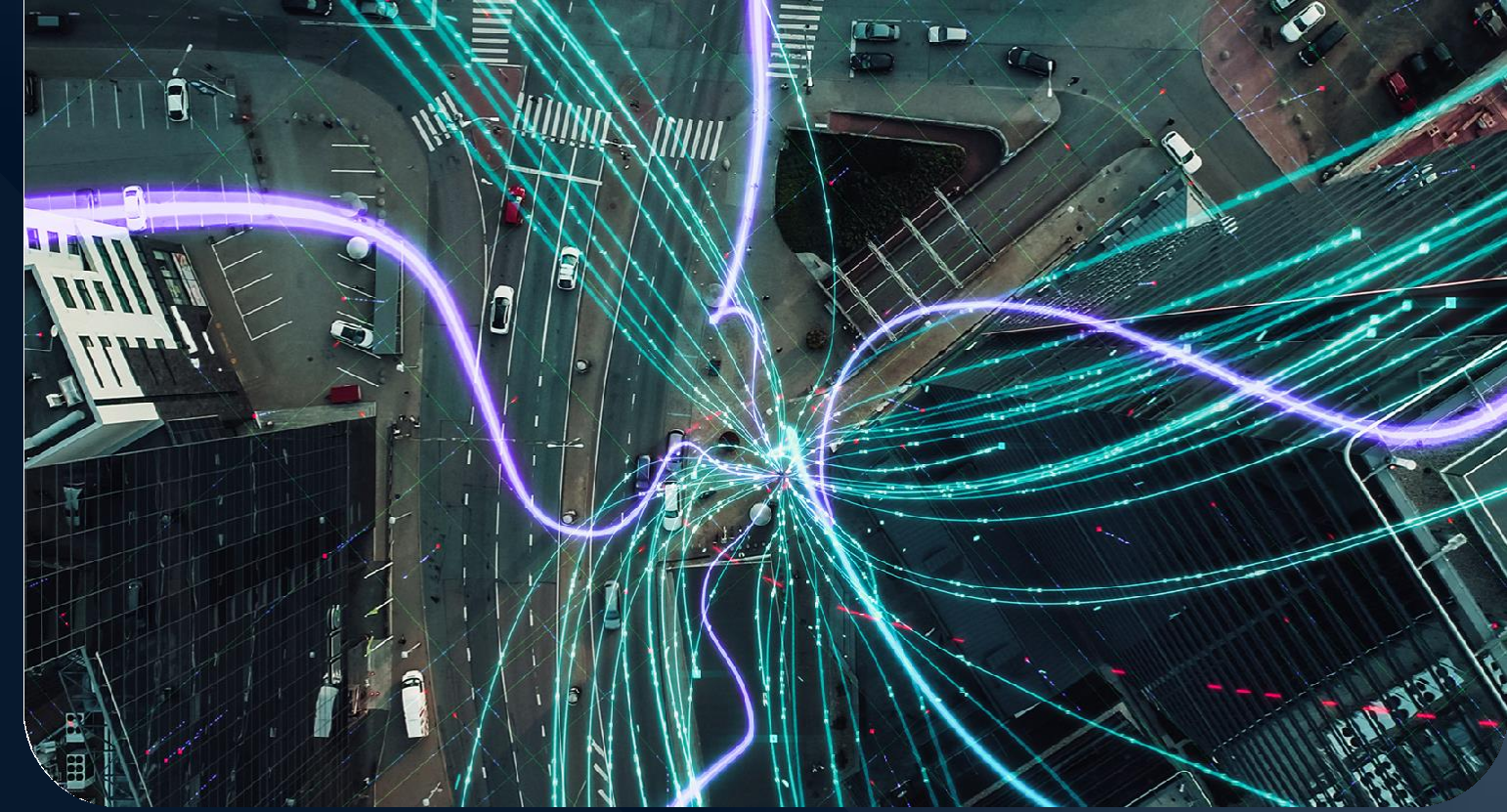
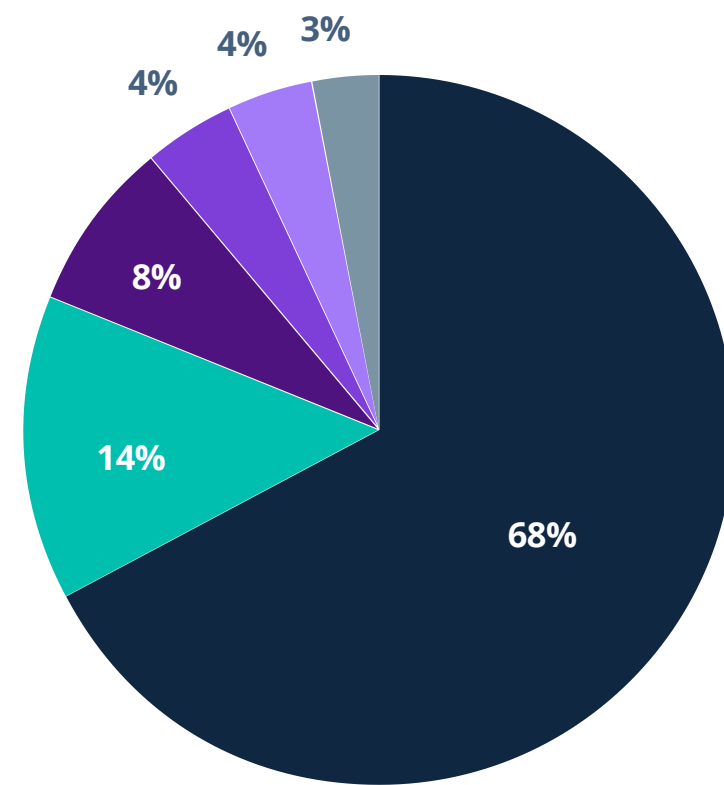
Spotlight: **Advertising & Media**

2.2%

AI impact on market growth in 2024

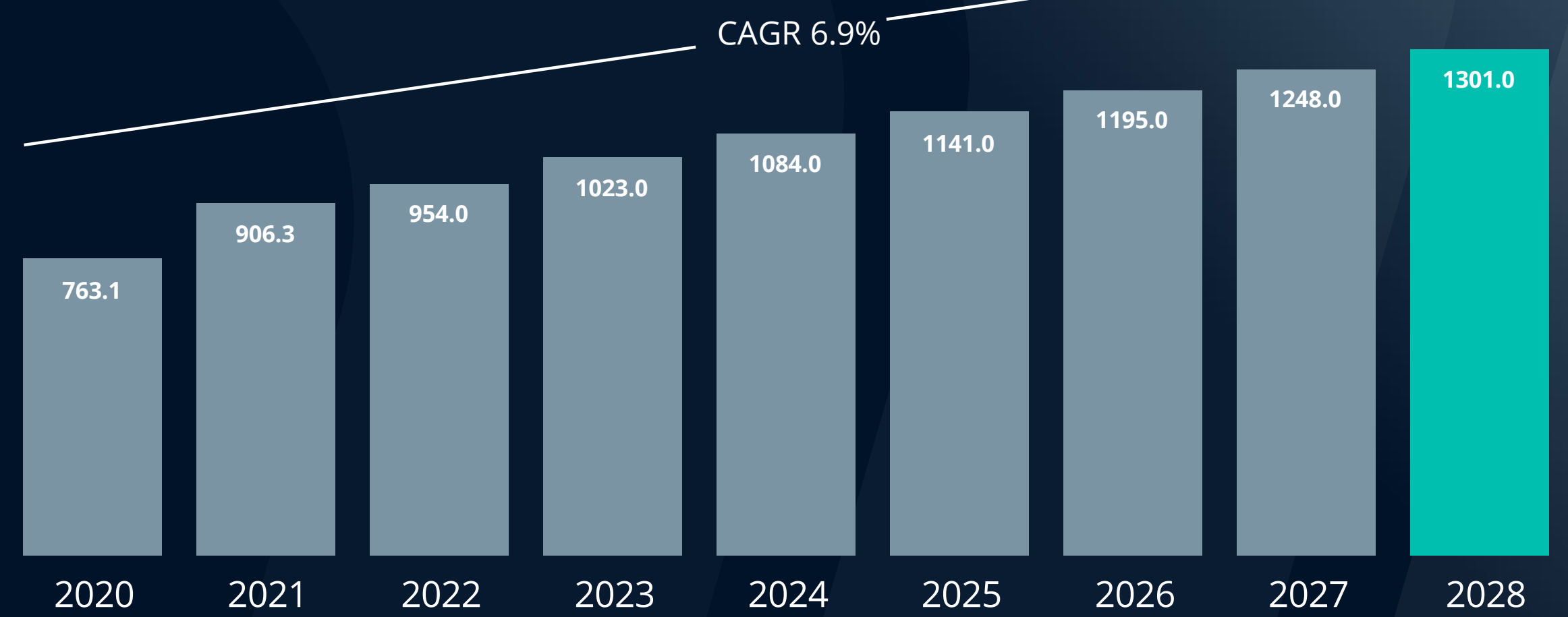
Ad spend by media in 2024

- Online
- TV
- Direct Messaging
- Out-of-home
- Print
- Radio



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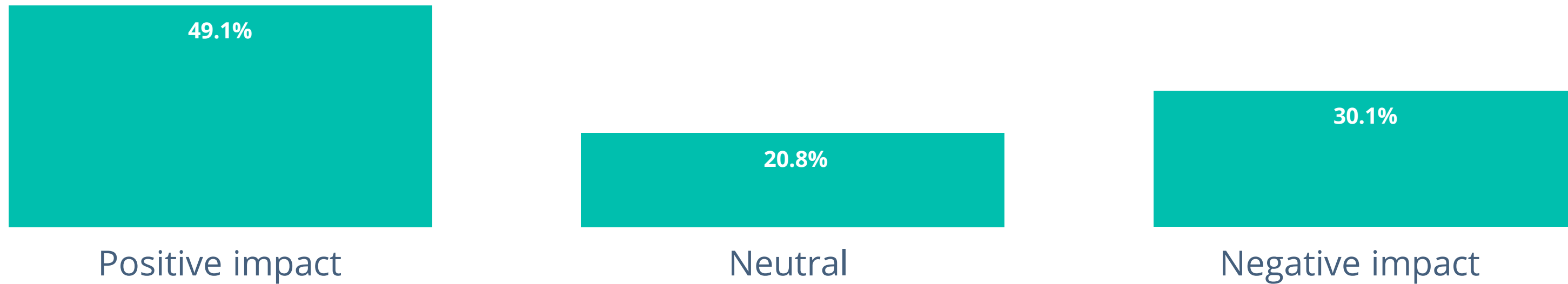
Advertisement market growth in billion US\$



TREND 1

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

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

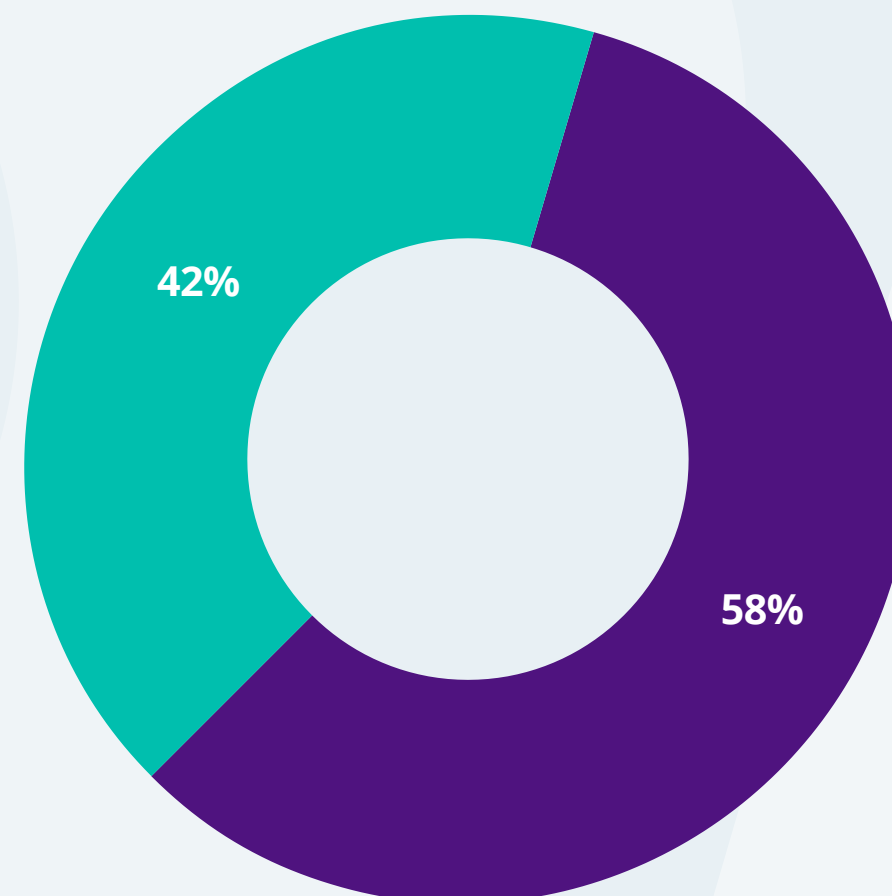
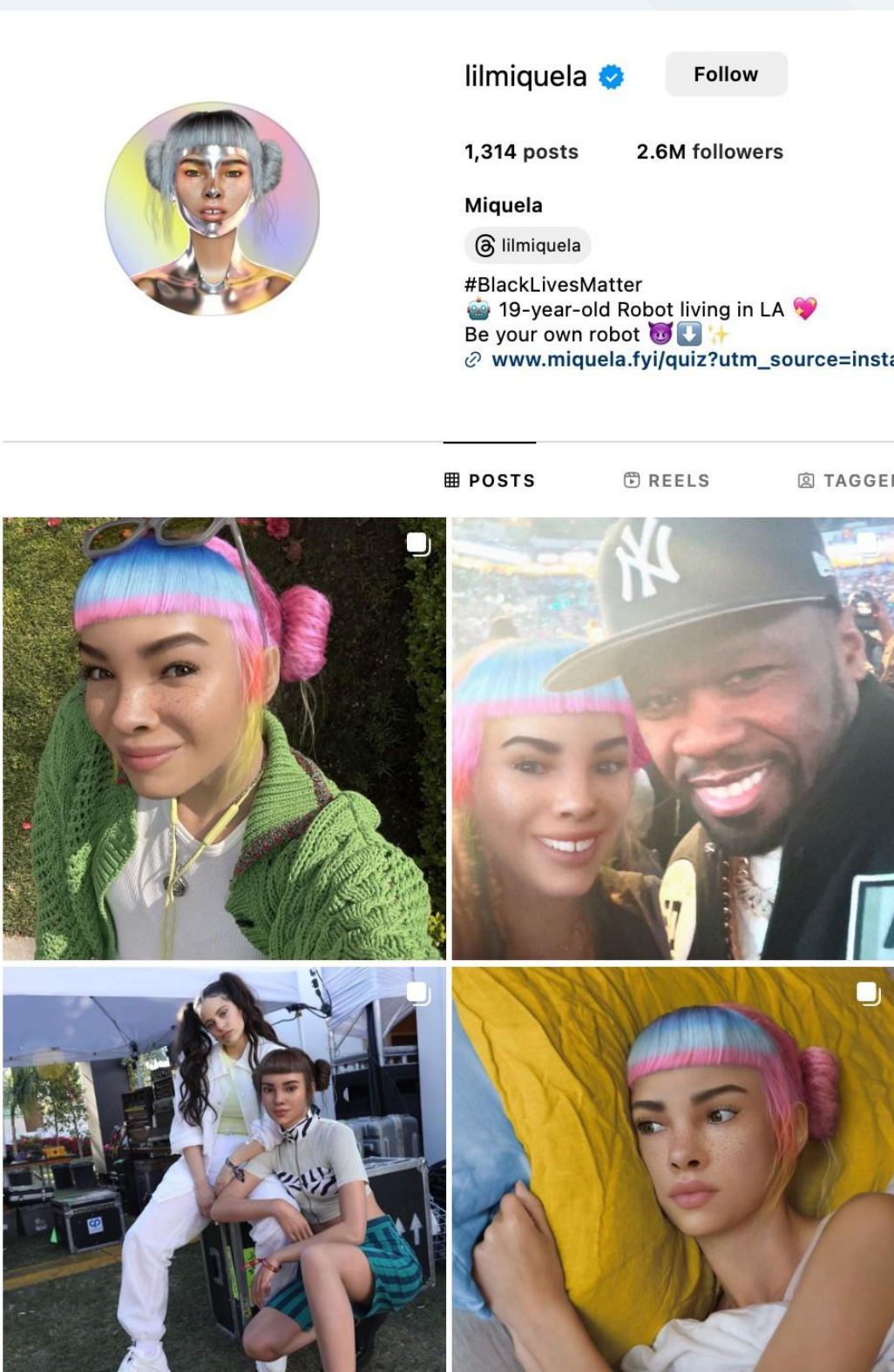


TREND 2

AI over human influencers

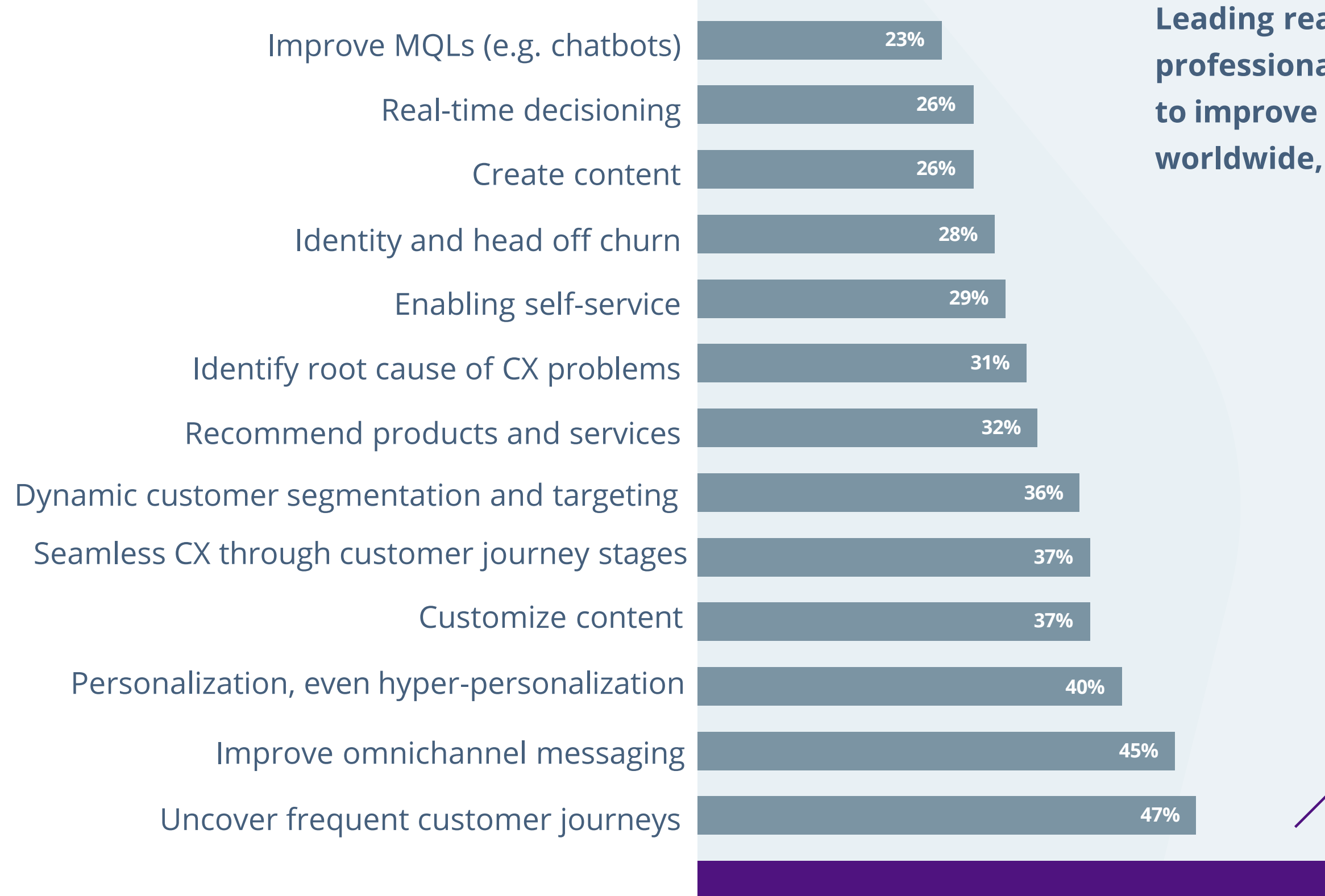
Share of consumers who follow at least one virtual influencer in the United States, 2022

- No
- Yes



TREND 3

1:1 real-time marketing



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.



Key takeaways

- ▶ **It's time to embrace AI**
- ▶ **Foster AI skills**
- ▶ **Consider industry specifics**



Want to know **more?**

Our whitepaper is packed with the latest insights on the global AI market, standout trends, and success stories from leading players to outpace your competition.

