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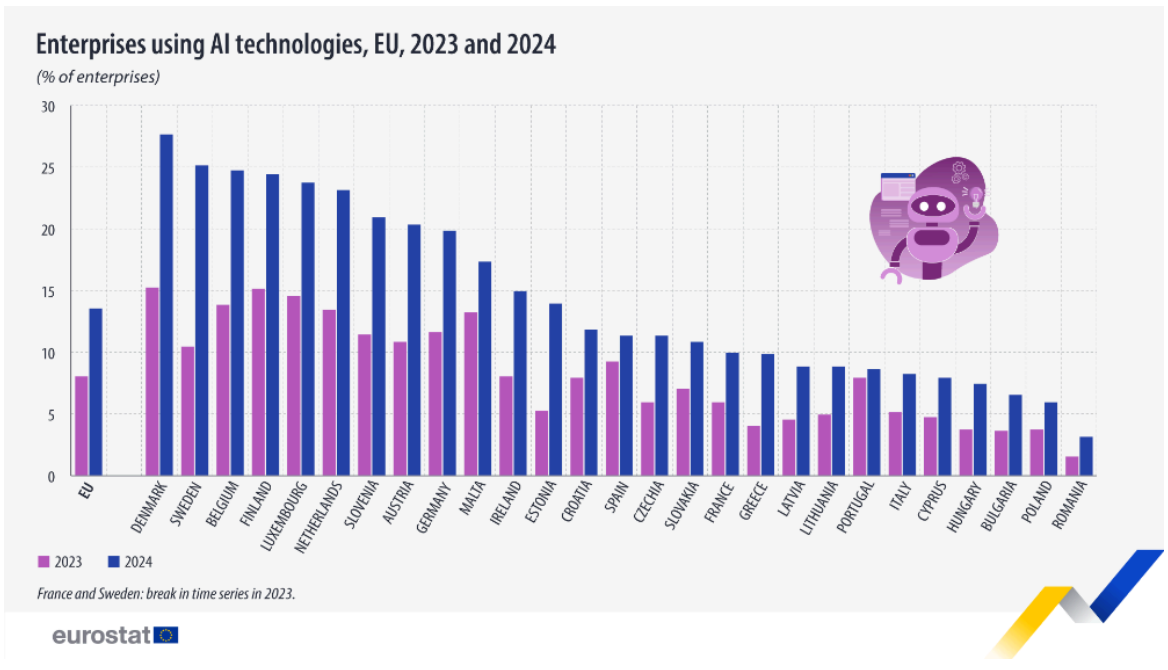
NEWS ARTICLES | 23 January 2025

Usage of AI technologies increasing in EU enterprises

In 2024, 13.5% of enterprises in the EU *(https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:European_Union_(EU))* with 10 or more employees used artificial intelligence *(https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Artificial_intelligence_(AI))* (AI) technologies to conduct their business, indicating a 5.5 percentage points *(https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Percentage_point#:~:text=The%20term%20percentage%20point%20is%20used%20when%20comparing,it%20increased%20by%202%20percentage%20points.%20N* (pp) growth from 8.0% in 2023.

The highest shares of these enterprises were in Denmark (27.6%), Sweden (25.1%) and Belgium (24.7%). At the other end were Romania (3.1%), Poland (5.9%) and Bulgaria (6.5%).

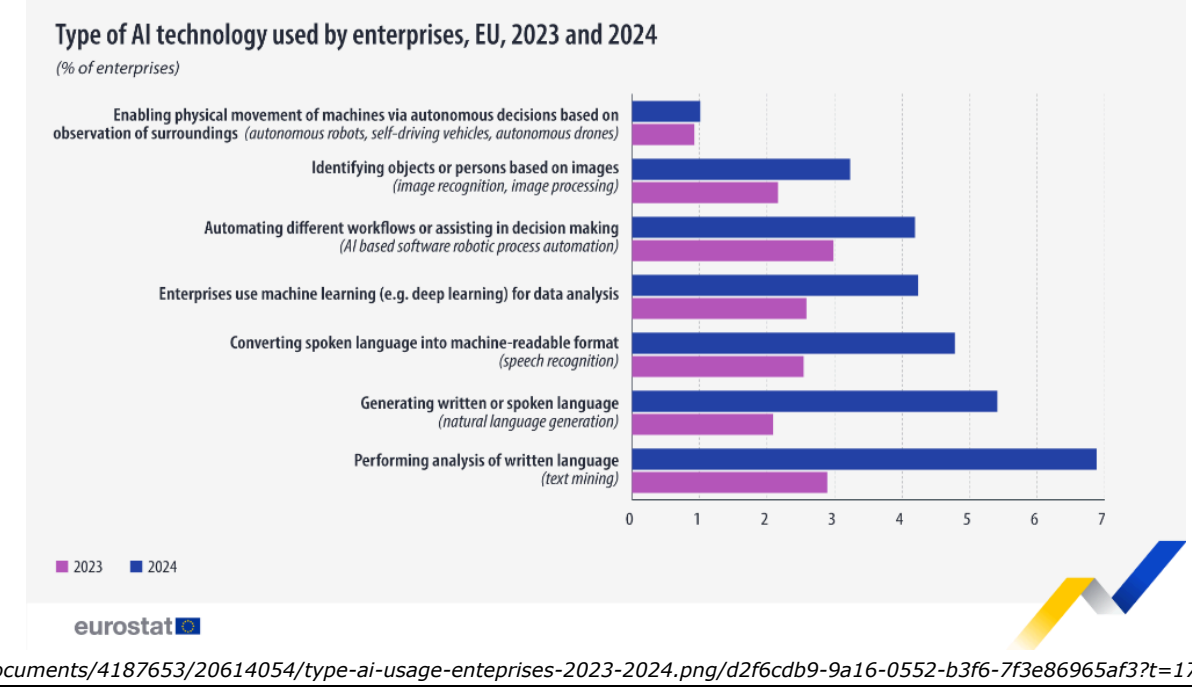
All EU countries recorded increases in the share of enterprises using AI technologies compared with 2023, with Sweden experiencing the highest increase of 14.7 pp, followed by Denmark (+12.4 pp) and Belgium (+10.9 pp). By contrast, modest increases were recorded in Portugal (+0.8 pp), Romania (+1.6 pp) and Spain (+2.1 pp).



(/eurostat/documents/4187653/20614054/use-ai-enteprises-2023-2024.png/52b93db5-3a30-27fe-9a57-6c32dbd48442?t=1737560807359)

Source dataset:
isoc_eb_ai *(https://ec.europa.eu/eurostat/databrowser/view/isoc_eb_ai__custom_15030348/bookmark/table?lang=en&bookmarkId=13d72414-8c41-43d8-bcad-fdb4b3f12c31)*

Enterprises continued to adopt various AI technologies to enhance their operations. The most used AI technology was performing analysis of written language (text mining). It was adopted by 6.9% of enterprises after following a 4.0 pp year-on-year increase. The second most used AI technology was generating written or spoken language (natural language generation), used by 5.4% of enterprises (+3.3 pp compared with 2023). This was followed by converting spoken language into machine-readable format (speech recognition), used by 4.8% enterprises (+2.2 pp).



(/eurostat/documents/4187653/20614054/type-ai-usage-enteprises-2023-2024.png/d2f6cdb9-9a16-0552-b3f6-7f3e86965af3?t=1737560808024)

Source dataset:
isoc_eb_ai *(https://ec.europa.eu/eurostat/databrowser/view/isoc_eb_ai__custom_15031699/bookmark/table?lang=en&bookmarkId=ecce0645-b741-474f-90e5-30e9c224e547)*

For more information

- Statistics Explained article on use of artificial intelligence in enterprises *(https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Use_of_artificial_intelligence_in_enterprises)*
- Thematic section on digital economy and society *(https://ec.europa.eu/eurostat/web/digital-economy-and-society/overview)*
- Database on digital economy and society *(https://ec.europa.eu/eurostat/web/digital-economy-and-society/database)*
- Digitalisation in Europe - 2024 edition *(https://ec.europa.eu/eurostat/web/interactive-publications/digitalisation-2024)*

Methodological notes

- EU enterprises: at least 10 employees and self-employed persons.
- Data comes from the 2024

  EU survey on ICT usage and e-commerce in enterprises *(https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:EU_survey_on_ICT_usage_and_e-commerce_in_enterprises)*
  and refers to all enterprises with at least 10 employees or self-employed persons (classified in

  statistical classification of economic activities in the European Community *(https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Statistical_classification_of_economic_activities_in_the_European_Community_(NACE))*
  (NACE) Rev. 2 sections C to J, L to N and group 95.1).
- Enterprises using Artificial intelligence refer to the following AI technologies:
  - technologies performing analysis of written language (text mining)
  - technologies converting spoken language into machine-readable format (speech recognition)
  - technologies generating written or spoken language (natural language generation)
  - technologies identifying objects or persons based on images (image recognition, image processing)

- machine learning (e.g. deep learning) for data analysis
- technologies automating different workflows or assisting in decision making (AI-based software robotic process automation)
- technologies enabling physical movement of machines via autonomous decisions based on observation of surroundings (autonomous robots, self-driving vehicles, autonomous drones)

- Machine learning (e.g. deep learning) involves 'training' a computer model to better perform an automated task, e.g. pattern recognition.
- Natural language processing, natural language generation or speech recognition are the ability for a computer program to understand human language as it is spoken, to convert data into natural language representation or to identify words and phrases in spoken language and convert them to a machine-readable format.
- France and Sweden: break in the time series in 2023.

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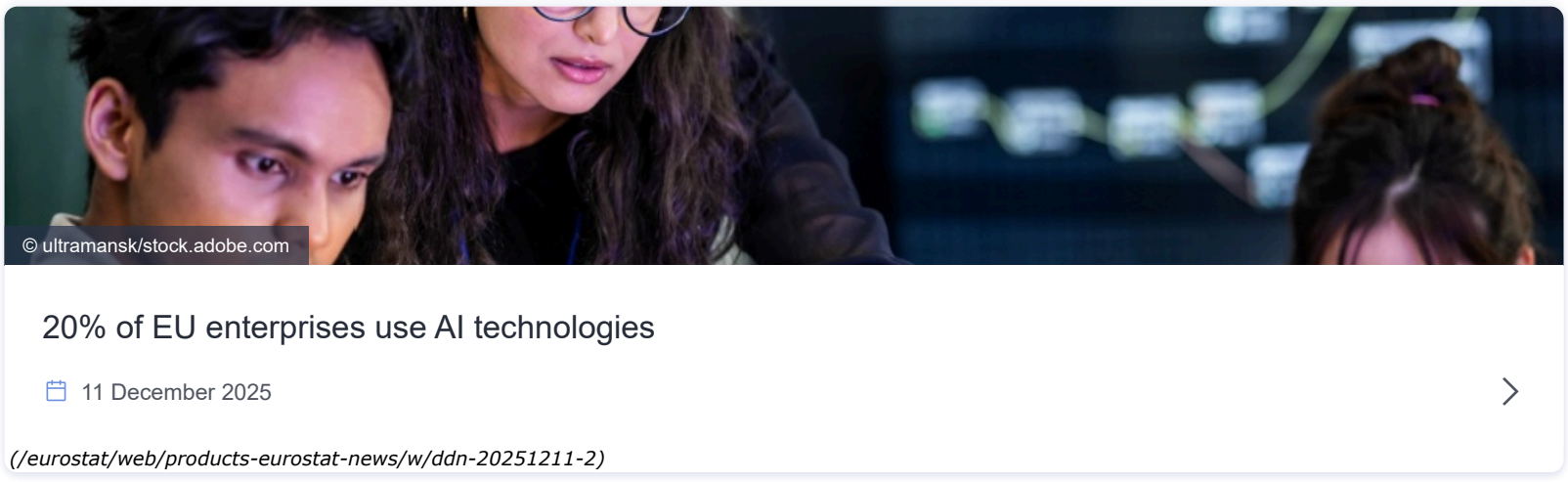

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8 October 2025

(/eurostat/web/products-eurostat-news/w/ddn-20251008-1)