Global AI Adoption & Engagement Analysis

KPI_Global_Adoption

KPI_Total_DAU

Top AI Tool by Engagement
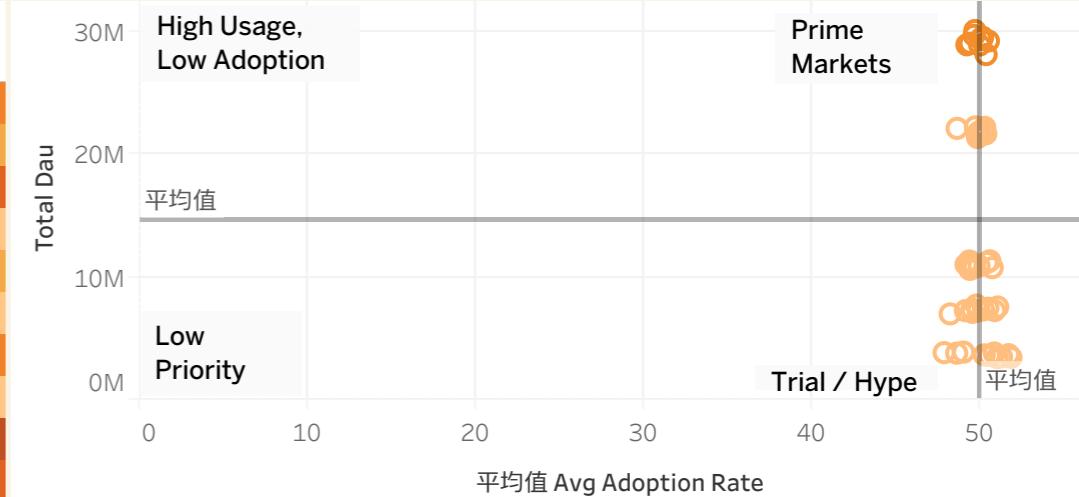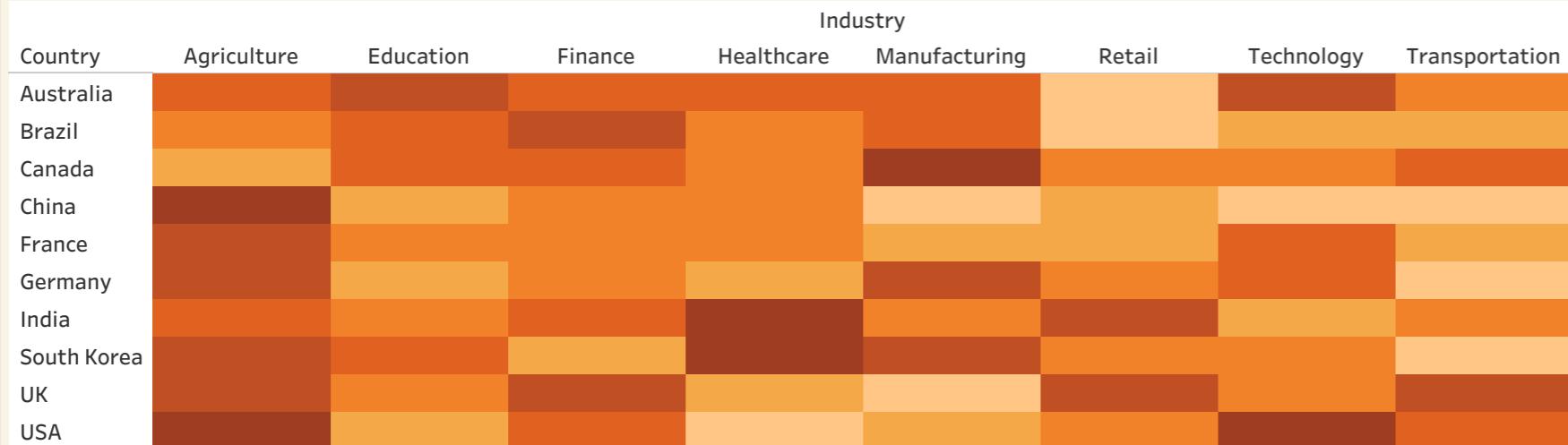
ChatGPT

Global Avg Adoption Rate **49.99%**
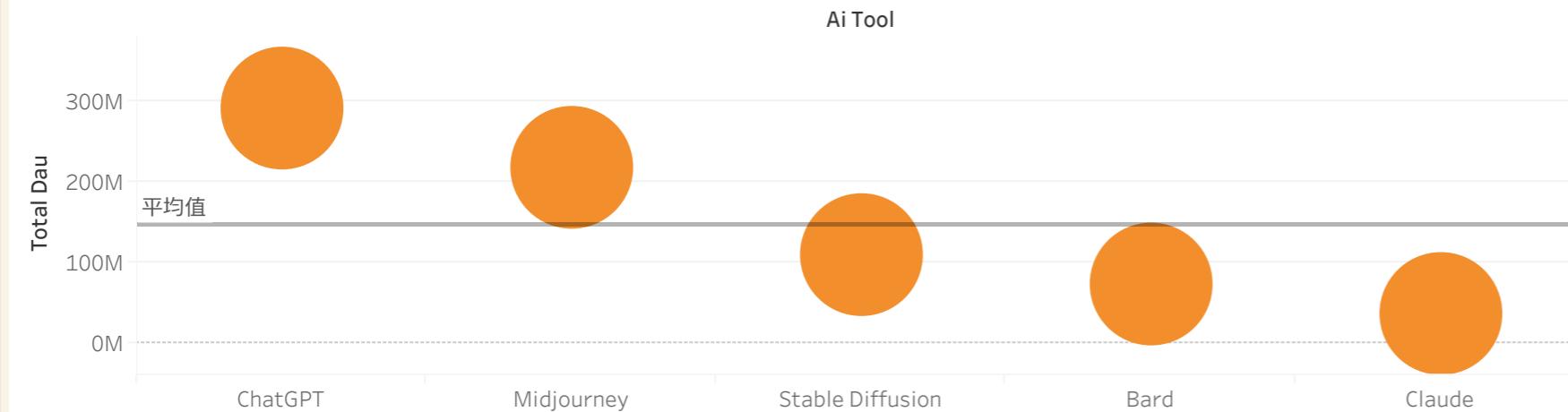
Total Daily Active Users **731M**

Industry

Country	Agriculture	Education	Finance	Healthcare	Manufacturing	Retail	Technology	Transportation
Australia								
Brazil								
Canada								
China								
France								
Germany								
India								
South Korea								
UK								
USA								

High Usage, Low Adoption

Prime Markets

平均值

Total Dau

Low Priority

Trial / Hype

平均值

平均值 Avg Adoption Rate
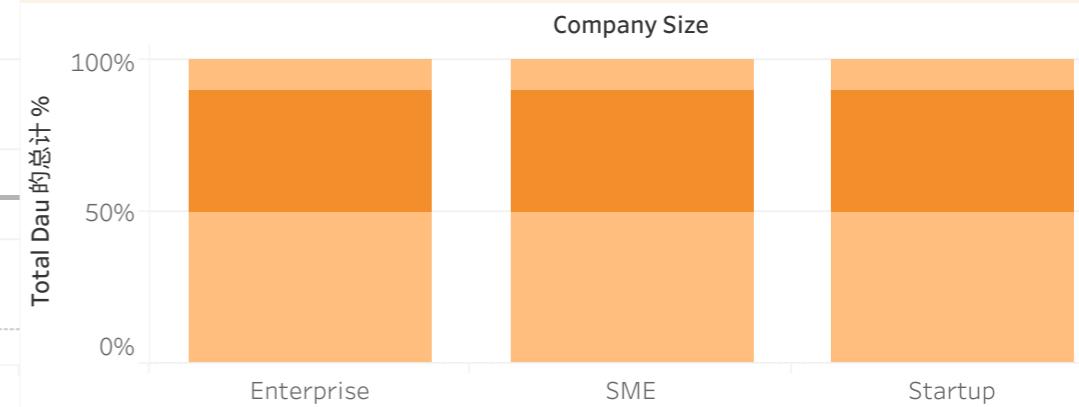
AI Tool Engagement Boxplot

Ai Tool

平均值

Total Dau

ChatGPT   Midjourney   Stable Diffusion   Bard   Claude

Enterprise Customers Drive Disproportionate Usage for ChatGPT

Company Size

Total Dau 的总计 %

Enterprise   SME   Startup

Key Business Insights

1. Adoption does not guarantee sustained usage — onboarding and activation remain critical levers.
2. ChatGPT demonstrates the highest median engagement, indicating stronger habit formation.
3. Enterprise customers contribute disproportionate DAU despite slower adoption, suggesting higher long-term value.