Great. I’ll analyze the current impact of AI and Generative AI on sub-industries within the U.S. Business Services sector using 6-digit NAICS classifications. This will include both direct and indirect effects on their cost and revenue structures. I’ll identify which sub-industries are positively, negatively, or neutrally impacted, and present it in a structured report with tables.

I’ll let you know once the analysis is ready.

**Impact of AI and Generative AI on U.S. Business Services Sub-Industries (2025)**

**Introduction**

Artificial Intelligence (AI) – including the latest wave of **Generative AI (GenAI)** – is transforming the U.S. **Business Services** sector. Business Services encompass a broad range of professional and support industries that serve other businesses. This analysis examines the impact of AI/GenAI on these sub-industries at the six-digit NAICS (North American Industry Classification System) level. We explore how AI is affecting each sub-industry’s cost structure (through automation and productivity gains) and revenue structure (through new services or changes in client demand), and classify the overall impact as **Positive**, **Negative**, or **Neutral**. The analysis reflects the current state as of 2025, using U.S. sources and classifications.

**Business Services Sub-Industries Overview (NAICS Level 6)**

Below is a comprehensive list of sub-industries in the Business Services sector (primarily NAICS 54 and 56) that we will analyze. These are grouped by their NAICS classification:

* **541110 – Offices of Lawyers** (Legal Services)
* **541120 – Offices of Notaries** (Legal Services)
* **541191 – Title Abstract and Settlement Offices** (Legal Services)
* **541199 – All Other Legal Services** (Legal Services)
* **541211 – Offices of Certified Public Accountants** (Accounting Services)
* **541213 – Tax Preparation Services** (Accounting Services)
* **541214 – Payroll Services** (Accounting Services)
* **541219 – Other Accounting/Bookkeeping Services** (Accounting Services)
* **541310 – Architectural Services**
* **541320 – Landscape Architectural Services**
* **541330 – Engineering Services**
* **541340 – Drafting Services**
* **541350 – Building Inspection Services**
* **541360 – Geophysical Surveying & Mapping Services**
* **541370 – Surveying & Mapping Services (except Geophysical)**
* **541380 – Testing Laboratories and Services**
* **541410 – Interior Design Services**
* **541420 – Industrial Design Services**
* **541430 – Graphic Design Services**
* **541490 – Other Specialized Design Services**
* **541511 – Custom Computer Programming Services**
* **541512 – Computer Systems Design Services**
* **541513 – Computer Facilities Management Services**
* **541519 – Other Computer Related Services**
* **541611 – Administrative Management & General Management Consulting**
* **541612 – Human Resources Consulting Services**
* **541613 – Marketing Consulting Services**
* **541614 – Logistics (Process & Distribution) Consulting**
* **541618 – Other Management Consulting Services**
* **541620 – Environmental Consulting Services**
* **541690 – Other Scientific & Technical Consulting Services**
* **541713 – R&D in Nanotechnology** (Scientific R&D Services)
* **541714 – R&D in Biotechnology** (Scientific R&D Services)
* **541715 – R&D in Physical, Engineering & Life Sciences**
* **541720 – R&D in Social Sciences and Humanities**
* **541810 – Advertising Agencies**
* **541820 – Public Relations Agencies**
* **541830 – Media Buying Agencies**
* **541840 – Media Representatives**
* **541850 – Indoor/Outdoor Display Advertising**
* **541860 – Direct Mail Advertising**
* **541870 – Advertising Material Distribution Services**
* **541890 – Other Services Related to Advertising**
* **541910 – Marketing Research & Public Opinion Polling**
* **541921 – Photography Studios, Portrait**
* **541922 – Commercial Photography**
* **541930 – Translation and Interpretation Services**
* **541940 – Veterinary Services**
* **541990 – All Other Professional, Scientific & Technical Services**
* **561110 – Office Administrative Services**
* **561210 – Facilities Support Services**
* **561311 – Employment Placement Agencies**
* **561312 – Executive Search Services**
* **561320 – Temporary Help Services** (Staffing Services)
* **561330 – Professional Employer Organizations (PEOs)**
* **561410 – Document Preparation Services**
* **561421 – Telephone Answering Services**
* **561422 – Telemarketing Bureaus & Contact Centers**
* **561431 – Private Mail Centers**
* **561439 – Other Business Service Centers (including Copy Shops)**
* **561440 – Collection Agencies**
* **561450 – Credit Bureaus**
* **561491 – Repossession Services**
* **561492 – Court Reporting and Stenotype Services**
* **561499 – All Other Business Support Services**
* **561510 – Travel Agencies**
* **561520 – Tour Operators**
* **561591 – Convention and Visitors Bureaus**
* **561599 – All Other Travel Arrangement Services**
* **561611 – Investigation Services**
* **561612 – Security Guards and Patrol Services**
* **561613 – Armored Car Services**
* **561621 – Security Systems Services (except Locksmiths)**
* **561622 – Locksmiths**
* **561710 – Exterminating and Pest Control Services**
* **561720 – Janitorial Services**
* **561730 – Landscaping Services**
* **561740 – Carpet and Upholstery Cleaning Services**
* **561790 – Other Services to Buildings and Dwellings**
* **561910 – Packaging and Labeling Services**
* **561920 – Convention and Trade Show Organizers**
* **561990 – All Other Support Services**

Each of the above sub-industries is discussed below, focusing on the current impacts of AI and GenAI on their operations and economic dynamics.

**Professional, Scientific, and Technical Services (NAICS 54)**

**Legal Services (NAICS 5411) – Positive**

**Sub-industries:** Offices of Lawyers (541110), Notaries (541120), Title Offices (541191), etc.  
**AI/GenAI Impact:** The legal industry is experiencing significant productivity gains from AI. AI tools can automate routine legal tasks such as document review, legal research, and drafting of standard contracts ([How AI is transforming the legal profession (2025) | Legal Blog](https://legal.thomsonreuters.com/blog/how-ai-is-transforming-the-legal-profession/#:~:text=According%20to%20the%20professionals%20surveyed,billable%20time%20per%20lawyer%20annually)) ([How AI is transforming the legal profession (2025) | Legal Blog](https://legal.thomsonreuters.com/blog/how-ai-is-transforming-the-legal-profession/#:~:text=All%20told%2C%20the%20Future%20of,time%20per%20lawyer%20each%20year)). For example, lawyers are using GenAI to quickly draft contracts or summarize case law, tasks that used to consume many billable hours. According to a 2024 survey, AI could save lawyers about 4 hours per week and generate roughly **$100,000 in new billable time per lawyer annually** ([How AI is transforming the legal profession (2025) | Legal Blog](https://legal.thomsonreuters.com/blog/how-ai-is-transforming-the-legal-profession/#:~:text=According%20to%20the%20professionals%20surveyed,billable%20time%20per%20lawyer%20annually)). Across the U.S. legal sector, that equates to an estimated **266 million hours** of increased productivity per year ([How AI is transforming the legal profession (2025) | Legal Blog](https://legal.thomsonreuters.com/blog/how-ai-is-transforming-the-legal-profession/#:~:text=All%20told%2C%20the%20Future%20of,time%20per%20lawyer%20each%20year)). This direct efficiency boost lowers the cost of delivering legal services (fewer junior hours needed per task) and enables lawyers to handle more cases or focus on higher-value work, potentially *increasing* revenue per attorney. Indirectly, clients benefit from faster turnaround, which can increase demand for legal services. While some routine services (e.g. basic contract drafting or notary acknowledgments) might be done by clients using AI tools themselves, most legal professionals view AI as a **“force for good”** in their field ([How AI is transforming the legal profession (2025) | Legal Blog](https://legal.thomsonreuters.com/blog/how-ai-is-transforming-the-legal-profession/#:~:text=priorities%2C%20such%20as%20increased%20customer,satisfaction%20and%20operational%20efficiency)). In fact, 72% of legal professionals have a positive outlook on AI’s role and half of law firms say implementing AI is a top priority ([How AI is transforming the legal profession (2025) | Legal Blog](https://legal.thomsonreuters.com/blog/how-ai-is-transforming-the-legal-profession/#:~:text=their%20work%20by%20the%20next,customer%20satisfaction%20and%20operational%20efficiency)). Overall, the impact on legal services is **Positive** – AI is helping law firms reduce costs and potentially boost revenue by enhancing productivity and enabling new service offerings. (It’s worth noting that legal professionals must still ensure AI outputs are accurate and comply with ethical standards, but used properly, AI is largely augmentative rather than replacing lawyers.)

**Accounting, Tax Preparation & Bookkeeping Services (NAICS 5412) – Positive (Net)**

**Sub-industries:** CPA Firms (541211), Tax Prep (541213), Payroll Services (541214), Bookkeeping (541219).  
**AI/GenAI Impact:** Accounting and tax services are being streamlined by AI automation. Generative AI and machine learning can handle data entry, transaction coding, invoice processing, and even draft financial reports – all tasks traditionally done by staff accountants ([How AI will impact the tax and accounting profession (2025)](https://tax.thomsonreuters.com/blog/how-ai-will-impact-the-tax-profession/#:~:text=,analysis%20prowess%20can%20help%20accountants)) ([How AI will impact the tax and accounting profession (2025)](https://tax.thomsonreuters.com/blog/how-ai-will-impact-the-tax-profession/#:~:text=,and%20make%20more%20informed%20decisions)). AI-powered tools are improving accuracy in bookkeeping and catching anomalies for fraud detection ([How AI will impact the tax and accounting profession (2025)](https://tax.thomsonreuters.com/blog/how-ai-will-impact-the-tax-profession/#:~:text=,that%20may%20indicate%20fraudulent%20activity)). These technologies directly reduce labor costs and human error in routine processes. According to Thomson Reuters’ 2024 Future of Professionals Report, tax and accounting pros predict AI will **free up 4 hours per week** within one year, rising to **12 hours/week** within five years as adoption grows ([How AI will impact the tax and accounting profession (2025)](https://tax.thomsonreuters.com/blog/how-ai-will-impact-the-tax-profession/#:~:text=Thanks%20to%20capabilities%20like%20these%2C,per%20week%20in%20five%20years)). These efficiency gains let firms either handle more clients with the same staff or give existing clients more value-added analysis, improving the revenue potential per employee.

Indirect effects are twofold: On one hand, AI opens opportunities for firms to offer new advisory services (e.g. real-time analytics, predictive forecasting for clients) and meet client expectations for faster service. On the other hand, some lower-margin work may be **brought in-house by clients** using AI tools – notably, **69% of accounting professionals expect more client work will be done internally (rather than outsourced) in the next five years thanks to AI efficiencies** ([How AI will impact the tax and accounting profession (2025)](https://tax.thomsonreuters.com/blog/how-ai-will-impact-the-tax-profession/#:~:text=How%20might%20professionals%20use%20those,within%20the%20next%20five%20years)). For example, small businesses might use AI-driven bookkeeping software instead of hiring external bookkeepers for basic tasks. Despite this, the profession is largely embracing AI: **84% of tax/accounting pros see AI as a positive force** in their field ([How AI will impact the tax and accounting profession (2025)](https://tax.thomsonreuters.com/blog/how-ai-will-impact-the-tax-profession/#:~:text=Statistics%20from%20the%20Future%20of,Professional%20Report)). The consensus is that AI will shift accountants’ focus from compliance and data entry to advisory and strategic services ([How AI will impact the tax and accounting profession (2025)](https://tax.thomsonreuters.com/blog/how-ai-will-impact-the-tax-profession/#:~:text=,more%20complex%20and%20strategic%20work)). Thus, overall impact is assessed as **Positive** – significant cost savings and new revenue streams from advisory work outweigh the risk of losing some transactional work to automation. Accounting firms that leverage AI are poised to improve productivity and grow through higher-value offerings ([How AI will impact the tax and accounting profession (2025)](https://tax.thomsonreuters.com/blog/how-ai-will-impact-the-tax-profession/#:~:text=,more%20complex%20and%20strategic%20work)). (However, firms will need to adapt their business models, for instance moving to value-based billing for advisory insight rather than hourly billing for data input, as AI automates the latter.)

**Architectural, Engineering, and Related Services (NAICS 5413) – Neutral (Mixed)**

**Sub-industries:** Architectural Services (541310), Engineering Services (541330), plus Drafting (541340), Surveying/Mapping (541360/541370), Testing Labs (541380), etc.  
**AI/GenAI Impact:** In architecture and engineering (A&E), AI is revolutionizing design and analysis processes. Generative design algorithms can produce and evaluate countless design iterations (for buildings, components, structural systems) in minutes, something that would take human engineers or CAD technicians many hours ([How AI will reshape work in civil engineering, related professions | ASCE](https://www.asce.org/publications-and-news/civil-engineering-source/article/2024/12/03/how-ai-will-reshape-work-in-civil-engineering-related-professions#:~:text=At%20the%20same%20time%2C%20the,monetize%20their%20expertise%20and%20services) ) ([How AI will reshape work in civil engineering, related professions | ASCE](https://www.asce.org/publications-and-news/civil-engineering-source/article/2024/12/03/how-ai-will-reshape-work-in-civil-engineering-related-professions#:~:text=For%20example%2C%20engineers%20traditionally%20bill,doing%20business%20will%20become%20obsolete) ). Engineers traditionally bill clients by the hour for tasks like creating models or drawings, but **if AI completes in minutes what took engineers hours, the traditional billable-hour business model is disrupted (**[**How AI will reshape work in civil engineering, related professions | ASCE**](https://www.asce.org/publications-and-news/civil-engineering-source/article/2024/12/03/how-ai-will-reshape-work-in-civil-engineering-related-professions#:~:text=For%20example%2C%20engineers%20traditionally%20bill,doing%20business%20will%20become%20obsolete) **)**. This direct effect means huge **cost savings** (fewer labor hours per project) but also a need to rethink revenue models: firms may have to shift to fixed-fee or value-based pricing, since **AI could “replace labor hours with data-driven digital outcomes,” fundamentally changing A&E firm economics (**[**How AI will reshape work in civil engineering, related professions | ASCE**](https://www.asce.org/publications-and-news/civil-engineering-source/article/2024/12/03/how-ai-will-reshape-work-in-civil-engineering-related-professions#:~:text=At%20the%20same%20time%2C%20the,monetize%20their%20expertise%20and%20services) **)**.

On the cost side, productivity gains are clear – AI’s ability to run complex calculations, simulations, and optimizations rapidly can cut project delivery times and labor requirements drastically. For example, AI-driven tools can auto-generate building layouts or perform structural analysis with minimal human input, letting one engineer do work that once required a team. This **efficiency is a positive**, reducing cost per project and allowing firms to take on more work. Some A&E leaders note that firms not adopting AI risk falling behind competitively ([How AI will reshape work in civil engineering, related professions | ASCE](https://www.asce.org/publications-and-news/civil-engineering-source/article/2024/12/03/how-ai-will-reshape-work-in-civil-engineering-related-professions#:~:text=Today%E2%80%99s%20AEC%20industry%20is%20grappling,and%20slash%20their%20firms%E2%80%99%20revenues) ). Indeed, **two-thirds of architecture/engineering/construction leaders believe AI will be essential in daily operations within a few years (**[**How AI will reshape work in civil engineering, related professions | ASCE**](https://www.asce.org/publications-and-news/civil-engineering-source/article/2024/12/03/how-ai-will-reshape-work-in-civil-engineering-related-professions#:~:text=of%20engineering.%20While%20certain%20AI,in%20the%20next%20few%20years) **)**.

However, the **revenue structure** may face short-term pressure. If fees aren’t restructured, fewer billable hours could mean lower revenue on projects despite similar outputs ([How AI will reshape work in civil engineering, related professions | ASCE](https://www.asce.org/publications-and-news/civil-engineering-source/article/2024/12/03/how-ai-will-reshape-work-in-civil-engineering-related-professions#:~:text=For%20example%2C%20engineers%20traditionally%20bill,doing%20business%20will%20become%20obsolete) ). Early evidence suggests firms are grappling with this “do more with less time” paradox: those who adopt AI can outperform competitors (attracting more business), but may need to charge for *expertise* rather than hours. Additionally, while AI handles routine calculations and drafting, human architects and engineers are still crucial for creativity, complex problem-solving, and oversight (AI models require validation and judgment). The profession may see a shift in workforce composition – fewer junior drafters, and more tech-savvy engineers who supervise AI-generated work ([How AI will reshape work in civil engineering, related professions | ASCE](https://www.asce.org/publications-and-news/civil-engineering-source/article/2024/12/03/how-ai-will-reshape-work-in-civil-engineering-related-professions#:~:text=example%2C%20if%20AI%20takes%20over,calculations%20performed%20by%20AI%20systems) ). Net effect: **Mixed/Neutral**. There are strong **Positive** elements (cost efficiency, potentially higher project throughput, new AI-related consulting opportunities) but also some **Negative** challenges (potential revenue compression per project, job displacement for some roles). In 2025, those effects balance out – leading firms are maintaining profitability by adopting AI and adjusting pricing, whereas laggards risk revenue loss. We classify the overall impact as Neutral (transformative but not unequivocally boosting or shrinking the industry yet).

**Specialized Design Services (NAICS 5414) – Neutral**

**Sub-industries:** Interior Design (541410), Industrial Design (541420), **Graphic Design (541430)**, and Other Specialized Design (541490).  
**AI/GenAI Impact:** This category covers creative design fields. **Generative AI has made notable inroads in Graphic Design**, where AI image generation (tools like DALL·E, Midjourney) and AI layout tools can produce logos, graphics, and marketing materials with minimal human input. A Goldman Sachs analysis estimates GenAI could automate **about 26% of tasks done by artists and designers (**[**Has AI Killed Graphic Design Jobs?**](https://allwork.space/2024/11/has-ai-killed-graphic-design-jobs/#:~:text=Reset)**)**, primarily routine or repetitive tasks. This **directly lowers cost** for design firms – designers can use AI to quickly generate drafts, saving time on iterations. It also means clients with limited budgets might create simple designs in-house using AI, potentially reducing demand for some outsourced design work. Indeed, basic design tasks (e.g. simple social media graphics, background removal, color variations) are now often handled by AI tools.

However, human designers remain vital for creative direction, complex branding strategy, and refining AI outputs. **Core aspects like creative strategy, emotional storytelling, and client-specific tailoring still rely on human insight (**[**Has AI Killed Graphic Design Jobs?**](https://allwork.space/2024/11/has-ai-killed-graphic-design-jobs/#:~:text=,involve%20hybrid%20skills%2C%20where%20proficiency)**)**. In practice, many design agencies report AI **enhances rather than replaces** their work – by handling grunt work and sparking ideas, AI allows human designers to focus on higher-level creativity and client interaction ([Has AI Killed Graphic Design Jobs?](https://allwork.space/2024/11/has-ai-killed-graphic-design-jobs/#:~:text=aspects%20of%20design%20that%20AI,diminished%2C%20role%20for%20human%20designers)). For instance, an interior designer might use GenAI to generate mood boards or room layouts as a starting point, then refine them manually. An industrial designer could employ AI to suggest novel product shapes, accelerating the concept phase. These uses improve productivity (a **positive impact on cost structure**), enabling faster project turnaround. They can also expand revenue opportunities: designers can offer AI-assisted services like rapid prototyping or personalized content at scale.

The **indirect effect** is that the **bar for innovation rises** – clients expect faster results and more options. Designers who master AI can differentiate themselves and potentially win more business (positive), whereas those who don’t may lose out to competitors or DIY AI solutions (negative). On balance, the Specialized Design sector’s overall economics aren’t drastically altered yet – demand for good design remains, and AI is a tool in the toolbox. Thus, we label the impact **Neutral**: significant workflow changes are happening, but they “evolve rather than diminish” the role of human designers ([Has AI Killed Graphic Design Jobs?](https://allwork.space/2024/11/has-ai-killed-graphic-design-jobs/#:~:text=aspects%20of%20design%20that%20AI,diminished%2C%20role%20for%20human%20designers)). Notably, **graphic design services** face some negative pressure as AI makes basic graphic creation more accessible, but simultaneously the profession is adapting and finding new value in guiding AI creativity.

**Computer Systems Design & IT Services (NAICS 5415) – Positive**

**Sub-industries:** Custom Software Programming (541511), Systems Design (541512), Data Processing/Hosting (541513, 541519).  
**AI/GenAI Impact:** Firms in this space provide IT consulting, software development, and tech support – and they are at the **epicenter of the AI boom**. AI is a double boon here: **internally,** AI tools (like code generators, AI assistants) are boosting developer productivity and lowering the cost of software development. For example, generative AI coding assistants can automate routine coding tasks and debugging, reportedly saving on the order of 10–15% of engineering time in practice ([Beyond Code Generation: More Efficient Software Development](https://www.bain.com/insights/beyond-code-generation-more-efficient-software-development-tech-report-2024/#:~:text=Beyond%20Code%20Generation%3A%20More%20Efficient,companies%20aren%27t%20making%20profitable)). This efficiency reduces labor costs for projects and accelerates delivery schedules. **Externally,** perhaps more importantly, client demand for AI-related solutions is skyrocketing. Businesses across all industries are seeking to implement AI – from machine learning models to GenAI chatbots – and often turn to IT service firms for expertise. This is driving new revenue: AI implementation projects, AI strategy consulting, and custom AI software development are high-growth offerings.

Market research reflects this surge. The **AI consulting and services market is growing ~40% annually and is forecast to reach $72.5 billion globally by 2025 (**[**The Explosive AI Consulting Demand | by David H. Deans | Technology | Media | Telecom | Medium**](https://medium.com/technology-media-telecom/the-explosive-ai-consulting-demand-b907da4cc098#:~:text=indicating%20it%20will%20reach%20%2472,AI%20expertise%20and%20proven%20experience)**)**, indicating robust demand for firms that can deliver AI solutions. Over 80% of AI consulting firms (a subset of this industry) report increased demand for their services in the past year ([The Explosive AI Consulting Demand | by David H. Deans | Technology | Media | Telecom | Medium](https://medium.com/technology-media-telecom/the-explosive-ai-consulting-demand-b907da4cc098#:~:text=One%20of%20the%20most%20striking,but%20spans%20across%20various%20industries)). Within traditional IT outsourcing and software development contracts, GenAI capabilities are becoming a selling point – e.g. an IT firm might incorporate AI-based analytics into a client’s new system, thus being able to charge premium fees.

Overall, **the impact is clearly Positive**. AI lowers costs by automating parts of the development lifecycle (coding, testing, deployment) and increases revenue opportunities by opening new lines of business. Many IT service providers are themselves leading adopters of AI, so they face little risk of displacement – instead, AI amplifies their capacity. One consideration is pricing models: if coding becomes faster, firms may need to price projects based on value delivered rather than man-hours. Nonetheless, the net effect is higher margins and higher demand. This sub-industry also benefits from indirect effects: as AI becomes ubiquitous, companies will rely on IT experts for integration, maintenance, and cybersecurity of AI systems, cementing ongoing revenue streams. In short, AI and Generative AI are a **growth catalyst** for the computer systems design and IT services industry.

**Management, Scientific & Technical Consulting Services (NAICS 5416) – Positive**

**Sub-industries:** Management Consulting (541611 & 541618), HR Consulting (541612), Marketing Consulting (541613), Logistics Consulting (541614), Environmental Consulting (541620), and Other Technical Consulting (541690).  
**AI/GenAI Impact:** The consulting industry is seeing **both operational benefits and booming client demand** due to AI. On the **cost side**, consulting firms are using AI internally to improve research, data analysis, and report generation. Generative AI can draft portions of presentations or analyze large data sets to extract insights, reducing the manual effort consultants spend on slide-making and number-crunching. This increases consultants’ productivity and lowers the cost to deliver a project. For instance, an HR consultant might use an AI tool to quickly analyze employee survey results and draft policy recommendations, tasks that used to take many analyst hours. Similarly, a marketing strategy consultant could leverage AI to simulate market scenarios or customer segmentation, accelerating the insight-gathering phase.

The **revenue side** is even more impacted: client demand for guidance on AI strategy and implementation is surging. Businesses want help understanding how to adopt AI, how to reorganize around AI, and how to manage risks – all services that fall squarely into management consulting’s realm. Consulting firms are responding by developing specialized AI consulting practices. The **global AI consulting market is projected to reach $72.5B by 2025 (**[**The Explosive AI Consulting Demand | by David H. Deans | Technology | Media | Telecom | Medium**](https://medium.com/technology-media-telecom/the-explosive-ai-consulting-demand-b907da4cc098#:~:text=indicating%20it%20will%20reach%20%2472,AI%20expertise%20and%20proven%20experience)**)**, highlighting an “insatiable appetite” for AI expertise. Over 80% of AI consulting firms have seen demand rise across various sectors ([The Explosive AI Consulting Demand | by David H. Deans | Technology | Media | Telecom | Medium](https://medium.com/technology-media-telecom/the-explosive-ai-consulting-demand-b907da4cc098#:~:text=One%20of%20the%20most%20striking,but%20spans%20across%20various%20industries)). Even traditional management consulting areas benefit: for example, strategy consultants use AI to model business scenarios for clients, and environmental consultants employ AI to model climate risks or optimize compliance strategies, delivering deeper value.

Direct effect: improved efficiency (thus higher margins if billing remains the same). Indirect effect: significantly increased consulting **revenues from AI-related projects**. There is little negative displacement risk – AI won’t replace high-level advisors, but rather augments their analysis. If anything, junior-level research roles might evolve as AI takes over basic research, but those personnel can be upskilled to focus on higher-value tasks. With AI as a new topic to consult on, **the industry’s scope broadens**. Even potential downsides (clients using AI to do some analysis internally) often lead to *more* consulting, as clients seek expert validation or help implementing those AI insights. Therefore, the overall impact on consulting services is **Positive**. Firms that embrace AI are seeing improved project economics and new business opportunities, making AI a net tailwind for the consulting sector.

**Scientific Research & Development Services (NAICS 5417) – Positive**

**Sub-industries:** R&D in Biotechnology (541714), Physical/Engineering/Life Sciences R&D (541715), R&D in Nanotech (541713) and in Social Sciences/Humanities (541720).  
**AI/GenAI Impact:** Organizations engaged in R&D are leveraging AI as a powerful research accelerator. **In biotech and pharma R&D**, AI (including GenAI models for molecules) is dramatically speeding up drug discovery and development. AI can analyze vast chemical datasets, predict protein structures, and identify promising drug candidates far faster than traditional lab screening. This **reduces the time and cost of discovery** – in some cases AI has cut drug discovery timelines from years to months ([AI's Potential Must Reconcile With RD And Regulatory Bottlenecks](https://www.clinicalleader.com/doc/ai-s-potential-must-reconcile-with-r-d-and-regulatory-bottlenecks-0001#:~:text=Thanks%20to%20AI%20drug%20development%2C,therapies%20at%20a%20record%20pace)). A recent analysis notes that *“the implementation of AI promises to significantly reduce drug discovery time, enhance efficiency, and maximize cost-effectiveness throughout the drug development pipeline”* ([AI's Potential Must Reconcile With RD And Regulatory Bottlenecks](https://www.clinicalleader.com/doc/ai-s-potential-must-reconcile-with-r-d-and-regulatory-bottlenecks-0001#:~:text=The%20pharmaceutical%20industry%20is%20nearing,of%20all%20companies%20are%20now)). Over half of pharma companies now routinely harness AI in R&D efforts ([AI's Potential Must Reconcile With RD And Regulatory Bottlenecks](https://www.clinicalleader.com/doc/ai-s-potential-must-reconcile-with-r-d-and-regulatory-bottlenecks-0001#:~:text=The%20pharmaceutical%20industry%20is%20nearing,as%20proof%20points%20are%20generated)), leading to more compounds entering trials and potentially higher R&D output. These efficiency gains lower the cost per R&D project (fewer failed experiments, less labor-intensive trial-and-error).

In **engineering and physical sciences R&D**, AI helps by simulating experiments and optimizing designs (e.g., AI-driven material discovery or aerospace simulations), again cutting down research cycles. GenAI can even generate hypotheses or research literature summaries, aiding researchers. **Indirectly**, AI is attracting increased funding to R&D. Companies and government agencies are pouring investment into AI-driven research initiatives, meaning R&D service firms and labs that specialize in AI applications can win more contracts. There are also new revenue opportunities in offering AI-as-a-service for research – for example, an R&D firm might provide AI analytic services to clients who lack in-house capabilities.

The net impact is **highly Positive**. AI’s ability to improve R&D efficiency can **boost the throughput of discoveries** and innovations (a positive for revenue if more projects succeed). Moreover, clients (like pharmaceutical companies) value AI-accelerated R&D, so R&D service providers with AI expertise are in high demand. Any potential negatives (like reduced need for certain lab technicians if AI automates tasks) are minimal compared to the overall expansion of research frontiers. Notably, AI doesn’t replace scientists – it augments them, handling data-heavy tasks so human researchers can focus on interpretation and creative problem-solving. In summary, AI/GenAI is a force multiplier in R&D services, **lowering costs and increasing the value of outcomes** ([AI's Potential Must Reconcile With RD And Regulatory Bottlenecks](https://www.clinicalleader.com/doc/ai-s-potential-must-reconcile-with-r-d-and-regulatory-bottlenecks-0001#:~:text=The%20pharmaceutical%20industry%20is%20nearing,of%20all%20companies%20are%20now)), thus benefiting this sub-industry’s economics.

**Advertising, Public Relations, and Related Services (NAICS 5418) – Positive**

**Sub-industries:** Advertising Agencies (541810), Public Relations Agencies (541820), Media Buying (541830), Media Representation (541840), Outdoor Advertising (541850), Direct Mail (541860), Advertising Distribution (541870), Other Ad Services (541890).  
**AI/GenAI Impact:** The advertising and PR world is undergoing rapid adoption of generative AI for creative and analytical tasks. **Content creation**, a core function of ad agencies, is being turbocharged by GenAI. Agencies use GenAI to draft copy, generate slogan ideas, create social media posts, even produce imagery and video prototypes. This automation of creative production can significantly **reduce costs and turnaround times** – campaigns that once took weeks of creative team brainstorming can have initial concepts generated by AI in hours. In 2024, **91% of U.S. advertising agencies were either already using (61%) or actively exploring (30%) generative AI** in their operations ([Forrester: 91% of US ad agencies are currently using, exploring generative AI | Marketing Dive](https://www.marketingdive.com/news/forrester-generative-ai-marketing-agencies-report/719285/#:~:text=%2A%20Ninety,per%20a%20recent%20Forrester%20report)). Clearly, the industry is embracing the tech.

Direct cost impacts are positive: GenAI helps **improve agency productivity and efficiency**, allowing the same team to deliver more content in less time. It also enables hyper-personalization at scale (e.g. creating 100 variations of an ad tailored to different audiences, which would be infeasible manually). This can enhance campaign effectiveness, indirectly supporting client satisfaction and retention (and thus agency revenue). One **Forrester report** noted that over half of agency decision-makers expect GenAI will have a **“significant or very significant impact”** on key aspects of their business model in the next two years ([Forrester: 91% of US ad agencies are currently using, exploring generative AI | Marketing Dive](https://www.marketingdive.com/news/forrester-generative-ai-marketing-agencies-report/719285/#:~:text=of%20respondents%20at%20agencies%20with,infringement%2C%20data%20privacy%20and%20security)) – especially *how content is created* (76% impact) and *what services agencies offer* ([Forrester: 91% of US ad agencies are currently using, exploring generative AI | Marketing Dive](https://www.marketingdive.com/news/forrester-generative-ai-marketing-agencies-report/719285/#:~:text=Respondents%20identified%20four%20key%20areas,62)). Many agency leaders see GenAI as a **major disruption that will change their business forever** ([Forrester: 91% of US ad agencies are currently using, exploring generative AI | Marketing Dive](https://www.marketingdive.com/news/forrester-generative-ai-marketing-agencies-report/719285/#:~:text=Generative%20AI%20has%20moved%20from,will%20change%20their%20business%20forever)), but in a transformative way rather than a destructive way.

Indirect effects: Agencies can develop new revenue streams by offering AI-enhanced services (for instance, an agency might sell an AI-based content generation platform or offer data-driven creative strategy consulting). Client demand is also evolving – brands expect agencies to use the latest AI tools to be efficient and innovative. This generally favors larger agencies that can invest in AI (78% of large agencies use GenAI, vs ~53% of small agencies) ([Forrester: 91% of US ad agencies are currently using, exploring generative AI | Marketing Dive](https://www.marketingdive.com/news/forrester-generative-ai-marketing-agencies-report/719285/#:~:text=%2861,agency%E2%80%99s%20ecosystem%20in%20the%20next)), potentially concentrating business towards AI-capable firms (but overall industry revenue isn’t shrinking). One potential negative is that some lower-budget clients might bypass agencies, using DIY AI tools for simpler marketing content. However, mid-to-large clients still rely on agency expertise in strategy, big creative ideas, media planning, and cross-channel execution – areas where AI assists but doesn’t replace the human element (especially in PR, where relationship management and judgment are key).

On balance, we classify the impact as **Positive**. AI is largely a creative enhancer and efficiency driver for advertising/PR firms. It lowers creative production costs and can improve profit margins if agencies maintain pricing. With GenAI’s help, agencies can deliver more value (more creative options, data-driven targeting) and potentially attract more clients or budget. The agencies that integrate AI well are thriving – those that don’t might struggle, but as an industry, advertising and PR services are not becoming obsolete, they’re **evolving**. (Notably, agencies must navigate concerns around AI-generated content copyright and authenticity, but these are being managed with new policies and human oversight.)

**Other Professional Services (NAICS 5419) – Mixed/Neutral**

**Sub-industries:** This category includes a variety of services: **Marketing Research & Polling (541910)**, **Photography (541921 & 541922)**, **Translation & Interpretation (541930)**, **Veterinary Services (541940)**, and miscellaneous professional services not elsewhere classified (541990). The impact of AI/GenAI differs by each:

* **Market Research & Polling (541910):** **Positive.** AI is revolutionizing how market research is conducted. Researchers use AI to analyze consumer data (social media, transaction logs) for insights that previously required extensive surveys or focus groups. GenAI can summarize open-ended survey responses or even generate simulated respondent data to test hypotheses. This improves speed and lowers the cost of research. For example, an AI might quickly analyze millions of social media posts to gauge sentiment about a brand, reducing reliance on manual polling. These tools allow market research firms to offer richer analytics services (like predictive consumer behavior modeling) – an indirect revenue booster. Many marketing analytics firms report AI has *“significantly enhanced…efficiency and data-driven decision-making”* in their workflows ([Impact of AI on Call Centers: 7 Key Impacts in 2025 - Invensis](https://www.invensis.net/blog/impact-of-ai-on-call-centers#:~:text=Invensis%20www,making)). While traditional polling may see less demand (as AI can predict opinions or outcomes from existing data), overall the industry is adapting by integrating AI and providing higher-value consultative insights. Net impact: trending **Positive** due to efficiency and new capabilities.
* **Photography Services (541921 & 541922):** **Negative.** AI image generation and editing pose a threat to parts of the photography business, especially **commercial photography (541922)**. Generative AI can create high-quality images of products or even synthetic models without a photoshoot – for instance, e-commerce companies can use AI to generate product photos in different settings, cutting demand for studio shoots. **AI tools can automatically retouch and manipulate photos** in seconds, reducing the need for skilled editors for basic tasks ([How AI Product Photography Is Boosting Businesses in 2025 - Metrobi](https://metrobi.com/blog/how-ai-product-photography-is-boosting-businesses/#:~:text=How%20AI%20Product%20Photography%20Is,time%20with%20these%20tools%2C)). Already, some stock photo agencies report declines as clients turn to AI image generators for royalty-free visuals. Portrait photography (541921), which involves capturing real people/events (weddings, family portraits, etc.), is less directly hit – people still hire photographers for personal occasions. However, even in this space, AI is creeping in (e.g., “AI headshots” services that generate a professional portrait from a casual selfie). The cost structure for photographers who adopt AI is improved (they can edit photos faster with AI tools, for example), but the revenue side is challenged as certain client segments opt for AI solutions over hiring a photographer. Overall, while photography professionals remain needed for creative vision and on-site work, **the impact skews Negative** for the commercial segment – a portion of traditional photography services is being supplanted by AI-generated imagery. Photographers are urged to move up the value chain (providing artistic direction, combining AI with real shoots) to stay competitive.
* **Translation and Interpretation Services (541930):** **Negative.** This sub-industry faces substantial disruption from AI language models. Machine Translation (MT) has vastly improved with AI – tools like Google Translate and DeepL (and newer GenAI-based translators) can now produce very usable translations for many languages and content types. By 2025, AI translation is widely integrated into business workflows. This **directly reduces demand** for human translators for standard documents. AI can translate large volumes instantly at near-zero marginal cost, a huge cost-saving for clients. It’s noted that AI brings *“significant cost and time savings”* in translation, especially for large datasets ([How AI Is Changing the Translation Service Industry in 2025](https://www.getblend.com/blog/artificial-intelligence-changing-the-translation-services-industry/#:~:text=Admittedly%2C%20AI%20has%20made%C2%A0machine%20translation,to%20the%20nuances%20of%20language)). Many translation agencies now use a model where AI does the initial translation and human linguists post-edit for nuance – meaning each translator can handle more content in the same time (good for cost efficiency) but often at lower per-word revenue rates. Real-time interpretation is also seeing AI entrants (e.g., apps that can interpret speech on the fly). While current AI may still struggle with context, humor, and cultural nuance, it’s improving steadily. The industry is indeed **“quickly reshaping”**, carving out new niches for human translators (like transcreation, specialized literary translation) and relying on human review rather than raw translation ([How AI Is Changing the Translation Service Industry in 2025](https://www.getblend.com/blog/artificial-intelligence-changing-the-translation-services-industry/#:~:text=Artificial%20intelligence%C2%A0has%20revolutionized%20the%20language,career%20opportunities%20for%20translation%20professionals)) ([How AI Is Changing the Translation Service Industry in 2025](https://www.getblend.com/blog/artificial-intelligence-changing-the-translation-services-industry/#:~:text=Admittedly%2C%20AI%20has%20made%C2%A0machine%20translation,to%20the%20nuances%20of%20language)). Indirectly, businesses that once paid for translators might opt for in-house use of AI tools with minimal oversight, cutting into the volume of work available. On the positive side, AI opens opportunities for translation companies to handle more projects (with smaller human effort per project) and offer ancillary services (AI localization consulting, quality validation). But net-net, the commoditization of basic translation through AI points to **Negative** pressure on this sub-industry’s traditional revenue. Human expertise remains essential for high-stakes and creative translation, but the total market for human translation labor is likely shrinking as of 2025 due to AI.
* **Veterinary Services (541940):** **Neutral.** Vet services are hands-on and driven by medical expertise for animals. AI has a relatively modest impact here so far. Some vet clinics use AI-driven diagnostic tools – for example, AI image analysis can help read pet X-rays or lab results faster – which can improve care quality and efficiency (cost benefit). Veterinary telehealth platforms might use AI chatbots to triage pet symptoms for remote consultations. These are incremental improvements in service delivery but do not fundamentally change the vet’s business model in 2025. Clients still need to bring pets in for treatment, and AI doesn’t replace veterinarians’ medical judgment or surgical skills. Indirectly, AI could help vets manage their practice (appointment scheduling, automatic reminders, etc., via AI assistants), slightly lowering administrative overhead. There is also emerging AI in pet healthcare (e.g., smart collars that monitor health), but those likely *increase* visits by alerting owners to issues. Therefore, the impact is **Neutral** – AI is a useful tool for vets but hasn’t significantly altered cost or demand structures. The industry remains driven by pet ownership trends more than AI tech.
* **All Other Professional/Technical Services (541990):** **Neutral.** This is a catch-all for miscellaneous services (which might include things like weather forecasting services, economists for hire, handwriting analysis, etc.). The impact of AI will vary depending on the specific niche service. Generally, if the service involves data analysis or information processing, AI can provide efficiencies. For example, a firm offering economic analysis might use AI to crunch data faster (positive for cost). A company doing custom research or technical writing could use GenAI to draft reports (again positive for productivity, but requiring human fact-checking). Since this category is broad, we assess overall impact as Neutral – many of these businesses will find AI helps reduce costs, but none are likely to experience a dramatic boom or bust solely due to AI in the short term. They will incorporate AI to stay competitive.

In summary, NAICS 5419 sub-industries have a **mixed bag** of outcomes: **Positive** for market research (analytics advantage), **Negative** for photography and translation (automation replacing human labor), and mostly **Neutral** elsewhere. For the category as a whole, we label it **Neutral**, acknowledging both upsides and downsides.

**Administrative and Support Services (NAICS 561)**

**Office Administrative Services (NAICS 561110) – Negative**

**Sub-industry description:** Firms that provide outsourced office support, administrative staffing, and back-office functions for clients.  
**AI/GenAI Impact:** Many tasks in office administration are highly automatable. Scheduling meetings, managing emails, data entry, record-keeping – these can be handled by AI-powered software (like intelligent virtual assistants and RPA bots) at low cost. Companies that previously might outsource administrative tasks or hire temp admin staff can now use AI tools to handle some of that workload internally. For example, an AI scheduling assistant can coordinate calendars without a human secretary, or an AI email agent can draft routine responses. This poses a direct **threat to the revenue** of office admin service providers, as clients have less need to pay for external admin labor. The **cost structure** for providers can improve if they themselves adopt AI (one AI-assisted admin can do the work of several people, reducing payroll costs), but ultimately their value proposition diminishes if automation makes it feasible for businesses to not outsource at all. Indirectly, the availability of user-friendly AI office tools (like automated travel expense filing, AI transcription of meetings) means businesses may keep more admin in-house. We see the impact as **Negative**: a likely decline in demand for traditional office admin services due to AI-driven self-service solutions. Providers in this space will need to pivot, perhaps moving into more specialized administrative consulting or offering AI-enhanced services rather than simple clerical work.

**Facilities Support Services (NAICS 561210) – Neutral / Slight Positive**

**Sub-industry description:** Companies providing a bundle of facility management services (administrative, janitorial, maintenance, security) for clients on a contract basis.  
**AI/GenAI Impact:** Facilities support firms can benefit from AI mainly through **operational efficiencies**. AI can optimize building management – for instance, smart HVAC systems with AI save energy costs, predictive maintenance algorithms schedule repairs before breakdowns, and AI security monitoring can complement human patrols. For a facilities management provider, these technologies can lower the cost of delivering service (e.g. fewer emergency repairs, lower energy bills for client buildings, more efficient staff deployment via AI-driven scheduling). If the facilities support firm invests in these tools, they can improve margins or offer more competitive pricing (possibly attracting more contracts, a revenue plus). There isn’t a major **direct displacement** effect here, because this industry involves a lot of physical work (maintenance, repairs, overseeing property operations) that AI cannot fully automate. However, some labor reduction may occur: for example, an AI system might reduce the need for as many onsite managers by centrally analyzing all building data.

Indirectly, clients expect more tech-driven facility management – a firm that uses AI to, say, detect equipment issues or optimize cleaning routes might win business over a traditional firm. So adopting AI could become necessary to stay competitive (a positive for those who do, negative for those who don’t). On balance, we lean **Neutral to Positive**. AI helps reduce costs and improve service quality, potentially boosting profits for facilities support companies, but it doesn’t drastically reshape demand (clients will still outsource facility services for strategic reasons). The overall industry isn’t shrinking; rather, it’s gradually incorporating AI. So we’ll call it **Neutral** (with a slight positive tilt for early adopters who can use AI to differentiate themselves).

**Employment Services (NAICS 5613) – Neutral (Mixed)**

**Sub-industries:** **Employment Placement Agencies (561311)**, **Executive Search Firms (561312)**, **Temporary Staffing Services (561320)**, **Professional Employer Organizations – PEOs (561330)**.  
**AI/GenAI Impact:** This group covers staffing and recruiting services. **AI is having a mixed impact** here, changing how candidates are sourced and matched:

* **Recruiting/Placement (561311, 561312):** AI resume screening and matching software have become common. These tools automatically filter candidates, evaluate skills via online assessments, and even conduct initial chatbot interviews. For placement agencies and headhunters, AI can dramatically cut the time and cost of identifying good candidates. A recruiter using AI can search wider pools and find matches faster, increasing productivity (positive for cost). However, **clients might license the same AI recruitment tools to do more hiring in-house**, reducing their reliance on external recruiters. For example, a company might use LinkedIn’s AI talent search or an AI headhunting platform instead of paying a placement agency for lower-level positions. Executive search (high-level recruiting) is less affected – those rely on personal networks and persuasion, where AI is just a supplement (finding possible candidates on LinkedIn faster, but the relationship aspect remains human). So, for routine placement, **some revenue loss** is possible as AI enables in-house hiring; for specialized search, AI is mostly a helpful research aid. Net effect: somewhat **Negative** on volume of basic placements, **Neutral** for high-end search.
* **Temporary Staffing (561320):** Temp agencies supply workers for short-term roles (clerical, light industrial, etc.). Automation and AI threaten some of the roles that temps traditionally fill – e.g., if a company automates its data entry with AI OCR, it no longer needs temp data entry clerks; if customer service is handled by AI chatbots, need for temp call center agents falls. This could **reduce demand** for certain categories of temps (negative impact on staffing firms’ revenue). Conversely, AI’s growth creates new temporary roles (like data cleaning for AI, tagging training data, or needing IT contractors for AI system deployment) – staffing firms can supply those specialized temps. Also, staffing firms themselves use AI to manage their pool of workers and client scheduling, which lowers their internal costs. PEOs (561330), which handle HR and payroll for client employees, benefit from AI automating payroll processing, compliance tracking, etc., improving their efficiency. But PEOs could also see clients opting for automated HR software instead of outsourcing to a PEO.

Given these cross-currents, we rate **Employment Services as Neutral** overall. **Positive factors:** AI improves recruiters’ and staffing coordinators’ efficiency (one recruiter can place more candidates with AI tools) and potentially opens new staffing niches. **Negative factors:** some traditional placements/assignments are eliminated by automation; some clients handle hiring directly with AI. The industry isn’t clearly expanding or contracting solely due to AI in 2025 – it’s *evolving*. For example, an employment agency might shift from providing lots of clerical temps to providing more specialized tech contractors. They maintain relevance by adapting, but the mix of jobs changes.

**Business Support Services (NAICS 5614) – Negative (Overall)**

This industry group contains several distinct services, many of which face **significant automation from AI/GenAI**:

* **Document Preparation Services (561410):** **Negative.** These firms offer services like word processing, transcription, resume writing, and proofreading. Generative AI (like ChatGPT) can now draft and format documents with minimal human input. For instance, an individual can use AI to generate a cover letter or a business can auto-transcribe meetings using AI, bypassing a transcription service. AI writing assistants handle grammar and style checks that once kept such firms busy. As a result, demand for paid document prep is dropping for routine documents – *AI “writing bots” essentially compete at near-zero cost*. Any document service provider that survives will likely be using AI heavily (reducing their labor costs, but also their billable hours). Overall a clear negative impact: **sharply reduced revenue opportunities** as clients either DIY with AI or expect much lower prices.
* **Telephone Answering Services (561421):** **Negative.** These are companies that provide live operators to handle calls for clients (like a virtual receptionist). AI-driven voice assistants and IVR (interactive voice response) systems have become sophisticated. An AI receptionist can answer basic inquiries, take messages, or schedule appointments without human intervention. Many small businesses now use automated phone menus or AI voicemails instead of paying for a human answering service. This **directly eats into the business model** of telephone answering companies. While some may incorporate AI to have one operator supervise multiple AI-driven lines, the core selling point of a “live person always answering your calls” is less compelling when callers have become accustomed to (and often prefer) quick automated responses for simple tasks. This sub-industry sees a **declining client base** due to AI, hence negative overall impact.
* **Telemarketing Bureaus and Contact Centers (561422):** **Negative.** Contact centers that handle outbound telemarketing or inbound customer service are undergoing huge change with AI. **AI chatbots and voice agents** can resolve many routine customer inquiries without a human agent. By 2025, many customer service operations use AI as first-line support (answering FAQs, processing simple requests), only escalating complex issues to humans. This reduces the volume of work handled by call center staff. For telemarketing (outbound sales calls), AI can personalize and automate outreach through emails or robocalls (though robocalls face regulatory limits). The net effect is fewer human agents needed – a cost benefit for call center operators (they can cut labor costs significantly). However, if clients realize they no longer need large human call center teams (because AI handles a chunk of interactions), the revenue that call center service companies get (often charged per agent or per call handled) could drop. **92% of CRM leaders say AI has improved customer service response times (**[**Is AI Making Call Center Agents Better Or Replacing Them? - Forbes**](https://www.forbes.com/sites/kolawolesamueladebayo/2024/12/29/is-ai-making-call-center-agents-better-or-replacing-them/#:~:text=Is%20AI%20Making%20Call%20Center,customer%20service%20response%20times)**)**, indicating companies are seeing success with AI in contact centers. Some call center BPO firms are adapting by offering “AI-augmented agent” services – blending bots and humans – but they must invest in AI development, potentially squeezing smaller operators. Overall, this sub-industry’s traditional model (lots of people in a call center) is shrinking. We categorize impact as **Negative** because AI is **directly displacing a large portion of the labor-intensive work** and likely reducing the total human call center seats needed across the market. (On the flip side, call center firms that pivot to providing AI solutions or high-touch complex support can survive, but industry employment and revenue from pure call handling are under pressure.)
* **Private Mail Centers & Copy Shops (561431 & 561439):** **Neutral.** These businesses (e.g., UPS Store, FedEx Office franchises, local copy/print shops) offer mailing, packing, and copying services. AI doesn’t have a strong direct impact here – packing a box or printing a document are physical tasks still required. Indirectly, AI (and digitalization generally) means fewer documents get printed as offices go paperless, but that’s a long-term trend not solely tied to GenAI. Mail centers might see slight benefit from AI if they implement smart logistics systems to route packages or manage inventory of mailboxes, but that’s marginal. Overall neutral – their business volume is more affected by e-commerce trends (positive for package shipment) and digital document trends (negative for copying) than by AI specifically.
* **Collection Agencies (561440):** **Positive.** Collection agencies recover delinquent debts for creditors. AI can actually enhance this process: machine learning models can predict which debtors are most likely to pay and recommend optimal times or channels to contact them. AI chatbots or automated dialing systems can handle the initial outreach to debtors, negotiating payment plans for simpler cases without human involvement. This **lowers the cost** per collection attempt (fewer staff collectors needed) and potentially **increases success rates** by optimizing strategy ([The Explosive AI Consulting Demand | by David H. Deans | Technology | Media | Telecom | Medium](https://medium.com/technology-media-telecom/the-explosive-ai-consulting-demand-b907da4cc098#:~:text=On%20a%20more%20positive%20note%2C,initiatives%20can%20deliver%20to%20organizations)) (some agencies report AI has improved operational efficiency for clients by 35% ([The Explosive AI Consulting Demand | by David H. Deans | Technology | Media | Telecom | Medium](https://medium.com/technology-media-telecom/the-explosive-ai-consulting-demand-b907da4cc098#:~:text=On%20a%20more%20positive%20note%2C,initiatives%20can%20deliver%20to%20organizations))). While strict laws govern debt collection communications, AI can help ensure compliance (e.g. only contacting within allowed hours, using approved language). The result: a collection agency using AI can handle more accounts with the same workforce, boosting profitability. There isn’t much risk of clients handling collections in-house with AI – creditors typically prefer outsourcing due to legal complexities and focus on core business. So this sub-industry likely sees a **Positive** impact: reduced costs and improved outcomes via AI.
* **Credit Bureaus (561450):** **Positive.** Credit bureaus (like Experian, Equifax) gather and analyze consumer credit information. AI and big data techniques allow them to develop more sophisticated credit scoring models and fraud detection systems. For example, AI can detect anomalous behavior that suggests identity theft or predict creditworthiness from non-traditional data, creating new products. These companies heavily invest in AI to improve their analytics offerings. The cost impact is modest (credit bureaus already automated), but AI improves accuracy and speed of analysis. The **revenue impact** could be positive as well: bureaus can sell new AI-driven risk insights or personalized credit monitoring services. There is little threat to their core business from AI – rather, AI solidifies their role since analyzing massive credit data is exactly what AI excels at. Thus, a **Positive** classification.
* **Repossession Services (561491):** **Neutral.** Repossession firms recover assets (like vehicles) when borrowers default. AI might help indirectly: e.g., license plate recognition cameras with AI can spot target vehicles, or predictive analytics might identify the best time/location to repossess, making agents more efficient. This can reduce time/cost per repo. However, the fundamental field work (towing a car) remains manual. Lenders still outsource repossession. AI could slightly improve success rates (thus revenue per contract) and reduce failed attempts. Not a dramatic change – we’ll call it Neutral with slight positive efficiency.
* **Court Reporting/Stenotype Services (561492):** **Negative.** Court reporters transcribe legal proceedings. **Speech-to-text AI** is becoming capable enough to produce transcripts of meetings and even courtroom dialogue with high accuracy. Some courts and law firms are experimenting with recording systems coupled with AI transcription to reduce the need for live stenographers. While official court reporting still often requires a certified human for accuracy and to handle multiple speakers or gestures, AI is encroaching. Realtime captioning AI can assist court reporters (making them faster) but also threaten to replace them in some settings (e.g., for depositions, an AI transcript might be acceptable). The cost structure for reporting agencies improves with AI (one reporter can edit AI-generated transcripts from multiple rooms instead of typing every word), but that likely means fewer total reporters needed. Given these trends, the outlook is **Negative** – we expect reduced demand for human court reporters over time as AI transcription becomes more accepted and ubiquitous. In 2025 it may only be a small impact, but the trajectory is downwards.
* **All Other Business Support (561499):** **Neutral.** This miscellaneous category could include services like barter exchange services, telephone polling services, etc. Impacts depend on the specific service. Some will benefit from AI efficiency, others could be sidelined. Without specific dominant activities, we’ll say neutral overall.

**Overall for NAICS 5614**: The most prominent sub-sectors (document prep, call centers, answering services, court reporting) face **clearly Negative** impacts due to AI automation. A couple (collections, credit bureaus) see Positive, but they are smaller segments. Thus, as a group, Business Support Services is leaning **Negative** – many traditional support roles are **being eroded by AI-driven automation**.

**Travel Arrangement and Reservation Services (NAICS 5615) – Negative**

**Sub-industries:** **Travel Agencies (561510)**, Tour Operators (561520), Convention and Visitors Bureaus (561591), Other travel arrangement services (561599).  
**AI/GenAI Impact:** The travel booking and planning domain has been heavily impacted by digitalization for years (online travel agencies, etc.), and GenAI is accelerating that trend. **Travel Agencies (561510)**, which help consumers or businesses plan and book travel, are seeing a continued decline in relevance except in niche markets. Now, **AI trip-planning assistants** can converse with a user to build a personalized itinerary (choosing flights, hotels, attractions based on preferences), effectively doing much of what a human travel agent would do. In 2024, all the major online travel agency platforms introduced GenAI travel planners ([Are Consumers Ready to Embrace Generative AI for Travel Planning? - WSJ](https://deloitte.wsj.com/cmo/are-consumers-ready-to-embrace-generative-ai-for-travel-planning-a1660d7e#:~:text=On%20the%20shopping%20and%20distribution,others%2C%20see%20the%20full%20report)), and new startups offer AI-driven travel concierge bots. These can search availability and even complete bookings through integrations. The result: for routine leisure travel, travelers are increasingly comfortable using AI-enhanced self-service tools. This **directly reduces demand for human travel agents**, a trend ongoing since the rise of internet booking but now hitting the more personalized planning aspect that was a last bastion of agents. Corporate travel management is also adopting AI for policy compliance and quick booking, further threatening the traditional agency model. Thus, **Travel Agencies face a negative impact**, with AI making it easier for clients to do it themselves.

**Tour Operators (561520)**, who organize packaged tours, are less directly hurt by AI – they still physically run tours. AI can help them in operations (optimizing tour schedules, dynamic pricing using AI demand forecasts), a positive internally. But from a consumer perspective, AI may enable more travelers to create DIY itineraries instead of buying packaged tours, which is a competitive pressure. Still, many people enjoy the convenience of guided tours, so the effect is moderate. Tour operators likely net out neutral (they use AI for cost efficiency and marketing but might lose a few customers to AI-planned independent travel).

**Convention and Visitors Bureaus (561591)** are organizations promoting tourism in regions – AI impact is minimal. They might use AI for targeted marketing (positive) and to answer visitor queries via chatbots, but their funding and role (often quasi-public) remain. So neutral for CVBs.

**Other travel arrangement (561599)** includes ticket brokers, travel consulting, etc. Most of those services (like ticket booking) are highly automated online already. AI further solidifies online channels by improving user experience with chat-based search (e.g., asking an AI “find me the cheapest flight next month” instead of manual search). So these miscellaneous services likely see negative impact if they were manual, or positive if they were digital and now add AI.

Summing up, the **overall Travel Arrangement sector impact is Negative**, primarily dragged by the plight of travel agencies. The number of traditional travel agents has been declining, and GenAI threatens to *“fundamentally reinvent the tourism business model”* by enabling suppliers (airlines, hotels) to interact directly with travelers via AI ([How Generative AI is transforming the tourism industry | EY Japan](https://www.ey.com/en_jp/insights/consulting/how-generative-ai-is-transforming-the-tourism-industry#:~:text=How%20Generative%20AI%20is%20transforming,enabling%20suppliers%20to%20operate)), cutting out middlemen. The one upside: travel companies themselves investing in AI may create *some* new jobs (like AI travel tech specialists), but those are within travel corporations or tech firms, not traditional agencies. Thus, for NAICS 5615 services, **AI/GenAI is a headwind** to business as usual.

**Investigation and Security Services (NAICS 5616) – Mixed (Neutral overall)**

**Sub-industries:** **Investigation Services (561611)**, **Security Guards and Patrol (561612)**, **Armored Car Services (561613)**, **Security Systems Services (561621)**, **Locksmiths (561622)**. AI is affecting each in different ways:

* **Private Investigation Services (561611):** **Positive (slight).** Private investigators can leverage AI tools for OSINT (open-source intelligence). For example, AI can quickly crawl social media, public records, and databases to gather information on a subject, a task that used to require many hours of manual research. This raises investigator productivity and success rates. Surveillance tasks might use AI object recognition in video feeds to track targets automatically. These tools lower investigative labor costs and allow PIs to take more cases. Clients still need human judgment for analysis and legally-compliant evidence gathering, so AI isn’t replacing investigators – it’s *augmenting* them. Demand could even rise as investigations become more affordable or effective. Net: a **Positive** efficiency impact with possibly more revenue per investigator (through handling more cases or offering new digital investigative services).
* **Security Guards and Patrol Services (561612):** **Negative.** Physical security is seeing a gradual shift toward technology. AI-powered surveillance cameras and software can detect intrusions or suspicious behavior in real-time, often more reliably than a human guard watching CCTV. Some facilities are deploying **security robots or drones** (with AI navigation and sensing) to do routine patrols. While in 2025 most security guard contracts are still fulfilled by humans, these technologies are beginning to displace some guard positions, especially for overnight monitoring or large, closed campuses. A single remote AI monitoring center might replace several on-site guards. The cost for security firms to adopt AI surveillance is significant but yields long-term savings (fewer guards to pay). If clients adopt these tech solutions, the revenue for traditional guard services could fall. Indeed, clients may demand lower fees if fewer guards are needed alongside AI systems. So the guard services sub-industry faces a **negative** outlook: a slow erosion of manpower needs. It’s not immediate and total, because many clients still want a human presence for deterrence and intervention, but the trend is set. Security firms likely have to transform into tech-enabled security providers or lose business. Overall impact: **Negative** (especially in future trajectory).
* **Armored Car Services (561613):** **Neutral.** Armored transport (cash transit) isn’t much changed by AI at this point. Routes can be optimized by simple algorithms (already done), and perhaps AI could improve security protocols (vehicle telematics detecting unusual events). But you still need armored vehicles and guards to physically move cash/valuables. Until something like fully autonomous armored vehicles becomes viable (not yet, and regulations would lag), this sub-industry stays largely the same. So neutral impact – AI might help in back-office logistics or scheduling, minor cost savings, but no major disruption.
* **Security Systems Services (561621):** **Positive.** These firms install and monitor alarm systems, CCTV, access control, etc. AI has been a game changer in this area – **smart security systems** using AI can identify threats (e.g., differentiate between a person vs. an animal triggering a camera, recognize faces for access, detect unusual patterns). Security providers who offer AI-enhanced systems have a competitive edge, as clients increasingly want intelligent security solutions. This drives new revenue for system installers and monitoring services: for instance, offering an AI video analytics add-on for a monthly fee. It also makes monitoring more efficient – one center can handle more cameras with AI filtering out false alarms, reducing labor costs for monitoring staff. Demand for sophisticated security solutions is rising due to crime and safety concerns, and AI is a selling point. Thus, companies in this sub-industry stand to gain by integrating AI – **impact is Positive** via value-added services and improved margins. (One caveat: tech companies like camera manufacturers also sell AI security products directly, which means security service firms must keep up or risk disintermediation. But many customers rely on these firms for installation and maintenance expertise.)
* **Locksmiths (561622):** **Neutral to Slight Negative.** Traditional locksmithing (keys and locks) is not affected by generative AI, but the broader shift to smart locks (digital/app-based locks, biometric locks) means locksmiths need new skills. AI itself isn’t picking locks, but IoT devices are replacing physical keys in some cases. Locksmiths often evolve into security technicians for electronic locks. There might be slightly less demand for simple key-cutting (since digital locks don’t need that, or people use kiosks). However, people still get locked out or need security advice. We’ll call it Neutral for now, as business persists with some modernization.

**Overall NAICS 5616:** It’s a mix. Investigations and security system services get a boost from AI (positive), guard services face decline (negative), others neutral. Taken together, we’ll label the impact **Neutral**, as the growth in tech-driven security services roughly offsets the shrinking of low-tech guard services at the industry level in 2025. Over a longer term, the balance might tilt negative as tech efficiencies reduce total spending on human services, but currently it’s a mixed scenario.

**Services to Buildings and Dwellings (NAICS 5617) – Neutral**

**Sub-industries:** **Pest Control (561710)**, **Janitorial Services (561720)**, **Landscaping Services (561730)**, **Carpet/Upholstery Cleaning (561740)**, **Other Building Services (561790)**. These are mostly manual labor services, and AI’s role here is through robotics and smart equipment rather than generative AI per se.

* **Janitorial & Cleaning (561720, 561740, 561790):** **Neutral (trending Negative in future).** AI-driven **cleaning robots** (like autonomous vacuums, floor scrubbers) are starting to be used in large facilities such as airports and malls. In 2025, their adoption is limited but growing. Each robot can reduce the hours needed from cleaning staff (a cost win for cleaning companies). For now, most janitorial contracts still rely on human crews, but those crews may use robotic aids for repetitive tasks (e.g. robotic floor cleaners for large hallways at night). This improves productivity – a cleaning company can service the same area with fewer janitors, lowering labor costs (positive internally). However, widespread adoption could **reduce overall demand for janitorial labor**, potentially shrinking the workforce or compressing prices for contracts (negative for the labor-centric part of the industry). As of 2025, the impact is small – robots handle a fraction of duties and often require human oversight. So the industry’s structure hasn’t drastically changed, making the current impact Neutral. But janitorial firms should watch this trend; those who invest in cleaning automation may gain a cost advantage (and perhaps drive competitors out who can’t match the efficiency). For carpet cleaning, we have semi-automated machines but not fully autonomous – technicians still go on-site with equipment. So minimal AI effect there.
* **Pest Control (561710):** **Neutral.** Some tech exists like IoT traps that alert when full, or AI image analysis to identify insects, which can make pest control more targeted. Drones might inspect for termite damage with AI vision. These improve efficiency slightly (fewer site visits if you can monitor remotely). But the extermination itself still requires physical treatments. Clients will continue outsourcing pest control. So not much change; perhaps technicians use AI tools to locate pests faster – a mild positive for cost, but not industry-changing.
* **Landscaping Services (561730):** **Neutral.** Robotic lawn mowers and AI-powered irrigation controllers are on the market. A landscaping firm can deploy robot mowers to maintain large lawns, reducing manual mowing hours. However, trimming, planting, and complex landscape tasks still need humans. Wealthy homeowners or golf courses might adopt robotic mowers on their own, but many clients prefer a service that handles all aspects (including those robots). If anything, landscapers might use these robots to increase productivity (one worker supervising multiple mowers). The impact in 2025 is niche – traditional landscaping remains labor-heavy. Over time, increased automation (and maybe AI vision for weed detection or plant health monitoring) can change the job composition. Currently, overall Neutral impact: costs can be slightly reduced for forward-looking firms, but revenue demand remains stable (people aren’t stopping lawn care because of AI – they either use a robot or hire a landscaper, so far one doesn’t eliminate the other broadly).

In summary, **Services to Buildings/Dwellings** are only modestly touched by AI right now. Robotics and AI scheduling tools bring some cost efficiencies (those are positives for companies adopting them), but these technologies are not yet pervasive enough to cut into the total volume of business – buildings still need cleaning, maintenance, and landscaping, and most of it is done manually. We assign **Neutral** impact at this time. (If we look ahead, as robots improve, there is potential for a Negative impact on employment in these industries, but companies providing the services might actually see a Positive impact by using more machines – so it could remain neutral from the firm perspective while negative for workers. In 2025, it’s too early to see strong net effects.)

**Other Support Services (NAICS 5619) – Neutral**

**Sub-industries:** **Packaging and Labeling Services (561910)**, **Convention and Trade Show Organizers (561920)**, **All Other Support Services (561990)**.

* **Packaging and Labeling (561910):** These companies package clients’ products or provide labeling/assembly services. AI and advanced automation (robotic packers, machine vision for quality check) are already widely used in manufacturing and fulfillment, often by the clients themselves or by third-party logistics firms. For specialized packaging service providers, AI can help optimize pack designs and workflows, but it’s more of a conventional automation story than generative AI. The industry has been automating for years (e.g., automated bottling lines). So AI continues to improve efficiency (cost down), potentially allowing the same output with fewer workers. But demand remains as long as clients outsource packaging. We call it Neutral: any cost gains could lead to competitive pricing, but not a dramatic demand shift either way.
* **Convention and Trade Show Organizers (561920):** These firms plan and manage large events. AI can assist in event management – for example, AI can help with attendee matchmaking (pairing buyers and sellers), schedule optimization, or even generate marketing materials for the event. Chatbots might handle routine attendee questions. These improvements can reduce some staffing needs (fewer people answering emails if a bot does it) and enhance attendee experience (which could boost the reputation and demand for well-run events, indirectly helping revenue). On the flip side, virtual events and webinars, enhanced by technology (some with AI translation or VR experiences), present an alternative to physical trade shows. But after 2020–2021’s pandemic virtual shift, 2025 sees a strong return of in-person events, often augmented by hybrid components. So convention organizers that leverage AI (for data analysis on attendee engagement or for event personalization) can offer better value and operate more efficiently. Overall likely **Positive** but modest – they still rely on physical gatherings, and AI is a tool to streamline operations. We’ll average it to Neutral for now as the core demand for events is driven by broader business networking needs, with AI mostly a value-add.
* **All Other Support Services (561990):** A grab-bag for services like flagging traffic for road work, inventory counting services, etc. Many of these are manual or niche. Some, like inventory counting, could be impacted by AI-driven drones or robots doing stock counts (reducing need for manual counters). Others, like event staffing services, might see little AI effect. Given the heterogeneity, we mark Neutral overall – some niches get more efficient, some unchanged, net no clear overall shift.

So, **NAICS 5619 overall: Neutral.** Packaging firms and convention organizers see incremental improvements with AI but maintain traditional business models and demand levels.

Having analyzed each sub-industry, we provide a summary table below and then highlight which are clearly positively or negatively impacted.

**Summary of AI/GenAI Impact on Business Services Sub-Industries**

The table below summarizes each sub-industry (6-digit NAICS) or group of closely related sub-industries, the nature of AI/GenAI’s impact on costs and revenues, and our classification of the overall impact as Positive, Negative, or Neutral:

| **NAICS Code & Sub-Industry** | **AI/GenAI Impact on Cost & Revenue Structure** | **Overall Impact** |
| --- | --- | --- |
| **541110 – Offices of Lawyers** (Legal Services) | AI automates legal research, document review, and drafting, boosting lawyer productivity. Lowers labor costs (fewer hours per case) and lets firms handle more cases. Clients may self-service simple tasks with AI, but demand for complex legal advice remains. **Net:** Efficiency gains translate to more billable work ([How AI is transforming the legal profession (2025) | Legal Blog](<https://legal.thomsonreuters.com/blog/how-ai-is-transforming-the-legal-profession/#:~:text=According%20to%20the%20professionals%20surveyed,billable%20time%20per%20lawyer%20annually>)). |
| **541120/191/199 – Other Legal Services** | Similar to offices of lawyers: notaries see some impact from e-notarization; title search offices use AI to examine records faster. Overall productivity up, with routine work simplified by AI. | **Positive** |
| **541211/213/214/219 – Accounting & Tax Services** | AI handles data entry, bookkeeping, and even drafts reports ([How AI will impact the tax and accounting profession (2025)](https://tax.thomsonreuters.com/blog/how-ai-will-impact-the-tax-profession/#:~:text=,analysis%20prowess%20can%20help%20accountants)). Cuts cost per client, freeing accountants for advisory work. Revenue mix shifts to consulting. Some basic tax prep lost to DIY AI tools, but firms that adapt gain efficiency. **Net:** positive (higher-value services offset lost low-end work) ([How AI will impact the tax and accounting profession (2025)](https://tax.thomsonreuters.com/blog/how-ai-will-impact-the-tax-profession/#:~:text=Thanks%20to%20capabilities%20like%20these%2C,per%20week%20in%20five%20years)) ([How AI will impact the tax and accounting profession (2025)](https://tax.thomsonreuters.com/blog/how-ai-will-impact-the-tax-profession/#:~:text=How%20might%20professionals%20use%20those,within%20the%20next%20five%20years)). | **Positive** |
| **541310/330 – Architectural & Engineering Svcs** | Generative design AI produces models/blueprints in minutes ([How AI will reshape work in civil engineering, related professions | ASCE |
| ](<https://www.asce.org/publications-and-news/civil-engineering-source/article/2024/12/03/how-ai-will-reshape-work-in-civil-engineering-related-professions#:~:text=For%20example%2C%20engineers%20traditionally%20bill,doing%20business%20will%20become%20obsolete>)), slashing hours required. Lowers costs but disrupts hourly billing (firms must reprice value). AI may reduce junior staff needs. Firms adopting AI can do more projects faster; those that don’t risk losing business ([How AI will reshape work in civil engineering, related professions | ASCE |  |
| ](<https://www.asce.org/publications-and-news/civil-engineering-source/article/2024/12/03/how-ai-will-reshape-work-in-civil-engineering-related-professions#:~:text=Today%E2%80%99s%20AEC%20industry%20is%20grappling,and%20slash%20their%20firms%E2%80%99%20revenues>)). Balanced outcome (efficiency vs. revenue compression). | **Neutral** |  |
| **541340/350/360/370/380 – Drafting, Surveying, Testing** | **Drafting/Design:** CAD with AI automates routine drafting – positive for cost, fewer drafters needed. **Surveying:** Drones/AI mapping improve efficiency (smaller crews). **Testing labs:** AI speeds data analysis and QC. These gains lower costs, but pricing models adjust. Demand steady. | **Neutral** |
| **541410/420 – Interior & Industrial Design** | AI aids concept generation (mood boards, product prototypes) speeding up design cycles. Reduces time/cost but doesn’t replace creative experts. Clients still need human refinement. No major demand loss; designers use AI to enhance output. | **Neutral** |
| **541430 – Graphic Design Services** | AI image/text generators handle ~26% of design tasks ([Has AI Killed Graphic Design Jobs?](https://allwork.space/2024/11/has-ai-killed-graphic-design-jobs/#:~:text=Reset)), especially simple graphics, lowering labor needs for basic work. Small clients may use AI instead of hiring a designer (some revenue loss). However, designers use AI to boost productivity and focus on complex creative, maintaining value. | **Neutral** (mixed) |
| **541490 – Other Specialized Design** | (e.g., fashion, jewelry, etc.) AI aids in pattern generation and trend analysis, helping designers iterate faster. Human creativity still central. No clear decline in demand; AI is a tool. | **Neutral** |
| **541511/512 – Custom Software & Systems Design** | AI coding assistants automate parts of programming, reducing development time ~10-15% ([Beyond Code Generation: More Efficient Software Development](https://www.bain.com/insights/beyond-code-generation-more-efficient-software-development-tech-report-2024/#:~:text=Beyond%20Code%20Generation%3A%20More%20Efficient,companies%20aren%27t%20making%20profitable)). Cuts cost and increases project throughput. Meanwhile, **surging client demand** for AI solutions drives new revenue. IT firms leverage AI for both internal efficiency and as a market offering. | **Positive** |
| **541513/519 – IT Infrastructure & Other Comp. Svcs** | AI helps manage IT systems (self-healing networks, automated support) reducing service labor. Also opens new services in AI system integration. Overall similar positive trend as above – cost down, revenue up through new AI-based contracts. | **Positive** |
| **541611/618 – Management Consulting** | AI automates data analysis and report drafting for consultants, saving time. More importantly, companies seek AI strategy advice, **boosting demand for consulting** ([The Explosive AI Consulting Demand | by David H. Deans |
| **541612 – HR Consulting** | AI tools handle tasks like compensation analysis or resume screening, letting HR consultants work faster. Clients may use some AI tools internally, but often need consulting on implementation. AI also raises strategic HR issues (change management, reskilling) that drive consulting engagements. | **Positive** |
| **541613 – Marketing Consulting** | Consultants use AI for market analysis (consumer data mining, competitive intel) cheaply. Clients demand guidance on AI-driven marketing (personalization algorithms, etc.). AI’s complexity actually increases need for expert marketing advice. Lower research costs, higher strategic value – net positive. | **Positive** |
| **541614 – Logistics Consulting** | AI optimizes supply chain models; consultants can simulate scenarios rapidly. Efficiency gain in analysis. Also, firms want help adopting AI in supply chains (e.g., for demand forecasting), so consulting revenue rises. | **Positive** |
| **541620 – Environmental Consulting** | AI improves modeling of environmental impacts (climate models, pollutant spread) enabling more accurate, faster analysis. Lowers project costs. Rising concerns (ESG, climate risk) mean more business, often involving AI analytics. AI is a selling point. | **Positive** |
| **541690 – Other Technical Consulting** | (Scientific/technical consulting not elsewhere) – Usually specialized experts (e.g., economic consultants, lab consultants). AI aids calculations and simulations, boosting efficiency. Demand for expert interpretation remains. Net positive or neutral depending on niche. | **Positive** (general) |
| **541713/714/715 – Scientific R&D Services** | AI accelerates R&D (e.g. drug discovery time cut from years to months ([AI's Potential Must Reconcile With RD And Regulatory Bottlenecks](https://www.clinicalleader.com/doc/ai-s-potential-must-reconcile-with-r-d-and-regulatory-bottlenecks-0001#:~:text=The%20pharmaceutical%20industry%20is%20nearing,of%20all%20companies%20are%20now))), reducing cost per innovation. Allows R&D firms to handle more projects; clients fund more AI-enabled research. Output (patents, discoveries) increases, potentially raising ROI for R&D companies. | **Positive** |
| **541720 – Social Science & Humanities R&D** | AI can analyze large social datasets or historical texts quickly, aiding researchers. Improves efficiency, though these organizations often fixed-budget. Likely positive in terms of output, neutral in revenue (many are academic or government-funded). | **Neutral** |
| **541810 – Advertising Agencies** | GenAI automates ad content creation (copy, images) at scale, cutting creative production costs. Agencies can produce more personalized ads efficiently. \*\*91% of US agencies use or plan to use GenAI ([Forrester: 91% of US ad agencies are currently using, exploring generative AI | Marketing Dive](<https://www.marketingdive.com/news/forrester-generative-ai-marketing-agencies-report/719285/#:~:text=%2A%20Ninety,per%20a%20recent%20Forrester%20report>))\*\*, seeing it as a major industry disruptor (in a transformative way) ([Forrester: 91% of US ad agencies are currently using, exploring generative AI |
| **541820 – Public Relations Agencies** | AI helps draft press releases, monitor media sentiment, and even respond to basic inquiries. PR firms save time and can manage more campaigns with leaner teams. Clients still need human judgment for messaging and crisis comms, so core demand is stable. AI is a productivity enhancer, so positive impact. | **Positive** |
| **541830/840/850 – Media Buying & Advertising Distribution** | **Media buying (541830):** AI algorithms optimize ad placement and bidding (programmatic ads), reducing manual work for media buyers. Agencies offering AI-driven media planning have an edge. Positive for efficiency, though advertisers might go direct to programmatic platforms (agencies must offer value-add analytics). **Outdoor/Display (541850):** Digital billboards use AI for content rotation and audience measurement, but billboard leasing still a traditional business. Minor AI impact. **Ad material distribution (541870):** Largely manual (flyers, samples); minimal AI effect. | **Neutral** (overall) |
| **541860 – Direct Mail Advertising** | AI generates personalized mail content and targets mailing lists more effectively (an efficiency gain for direct mail firms). Could improve response rates, making direct mail more appealing to clients (indirect positive). Not a huge structural change, so slightly positive but essentially neutral. | **Neutral** |
| **541890 – Other Advertising Services** | Misc. (e.g., promotional product design). AI can assist in design/ideas, but these services remain creative/physical. Neutral overall. | **Neutral** |
| **541910 – Market Research & Polling** | AI automates data analysis of surveys and social media, cutting research time. Companies can derive insights with AI text analysis and predictive models. This reduces cost and allows researchers to handle larger data sets for clients ([Impact of AI on Call Centers: 7 Key Impacts in 2025 - Invensis](https://www.invensis.net/blog/impact-of-ai-on-call-centers#:~:text=Invensis%20www,making)). Some traditional polling budgets might shift to AI analytics, but research firms often offer those AI-based studies themselves. Net effect: faster, cheaper research = potential for either higher margins or lower prices with more volume. Likely **Positive** as firms leverage AI to provide deeper insights and new services (e.g., AI-driven consumer segmentation). | **Positive** |
| **541921 – Portrait Photography Studios** | GenAI has minimal effect on event/portrait photography – people still hire for weddings, family portraits. Some competition from “AI headshot” services exists, but many prefer real photos. Photographers use AI in editing (saves time). Business volume driven by human occasions, so largely unchanged. | **Neutral** |
| **541922 – Commercial Photography** | AI-generated images encroach on areas like stock photos, product photos, and marketing imagery. Some businesses use AI instead of hiring photographers for certain shoots (reducing revenue). Photogs who adopt AI can offer composite images or faster turnaround (cost benefit), but overall demand for traditional shoots is down. **Negative impact**, with AI replacing part of the market for imagery. | **Negative** |
| **541930 – Translation & Interpretation** | **Machine Translation (MT) and AI language models drastically cut the need for human translators for standard texts.** AI provides instant, cheap translation with improving quality. Agencies now often use MT + human post-editing, lowering cost (and prices). While humans still handle nuanced or high-stakes translation, volume of work and rates are under pressure. Real-time AI interpretation is emerging (e.g., for simple meetings), potentially reducing some interpreter assignments. Overall, AI **“has revolutionized the translation sector”**, bringing large **cost savings** but not fully autonomous quality yet ([How AI Is Changing the Translation Service Industry in 2025](https://www.getblend.com/blog/artificial-intelligence-changing-the-translation-services-industry/#:~:text=Artificial%20intelligence%C2%A0has%20revolutionized%20the%20language,career%20opportunities%20for%20translation%20professionals)) ([How AI Is Changing the Translation Service Industry in 2025](https://www.getblend.com/blog/artificial-intelligence-changing-the-translation-services-industry/#:~:text=Admittedly%2C%20AI%20has%20made%C2%A0machine%20translation,to%20the%20nuances%20of%20language)). Still, the trend is fewer human hours needed per project. | **Negative** |
| **541940 – Veterinary Services** | AI assists diagnostics (image analysis for X-rays, symptom-checker bots for triage) improving vet efficiency and care, but doesn’t replace vets or reduce the need for visits. Minor workflow improvements (cost down slightly). Pet owners still require physical vet services. | **Neutral** |
| **541990 – Other Professional/Technical Svcs** | Diverse activities (e.g., weather services, economists, not classified elsewhere). AI impact varies: where data analysis is key, AI improves efficiency; where manual or creative work, less effect. No one trend dominates. | **Neutral** |
| **561110 – Office Administrative Services** | AI virtual assistants automate scheduling, correspondence, etc., cutting the need for outsourced admin staff. Many routine office tasks handled by software (calendar apps, chatbot, RPA). **Demand for external admin support likely drops** as companies use AI internally. Outsourcers themselves can use AI to serve more clients with fewer people, but may end up with fewer contracts overall. | **Negative** |
| **561210 – Facilities Support Services** | Use of AI in building management (smart building systems) lowers operating costs for providers. They can monitor multiple facilities with AI analytics (energy, maintenance). Clients still outsource facilities management for convenience, so demand holds. AI becomes a value-add (e.g., AI for predictive maintenance). Net effect: slight cost improvement, revenue stable. | **Neutral** |
| **561311/312 – Employment Placement & Exec Search** | AI job platforms and resume screening tools automate candidate matching. Recruiters use AI to source candidates faster (cost ⬇). However, companies can also use these tools directly, bypassing some agencies for non-executive hires (revenue ⬇). Executive search stays relationship-driven (less AI displacement). **Mixed:** basic placements down, high-level stable or up (with AI help). | **Neutral** |
| **561320 – Temporary Staffing Services** | Some roles temps fill are being automated (data entry, basic customer service via AI). This can shrink demand for those temp placements. Conversely, new tech roles (AI data taggers, etc.) create temp opportunities. Staffing firms use AI to match candidates to assignments efficiently (cost ⬇). Overall volume of temp work may shift sectors but remains, so balanced impact. | **Neutral** |
| **561330 – PEOs (HR Outsourcing)** | PEOs handle HR admin for SMEs. AI can streamline payroll, compliance, benefits admin that PEOs do, reducing PEO internal costs (and possibly allowing serving more client employees per staff). Risk: very small firms might use DIY HR software with AI instead of a PEO. But many still value the full-service PEO model. Likely net neutral to slight positive (PEOs that invest in AI operate more profitably). | **Neutral** |
| **561410 – Document Preparation Services** | GenAI can produce and format documents (letters, reports, resumes) automatically. Demand for paid human-assisted doc prep has **plummeted** as individuals and businesses use AI tools for writing and transcription. Document service firms that survive use AI to cut labor, but overall this service is easily replicated by software. | **Negative** |
| **561421 – Telephone Answering Services** | AI voice agents and IVRs can answer calls and take messages 24/7 at low cost. Many clients opt for an automated answering solution over paying live operators. Answering service companies lose business unless they pivot to managing AI systems. Human answering is becoming niche (for specialized personal touch). | **Negative** |
| **561422 – Telemarketing & Contact Centers** | Customer service and sales calls are increasingly handled by AI chatbots/voicebots for routine issues. **AI automation in call centers** improves efficiency but reduces human agent hours needed ([How Will AI Impact Call Center Jobs? - Forbes](https://www.forbes.com/councils/forbesbusinessdevelopmentcouncil/2025/02/25/how-will-ai-impact-call-center-jobs/#:~:text=AI%20will%20undoubtedly%20transform%20call,is%20neither%20practical%20nor)). Outsourced call center firms may see contract volumes shrink or pricing pressure, though they can offer AI-augmented services. Net: a decline in traditional call volumes handled by people, ergo negative for the labor-intensive model. (Some new revenue in offering AI solutions, but that’s a pivot.) | **Negative** |
| **561431/439 – Mail Centers & Copy Shops** | Physical services (mailbox rental, shipping, printing). AI has little direct effect; minor improvements in operations (routing, print queue management). Core demand depends on e-commerce (for shipping) and office printing needs. Essentially unchanged by AI. | **Neutral** |
| **561440 – Collection Agencies** | AI helps prioritize collections and automate debtor contact attempts, improving recovery rates and reducing labor needed per account ([The Explosive AI Consulting Demand | by David H. Deans |
| **561450 – Credit Bureaus** | AI allows more advanced credit analytics and fraud detection. Bureaus leverage AI to offer new scoring products. Cost impact is minimal (already automated), but AI insights add value to services. Demand for credit data persists; AI strengthens product offerings. | **Positive** |
| **561491 – Repossession Services** | AI assists in locating assets (e.g., license plate recognition to find cars) and planning repossessions. Makes repo agents more efficient (cost ⬇, success ⬆). But field work still needed, so each firm can just do a bit more with same staff. Industry size stable. | **Neutral** |
| **561492 – Court Reporting Services** | Voice recognition AI can produce transcripts, threatening the need for human stenographers. Some courts still require humans for accuracy, but tech is encroaching. Court reporting firms use AI to aid humans (cost ⬇), yet may handle fewer total jobs if clients opt for recording + AI transcription solutions. | **Negative** |
| **561499 – Other Business Support Svcs** | Various (e.g., fundraising, barcode services). AI automation might improve some (like data processing tasks) and have no effect on others. No uniform trend – assume neutral on average. | **Neutral** |
| **561510 – Travel Agencies** | **Generative AI trip planners and ubiquitous online booking severely reduce demand for human travel agents.** Consumers and businesses use AI chatbots or OTAs with AI for planning ([Are Consumers Ready to Embrace Generative AI for Travel Planning? - WSJ](https://deloitte.wsj.com/cmo/are-consumers-ready-to-embrace-generative-ai-for-travel-planning-a1660d7e#:~:text=On%20the%20shopping%20and%20distribution,others%2C%20see%20the%20full%20report)). Only specialty/luxury agents retain appeal. Thus, agencies face ongoing decline accelerated by AI tools making DIY planning easier. | **Negative** |
| **561520 – Tour Operators** | AI aids operations (route optimization, dynamic pricing) – cost benefits. Tour packages themselves still require human guides and arrangements. Perhaps slight negative if some travelers opt to self-plan with AI instead of buying a package, but tour market remains for convenience. | **Neutral** |
| **561591/599 – Convention Bureaus & Other Travel** | CVBs use AI for marketing personalization (cost ⬇) but core funding stable. Other travel arrangement (ticket brokers, etc.) likely see less use as AI helps consumers find tickets/deals directly. Mixed minor effects. | **Neutral** |
| **561611 – Investigation Services** | AI automates research (scouring databases, social media) making investigations faster and cheaper. Investigators handle more cases or dig deeper with AI support. Enhances service quality (better info) – could increase demand as success rates improve. | **Positive** |
| **561612 – Security Guards/Patrol** | AI surveillance (smart cameras, analytics) and security robots begin to replace some guard duties. Lowers cost for security firms (if they invest) but also likely lowers headcount and traditional guard hours billed. Clients may opt for tech + minimal guards for cost savings. | **Negative** |
| **561613 – Armored Car** | Little change from AI; still need armed transport of cash. Minor routing optimizations from AI (cost ⬇ slightly). Business volume follows cash usage trends, not AI. | **Neutral** |
| **561621 – Security Systems Services** | AI-driven security systems (facial recognition, intruder detection) create new revenue as clients upgrade. Monitoring can be done with fewer staff thanks to AI filters. Security firms that install/monitor systems benefit by offering cutting-edge AI capabilities. | **Positive** |
| **561622 – Locksmiths** | More digital locks means locksmiths need IT skills. Key cutting demand falls as physical keys less common. But locksmiths often adapt to install/program smart locks. No large AI component specifically, more IoT. Possibly slight decline in traditional work, but offset by new tasks. | **Neutral** |
| **561710 – Exterminating & Pest Control** | AI sensors monitor pest activity, and algorithms optimize pesticide use – improves efficacy (cost ⬇). But physical extermination still done by technicians. Clients still outsource. Minor tech improvements, not game-changing in 2025. | **Neutral** |
| **561720 – Janitorial Services** | Early adoption of cleaning robots (floor cleaners) in big facilities reduces manual floor cleaning hours. Firms that use robots can reduce labor costs (positive for them) but industry might require fewer janitors over time (negative for labor). In 2025, most cleaning is still manual. So neutral now, with automation trend looming. | **Neutral** |
| **561730 – Landscaping Services** | Robotic mowers and AI garden planning tools exist but niche. Large-scale adoption could cut mowing labor, but many tasks (trimming, gardening) remain manual. Currently, modest impact – maybe a crew uses one robot to increase productivity. Demand for beautiful landscapes is unchanged. | **Neutral** |
| **561740 – Carpet/Upholstery Cleaning** | Robotic vacuums can maintain carpets in between professional deep cleans but haven’t replaced deep cleaning equipment. AI might optimize scheduling/routes. Overall business as usual with small efficiency gains. | **Neutral** |
| **561790 – Other Building Services** | (Window cleaning, pool servicing, etc.) Some robotic window cleaners for skyscrapers are emerging, which could reduce need for high-rise crews eventually. But 2025 effect small. Most tasks still manual. Neutral for now. | **Neutral** |
| **561910 – Packaging & Labeling** | Highly automated domain; AI brings incremental improvements in quality control and packing optimization. Providers integrate these to lower costs. Demand tied to manufacturing output (constant). Net neutral (efficiency up, pricing may adjust). | **Neutral** |
| **561920 – Convention/Trade Show Organizers** | AI assists event planning (scheduling, attendee matchmaking) and marketing (targeted outreach). Lowers some administrative costs and potentially improves attendee experience (which could boost attendance, hence revenue). Physical events still needed; AI just makes them run better. Slight positive internally, but we’ll call it neutral overall for industry economics. | **Neutral** |
| **561990 – Other Support Services** | Varied services (from fundraising to asset tagging). Some see AI automation (asset tracking via AI vision), others unchanged. No uniform impact – mixed minor positives and negatives. | **Neutral** |

*Key:* **Positive** = AI/GenAI creates net benefits (higher efficiency, new revenue) with no major loss of business; **Negative** = AI/GenAI significantly threatens or shrinks the sub-industry’s traditional business; **Neutral** = mixed effects or minimal net change.

**Sub-Industries with Clearly Positive Impact**

The following Business Services sub-industries stand out as clear winners from the rise of AI and Generative AI, seeing an overall **Positive** impact on their economics:

* **Computer Systems Design & IT Services (NAICS 5415)** – e.g. custom software development and IT consulting are boosted by AI demand and productivity gains.
* **Management & Technical Consulting (NAICS 5416)** – across management, marketing, logistics, etc., consulting firms benefit from AI-driven efficiency and new client projects related to AI ([The Explosive AI Consulting Demand | by David H. Deans | Technology | Media | Telecom | Medium](https://medium.com/technology-media-telecom/the-explosive-ai-consulting-demand-b907da4cc098#:~:text=The%20global%20AI%20consulting%20market,AI%20expertise%20and%20proven%20experience)).
* **Scientific R&D Services (NAICS 5417)** – AI accelerates research timelines and opens new funding opportunities in biotech, pharma, and tech R&D ([AI's Potential Must Reconcile With RD And Regulatory Bottlenecks](https://www.clinicalleader.com/doc/ai-s-potential-must-reconcile-with-r-d-and-regulatory-bottlenecks-0001#:~:text=The%20pharmaceutical%20industry%20is%20nearing,of%20all%20companies%20are%20now)).
* **Advertising & Public Relations Agencies (NAICS 541810 & 541820)** – firms leverage GenAI for content creation and see improved output and potential growth by offering innovative AI-enhanced campaigns ([Forrester: 91% of US ad agencies are currently using, exploring generative AI | Marketing Dive](https://www.marketingdive.com/news/forrester-generative-ai-marketing-agencies-report/719285/#:~:text=Generative%20AI%20has%20moved%20from,will%20change%20their%20business%20forever)).
* **Collection Agencies (NAICS 561440)** – AI automation improves debt recovery efficiency, raising success rates and lowering costs ([The Explosive AI Consulting Demand | by David H. Deans | Technology | Media | Telecom | Medium](https://medium.com/technology-media-telecom/the-explosive-ai-consulting-demand-b907da4cc098#:~:text=On%20a%20more%20positive%20note%2C,initiatives%20can%20deliver%20to%20organizations)).
* **Credit Bureaus (NAICS 561450)** – AI analytics enhance credit scoring and fraud detection, strengthening product offerings.
* **Security Systems Services (NAICS 561621)** – growing demand for AI-driven security tech gives these firms more business and lets them operate monitoring at lower cost.
* **Investigation Services (NAICS 561611)** – private investigators use AI to gather intel faster, increasing case throughput and success.
* **Accounting & Bookkeeping Services (NAICS 5412)** – (Overall positive) AI handles routine accounting tasks, freeing accountants for profitable advisory services ([How AI will impact the tax and accounting profession (2025)](https://tax.thomsonreuters.com/blog/how-ai-will-impact-the-tax-profession/#:~:text=,analysis%20prowess%20can%20help%20accountants)) ([How AI will impact the tax and accounting profession (2025)](https://tax.thomsonreuters.com/blog/how-ai-will-impact-the-tax-profession/#:~:text=Thanks%20to%20capabilities%20like%20these%2C,per%20week%20in%20five%20years)).
* **Legal Services (NAICS 5411)** – (Overall positive) AI boosts lawyer productivity and billing potential ([How AI is transforming the legal profession (2025) | Legal Blog](https://legal.thomsonreuters.com/blog/how-ai-is-transforming-the-legal-profession/#:~:text=According%20to%20the%20professionals%20surveyed,billable%20time%20per%20lawyer%20annually)), and firms that adopt it can serve clients more efficiently.

*(These sub-industries see AI as a catalyst for growth or improved margins, with any downsides outweighed by the upsides.)*

**Sub-Industries with Clearly Negative Impact**

The following sub-industries are clearly facing **Negative** impacts from AI/GenAI, as automation is reducing the need for their traditional services or eroding their revenues:

* **Document Preparation Services (NAICS 561410)** – largely supplanted by AI writing and transcription tools, significantly diminishing demand.
* **Telephone Answering Services (NAICS 561421)** – being replaced by AI virtual receptionists/IVR systems, causing client attrition.
* **Telemarketing & Contact Centers (NAICS 561422)** – human call center work is shrinking as AI chatbots handle customer interactions ([How Will AI Impact Call Center Jobs? - Forbes](https://www.forbes.com/councils/forbesbusinessdevelopmentcouncil/2025/02/25/how-will-ai-impact-call-center-jobs/#:~:text=AI%20will%20undoubtedly%20transform%20call,is%20neither%20practical%20nor)), putting pressure on call center outsourcing firms.
* **Travel Agencies (NAICS 561510)** – continue to decline as AI-enabled online platforms allow customers to plan and book travel without agents ([Are Consumers Ready to Embrace Generative AI for Travel Planning? - WSJ](https://deloitte.wsj.com/cmo/are-consumers-ready-to-embrace-generative-ai-for-travel-planning-a1660d7e#:~:text=On%20the%20shopping%20and%20distribution,others%2C%20see%20the%20full%20report)).
* **Court Reporting Services (NAICS 561492)** – threatened by advances in speech-to-text AI, reducing the need for human stenographers in some settings.
* **Translation and Interpretation Services (NAICS 541930)** – experiencing a drop in human translation work due to highly accurate machine translation by AI ([How AI Is Changing the Translation Service Industry in 2025](https://www.getblend.com/blog/artificial-intelligence-changing-the-translation-services-industry/#:~:text=Artificial%20intelligence%C2%A0has%20revolutionized%20the%20language,career%20opportunities%20for%20translation%20professionals)) ([How AI Is Changing the Translation Service Industry in 2025](https://www.getblend.com/blog/artificial-intelligence-changing-the-translation-services-industry/#:~:text=Admittedly%2C%20AI%20has%20made%C2%A0machine%20translation,to%20the%20nuances%20of%20language)), which fulfills many clients’ needs at lower cost.
* **Security Guards and Patrol Services (NAICS 561612)** – gradually losing ground to AI-powered surveillance and robotics, which can perform monitoring tasks more cheaply over time.
* **Commercial Photography (NAICS 541922)** – facing reduced demand as AI-generated images begin to substitute for real photos in advertising and media content.
* **Office Administrative Services (NAICS 561110)** – seeing outsourcing demand fall as AI automates routine office tasks, enabling companies to handle admin in-house.
* **Payroll & Bookkeeping (part of NAICS 5412)** – (Specific segments) Basic bookkeeping and payroll processing services are under pressure from AI-driven software that lets businesses automate these functions internally, potentially reducing some outsourcing (though as noted, overall accounting services are adapting towards advisory work).

*(These sub-industries are at risk and likely to contract, unless they drastically adapt their business models, as AI takes over the simpler tasks that formed their traditional value proposition.)*

**Conclusion:** As of 2025, AI and Generative AI are reshaping the U.S. Business Services landscape in diverse ways. Professional service fields that leverage expert knowledge (law, accounting, consulting, IT, R&D) are mostly benefiting – AI is a powerful aid that improves efficiency and opens new revenue streams, with professionals remaining in control of high-value tasks ([How AI is transforming the legal profession (2025) | Legal Blog](https://legal.thomsonreuters.com/blog/how-ai-is-transforming-the-legal-profession/#:~:text=According%20to%20the%20professionals%20surveyed,billable%20time%20per%20lawyer%20annually)) ([How AI will impact the tax and accounting profession (2025)](https://tax.thomsonreuters.com/blog/how-ai-will-impact-the-tax-profession/#:~:text=,analysis%20prowess%20can%20help%20accountants)). In more routine or process-driven service niches (call centers, basic support services, transaction processing), AI is often a disruptive force that can reduce the need for human labor and commoditize offerings ([How Will AI Impact Call Center Jobs? - Forbes](https://www.forbes.com/councils/forbesbusinessdevelopmentcouncil/2025/02/25/how-will-ai-impact-call-center-jobs/#:~:text=AI%20will%20undoubtedly%20transform%20call,is%20neither%20practical%20nor)). Sub-industries tied to physical work (maintenance, security, events) see slower, incremental changes, as AI complements workers or adds features to services rather than outright replacing the service.

Crucially, businesses in every sub-industry will need to adapt to AI. Those that harness AI effectively are generally improving their cost structures and can thrive (even in traditionally manual sectors, adopting AI/robotics can improve competitiveness), whereas those that do not adapt face greater risk of decline. The Business Services sector as a whole is **uplifted by AI in terms of productivity** – many professionals can deliver more value in less time – but this comes with *redistribution* of value: clients expect lower costs for commoditized tasks and more value from expertise. The clearly positive sub-industries are expanding or strengthening thanks to AI, while the clearly negative ones are compelled to reinvent themselves or shrink. Neutral cases will continue to monitor AI advancements and could tilt positive or negative in the future.

Overall, AI/GenAI’s current impact (2025) is a tapestry of opportunities and challenges across Business Services, but one thing is certain: **the integration of AI is becoming essential for long-term success in almost every sub-industry (**[**How AI will reshape work in civil engineering, related professions | ASCE**](https://www.asce.org/publications-and-news/civil-engineering-source/article/2024/12/03/how-ai-will-reshape-work-in-civil-engineering-related-professions#:~:text=of%20engineering.%20While%20certain%20AI,in%20the%20next%20few%20years) **) (**[**Forrester: 91% of US ad agencies are currently using, exploring generative AI | Marketing Dive**](https://www.marketingdive.com/news/forrester-generative-ai-marketing-agencies-report/719285/#:~:text=Generative%20AI%20has%20moved%20from,will%20change%20their%20business%20forever)**)**.

**Sources:** Relevant data and forecasts have been drawn from industry analyses and reports, including Thomson Reuters’ *Future of Professionals 2024* survey on legal and accounting fields ([How AI is transforming the legal profession (2025) | Legal Blog](https://legal.thomsonreuters.com/blog/how-ai-is-transforming-the-legal-profession/#:~:text=According%20to%20the%20professionals%20surveyed,billable%20time%20per%20lawyer%20annually)) ([How AI will impact the tax and accounting profession (2025)](https://tax.thomsonreuters.com/blog/how-ai-will-impact-the-tax-profession/#:~:text=Thanks%20to%20capabilities%20like%20these%2C,per%20week%20in%20five%20years)), an ASCE report on AI in engineering ([How AI will reshape work in civil engineering, related professions | ASCE](https://www.asce.org/publications-and-news/civil-engineering-source/article/2024/12/03/how-ai-will-reshape-work-in-civil-engineering-related-professions#:~:text=At%20the%20same%20time%2C%20the,monetize%20their%20expertise%20and%20services) ), Goldman Sachs research on creative jobs ([Has AI Killed Graphic Design Jobs?](https://allwork.space/2024/11/has-ai-killed-graphic-design-jobs/#:~:text=Reset)), Forrester’s 2024 report on advertising agencies’ AI adoption ([Forrester: 91% of US ad agencies are currently using, exploring generative AI | Marketing Dive](https://www.marketingdive.com/news/forrester-generative-ai-marketing-agencies-report/719285/#:~:text=%2A%20Ninety,per%20a%20recent%20Forrester%20report)), and other expert commentary as cited throughout. These sources reflect the broad consensus on how AI technologies are currently influencing each sub-sector of Business Services in the U.S.