ai@work
How artificial intelligence contributes to competitiveness and workforce planning

# In Brief #12: AI use by companies

## Key insights



The AI@Work survey supplements the findings from previous AI@Work case studies by providing further insights into how companies in the EU leverage AI to boost productivity and competitiveness, as well as facilitating workforce management. The present In brief provides new insights on AI use by companies of different sizes in the EU, including areas of deployment and types of AI technologies or tools used by sector.

## Essential findings

Large companies (i.e., > 250 employees) lead the way in AI deployment:

- Compared to small and medium-sized companies, larger companies are significantly more likely to have been using AI for 3 years and more ($z = 9.69/5.38$, $p < .001$; see Figure 1).
- Similarly, larger companies are significantly more likely to have at least five AI use cases deployed in their company than small and medium-sized companies ($z = 11.78/7.54$, $p < .001$; see Figure 2).
- Small companies are much less likely to invest more than 5% of their investment budget into AI versus either medium or large companies ($z = -6.66/-7.82$, $p <. 001$; see Figure 3).

Note: The base for all questions is N = 2,632 unless indicated otherwise.

Figure 1. Since when has your company been using artificial intelligence? *Proportions represent weighted percentages (N = 2632)

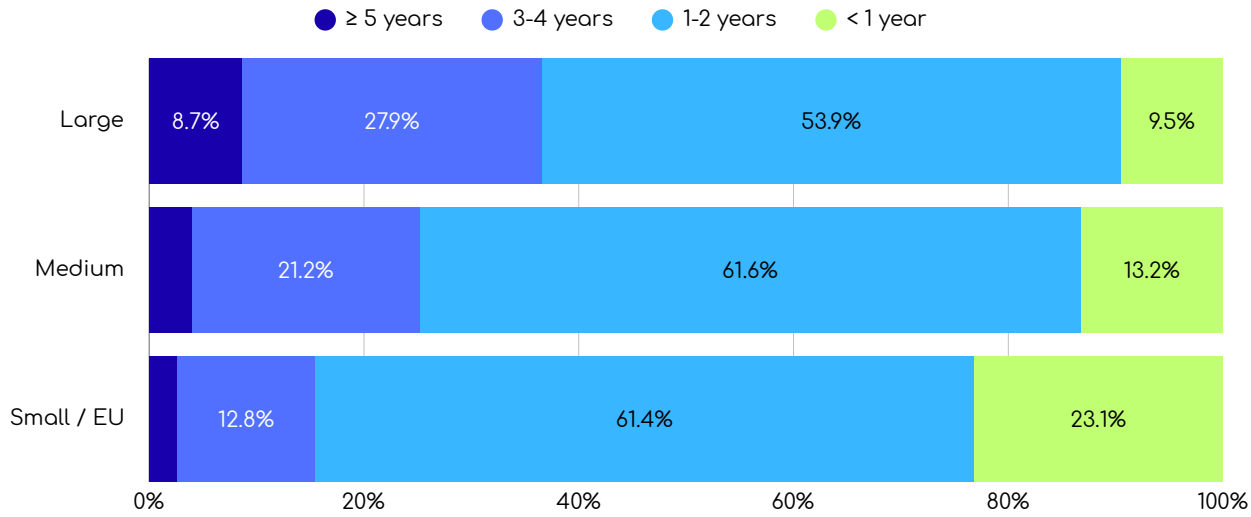



Figure 2. How many AI use cases are currently employed in your company? *Proportions represent weighted percentages (N = 2530, excluding Unsure/Don't know responses)

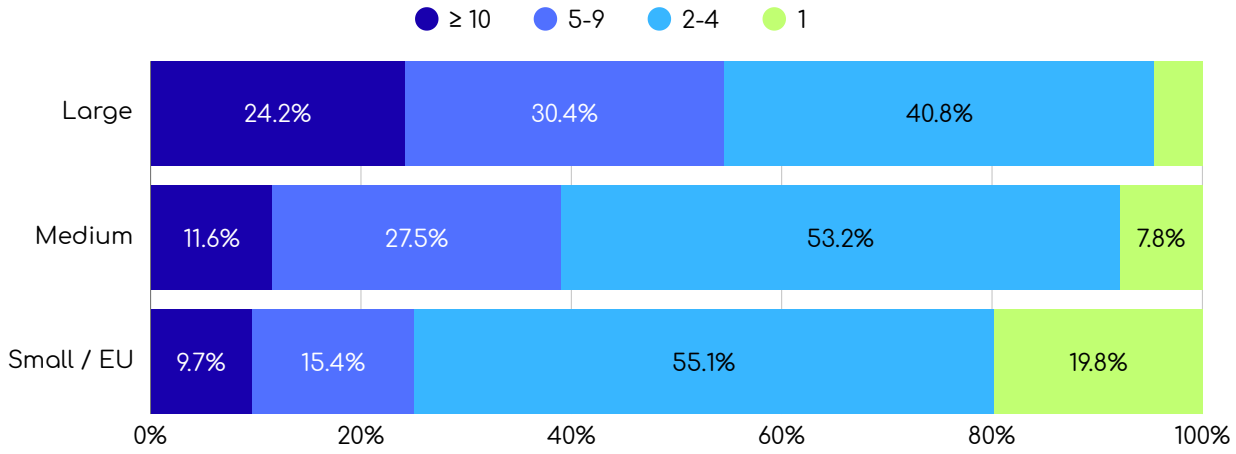
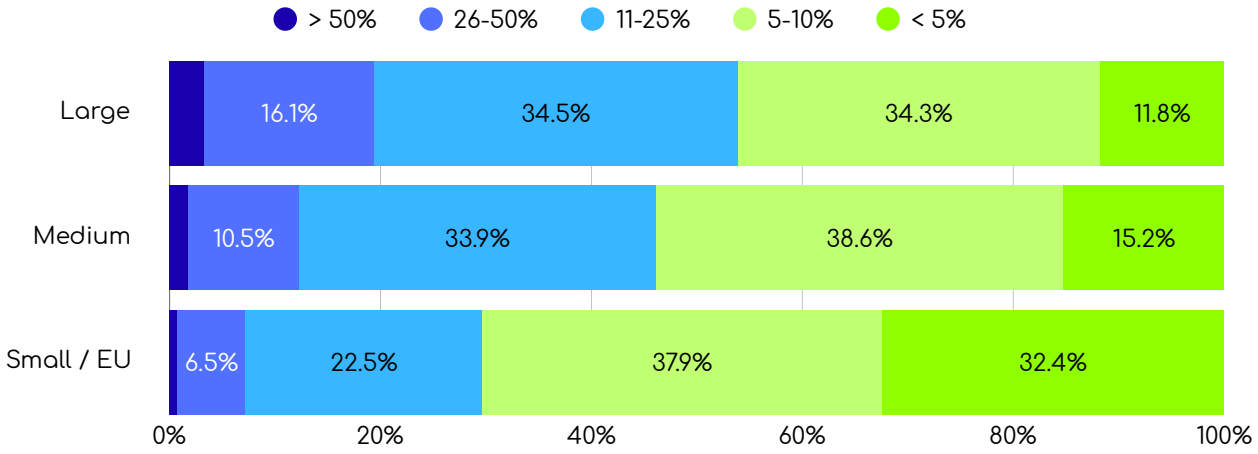



Figure 3. What share of your company's annual investment budget is allocated to AI-related tools and applications? *Proportions represent weighted percentages (N = 2,474, excluding Unsure/Don't know responses)



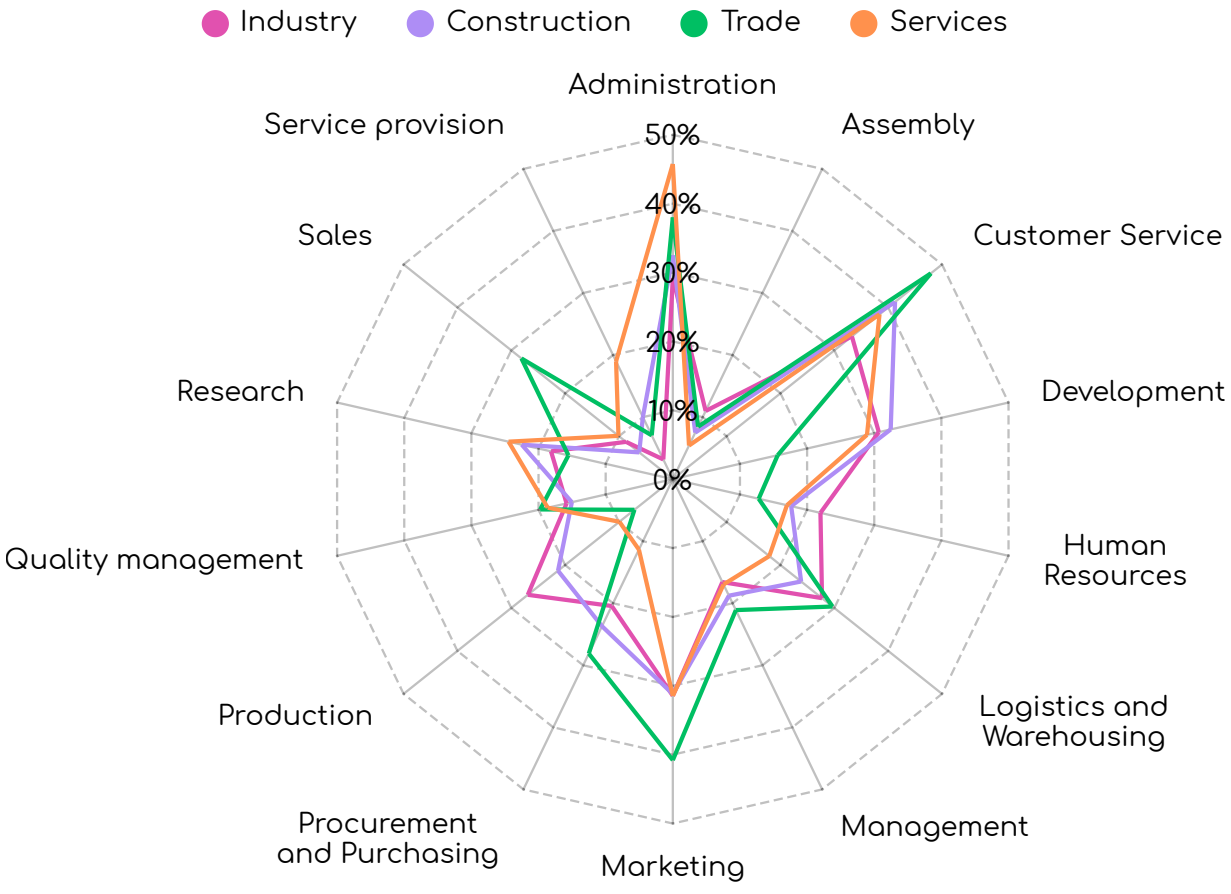

Note: The results for small companies are generally equivalent to the EU average, as the former constitute 99% of companies in the EU (see also Eurostat, 2022).

# Areas of AI deployment by sector



- Industry - as might be expected, production-related AI applications are most common in the Industry sector (27%), as are HR (22%) and assembly (11%) AI applications.
- Construction - the Construction sector shows a particularly strong presence of AI applications related to development (32.5%) and is second for research (22.5%) and production (21.5%) related AI applications.
- Trade - the Trade sector leads the application of AI in the areas of customer service (48%), marketing (41%), logistics and warehousing (30%), procurement and purchasing (28%), as well as sales (28%).
- Services - unsurprisingly, service provision related AI applications are most common in the Services sector (19%). Yet, administration (46%) and research (24.5%) related AI applications also stand out (see Figure 4).

Figure 4. In which of the following functional areas does your company have implemented AI use cases? *Note: This item is a multiple-response question and percentages do not sum to 100%. Proportions represent weighted percentages (N = 2,621, excluding "Other" responses)

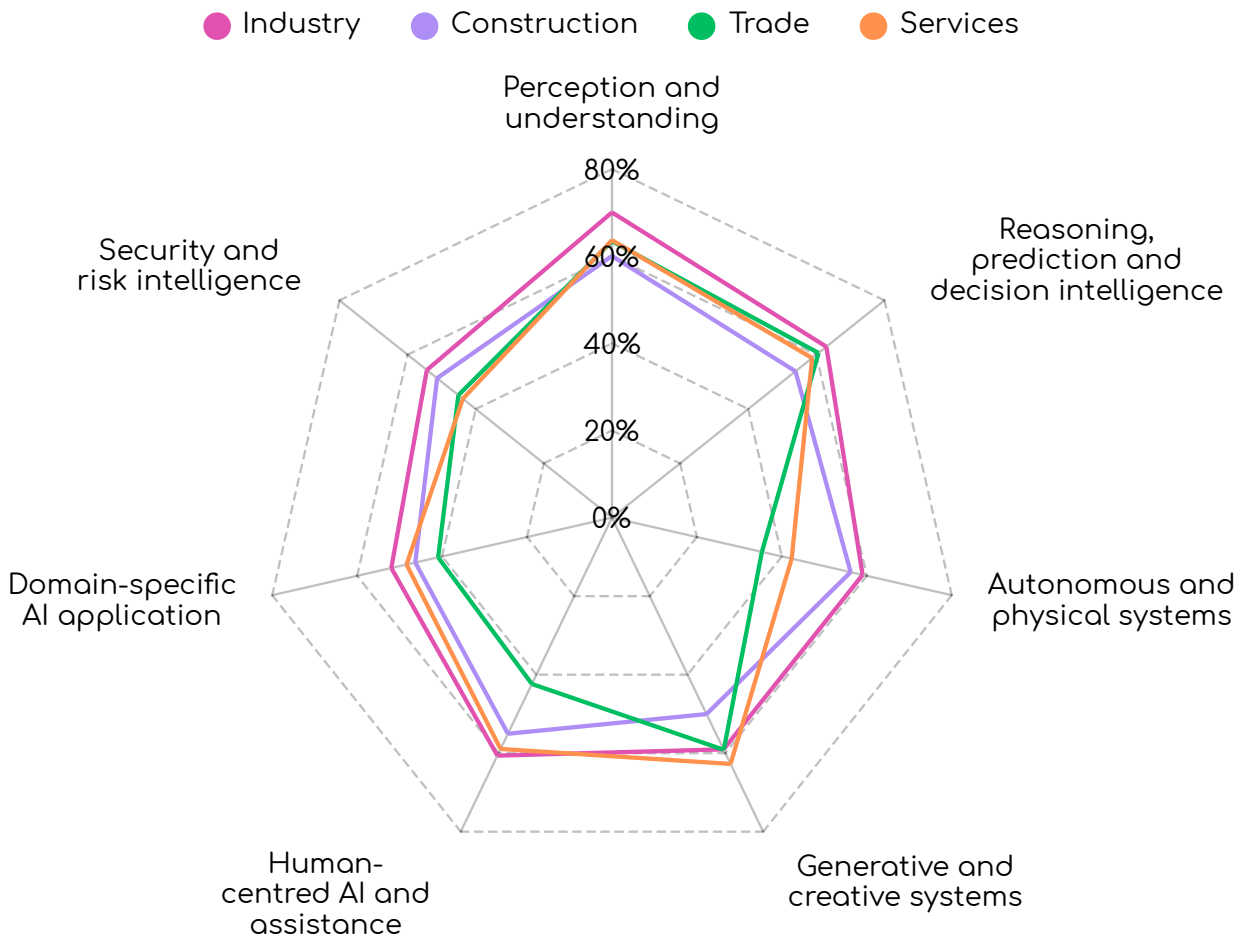


# Types of AI tools/technologies by sector



- The largest differences between sectors emerge in the application of autonomous and physical systems. Here, the Industry (59%) and Construction (56%) sectors clearly set themselves apart from the Services (42%) and Trade (35.5%) sectors (see Figure 5).
- The Industry sector is fairly advanced in the application of all kinds of AI tools and technologies, placing second only to the Services sector in the application of generative and creative AI systems (59% vs 63%). Perception and understanding related AI applications are particularly promiment in Industry (70%).
- Human centred AI and assistance (42.5%), domain-specific AI applications (41%), and autonomous and physical AI systems (35.5%) are notably less common in the Trade sector compared to the other sectors.

Figure 5. Which specific categories of AI technologies or tools does your company use?
*Note: This item is a multiple-response question and percentages do not sum to 100%.
Proportions represent weighted percentages (base N = 2,632)



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