

Key findings

Economic outlook and business confidence

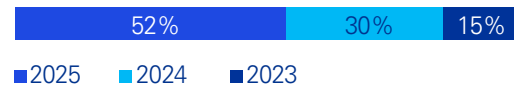
Confidence in global economic growth

65% (vs 58 percent in 2024), yet company growth confidence decreased

77% (vs 82 percent in 2024)

35% of CEOs expect 'high-impact' acquisitions (vs 46 percent in 2024) — second lowest of any sector (cross-sector average is 41 percent)

CEOs say supply chain is the biggest challenge over the next 3 years, at 52 percent (vs 30 percent in 2024, 15 percent in 2023)



AI-powered technological innovation

64% say AI is a top investment priority, up from 57 percent in 2024

73% expect to spend 10–20 percent of their budget on AI in the next year (second highest of any sector)

68% expect to see a return on investment (ROI) in AI within 1–3 years

Ethical challenges are the biggest obstacle to implementing AI **56%**

Tuning your workforce into an AI world

73% are redesigning roles and career paths as a long-term AI workforce strategy — equal highest of any sector (cross-sector average is 66 percent)

82% say AI is reshaping employee development

Biggest challenge **32%** in attracting and retaining AI and digital talent is bridging the gap between existing skills and desired capabilities

Achieving strategic advantage through sustainability

53% say they align sustainability with core business strategy — higher than any other sector (cross-sector average is 43 percent)

66% have fully embedded sustainability into their business (down from 74 percent in 2024)

Decarbonizing supply chains is top barrier to achieving net-zero goals **34%**

82% say AI can improve resource efficiency; 78 percent say it can reduce emissions and improve energy efficiency