

21 November 2025

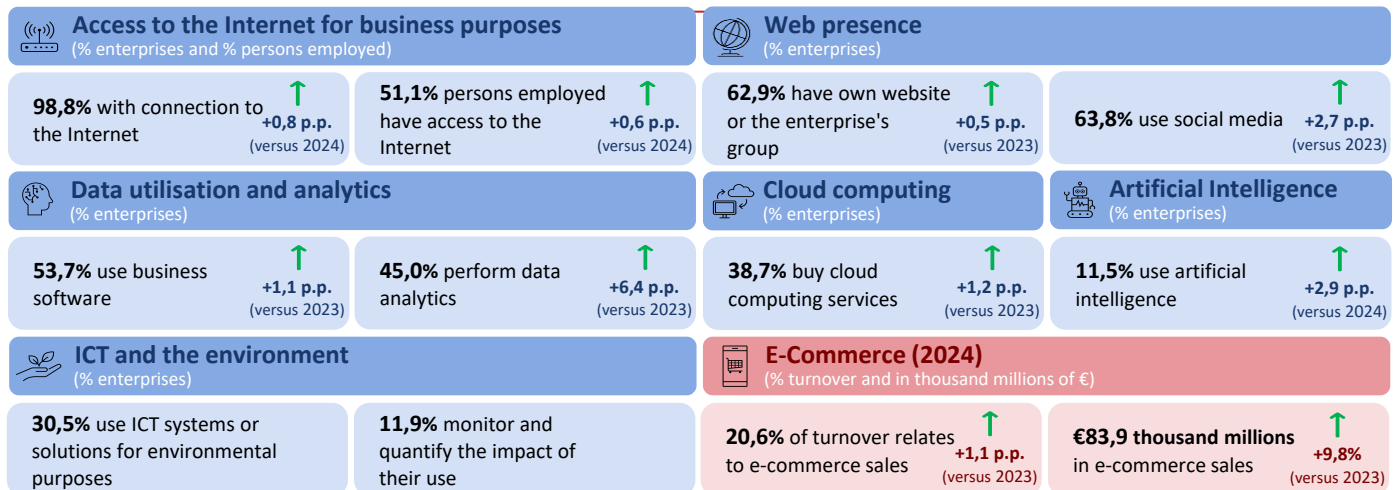
 INFORMATION AND COMMUNICATION TECHNOLOGIES USAGE AND E-COMMERCE IN ENTERPRISES
 2025

11.5% OF ENTERPRISES USE ARTIFICIAL INTELLIGENCE

In 2025¹, 11.5% of enterprises² use Artificial Intelligence technologies, an increase of 2.9 p.p. compared to 2024. Among these enterprises, the most common application is the written language analysis, used by 59.4%, followed by pictures, video, sound/audio generation (50.9%) and written, spoken language or programming codes generation (45.6%). Regarding the areas of application of these technologies, the organisation of business administration processes or management (40.8%) and marketing or sales (36.9%) stand out. The adoption of AI reflects a growing trend towards digitalisation, accompanied by other relevant indicators:

Figure 1

SUMMARY OF THE MAIN ICT SURVEY FOR ENTERPRISES INDICATORS(2025)



¹ The survey was conducted from February to June 2025. The majority of the questions refer to the situation of the enterprise at the time of response except for those related to e-commerce, which refer to 2024.

² The results presented in this press release always refer to enterprises with 10 or more persons employed.