

The economic opportunity of

Generative AI in the EU

Beyond the hype – capturing the long-term economic potential of generative AI in the EU

The boost to the EU's GDP from generative AI in ten years if widespread adoption is achieved.

1.2-1.4 TRILLION EURO ANNUAL IMPACT **+8%** GDP

Gains come from:



Productivity boost from people working with generative AI.



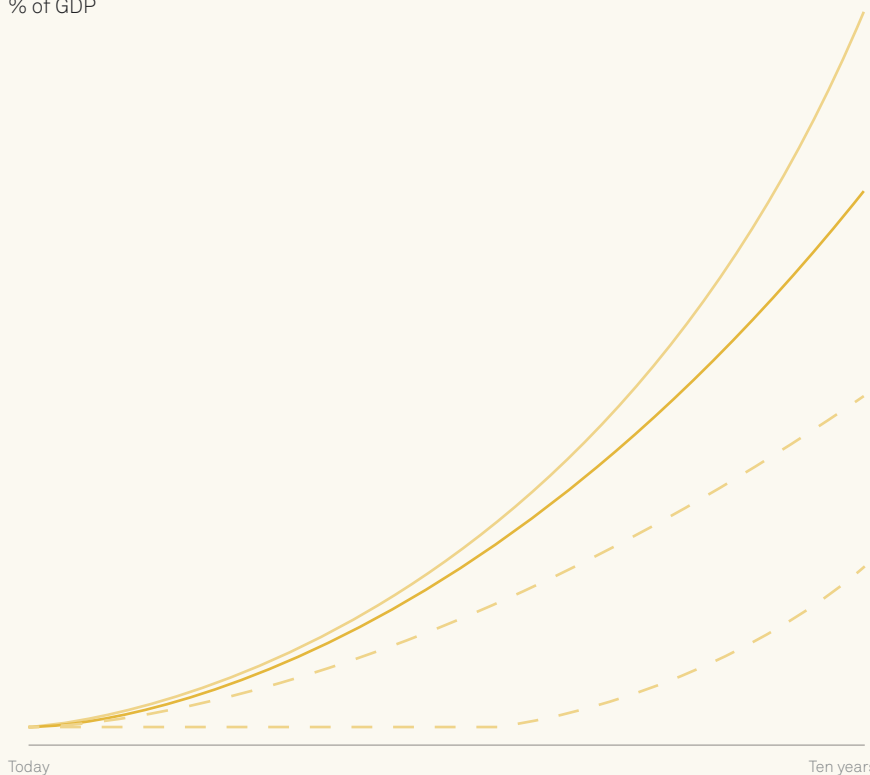
Freed-up time when generative AI helps to automate our work.



Re-prioritised and re-employed time for other value-creating activities.

Estimated potentials of generative AI across scenarios

% of GDP



+10%

More powerful scenario

More innovation and more powerful AI impacts can increase the potential to 10% of GDP.

+8%

Widespread adoption

Generative AI is estimated to contribute 8% to the EU's GDP in ten years with widespread adoption.

+5%

Unsuccessful job transition scenario

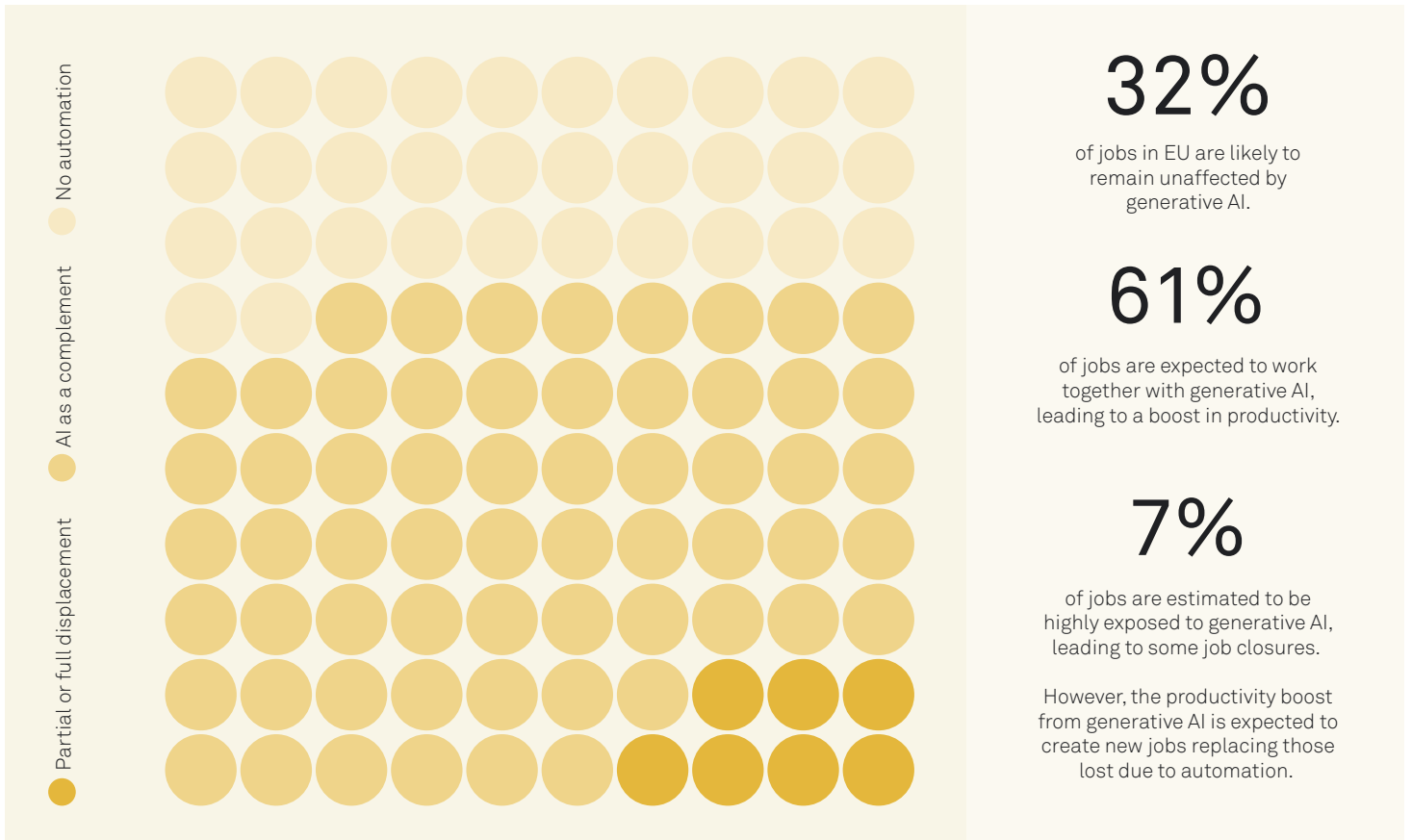
Unsuccessful transition to new jobs reduces the potential of generative AI to 5% of GDP.

+2%

Delayed scenario

A five-year delay in adoption is estimated to reduce GDP to only 2%.

The job implications



32%

of jobs in EU are likely to remain unaffected by generative AI.

61%

of jobs are expected to work together with generative AI, leading to a boost in productivity.

7%

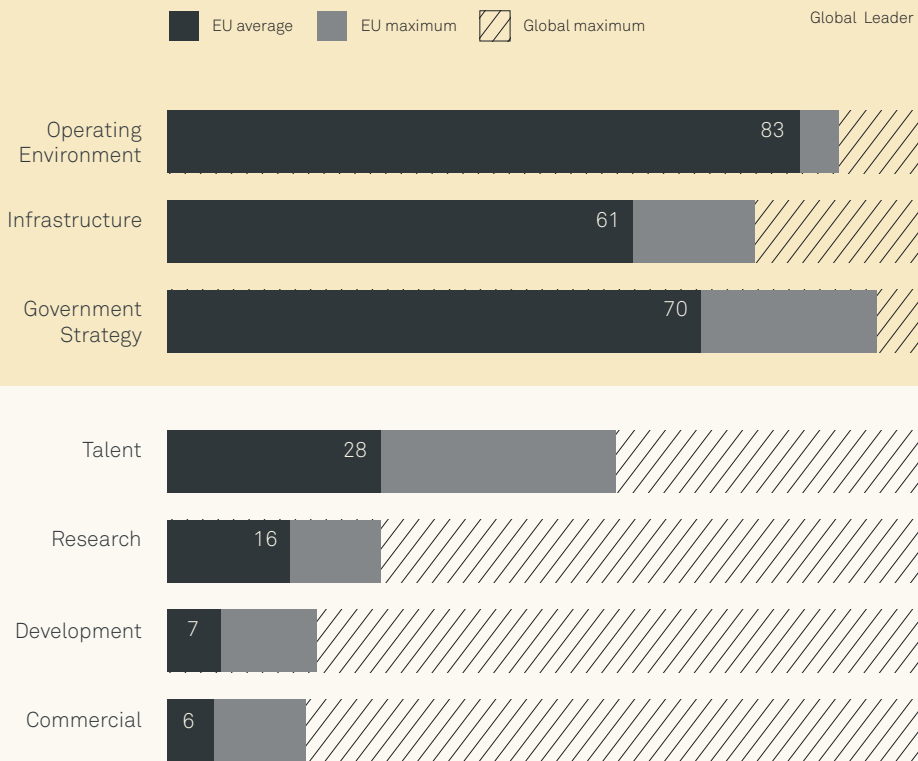
of jobs are estimated to be highly exposed to generative AI, leading to some job closures.

However, the productivity boost from generative AI is expected to create new jobs replacing those lost due to automation.

AI readiness in the EU

The EU's AI capacity according to the Tortoise Global AI Index

Global AI Index, score out of 100 (global leader)



Adoption drivers

The EU is generally well placed for generalised AI use and early phases of AI adoption.

Innovation drivers

The EU lags behind on innovation drivers required for more specialised AI applications compared to global leaders in the field.

Note: The Tortoise Global AI Index is underpinned by 111 indicators collected from 28 different public and private data sources and 62 governments.

