



UNLOCKING SWITZERLAND'S AI POTENTIAL 2026

The next wave of AI is here

AI adoption in Switzerland is entering a new phase. More than half of businesses (**57%**) now use AI, up from **46%** last year, placing Switzerland ahead of the European average (**54%**) and reinforcing its position as one of Europe's leading AI economies. Businesses are already seeing clear benefits through higher productivity, faster innovation, and stronger growth, while cloud adoption continues to provide a strong foundation for further progress.

The technology itself, however, is evolving even faster than adoption. Generative AI is giving way to a new generation of intelligent systems capable of reasoning, acting autonomously, and interacting with the physical world. Agentic AI, advanced robotics, and physical AI have the potential to transform how products are designed, factories operate, laboratories function, and businesses compete. For Switzerland's advanced manufacturing, precision engineering, pharmaceuticals, and life sciences sectors, these technologies align closely with existing industrial strengths and represent a significant opportunity for future growth.

The research suggests that many organisations have yet to reach this next stage. Adoption continues to broaden across the economy, but advanced AI remains concentrated among a relatively small group of businesses. Many organisations are still focused on foundational use cases, while awareness of emerging technologies remains limited and readiness to deploy them at scale is uneven. As innovation cycles accelerate, the gap between early leaders and the wider economy risks becoming more pronounced.

Switzerland also possesses many of the ingredients needed to succeed. World-leading research institutions, exceptional AI talent, an internationally recognised startup ecosystem, and an innovation-friendly policy environment provide strong foundations for long-term competitiveness. Building on these strengths will depend on helping more businesses access specialist skills, invest confidently in AI, scale innovative technologies, and remain connected to global markets.

The next phase of AI adoption will depend as much on the depth of AI integration as on the number of organisations using the technology. Switzerland has the opportunity to convert today's momentum into sustained industrial leadership, ensuring the benefits of AI are shared across businesses of every size and across every region of the country.

Key findings

- AI adoption in Switzerland continues to rise, with **57%** of businesses now using AI, up from **46%** [last year](#). Year-on-year growth has slowed to **24%**, compared with **48%** the previous year, reflecting a more gradual pace of adoption as AI becomes more established across the economy
- SMEs trail the average: **55%** of SMEs have adopted AI, compared with **64%** of large businesses
- A quarter of citizens are now daily users of AI: **26%** use AI tools at least daily, while **49%** use AI tools at least weekly
- AI continues to deliver benefits: Among AI adopters, **83%** report productivity gains from AI, and **84%** say that they expect AI to increase their growth in the next year
- AI is a top business priority: **65%** say AI adoption is a top or high priority, while **70%** say AI plays a critical or important role in their overall business strategy
- AI is accelerating innovation: **78%** of those who have adopted AI say that their timeline for innovation has accelerated in the past two years, rising to **92%** of startups. **64%** of AI-adopting SMEs say innovation timelines have accelerated. **44%** of businesses say that AI is a driver of this shift
- Cloud adoption is strong: **74%** of businesses have adopted cloud technologies, up from **66%** last year, representing **12%** year-on-year growth. Switzerland's cloud maturity, well above the European average of **68%**, continues to underpin its AI readiness
- The share of AI adopters harnessing advanced AI has diluted (**18%** this year, versus **20%** last year) as new entrants flood in at earlier stages, though the absolute number of advanced users continues to grow

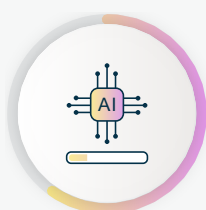




Switzerland's AI divide: Widespread experimentation, uneven transformation

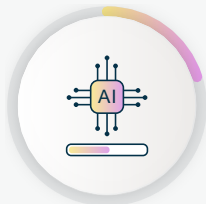
While **57%** of businesses have now adopted AI, celebrating adoption figures alone risks masking an underlying trend. Looking deeper into how businesses are implementing AI, from initial experimentation to full transformation, we see most organisations still remain at basic levels of AI adoption.

Basic AI adoption:



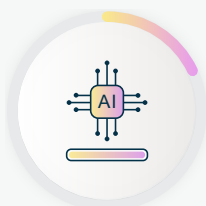
60% of AI-adopting businesses remain focused primarily on more basic uses of AI and are focused on incremental gains (e.g. driving efficiencies and streamlining processes), rather than innovation (e.g. developing new products or disrupting industries). These businesses are using publicly available chatbots for routine tasks or purchasing ready-made AI solutions. This is a small decrease from **62%** last year, demonstrating progress towards transformative AI innovation, though the pace remains slower than the innovation cycle demands

Intermediate AI adoption:



22% have advanced to the intermediate stage of AI adoption. These companies are integrating AI across multiple business functions, resulting in efficiency improvements and more innovative customer experiences

Advanced AI adoption:



18% of AI-adopting businesses have reached the most transformative stage of AI integration, using advanced AI systems, combining multiple models, creating custom AI systems, or deploying agentic or autonomous AI. This is down from **20%** last year. This does not mean fewer businesses are pursuing transformative AI. Rather, it reflects a surge in new adopters entering at earlier stages of their AI journey, which has expanded the overall user base faster than organisations are progressing to more advanced applications. As a result, the absolute number of businesses deploying transformative AI continues to grow, but the share of adopters reaching this stage has declined

Interestingly, while SMEs are less likely to have adopted AI overall than the wider economy and larger businesses, those that have adopted it are slightly more likely to have reached this advanced stage (**22%** versus **18%** across all AI adopters). This suggests that SMEs which do invest in AI often deploy it more deeply, rather than limiting their use to basic productivity applications.

This pattern highlights an important challenge for Switzerland's AI economy: Advanced AI uptake is not matching the pace of AI adoption broadly. For many organisations, AI remains concentrated in productivity tools, pilots, and isolated business applications rather than being embedded across the organisation as a driver of innovation and transformation. One crucial step towards harnessing advanced AI use for transformation is having a clear outcome in mind for use of the technology – yet only **31%** of all businesses have a clear and comprehensive AI strategy, compared with **29%** of SMEs.

With next-gen AI emerging rapidly and compressing innovation timelines, it is more critical than ever that businesses be empowered to move beyond AI's most basic use cases and harness the technology for transformative innovation.

mimic robotics: Advancing the next frontier of Physical AI



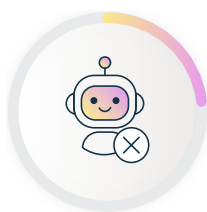
As AI moves beyond digital applications into the physical world, Swiss startup [mimic robotics](#) is helping redefine what intelligent machines can do. An ETH Zurich spinoff, mimic robotics uses an end-to-end learning approach for dexterous manipulation to automate complex tasks in production and logistics. mimic robotics pioneered Video Action Models to give robots an intelligence layer that intuitively understands the world. These models predict the next few seconds of actions, which are then translated into physical motion on human-like hands specifically designed for industrial use.

To accelerate this work, mimic robotics was selected for the [AWS Generative AI Accelerator](#), and collaborates with AWS to advance physical AI through compute and data operations, enabling the training of generative models that allow robots to adapt autonomously to unstructured environments.

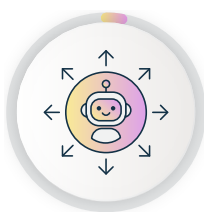
The company reflects Switzerland's strength at the intersection of world-leading research, engineering, and entrepreneurship. As industries increasingly seek intelligent automation to drive productivity, mimic robotics demonstrates how Swiss innovation is helping shape the future of robotics and physical AI.

Familiarity with emerging and innovative AI tools is low

Technologies such as agentic AI have the potential to move businesses beyond productivity gains towards more autonomous decision-making, intelligent workflows, and entirely new business models. However, the data shows many businesses are not yet prepared to take advantage of these technologies:



Less than a quarter of businesses **(24%)** say they have heard of agentic AI



Only **4%** of those familiar with the technology report that they have fully deployed agentic AI, while **12%** are experimenting or piloting the technology



When the technology was explained, a further **60%** said they were interested in agentic AI or are considering it, while **15%** say they have no plans to adopt it

Awareness of physical AI is lower still. Only **19%** of businesses say they are familiar with the technology. Physical AI refers to AI systems embedded in machines and environments that can sense, interpret, and act in the physical world, including robotics, manufacturing systems, industrial automation, and laboratory environments.

For Switzerland, physical AI represents a particularly important opportunity. It aligns closely with the country's strengths in advanced manufacturing, life sciences, pharmaceuticals, and medical technology, where AI is already beginning to automate laboratories, improve industrial processes, and enable more intelligent production systems. Startups are leading the way: **38%** report being familiar with physical AI, highlighting the growing importance of robotics and next-generation AI across Switzerland's innovation landscape.

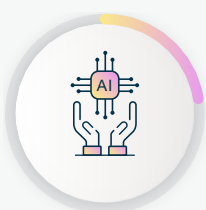


Businesses don't yet feel ready for the next wave of AI

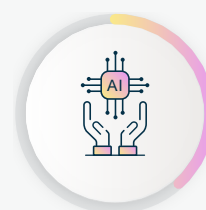
Although awareness is still developing, the businesses that have already adopted next-generation AI are beginning to realise clear competitive advantages. Among businesses using agentic AI, **43%** report faster decision-making and execution, **33%** report improved operational efficiency and productivity, and **23%** say it has improved the scalability of their operations.

These early adopters are also outperforming other AI users more broadly. Compared with all AI adopters, businesses using agentic AI are more likely to report productivity gains (**90%** versus **83%**), expect AI-driven growth over the next year (**91%** versus **84%**), and report increased revenues following AI adoption (**95%** versus **92%**).

The majority of businesses do not feel ready to adopt these emerging technologies, but startups emerge as a bright spot:



Only **22%** of businesses say they feel fully or very ready to adopt next-generation AI technologies such as agentic AI, physical AI, or advanced robotics, compared with the **80%** of startups who report they are ready



42% of all businesses say they are only somewhat ready, and **31%** say they are slightly ready or not ready at all

This readiness gap is driven by practical barriers preventing businesses from progressing from experimentation to deployment. One of these is skilling; while Switzerland has a strong base of skills, many businesses are struggling to invest in and access the expertise they need to adopt the next generation of AI tools. **28%** cite insufficient financial resources as a barrier to adopting next-generation AI technologies, while over a third (**35%**) say internal skills shortages are a barrier.

The second key barrier to deeper innovation and more advanced adoption is regulatory uncertainty. Already, **23%** cite legal uncertainty arising from AI and digital regulation as a barrier, and a further **21%** cite regulatory complexity operating across borders. Proposals currently under consideration to update copyright legislation, which would require opt-in consent to use material in AI training, risk adding significantly to this uncertainty and putting the brakes on further innovation.

Switzerland now faces a narrowing window to act. Businesses that have not yet embedded generative AI into their core operations will struggle to leapfrog directly into more complex, next-generation systems such as agentic AI and autonomous robotics. This is why targeted support is urgent: to ensure that all businesses have the certainty and resources needed to build baseline capabilities required now, rather than being left permanently behind as the next wave of AI accelerates.



Switzerland's startups face barriers to scaling

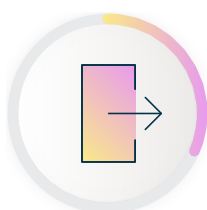
As highlighted in last year's report, Switzerland's startup landscape is one of its strongest assets – one that needs to be nurtured. Startups currently face high barriers when trying to scale. Startups say that the biggest barriers preventing their scaling are limited access to funding or investment (**54%**), difficulty hiring the talent they need (**42%**), and fragmented rules or inconsistent requirements between countries (**38%**).

When asked what would support their scaling, they report that the most important factors are more accessible venture capital and funding options (**53%**), enhanced technology-specific educational programmes and a larger talent pool (**41%**), and more supportive tax incentives for R&D and innovation (**39%**).

As a result, a third of Switzerland's startups say they would consider leaving Europe

Even as startups lead the charge on not just adopting, but integrating AI, this widening gap is now beginning to reshape Switzerland's ability to retain these advanced innovators. The high-potential AI startups that Switzerland incubates are growing fast, and as they do so, they are running quickly into scaling constraints. The faster a startup moves, the sooner it encounters such barriers that raise the cost of growth. This raises a question about whether these Switzerland-founded startups can scale at home, or whether they will be forced to look abroad for better growth conditions and incentives.

Founder flight is no longer a distant concern, but a real and growing risk. A significant share of startups report that they would consider relocating outside of the continent of Europe in pursuit of faster scaling, greater access to capital, and deeper global markets.



32% of Swiss startups say they would consider relocating outside of Europe to scale their business – compared with **38%** across Europe



While this may be an early warning sign, the majority prefer to remain rooted in the continent: **56%** say they would not consider relocating



Of those who said they would consider leaving the continent, the most commonly cited destinations are the United States (**58%**), East Asia, including Japan and South Korea (**19%**), and the United Arab Emirates (**14%**)

When asked why they would consider leaving Europe, startups consistently point to their ability to grow and scale. While technologies such as cloud computing work to reduce the technical barriers to scaling internationally, founders highlight that broader commercial and regulatory frictions continue to slow their expansion.

The top reasons cited by startups are:

1. Greater availability of funding **(60%)**
2. Lower operational costs **(54%)**
3. Faster ability to scale internationally **(51%)**
4. More favourable or predictable regulation **(49%)**
5. Better access to global markets **(47%)**

This also raises important questions around proposed changes to Switzerland's [copyright](#) and AI training policy. As currently drafted, the proposals would take a more restrictive approach to the use of copyrighted material for AI training than the EU framework. Businesses will be looking for clarity on how any future regime can continue to support AI innovation while protecting the rights of creators.

With almost half of startups already identifying more predictable and favourable regulatory conditions as an important factor when considering where to scale, additional uncertainty around copyright and AI training policy could make it more difficult to retain and grow innovative AI businesses in Switzerland.

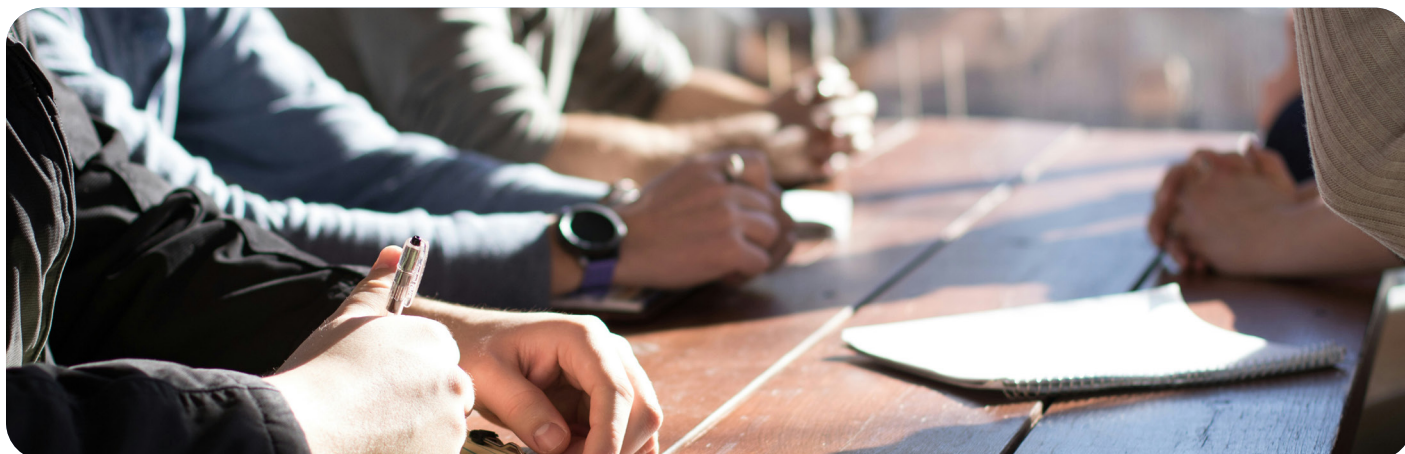
These findings reinforce a central theme of this year's report: in an accelerated innovation cycle, the global race is increasingly shaped by speed – and founders will follow the pathways that reduce friction and shorten time-to-market. The priority is therefore to turn Switzerland into an environment where scaling is as straightforward as starting.

Startups celebrate Switzerland's strengths

Despite the barriers faced when scaling, startups point to Switzerland's strengths that make it a great place for their business. Among startups that say they wouldn't consider relocating outside of Switzerland and Europe, the following factors emerge as key reasons keeping them rooted in the continent:

1. Strong ties to local ecosystems (including partners, universities, accelerators) **(60%)**
2. Strong access to European customers and markets **(55%)**
3. The availability of venture and growth funding **(45%)**
4. A predictable and stable policy environment **(39%)**
5. Favourable or well-understood regulatory environments **(36%)**

These levers align with a broader competitiveness agenda: making sure Switzerland is the best place to scale a business, as well as to start one.



Syngenta: Helping farmers make faster, more informed decisions with agentic AI



[Syngenta](#) is pioneering "Agricultural Intelligence", embedding AI across its entire enterprise to usher a legacy industry into a new digital era. From accelerating seed and crop protection discovery in R&D and optimising global logistics in the supply chain, to tailoring customer engagement in marketing, the Swiss-headquartered company is deploying AI at scale to drive efficiency.

At the forefront of this transformation is Cropwise, Syngenta's market-leading digital platform. Already empowering growers and agronomists across more than 76 million hectares in over 30 countries, Cropwise delivers data-driven recommendations throughout the growing season, enabling better-informed decisions in the field. In Europe, growers who act on these algorithmic agronomic recommendations show **25%** higher retention rates than those who do not, reflecting the better outcomes they achieve and demonstrating how the platform contributes to grower success.

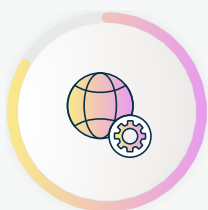
Building on this proven global footprint, Syngenta has deployed [Cropwise AI](#), a generative AI assistant that helps sales representatives navigate its extensive seed portfolio and deliver faster, more personalised recommendations. Sales teams can now ask questions in natural language and instantly receive tailored recommendations based on local growing conditions, agronomic models, and product performance. Powered by AWS, the solution integrates multiple sources of agronomic, weather, and product data, enabling sales representatives to access relevant information and explain recommendations more efficiently. Real-world use shows the platform enables sales representatives to generate recommendations using analytical models five times faster, while simplifying access to complex technical information.

By combining decades of agricultural expertise with agentic AI, Syngenta demonstrates how established Swiss businesses are not just experimenting with, but actively scaling next-generation AI to augment human expertise, improve decision-making, and deliver immediate outcomes for customers in the field, both globally and in its Swiss home market.

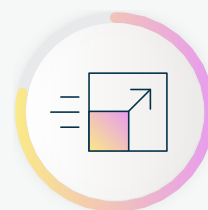


Businesses value choice and flexibility in the AI and cloud landscape

Businesses consistently emphasise the importance of access to global technology providers, particularly as they seek to innovate and scale beyond domestic markets.

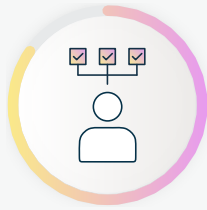


83% of businesses say access to global technology companies is important for their AI adoption

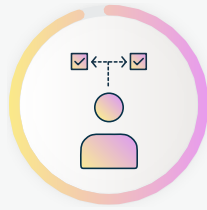


81% say access is important for innovation, and **84%** for scaling quickly

When businesses are selecting their technologies, their priorities are speed, scalability, resilience, security, and the ability to make the right technology choices based on customer needs. As a result, rather than relying exclusively on domestic providers, many organisations operate across mixed ecosystems, selecting technology partners based on capability and performance.



85% of businesses say they have adequate choice to select and switch between different providers of AI technologies (**83%** across Europe)

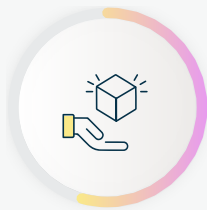


93% say having this ability to choose and switch is extremely or very important to supporting their adoption of AI (**92%** across Europe)



93% report that they currently use a mix of providers from different regions, rather than working primarily with providers from their home country (**92%** across Europe)

For businesses that use technology from providers based outside of Switzerland, the top reasons are:



A wider range of features or product offerings (**53%**)



Better scalability, performance or integration options (**50%**)



Competitive pricing or favourable commercial terms (**45%**)

As AI becomes more central to business competitiveness, access to a diverse set of technology providers is increasingly supporting innovation, resilience, and growth. Businesses value the ability to combine technologies from different providers, helping them adopt the solutions that best fit their requirements as AI use becomes more sophisticated.





A few key challenges stand in the way of deeper AI adoption

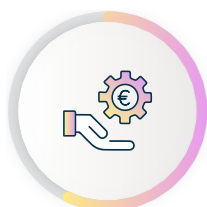
Three persistent challenges continue to slow progress as Switzerland enters the next phase of AI: the complexity of scaling across markets, limited access to specialist skills, and constraints on investment. Addressing these barriers will be essential if more organisations are to harness the full potential of AI.

1. Cross-border growth can increase compliance and operational costs

Businesses report that even where adoption is advancing, scaling AI internationally introduces legal complexity, higher compliance costs, and operational friction. These challenges are particularly relevant for firms operating internationally or in highly regulated sectors, where they must navigate multiple national and international requirements.

Businesses estimate that **47%** of their total tech spend goes towards compliance with national and international regulations, compared with **42%** in Europe. This is the same as the **47%** reported last year, meaning that costs remain stubbornly close to nearly half of all technology spending.

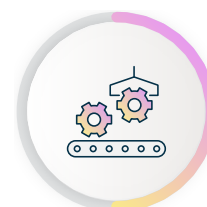
Importantly, this average is not evenly distributed across sectors. Compliance costs are highest in highly regulated industries, including:



Financial Services (**57%**)



Life Sciences & Pharmaceuticals (**54%**)



Manufacturing (**49%**)

When asked what makes up this **47%**, **49%** of businesses cite relationship management with supervisors and responsible government authorities, followed by legal consultations or external advisory services (**45%**), and employee training on compliance requirements (**39%**).

82% say compliance costs have increased over the past three years, and **82%** expect these costs to rise further over the next three.

For businesses looking to expand internationally or deploy AI across multiple markets, reducing unnecessary complexity and improving regulatory certainty will help free up investment for innovation rather than compliance.

2. Access to skills is constraining adoption

Switzerland possesses one of the world's strongest AI talent pools, but access to that talent remains uneven throughout the business landscape. While leading research institutions, startups, and large enterprises are often able to attract specialist expertise, many organisations report challenges securing the skills and capacity required to deploy AI at scale:



42% cite shortages of AI and digital skills as a barrier to adopting or expanding AI



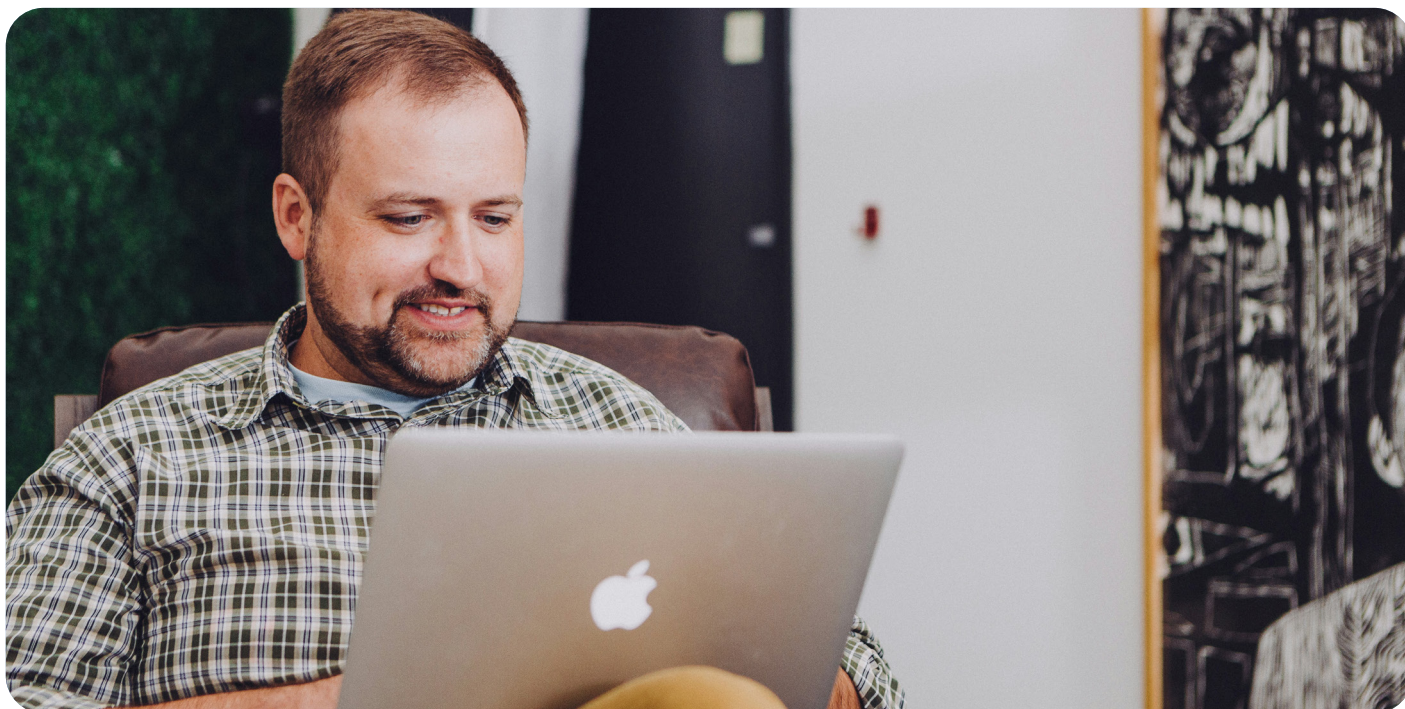
39% cite insufficient internal workforce capacity

These findings suggest that the challenge is not simply the availability of talent, but businesses' ability to access, afford, and integrate AI expertise into their operations. Only a minority report having a strong AI skillset today, while most say their skills need improvement:

- Only **24%** say they currently have a strong AI skillset, compared with the average of **22%** across Europe
- **58%** say they have some AI skills but need improvement, and **18%** say they are only just beginning to develop AI skills
- **82%** expect AI skills to be important in their industry over the next five years
- The technical roles that businesses feel will be more important in the next five years are: software developer (**44%**), solutions architect (**33%**) and data governance or privacy officer (**29%**)

Switzerland already has a strong foundation of AI expertise, but it must now ensure that businesses of every size can access, develop, and retain the specialist skills needed to translate that strength into wider economic transformation.





3. Limited funding and unclear returns are holding back investment

While many businesses recognise AI as a strategic priority, investment has yet to keep pace. Four in ten businesses (**42%**), and a similar share of SMEs (**41%**), say they do not have a dedicated AI budget. Without clear investment, organisations may find it more difficult to recruit specialist talent, invest in training, and move beyond pilot projects towards organisation-wide AI transformation.

Financial constraints remain a significant barrier to adoption:

- **28%** cite insufficient internal financial resources as a barrier to adopting or expanding AI, rising to **36%** of SMEs
- **26%** cite unclear ROI or an unclear business case as a barrier
- **89%** expect AI to take a larger share of IT spend over the next three years, predicting it to rise to **30%** of their total IT budget

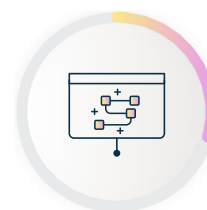
Businesses also report that limited external support, competing investment priorities, and complex procurement processes make it harder to justify the investment required to scale AI across operations or develop new AI-driven products.



58% say government support, such as grants and tax incentives, is crucial or very important in their decision to adopt AI



22% say a lack of incentives or external support discourages investment in AI



30% say other business priorities take precedence over AI investment

Public sector demand can help accelerate AI uptake, but procurement remains a consistent barrier:

- **33%** cite complex or slow public procurement processes as a challenge to scaling AI solutions
- **31%** say opportunities to sell to the government are crucial or very important in their decision to adopt AI

Creating greater certainty around investment – through targeted financial support, clearer routes to demonstrating ROI, and more accessible public procurement – would enable more businesses to invest confidently in AI and accelerate the transition from pilots to transformation.



Recommendations: Unlocking Switzerland's AI future

Switzerland is well placed to shape the next era of AI. Businesses are adopting AI at one of the fastest rates in Europe, world-class research institutions and talent provide a strong foundation, and startups continue to demonstrate the country's capacity for innovation. Realising the full economic opportunity now depends on extending these strengths across the wider business landscape, supporting more organisations to adopt advanced AI, and creating the conditions for companies to invest, innovate, and scale with confidence.

The recommendations below set out four priorities that would help drive success in the next phase of AI adoption and ensure the benefits of AI are shared across the economy.

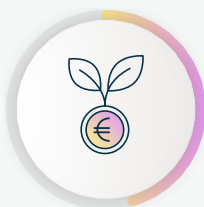
1. Scale on Switzerland's own strengths

Switzerland is not starting from zero, having many of the foundations required to compete in an accelerated AI era.

When asked what matters most for supporting growth in their business and industry, Swiss businesses point to:



Access to the most advanced AI tools and services (**47%**)



Private investment and venture capital (**45%**)



Skilled AI talent (**44%**)

The talent pool exists – the [Stanford AI Index 2026 ranks Switzerland](#) first in the world for AI talent density: 110.5 AI researchers and developers per 100,000 inhabitants, ahead of Singapore (109.5) and far ahead of Germany (58.1) and the UK (49.6). Switzerland also ranks third globally for doctoral-level AI talent (**43.6%** of top AI researchers holding a PhD). Alongside this, Swiss businesses recognise the competitive advantage of the talent pool and research institutions:

- **62%** rate Europe as highly competitive for its universities and research institutions
- **48%** rate Europe as highly competitive in attracting and retaining AI research talent
- **34%** rate Europe as highly competitive in commercialising AI research and innovation

The challenge, therefore, is not creating AI talent but ensuring that businesses across Switzerland can access and deploy it. While large companies and research institutions are often able to attract highly specialised AI expertise, many smaller firms face practical constraints around affordability, recruitment, and internal capacity. As AI becomes increasingly central to competitiveness, Switzerland's opportunity is to broaden access to its world-class talent base so that SMEs, as well as startups and larger enterprises, can translate that expertise into innovation, productivity gains, and growth.

74% of all businesses agree that Europe has the infrastructure and ecosystem needed to scale globally, while **58%** rate the continent as highly or somewhat competitive as a global hub for AI and innovation. Switzerland's startups are a testament to the support given to these innovative businesses. The challenge is now how quickly Switzerland can scale what already works so that innovation spreads beyond a handful of businesses and into the wider economy.

2. Foster AI-driven innovation across all business sizes, especially large enterprises, through strategic support and incentives

To unlock AI's full potential across the broader economy, Switzerland must empower larger businesses to adopt AI in more ambitious, strategic ways:

- Expand targeted financial incentives for enterprises to pursue high-impact AI projects, such as tax credits for R&D in AI, co-financing schemes for AI pilot programmes, and innovation grants that encourage risk-taking and experimentation
- Maintain momentum in AI adoption across sectors, including manufacturing. Switzerland has a strong industrial base; these industries profit from AI adoption for production and high-tech manufacturing, particularly through the advancement of physical AI to unlock new gains in efficiency, precision, and flexibility across factories and supply chains
- Strengthen Switzerland's dynamic AI ecosystem by maintaining an open and competitive technology environment – including ensuring regulation remains in line with international standards, and does not encourage innovation to move elsewhere
- Launch AI innovation hubs and sector-specific accelerators to help large firms collaborate with startups, research institutions, and AI specialists to co-develop solutions that go beyond automation and aim at genuine transformation (e.g., new products, business models, or services)

3. Drive targeted investment

Switzerland must tackle the funding barrier by investing strategically, transforming its strategic bets into action through clear, outcome-driven funding mechanisms. This requires focusing on innovative startups offering new technologies, supporting SMEs in their digital transformation, and accelerating public sector innovation through modernised procurement models. This will direct funding and support where it is most needed, while ensuring that this wave of transformation includes citizens and the public sector.

4. Expand access to skills

Swiss businesses consistently report that they are held back from increasing their AI adoption by a lack of digital skills. Governments and businesses must work together to close this skills gap and provide citizens with the digital skills they need to succeed, including those already in jobs and the workforce of the future.



The window for AI transformation is narrowing – Switzerland must turn adoption into industrial and economic leadership

Switzerland enters the next phase of AI from a position of considerable strength. AI adoption continues to rise; businesses are already seeing tangible productivity and growth benefits, and the country combines world-class research, exceptional talent, and a thriving startup ecosystem with internationally recognised strengths in manufacturing, life sciences, and precision engineering. Yet the full economic opportunity will depend on how widely these advantages are shared. Many organisations remain at the early stages of AI adoption, awareness of next-generation technologies is still limited, and investment in skills and deployment has not kept pace with the speed of innovation.

Switzerland now has an opportunity to build on these foundations and establish itself as a global leader in the next generation of AI. Helping more businesses adopt advanced AI, strengthening access to talent and investment, supporting startups to scale, and maintaining an open and competitive innovation ecosystem would enable AI to drive productivity, industrial competitiveness, and long-term economic growth across the entire economy.



Appendix

Methodology

The fieldwork for this study was undertaken by Strand Partners' research team for Amazon Web Services. This research has followed the guidance set forth by the UK Market Research Society and ESOMAR. For the purposes of this study, business leaders are defined as founders, CEOs, or members of the C-suite in organisations.

'Citizens' are nationally representative members of the public based on the latest available census.

For inquiries regarding our methodology, please direct your questions to: polling@strandpartners.com.

In Switzerland:

- We conducted a survey targeting 1,000 nationally representative members of the public, ensuring representation based on age, gender, and NUTS 1 region.
- Additionally, we surveyed 1,000 business leaders, representative by their business size, sector, and NUTS 1 region.

Sampling:

Our sampling process used a mix of online panels that are recognised for their validity and reliability. These panels are carefully curated to ensure diverse representation across various demographics. For the business leaders, the panels are selected with a consideration for organisational size, sector, and position within the company. Our objective with the sampling strategy is to achieve an optimal mix that mirrors the actual distribution of our target populations in the respective markets.

Weighting Techniques:

Post-data collection, we applied iterative proportional weight to correct any discrepancies or over-representations in the sample.

Survey:

This study was designed with the objective of delving deep into the digital landscape:

- **Usage Patterns:** This survey gauges the evolving patterns of digital technology usage. We are particularly interested in examining the adoption and implementation levels of technologies, focusing on cloud computing and artificial intelligence.
- **Perceptions and Attitudes:** The survey seeks to unearth the prevailing perceptions and attitudes towards digital technologies, understanding the perceived benefits, challenges, and potential ramifications of both present and emerging tech solutions.
- **Barriers and Opportunities:** The survey scrutinises the predicted challenges and potential avenues that both businesses and individuals anticipate on their digital trajectory. This involves pinpointing challenges, from skill deficits to regulatory complications, and recognising opportunities for growth, innovation, and market development.
- **'Size of the Prize':** The survey shed light on the economic repercussions and growth prospects linked with digital transformation. By elucidating the 'size of the prize', we aspire to stress the importance of digital transformation and foster further investments and technology adoption.