

The effects of AI on Europe's productivity

About the data

For this Working Paper, the Eurochambres Chief Economist Group analysed data from:



32
countries

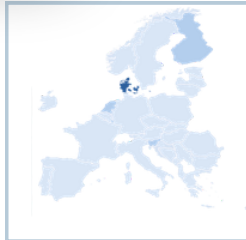


2021-2025
timeframe

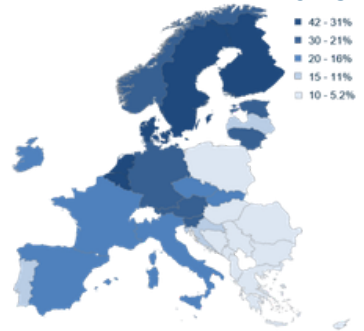
AI adoption: geographical divide

AI adoption across Europe has overall increased between 2021 and 2025. The data depicts a clear geographical divide with the Nordic countries leading in AI adoption, while Southern and Eastern European countries are lagging behind.

2021

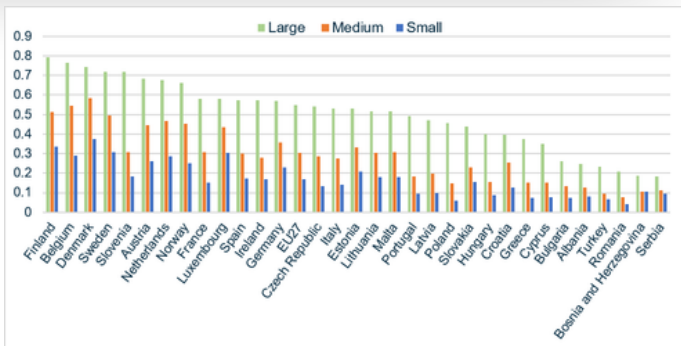


2025



■ 42 - 31%
■ 30 - 21%
■ 20 - 16%
■ 15 - 11%
■ 10 - 5.2%

Universally consistent: firm size affects AI adoption



Across all analysed countries, SMEs adopt AI less than large companies. This underlines the need for more targeted support, as SMEs can achieve relatively high AI adoption rates under favourable insitutional and business conditions.

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Productivity gains



+1%
AI adoption
is linked to
+0.33%
in productivity

AI that delivers

Among different AI technologies, AI-based **image recognition** and **process automation** show a positive and statistically significant association with productivity gains.



AI policy: what to improve

- Accelerate AI adoption among SMEs
- Invest in skills and organisational readiness
- Improve access to digital infrastructure, data and computing resources
- Address regional and sectoral adoption gaps
- Ensure regulatory clarity and build trust



Chamber best practices

Chambers of commerce and industry across Europe play a key role in helping businesses overcome the challenges linked to AI adoption. Offers include seminars and trainings, upskilling programmes, tools to assess AI needs, developing company AI guidelines, support networks, information podcasts, and more.

Explore all best practices in section 4 of the report!



Explore it all



Complete Chief Economist Working Paper, chambers best practices, and more.