



UNLOCKING IRELAND'S AI POTENTIAL 2026

The adoption of artificial intelligence (AI) in Ireland is rising rapidly. Nearly two-thirds (**65%**) of Irish businesses now use AI, up from **45%** last year – ahead of both the European average (**54%**) and the UK (**64%**). This is the highest adoption rate in Europe. Ireland's **44%** year-on-year growth rate outpaces every major European economy, with more than 160 Irish businesses adopting AI for the first time every day over the past year.

This isn't accidental. Ireland is home to 16 of the world's top 20 tech multinationals and has a startup community that continues to punch well above its weight. The government's new [National Digital and AI Strategy, Digital Ireland – Connecting our People, Securing our Future](#), sets out 90 actions to strengthen the country's position as a digital leader and global hub for applied AI. Together, these factors have created a flywheel driving momentum across the broader economy.

The benefits of encouraging this widespread AI adoption are already becoming visible. Two-thirds (**66%**) of AI adopters report productivity gains, **70%** expect AI to accelerate business growth, and more than three-quarters (**76%**) say AI has shortened innovation timelines. Investment in technology is rising, and cloud adoption remains strong (**72%**).

Ireland's challenge is no longer whether businesses are adopting AI. Rather, it is whether they are using it deeply enough to transform productivity and competitiveness. Currently, most organisations are still using AI for basic purposes – speeding up routine tasks such as summarising documents or answering simple queries through off-the-shelf chatbots. This is equivalent to owning a smartphone and only using it to make phone calls. Just **20%** of adopters have reached the advanced stage (where AI forms part of core business processes and decision-making), an increase of only three percentage points from last year. This is behind the overall European average of **22%**, suggesting that Ireland's leadership in AI adoption has yet to translate into leadership in advanced AI deployment. The gap between basic and advanced AI adoption matters because the economic value of AI scales dramatically with depth of use – moving businesses from basic to advanced AI adoption could unlock €10.1 billion in additional gross value added (GVA).¹

The opportunity now is to convert Europe's highest AI adoption rate into lasting leadership and competitiveness gains, spreading the benefits of AI across sectors, regions, and businesses of all sizes, while ensuring that Irish firms can compete and scale in an increasingly AI-driven global economy. With Ireland holding the [Presidency of the Council of the European Union](#) throughout the second half of 2026, the country also has a unique opportunity to help shape the European conversation on AI adoption, innovation, and competitiveness at a pivotal moment for the technology.

Key findings

- Ireland is Europe's leading AI adopter: **65%** of businesses now use AI, up from **45%** last year — the highest adoption rate in Europe
- AI is already delivering results: **66%** of adopters report productivity gains, **70%** expect growth benefits, and **76%** say AI is accelerating innovation
- Ireland's challenge is not how many businesses are using AI, but how they are using AI: while adoption is rising rapidly, only **20%** of businesses have reached advanced AI use, trailing the average across Europe of **22%**
- Readiness for the next wave of AI remains low: only **22%** of businesses feel prepared for new, innovative technologies such as agentic AI (autonomous systems capable of planning, acting, and executing tasks), despite growing interest in adoption
- Ireland risks losing its innovative startups: **34%** of startups say they would consider leaving Europe to scale their business
- Skills are the biggest challenge to progress: nearly half (**47%**) of businesses cite AI and digital skills shortages as a challenge to adoption, while only **18%** of businesses report having a strong AI skillset. To help solve their own internal skills gap, Irish businesses are willing to pay a **52%** salary premium for AI talent, up from **48%** last year. Applied to Ireland's median annual full-time earnings of €44,816, that premium is worth around an additional €23,300 per year

Ireland has become Europe's leading AI adopter – now it must translate adoption into transformation

Ireland has established itself as Europe's leading AI adopter. But as adoption accelerates, a new challenge is emerging – ensuring businesses move beyond basic use cases and begin deploying AI in ways that drive genuine transformation.

AI adoption exists on a spectrum. At the most basic stage, businesses use publicly available chatbots and off-the-shelf tools to support routine tasks such as drafting content, summarising information, or improving operational efficiency. At the most advanced stage, businesses are integrating AI into core business processes, building custom AI systems, combining multiple models, and deploying agentic AI capable of planning and acting autonomously.

Despite strong headline adoption rates, most Irish businesses remain at an early stage of AI maturity. Almost two-thirds (**62%**) of AI adopters continue to focus primarily on basic AI applications that improve productivity and streamline existing processes. This is a higher share than both the European average (**58%**) and the UK (**58%**), suggesting that while adoption is widespread, many organisations have yet to move beyond initial use cases.

Just **20%** of Irish AI-adopting businesses have reached the most advanced level of AI adoption, deploying more sophisticated AI capabilities such as custom AI systems, combining multiple models, or embedding AI into core business processes. While this has increased slightly from **17%** last year, progress remains gradual relative to the rapid growth in overall AI adoption.

This creates a growing challenge. As hundreds of businesses adopt AI each day, most enter at the basic stage. Adoption is increasing, but the proportion of businesses using AI in transformative ways is increasing much more slowly.

The distinction matters because advanced AI adopters consistently report stronger outcomes. Businesses at the advanced stage report efficiency gains of **66%**, compared with **38%** among basic users. Yet only **29%** of businesses have a formal AI strategy, and only **20%** have implemented a responsible AI framework, suggesting many organisations have not yet established the foundations needed to scale AI across their operations.

The gap is particularly visible among larger organisations. While startups continue to emerge as leaders in advanced AI adoption, **78%** of large enterprises remain at the basic stage of use, compared with just **30%** of startups. As innovation cycles accelerate and AI capabilities become increasingly embedded across industries, the ability to deploy AI at scale will become an increasingly important source of competitive advantage.

The economic opportunity is substantial. Moving businesses from basic AI use toward advanced, transformative adoption could unlock an estimated €10.1 billion in additional GVA for the Irish economy – almost twice the annual value added generated by Ireland's agriculture, forestry and fishing sectors combined.²

Achieving this will require businesses building clear AI strategies, greater investment in skills and organisational capability, and a greater focus on embedding AI into core products, services, and business processes. Without this shift, Ireland risks leading Europe in AI adoption without realising the full productivity and competitiveness gains that AI can deliver.

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

While many Irish businesses are still focused on basic AI use cases, the next wave of AI technologies is rapidly reshaping what is possible and how quickly organisations must move to remain competitive.

Next-generation AI technologies – including agentic AI, advanced automation, physical AI, and robotics – are expected to play a defining role in the next phase of AI-driven innovation. Yet most Irish businesses do not feel ready to adopt these technologies. In fact, only **22%** say they feel prepared for next-generation AI technologies, highlighting a significant gap between today's adoption levels and tomorrow's AI capabilities.

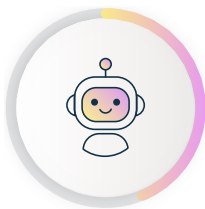
Businesses identify a number of challenges preventing them from moving from experimentation to deployment. A shortage of digital skills is the most commonly cited challenge, identified by **36%** of businesses, followed by insufficient financial resources (**30%**). These constraints risk limiting organisations' ability to move beyond basic AI adoption just as the technology itself becomes more advanced and more accessible.

Readiness is uneven across the economy. Businesses in the technology sector (**38%**) and financial services (**32%**) report the highest levels of preparedness, while construction (**12%**) and retail (**14%**) lag significantly behind. Startups emerge as a clear bright spot: **68%** say they feel ready for the next wave of AI, compared with just **20%** of small- and medium-sized enterprises (SMEs) and **22%** of large businesses.

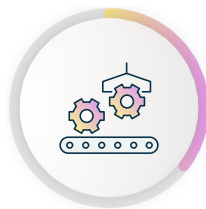
Agentic AI illustrates both the scale of the opportunity and the challenge ahead. Awareness remains limited: only **28%** of Irish businesses have heard of agentic AI, and of those, just **4%** report having deployed it. When the technology is explained, **58%** say they are planning to adopt it or are actively considering doing so.

This suggests that while businesses recognise the potential of next-generation AI technologies, many have yet to move beyond interest to implementation. Closing that gap will be critical if organisations are to realise the productivity, innovation, and competitiveness gains these technologies can deliver.

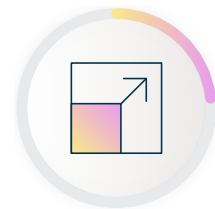
Those that have adopted agentic AI are already reporting tangible benefits. For example:



44% of businesses using agentic AI report faster decision making



36% cite increased efficiency

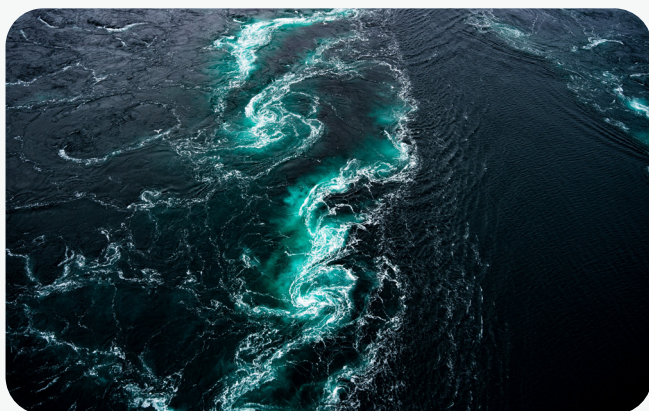


Nearly a quarter (**24%**) report improved scalability

Crucially, these gains are not limited to large organisations. For smaller businesses, next-generation AI technologies have the potential to automate routine administrative tasks, improve customer service, streamline operations, and allow business owners to focus more time on growth and innovation.

The next wave of AI presents a significant opportunity for Ireland's businesses, but realising its full potential will require more organisations to move from awareness to implementation. That means strengthening the foundations for adoption through investment in skills, organisational capability, and practical support to help businesses deploy next-generation AI technologies with confidence and at scale.

Case study: XOCEAN



Most of our oceans remain unmapped, yet they hold the key to the planet's future. [XOCEAN](#) operates a global fleet of uncrewed, ultra-low emission vessels that collect critical ocean data across 23 jurisdictions for renewable energy projects. Due to their small size and lightweight design, XOCEAN's vessels generate up to 1,000 times less carbon emissions than conventional survey vessels. The vessels' discoveries take place on the ocean floor, but the work itself is carried out remotely, powered by robotics, AI, and AWS cloud infrastructure. Having already supported over 48 GW of offshore wind development with the aim of reaching 100 GW this decade, XOCEAN has gathered more than 5.8 million gigabytes of ocean data.

By using AI built and deployed on AWS, XOCEAN is working to automate elements of the data processing workflow. This has the potential to more than halve processing time, while allowing experienced geophysicists to focus on quality control, analysis, and interpretation.

Beyond commercial applications, XOCEAN's dataset has broader significance. The company's vessels continuously collect environmental information including salinity, temperature, and weather data, alongside continuous visual footage of marine life. Over the next five years, XOCEAN's goal is to prevent the emission of one million tonnes of carbon while protecting fragile marine environments.

Regional bright spots are emerging

Dublin and its surrounding counties³ continue to lead Ireland's AI economy, but strong momentum is now emerging across other parts of the country.

Across Dublin and its surrounding counties, three-quarters (**74%**) of businesses now use AI, compared with **58%** across the rest of Ireland. However, advanced use of AI remains more limited outside the capital and the surrounding counties: only **26%** of businesses outside Dublin have moved beyond basic AI use cases, compared with **48%** in Dublin. While the AI adoption gap is closing, the transformation gap is not. Companies across Dublin and its surrounding counties are also more likely to have formal AI strategies (**36%** compared to **20%**) and dedicated AI talent (**46%** compared to **28%**).

While Dublin's AI adoption increased by **38%** year-on-year, the fastest growth is taking place elsewhere in the country. The South-West has recorded the strongest increase, with adoption rising by **58%**, more than one-and-a-half times the pace seen in Dublin, reflecting the strength of Cork's pharmaceutical, medtech, and technology sectors. The West follows closely, with adoption increasing by **52%**, supported by Galway's established medtech cluster, while the Mid-West has seen growth of **48%**, underpinned by Limerick's engineering and advanced manufacturing base.

One particularly encouraging trend is emerging among SMEs outside Dublin. While they face greater constraints on skills and access to talent, they are often adopting AI in highly practical, outcome-driven ways. **63%** of SMEs outside Dublin report measurable productivity gains from AI – close to the national rate.

For these businesses, AI is less about transformation at scale and more about immediate impact: automating admin, managing cash flow, improving customer response times, and reducing operational overhead. In many cases, AI is acting as a force multiplier, allowing smaller teams to compete more effectively without significant headcount growth.

The opportunity is equally clear: with the right investment in skills, infrastructure, and awareness, these emerging regional hubs, and the small businesses within them, could become part of the powerful engine of Ireland's next phase of AI-driven growth.

Ireland's startups face challenges when scaling

Ireland's startup landscape is one of its growing strengths. Irish startups continue to lead in AI adoption and readiness for next-generation AI technologies. However, as these businesses grow, they increasingly encounter challenges that make scaling more difficult, and these pressures are reflected in business sentiment. Over a third (**34%**) of Irish startups say they would consider leaving Europe to scale their business. When asked what drives these considerations, startups overwhelmingly point to factors linked to growth and competitiveness.

The most commonly cited reasons are:



Greater availability of funding (**58%**)



Faster ability to scale internationally (**52%**)



Better access to global customer bases (**48%**)

These findings reinforce that the challenges startups face are primarily challenges to growth. Reducing these obstacles will therefore be central to ensuring that Ireland not only creates innovative AI companies, but also enables them to scale successfully.

Encouragingly, startups are equally clear about what would strengthen Ireland's attractiveness as a place to grow and scale. Among those that would consider relocating, the most important factors that would encourage them to remain in Europe are: a predictable and stable policy environment (**62%**), greater availability of funding, including venture capital, growth capital, and public funding (**55%**) and faster pathways to scale both within and beyond Europe (**30%**).

Ireland has demonstrated that it can create world-class startups. The challenge now is ensuring it is equally effective at helping them scale. If Ireland can combine its strengths in talent, technology, and entrepreneurship with easier access to growth capital and a supportive business environment, it can ensure that the next generation of AI leaders are not only founded in Ireland, but also continue to grow in Ireland as well.



The digital and AI skills gap is Ireland's hurdle to AI transformation

The digital skills gap is the most commonly cited challenge to AI transformation in Ireland.



Almost half (**47%**) of businesses state that AI and digital skills shortages are a challenge to AI adoption, up from **43%** last year



Only **18%** believe they currently possess a strong AI skillset



85% expect AI skills to become important to their industry within the next five years.

Demand for AI capabilities is extending well beyond specialist AI roles. Businesses expect data scientists (**51%**), cloud engineers (**42%**), and solutions engineers (**36%**) to become increasingly important over the next five years, reflecting the growing links between AI adoption, cloud infrastructure, and wider digital transformation. They also estimate that AI literacy will be required in more than half (**55%**) of new jobs created over the next three years, demonstrating that AI skills are becoming a core workforce requirement rather than a niche technical skill.

These pressures are being felt across the economy, although some sectors face particular challenges. More than half (**56%**) of businesses in the technology sector cite AI and digital skills shortages as a challenge to adoption. At the same time, capability gaps remain widespread: only **14%** of manufacturing businesses report having a strong AI skillset today, compared with **34%** in ICT and technology, **28%** in financial services, and **22%** in professional services.



The labour landscape is already reflecting this growing demand. Irish businesses are willing to pay a **52%** salary premium for AI talent, up from **48%** last year. Applied to Ireland's median annual full-time earnings of €44,816,⁴ that premium is worth around an additional €23,300 per year – a tangible incentive for workers to invest in building AI capabilities.

It now takes an average of seven months to fill a digital role, compared with five and a half months last year, and **42%** of businesses report difficulties in attracting local talent. Only **34%** of citizens report having received any form of AI or digital training, while **62%** say they have received none.

Closing this gap will be critical if Ireland is to build on its leadership in AI adoption. Businesses cannot move from basic AI use to more advanced, transformative deployment without the people and capabilities to support it. Strengthening digital and AI skills – through education, workforce development, and lifelong learning – will therefore be central to ensuring that Ireland's leadership in AI adoption translates into long-term productivity, competitiveness, and economic growth.

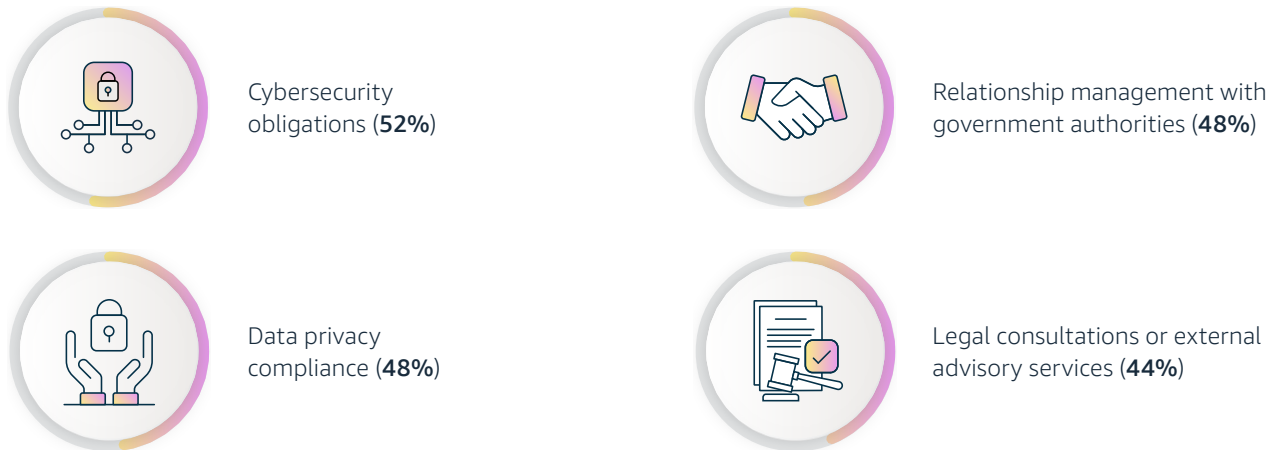


Regulation is an accelerating cost, and uncertainty is holding businesses back

Businesses report that regulatory complexity is becoming a significant challenge. Compliance requirements, legal uncertainty, and differing regulatory requirements across Europe are all increasing the cost and complexity of scaling AI-enabled businesses.

Irish businesses estimate that **43%** of their technology budgets are now spent on compliance with international and national regulations, up from **40%** last year and slightly above the European average of **42%**. The burden is expected to grow further: **82%** say compliance costs have increased over the past three years, while **78%** expect those costs to continue rising over the next three.

Businesses report that these costs are driven by a range of requirements, including:



Alongside cost pressures, uncertainty remains a challenge. Although awareness of the EU AI Act has improved, **42%** of businesses still say they do not have a clear understanding of their obligations under the legislation, down from **66%** last year but still significant as the regulatory framework moves into implementation and enforcement from August 2026.

For businesses seeking to scale across Europe, regulatory fragmentation adds a further layer of complexity. **44%** cite differing requirements between countries as a challenge to scaling, while **38%** point to limited support for cross-border deployment. For an economy as internationally connected as Ireland's, these frictions can slow innovation, increase compliance burdens, and make expansion more costly.

Startups feel these pressures particularly acutely. Among those who would consider relocating away from Europe, **42%** cite more favourable regulation elsewhere as a factor influencing their decision. While responsible AI adoption is important, businesses are clear that greater clarity, consistency, and simplicity would help them scale with greater confidence.

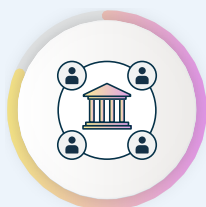
The challenge for Ireland is to ensure businesses can innovate and grow while navigating an increasingly complex regulatory landscape. Without greater clarity and coordination, a growing share of business investment will be diverted away from innovation and toward compliance, limiting the pace at which AI can contribute to productivity, competitiveness, and economic growth.





The public sector is an important accelerator

The public sector can play an important role in determining how quickly AI diffuses across the Irish economy. When the government adopts new technologies, it creates demand, builds trust, and sends a clear signal to businesses that AI is a national priority. Irish businesses are clear about the importance of this leadership.



81% say they would be more likely to adopt AI if the public sector integrated it into its own systems and services.

Government support is also a major driver of uptake: **82%** of businesses say support such as grants and tax incentives is important in their decision to adopt AI, highlighting the role public policy can play in helping organisations move from experimentation to deployment.

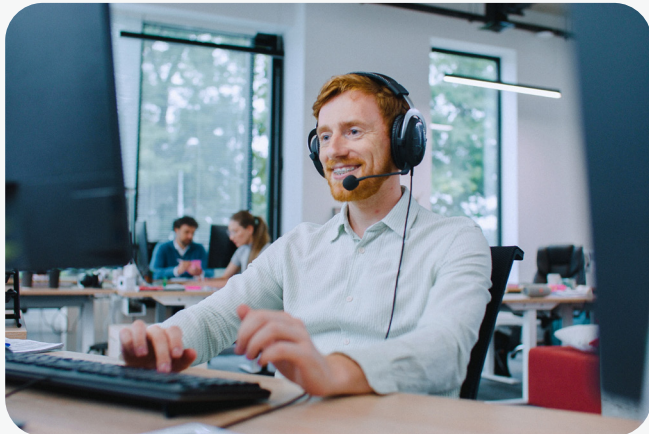
Public sector demand could also become a powerful route to market for Ireland's AI landscape. **36%** of businesses say opportunities to sell AI solutions to the government are important in their decision to adopt AI. This is particularly relevant for startups and SMEs developing AI solutions for healthcare, education, public administration, and other essential services. **38%** of startups say public sector adoption is crucial or very important to their ability to scale.

However, in spite of the government's ambitions to lead on AI, procurement remains a challenge. More than a third (**36%**) of businesses cite complex or slow public procurement processes as a challenge to scaling AI solutions. Without simpler, faster, and more accessible procurement pathways, public sector demand risks remaining an underused lever for innovation.

Ireland is building the foundation for success. Ireland's 2026 AI strategy, "[Digital Ireland: Connecting Our People, Securing Our Future](#)", sets out a 90-action agenda to strengthen Ireland's position as a digital leader and AI hub. The next step is delivery: embedding AI across public services, reforming procurement so that innovative businesses can scale more easily, and positioning government as a flagship adopter of AI.

By combining deployment, demand, and support, Ireland's public sector can become one of the most important accelerators of national AI adoption – helping businesses move from basic use cases toward transformation, while ensuring that the benefits of AI are felt across the wider economy.

Case study: The Office of the Revenue Commissioners



Responsible for fairly and efficiently collecting taxes and duties, the Office of the Revenue Commissioners (Revenue) is using AWS AI services to serve Irish citizens with greater speed and accuracy. Revenue built RevAssist, its first-ever generative AI digital assistant, enabling caseworkers to search complex tax and duty manuals and provide citizens with accurate, accessible plain-language information. Revenue is also using Amazon Connect, AWS's cloud-based AI-native contact centre service, to modernise its contact centre operations. AI-assisted call summarisation produces accurate records faster, improving reliability and driving efficiency savings while freeing agents to focus on the next caller. By using Amazon Connect, Revenue has been able to reduce call wait times.

Three priorities to unlock Ireland's next phase of AI growth

Ireland enters the next phase of the AI era with genuine strengths: a world-class multinational landscape, a thriving startup scene, the highest AI adoption rate in Europe, world-class universities, and a government strategy that has set out a clear ambition for AI adoption and digital transformation. The challenge now is to convert those advantages into broad-based economic transformation.

Three priorities stand out:

1. Move businesses from adoption to transformation

Ireland has succeeded in driving AI adoption, but too many businesses remain focused on basic use cases. The next step is to help organisations move towards advanced AI deployment that fundamentally transforms productivity, innovation, and competitiveness. This will require practical support for AI strategy development, greater access to cloud infrastructure, stronger data foundations, and programmes that help businesses integrate AI into core products, services, and operations. Ireland's multinational ecosystem has a distinctive role to play – the knowledge, tools, and best practices developed within these organisations can help accelerate adoption and capability across the wider economy.

2. Close the digital and AI skills gap at pace

A lack of digital and AI skills is the most significant challenge to deeper AI adoption – yet skills are more critical than ever with **85%** of businesses expecting AI skills to be important across industries within five years. Addressing this challenge will require coordinated action across government, education providers, and industry. Investment is needed in workforce retraining, public-private partnerships, AI literacy in schools and universities, and structured pathways for individuals to develop AI capabilities throughout their careers.

3. Strengthen the public sector's position as a flagship AI adopter

Government plays a catalytic role in accelerating AI adoption across the economy. Embedding AI into healthcare, education, public administration, and frontline services would not only improve outcomes for citizens, but also create demand for Irish AI solutions and provide confidence for businesses looking to invest. At the same time, procurement processes should be made faster, simpler, and more accessible to startups and digital SMEs, enabling innovative companies to scale through public sector partnerships.



Conclusion

Ireland has established itself as Europe's leading AI adopter. Businesses are embracing AI at pace, responding to a clear national ambition set out through the Government's AI and digital strategies, and many are already realising tangible gains in productivity, growth, and innovation. Yet the challenge is no longer adoption – it is transformation. While Ireland leads Europe in AI uptake, most businesses remain at the earliest stages of AI adoption. Advanced AI use remains limited, readiness for next-generation AI technologies is low, and shortages in digital and AI skills and organisational capability continue to hinder progress.

The opportunity now is to convert Europe's highest AI adoption rate into Europe's most productive AI economy. That means helping businesses move beyond experimentation and deploy AI in ways that transform how they operate, compete, and grow; strengthening digital and AI skills; supporting startups as they scale; and ensuring organisations have access to the tools, infrastructure, and investment they need to innovate. If Ireland can make the transition from adoption to transformation, it will be well placed to unlock the next wave of productivity, competitiveness, and economic growth across every sector and region of the economy.

Appendix

Glossary of Terms:

- **Adopted AI:** Currently consistently use at least one AI tool.
- **Startup:** A business founded in the last 2 years which provides a new product/service or innovation and is aiming for rapid growth in terms of employees and turnover.
- **SMEs:** Small and medium-sized enterprises employing fewer than 250 people.
- **Large enterprise:** A business with 500 or more employees, founded 10 years ago or more.
- **Basic AI adoption:** These organisations are using AI primarily for incremental improvements such as efficiency gains and process streamlining rather than for innovation. They rely on publicly available chatbots for routine tasks or purchasing ready-made AI solutions.
- **Advanced AI adoption:** These firms are integrating the most advanced use cases of AI, combining multiple models, developing custom AI solutions, or using agentic and autonomous AI. At this stage, organisations are rapidly innovating with AI and, in turn, disrupting their industry.
- **Next-generation AI technologies:** Emerging AI capabilities such as agentic AI, physical AI, and advanced robotics that extend beyond traditional predictive or generative models.
- **Agentic AI:** AI systems capable of autonomously planning, executing, and optimising tasks or workflows with limited human intervention.
- **Physical AI:** AI embedded directly into physical equipment, machinery, and real-world systems — such as production lines, robots, and vehicles — enabling them to perceive their environment, make real-time decisions, and act autonomously without relying on cloud connectivity.
- **AI readiness:** A measure of how prepared a business is to adopt advanced and next-generation AI technologies, considering skills, infrastructure, governance, and financial capacity.
- **Digital skills gap:** The mismatch between the digital and AI-related skills organisations require and the skills currently available within the workforce.

Methodology

The fieldwork for this study was undertaken by Strand Partners' research team for AWS. 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 Ireland:

- 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.

Sample

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 weighting 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 sheds 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.

References:

1. [Methodology, Unlocking Europe's AI Potential 2024](#)
2. [Comparison based on CSO National Accounts 2024. Ireland's agriculture, forestry and fishing sector generated approximately €5.4 billion in Gross Value Added \(GVA\) in 2024.](#)
3. For the purposes of this report, "Dublin and the surrounding counties" refers to the Eastern and Midland Nomenclature of Territorial Units for Statistics (NUTS) 2 region, comprising Dublin together with Kildare, Meath, Wicklow, Louth, Laois, Longford, Offaly and Westmeath. This reflects the wider economic region surrounding the capital rather than Dublin's administrative boundary.

NUTS was created by Eurostat in order to define territorial units for the production of regional statistics across the European Union.
4. [CSO Ireland: Earnings Analysis using Administrative Data Sources 2024](#)