



ESSENTIAL BUSINESS STATS & TRENDS IN 2025



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**E S S E N T I A L
BUSINESS STATS & TRENDS IN**

2025

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ESSENTIAL BUSINESS STATS & TRENDS IN

2025

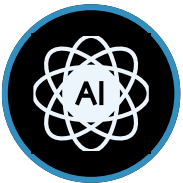


INTRODUCTION

The year 2025 is shaping up to be a pivotal time for innovation across industries. Due to this, staying informed on key trends and statistics is critical to maintaining a competitive edge.

The market is facing many changes such as advancing technologies, shifting employee expectations, and the urgent need for sustainable practices. Here, we provide an overview of business imperatives for 2025, equipping leaders with the insights needed for growth.

The following sections delve into essential areas shaping the business world:



ARTIFICIAL INTELLIGENCE
(AI)



LEARNING AND DEVELOPMENT
(L&D)



FINANCIAL SERVICES



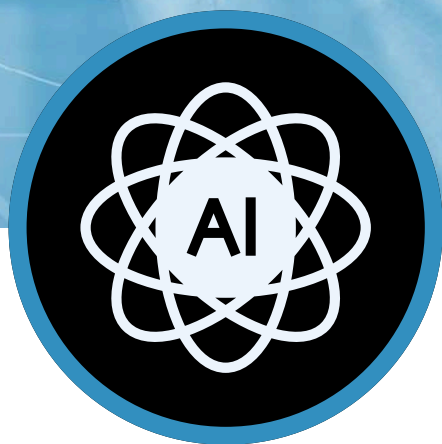
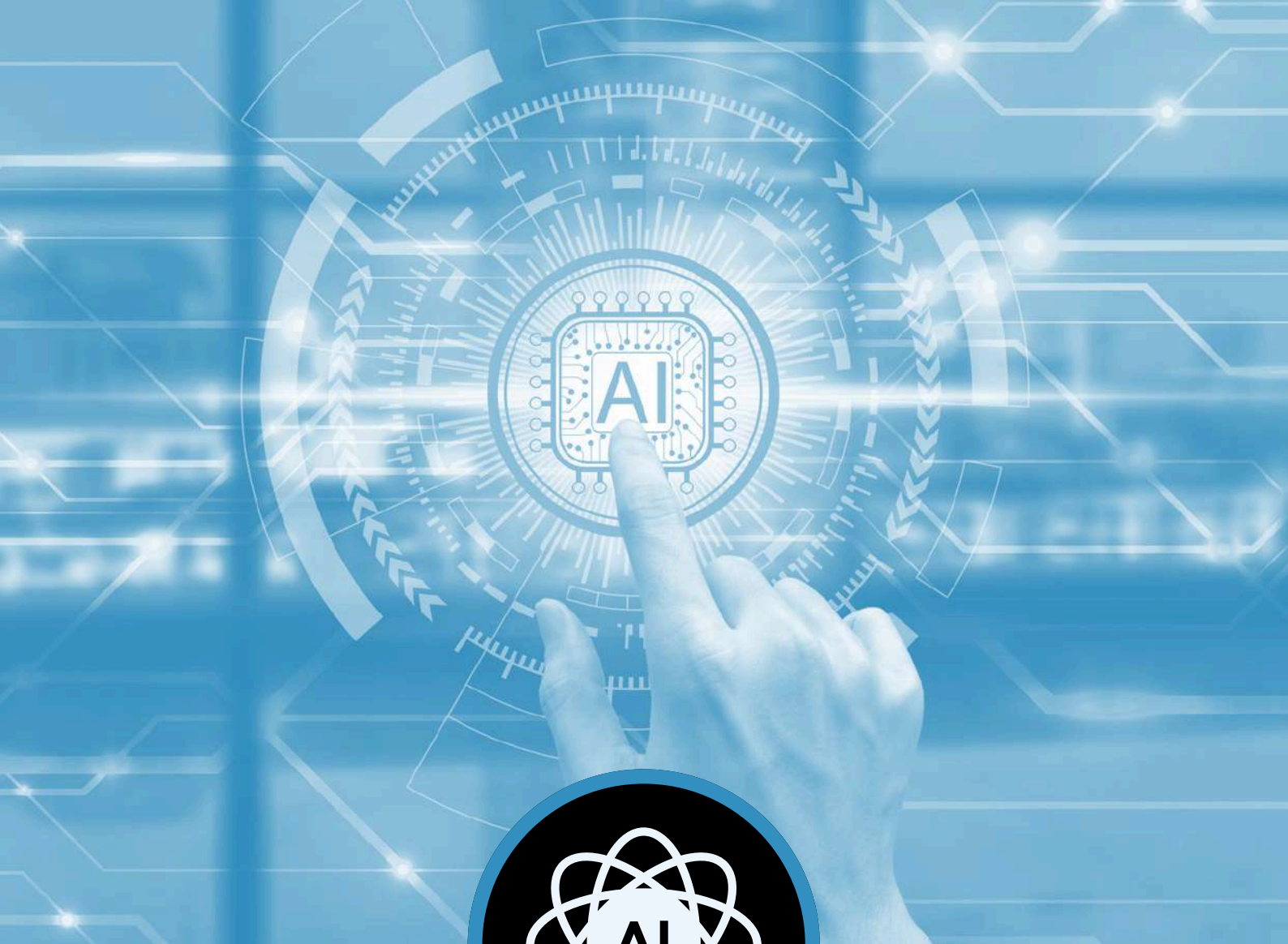
DIVERSITY, EQUITY, AND INCLUSION
(DEI)



SUSTAINABLE BUSINESS

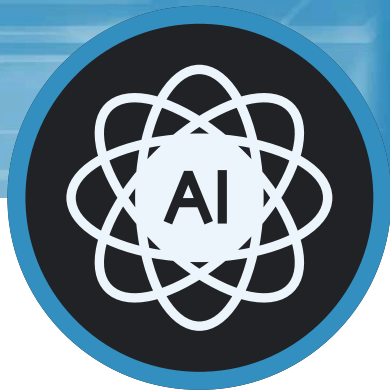
Each section highlights critical trends, supported by the latest data.

With the rise of AI, the push for sustainability, and the growing need for human skills such as empathy and adaptability, continuous learning will be critical to ensuring employees remain equipped for the future.



AI STATS

EVERY BUSINESS MUST KNOW IN 2025



AI STATS

EVERY BUSINESS MUST KNOW IN 2025

Artificial intelligence (AI) has cemented its role as a transformative force in business since its rise to public prominence in 2022. With the accessibility of AI increasing constantly, it is no longer a niche technology for tech giants but an essential tool for all businesses. With the global AI market set to grow by 38% in 2025 ([Teneo](#)), adapting to and understanding AI is no longer just a helpful additive to your business, but a critical move to allow your company to stay up to date. Companies entering 2025 equipped with key insights about AI trends and applications will gain the upper hand in both efficiency and competitiveness.

AI ADOPTION AND GROWTH:

AI is being adopted and integrated into companies and their strategies worldwide. In 2025, AI is expected to have a significant impact on various sectors within the global economy. This adoption will reshape productivity, enhance customer engagement, and unlock new avenues for innovation.

Industry adoption rates are climbing, and forecasts suggest that this will have an influence on both local economies and the broader market. As AI's presence continues to expand across sectors, companies are not only realizing immediate gains but are also positioning themselves for sustainable, long-term growth. This shift, which has come on rapidly in the last few years, is reshaping economic growth and competitive dynamics between companies.

36%

AI has an expected annual growth rate of **36.6%** between 2024 and 2030 ([Teneo](#)).

72%

A study by [McKinsey](#) shows that AI adoption amongst companies has leapt to **72%**, after hovering around 50% from 2020-2023.

26%

[PWC](#) predicts a boost in gross domestic product (GDP) of up to **26%** for local economies from AI by 2030.

180M

ChatGPT had over 100 million users as of January 2023, this figure grew to more than **180 million** users by the end of 2024 ([Teneo](#)).

\$15.7T

AI could contribute up to **USD 15.7 trillion** to the global economy by 2030, more than the current output of China and India combined. Of this, USD 6.6 trillion is likely to come from increased productivity and USD 9.1 trillion is likely to come from consumption-side effects ([PWC](#)).

AI IN BUSINESS

Recent data highlights the role of AI in shaping the future of business- from the practical use of AI to the investment in products. Organizations across industries are integrating AI technologies not only to streamline operations but to drive strategic growth and innovation. With a range of versatile tools available, there is no one-size-fits-all approach to AI adoption.

While some companies utilize AI for automation and reporting, others are applying it to tasks such as internal communications and administrative functions, allowing teams to have additional time to focus on higher-value activities. These insights showcase the importance of AI education to ensure businesses adopt these technologies in ways that best support their needs and goals.



67% of respondents expect their organizations to invest more in AI over the next three years ([McKinsey](#)).



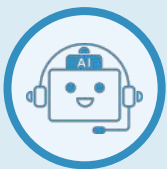
75% of executives believe AI will help their organization grow ([Authority Hacker](#)).



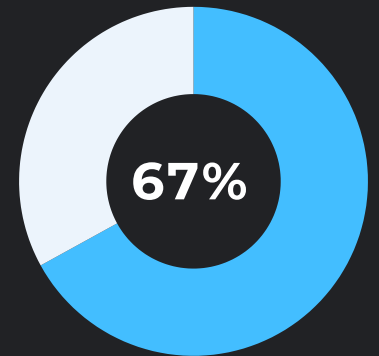
[Forbes](#) stated that **46%** of business owners surveyed use AI to craft internal communications.



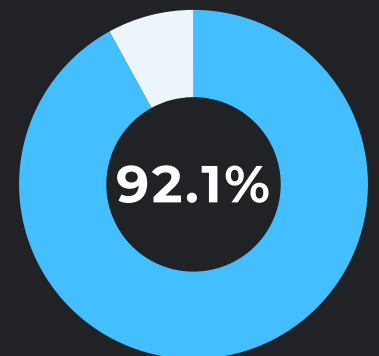
92.1% of businesses have seen measurable results from AI ([Business Dasher](#)).



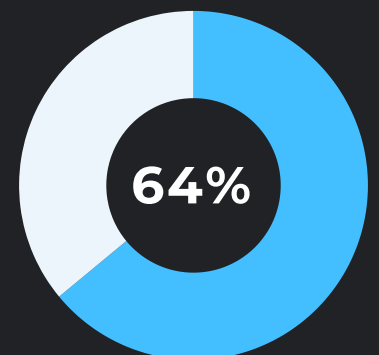
Of business owners surveyed by [Forbes](#), **64%** believe that AI will improve customer relationships.



expect their organizations to invest more in AI



of businesses have seen measurable results from AI



believe that AI will improve customer relationships

AI AND EMPLOYEES

As AI gains traction in the business world and reshapes the workforce landscape, employees are among the first to experience its impact on their day-to-day work. Business leaders are optimistic about AI's potential to enhance team efficiency and productivity.

While AI is automating a significant share of tasks, human talent remains essential to drive strategic insights and innovation. There are many ethical AI education programs and pressure on companies to ensure they are using AI responsibly. AI is automating a significant share of tasks, while human talent remains essential to drive strategic insights and innovation. These insights illustrate AI's evolving role as a trusted tool for employees for meeting the demands of an evolving market.



72%

72% of business leaders believe AI implementation will improve productivity amongst their teams. ([CFO](#)).

34%

Organizations today estimate that **34%** of all business-related tasks are performed by machines, with the remaining 66% performed by humans ([World Economic Forum](#)).

58M

By 2025, AI will have displaced 75 million jobs globally but will have created 133 million new jobs. This means that there will be a net gain of **58 million** jobs globally ([Inno Pharma Education](#)).

65%

Despite concerns about AI usage, **65%** of consumers still trust businesses that employ AI technology ([Forbes](#)).

EMERGING TRENDS FOR 2025

2024 saw many AI trends emerge such as the expanded use of Generative AI (Gen AI) in business. [McKinsey](#) stated that in 2024, 72% of organizations are using Gen AI in one or more business functions, compared to 56% in 2021. While Gen AI will continue to grow in 2025, new trends are emerging, with voice and agentic AI pinned as being the big AI trends of 2025.

Voice AI

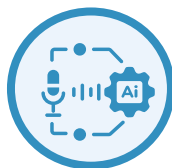
Voice assistants are quickly emerging as a significant trend in AI, poised to become a cornerstone of digital interaction in 2025. With the number of AI-powered voice assistants projected to grow rapidly, voice technology is becoming an integral part of professional settings. From mobile searches to workplace applications, consumers are increasingly embracing voice assistants as part of their daily lives. This upward trend signals a broader shift in how individuals interact with technology, highlighting new opportunities for businesses to engage users through seamless, AI-driven experiences.



There will be **8 billion** AI-powered voice assistants by 2025 ([Teneo](#)).



50% of U.S. mobile users use voice search daily. This trend showcases the growing prevalence of AI-powered voice assistants in everyday life ([Forbes](#)).



In 2025-2026 it is predicted that **157.1 million** users will be using voice search ([Altindex](#)).

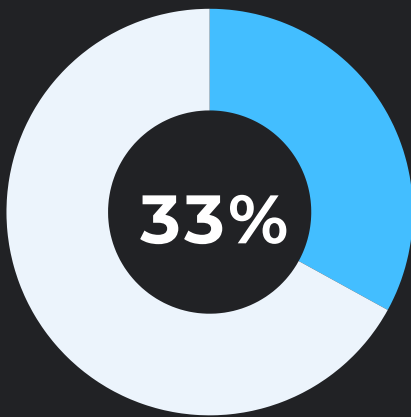


157.1M

users will be using voice search in 2025

Agentic AI

Agentic AI has been listed by [Gartner](#) as the number one upcoming tech trend for 2025. Agentic AI goes beyond the boundaries set by Gen AI and has a distinct role in corporate environments. By incorporating autonomous decision-making, it can complete multi-step tasks, interact dynamically with other systems, and respond to real-time data. Martin Bechard, principal consultant at Dev Consult Canada, has stated that “Agentic [AI] is at the early adopter stage” ([CIO](#)). The adoption of agentic AI is expected to accelerate rapidly, moving beyond the early adopter phase, and becoming a key presence in many workplaces in 2025.



of enterprise software will include agentic AI by 2028



33% of enterprise software applications will include agentic AI by 2028, up from less than 1% in 2024 ([ZDNet](#)).



15% of day-to-day work decisions are predicted to be made autonomously by 2028 ([CIO](#)).



75% of respondents to a [ZDNet](#) survey see software development as the biggest use case for agentic AI.

In 2025, AI will continue to be used as both a powerful strategic tool and for critical competitive advantage. As companies increasingly integrate AI into their operations, those who stay informed on AI trends, adoption rates, and emerging applications will be better equipped to leverage their full potential. Businesses that prioritize adaptability and proactive engagement with AI will not only improve efficiency but also position themselves at the forefront of an innovation-driven market.

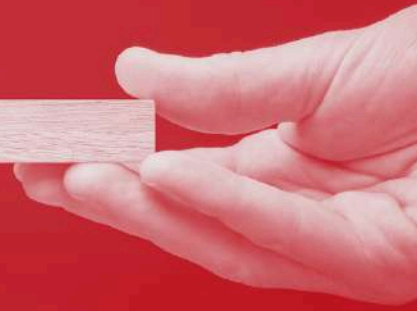
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- [Teneo](#)
- [World Economic Forum](#)
- [ZDNet](#)



L&D TRENDS & STATS

ESSENTIAL FOR EVERY WORKPLACE IN 2025



L&D TRENDS & STATS

ESSENTIAL FOR EVERY WORKPLACE IN 2025

During 2024 we have seen more focus on learning and development (L&D) as a subject area, and 2025 will be no different.

As organizations face AI knowledge development, sustainability challenges, diversity, equity, and inclusion concerns, along with the development of core human skills such as empathy, which have become scarce post-pandemic, L&D has become a strategic priority to ensure employees remain engaged, skilled, and ready for the challenge of a changing workplace in 2025 and beyond.

L&D plays a critical role in driving employee engagement, fostering continuous upskilling, and future-proofing businesses to stay competitive. This section highlights statistics across a range of key and developing trends in L&D, that all L&D professionals need to know as we head towards 2025.

DIGITAL LEARNING:

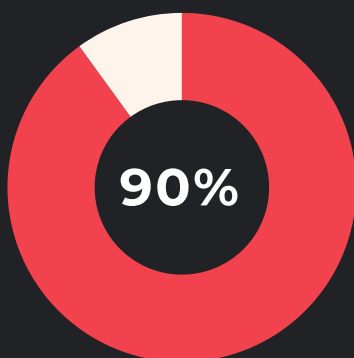
The shift to eLearning and hybrid solutions

Digital learning platforms are transforming workplace learning by providing flexible, on-demand opportunities for employees to gain new skills and certifications at their own pace, empowering them to broaden their expertise in ways that would have been difficult to access without eLearning solutions.

LinkedIn has reported that 90% of companies offer their employees some form of digital learning. These forms of learning have been shown to take 40%-60% less time than traditional face-to-face learning ([Devlin Peck](#)), therefore adding to cost effectivity. Additionally, IBM research shows that learners can learn 3- 5 times more material when using digital programs than traditional classroom methods, therefore saving both time and resources ([Schoox](#)).

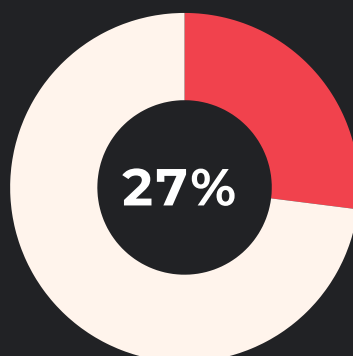
The uptake in eLearning solutions is reflected in the rapid growth of the industry, the global learning experience platform (LXP) market was USD 508.5 million in 2020, and is estimated to reach USD 2186.4 million by 2026 with a 25.3% CAGR ([Globe Newswire](#)). This growth is expected to continue to USD 1 trillion by 2032 ([GM Insights](#)).

AI can assist not only in creating learning content but also in planning and determining the specific needs of each organization. The 'one size fits all' approach to learning is quickly becoming outdated, being replaced by personalized learning plans for each employee, curated within seconds with the help of AI. A study by [Mercer](#) reports that only 27% of workers have recently undergone a formal skills assessment. These assessments, especially for small L&D teams, can require a significant number of resources. However, with the help of AI, employee learning preferences and progress can be managed more efficiently, saving time, and improving learning outcomes across the company.



of companies offer their employees digital learning

of workers have undergone skills assessment





CONTINUOUS UPSKILLING:

Addressing the skills gap

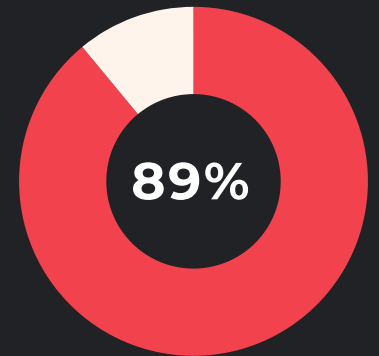
With [LinkedIn](#) naming upskilling as number two in their “[Top 5 L&D focus areas for 2024](#)”, upskilling is a trend that is expected to carry with prominence into 2025.

Advancements such as AI, automation, and digital transformation, have led to an increasing emphasis on lifelong learning to help workers stay relevant. Now, upskilling and narrowing skill gaps are an essential priority for all leaders in L&D. A study by [LinkedIn](#) shows that 89% of L&D professionals agree that proactively building employee skills will help to navigate the evolving future of work.

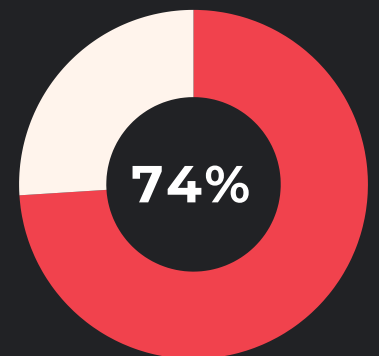
Upskilling employees is not a one-sided process – it involves a collaboration between employee and employer but is one that will benefit both. Upskilled employees are shown to be more engaged and will be more equipped to conduct their roles. Statistics show that 94% of today’s workforce lack the full skills needed to do their job well in 2030 ([HowNow](#)), highlighting that investment in upskilling today will reap rewards for years to come.

Employees are eager to upskill with [PWC](#) reporting that 74% of workers want to develop their skills to remain employable. While we are seeing a trend of upskilling in many employees, [LinkedIn](#) has identified that the cohort most eager to upskill is Gen Z. They have stated that 53% of Gen Z value learning for career progress, while only 37% of Millennials, Gen X, and Baby Boomers feel the same.

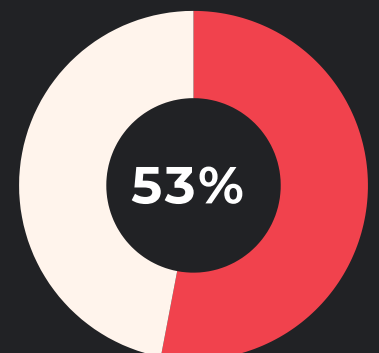
Employers can benefit from this eagerness to upskill by offering development opportunities that attract and retain talent, particularly from the Gen Z workforce, who prioritize learning as a key factor in career growth. By addressing the skills gap through learning programs, companies can ensure their workforce remains competitive and adaptable in the 2025 job market.



89% of L&D experts agree building skills will help to navigate the future of work



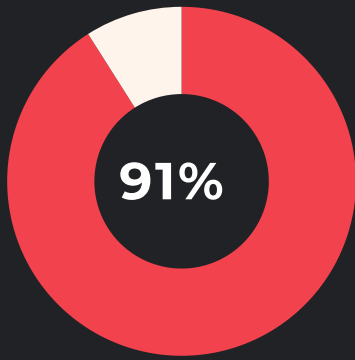
74% of workers want to develop their skills to remain employable



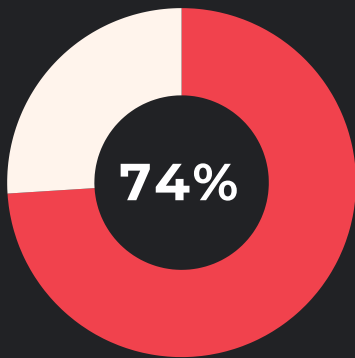
53% of Gen Z value learning for career progression

HUMAN SKILLS:

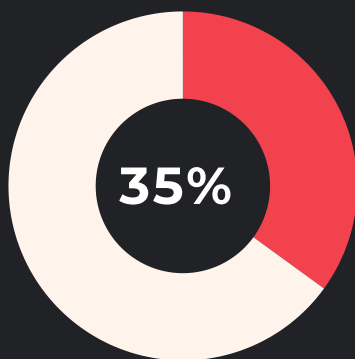
Meeting the demand



of L&D professionals agree that human skills are increasingly important



of organizations offer professional development

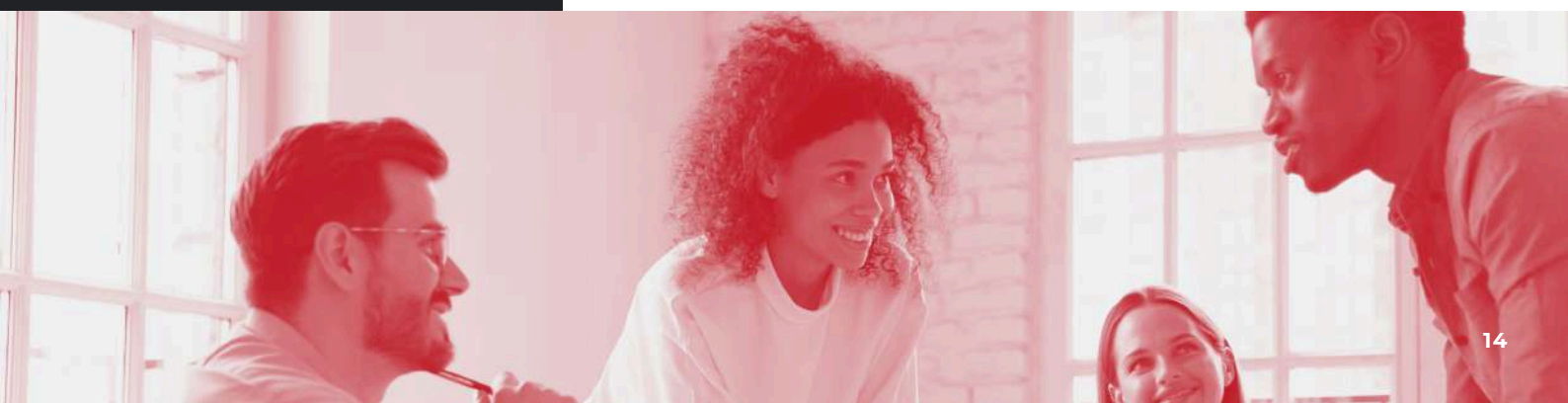


of organizations offer human skills development

As organizations shift toward a digital-first world, there is growing demand for human skills like communication, teamwork, and critical thinking to complement technical expertise. 2025 trends are pointing towards human skills becoming a large feature in the workplace, with 91% of L&D professionals agreeing that human skills are increasingly important ([LinkedIn](#)). The take-up of human skills learning is still at a development stage, as not all organizations are meeting this demand. A study by [Wiley](#) shows that 74% of individuals surveyed said their organization offers professional development for their employees but only 35% said it offers human skills development.

By addressing this gap and investing in human skills, employers can better equip their workforce to navigate the complexities of a digital-first world. Organizations that prioritize these skills will not only enhance collaboration and innovation but also foster a more adaptable and resilient workforce.

The focus on human skills is one that is growing as the workplace changes. The rise of remote work has further emphasized the need for strong interpersonal and self-management skills, as employees must collaborate effectively from a distance. [Forbes](#) has listed emotional intelligence among the top five most in-demand skills for 2025. Stats like these highlight the growing emphasis on human skills in the hiring process, as companies recognize their critical role in fostering effective collaboration, leadership, and adaptability in the workplace. Organizations that prioritize these abilities from the interview stage onward are better positioned to build high-performing teams and reduce turnover, driving long-term success.

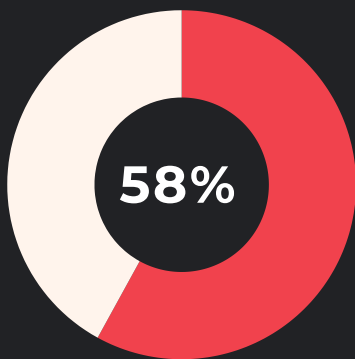


THE FUTURE OF MICROLEARNING:

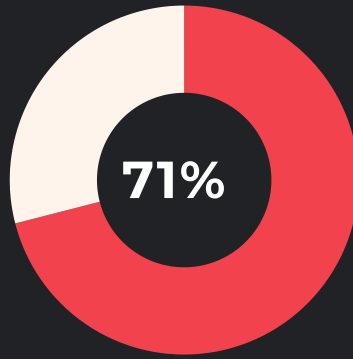
Learning in the flow of work

Microlearning is an L&D approach that is a highly effective mode of corporate learning, offering short, targeted modules that fit seamlessly into employees' daily routines. The concept for microlearning was discovered in the 1880s – but has become a fast-growing trend over the past few years. With 58% of employees expressing greater motivation when training is delivered in a microlearning format ([LinkedIn](#)), companies are increasingly leveraging this method to boost engagement. Completion rates for microlearning courses are notably high, ranging from 70% to 80% ([LinkedIn](#)) underscoring its appeal and accessibility. This approach, learning in the flow of work, makes skill development more seamless and relevant to daily tasks.

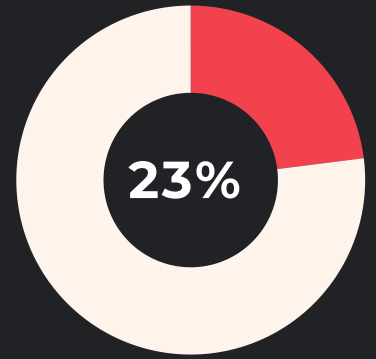
Microlearning appeals to organizations due to its benefits in the workplace. Learning and Development Society research states that 71% of executives believe that staff productivity is improved as a direct result of microlearning, while a study by the Association for Educational Communications and Technology shows retention rates see an increase of 20% to 30% with the use of microlearning ([Psicosmart](#)). This increased productivity and knowledge retention ultimately enhance the return on investment for learning initiatives, as organizations can achieve more significant results with less time and resources dedicated to learning. Additionally, microlearning has been shown to make material more digestible and understandable for a learner. Solitary learners engaging in self-paced microlearning modules demonstrated a 23% improvement in knowledge retention compared to traditional group-based learning formats ([Nikolaroza](#)). These metrics highlight the significant impact of microlearning in fostering a more skilled, productive, and adaptable workforce.



of employees feel more motivated when training is delivered via microlearning



of execs believe microlearning increases productivity



improvement in knowledge retention with microlearning

The world of work has never moved so fast, with the rise of AI and other technological adoptions making for a world where revolutionary developments are announced daily. As your organization plans to the future, learning becomes an imperative in a bid to stay relevant. Employees who don't understand AI will quickly be left behind. New recruits who lack traditional human skills will be isolated. Performance will decrease, and at a pace faster than ever before.



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- [Mercer](#)
- [Nikolaroza](#)
- [Psico Smart](#)
- [PWC](#)
- [Schoox](#)
- [Wiley](#)

DID YOU KNOW?



Emotional intelligence is listed in Forbes 'Top five in demand skills'



FINANCIAL SERVICES

INDUSTRY TRENDS SHAPING 2025



FINANCIAL SERVICES

INDUSTRY TRENDS SHAPING 2025

The financial services industry is constantly evolving with new technologies, shifting global market dynamics, and evolving consumer priorities. From the adoption of decentralized finance to the surge in sustainable investing, these developments are poised to reshape how value is created and exchanged, in a safe and ethical manner.

The financial trends projected for 2025 are outlined below, backed by the latest statistics. Deloitte predicts that 2025 is a financial year that “will likely give bank CEOs anxiety”, with interest rates dropping and continuing geopolitical shocks, 2025 is predicted to be a low-growth, low-rate environment. Given the uncertainty around how the next year in finance will shape up, understanding these trends is crucial to positioning yourself and your business for success in the coming year.

OVERVIEW OF THE GLOBAL ECONOMIC CONTEXT AT 2024-YEAR END

USD
110 trillion **2.7%↑**

Global gross domestic product (GDP) in 2024, amounts to almost USD 110 trillion ([Statista](#)).

At the end of 2024, the annual U.S. GDP growth is estimated to end at 2.7% higher than forecast at the beginning of the year ([Deloitte](#)).

USD
29 trillion **2.75%**

In 2024, the United States had the largest economy in the world, with a GDP of just under USD 29 trillion ([Statista](#)).

The European Central Bank is expected to lower the interest rate to 2.75% by the end of 2025 ([Deloitte](#)).

↓0.26

The net interest margin for the U.S. banking industry is expected to decline, dropping to 2.98 in 2025, from 3.24 in 2024 ([Deloitte](#)).

TOP FINANCIAL TRENDS FOR 2025

Mainstream adoption of central bank digital currencies

Since the Covid pandemic, there has been a global move toward contactless and digital payments, and away from cash. Central Bank Digital Currency (CBDC) is a digital form of a country's fiat currency that is issued and regulated by its central bank. CBDCs are fully backed and controlled by the issuing central authority, ensuring stability and compliance with regulatory frameworks. The motivation for using CBDCs is to improve financial inclusion and reduce reliance on cash.



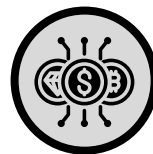
There are **87** countries, representing more than **90%** of global GDP, exploring CBDCs ([McKinsey](#)).



CBDCs have been launched in four countries – Jamaica, Bahamas, Zimbabwe, and Nigeria ([CBDC Tracker](#)).



In Europe, cash usage has declined by **1/3** since 2014 ([McKinsey](#)).



The European Central Bank says that as many as **10%** of households in six large EU countries own digital assets ([McKinsey](#)).



The e-CNY, the largest CBDC pilot, reached **7 trillion** e-CNY (USD 986B) in transactions across **17 provinces** by June 2024 ([Atlantic Council](#)).



Support for CBDCs is divided: **42%** favor, **34%** oppose, and **24%** are undecided ([CFA Institute](#)).



Financial service providers are predicted to save **USD 400 billion** annually by moving towards digital finance ([McKinsey](#)).



There is limited understanding of CBDCs. [The CFA Institute](#) found that only **13%** of survey respondents had a strong understanding of CBDCs.

Sustainable and green investing

Investment is being shaped by the continued and growing emphasis on sustainability. As stakeholders increasingly prioritize sustainability, organizations face both opportunities and challenges in aligning financial performance with societal impact.



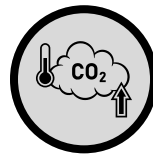
USD 30.3 trillion is invested globally in sustainable assets ([GSI Alliance](#)).



Europe is set to remain the continent with the most in sustainable assets with a predicted **USD 18 trillion** in assets by 2030 ([Bloomberg](#)).



79% of investors surveyed by Deloitte reported having a sustainability policy in place ([ESG Today](#)).



[KPMG](#) states that **USD 90 trillion** of sustainable investment is needed to meet the goal of limiting the global temperature increase by 2030.



Less than **20%** of finance teams currently report on their company's sustainability metrics ([Vena Solutions](#)).



85% of investors studied by [Bloomberg](#), reported that sustainability leads to better returns, resilient portfolios, and enhanced fundamental analysis.



50% of customers surveyed by IBM admit they are willing to pay an average premium of 70% for sustainable brands ([Vena Solutions](#)).



Investor demand for sustainability is on the rise, with **42%** of global investors prioritizing client expectations and reputation when making sustainability decisions (up from **37%** in 2021) ([Vena Solutions](#)).



AI AND AUTOMATION IN FINANCE

Artificial intelligence (AI) is being embraced by financial institutions and embedded into their organizations entering 2025. Through AI-driven education and processes, companies are redefining operations, enhancing customer experiences, and achieving significant cost savings.

9% ↑

AI could propel global banking industry profits to **USD 2 trillion** by 2028, reflecting a 9% increase over the next five years ([Deloitte](#)).

85%

AI adoption within the finance industry is expected to be **85%** by 2025, a significant jump from 45% in 2022 ([Software Oasis](#)).

63%

63% of CEOs believe that payment automation is the most productive use of AI within financial processes, saying it has made payment automation significantly easier ([Citizens Bank](#)).

25.7%

The AI in finance market size is projected to grow from USD 7.3 billion in 2021 to over **USD 22.6 billion** by 2026, exhibiting a **25.7%** compound annual growth rate (CAGR) ([Software Oasis](#)).

25%

AI can reduce operational costs in finance by **22-25%** on average by automating processes and reducing errors ([Software Oasis](#)).

5% +

Organizations that are devoting **5% or more** of their total budgets to AI are seeing higher rates of positive return on average ([EY](#)).

50%+

More than half of banking executives indicated that they want to improve productivity with generative AI, and **38%** of executives expect the added efficiencies to reduce costs ([Deloitte](#)).

CRYPTOCURRENCY REGULATIONS

Since its inception in 2008, cryptocurrency has experienced fluctuating adoption rates, with some nations imposing outright bans. As stricter global regulations, particularly within the European Union, take effect in 2025, the year will serve as a pivotal moment for the role of cryptocurrency in business and commerce.

560M

There are over **560 million** crypto owners worldwide ([Triple A](#)).

33

[Atlantic Council](#) studied 60 countries, of these, cryptocurrency is legal in **33**, partially banned in **17**, and banned in **10**.

40%

40% of American adults own cryptocurrency ([Security.org](#)).

85%

85% of surveyed merchants see crypto payments as a way to reach new customers, while 77% said they are accepting crypto because of its lower transaction fees ([Deloitte](#)).

25%

AI can reduce operational costs in finance by **22-25%** on average by automating processes and reducing errors ([Software Oasis](#)).

46%

46% of Americans think Bitcoin exchange-traded fund (ETF) approvals in 2024 will positively impact the blockchain industry ([Security.org](#)).

19

19 countries studied have regulations for taxation, AML/CFT, consumer protection, and licensing ([Atlantic Council](#)).

70%

42 out of 60 countries studied by the [Atlantic Council](#) are in the process of making substantial changes to their regulatory framework.

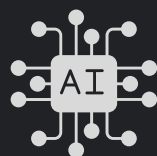


As we move into 2025, the financial sector is positioned for a period shaped by innovation, regulation, and evolving investor and consumer expectations. Success in navigating this dynamic environment will depend on proactive adaptation and strategic planning.

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- [KPMG](#)
- [McKinsey](#)
- [Security.org](#)
- [Software Oasis](#)
- [Statista](#)
- [Triple A](#)
- [Vena Solutions](#)

DID YOU KNOW?



AI adoption in finance is expected to be 85% by 2025



INTUITION®

2025 DEI TRENDS:

DIVERSITY IN THE WORKPLACE INSIGHTS



2025 DEI TRENDS:

DIVERSITY IN THE WORKPLACE INSIGHTS

Diversity, Equity, and Inclusion (DEI) are core business imperatives shaping organizations around the world. Moving into 2025, companies are increasingly prioritizing DEI strategies, recognizing that diverse and inclusive teams not only foster innovation and adaptability but also drive financial growth and strengthen brand reputation. As organizations see the increasing demand by prospective employees, DEI strategies are evolving with renewed urgency and complexity.

This section highlights the latest DEI statistics and upcoming trends for 2025, showcasing the progress organizations have made and the challenges that remain. Despite developments made in recent years, there are many areas of DEI that require more work globally. The [World Federation of Advertising](#) ran a Global DEI census with responses coming from 91 countries. Of these respondents, 50% agreed that DEI has improved in the workplace since 2021. This split response highlights the disparity in the implementation of DEI in companies worldwide, something that is being addressed with the addition of DEI compliance measures.

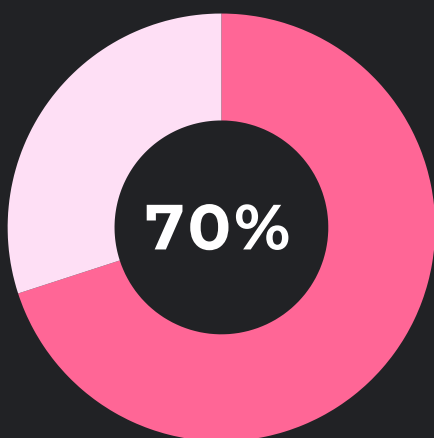


GLOBALIZATION OF DEI STANDARDS:

Various regions around the world are implementing DEI compliance measures to ensure fair treatment and representation in the workplace. In the European Union (EU), directives mandate gender balance on corporate boards and transparency in pay to reduce wage disparities. The United Kingdom's Equality Act enforces anti-discrimination measures and requires organizations with over 250 employees to report gender pay gap data annually. In the United States, the Equal Employment Opportunity Commission enforces anti-discrimination laws, while federal contractors must meet affirmative action targets. These measures reflect a global shift toward greater accountability, transparency, and equity across markets.



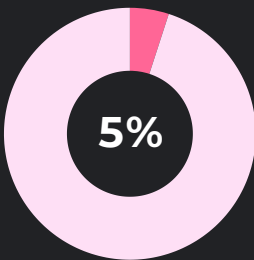
In the United States, the Equal Employment Opportunity Commission enforces anti-discrimination laws



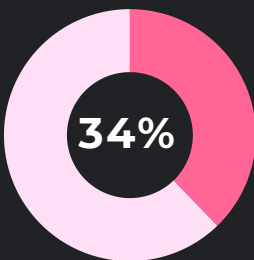
more likely to capture new markets, diverse companies have an advantage

DEI FOR BUSINESS:

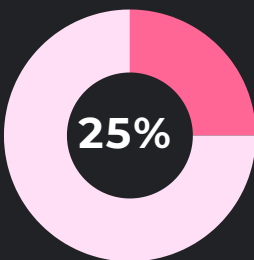
DEI initiatives are not only an ethical imperative but a strategic business driver. Data shows that diverse companies are 70% more likely to capture new markets, highlighting the connection between inclusion and market expansion ([Edume](#)). This is reflected in the view of 96% of business leaders studied by [Edume](#), who agree that DEI-focused learning can support long-term competitive advantage in their companies. Despite this, many European companies are not committing to DEI initiatives and lag in their DEI performance, with an average DEI Index score of only 5.69 out of 10, within this Switzerland is rated highest with an average of 6.0 ([EY](#)).



5% or fewer of corporate board seats are held by Hispanic Americans



34% of managers in Europe are from underrepresented groups



25% more likely to have above-average profitability, if there is gender diversity in exec roles

2025 DEI TRENDS:

Diversity in gender, race, and ethnicity

DEI initiatives addressing diversity in gender, race, and ethnicity have made progress in recent years, yet still have many areas for improvement. This is shown in Deloitte's study of Fortune 500 board members. The study found that in the last decade, the representation of women and individuals from underrepresented racial and ethnic backgrounds on Fortune 500 boards rose by 67%. Despite this positive change, they also state that 55.3% of the Fortune 500 board seats are held by white men. They also noted that by 2060, Hispanic Americans will represent nearly 30% of the U.S. population, yet they currently hold fewer than 5% of corporate board seats.

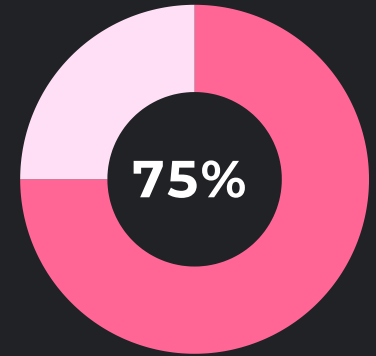
Diversity is not just an issue when entering a company, but it can also affect upward mobility. Employees from ethnic and cultural minority backgrounds stated that they lack optimism regarding their career opportunities, with 43% expressing concern about advancement (EY). Aligning with this, EY added that only 34% of managers surveyed in Europe belong to underrepresented groups. There are many benefits to a diverse leadership team. Companies in the top quartile for gender diversity in executive roles are 25% more likely to have above-average profitability than those in the lowest quartile (McKinsey).

Generational diversity

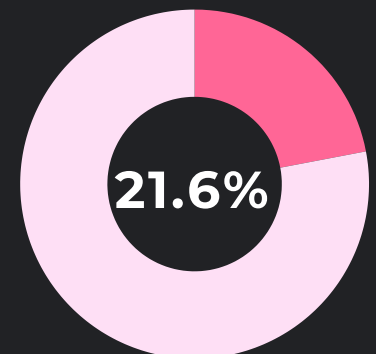
As the workplace evolves, generational diversity has emerged as a powerful asset for organizations. Gen Z is the most racially diverse generation, bringing new perspectives that reflect global demographics ([PEWResearch](#)). Millennials, known for their tech-savvy and collaborative approach, are projected to make up 75% of the global workforce by 2025, reinforcing the need for companies to adapt to generational expectations and values ([Purdue](#)). 89% of people surveyed by [Forbes](#) view generational diversity as a positive force in the workplace, with 87% acknowledging that cross-generational learning enriches their work experience. Embracing generational diversity and fostering environments where employees can learn from each other creates a pathway to enhancing workforce satisfaction and a culture of shared learning.

Pay equity

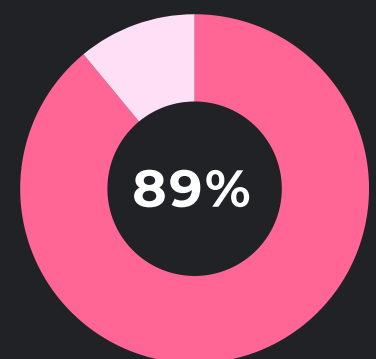
The European Commission has created a directive focused on "pay transparency" to close the gender pay gap across member states. This directive requires employers to provide pay information, ensure pay audits, and allow workers to access pay level data. It was formalised in June 2023, with member states having three years to bring it into practice. There has been a slight improvement between 2023 and 2024 in Europe, with the gender pay gap being 18.6% in 2023, and 18.2% in 2024 ([Figures](#)). It also mandates that companies with at least 250 employees report annually on any gender pay gap. Similarly, the U.S. has the Equal Pay Act of 1963, which mandates equal pay for equal work, regardless of gender. Individual states have also enacted their own laws. Despite this, [Forbes Advisor](#) reports that women earn 16% less than men on average. They also add that The Centre for American Progress projects that gender pay equity will not become a reality until 2056. This gender pay gap is highest at 21.6% in the banking, insurance, and finance industries ([Figures](#)).



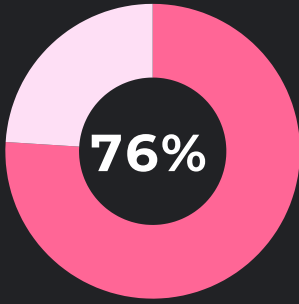
75%
of millennials will make up the total workforce in 2025



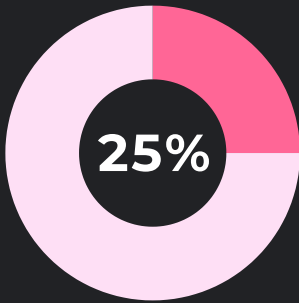
21.6%
is the gender pay gap in banking, insurance, and finance industries



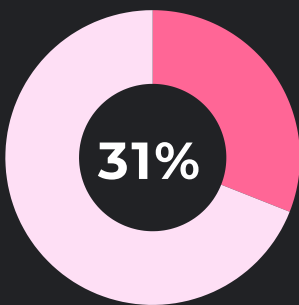
89%
of workers view generational diversity as a positive



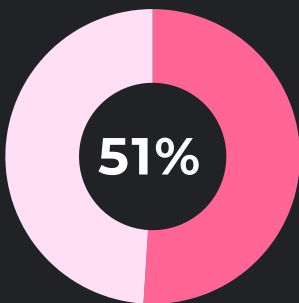
76% of jobseekers look for diversity in a potential workplace



25% of employees with physical or mental disabilities feel a sense of belonging in the workplace



31% of workplaces do not acknowledge neurodiversity



51% of companies provide training on inclusivity within a team

Talent attraction

Workforce diversity is also a powerful draw for talent, as 76% of job seekers view a diverse workforce as critical in their employment decisions and would view it as a factor when evaluating potential jobs and job offers ([Glassdoor](#)). Frank Starling, VP of DEI for Cannes Lions, commented on the Global DEI Census: “This data reinforces the need for organizations to align DEI more closely to their business strategy.” ([WFA](#)). These statistics show that investing in DEI learning at all levels equips organizations to address these gaps, attract top talent, and foster a culture of growth and innovation.

Accessibility inclusion

Accessibility and inclusion are integral components of DEI initiatives and are expected to be a leading trend in 2025. There are over a billion people globally living with some form of disability ([Forbes](#)), businesses that fail to address these needs risk restricting their access to a broader pool of talent and limiting the diversity of skills and expertise available to their organization. Despite these figures, only 25% of employees with physical or mental disabilities report a sense of belonging in the workplace, compared to 39% of employees without disabilities ([EY](#)).

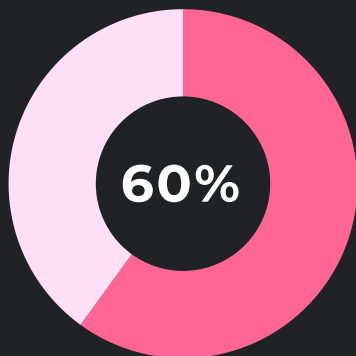
In 2024, [CIPD](#) released a report on Neurodiversity in the Workplace, shedding light on the current state of neurodiversity awareness and inclusion. The report found that 60% of employers surveyed prioritize neuro-inclusive practices within their organizations. However, 31% of organizations acknowledged that neurodiversity is not formally addressed by HR, senior leaders, line managers, or employee resource groups. The managers surveyed expressed a clear need for specialized training on neurodiversity, with only 46% feeling confident in their ability to support neurodivergent individuals effectively in the workplace. The trend of incorporating accessibility and inclusion into onboarding and training processes is on the rise. According to [Paradigm](#), 51% of organizations now provide training for leaders on how to foster inclusive team environments.



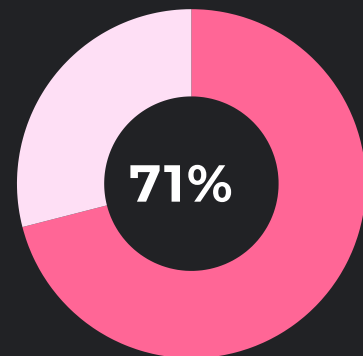
Data-driven DEI strategies

Advancements in AI are enabling organizations to adopt a more data-driven approach to tracking DEI progress and setting measurable goals. By 2025, a growing number of companies will use AI and machine learning to monitor DEI outcomes, identify disparities, and automate compliance processes. According to [The IA](#), 65% of organizations that collect DEI data report a better understanding of their workforce demographics, while 60% indicate that these metrics help foster a more inclusive environment.

This data-driven approach provides a significant advantage to large enterprises, allowing them to calculate key metrics that were previously difficult to assess. For example, 20% of companies surveyed by [Paradigm](#) have established race and ethnicity representation goals and actively track progress against these targets. Additionally, 71% of companies surveyed by [The IA](#) collect data on four or more DEI attributes. Adopting a data-driven approach to DEI strategy not only facilitates alignment with organizational goals but also enhances accountability and measurable progress across the company.



of companies use DEI data to foster a more inclusive environment



of companies collect data on 4+ DEI attributes

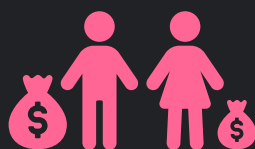
The need for comprehensive DEI strategies in 2025 is becoming more critical. Companies that proactively embrace DEI, backed by continuous learning initiatives, are positioning themselves not only as ethical leaders but also as industry innovators. DEI is a core element that drives talent acquisition, enhances employee satisfaction, and fosters long-term business success. To fully realize the benefits of a diverse, equitable, and inclusive workplace, organizations must prioritize ongoing education and development at all levels. By prioritizing DEI in 2025, organizations will build a foundation for ongoing growth and success.



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DID YOU KNOW?



Women earn **16%** less than men on average



ESG



SUSTAINABILITY

IN 2025:

KEY BUSINESS STATS



SUSTAINABILITY IN 2025:

KEY BUSINESS STATS

In 2025, sustainability criteria are no longer optional components of corporate strategy but are drivers of business success. Regulatory pressure, consumer demand, and investor expectations have positioned sustainability as a vital framework for growth across industries.

In this section, we explore the stats and trends shaping sustainability in business through 2025.

SUSTAINABILITY AND FINANCE

In 2025, sustainability criteria are central to financial strategies worldwide, with investors increasingly prioritizing sustainable and ethical considerations alongside profit. Asset managers and institutional investors are focusing on companies that demonstrate clear policies in regard to reducing carbon emissions, ensuring diversity, and upholding transparent governance practices. Financial markets are responding with innovative sustainability-linked products, such as green bonds and sustainability-linked loans, which tie financial incentives to environmental and social outcomes.



Sustainability assets will hit **USD 50 trillion** by 2025, representing more than a third of the projected **USD 140.5 trillion** in total global assets under management ([Bloomberg](#)).



63% of over 2000 studies show that embracing sustainability has a positive impact on equity returns ([KPMG](#)).



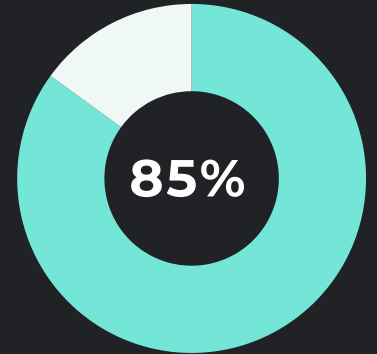
85% of asset managers acknowledge sustainable investing as a high priority for their companies ([Index Industry](#)).



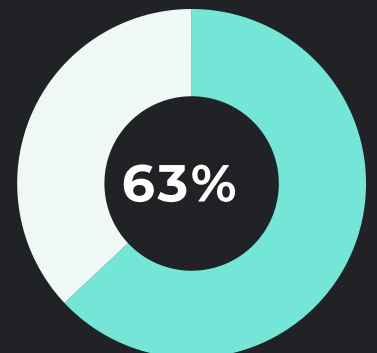
[Bloomberg](#) reports that **71%** of business leaders globally believe that no investment decisions will be made without considering sustainability in the near future.



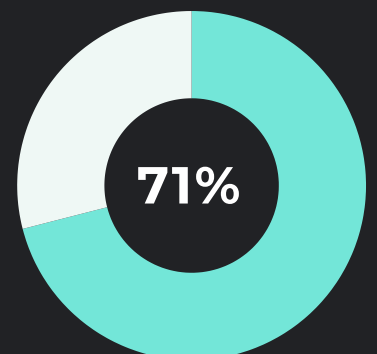
45% of companies asked about the global momentum behind sustainability have stated that they believe that sustainable investments will increase by at least 20% in the next 5 years ([Bloomberg](#)).



of asset managers claim sustainability as top priority for 2025



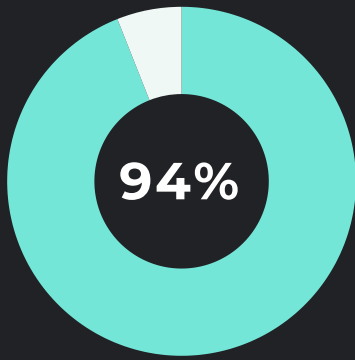
of companies say sustainability has a positive impact on equity returns



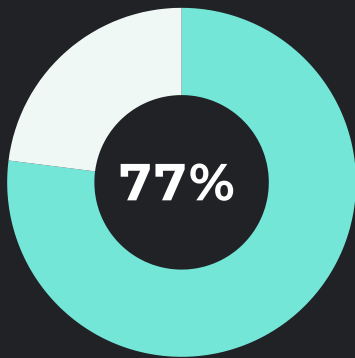
of leaders see sustainability driving all future investments

SUSTAINABILITY ADOPTION

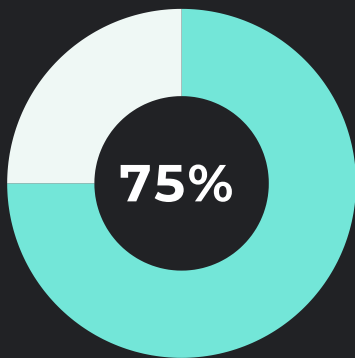
Sustainability adoption is accelerating as regulatory bodies worldwide introduce stricter mandates and policies on corporate transparency and sustainability practices. Investors are prioritizing companies with clear sustainability frameworks, making responsible environmental, social, and governance practices a competitive advantage in securing capital. This rapid shift is reshaping industries, as companies that align policies with sustainability standards are gaining favor in markets, while those that lag risk financial and reputational setbacks



of companies in EMEA have adopted sustainability in their business



of companies plan to reach net zero by 2050



of executives report significant sustainability progress



In a 2024 study, EMEA was the leader in sustainability adoption, with **94%** of respondents adopting sustainability in their businesses ([Capital Group](#)).



PWC has stated that **77%** of companies surveyed are planning to reach net zero by 2050 ([PWC](#)).



More than **75%** of executives are reporting significant or moderate levels of progress toward their sustainability goals and targets in the past year ([Deloitte](#)).



In 2024 banking trends, over half (**54%**) of the world's banks include climate-related data in their financial statements ([Vena](#)).



PWC has found that many companies' current focus is on the environment. **80%** of companies have clearly defined long-term targets for emissions, while only 60% have social and governance targets ([PWC](#)).

SUSTAINABILITY COMPLIANCE

2025 will be a pivotal year for sustainability policy and regulation. The Corporate Sustainability Reporting Directive (CSRD) is a key regulation adding strict reporting requirements to both EU-based companies and non-EU companies with significant EU operations or listings. This directive mandates detailed disclosures on sustainability impacts, along with third-party assurance to ensure data accuracy. Initially, only “limited” assurance will be required, but by 2028, companies will need more extensive “reasonable” assurance, like financial audit standards.

Outside of Europe, the International Sustainability Standards Board (ISSB) introduces the IFRS Sustainability Disclosures Standards, creating a globally aligned framework. These standards may be voluntarily adopted by firms outside the EU, establishing a “global passport” for sustainability reporting. This aims to improve comparability, reduce greenwashing, and provide investors with more consistent data.



52%

Companies that took a “wait and see” approach to sustainability have fallen behind companies with a cross-functional sustainability group. **52%** of these companies surveyed are preparing extensively for new regulations, while only **24%** of companies with no dedicated sustainability group are ([Impact](#)).

99%

99% of respondents in one survey are preparing for potential increases in sustainability requirements, with **77%** of these creating new roles and responsibilities as a result ([Deloitte](#)).

91%

91% of corporate leaders acknowledge their company's duty to address sustainability issues ([Key ESG](#)).

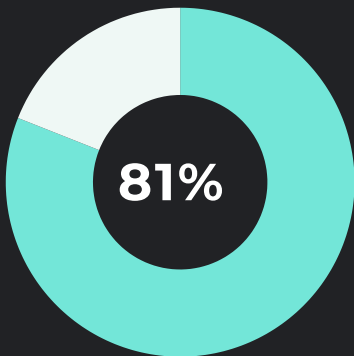
68%

In 2024, **68%** of investors surveyed stated that their approach to sustainability is to “Ensure compliance with regulatory requirements” ([Capital Group](#)).

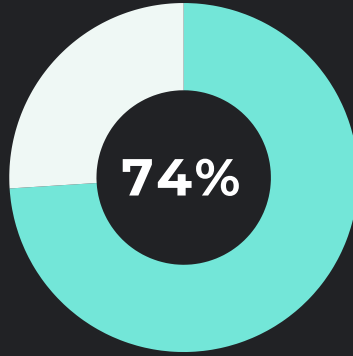


SUSTAINABILITY AND TECHNOLOGY

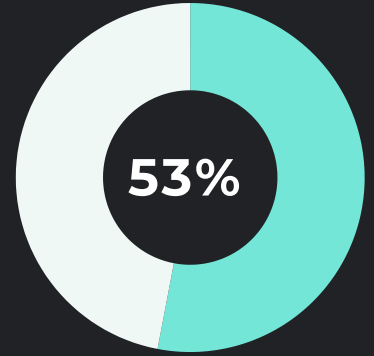
Technology is a driving factor in sustainability advancements, enabling companies to monitor and improve their sustainability policies in real-time. Technology such as AI-powered analytics is making sustainability goals more achievable and measurable than ever. This digital transformation not only enhances accountability but also allows businesses to proactively adapt.



of companies plan to use Gen AI for data



of companies are planning to invest in sustainability reporting tools



of organizations are concerned about poor-quality sustainability data



74% of public companies are planning to invest in sustainability reporting technology and tools over the next year to make the collection, analysis, and reporting of sustainability data more efficient and accurate ([Impact](#)).



In one report, investors with **USD 25 trillion** of assets were surveyed and **53%** of global respondents said they were concerned about “poor quality or availability of sustainability data and analytics” ([PWC](#)).



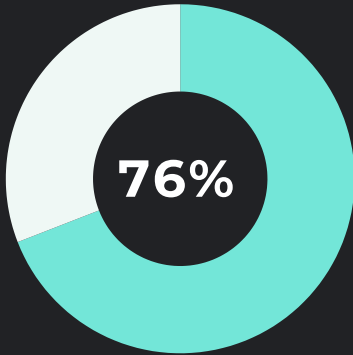
Only **10%** of respondents currently use generative AI to analyze sustainability data, but **53%** plan to do so in the future ([Capital Group](#)).



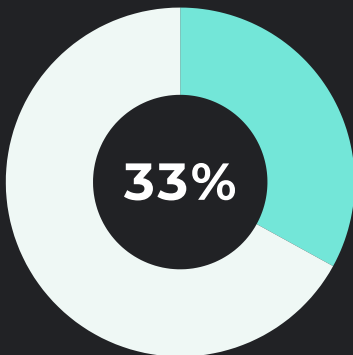
81% of executives report sustainability documentation as one of their top three challenges ([Impact](#)).

SUSTAINABILITY AND BRAND REPUTATION

Sustainability factors are critical to brand reputation, as stakeholders expect companies to actively uphold environmental, social, and governance standards. Brands with strong sustainability commitments gain public trust and loyalty, while those that fall short face increased scrutiny and reputational risks. This heightened focus on sustainability has transformed it into a foundational element of brand value, shaping how companies are perceived in a competitive marketplace.



of consumers would stop buying from a company that neglected sustainability



of leaders say sustainability improves internal brand through employee commitment



33% of business leaders say sustainability efforts improve their company's internal brand through employee commitment and retention ([Vena](#)).



76% of consumers would cease buying from firms that neglect environmental, employee, or community well-being ([Key ESG](#)).



74% of executives worry that failing to improve sustainability performance will negatively impact their brand's standing in the market ([Vena](#)).



45% of employees want their companies to reveal environmental efforts, 41% of consumers want brands to be transparent about their sustainability actions, but only 36% of businesses disclose sustainability information ([PWC](#)).

As sustainability becomes increasingly embedded in the core of business strategy, it redefines competitive advantage and reshapes financial markets, regulatory landscapes, and corporate reputations worldwide. Beyond compliance, the adoption of sustainability policies signals a shift in corporate priorities, emphasizing long-term value, and societal impact. This creates an environment where businesses are not only judged on profits but on the contributions they make to society and the environment. Going forward, organizations that fully integrate sustainability policies into their operations will be well-positioned to navigate evolving expectations.

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- [PWC- Driving Data with a Purpose](#)
- [PWC- Trust in Business Survey](#)
- [Vena](#)

DID YOU KNOW?



In 2024, EMEA was the leader in sustainability adoption

ESSENTIAL BUSINESS STATS & TRENDS IN

2025



CONCLUSION

The trends and statistics highlighted in this report emphasize that 2025 will demand agility, innovation, and a commitment to continuous learning. With the integration of AI, the growing focus on sustainability, and the rising importance of human skills, businesses must act decisively to future-proof their workforce and remain competitive.

By prioritizing employee growth and fostering adaptability, organizations can navigate challenges, drive innovation, and maintain a strong market position. Strategic investments in sustainability, inclusivity, and technology will empower businesses to not only meet the demands of a changing world but lead the way as forward-thinking industry leaders.



Digital learning is absorbed **3-5** times faster than traditional learning

DID YOU KNOW?

E S S E N T I A L **BUSINESS STATS & TRENDS IN** **2025**

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