

Sizing the prize: PwC’s Global AI Study—Exploiting the AI Revolution

Which regions gain the most from AI?

In 2030



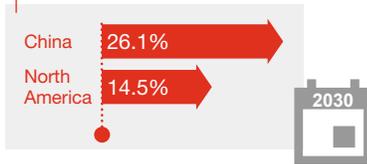
All regions of the global economy will experience benefits from artificial intelligence.

North America and China stand to see the biggest economic gains with AI enhancing GDP by

- Total **\$10.7** trillion
- **70%** of the global economic impact

Europe and Developed Asia will also experience significant economic gains from AI enhancing GDP by

- Developing countries will experience more modest increases due to the much lower rates of adoption of AI technologies expected

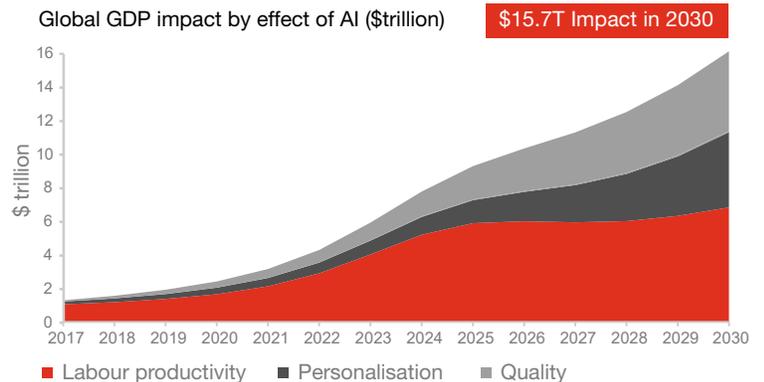


All GDP figures are reported in market exchange rate terms. All GDP figures are reported in real 2016 prices, GDP baseline based on Market Exchange Rate Basis
Source: PwC analysis

Sector impact

	Size of Impact		Time to Impact		
	\$ GDP Uplift	% GDP Uplift	AI use cases identified % Near term	% Medium term	% Long term
Healthcare	5.1T	20.7	37%	23%	40%
Manufacturing	4.0T	11.9	14%	83%	3%
Financial services	2.1T	10.0	41%	59%	0%
Retail and consumer	2.0T	14.8	54%	38%	8%
Energy	1.7T	12.0	39%	44%	17%
Transport and logistics	569B	10.3	42%	42%	16%
Technology, communications and entertainment	305B	12.4	47%	36%	17%

Where will the gains come from?



- Labour productivity improvements are expected to account for over 55% of all GDP gains from AI over the period 2017–2030

- As new technologies are gradually adopted and consumers respond to improved products with increased demand, the share of impact from product innovation increase over time

- 58% of all GDP gains in 2030 will come from consumption-side impacts

Source: PwC analysis

High potential use cases by sector

Which of your products and services will provide the greatest opportunity for AI?

Healthcare

High potential use case:

Data-based diagnostic support

AI-powered diagnostics use the patient's unique history as a baseline against which small deviations flag a possible health condition in need of further investigation and treatment. AI will augment physicians' diagnoses, but in the process also provide valuable insights for the AI to learn continuously and improve. This interaction between physicians and AI-powered diagnostics will enhance the accuracy of the systems and, over time, provide enough confidence for humans to delegate the task entirely to the AI system to operate autonomously.

Financial services

High potential use case:

Personalised financial planning

AI tools such as robo-advice have made it possible to develop customised investment solutions for mass market consumers in ways that would, until recently, only have been available to high net worth (HNW) clients. Finances are managed dynamically to match goals (e.g. saving for a mortgage) and optimise client's available funds, as asset managers become augmented and, in some cases, replaced by AI. The technology and data is in place, though customer acceptance would still need to increase to realise the full potential.

Retail and consumer

High potential use case:

Personalised design and production

Instead of being produced uniformly, apparels and consumables can be tailored on demand. If we look at fashion and clothing as an example, we could eventually move to fully interactive and customised design and supply in which AI-created mock-ups of garments are sold online, made in small batches using automated production, and subsequent changes are made to design based on user feedback.

Technology, communications and entertainment

High potential use case:

Media archiving and search

We already have personalised content recommendation within the entertainment sector. Yet there is now so much existing and newly generated (e.g. online video) content that it can be difficult to tag, recommend and monetise. AI offers more efficient options for classification and archiving of this huge vault of assets, paving the way for more precise targeting and increased revenue generation.

Manufacturing

High potential use case:

Enhanced monitoring and auto-correction

Self-learning monitoring makes the manufacturing process more predictable and controllable, reducing costly delays, defects or deviation from product specifications. There is a huge amount of data available through the manufacturing process, which allows for intelligent monitoring.

Energy

High potential use case:

Smart meters

Smart meters help customers tailor their energy consumption and reduce costs. Greater usage would also open up a massive source of data, which could pave the way for more customised tariffs and more efficient supply.

Transport and logistics

High potential use case:

Autonomous trucking

Autonomous trucking reduces costs by allowing for increased asset utilisation and 24/7 runtimes become possible. Moreover, the whole business model of transport & logistics (T&L) might be disrupted by new market entrants.

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