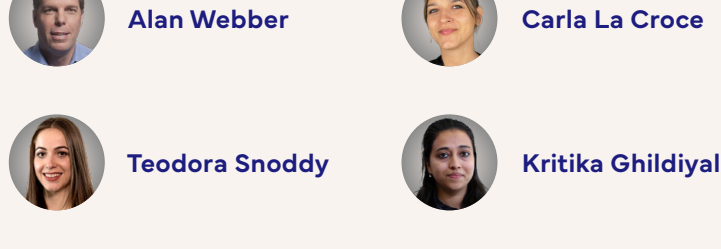




Quantifying the Impact of the Digital Labor Economy in Brazil

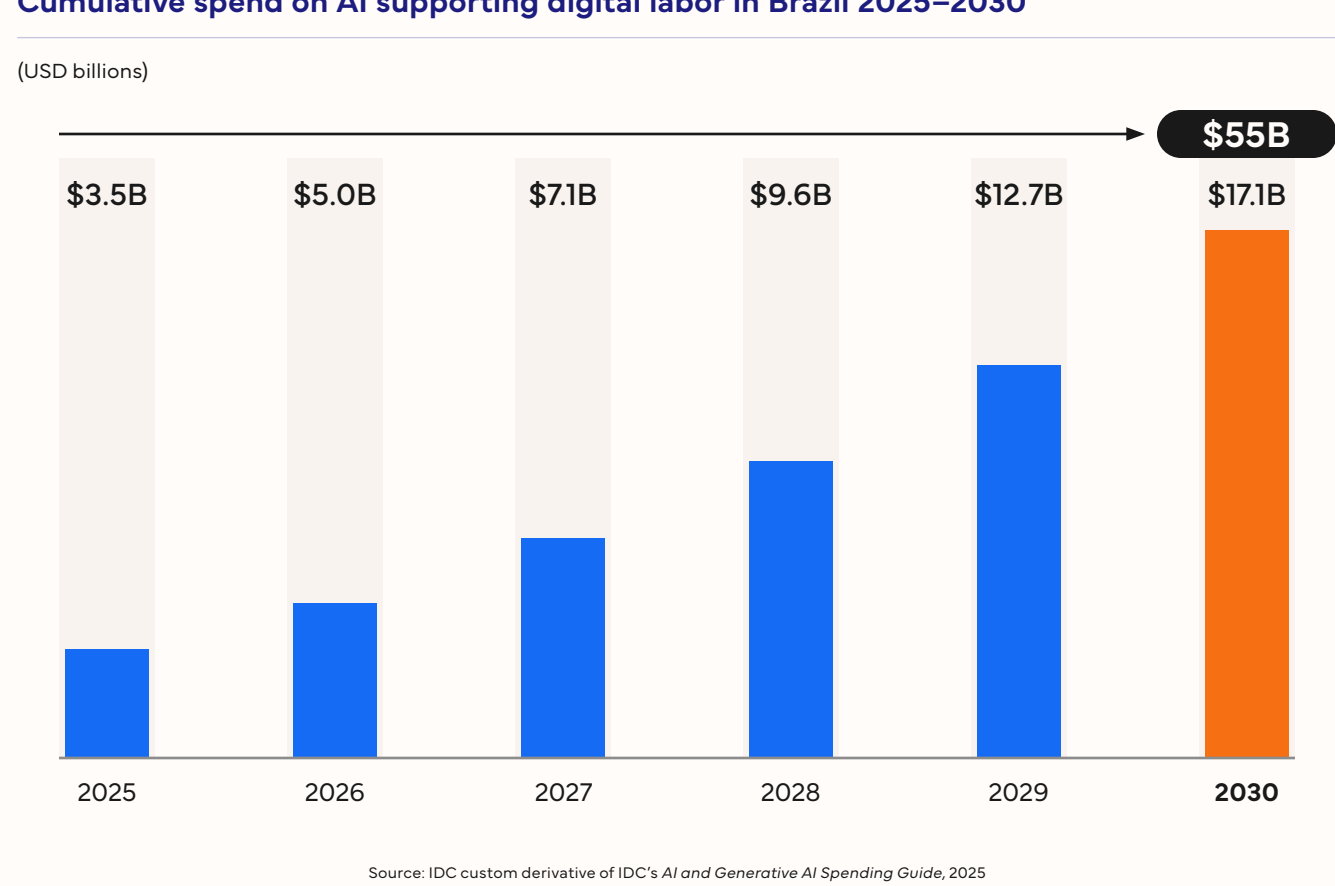
Exploring Digital Labor Software and Services



AI spending forecast supporting digital labor

In Brazil, cumulative spend in AI technologies supporting digital labor will reach **\$55 billion with CAGR of 37% by 2030**. Globally, it will reach \$3.34 trillion.

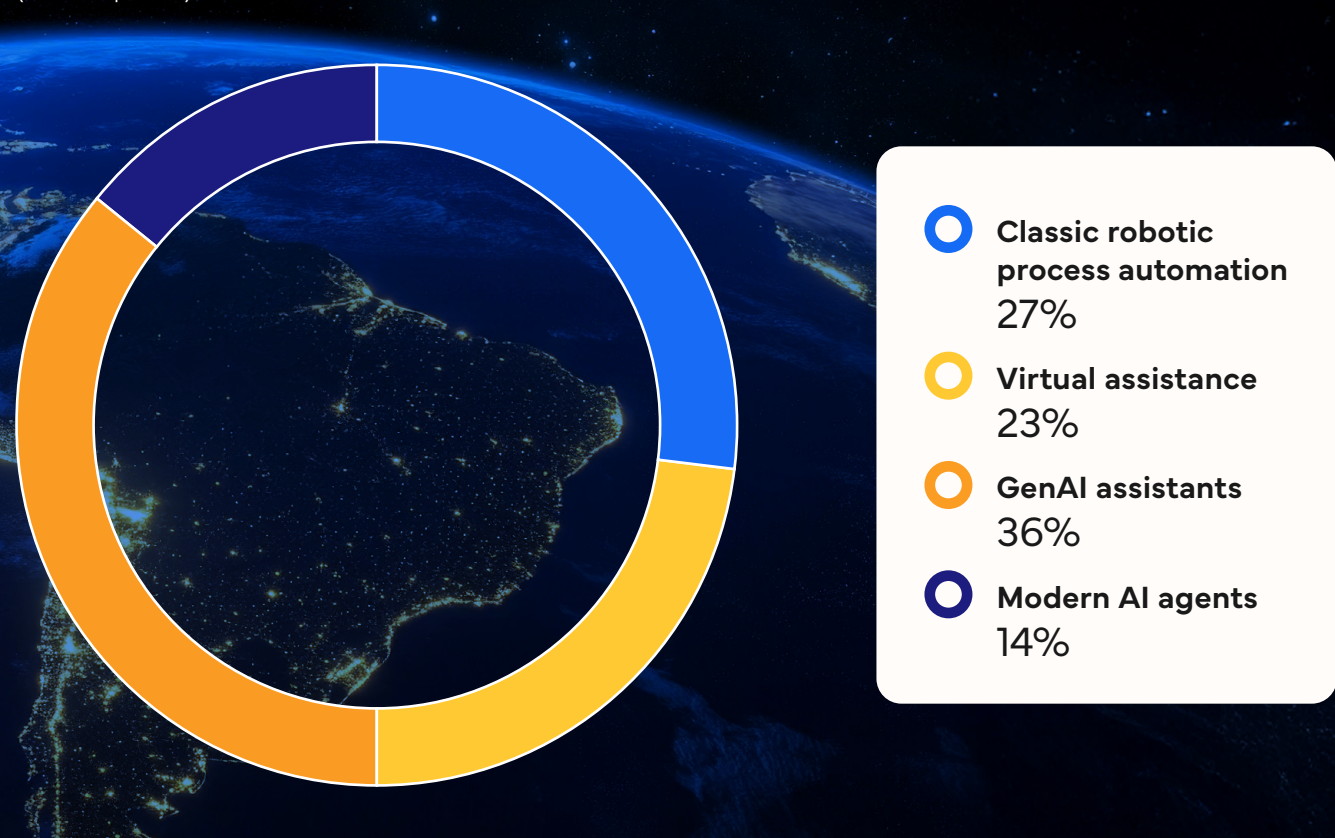
Cumulative spend on AI supporting digital labor in Brazil 2025–2030



Use of AI tools by the Brazilian workforce

Workers are transitioning from legacy to emerging AI tools.

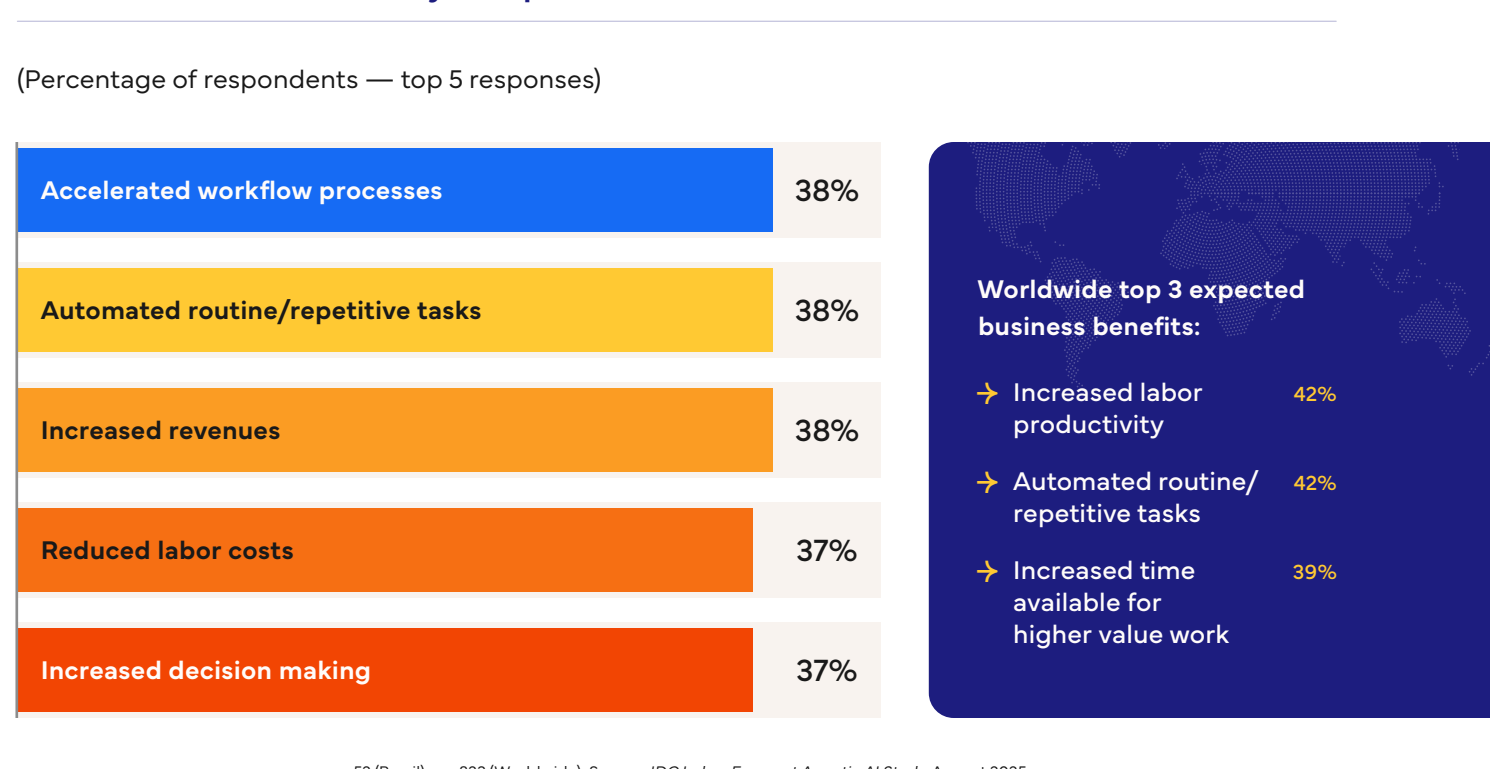
What percentage of AI tools you use fall into the following categories?



Business benefits from use of AI in Brazil

Accelerated workflow processes is the top expectation from AI tools in Brazil.

Which business benefits do you expect from the use of AI tools?

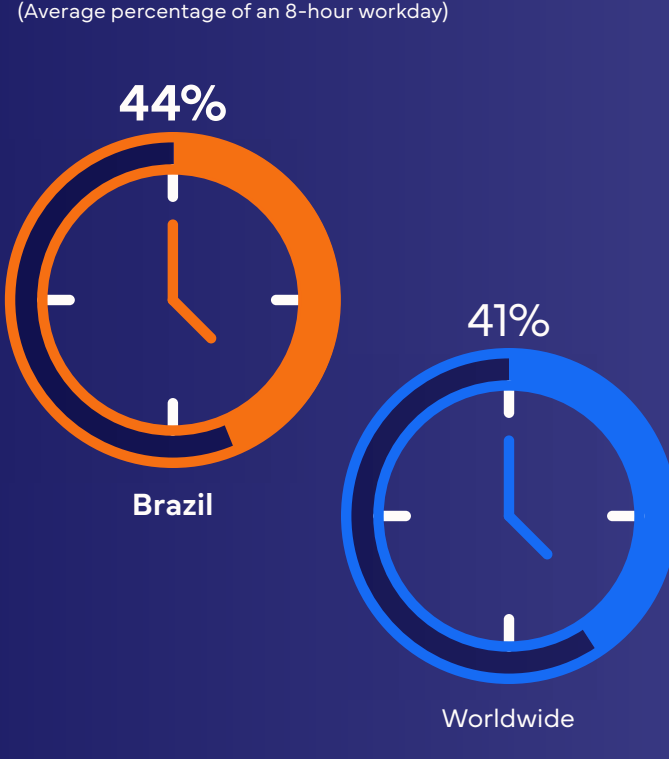


Impact of AI on work

On average, workers in Brazil expect to save 44% of their typical day using AI tools.

Generally, how much time do you estimate you save in a typical 8-hour workday as a result of using AI tools for your tasks?

(Average percentage of an 8-hour workday)



Quantifying the economic impact of digital labor

In Brazil, digital labor will generate a cumulative economic impact of **\$164.2 billion with CAGR of 45.4% by 2030**. Globally, it will reach \$13 trillion.

Cumulative economic impact of digital labor in Brazil 2025–2030

