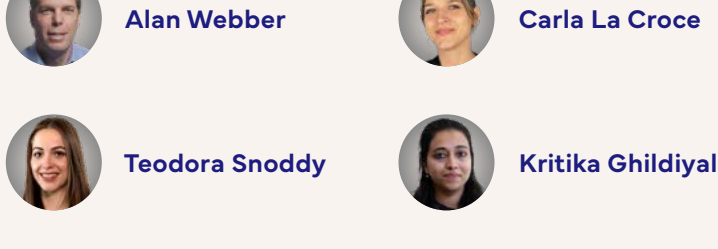




Quantifying the Impact of the Digital Labour Economy in the United Kingdom

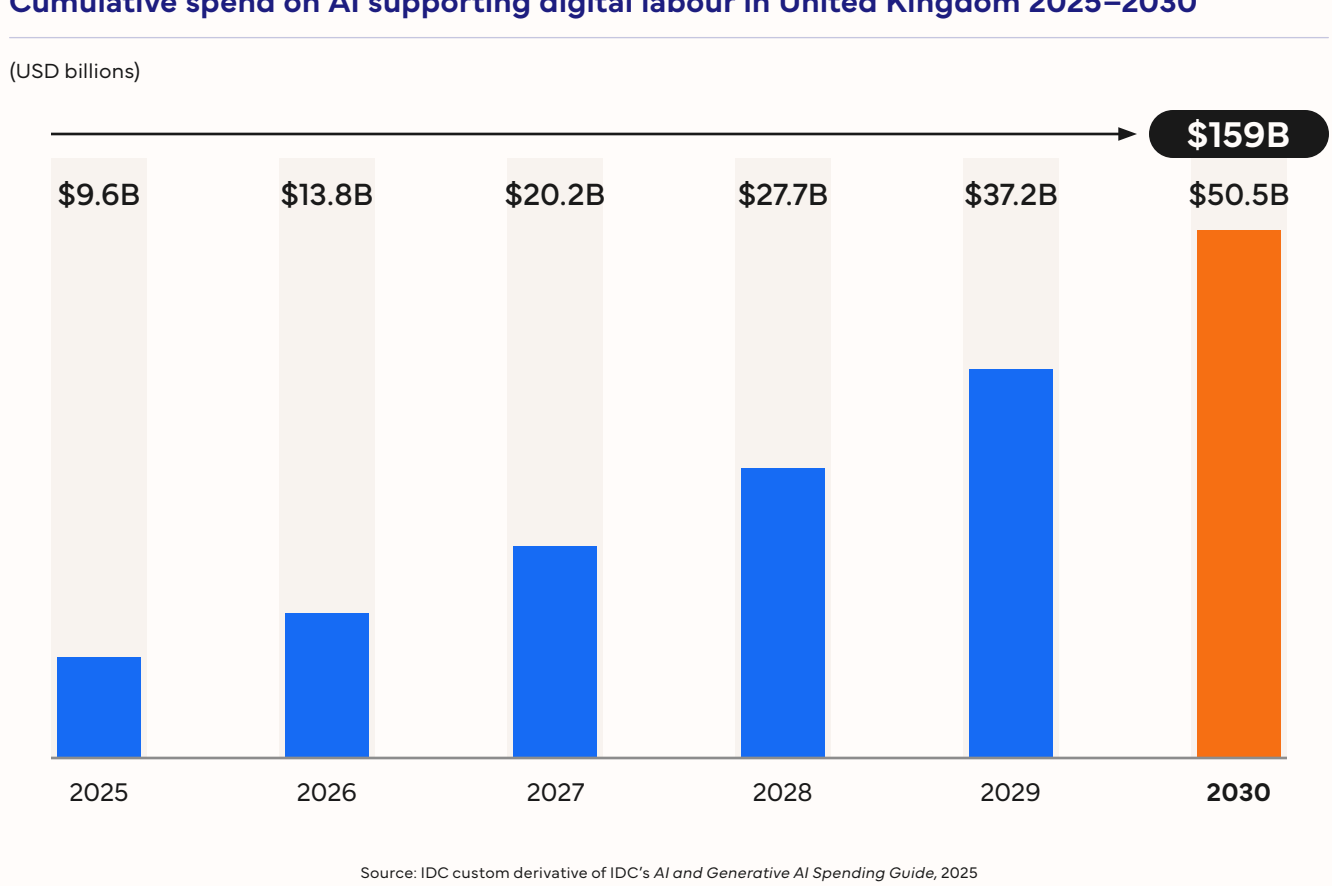
Exploring Digital Labour Software and Services



AI spending forecast supporting digital labour

In the United Kingdom, cumulative spend in AI technologies supporting digital labour will reach **\$159 billion with CAGR of 39.4% by 2030**. Globally, it will reach \$3.34 trillion.

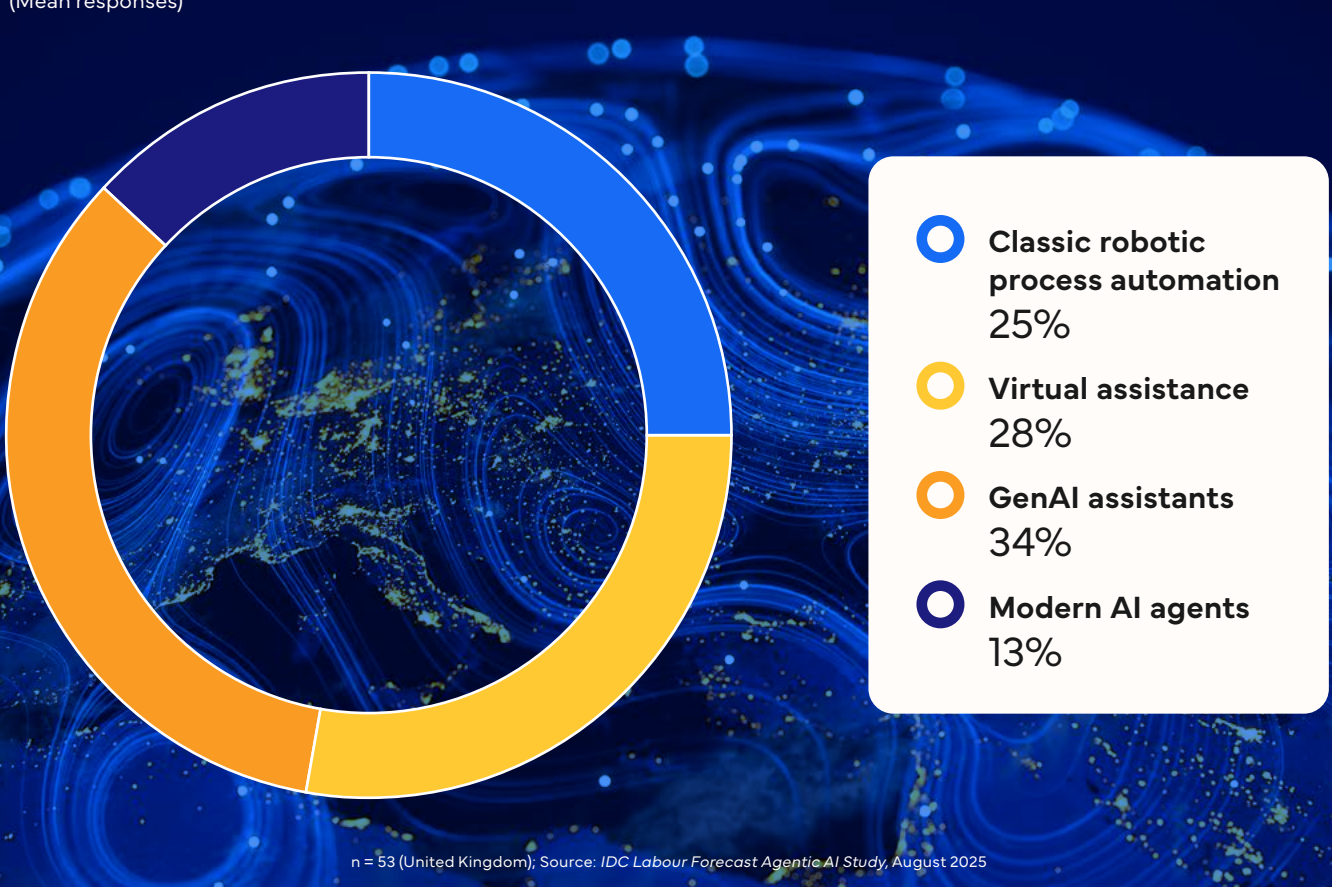
Cumulative spend on AI supporting digital labour in United Kingdom 2025–2030



Use of AI tools by the United Kingdom workforce

Workers are transitioning from legacy to emerging AI tools.

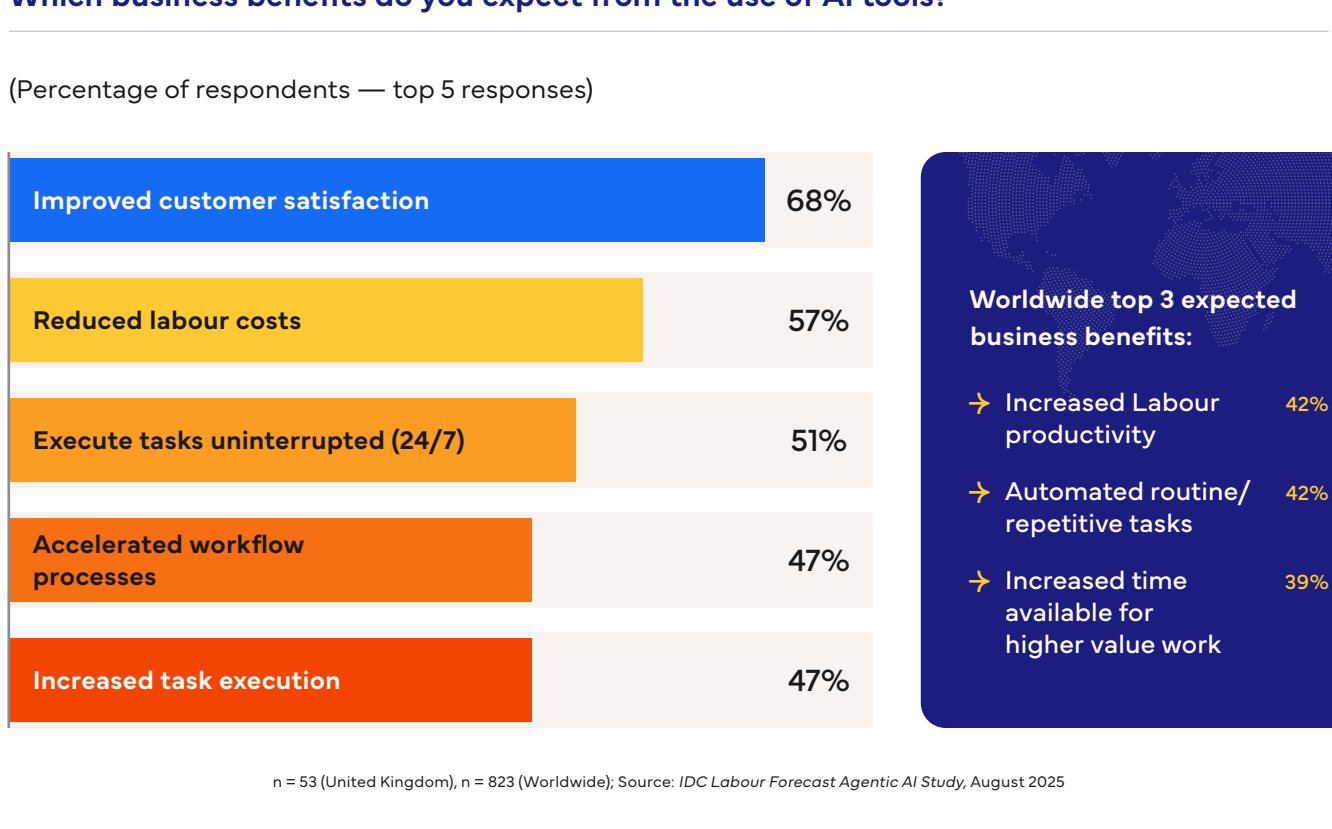
What percentage of AI tools you use fall into the following categories?



Business benefits from use of AI in the United Kingdom

Improved customer satisfaction is the top expectation from AI tools in the United Kingdom.

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

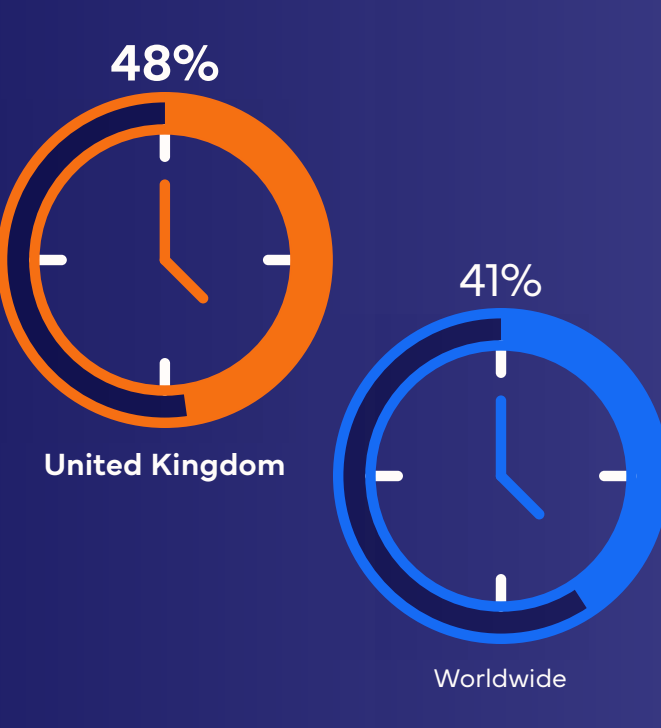


Impact of AI on work

On average, workers in the United Kingdom expect to save 48% 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 labour

In the United Kingdom, digital labour will generate a cumulative economic impact of **\$437.5 billion with CAGR of 51.3% by 2030**. Globally, it will reach \$13 trillion.

Cumulative economic impact of digital labour in the United Kingdom 2025–2030

