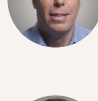


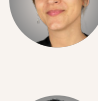


Quantifying the Impact of the Digital Labour Economy in the United Kingdom

Exploring Digital Labour Software and Services



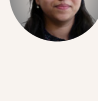
Alan Webber



Carla La Croce



Teodora Snoddy



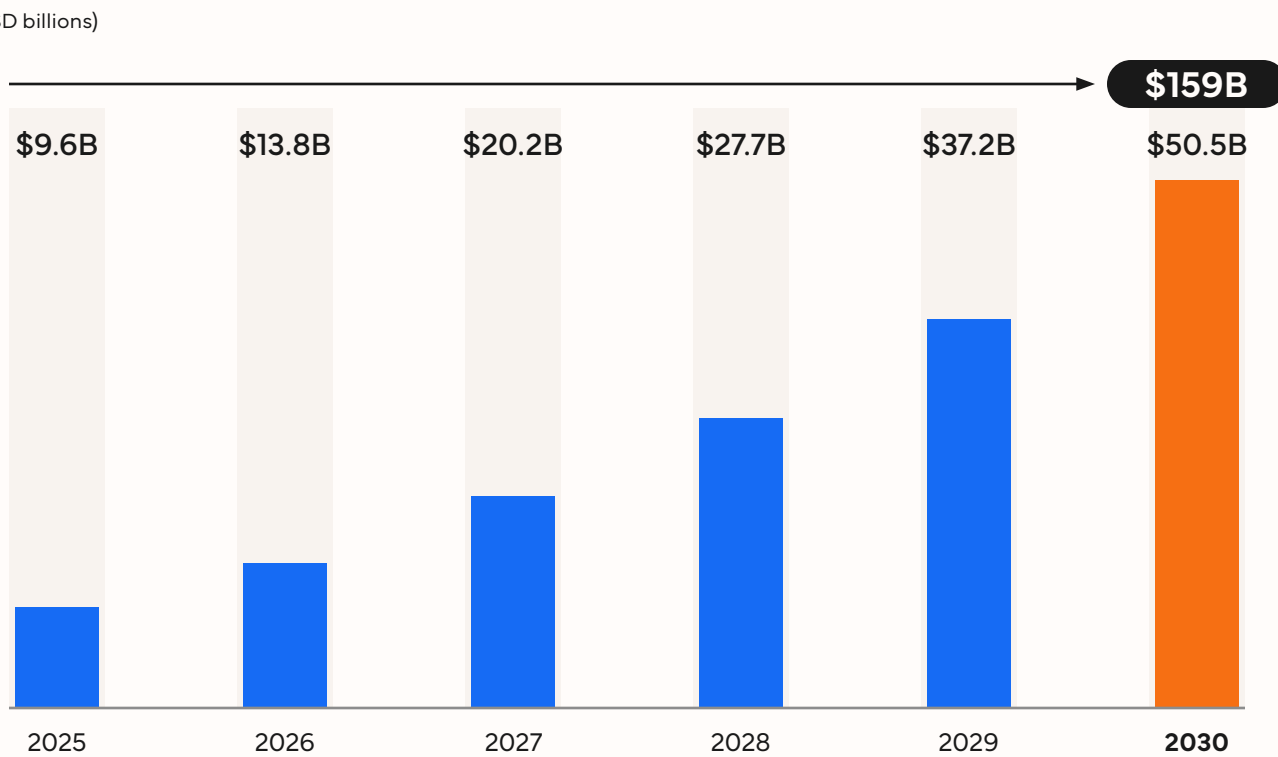
Kritika Ghildiyal

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

(USD billions)



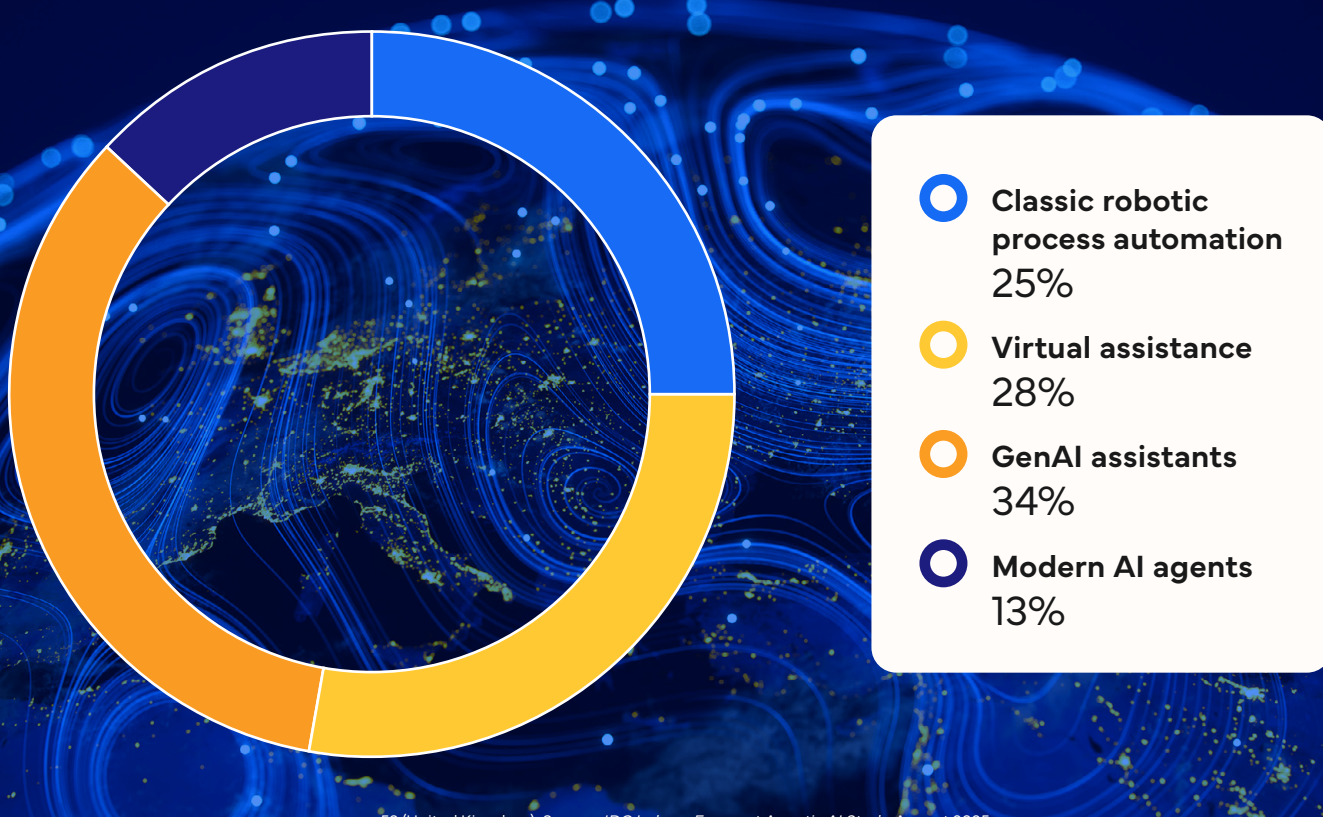
Source: IDC custom derivative of IDC's AI and Generative AI Spending Guide, 2025

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?

(Mean responses)



n = 53 (United Kingdom); Source: IDC Labour Forecast Agentic AI Study, August 2025

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?

(Percentage of respondents — top 5 responses)



Worldwide top 3 expected business benefits:

- Increased Labour productivity 42%
- Automated routine/repetitive tasks 42%
- Increased time available for higher value work 39%

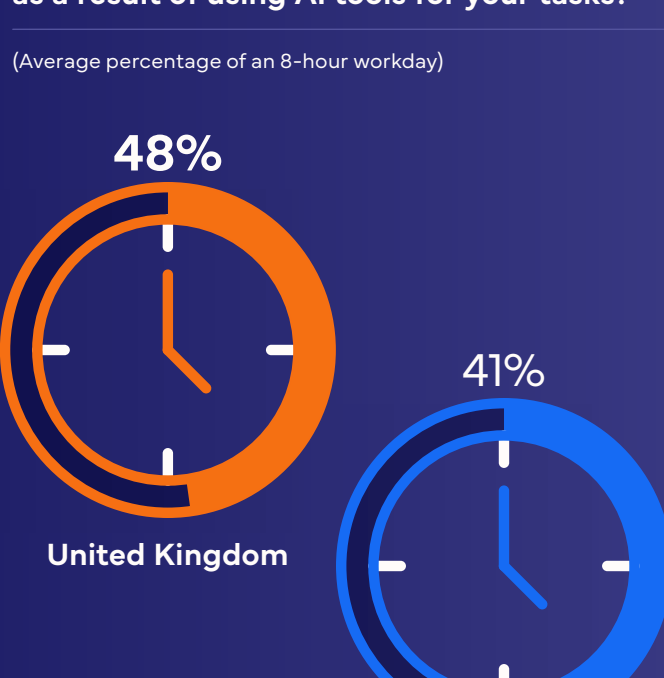
n = 53 (United Kingdom), n = 823 (Worldwide); Source: IDC Labour Forecast Agentic AI Study, August 2025

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)



n = 53 (United Kingdom), n = 823 (Worldwide); Source: IDC Labour Forecast Agentic AI Study, August 2025

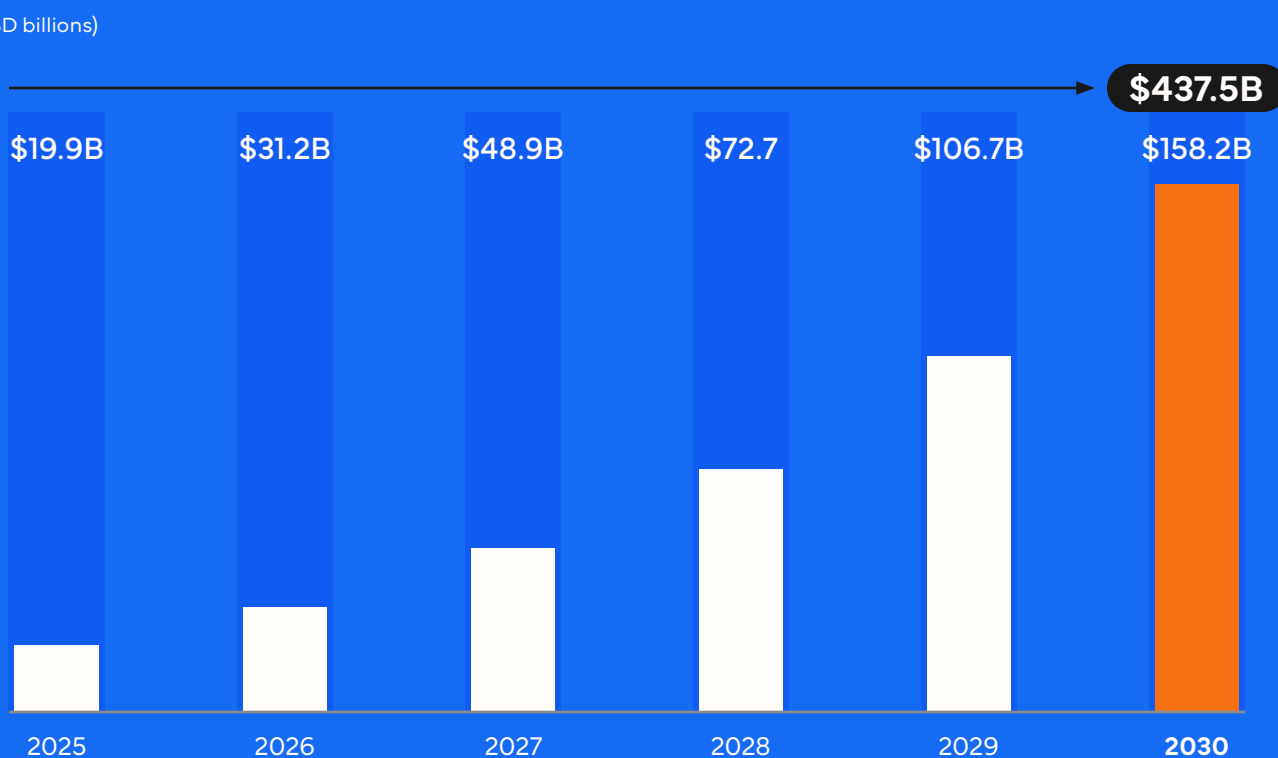


Quantifying the economic impact of digital labour

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

(USD billions)



Source: IDC custom derivative of IDC's AI and Generative AI Spending Guide, 2025