

Artificial intelligence in Sweden

An overview of Statistics Sweden's aggregated statistics about AI 2025



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Sweden's Aggregated Statistics on AI, 2025

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Preface

Artificial intelligence (AI) is developing at a rapid pace and is becoming increasingly important in the transformation of society. The technology affects how enterprises and organizations work, how services are produced and how people live and communicate. In order for the official statistics to reflect this transformation in a relevant and accurate way, it is becoming increasingly important to systematically track and measure the use of AI.

Against this background the government has commissioned Statistics Sweden with producing statistics that provides a comprehensive and deeper picture of how AI is used in Sweden. The commission includes an expanded sample of enterprises in the survey ICT usage in enterprises, with a particular focus on the industries where AI may drive significant changes in ways of working and increase pressure for workforce adaptation. At the same time, the development raises important questions and challenges such as effects on employment, spread of misinformation and questions about intellectual property.

Statistics Sweden also participates actively in international cooperation such as the OECD and Eurostat, where common definitions and comparable measurements for how AI statistics develops. This work is central to ensure that Swedish statistics maintain high quality and enables international comparison.

This report constitutes the first comprehensive picture of Statistics Sweden's collected statistics regarding AI. The underlying material is based on data from several of Statistics Sweden's recurring surveys such as the statistics from ICT usage in enterprises and ICT usage in households and by individuals. By integrating these data sources a more comprehensive picture of how AI is used in Sweden and how it changes over time is created.

Statistics Sweden hopes that the report will contribute to increased insights, understanding and discussion about AI's role in society and will serve as a relevant basis for decision makers, research and in the public debate. In conclusion Statistics Sweden would like to thank all data providers who, through their participation, made the production of these statistics possible.

Statistics Sweden May 2026

Björn Forsell

Head of section

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Summary

This report examines the development of AI in Sweden through analyses of enterprises' use of AI, its links to innovation and research and development (R&D), the population's use of generative AI, and international comparisons. Overall, the results show that the use of AI has increased rapidly in recent years, but that the development was unevenly distributed across enterprises and individuals.

AI adoption among Swedish enterprises has spread widely across the business sector, with particularly rapid growth since 2023. Large enterprises used AI to the greatest extent, but the fastest growth has occurred among small and medium-sized enterprises.

Usage varied considerably between industries and was generally higher in the industries connected to the service sector than in those in the manufacturing sector. At the same time, there were clear exceptions, with some manufacturing industries showing high or rapidly increasing AI adoption.

AI was primarily used for marketing, sales, and administrative processes, while its use for logistics was uncommon. For enterprises that have considered but decided not to use AI, the most common barrier was a lack of relevant expertise, often combined with uncertainty about data protection and privacy, as well as access to data.

By grouping enterprises into different AI profiles, substantial variation in how AI was used is revealed. A majority of enterprises still fell into profiles with no or only limited use of AI, while a smaller share had developed broader and more integrated use. Large enterprises were more often found in profiles with extensive use and in-house development of AI solutions, which could potentially be linked to greater access to skills, data, and digital infrastructure. The development over time showed that an increasing number of enterprises were moving toward broader AI adoption the longer they used the technologies.

In-depth analyses show that AI adoption was higher in metropolitan regions and urban municipalities than in rural areas, although usage is increasing across the entire country.

Enterprises using AI often had a predominantly male workforce. However, when AI usage is analysed relative to different types of enterprises, a different pattern emerges, where gender-balanced enterprises showed the highest share of AI use. Employees' background also influenced AI adoption, with enterprises that had a higher share of Swedish-born employees showing greater usage. In addition, AI adoption was higher in enterprises with a larger proportion of

employees holding higher education degrees compared with enterprises where this share is lower.

AI use was clearly linked to innovation and R&D. Innovative enterprises used AI to a greater extent than non-innovative ones, and enterprises with longer experience of AI were more likely to be innovative. Enterprises that used AI specifically for R&D or innovation activities represented a relatively small share of all companies but accounted for a very large share of total innovation and R&D expenditure. These patterns were largely driven by large enterprises.

Among the population, the use of generative AI tools has increased considerably and have become an established part of everyday life. These tools were primarily used for private purposes, but also at work and for education, especially among younger people. Men used generative AI to a greater extent than women, although the relative increase had been greater among women. The most common reason for not using generative AI was a perceived lack of need.

From an international perspective, Sweden and the other Nordic countries consistently ranked above the EU average in terms of AI use, both among enterprises and within the population. At the same time, comparisons show that development was uneven across Europe. The Nordic countries, together with the Netherlands and Belgium, were at the forefront even when more advanced measures of digitalisation are considered, such as the use of AI, cloud computing services, and data analytics.

Introduction

In connection with the release of Sweden's Digitalisation Strategy 2025–2030, the Swedish Government expanded Statistics Sweden's (SCB) mandate concerning information and Communication Technology (ICT) statistics. The assignment entails that SCB will measure enterprises' use of AI in greater detail, with the aim of providing a better understanding of AI adoption in the business sector and increasing knowledge of how AI is being applied across a growing number of industries. This report constitutes a first step toward an improved description of how the business sector uses AI. Its purpose is to provide a comprehensive overview of SCB's AI-related statistics and, within the limits of what can be concluded from the available data, to deepen the understanding of how enterprises are adopting this new technology.

This report is based largely on statistics from the ICT usage in enterprises survey¹, an annual survey focusing on the business sector. The survey covers the entire business sector except agriculture, forestry and fishing, mining and quarrying and the financial sector². However, enterprises with fewer than 10 employees complete a somewhat less extensive questionnaire, meaning that not all variables are available for the smallest enterprises. Consequently, this report is limited to enterprises with 10 or more employees.

In addition to ICT statistics, the report also includes data from other surveys within the subject area Research and the Digital Society. Information on individuals' use of AI is drawn from the ICT usage in households and by individuals survey³, while statistics on R&D and innovation are obtained from the survey Research and Development (R&D) in Sweden⁴, and the Community Innovation Survey⁵. The report also incorporates statistics regarding labour market, using information from The Swedish Occupational Register with statistics (the Occupational Register) to describe the characteristics of employees in the enterprises included in the ICT usage in enterprises survey.

Official Statistics of Sweden regarding AI

Statistics on AI have been produced as part of Sweden's official statistics in various forms since 2019. An initial step was taken through a government assignment that included a task for Statistics Sweden (SCB) to identify the use of

¹ See more at SCB's website: [ICT usage in enterprises](#)

² The survey's population includes following industries according to the Swedish Standard Industrial Classification (SNI2007): 10–63, 68–82 and 95.1

³ See more at SCBs website: [ICT usage in households and by individuals](#)

⁴ See more at SCBs website: [Research and development in Sweden](#)

⁵ See more at SCBs website: [Community Innovation Survey](#)

AI. The results of which were presented in the report Artificial Intelligence in Sweden 2019⁶. As part of the government assignment, questions on AI were incorporated in R&D surveys conducted in the business sector, public sector and the higher education sector, as well as into the surveys ICT usage in enterprises and Enterprises' IT expenditure. The AI-related questions included in R&D surveys covered the reference years 2019 and 2021.

For the reference year 2021, questions on AI were included for the first time in the harmonised EU questionnaire used in the ICT usage in enterprises survey, which created opportunities for international comparison on AI. The EU-wide questions consequently replaced the questions that had been included in the ICT usage in enterprises as part of the previously mentioned government assignment. As a result, comparability between the data for the 2019 reference year and subsequent reference period is limited. The EU-wide questions have since been repeated for the years 2023, 2024 and 2025.

For the reference year 2024 AI statistics were further expanded when individual based ICT survey, ICT usage in households and by individuals also began to include questions on the use of generative AI. These questions were repeated for the reference year 2025.

Looking ahead some expansions are also planned. Starting in reference year 2026, the population covered by the survey ICT usage in enterprises will be expanded to encompass a larger share of the business sector. This expansion means that enterprises operating in agriculture, forestry and fishing, mining and quarrying, as well as financial and insurance activities, will also be included in the survey.

At present, the statistics can therefore provide insight into AI use across large parts of the business sector, as well as on the population's use of generative AI. Other parts of the economy, such as the public sector and civil society, are not covered by the official statistics.

⁶ [Artificiell intelligens i Sverige](#)

AI usage among enterprises

AI usage among Swedish enterprises have increased rapidly in recent years and in 2025, 35 percent of enterprises in Sweden used AI, representing an increase of 10 percentage points compared with 2024. In these statistics, AI usage is defined as the use of at least one of eight different AI technologies⁷ that enterprises can report in the survey.

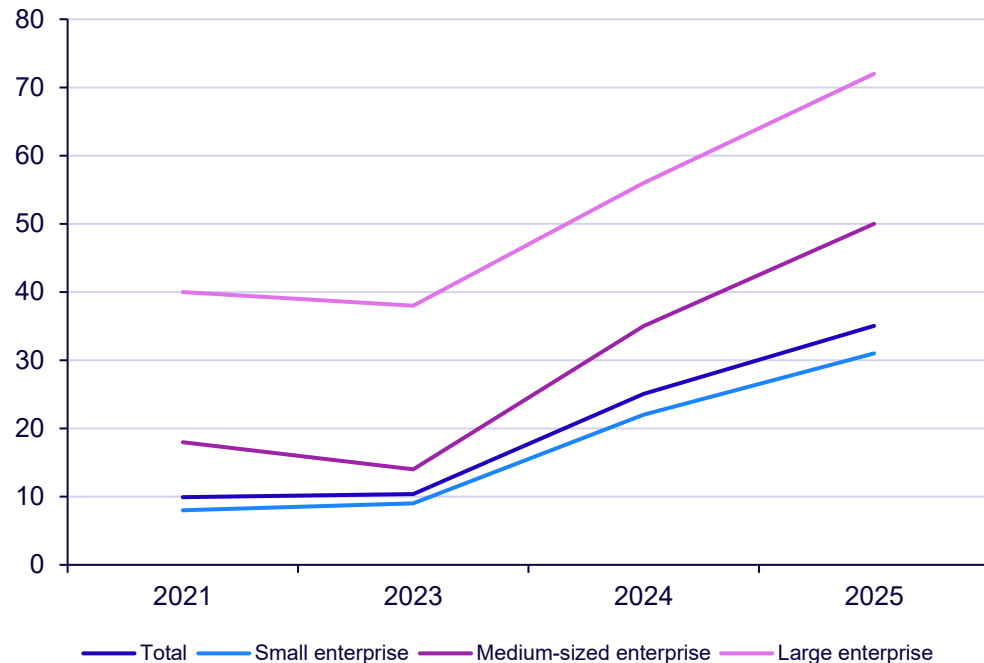
The large enterprises (250 or more employees) had the highest level of AI use throughout all years for which AI use has been measured. However, the largest relative increase between 2024 and 2025 occurred among medium-sized enterprises (50-249 employees), where the number of enterprises using AI increased by 38 percent. During the same period, the number of large enterprises using AI increased by 35 percent, while the number of small enterprises (10-49 employees) using AI increased by 31 percent. The pace of growth was more even across the size classes between 2024 and 2025 than in the previous years. Between 2023 and 2024, the number of enterprises using AI increased by 154 percent among small enterprises and by 160 percent among medium-sized enterprises, compared with an increase of 56 percent among large enterprises.

The substantial increase since 2023 has likely been driven largely by the introduction of generative AI chatbots such as ChatGPT, Copilot and Claude AI. The launch of these products considerably lowered the barriers to AI adoption, both by reducing costs and by lowering the level of expertise required to start using AI.

⁷ The eight AI technologies are: 1 - text mining, 2 - speech recognition, 3 - natural language generation, speech synthesis, 4 - generation of images, video or audio, 5 - image recognition and image processing, 6 - machine learning, 7 - AI-based robotic process automation, 8 - autonomous robots, self-driving vehicles, autonomous drones

The use of AI has shown a consistent rate of growth across all enterprise size classes 2024–2025

Figure 1. Enterprises using at least one AI technology, by enterprise size class. Share of all enterprises 2021–2025



Comment: Due to the implementation of the new interpretation of the definition of the statistical unit enterprise in 2022, there is a break in the time series between 2021 and 2023.

The level of AI adoption and the development of AI use varied considerably depending on which part of the business sector⁸ is examined. In 2025, 89.6 percent of all enterprises in Computer programming, consulting, computing infrastructure and other information service activities (J62-63) used AI, compared with only 12.3 percent of the enterprises in Transportation and Storage (H49-53). These industries represent the highest and lowest levels of AI adoption in the business sector respectively. Transportation and Storage (H49-53), together with Other manufacturing; repair and installation of machinery and equipment (C31-33), were the only industries in which AI use declined between 2024 and 2025.

Overall, AI adoption was higher and increased more among enterprises in service industries⁹ than among enterprises in manufacturing and other industrial industries¹⁰ between 2024 and 2025. As a technology, AI was not equally useful for all types of enterprises. Differences in AI adoption across industries may therefore be explained, at least in part, by the fact that AI was currently better

⁸ See appendix 1 for a complete list over industries and SNI codes

⁹ The service industries include all industries within SNI 45-95.1

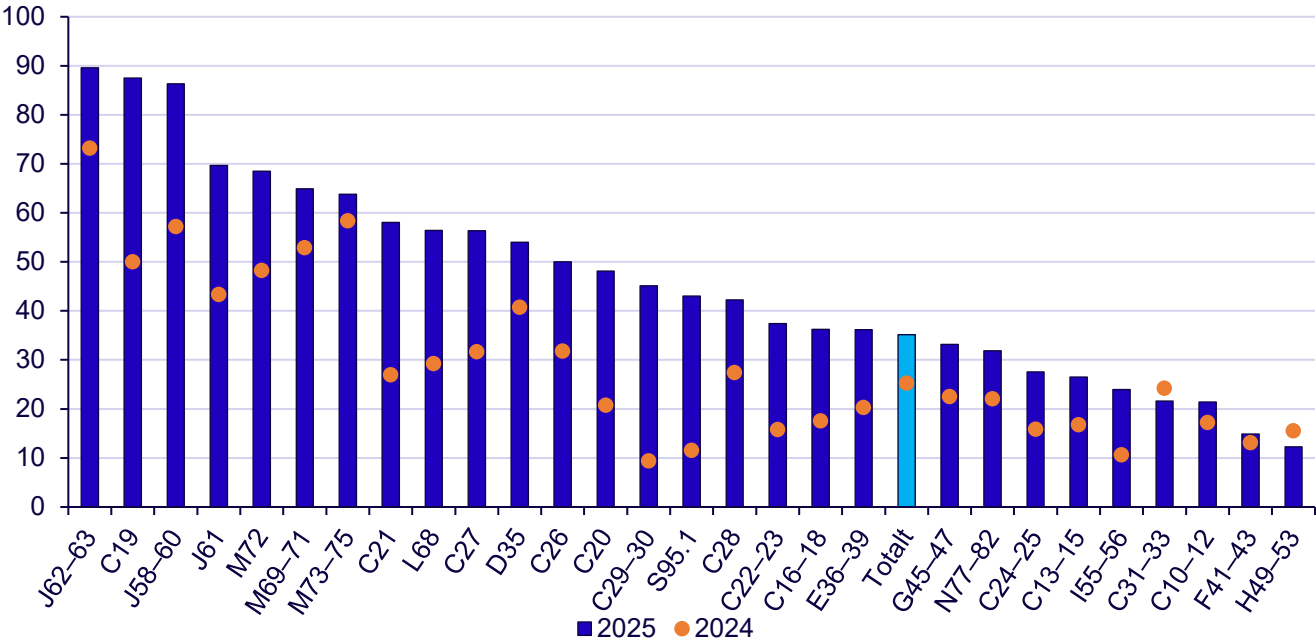
¹⁰ The manufacturing industries and other industrial industries includes all industries within SNI 10-43

suited to enterprises in service industries, which also tend to use the technology to a greater extent.

However, the lower level of AI adoption in industrial industries is only a general pattern, and industries such as Manufacture of coke and refined petroleum products (C19) and Manufacture of transport equipment (C29-30) deviate from this trend. In 2025, AI was used by 87.5 percent of enterprises in industry for Manufacture of coke and refined petroleum products (C19), making it the industry with the second-highest level of AI adoption that year. Among enterprises in industry Manufacture of transport equipment (C29-30), AI adoption increased from 9.4 percent in 2024 to 45.1 percent in 2025. This corresponds to a relative increase in AI adoption of 379 percent, and no other industry recorded a comparable increase during the period.

The use of AI varies considerably across industries

Figure 2. Enterprises using at least on AI-technology, by industry. Percentage of all enterprises, 2024-2025.



AI is often discussed as a technology with broad application, meaning that it is not limited to a single application but can be adapted to meet a wide range of needs. In 2025, the most common purpose of AI use among enterprises was marketing and sales, followed by business administrations processes and corporate management. The least common purpose during the year was logistics, with only 5.6 percent of enterprises using AI reporting this as an area of application. This is likely due mostly to the fact that relatively few enterprises engage in logistics on a scale where AI becomes a necessary tool, compared with areas such as business administration and management. Another possible explanation is that the AI technologies currently available on the commercial

market are better suited, or more cost-effective, for tasks related to marketing and administration than for logistics.

AI is rarely used for logistics operation

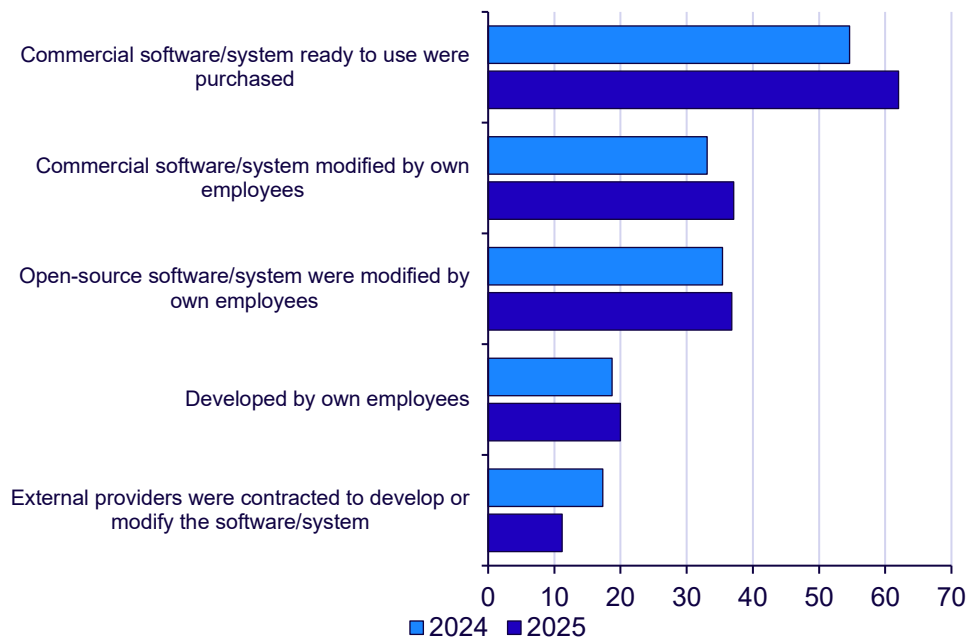
Figure 3. Purpose of AI use among enterprises. Share of enterprises using AI, 2025.



Swedish enterprises primarily acquired AI systems or AI solutions by purchasing ready to use software. In 2025, 62 percent of enterprises that used AI obtained their systems in this way, representing an increase of approximately 7 percentage points compared with 2024. Hiring an external provider to develop or modify AI systems was somewhat less common in relative terms in 2025, declining by 6 percentage points to 11 percent. However, this does not mean that fewer enterprises relied on external providers to develop or modify AI systems in 2025 than in 2024. Rather, the decline in relative terms reflects the fact that the total number of enterprises using AI grew at a faster rate between 2024 and 2025 than the number of enterprises acquiring AI through external development or modification services. As a result, this group decreased as a proportion of all enterprises that used AI.

Enterprises have continued to purchase ready to use AI systems to the greatest extent

Figure 4. Enterprises' method of acquisition of AI. Share of enterprises using AI, 2024–2025.



A total of 7 percent of enterprises in Sweden that were not using AI considered doing so but decided to not use it in 2025. The most common barrier to AI adoption was a lack of relevant expertise within the enterprise. Three out of four enterprises that considered but refrained from using AI identified this as a barrier in 2025. The barrier was most prevalent among medium-sized enterprises, with 82 percent citing it as a reason for not using AI. The corresponding shares among small and large enterprises were 73 percent and 69 percent, respectively, in 2025.

Nearly half (49 percent) of the enterprises that considered using AI but chose not to do so in 2025 perceived concerns related to data protection and privacy breaches as a barrier. A somewhat smaller share (44 percent) experienced difficulties in accessing the necessary data or found that the available data was of insufficient quality.

This suggests that the primary obstacles are structural prerequisites that are not yet in place within these enterprises. The appropriate expertise may need to be recruited, the legal conditions for AI use may need to be assessed, or data storage and data management practices may need to be reviewed before AI can be adopted. Only one in four enterprises that considered using AI but chose not to do so regarded high costs as a barrier. An equally large share (24 percent) refrained from adopting AI at least partly due to ethical considerations.

Few enterprises considered AI to be of limited usefulness to their business, and only 17 percent cited this as a reason for not using the technology. However,

these questions were answered only by enterprises that reported having considered using AI. It is therefore possible that this figure is an underestimate, as enterprise that reported not having considered AI may include business that do not perceive the technology as useful.

Lack of relevant expertise was the most common barrier to AI adoption

Figure 5. Barriers to AI adoption among enterprises. Share of enterprises that considered using AI, 2025.



Profiling of enterprises' AI use

Another perspective on AI use among enterprises can be obtained by dividing the business sector into what may be referred to as AI profilers. Based on the variables collected within the framework of the survey ICT usage in enterprises, SCB has developed seven distinct profiles that range from no AI use to broader AI adoption. These profiles describe the variation in enterprises' use of AI and group enterprises according to how they use AI, rather than the extent of their use or how sophisticated their use of the technology is. The profiles are a classification measure rather than a scale. They describe different combinations of two dimensions:

- Breadth of use (number of technologies and purposes)
- Method of acquisition (in-house developed solutions or ready-made /externally developed systems)

The profiles are defined to be comprehensive and mutually exclusive. In other words, all enterprises can be assigned to a profile, and there is no overlap between the profiles; no enterprise can belong to more than one profile. The profiles should not be interpreted as representing levels of development or maturity. In other words, there is no ranking among them; they simply represent different types of AI use.

The seven profiles can be described as follows:

1. **Enterprises not using AI**, for instance because they do not perceive any needs or have not considered the technology
2. **Enterprises not using AI and lacking the conditions** to do so
3. **Enterprises using AI but lack a defined purpose** with the use
4. **Enterprises with a narrower AI use** and that only uses ready-made AI systems and/or externally developed AI systems
5. **Enterprises with narrower AI use** and develops in-house AI solutions
6. **Enterprises with a broader AI use** and that only uses ready-made AI systems and/or externally developed AI systems.
7. **Enterprises with a broader AI use** and develops in-house AI solutions

The two first profiles refer to enterprises not using AI, either because they do not perceive any needs or have not considered the technology (**profile 1**), or because they lack the conditions to use it (**profile 2**).

Profile 3 refers to enterprises that report using one or more AI technologies but do not report any specific purpose for their use. These enterprises are likely in an

initial testing or exploratory phase, where the use of AI has not been linked to a defined purpose.

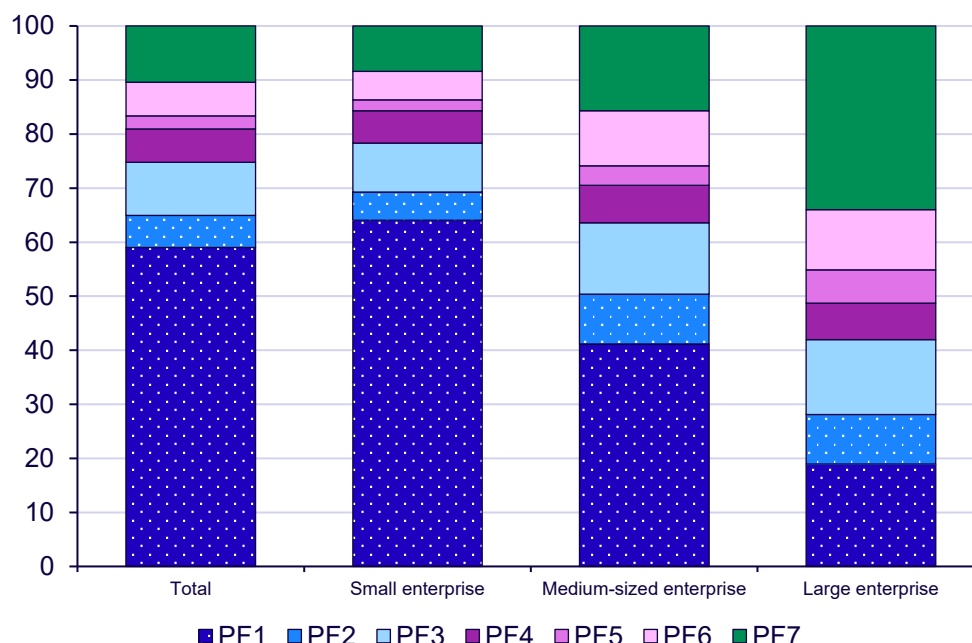
Profiles 4–7 includes enterprises using at least one AI technology for at least one defined purpose. **Profiles 4 and 5** consist of enterprises with narrow AI use, in this context, narrow use is defined as the use of no more than two different AI technologies or no more than two different purposes. In other words, enterprises may have either two technologies or two purposes, but not both. The difference between the profiles lies in how they acquired their AI solutions. **Profile 4** is made up by enterprises that only use ready-use solutions and/or hired an external developer, while **profile 5** is made up by enterprises whose own employees have modified existing AI solution or developed entirely proprietary AI systems for the enterprise. The same distinction in terms of acquisition methods also separates **profile 6** and **7** from each other. These profiles, however, refer to enterprises with a broader use of AI, defined as a combined use of AI technologies and purposes corresponding to at least four units. The combination may vary, for example one technology and three purposes, two technologies and two purposes, or three technologies and one purpose and is therefore not restricted to any specific distribution.

AI profiles by size class and industry

During 2025, a majority of the enterprises belonged to **profile 1** (59 percent), while 6 percent belonged to **profile 2**. Of the remaining profiles, **profile 3** and **7** were the biggest group with 10 percent respectively. Enterprises with a narrower AI use also more often acquired ready-made AI solutions or relied on external providers for development, while enterprises with a broader AI use more often developed their own solution in-house.

Large enterprises have a larger share with broader AI use.

Figure 6. AI profiles, by enterprise size. Share of all enterprises, 2025.



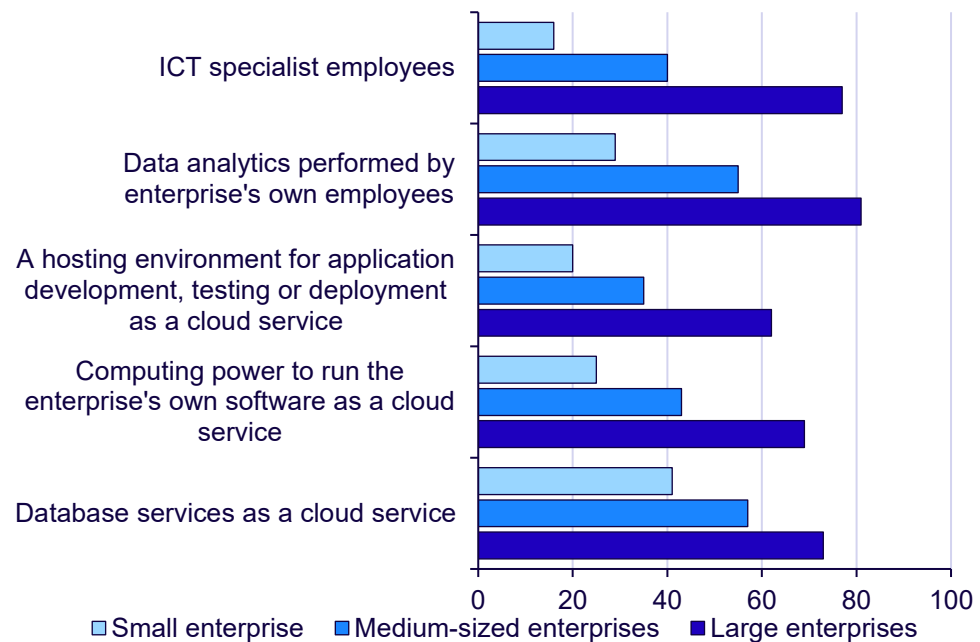
Large differences in the distribution between the profiles appears when the enterprises are grouped by size. The share of enterprises in **profile 1** varied between 64 percent among small enterprises to 41 and 19 percent among medium-sized and large enterprises, respectively. **Profiles 2, 3 and 4** represented equal shares among both medium-sized and large enterprises while the share of enterprises in **profile 7** was more than twice as high among large enterprises (34 percent), compared with medium-sized enterprises, where the corresponding share was 16 percent.

The fact that the group of enterprises that have a broader AI use and who develop their own AI solutions is largest among large enterprises, is likely explained by the greater resources available to these enterprises. One indication of this is that it is more commonplace among large enterprises to employ ICT specialists, whose expertise can be essential for developing AI solutions internally. In 2024, 77 percent of the large enterprises employed ICT specialists, compared with 40 percent among medium-sized enterprises and 16 percent among small enterprises. It is also more common among large enterprises to conduct data analysis in-house which, like AI, presupposes that enterprises have large datasets available in a structured way. Even for different types of cloud services that may enable the use and develop of AI solutions, the prevalence is greater among larger enterprises. This applies, for example, to hosting environments for application development, testing, or distribution, as well as computing power for running the enterprise's own software. The availability for this type of resource does not necessarily create the right prerequisites to be able to use or develop AI but may give an indication about the difference in

capacity between small and large enterprises. This may, in turn, partly explain the differences in AI use between these groups of enterprises.

Large enterprises tend to have more resources that can enable AI use

Figure 7. Enterprises that consumed cloud computing services by type of service and enterprises whose employees performed data analysis in 2025. Enterprises with ICT specialist employees in 2024. Share of total enterprises.



Just as the distribution across AI profiles differs between enterprises of varying sizes, differences can also be observed when the business sector is broken down by industry¹¹. The industry groups with the largest share of enterprises with a broader AI use and in-house AI development (**profile 7**) was Telecommunications, Computer programming, consulting, computing infrastructure and other information service activities (J61-63), at 47 percent and Publishing, broadcasting, and content production and distribution activities (J58-60) at 33 percent in 2025. The fact that not all industries are included in figure 8 is due to the information about the distribution of all seven profiles can not be published due to reasons of confidentiality.

The share of enterprises with a narrower use of AI that develops in-house AI solutions (**profile 5**) and enterprises with broader AI use and that use only ready-made AI systems or AI solutions developed by external providers (**profile 6**) accounted for, in most cases, less than 10 percent each. Scientific research and development (M72) was the industry group with the highest share of enterprises

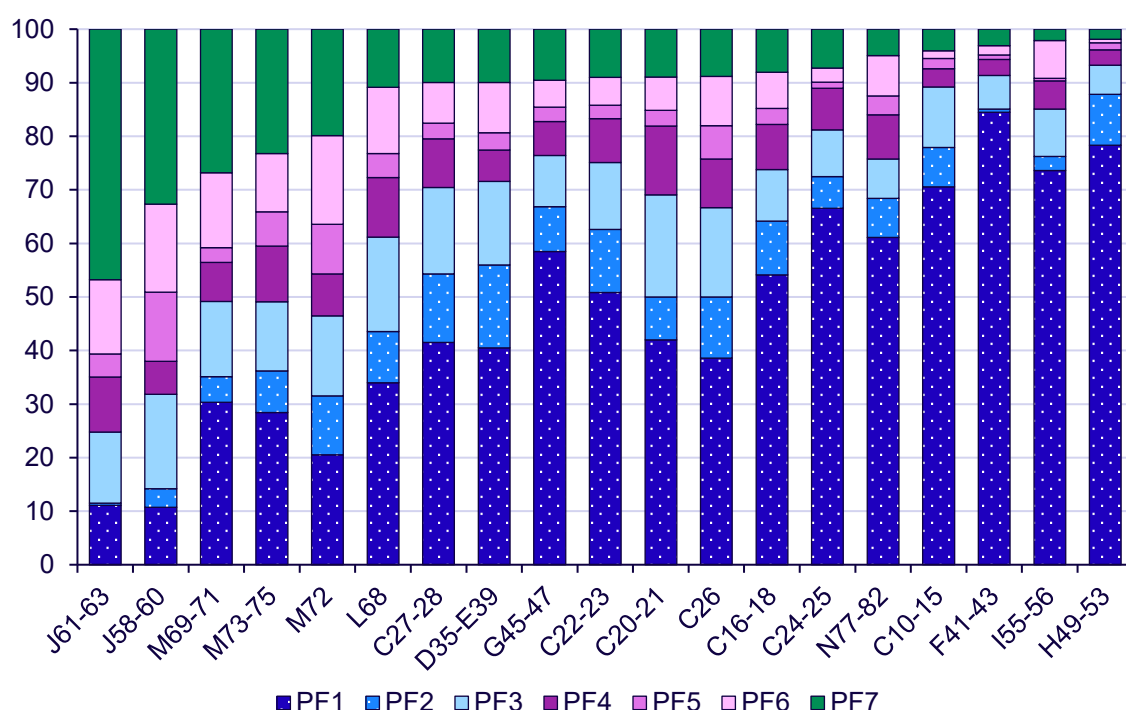
¹¹ The industry classification follows the Swedish Standard Industrial Classification (SNI) 2007. For further information, see the Statistics Sweden (SCB) website: [Swedish Standard Industrial Classification \(SNI\)](https://www.scb.se/en/standard-industrial-classification-sni)

in **profile 6**, at 17 percent, while Publishing, broadcasting, and content production and distribution activities (J58-60) was the industry group with the highest share of enterprises in **profile 5**, at 13 percent.

In the industry group Manufacture of chemicals and chemical products and of basic pharmaceutical products and pharmaceutical preparations (C20-21) nearly one in five enterprises used AI without having any stated purpose (**profile 3**) in 2025. The share of enterprises in **profile 3** varies across industry groups, from 6 to 19 percent. The average share of enterprises across published industries in **profile 3** is 12.5 percent.

The broadest use of AI is found in telecommunication, IT and information services (J61-63)

Figure 8. AI-profiles, by enterprises' industry. Share of all enterprises, 2025.



Comments: The industries C19, C29-30, C31-33 and S95.1 are not shown due to reasons of confidentiality. Following industries are grouped due to reasons of confidentiality: C10-12 and C13-15, C20 and C21, C27 and C28, D35 and E36-39, J61 and J62-63.

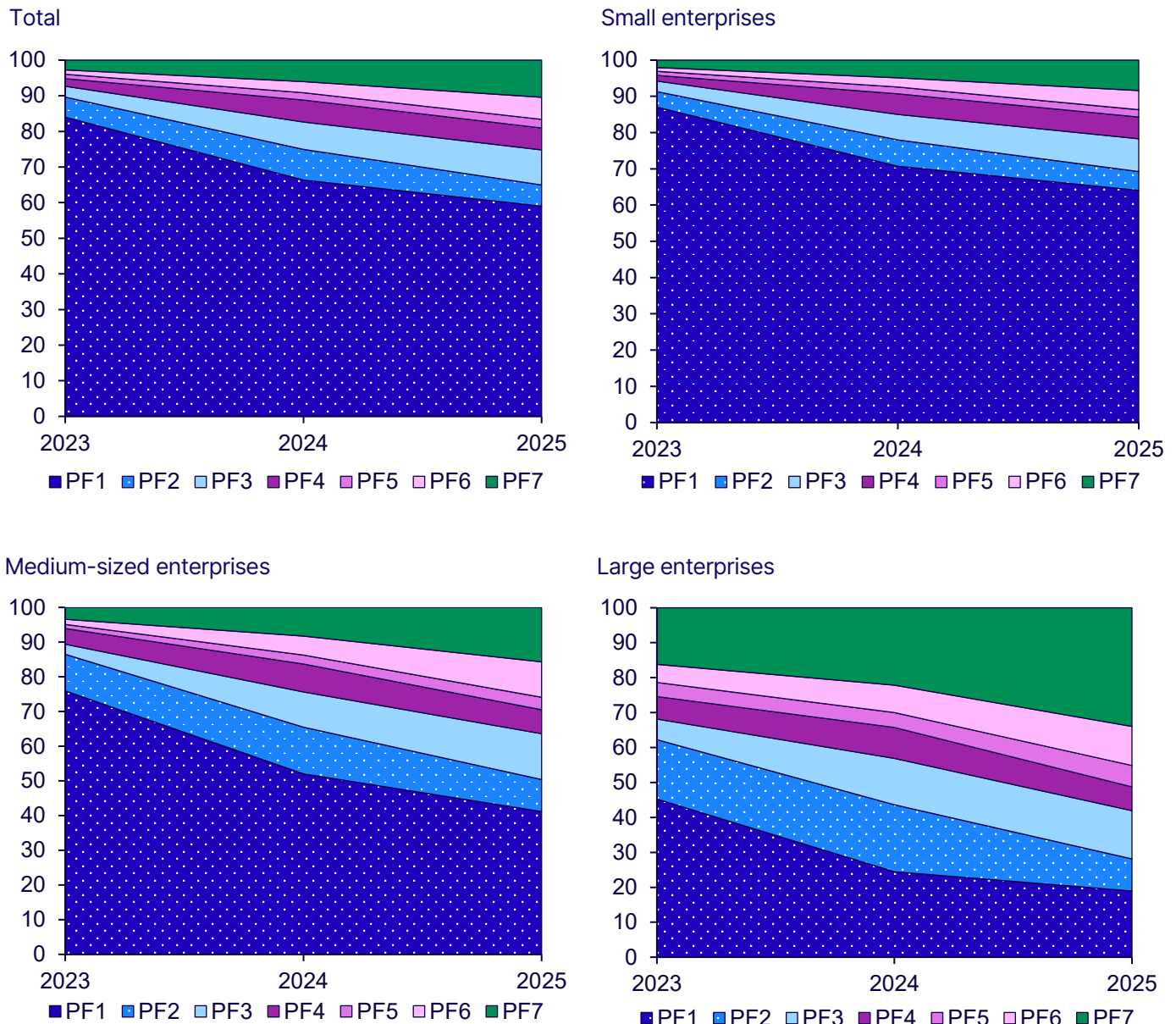
AI profiles over time

A clear transition has occurred between the different AI profiles over time. The share of enterprises that do not use AI, either because they do not perceive a need for the technology or because they have not yet considered adopting it, has decreased from 84 percent of all enterprises in 2023 to 59 percent in 2025. At the same time, all other profiles have increased their shares. The share of enterprises in **profile 7** has increased from 3 percent to 10 percent from 2023 to 2025. In addition, the increase is similar in **profile 3**, from 3 to 10 percent during the same period. Enterprises with narrow AI use that develops their own AI

solution (**profile 5**) was the smallest group in 2025 and has remained at roughly the same relative size throughout all three years, at between 1 and 2 percent. The share of enterprises that have not used AI because they have lacked the necessary prerequisites (**profile 2**) increased from 6 to 9 percent between 2023 and 2024 before returning to 6 percent in 2025.

The share of enterprises with a broader AI use that develops their own AI solutions increases over time.

Figure 9. AI-profiles, by enterprises size. Share of all enterprises, 2023–2025.



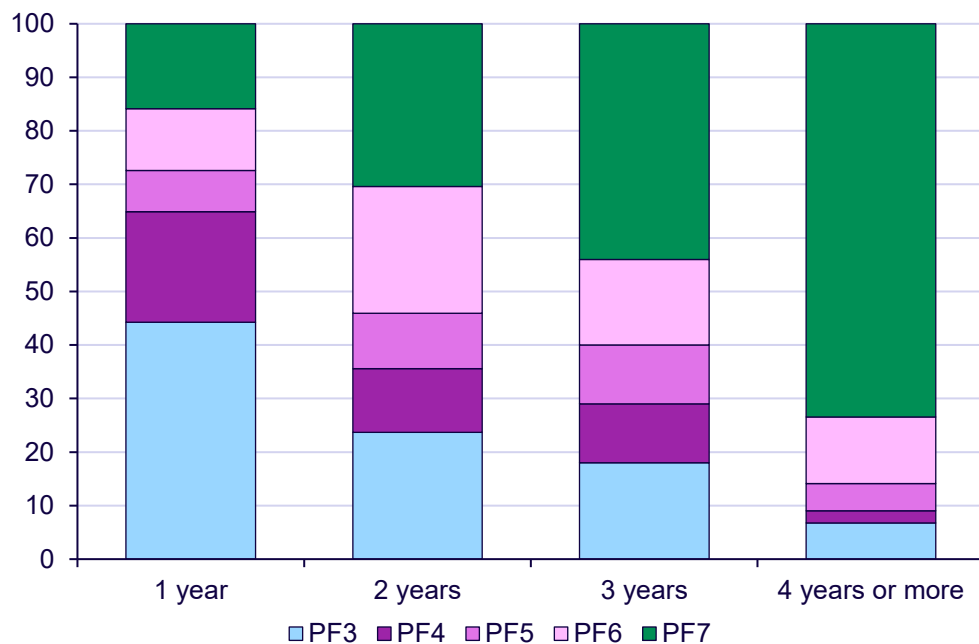
The trend follows a similar pattern throughout the period regardless of the enterprise's size. However, both the levels and the magnitude of the changes differ across the various size categories. Across all size categories, the largest

relative increase was observed in **profile 6**. The number of enterprises belonging to this group more than quintupled among small and medium-sized enterprises. Among large enterprises, the profile increased by 117 percent over the period 2023–2025.

The fact that an increasing number of enterprises are found in groups with broader AI use can partly be explained by growing experience with the technology, but also by the fact that enterprises continue to use AI after its initial implementation. As shown by figure 1 the increased use of AI took off between 2023 and 2024. Thereafter, an increasing number of enterprises used AI for several years. By looking at the enterprises included in all ICT usage in enterprises survey rounds for the reference years 2021, 2023, 2024 and 2025 when questions about AI use were asked, it is possible to track how increased experience of using AI coincides with the different AI profiles. Among the enterprises that used AI during all periods (4 years or more) were 73 percent part of the group with broader AI use that develops their own AI solutions (**profile 7**) in 2025. The corresponding figure among enterprises that began using AI in 2025 was 16 percent.

Enterprises with longer experience in AI tend to use AI more broadly

Figure 10. AI profiles, by number of years of AI use. Share of enterprises that responded to the survey in all reference years when AI use was examined, 2025.



Comment: The results in the figure are based on unweighted data and therefore only reflect the enterprises that responded to the survey, rather than the enterprise population as a whole. Large enterprises are overrepresented in the data because a census is carried out for all enterprises with 200 or more employees. The pattern can therefore differ from how the distribution would be if the results were weighted by enterprise size.

Among enterprises that used AI for the first time in 2025, the largest share instead consisted of enterprises that used AI without having a clearly defined purpose for its use (**profile 3**), accounting for 44 percent. The share of enterprises that used AI without having a clearly defined purpose gradually decreases the longer the enterprise has used AI. This may partly support the interpretation that this profile consists of enterprises that are in a testing phase, having introduced AI to evaluate its usefulness for their operations. However, 7 percent of the enterprises that used AI during all measurement periods belong to **profile 3**. In these cases, it cannot be excluded that the responses reflect uncertainty on the part of the individual completing the survey, or that information regarding specific areas of AI use was unavailable at the time of response.

In-depth results regarding AI in enterprises

In addition to the information collected regarding enterprises AI use in ICT usage in enterprises, SCB has through for instance the Statistical Business Register and the Swedish Occupational Register, access to comprehensive information about enterprises' operations and staff. By connecting these data sources to the information about AI use, a deeper view can be created about the enterprises using the technology.

Regional AI use

When it comes to where in the country AI tended to be used, enterprises in the Stockholm region and West Sweden were at the forefront in 2025, while North-Central Sweden as well as Central Norrland had the lowest levels.

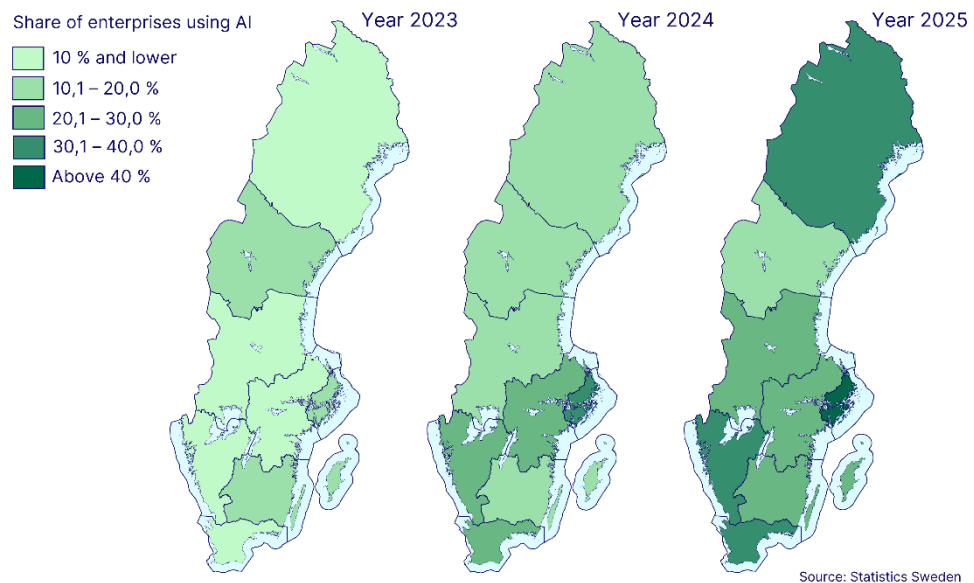
That regions such as Stockholm region and West Sweden, including Gothenburg, recorded the highest share of AI use among enterprises is not particularly surprising. As metropolitan regions, they are characterized by a concentration of competence and capital, both of which are factors that helps adoption of a new technology like AI. This is also where service enterprises tend to operate and as figure 2 showed earlier, the enterprises within the service industries used AI to a greater extent. The enterprise in metropolitan regions tends also to be larger in terms of number of employees, which also correlates with AI use.

However, Upper Norrland stood out with an AI use in 2025 at 31.5 percent, making the region the one with the third highest share of AI use among enterprises.

Stockholm has had the highest use of AI throughout the period and the gap to other regions has increased over time. Småland and the islands had the second highest share in 2023 but subsequently fell behind as adoption increased more rapidly in other regions.

Enterprises in Stockholm and western Sweden have had the highest AI use

Figure 11. Enterprise who used at least one AI technology, by NUTS2-region. Share of total enterprises, 2023–2025.



Comment: See Appendix 2 for a detailed table of the results that are illustrated in the figure

As mentioned above, enterprises in metropolitan regions tended to use AI more than those operating in less densely populated regions. Based on the municipality in which the enterprise is located, makes it possible to analyse differences in AI use between urban and rural areas in more detail¹². Figure 12 shows the share of AI use among enterprises in urban and rural areas between 2021–2025.

The gap in AI use has increased in both absolute and relative terms during the periods. In 2021, 10.4 percent of the enterprises in urban areas used AI compared with the rural areas where the AI use were 6.6 percent. By 2025, this relationship had evolved to 37.5 percent and 22.2 percent in urban and rural areas, respectively. Thus, it had become approximately 3.6 times more common to use AI in urban areas, while it had become 3.4 times more common in rural areas,

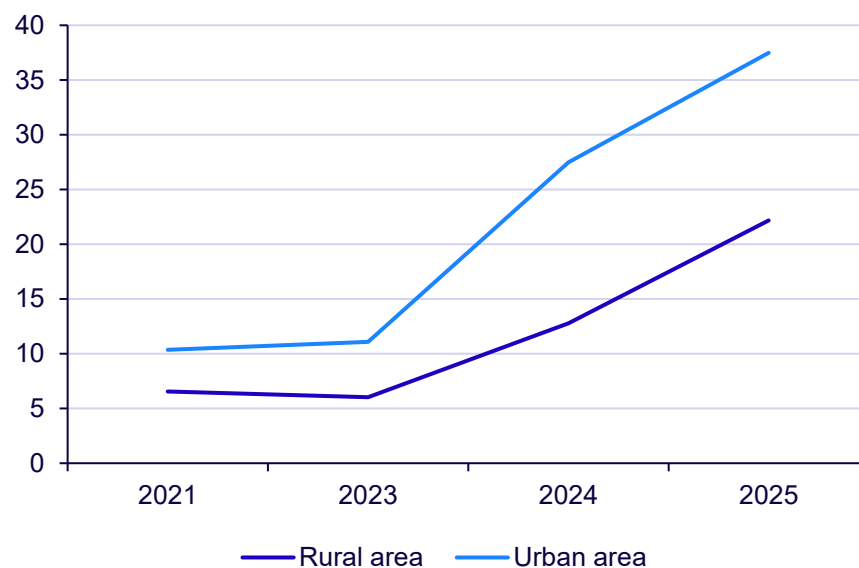
¹² The distinction between urban and rural areas is based on Eurostat's **Degree of urbanization (DEGURBA)**, which is a standardised classification of areas by urbanity, based on population density and the geographical distribution of the population. It divides areas into cities, intermediate areas and rural areas to enable comparable statistics across the EU. In this report, urban areas are defined as cities or intermediate areas, while rural areas are defined as rural areas.

even though enterprises in rural areas started from a lower level of AI adoption than those in urban areas.

The statistics related to enterprises' geographical location are associated with a certain degree of uncertainty and should therefore be interpreted with caution. The statistics in ICT usage in enterprises are produced on the level of the statistical enterprise unit, which consists of the smallest combination of legal entities, which can collectively be considered represent an independent entity. Many enterprises operate across different parts of the country while maintaining their headquarters in a metropolitan region. Since the headquarters constitutes the dominant unit within the enterprise, the statistics are reported according to the location of the headquarters, even when the relevant business activities are carried out elsewhere. Geographic statistics of this kind should therefore be interpreted with some caution, as they may be affected by a so-called "headquarters effect".

AI use is on a higher level and increase more rapidly in urban areas.

Figure 12. Enterprises that used at least one AI technology, by urban/rural municipality. Share of total enterprises, 2024–2025.



Employees' impact on AI use

At Statistics Sweden, there are also statistics about the employed population in the Occupational Register. The statistics aims to highlight the distribution of the population across different professional groups and highlight the occupational development within different industries and sectors of society. In the Occupational Register there are also information about primary workplace. This makes it possible to connect information to the employees at the enterprises included in the survey ICT usage in enterprises and be used to better characterize which enterprises uses AI or not. Data regarding the distribution by

the sex of employees, country of birth and level of education for 2023 and 2024 have been used in this report.

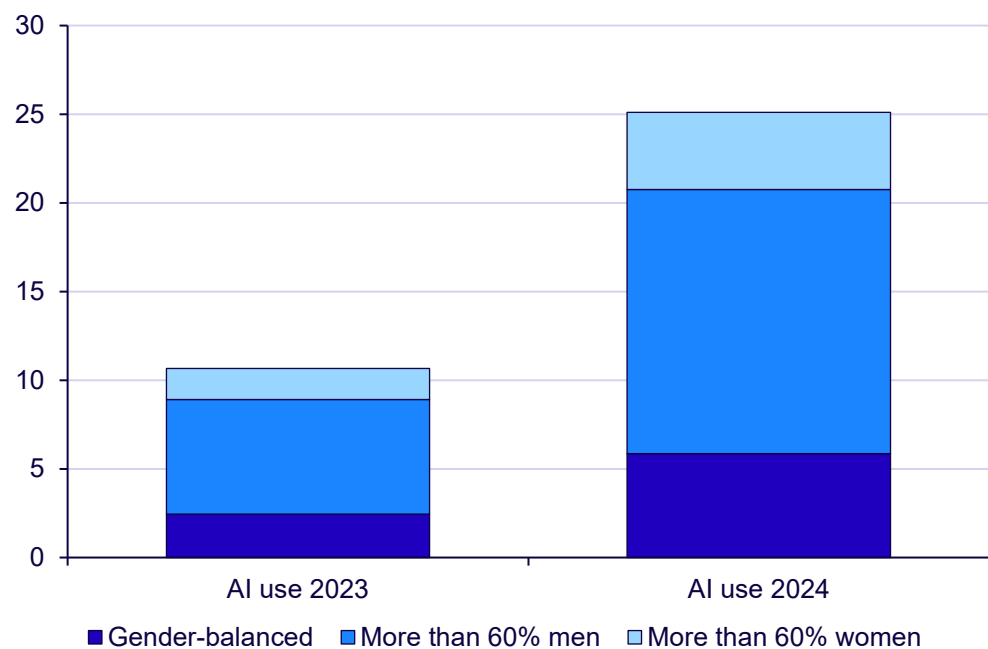
An enterprise can be considered gender-balanced if the shares of men and women are between 40 and 60 percent¹³. Among the enterprises that used AI in 2023 and 2024, a majority were not gender-balanced according to this measure.

Of the slightly 10.5 percent enterprises that used AI in 2023, over 60.5 percent was predominantly male dominated. Only 23.0 percent of AI-using enterprises had a gender-balanced workforce. This relationship remained in 2024, and the male dominated enterprises accounted for more than half of all enterprises that used AI during the year.

AI use is strongly linked to the enterprises' industry classification and industries such as the ICT sector¹⁴ are largely using AI as shown in figure 2. Men have traditionally been strongly overrepresented in ICT occupations, which may partly explain why the majority of the enterprises using AI are male dominated.

A majority of the enterprises that used AI were predominantly men

Figure 13. Enterprises that used at least one AI technology, by sex. Share of total enterprises, 2023–2024.



Also, the results above are likely affected by the fact that the industries included in the survey may not fully capture the areas in which women are more likely to be employed. Women tend to be overrepresented in healthcare and education

¹³ På tal om kvinnor och män

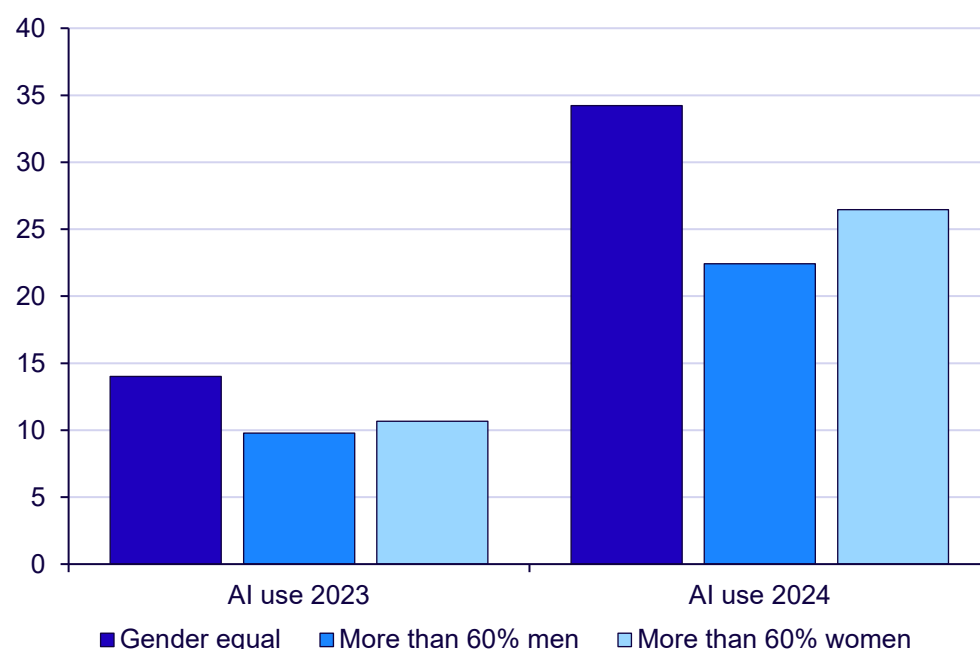
¹⁴ IKT-sektorn enligt SNI 2007: 26.1–26.4, 26.8, 46.5, 58.2, 61–62, 63.1, 95.1

and in 2024, assistant nurses in home care services, home healthcare and nursing homes were the most common profession both overall and among women¹⁵. The healthcare and social care sector are not included in the survey ICT usage in enterprises which indicates that these parts of the business sector where women are overrepresented are not covered. This can lead to male dominated enterprises being overrepresented and constitute a larger portion of all AI-using enterprises overall.

A fairer measure on AI use can therefore be to use the relative AI use within the three different types of enterprises. When this measure is applied, the relationship changes. The share of enterprises using AI were highest among the gender equal enterprises both in 2023 and 2024. Enterprises with a predominantly male workforce were, according to this measure, the least likely to have used AI both year and the enterprises with a predominantly female workforce were somewhat more likely to have used an AI technology.

Gender equal enterprises used AI to a greater extent

Figure 14. Enterprises that used at least one AI technology, by sex. The share of enterprises within each gender distribution category, 2023-2024.



The employees' background also appears to play a role in whether the enterprises use AI. Figure 15 shows the share of enterprises using AI in 2024 by enterprise size as well as the share of employees born in Sweden. The enterprises with higher share of employees born in Sweden used AI to a greater extent in all enterprise sizes. Among large enterprises where three-quarters of

¹⁵ [Ojämn könsfördelning i de flesta stora yrkena](#)

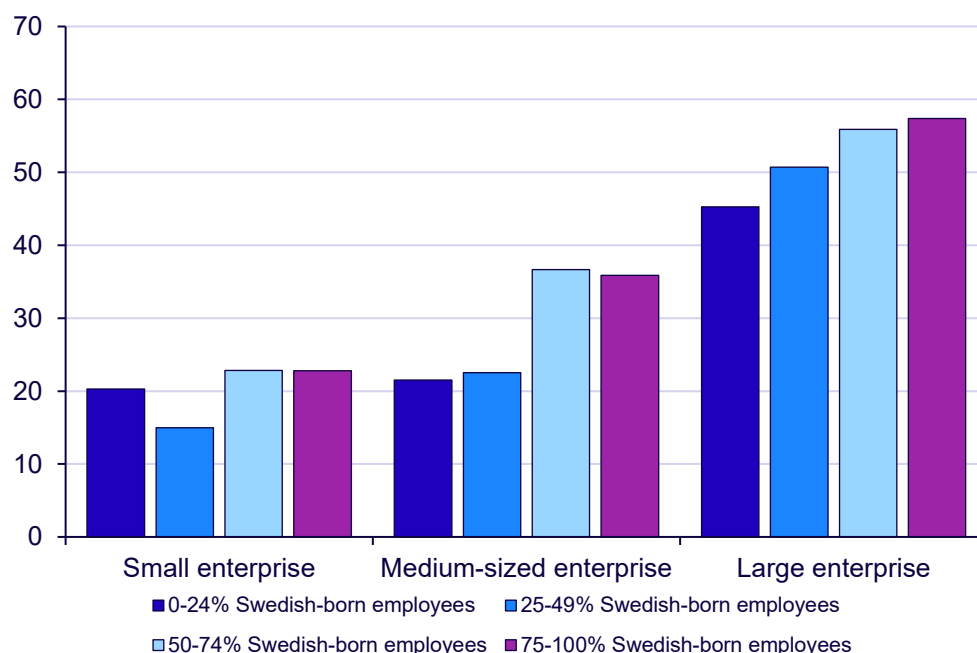
the workforce were born in Sweden, the AI use was 12.1 percentage points higher than in enterprises with less than one-quarter employees born in Sweden. The medium-sized enterprises showed a similar relationship, while only small differences were observed among small enterprises.

The employees' background thus seems to play a role for AI use among enterprises with more employees. However, the effect of the enterprises' size was a more important determinant of whether the enterprise used AI or not. Among the large enterprises with less than one-quarter Swedish-born employees, which was the group among large enterprises with lowest AI use in 2024, 45.3 percent still used the technology. This was a higher proportion than in any other group of enterprises among the medium-sized and small enterprises.

As mentioned, the country of birth played the least influence among the small enterprises. The differences between the group of enterprises with lowest share of AI use (25–49 percent Swedish-born employees), and the group with the highest share of AI use (50–74 percent Swedish-born employees), were around 7.8 percentage points. Among the medium-sized and large enterprises, respectively, the corresponding difference between enterprises with the lowest and highest share of AI use – 15.2 percentage points and 12.1 percentage points, respectively.

The employees' country background has the least impact on AI use among small enterprises

Figure 15. Enterprises that used at least one AI-technology, by employees' country background and enterprise's size. Share of all enterprises, 2024.



The adoption of and development of new work practices linked to emerging technologies are competence intensive processes. They require employees who can engage with the new technology and experiment with new ways of working.

Among enterprises where more than 50 percent of the employees had studied at university, 21.9 percent used AI in 2023. The corresponding share for enterprises where less than 50 percent of the employees have studied at university were 6.7 percent. The AI use in both groups increased in 2024, but the enterprises with a higher share of university educated employees had increased their AI use to 52.2 percent, while the enterprises with lower share of university educated employees increased to 15.7 percent. This can be compared with the overall figure for the year, which stood at 25.3 percent.

A larger share of highly educated employees increases AI use

Table 1. Enterprises that used at least one AI technology, by employees' level of education. Share of all enterprises, 2023–2024.

	2023		2024	
	Majority university educated employees	Minority university educated employees	Majority university educated employees	Minority university educated employees
AI use	21.9	6.7	52.2	15.7
No AI use	78.1	93.3	47.8	84.3

That enterprises with a more educated workforce use more AI can, as noted, be explained by the introduction of new technologies such as AI require a lot of resources in terms of competence. Another explanation could be that AI is more useful and easier to use in the business operations among these types of enterprises. Enterprises with a higher share of university-educated employees are strongly overrepresented in the service sector. In this sector generative AI which can be seen as easier to use than other AI technologies, is more applicable than in the industrial sectors.

A prerequisite for enterprises that do not currently use AI to start doing so is that they begin to explore the possibilities of the technology. Among enterprises where only a minority of employees had a higher education degree, relatively few did so during 2023 and 2024. In 2024, only 11.5 percent of these enterprises had considered using AI, compared with 30 percent of the enterprises where a majority had a higher education degree. This indicates that enterprises with a lower share of employees holding higher education degrees will continue to use AI to a lesser extent, at least partly because they simply have not explored the possibilities of the technology to the same extent.

Enterprises with a majority university-education employees have to a greater extent considered to use AI

Table 2. Enterprises that considered to use AI, by employees' level of education. Share of enterprises that did not use AI, 2023–2024.

	2023		2024	
	Majority university-educated employees	Minority university-educated employees	Majority university-educated employees	Minority university-educated employees
Considered using AI	18.3	5.3	30.0	11.5
Considered not using AI	81.7	94.7	70.0	88.5

Alternative measure of AI in Sweden

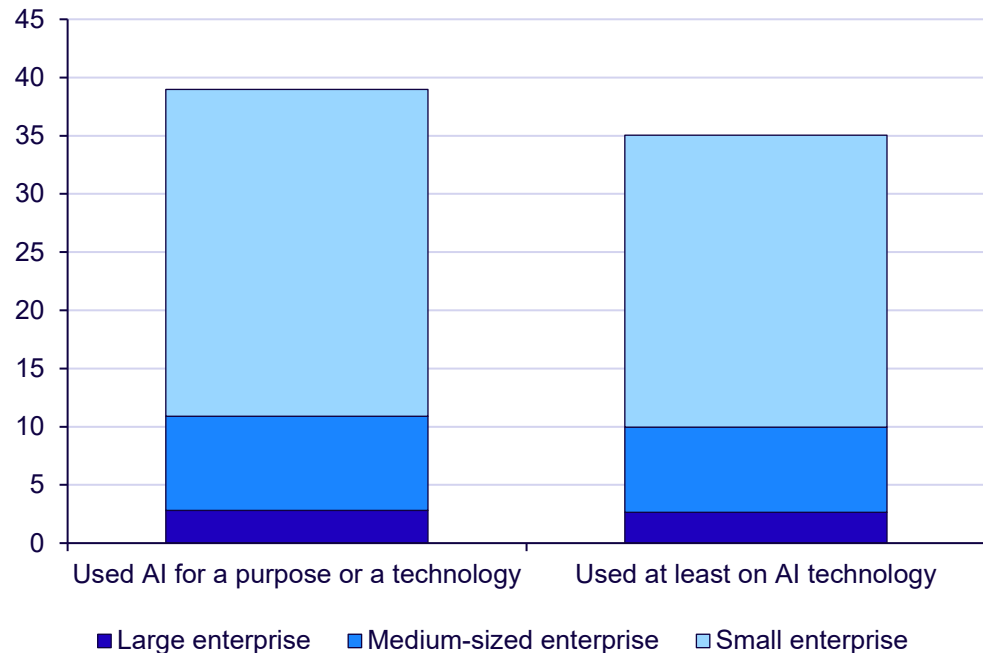
An alternative measure of AI use can be derived by also including the purposes that enterprises report for using AI. In the statistics, the AI use is defined as the use of at least one AI technology. For reference year 2025 all enterprises for the first time, were asked to provide information on both which technologies they used and what purposes they had with their AI use. Previously, the enterprises that reported not using any AI technology did not answer the question regarding purpose.

If AI use instead is defined as the enterprise either using at least one technology or having at least one stated purpose, the share would be at 39 percent year 2025. Meaning AI use would be four percentage points higher than according to the current definition. This is because 4 percent of enterprises reported that they used AI for at least one purpose, but at the same time answered "No" for every response option in the question regarding AI technologies.

Among these 4 percent that stated at least one purpose but no technology, 75 percent were small enterprises. A likely explanation for this is that the respondent of the survey is not aware of which technology or technologies underly the AI services or systems used. It may also be that AI functions are built-in in other systems, for instance business systems or cloud services, where the AI component is not visible for the user. Some enterprises could further have used AI to a limited extent or in a trial phase and therefore answered a purpose but refrained from highlight a specific technology.

Small enterprises drive the difference in AI use depending on the definition used

Figure 16. Differences in the share of enterprises that used AI, by definition and size class. Share of all enterprises, 2025.



The relationship between AI use, innovation and R&D

In Sweden's AI-strategy¹⁶, that the government presented at the beginning of 2026, AI's potential to enhance enterprises' competitiveness, innovation capacity and R&D was highlighted. In the strategy it is noted that *"...Sweden continues to be one of the world's leading countries in research and innovation, as well as a leading knowledge-based nation. Advanced applications are being developed by technology-intensive enterprises, which are also pushing the frontier of knowledge in the field of AI forward."*

In this section, data are combined from the surveys ICT usage in enterprises, Community Innovation Survey and Research and development in the business enterprise sector to analyse the relationship between AI use, innovation capacity and R&D activities. Figure 17 shows the reference periods used and how the

¹⁶ [Sveriges AI-strategi](#)

surveys, which partly covers different but overlapping time periods, relates to each other.

Figure 17. Reference periods by survey.

2020	2021	2022	2023	2024	2025
	ICT usage in enterprises 2021		ICT usage in enterprises 2023	ICT usage in enterprises 2024	ICT usage in enterprises 2025
	Research and development in the business enterprise sector 2021		Research and development in the business enterprise sector 2023		
Community Innovation Survey 2020–2022			Community Innovation Survey 2022–2024		

To combine data from different surveys, that have been collected in different time periods and often with different sample design, is it necessary to do some delimitation in the analysis. It is therefore limited to the enterprises that are included in all surveys during the current period and should therefore not be generalized to the business sector, as in the other parts of the report.

The purpose with the analysis is to provide an indication of the relationship between R&D, innovation and the use of AI. Since enterprises with at least 200 employees are surveyed in all three surveys, large enterprises and, to some extent, medium-sized enterprises are overrepresented in the analysis compared with the broader business population.

AI use and innovation

Generally, the share of innovative enterprises was higher among enterprises that used AI. Of the enterprises that used AI in 2023, 80.5 percent were innovative during the period 2022–2024, compared with 64.2 percent among enterprises that did not use AI. The same pattern is replicated when AI use in 2021 is compared with innovation activities during 2020–2022.

Higher share of innovative enterprises among AI users

Table 3. Innovative enterprises, by use of AI. Share of enterprises that answered the surveys Community Innovation Survey 2020–2022 and ICT usage in enterprises 2021 and Community Innovation Survey 2022–2024 and ICT usage in enterprises 2023.

		Used AI	Did not use AI
2020–2022	Innovative	79.4	60.3
2022–2024	Innovative	80.5	64.2

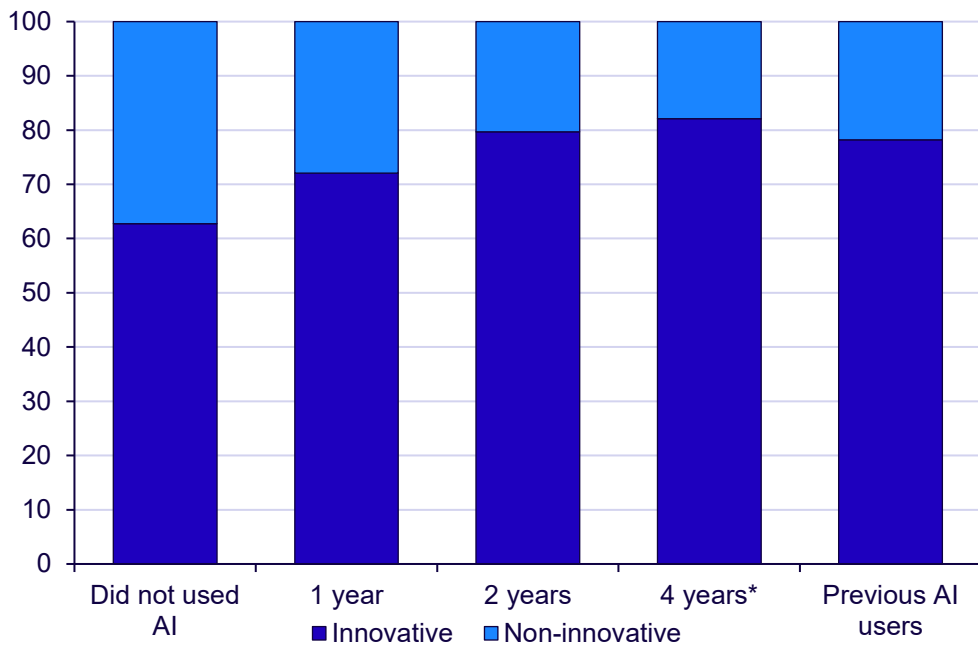
Comment: The result in the table is based on unweighted data and reflects therefore only the enterprises that have answered, not the population as a whole.

By analyzing the enterprises that were included in Community Innovation Survey 2022–2024 and ICT usage in enterprises for the reference years 2021, 2023 and 2024, is it possible to gain an understanding of the relationship between the

accrued experience of using AI over time and innovation. Generally, the share of innovative enterprises was higher among enterprises with a longer experience of using AI. The highest share of innovative enterprises was found among those that had used AI continuously in all three years, followed by enterprises that used AI in 2024 and 2023. The lowest share was found among those that did not use AI during any of the years examined.

At the same time, the share of innovative enterprises was relatively high even among enterprises that used AI previously but did not use it in 2024. This suggests that continuous AI use does not necessarily increase the enterprises' ability to introduce innovations. Rather, what may be captured is the enterprises' general ability to test and apply new technologies and ways of working, which, in turn, contributes to a higher capacity for innovation.

Higher share of innovative enterprises among enterprises with longer experience of using AI
Figure 18. Innovative enterprises by number of years of coherent AI use. Share of enterprises that participated in ICT usage in enterprises 2021–2024 and Community Innovation Survey 2022–2024.



Comment: *Data for AI use year 2022 are not available. The results in the figure are based on unweighted data and therefore only reflects the enterprises that answered¹⁷, not the population as a whole.

In similarity to the fact that the innovation rate is higher among AI users, the AI use is also more common among innovative enterprises. Among enterprises that were innovative during the period 2022–2024, 61 percent used AI in 2025,

¹⁷ Enterprises that submitted responses to all four surveys: Community Innovation Survey 2022–2024, ICT usage in enterprises 2021, ICT usage in enterprises 2023 and ICT usage in enterprises 2024.

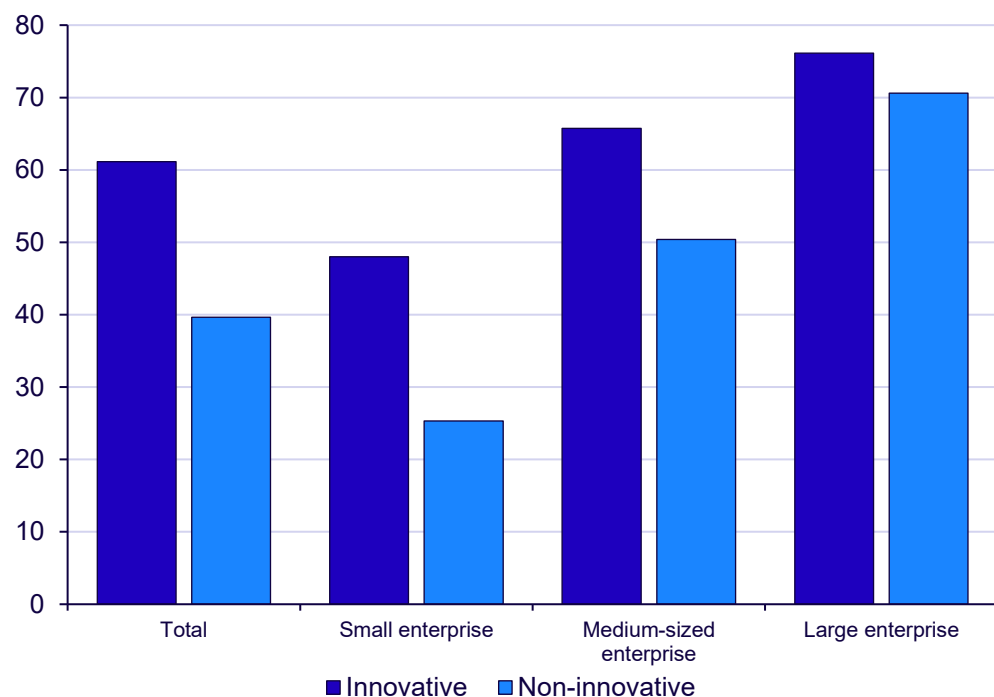
compared with 40 percent among the non-innovative, which is a difference of 21 percentage points.

The difference was larger among small enterprises. Among small enterprises the difference was 23 percentage points, while it was 16 percentage points among medium-sized enterprises and 5 percentage points among large enterprises. That the difference is smaller in the larger size classes can partly be explained by the fact that both the innovation rate and AI use are already high within these groups.

When it comes to the relationship between AI use and innovation there is likely a reciprocation effect. Innovative enterprises often have better conditions for rapidly and effectively adopting new technologies, which may make them more inclined to use AI. At the same time, AI technologies can be used to improve efficiency and enable innovation. In some cases, the introduction of AI may itself also be regarded as an innovation.

A higher share of innovative enterprises that use AI compared with non-innovative enterprises

Figure 19. The enterprises that used at least one AI-technology, by innovation status and class sizes. Share of enterprises that responded Community Innovation Survey 2022-2024 and ICT usage in enterprises 2025.



Comment: The results in the figure are based on unweighted data and therefore only reflects the enterprises that answered, not the population as a whole.

Since 2023, the survey respondents have been able to indicate R&D and innovation activities as one of their purposes for AI use. The share of enterprises

that use the technologies for this purpose remained around 21 percent between 2023 and 2025. This information makes it possible to distinguish between:

1. Innovative enterprises that did not use AI
2. Innovative enterprises that used AI, but not for R&D or innovation activities
3. Innovative enterprises that used AI for R&D and innovation activities

This division enables a clearer analysis of the relationship between AI use and innovation. Table 4 below shows the distribution of expenditure for innovation activities among these three types of enterprises broken down by enterprise size.

Innovative enterprises that used AI for R&D or innovation activities were overrepresented in the total innovation expenditures. Although relatively few enterprises used AI for this purpose, these enterprises accounted for 56.5 percent of all innovation expenditures in 2024.

This result is largely driven by the large enterprises. Among these enterprises, those that used AI for this purpose accounted for 61.1 percent of all innovation expenditure. The same distribution for the small and medium-sized enterprises were 19.1 percent and 24.3 percent, respectively.

Innovative enterprises that did not use AI accounted for slightly over 50 percent of the innovation expenditure within the group small and medium-sized enterprises. Overall, however, their contribution was limited and amounted to only 12.8 percent of the total innovation expenditures among innovative enterprises during the year.

Innovation expenditures are concentrated to a few large enterprises that used AI for R&D or innovation activities

Table 4. Expenditures for innovation activities in 2024, by enterprises' AI use and purpose. Share of expenditures by size class among innovative enterprises that participated in ICT usage in enterprises and Community Innovation Survey 2022–2024.

Size class	Share of innovation expenditure		
	Did not use AI	Used AI but not for R&D or innovation activities	Used AI for R&D or innovation activities
Small enterprises	57.9	23.0	19.1
Medium-sized enterprises	49.2	26.5	24.3
Large enterprises	7.5	31.4	61.1
Total	12.8	30.7	56.6

Comment: The results in the table are based on unweighted data and therefore only reflects the enterprises that answered, not the population as a whole.

AI and R&D activities

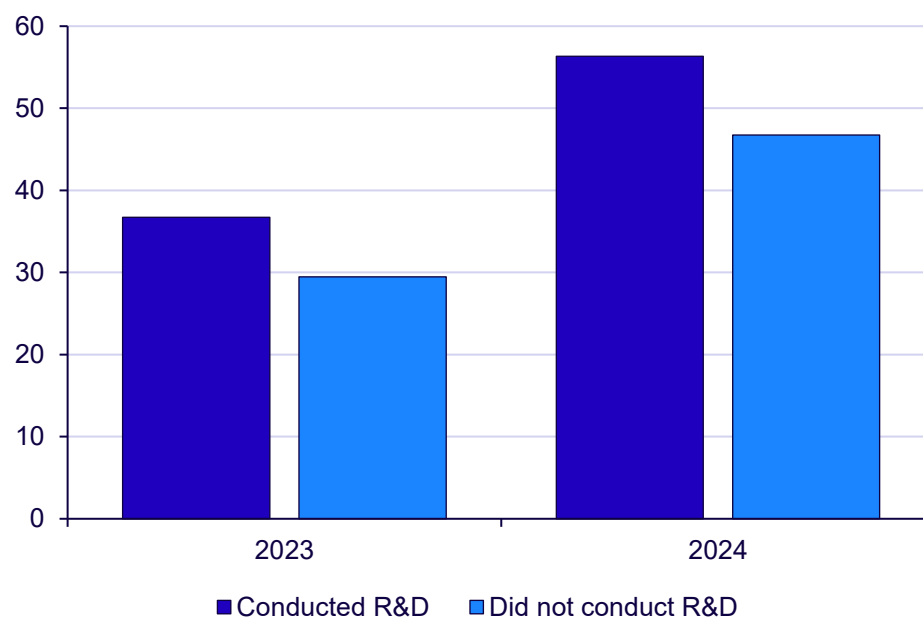
Statistics Sweden also collects data on enterprises' R&D activities in the survey Research and development in the business enterprise sector. The survey is conducted every two years to odd-numbered reference years. By analysing the enterprises included in both this survey and ICT usage in enterprises, the AI use can be compared between enterprises that conduct R&D and those that do not.

In this report, R&D activity is defined as an enterprise having incurred expenditures on intramural R&D, combined with full-time equivalent(s) involved in R&D and/or costs for consultants and temporary staff. Figure 20 shows the share of enterprises that used AI in 2023 and 2024, by whether the enterprise conducted R&D in 2023.

Generally, the share of enterprises that used AI were slightly higher among enterprises that conducted R&D than those that did not. However, the growth rate in AI use was slightly higher among enterprises that did not conduct R&D.

More common to use AI among R&D-performing enterprises

Figure 20. Enterprises use of AI, by R&D activity. Share of enterprises that responded in the survey Research and development in the business enterprise sector and ICT usage in enterprises 2023 and 2024.



Comment: The results in the table are based on unweighted data and therefore only reflects the enterprises that answered¹⁸, not the population as a whole.

¹⁸ The two bars on the left side of the figure are based on enterprises that responded to the surveys Research and development in the business enterprise sector 2023 and ICT usage in enterprises 2023. The two bars on the right side

Another way to illustrate the relationship between R&D and AI use is to examine differences in R&D personnel between enterprises that uses AI and those that do not. In 2023, just under 86 percent of all R&D full-time equivalent personnel were employed in enterprises that used AI, even though only 32 percent of the enterprises included in the analysis used AI in the same year.

In general, R&D activity tends to be highly concentrated in a small number of enterprises, which can explain why a relatively small share of enterprises using AI account for such a large share of all R&D full-time equivalent personnel. These enterprises are almost exclusively large enterprises. Just over 92 percent of all R&D full-time equivalent personnel were in large enterprises in 2023, and in this group was just over 90 percent of R&D full-time equivalent personnel at an enterprise that used AI.

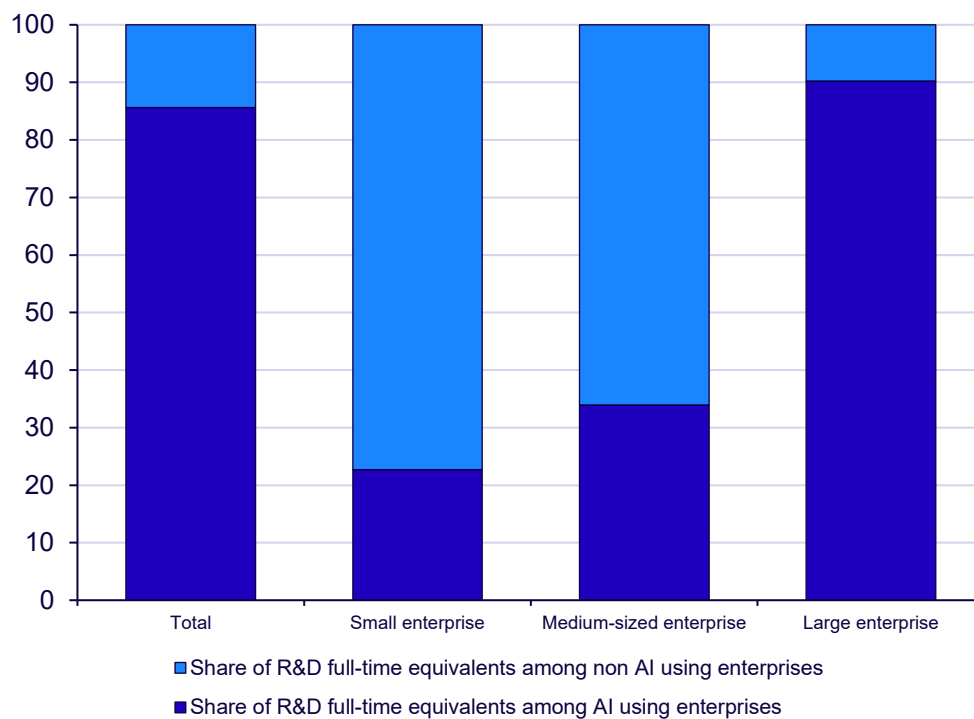
This relationship was not found among the small and medium-sized enterprises. In these class sizes, the share of R&D full-time equivalents working in enterprises using AI was considerably lower, at 23 and 34 percent, respectively.

The overall result is therefore driven almost entirely by the large enterprises, where the AI users accounts for the majority of R&D personnel. These enterprises had on average 125 R&D full-time equivalent personnel, compared with 4 and 11 R&D full-time equivalent personnel, respectively, in small and medium-sized AI using enterprises.

of the figure are based on enterprises that responded to the surveys Research and development in the business enterprise sector 2023 and ICT usage in enterprises 2024.

Most R&D full-time equivalent personnel were found among large AI using enterprises

Figure 21. Distribution of R&D full-time equivalent personnel, by size class and AI use, 2023.
Share of R&D full-time equivalent personnel among enterprises that answered R&D in business enterprise sector 2023 and ICT usage in enterprises 2023.



Comment: The results in the table are based on unweighted data and therefore only reflects the enterprises that answered, not the population as a whole.

Just as data on enterprises' use of AI for R&D and innovation activities can be used to distinguish between different types of innovative enterprises, a corresponding classification can be applied to R&D activity. This allows for a more detailed analysis of the relationship between AI and R&D.

Table 5 shows expenditures of R&D-performing enterprises for in-house R&D in 2023, divided into the following three groups:

1. R&D-performing enterprises that did not use AI
2. R&D-performing enterprises that used AI, but not for R&D or innovation activities
3. R&D-performing enterprises that used AI for R&D or innovation activities

Like the results for innovation expenditures, the findings show that enterprises that used AI for R&D or innovation activities accounted for a considerable share of the expenditures on in-house R&D. In total, their share amounted to 65.2 percent of all R&D expenditures in 2023. Among the large enterprises, the corresponding share was 68.1 percent.

For small and medium-sized enterprises that used AI for this purpose, the shares were considerably lower, at 14.5 and 25.2 percent, respectively.

Expenditures for in-house R&D are concentrated among large enterprises that uses AI for R&D or innovation activities

Table 5. Expenditure for in-house R&D in 2023 by enterprises' use of AI for innovation or R&D in 2023. Share of expenditure by size class among R&D-operating enterprises that participated in ICT usage in enterprises 2023 and R&D in business enterprise sector 2023.

	Share of expenditures for in-house R&D		
Size class	Did not use AI	Used AI but not for R&D or innovation activities	Used AI for R&D or innovation activities
Large enterprise	78.7	6.8	14.5
Medium-sized enterprise	65.1	9.7	25.2
Large enterprise	7.0	24.9	68.1
Total	10.9	23.9	65.2

Comment: The results in the table are based on unweighted data and therefore only reflects the enterprises that answered, not the population as a whole.

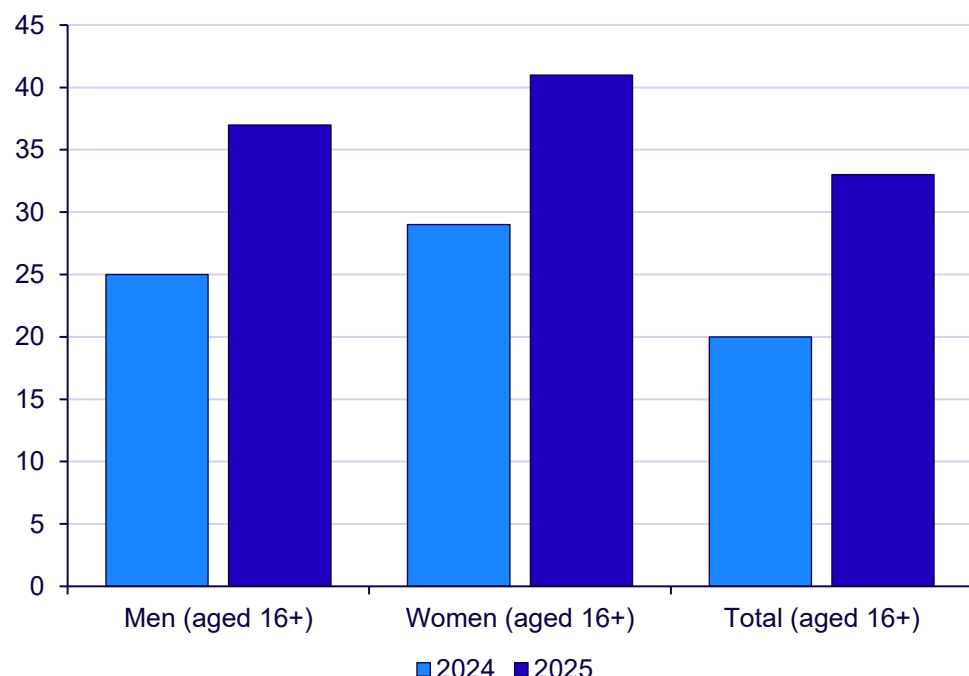
The population's use of generative AI

Since the reference year 2024, questions about the use of generative AI have been included in the survey ICT usage in households and by individuals. The results show that the use of generative AI tools increased markedly in Sweden between 2024 and 2025. Among individuals aged 16 years and older, the proportion of users increased from 25 to 37 percent.

Men still use generative AI tools to a greater extent than women. Among men, the proportion of users increased from 29 to 41 percent, while the corresponding proportion among women increased from 20 to 33 percent. At the same time, usage among women increased relative to the men: between 2024 and 2025, usage increased by 65 percent among women, compared with 41 percent among men.

Generative AI tools are becoming increasingly common among the population

Figure 22. Individuals aged 16 years and older that used generative AI tools during the past three months, by sex. Share of the population 16+, 2024–2025.



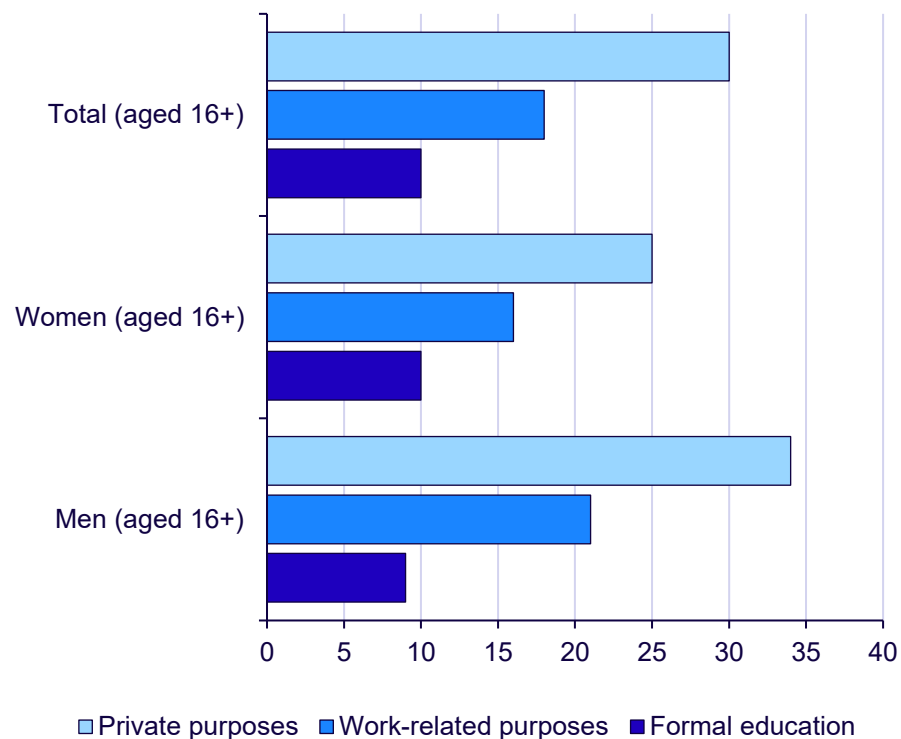
The use of generative AI tools was most common in private contexts, followed by work-related purposes, a pattern that was similar for both women and men. 30

percent of individuals aged 16 years or older reported having used generative AI for private purposes and 18 percent had used AI tools at work.

A smaller share, 10 percent, used AI in formal education, for example at school or in university. The low share in the population is partly explained by the fact that relatively few individuals in the older age groups are engaged in formal education. Among the youngest age group, those aged 16 to 24, however, usage for educational purposes was almost as common as for private purposes, at 48 percent and 49 percent, respectively.

Most common to use generative AI tools for private purposes.

Figure 23. Use of generative AI tools during the past three months, by purpose and sex, Share of the population 16+, 2025.



Respondents who reported not using generative AI tools were asked to state their reasons for not doing so. The most common reason, regardless of sex or age, was that they had not had any need for the tools. Among women, 39 percent cited this reason, compared with 36 percent among men.

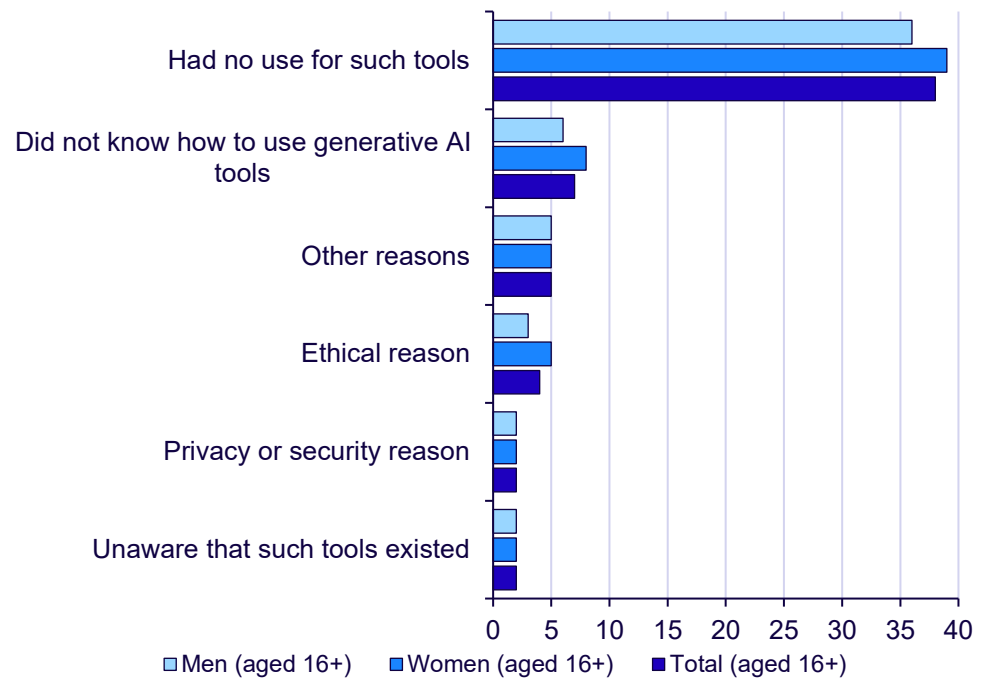
The second most common reason was a lack of knowledge about how to use the tools. This was cited by 8 percent of women and 6 percent of men.

A smaller, but still notable, share reported that they were unaware that such tools exist or that they refrained from using them due to privacy- or security reasons. These reasons were cited to a similar extent by women and men, at around 2 percent.

Ethical reason was cited slightly more often by women than by men (5 percent and 3 percent, respectively). Other reasons were reported by around 5 percent in both groups.

Lack of need was the most common reason for not using generative AI tools

Figure 24. Reasons for not having used generative AI tools during the past three months among individuals aged 16 and older, by reason and sex. Share of the population 16+, 2025.



AI use internationally

Both the surveys *ICT usage in enterprises* and *ICT usage in households and by individuals* are coordinated within the EU, which provides a strong basis for international comparisons across Europe. The countries use a common questionnaire per survey, and therefore define AI use uniformly across the EU- and EFTA¹⁹-countries (and EU candidate countries²⁰).

ICT usage in enterprises

In 2025, one in five enterprises within the EU's 27 Member States used some type of AI technology. The share of enterprises using AI has thereby more than doubled across the EU over a two-year period, up from 8 percent 2023.

Enterprises in the Nordic countries use AI to a greater extent than the average enterprise within the EU. Denmark, Finland and Sweden recorded the highest shares of AI users among businesses in 2025, at 42, 38 and 35 percent, respectively. Norway ranked slightly lower, with 29 percent of enterprises using AI in 2025. Other countries with a high share of AI using enterprises were Belgium and Netherlands. These countries had a higher share of enterprises that used AI than Sweden in 2023, however, the growth was somewhat slower than in Sweden during 2024 and 2025.

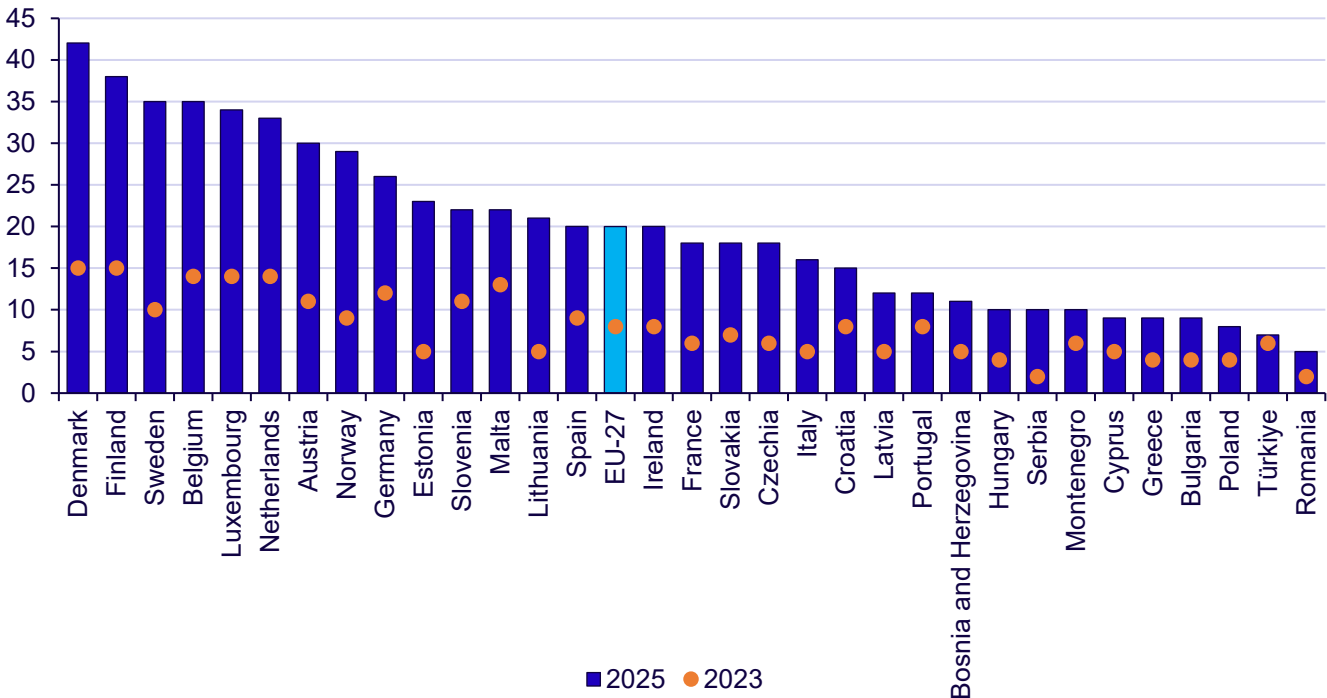
Overall, growth has been rapid in recent years. In most European countries, the share of enterprises using AI has at least doubled since 2023. Sweden is one of eight countries (among others such as Norway, Estonia and Lithuania) where the share has more than tripled over a two-year period. At the same time, some countries experienced more modest growth, such as Malta and Portugal, where the share of enterprises using AI increased by only 9 and 4 percentage points, respectively, since 2023. Despite the relatively limited growth in Malta, the country already had a high level of adoption in 2023, meaning that it remained above the EU average in 2025.

¹⁹ EFTA-countries: Iceland, Liechtenstein, Norway och Switzerland

²⁰ EU candidate countries: Albania, Bosnia and Herzegovina, Georgia, Moldova, Montenegro, North Macedonia, Serbia, Türkiye and Ukraine

The Nordic business sector ranks highly in terms of AI use

Figure 25. Enterprises that used at least one AI technology, by country. The share of all enterprises, 2023 and 2025.



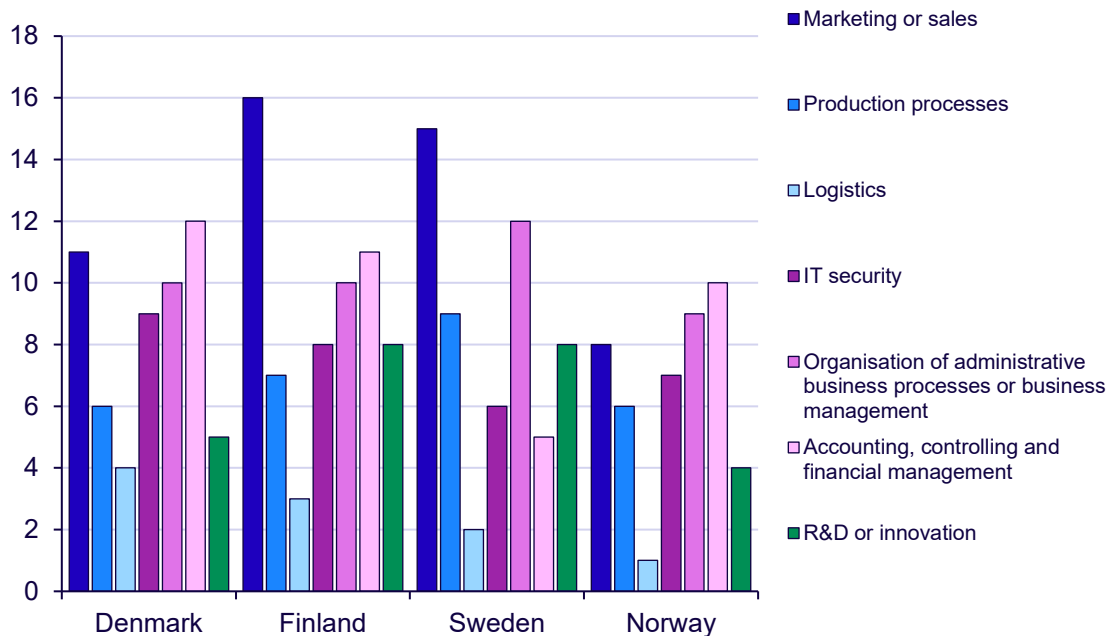
Source: Eurostat, [isoc_eb_ai] Artificial intelligence by size class of enterprise

The most common area of application for AI within the EU was marketing or sales, followed by organization of administrative processes or business management (7 and 6 percent of the enterprises, respectively). The same two areas were also the most common in Sweden, while both in Norway and Denmark, accounting, controlling and financial management were the most common areas of use. Across all EU Member States, logistics was the least common application area in 2025. Denmark was the country with the highest share of enterprises that used AI for logistics, at 4 percent.

Among the Nordic countries, Finland was the country with the largest share of enterprises that used AI for the purpose of conducting R&D or innovation activities, just above 8 percent. In Sweden the corresponding share was at just under 8 percent, while in Denmark and Norway the share was at 5 and 4, respectively.

National differences in the purposes for using AI

Figure 26. Enterprises' purposes with their AI use, by country within the Nordic region. Share of all enterprises, 2025.



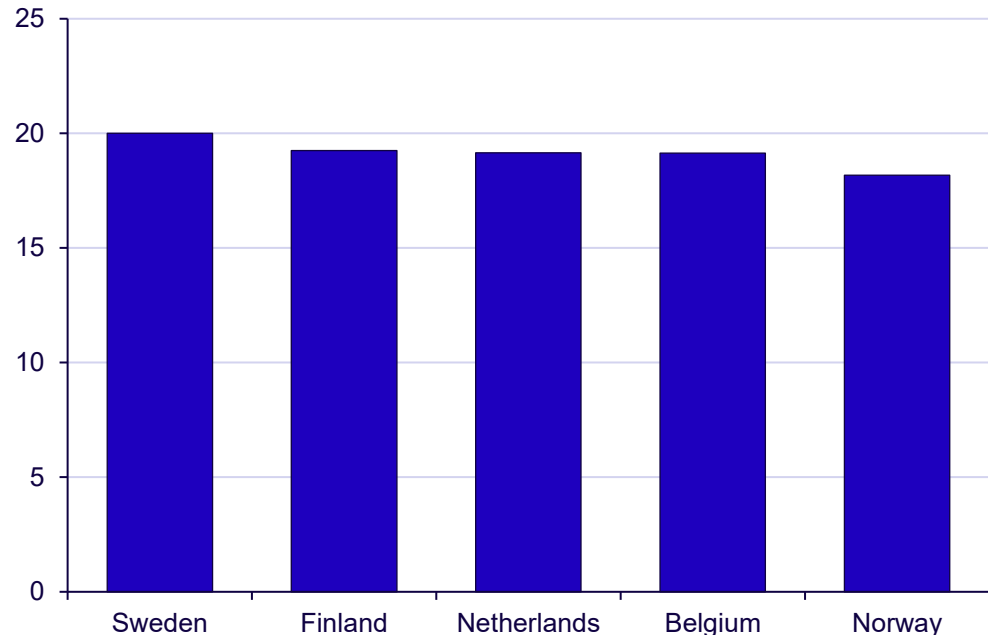
Source: Eurostat, [isoc_eb_ai] Artificial intelligence by size class of enterprise

Also, Sweden is one of the countries in Europe with the largest share of enterprises developing their own AI systems or AI solutions. Only Finland has a higher share of enterprises that develops their own AI. At the same time, it was more common to use AI in Finland, overall, than in Sweden. The share of AI using enterprises that also develops their own AI solutions is slightly higher in Sweden than in Finland, at 20 percent compared with 19 percent. Among the five countries that have the highest share of enterprises that develops their own AI solution, the differences are relatively small. In all countries, the share of enterprises developing AI is between 18 and 20 percent of AI using enterprises.

Europe is generally perceived to be behind the United States and China in terms of the development of AI. The deteriorating geopolitical climate has placed AI as a strategically important technology. As AI becomes increasingly important to business and society, the importance of reducing dependence of potential vulnerable technologies that can be controlled of a foreign power continues to grow. These results show that the Nordic region and Sweden are well positioned to become future European hubs for AI development, in order to increase the region's strategic autonomy related to AI use.

Sweden is among the five leading countries regarding in-house development of AI

Figure 27. Enterprises that developed in-house AI systems or AI solutions, by country. Share of enterprises using at least one AI technology, 2025.



Source: Eurostat, [isoc_eb_ai] Artificial intelligence by size class of enterprise

One of the targets of the EU's Digital Decade is for 75 percent of enterprises to use AI, cloud services or conduct data analysis to year 2030²¹. The target is broadly defined and captures all types of use, including use at a basic level. This means that the indicator primarily reflects whether enterprises have taken the first steps towards adopting digital technologies, rather than the extent to which such technologies are advanced or integrated into their operations. Since these technologies are often used in combination and serve different functions within enterprises' digital ecosystems, a composite indicator provides a more accurate picture of the actual level of digitalisation than analysing each technology separately. As a starting point, the target provides an overall view of the pace of digitalisation in the business sector, but says relatively little about how far enterprises have progressed in combining and implementing more advanced digital solutions.

To obtain a more nuanced picture, it is instead possible to examine enterprises that use all three technologies: AI technologies, intermediate level or advanced cloud computing services²² and data analysis²³. This indicator sets a higher

²¹ Digital Decade - Policy programme | Shaping Europe's digital future

²² These levels of cloud services according to Eurostat includes financial management systems, ERP- and CRM-solutions as well as security- and database services, and data platforms for development, testing and distribution of applications.

²³ Data analysis includes both analysis performed in-house and analysis purchased from external providers.

threshold and captures the broader use of digital technologies. The results show that the relatively demanding threshold leads to low overall levels of adoption. Nevertheless, clear differences between countries emerge.

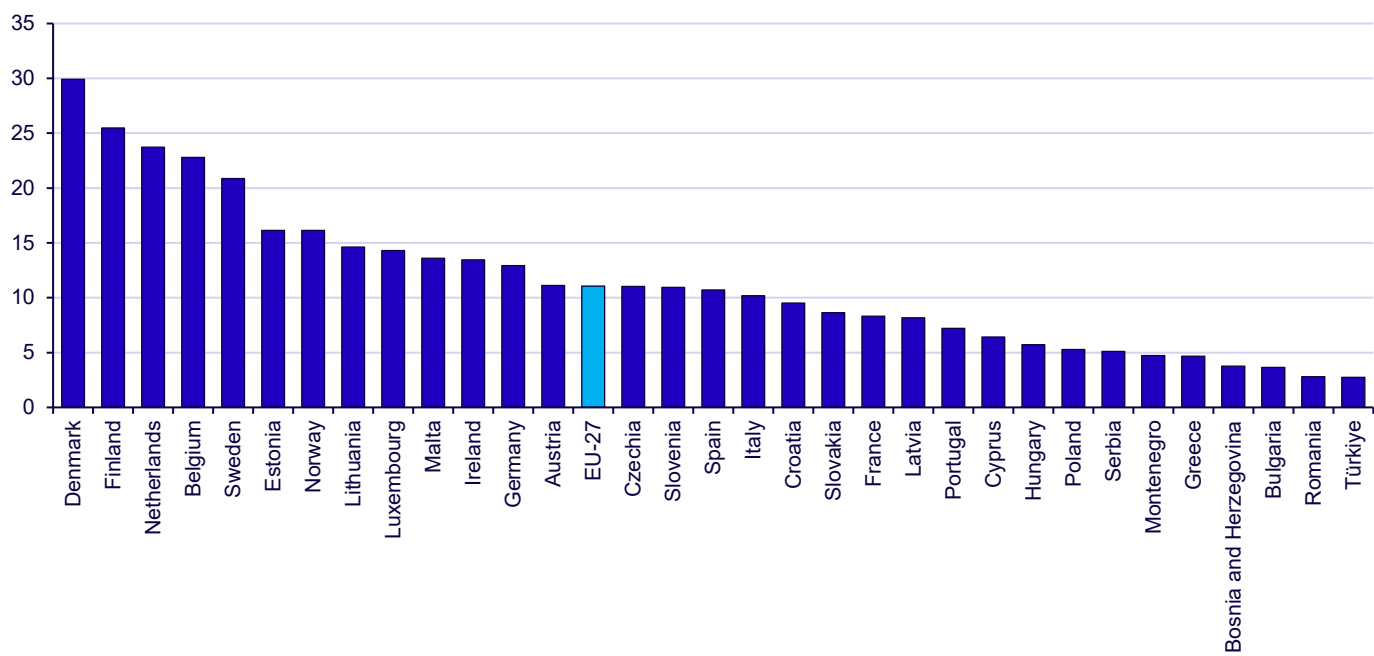
The Nordic countries consistently rank among the top performers. Denmark leads the ranking with 30 percent, followed by Finland (25 percent), Sweden in fifth place (21 percent) and Norway in seventh place (16 percent). In other words, a substantially larger share of enterprises in these countries combine multiple digitally advanced activities.

The Netherlands and Belgium also rank highly, which is consistent with their generally high levels of digitalization. The EU average is 11 percent, meaning that only around one in ten enterprises in the EU fulfils all three criteria. Multiple large member countries are close or under this level, for instance Germany, Spain, Italy and France. This indicates that even economically large countries do not necessarily rank among the leaders when it comes to combine AI, cloud computing services and data analysis.

The differences between countries underscore that digitalization within the EU is unevenly distributed and that the ability to combine multiple digital and advanced activities remains concentrated to a few countries.

Sweden among the five leading countries when it comes to using AI, cloud computing services and data analysis

Figure 28. Enterprises that used AI technologies, cloud services on intermediate or advanced level and conducted data analysis, by country. Share of all enterprises, 2025.



Source: Eurostat, [isoc_eb_ai] Artificial intelligence by size class of enterprise

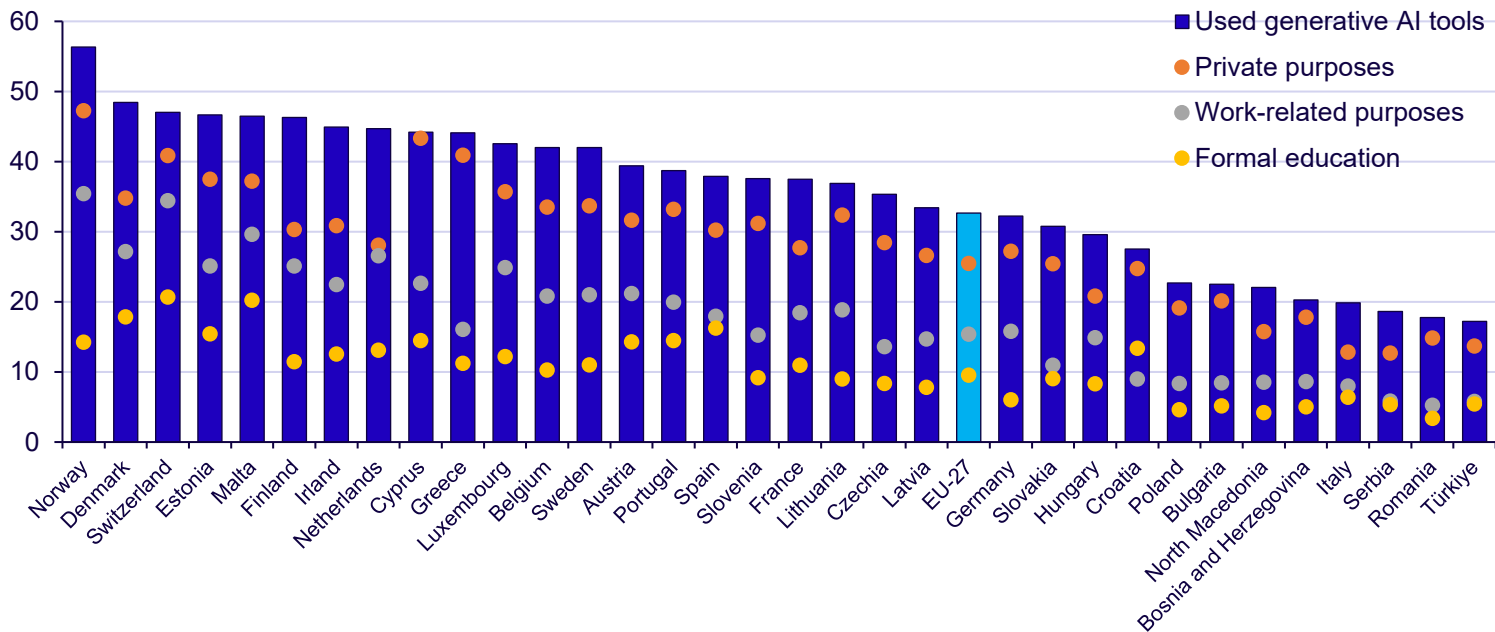
ICT usage in household and by individuals

The survey about ICT usage in household and by individuals is being conducted every year in all 27 EU-countries and in multiple other European countries. Together with the EU's statistical office, Eurostat, extensive harmonization efforts are undertaken to ensure that the surveys are implemented in a consistent manner and that the statistics are comparable across countries. In this report, the results are reported for the use of generative AI tools 2025, the latest year where data is available for all countries. The diagram below shows how large of a share of the population between age 16–74 in different European countries have used generative AI tools and how the use is distributed between private and work-related purposes.

Norway ranked the highest, with just over 56 percent of individuals aged 16 to 74 having used generative AI tools, followed by Denmark, Switzerland, Estonia, Malta and Finland, all of which reported rates above 45 percent. Ireland and the Netherlands were just below that level. Sweden was positioned in the middle of the ranking at approximately 42 percent, which was above the EU-27 average of 33 percent. Private use of AI was more common than work-related use in all countries. The lowest use of generative AI was recorded among the populations of Türkiye, Romania, Serbia and Italy, where less than 20 percent of the population used generative AI tools.

Private purposes were the most common among AI users in Europe

Figure 29. Individuals aged 16 to 74 that used generative AI tools during the past three months, by purpose and country. Share of the population, 2025.



Source: Eurostat, [isoc_ai_jaiu] Individuals - use of generative AI tools

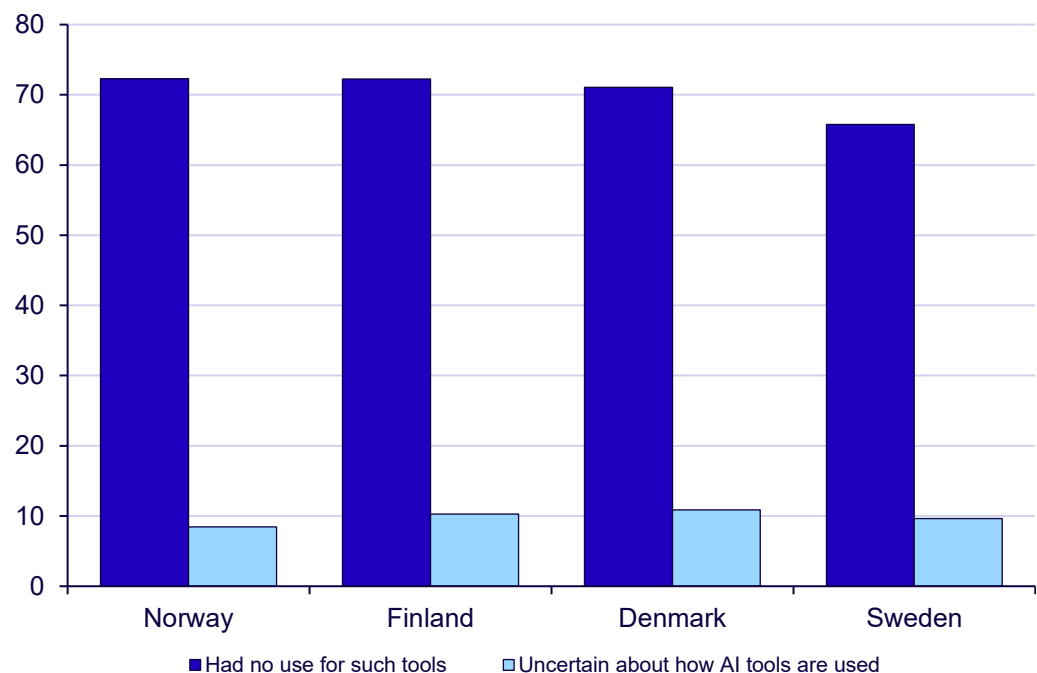
Among individuals in the EU who had not used AI tools during the previous three months, 64 percent reported that they had no need for it. This was also the most common reason cited in the Nordic countries. The main reason why people refrain from using generative AI tools is therefore that they do not perceive any clear benefit from it.

The share reporting this reason is 72 percent in both Norway and Finland, at 71 percent in Denmark and 66 percent in Sweden, which indicates a clear and consistent pattern across the region.

At the same time, relatively few cite a lack of knowledge as a reason. Only 8–11 percent of the Nordic countries reported that they do not know how to use generative AI. Overall, the results suggest that the limited use is primarily driven by low perceived relevance rather than a lack of digital skills.

The most common reason to not use AI tools was there was no use for it

Figure 30. Individuals aged 16 to 74 that did not use generative AI during past three months, by reason and country. Share of the population, 2025.



Source: Eurostat, [isoc_ai_jaiuxr] Individuals - reasons for not using generative AI tools

A brief overview of the statistics

The purpose and content of the statistics

ICT usage in households and by individuals

The main purpose with the survey ICT usage in households and by individuals is to describe the use of and access to the internet in different groups among the population aged 16 and older in Sweden. The reported statistics are used to compare the level of digitalization between different groups (e.g., men and women) during a given year, as well as to analyse trends over time in the development of digitalization. The statistics is used as a support for decision-maker, both in Sweden, within the EU and in the OECD cooperation, to track and promote progress in the ICT area.

The enterprise statistics

The statistics from the three enterprise surveys in this report are intended to provide insight into the use of ICT, innovation activities and the resources allocated to R&D activities among Swedish enterprises. All surveys are regulated at the EU level and are used as a support for decision-makers, both in Sweden, within the EU and in the OECD cooperation, to track and promote progress in the ICT area. The statistics regarding enterprises' AI use were collected from the survey ICT usage in enterprises.

The Swedish Occupational Register with statistics

The statistics are intended to provide insight into the distribution of the population among different occupational groups as well as occupational developments in various industries and sectors of society. The statistics are used for urban planning, research on work-related diseases/injuries and to different occupational forecasts.

The production of the statistics

ICT usage in households and by individuals

The selection in the ICT usage in households and by individuals was stratified by sex and age. For strata containing individuals aged 75 years and over, the allocation was based on requirements related to table production and projected response rates. For strata containing individuals aged 16 to 74 years, Neyman-allocation was used. The statistics are collected in an EU-regulated survey. The survey is sent out during the spring of the reference year.

The enterprise statistics

R&D in the business enterprise sector are based on a census survey where the frame population consists of enterprises that are likely to have carried out and/or financed R&D activities and were in Statistical Business Register registered as active in November during the reference year.

The samples in ICT usage in enterprises and Community Innovation Survey are positively coordinated and are reported according to the same size class. However, they cover different proportions of the business sector²⁴. All surveys include both a census segment and a sample-based segment of the target population. Criteria for the census segment varies somewhat between the respective surveys. For sample-based survey a random sample selection is applied. Stratification is carried out through so-called cross stratification, and the number of observation units in each stratum is determined according to Neyman-allocation. Non-response is adjusted by simple reweighting within the stratum.

The Occupational Register with statistics

The statistics is largely based on data that have already been collected from a range of different statistical register. Background variables are being collected to the Occupational Register from Population by Labour market status.

The quality of the statistics

ICT usage in households and by individuals

The largest sources of uncertainty in the ICT usage in households and by individuals are measurement error when the respondent lacks access of exact information or misinterpret instructions, as well as uncertainty of the sample. The uncertainty occurs because only a sample of the target population is included in the survey.

The enterprise statistics

The overall quality in the enterprise statistics overall is estimated as very good. The statistics' biggest sources of uncertainty are considered to stem from measurement error that occurs when the respondent lack access to accurate data or misinterpret the instruction in the questionnaire. In ICT usage in enterprises and Community Innovation survey the sampling uncertainty is also a considerable source of uncertainty. The sampling uncertainty occurs because only one sample of target population is drawn.

²⁴ For details of the industry sectors covered by each survey, see the Description of the Statistics in [It-användning i företag](#), [Innovation i företagssektorn](#) and [Forskning och utveckling i Sverige](#)

The occupational register with statistics

The statistics in the occupational register with statistics is consistently good, however, like all statistics it is subject to a certain degree of uncertainty.

The primary source of uncertainty is measurement error that occurs when the respondent lack access to accurate data or misinterpret the instruction in the questionnaire.

Attachments

Appendix 1 – Swedish Standard Industrial Classification

Figure 1: Overview of the SNI sections included in ICT Usage in enterprises, according to the Swedish Standard Industrial Classification (SNI 2007)

Huvudgrupp	Benämning
C10–12	Manufacture of food products, beverages and tobacco products
C13–15	Manufacture of textiles, apparel, leather and related products
C16–18	Manufacture of wood and paper products, and printing
C19	Manufacture of coke and refined petroleum products
C20	Manufacture of chemicals and chemical products
C21	Manufacture of basic pharmaceutical products and pharmaceutical preparations
C22–23	Manufacture of rubber and plastic products and other non-metallic mineral products
C24–25	Manufacture of basic metals and fabricated metal products
C26	Manufacture of computer, electronic and optical products
C27	Manufacture of electrical equipment
C28	Manufacture of machinery and equipment n.e.c.
C29–30	Manufacture of transport equipment
C31–33	Other manufacturing; repair and installation of machinery and equipment
D35	Electricity, gas, steam and air conditioning supply
E36–39	Water supply; sewerage, waste management and remediation activities
F41–43	Construction
G45–47	Wholesale and retail trade
H49–53	Transportation and storage
I55–56	Accommodation and food service activities
J58–60	Publishing, broadcasting, and content production and distribution activities

J61	Telecommunication
J62–63	Computer programming, consulting, computing infrastructure and other information service activities
L68	Real estate activities
M69–71	Legal, accounting, management, architecture, engineering and technical consultancy activities
M72	Scientific research and development
M73–75	Advertising and market research, other professionals and veterinary activities
N77–82	Administrative and support service activities
S95.1	Repair of computers and personal and household goods

Appendix 2 - NUTS (Nomenclature des Unités Territoriales Statistiques)

Table 1: Share of AI using enterprises by NUTS 2-region

NUTS2	2023	2024	2025
Stockholm	14.3	35.5	44.8
East central Sweden	8.0	21.5	29.2
Småland and the islands	11.4	18.7	29.5
South Sweden	7.7	20.7	31.3
West Sweden	9.7	25.2	37.1
North central Sweden	6.6	15.2	22.1
Central Norrland	10.6	14.6	18.4
Upper Norrland	7.4	16.8	31.5
Sweden	10.4	25.2	35.1

Appendix 3 - Definitions

AI

Artificial Intelligence (AI) is a technology that enables computers and software to emulate human cognitive abilities, such as learning, reasoning, and decision-making. In this report, AI is defined as the use of at least one of eight AI technologies. These technologies are: 1 - Text mining, 2 - Speech recognition, 3 - Natural language generation (NLG), speech synthesis, 4 - Generation of images, video, or audio, 5 - Image recognition and image processing, 6 - Machine learning, 7 - AI-based robotic process automation (RPA), 8 - Autonomous robots, self-driving vehicles, and autonomous drones

Cloud Services

A cloud service means that data, storage, and software are not located on a local computer but are stored and accessed via the internet. Cloud services offer advantages such as scalable data storage, access from multiple devices, and efficient data sharing among users.

Data analysis

Data analytics involves the use of technologies, methods, or software to analyze data. Data may be sourced from a company's own data sources or from external sources (e.g., suppliers, customers, or the public sector). The purpose is to:

- Identify patterns, trends, and insights
- Enable conclusions, predictions, and decision-making
- Improve performance (e.g., increase production or reduce costs)

Degree of urbanization (DEGURBA)

DEGURBA is Eurostat's standardized classification for describing the degree of urbanisation of an area. The classification is based on population density and the spatial distribution of the population within a regular grid. Areas are classified into three main categories: **cities (densely populated areas)**, **towns and suburbs (intermediate-density areas)**, and **rural areas (thinly populated areas)**.

DEGURBA is used to facilitate comparable statistics on socio-economic conditions across countries and regions within the EU, particularly in analyses of regional development, living conditions, and territorial disparities.

Digital Decade

The Digital Decade is the EU's strategy for digital development up to 2030. Its objective is to strengthen Europe's digital capabilities and competitiveness. The strategy focuses on four main areas: digital skills among the population, secure and sustainable digital infrastructure, business digitalisation, and digital public services.

Enterprise unit

An enterprise unit is the smallest combination of legal units that forms an organizational unit producing goods or services and that has a certain degree of autonomy in decision-making, especially regarding the use of its resources in day-to-day operations. An enterprise may carry out one or more activities at one or more locations. An enterprise may consist of a single legal unit.

Full-Time Equivalent (FTE)

A full-time equivalent (FTE) is a measure of personnel input and equates to the work performed by one full-time employee over the course of one year. A person working full-time who devotes half of their working time to R&D activities is therefore equivalent to 0.5 R&D FTEs. A person can never account for more than one FTE.

Generative AI

Generative AI is a technology capable of autonomously creating new content such as text, computer code, images, or videos. The technology is based on training models on large volumes of data, enabling them to learn patterns and subsequently generate similar content.

ICT

Information and Communication Technology (ICT) encompass technologies used to manage information and facilitate communication between people and systems. It includes computers, mobile phones, the internet, networks, software, and digital platforms.

Innovation

An innovation is a new or improved product (good or service), process, or combination thereof that differs significantly from the enterprise's previous products or processes. To be considered an innovation, the product or process must also have been made available to potential users or introduced within the enterprise.

Legal Unit

A legal unit (enterprise) is identified by an organization number or personal identity number. Legal units include:

- All legal entities
- Natural persons with a registered business name and/or registered as employers and/or registered for VAT and/or approved for F-tax
- Estates of deceased persons registered as employers and/or for VAT

NUTS

NUTS (Nomenclature of Territorial Units for Statistics) is the EU's hierarchical regional classification system. It was introduced by Eurostat in 1988. Its purpose is to provide comparable territorial units across EU Member States with regard to

factors such as area and population size. NUTS is used, among other things, for statistical reporting and EU regional policy.

R&D

Research and Development (R&D) consists of creative and systematic work undertaken in order to increase the stock of knowledge and to identify new applications of existing knowledge across all fields of science. To qualify as R&D, an activity must be characterized by novelty, creativity, uncertainty, systematicity, and transferability and/or reproducibility.

SNI

The Swedish Standard Industrial Classification (SNI) is primarily a statistical classification standard used to categorize units such as enterprises and local units according to their economic activities.