

Predictions 2025: Hard-Won Insights Drive Growth

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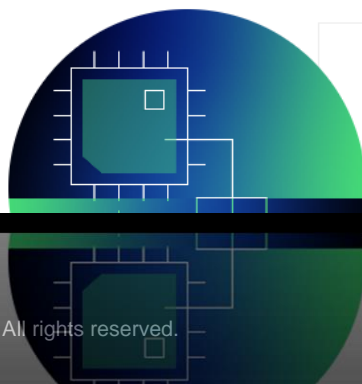
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Predictions 2025

2025 will see businesses shift their focus more squarely to the bottom line as leaders look to transform insights gained through bold experimentation into a pragmatic path forward.

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Artificial Intelligence

Enterprises' work to govern data and AI together will inspire a renewed focus on strategy, cross-functional partnerships, and the incorporation of new technologies and architectures.

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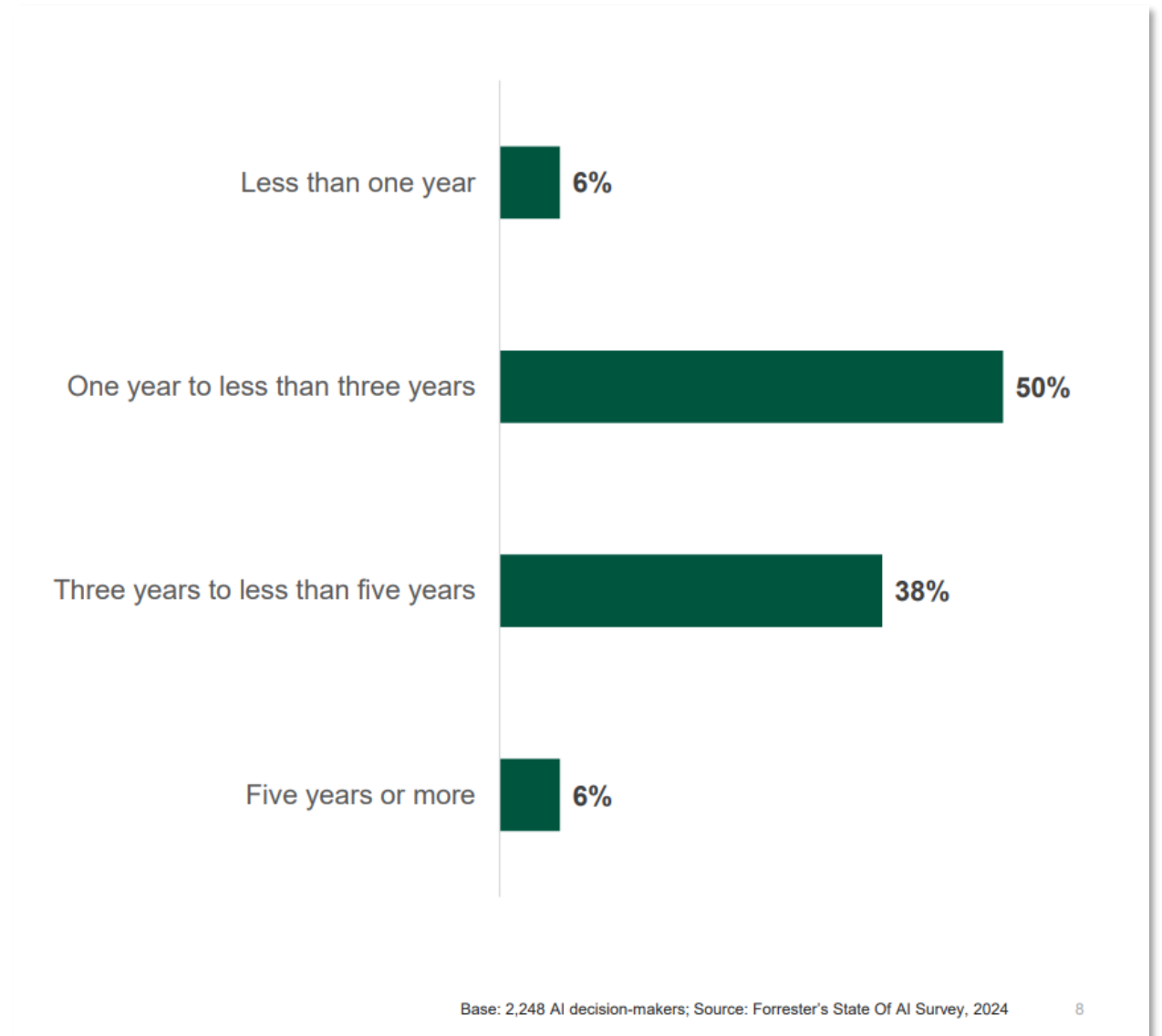
Enterprises' work to govern data and AI together will inspire a renewed focus on strategy, cross-functional

Artificial Intelligence

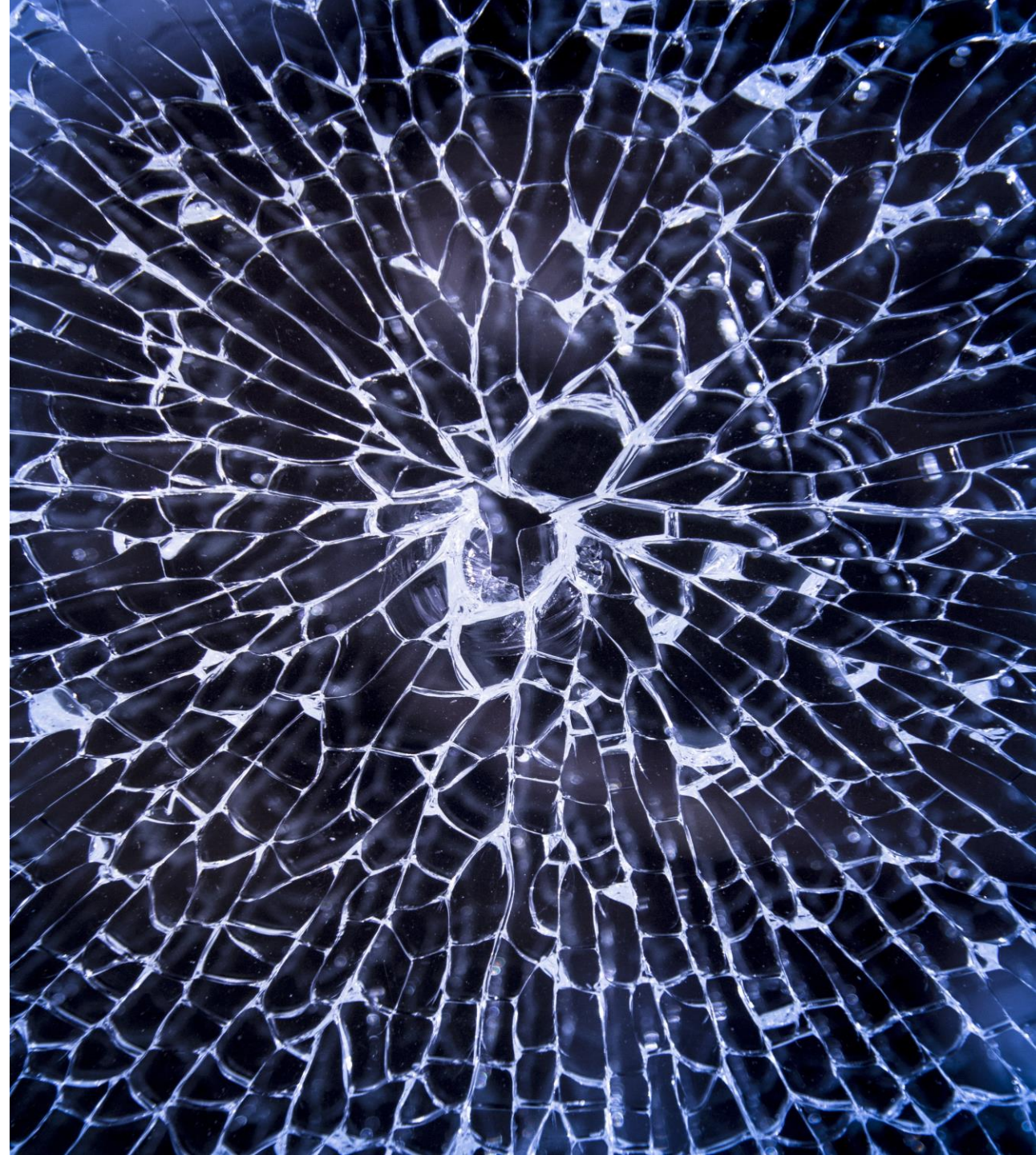


Most enterprises fixated on AI ROI will scale back prematurely.

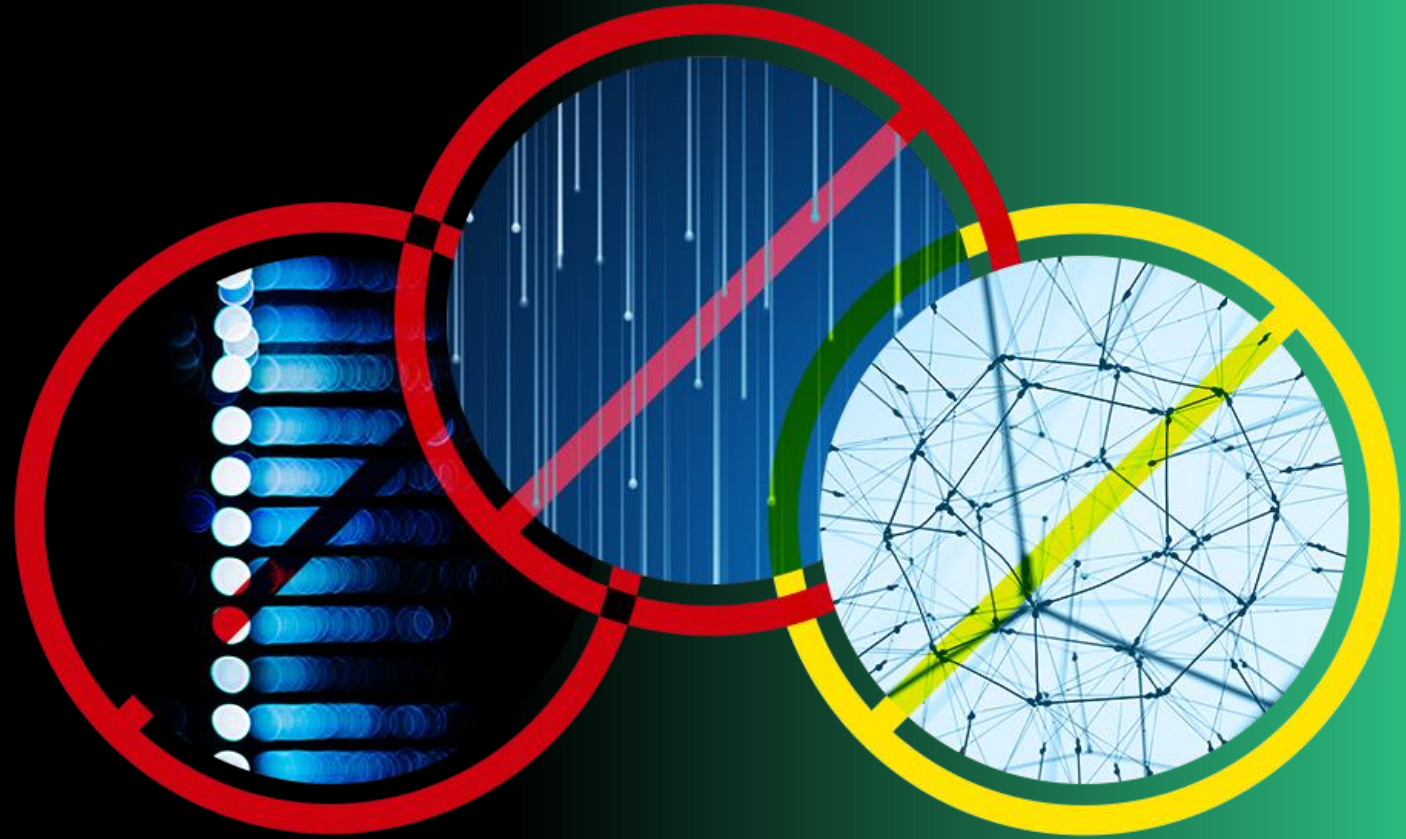
“Over what time period would your organization need to show a positive return on your AI investments to consider them successful?”

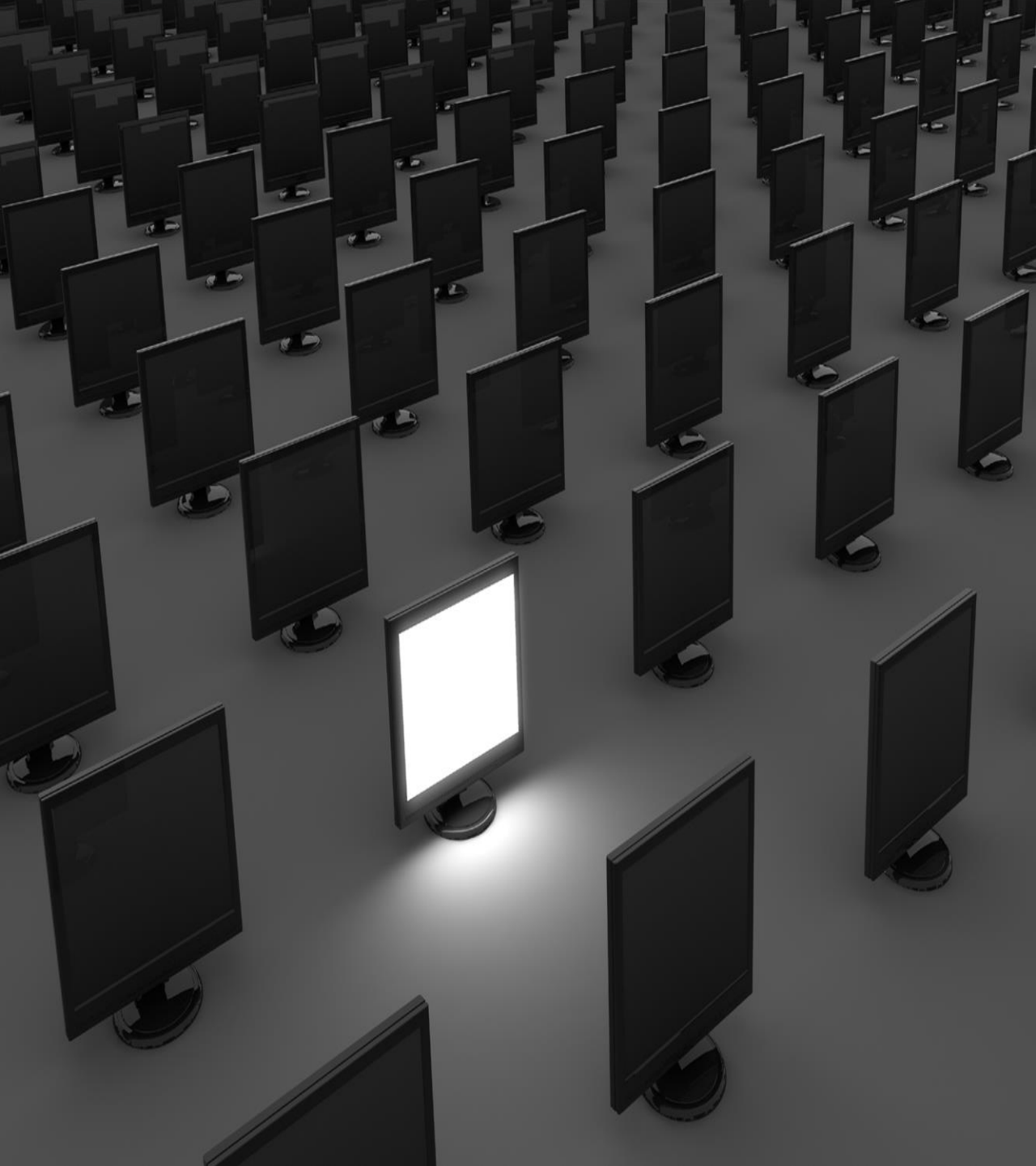


**Three out of four firms
that build aspirational
agentic architectures on
their own will fail.**



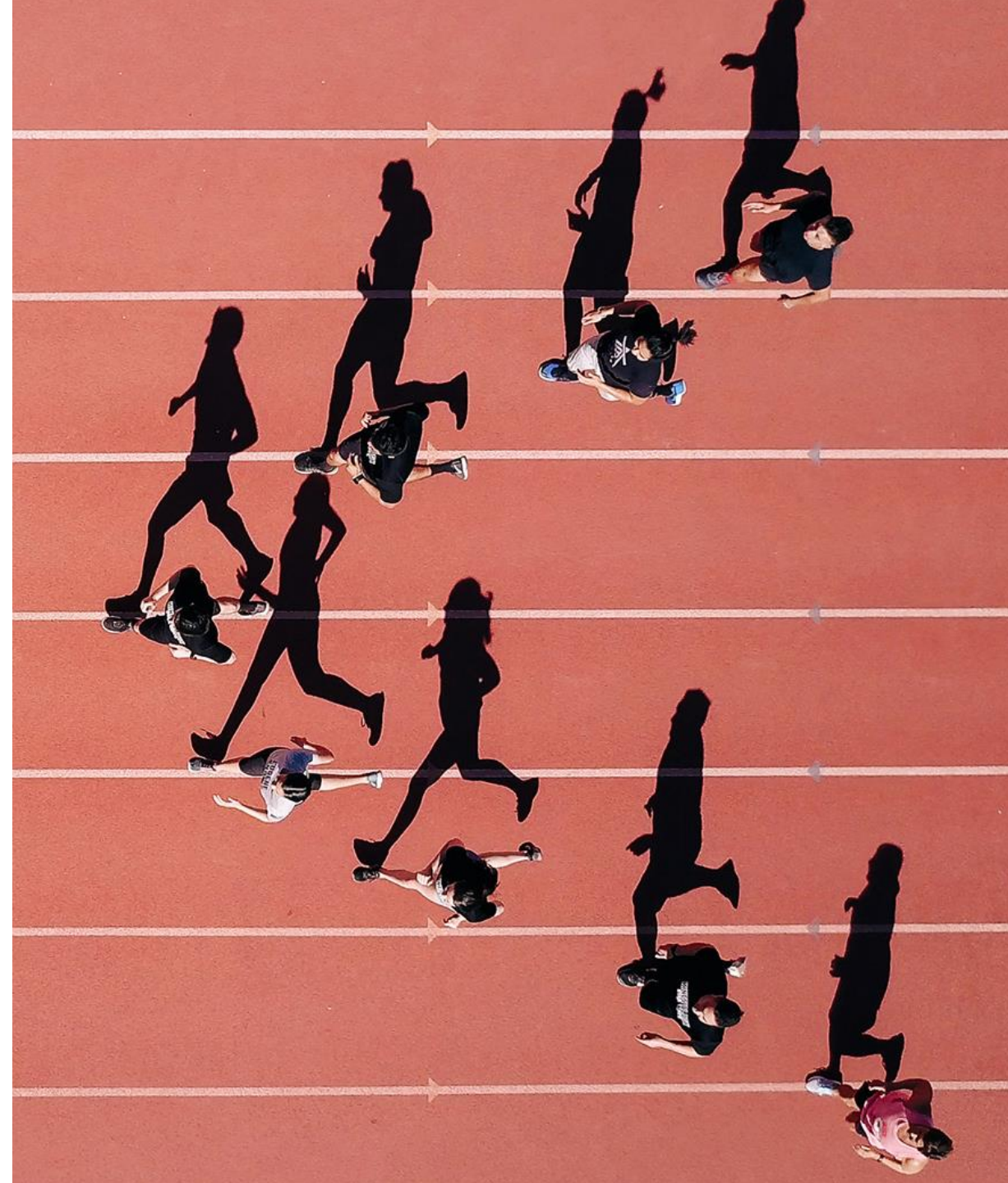
2025 AI Anti-predictions





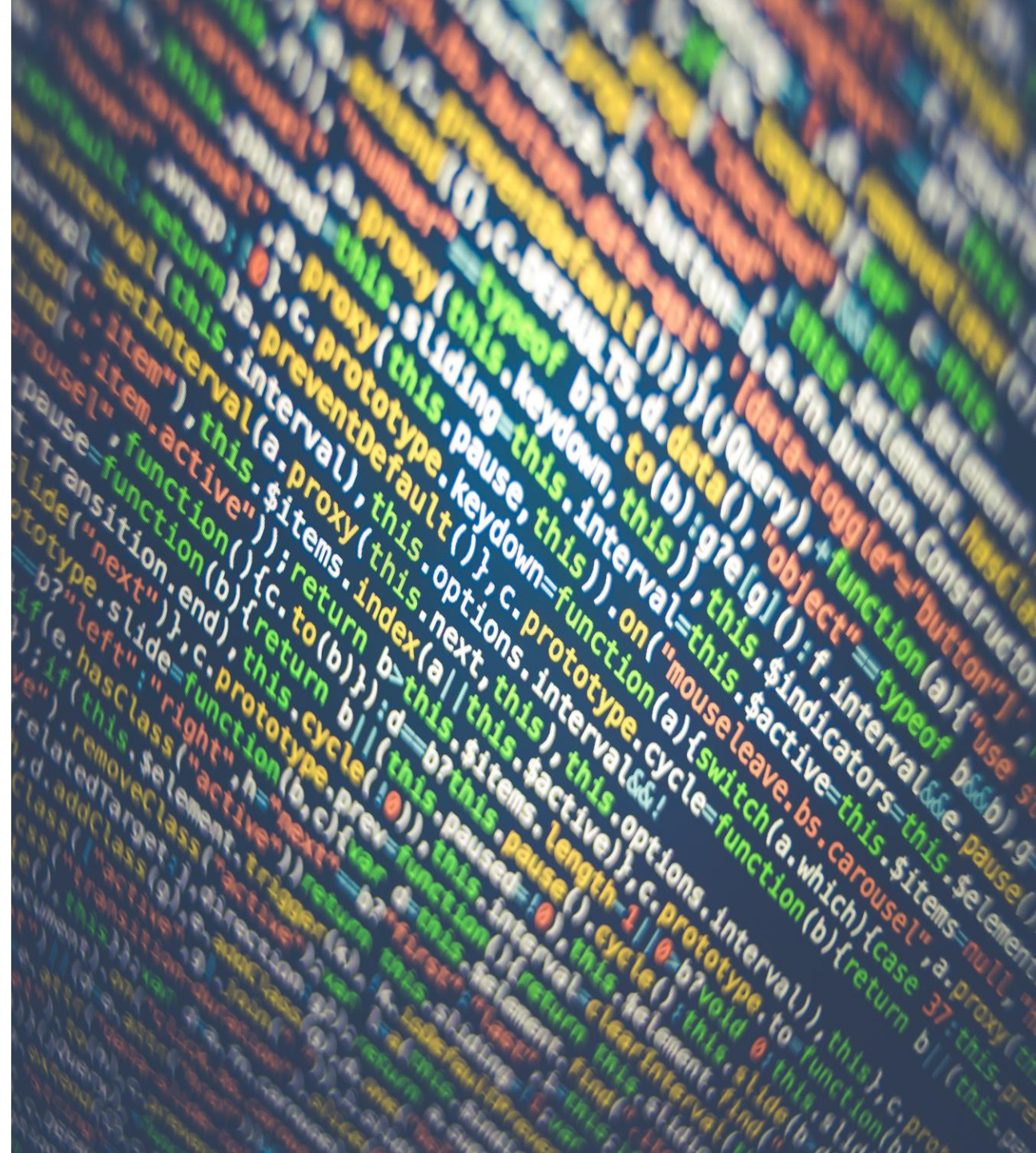
**AI PCs will hit the market,
but enterprises won't see
major benefits until 2027.**

**AI vendor consolidation
won't occur due to
sustained enterprise
demand and vibrant
startup activity.**



Global technology spending will
rise by 5.6% in 2025 to \$4.9 trillion.

**A major software
vendor will publicly
expose the software
supply chain.**





Private cloud will gain momentum with VMware alternatives.

Engagement and loyalty in 2025



**Brand loyalty will
decline 25%, but usage
of loyalty programs
will increase.**



**Dissatisfaction will
drive two-thirds of
business buyers to
shop for new
solutions.**





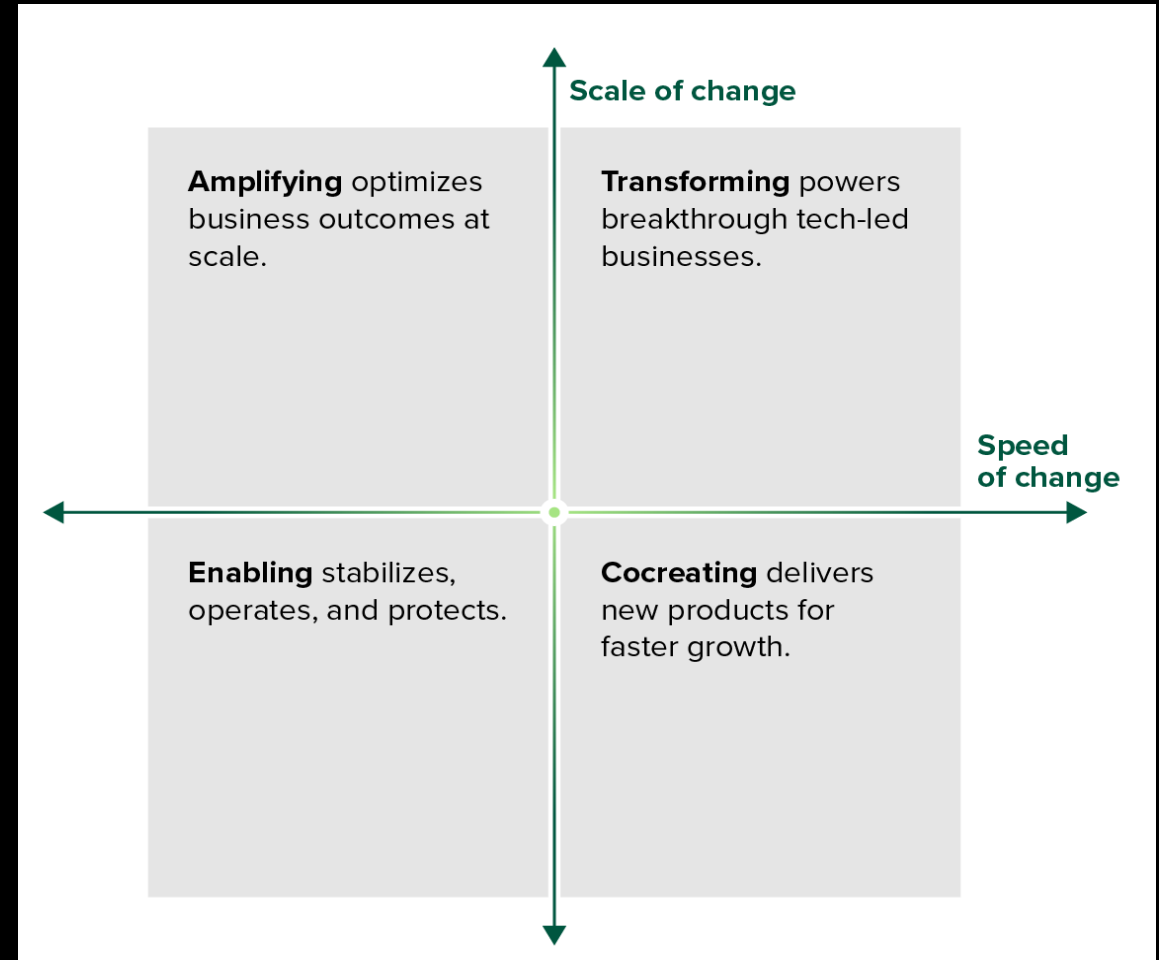
**Employee engagement
will turn upward as
employees acclimate to
a new normal.**

1.

Lean into your hard-won insights to build a pragmatic path forward.

2.

Prioritize based on your scale and speed of change.



To learn more, check out:

- Forrester's [2025 Predictions guide for technology and security](#)
- Forrester's [Technology & Innovation Summit North America](#), taking place in Austin, Texas, and digitally, November 2-5, 2025
(Additional details forthcoming)
- Forrester's [Security & Risk Summit](#), taking place in Austin, Texas, and digitally, November 5-7, 2025 *(Additional details forthcoming)*

Thank you.

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PREDICTIONS 2025