



2026

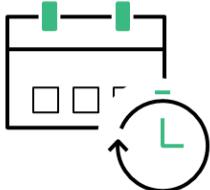
**PREDICTIONS**

# The Race To Trust And Value

**Sharyn Leaver, Chief Research Officer**

## Tech leaders are focused on short-term AI ROI

**47%** define AI success as positive ROI within a year



**And ...**

Only **16%** would be satisfied with a long-term investment<sup>1</sup>

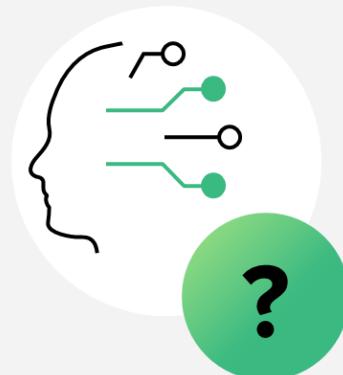
## Usage hopes exceed support

Leaders want

**46%** of nontechnical employees to use genAI by the end of the year

**But ...**

Just **23%** of respondents' orgs have a documented policy on where to get help for AI<sup>2</sup>



## Adoption is outpacing oversight

**31%** of AI decision-makers said that they have at least one genAI software development use case in production

**But ...**

**30%** of those decision-makers said their organization does not have any written AI policies<sup>3</sup>





**9%**

**Well-established  
companies**



**12%**

**Large tech  
companies**



## PREDICTION:

A third of consumers will opt for offline (over online) brand experiences.

## PREDICTION:

Consumer trust in genAI for high-risk use cases will grow to 30%.





## **PREDICTION:**

Human expertise will rival genAI in appeal as buyers seek deeper validation.

## PREDICTION:

Global tech spending by enterprises and governments will grow a robust 7.8% in 2026 to reach \$5.6 trillion.



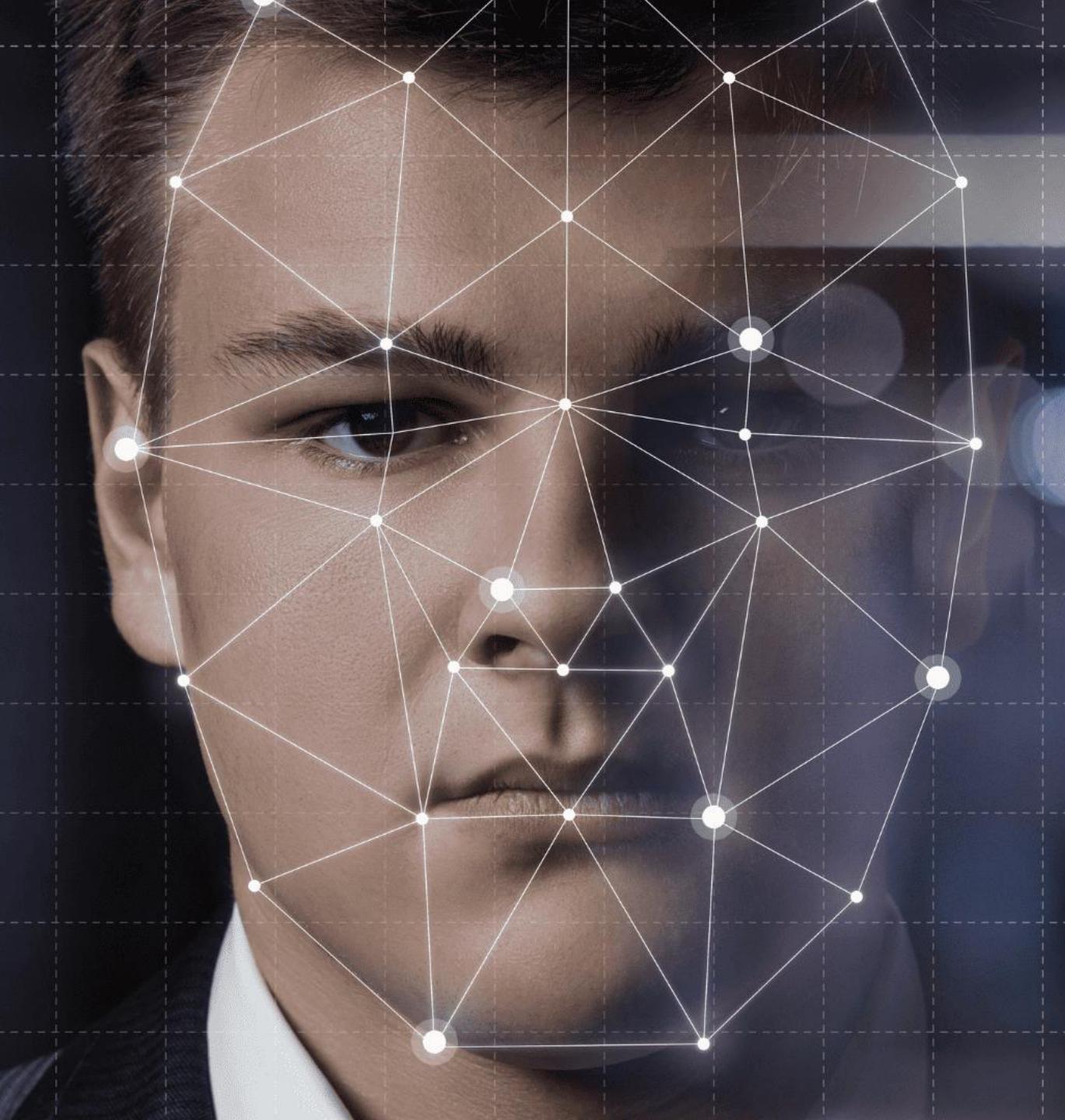
Big **infrastructure** and security  
investments.

The background of the slide features a dark, abstract design. It consists of several wavy, translucent green lines that create a sense of depth and motion. Scattered throughout the space are numerous small, glowing green dots, resembling stars or particles in a digital environment. The overall aesthetic is modern and tech-oriented, suggesting themes of data, connectivity, and infrastructure.

## PREDICTION:

Neoclouds will grab \$20 billion in revenue, eroding hyperscaler dominance in genAI.





## PREDICTION:

Deepfake detection spending will grow by 40%.

## PREDICTION:

Quantum security spending will exceed 5% of the overall IT security budget.



- Awkward **agentic** advancements.

## PREDICTION:

Vendor fragmentation  
will force a majority of  
enterprises to compose  
“agentlakes.”



## PREDICTION:

Five major US or European brands will unify agentic commerce experiences.



The background of the slide features a dark, abstract design. It consists of several thin, light-colored lines that form a grid-like structure, which is warped into a series of peaks and valleys. Small, white, circular dots are scattered across the surface of these lines, particularly concentrated in the valleys and along the ridges, giving the impression of a digital or data-rich environment.

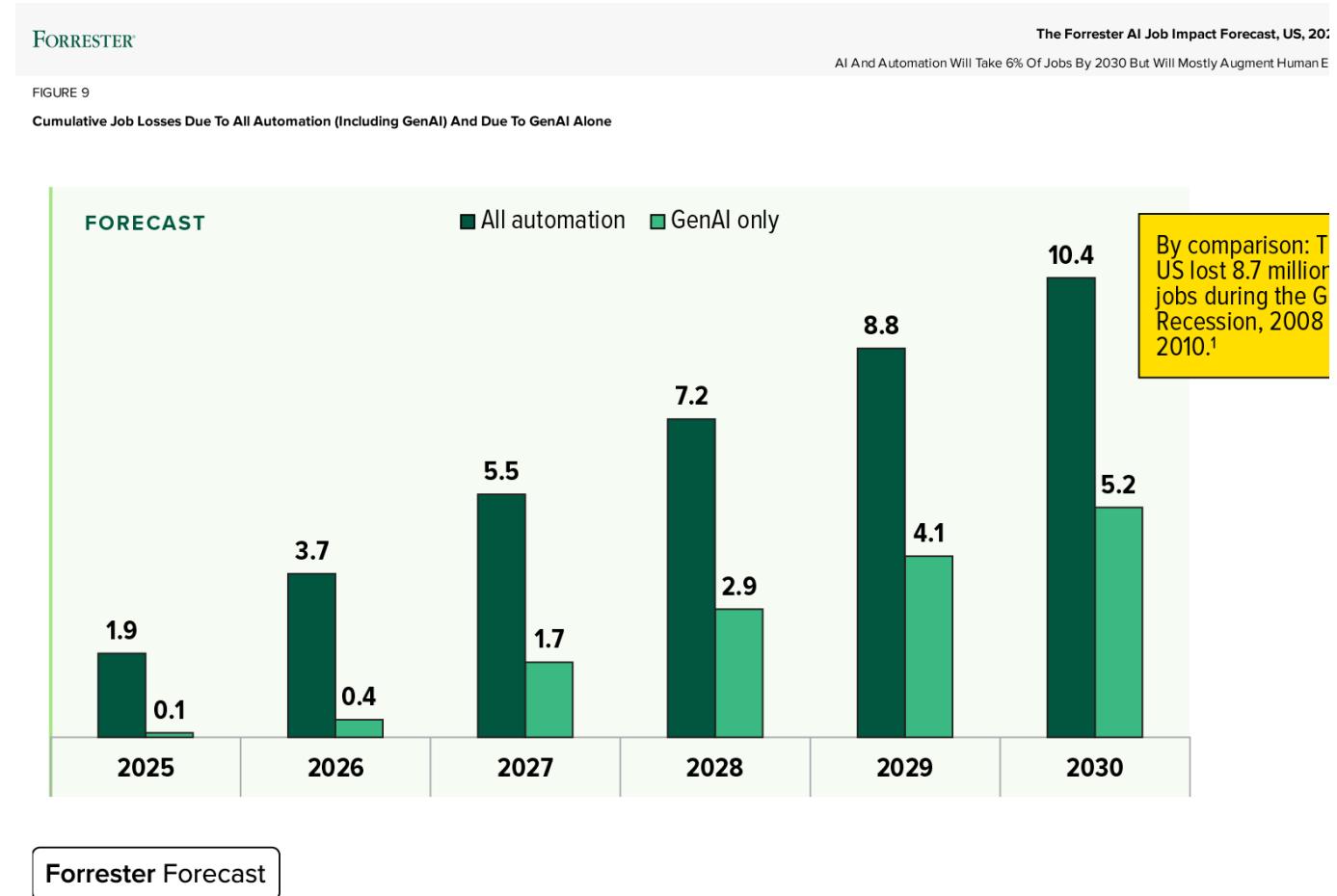
Talent turmoil.



## **PREDICTION:**

Half of AI-attributed layoffs will be quietly rehired — but offshore or at a lower salary.

# AI And Automation Will Take 6% Of Jobs By 2030 But Will Mostly Augment Human Employees.



**Note:** Numbers portray job losses in millions

**Source:** Forrester's 2025 AI Job Impact Forecast, US

**1Source:** National Institutes of Health

(<https://pmc.ncbi.nlm.nih.gov/articles/PMC6625785/#:~:text=In%20addition%20to%20financial%20losses,prerecession%20rate%20August%202015>)

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# Four AI Accelerators



1 Purposeful customer value



2 Unambiguous executive vision



3 Foundational platform investments



4 Holistic talent upskilling

To learn more about Forrester's Predictions for 2026, scan the following QR code:



# Thank you.