

2026

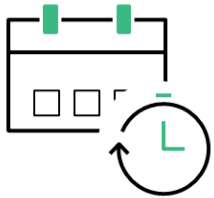
PREDICTIONS

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 investment¹

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 AI²



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 policies³





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:

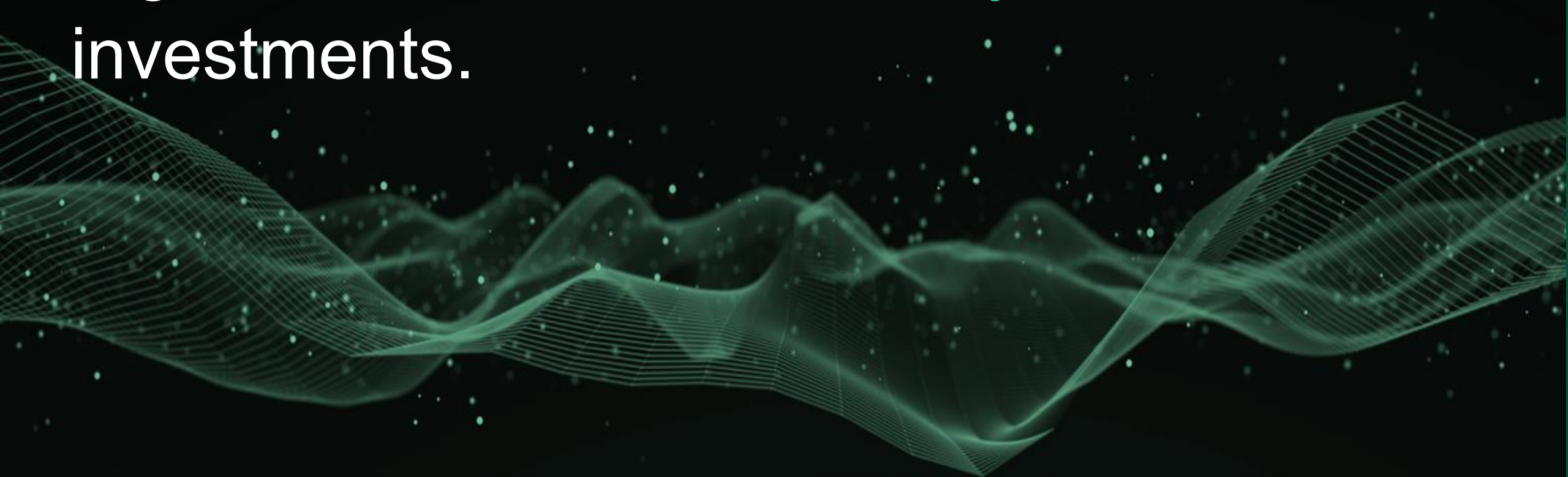
Human expertise will rival genAI in appeal as buyers seek deeper validation.

PREDICTION:

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

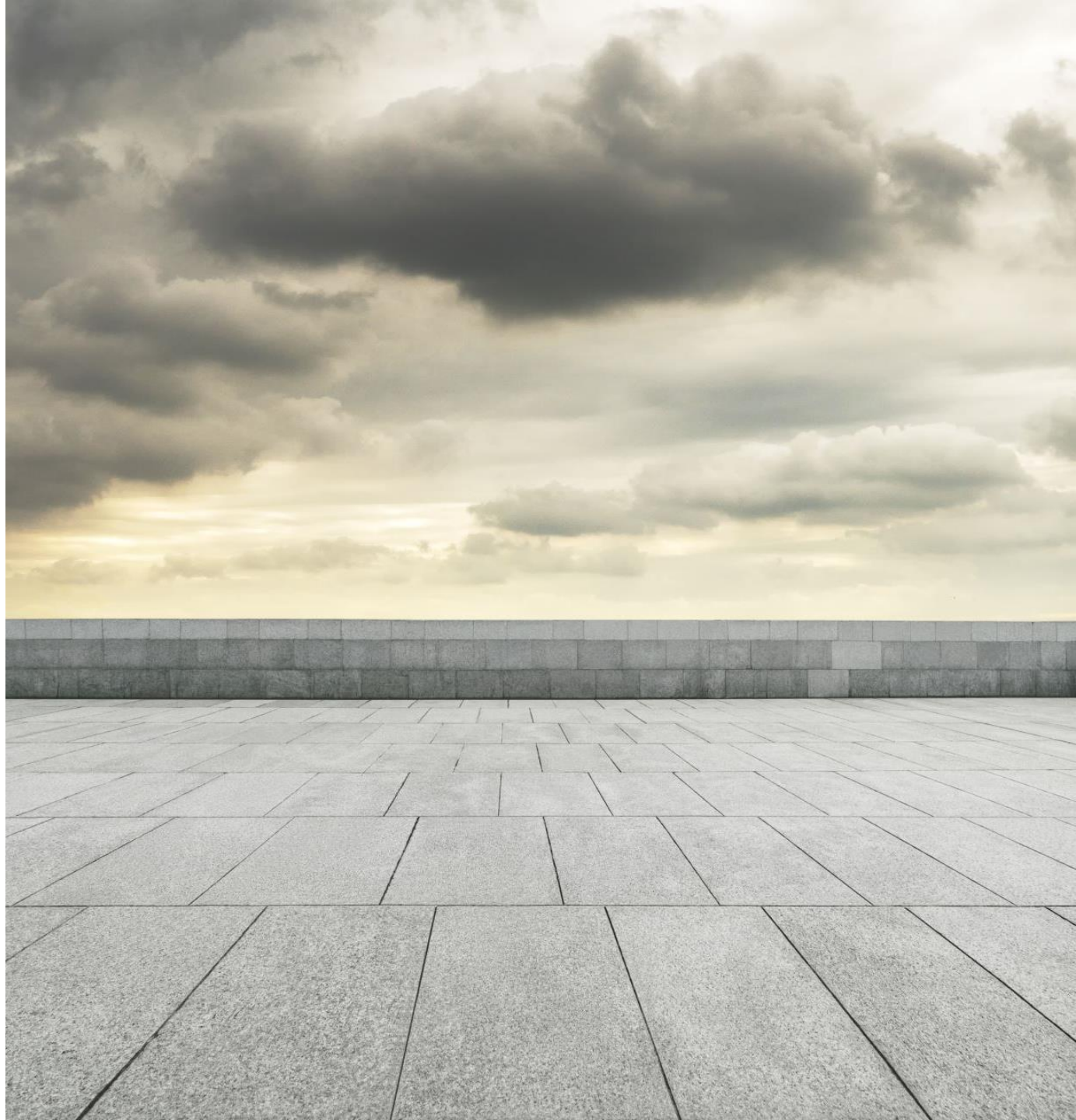


Big infrastructure and security
investments.



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 features a dark, textured surface with a series of wavy, translucent lines that create a sense of depth and movement. Scattered throughout the scene are numerous small, bright white particles, resembling dust or stars, which add to the abstract and dynamic feel of the image.

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.

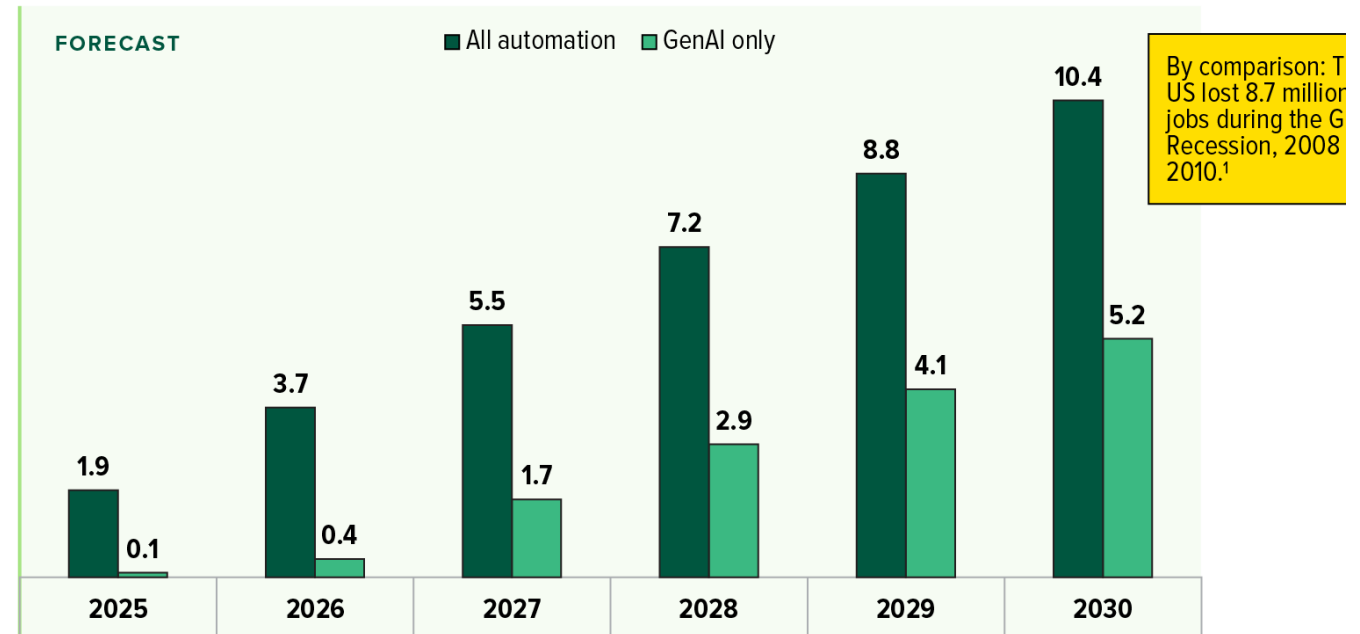
FORRESTER

The Forrester AI Job Impact Forecast, US, 2025-2030

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

FIGURE 9

Cumulative Job Losses Due To All Automation (Including GenAI) And Due To GenAI Alone



Forrester Forecast

Note: Numbers portray job losses in millions

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

Source: National Institutes of Health

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

Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Four AI Accelerators



Purposeful customer value



Unambiguous executive vision



Foundational platform investments



Holistic talent upskilling

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



Thank you.