

L'IA dans les entreprises européennes

Extrait de travail : méthode, évolution et tailles d'entreprise.

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Les données concernent l'année 2025 (comparaison 2024),
pas une estimation de l'adoption en septembre 2026.

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2.3. Methodology

2.3.1. EU survey on ICT and e-commerce in enterprises

The target population for the ICT ENT survey are enterprises with 10 or more employees and self-employed persons located in any part of the territory of any EU country⁷ and engaged in one of the following economic activities under the statistical classification of economic activities in the EU (NACE Rev. 2)⁸:

- Section C – Manufacturing;
- Sections D and E – Electricity, gas and steam and air conditioning supply, water supply, sewerage, waste management and remediation activities;
- Section F – Construction;
- Section G – Wholesale and retail trade; repair of motor vehicles and motorcycles;
- Section H – Transportation and storage;
- Section I – Accommodation and food service activities;
- Section J – Information and communication;
- Section L – Real estate activities;
- Section M – Professional, scientific and technical activities;
- Section N – Administrative and support service activities;
- Group 95.1 – Repair of computers and communication equipment.

An enterprise is defined as ‘the smallest combination of legal units that is an organisational unit producing goods or services, which benefits from a certain degree of autonomy in decision-making, especially for the allocation of its current resources. An enterprise carries out one or more activities at one or more locations. An enterprise may be a sole legal unit.’⁹

Enterprises are broken down into size classes according to number of employees and self-employed persons: 10-49 (small enterprises), 50-249 (medium enterprises), 250+ (large enterprises), 10+ (all enterprises).

Sampling design and resulting sample sizes are determined at country level and should be appropriate for obtaining accurate, reliable and representative results on the variables in the model questionnaire. Every year, approximately 150 000 enterprises are surveyed in the EU (157 000 were surveyed in 2025). Data are generally collected by NSIs through online web questionnaires during the first quarter of the survey year (i.e. the calendar year), sent to Eurostat in October of the survey year and published by Eurostat by the end of the survey year.

The quantitative measure used for assessing the accuracy of the data is the standard error, which is calculated at national level and reported in a quality report¹⁰. The maximum standard error has been set to 2 percentage points (pp) for the overall proportions and 5 pp for the proportions related to different subgroups of the population. NSIs, as producers of national official statistics, and Eurostat, as the provider of official EU statistics, are obliged to estimate statistical errors and to present them to users of the results.

In general, data relate to the current situation in the survey period or, where specified in the model questionnaire, to the calendar year prior to the survey period.

The model questionnaire provides a large variety of variables covering the following areas, among others:

- general information about ICT systems;
- access to and use of the internet;
- e-commerce;
- e-business including artificial intelligence, data analytics, cloud computing, the internet of things, etc.

(7) EU countries and some non-EU European countries.

(8) [NACE stands for Nomenclature statistique des activités économiques dans la Communauté européenne.](#)

(9) [Council Regulation \(EEC\) No 696/93 of 15 March 1993](#) on the statistical units for the observation and analysis of the production system in the Community, OJ L 76, 30.3.1993, pp.1-11, ELI: <http://data.europa.eu/eli/reg/1993/696/oj>.

(10) [ICT usage in enterprises \(isoc_e\) \(europa.eu\).](#)

- ICT specialists, training on ICT and e-skills;
- ICT security;
- ICT and the environment.

Module on AI

The model questionnaire is structured into thematic modules. A dedicated module on AI was introduced for the first time in the 2021 model questionnaire. It was repeated in 2023, 2024 and 2025.

The first step in developing the module was to agree on a common definition of AI to be used by all countries, to ensure comparability of the data collected. The definition below is used:

‘Artificial intelligence refers to systems that use technologies such as: **text mining, computer vision, speech recognition, natural language generation, machine learning and deep learning** to gather and/or use data to predict, recommend or decide on, with varying levels of autonomy, the best action to achieve specific goals.

Artificial intelligence systems **can be purely software-based**, e.g.:

- chatbots and business virtual assistants based on natural language processing;
- face-recognition systems based on computer vision or speech recognition systems;
- machine translation software;
- data analysis based on machine learning, etc.;

or **embedded in devices**, e.g.:

- autonomous robots for warehouse automation or production assembly works;
- autonomous drones for production surveillance or parcel handling, etc.’

Data users and producers have agreed on a list of aspects related to the uptake of AI technologies by enterprises that are relevant to the survey. More specifically, the module includes questions on:

- the types of AI technology used by the enterprise (e.g. use of AI technologies to analyse written language or the use of AI technologies to convert spoken language into machine-readable format);
- the purposes for which AI technologies are used in the enterprise (e.g. for marketing or sales or for production or service processes);
- the means of acquisition of AI technologies (e.g. developed by own employees, commercial software or systems modified by own employees);
- reasons for not using AI technologies (e.g. the costs seem too high or there is lack of relevant expertise in the enterprise);
- measures to check the results generated by AI technologies for possible biases towards individuals based on sex, age, racial or ethnic origin, disability, religion or belief, or sexual orientation.

To minimise the burden on respondents, not all information has been collected on a mandatory basis at EU level.

Consequently, for some optional variables, EU aggregate data is unavailable.

AI technologies and the way they are used are changing over time; since the first version of the module in 2021, some questions have been modified slightly and some aspects have been added, to capture the following:

- the use of AI technologies for accounting, controlling or financial management and the use of AI technologies for research and development or innovation activities (included in the 2023 survey);
- the implementation of measures to check the results generated by AI technologies for possible biases towards individuals based on sex, age, racial or ethnic origin, disability, religion or belief, or sexual orientation (included in the 2024 survey);
- the use of AI technologies for generating pictures, videos, sound/audio (included in the 2025 survey).

For more detail on the survey methodology, see the survey metadata, available at [ICT usage in enterprises \(isoc_e\)](#).

3

Data analysis

3.1. The use of AI technologies in enterprises

The use of AI technologies has many benefits and a profound impact on enterprises, so measuring its use is important to understand the dynamics of AI adoption. This chapter illustrates how a set of statistics from the ICT ENT survey can be used to gain insights into the adoption of AI technologies in EU enterprises. Data for enterprises are presented by enterprise size class – i.e. small enterprises (10-49 employees and selfemployed persons), medium enterprises (50-249 employees and self-employed persons) and large enterprises (250 or more employees and self-employed persons) – as well as by economic activity.

Enterprises using AI technologies

The adoption of AI technologies is transforming enterprises across several sectors, with notable differences observed based on enterprise size and economic activity. Since data was first collected in 2021, the uptake of AI has accelerated significantly. However, despite this growth, its usage remains relatively limited. In 2025, 20.0% of all EU enterprises with 10 or more employees and selfemployed people used at least one of the following AI technologies:

- technologies analysing written language (text mining);
- technologies converting spoken language into a machine-readable format (speech recognition);
- technologies generating written or spoken language or programming codes (natural language generation, speech synthesis)⁽¹⁴⁾;
- AI technologies generating pictures, videos or sound/audio⁽¹⁵⁾;
- technologies identifying objects or people based on images or videos (image recognition, image processing);
- machine learning (e.g. deep learning) for data analysis;
- technologies automating different workflows or assisting in decision-making (AI-based software robotic process automation);
- technologies enabling machines to physically move by observing their surroundings and taking autonomous decisions.

The 20.0% figure is an increase of 11.9 pp compared to 2023 and 6.5 pp compared to 2024. This means that AI adoption in the EU is rising rapidly: 1 in 5 EU enterprises used at least one AI technology in 2025, compared to less than 1 in 10 a few years ago.

⁽¹⁴⁾ This category was changed for the ICT ENT survey 2025, prior to which it was 'AI Technologies generating written or spoken language (natural language generation, speech synthesis)', without mentioning 'programming codes'.

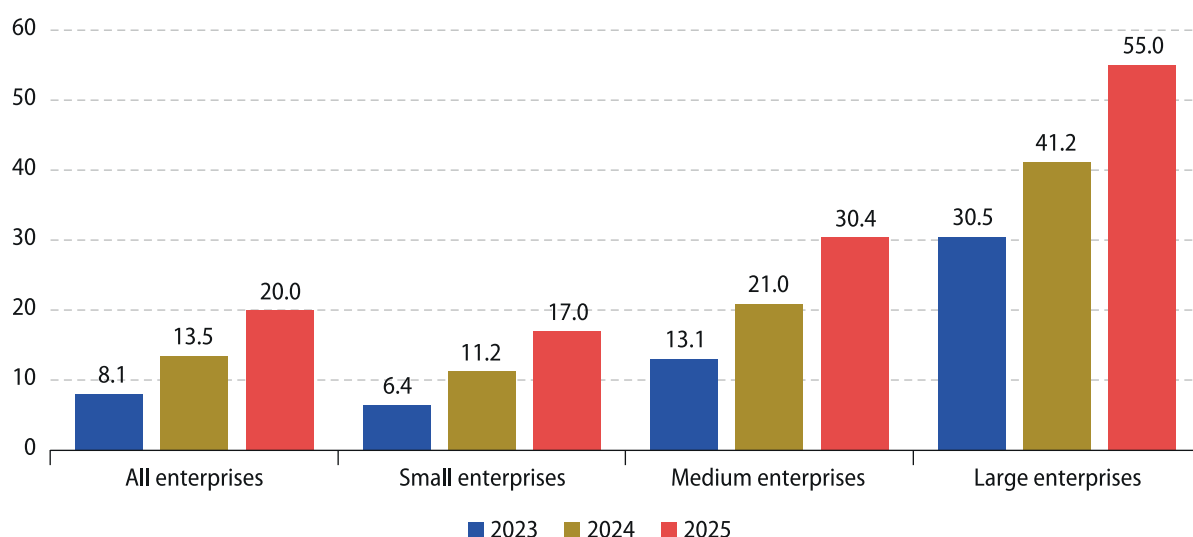
⁽¹⁵⁾ This category was included in the ICT ENT survey 2025 for the first time.

As Figure 1 shows, the use of AI technologies varies depending on enterprise size class. Large enterprises use AI technologies more intensively compared to small and medium enterprises. This could be explained, for example, by the greater ability of large companies to cope with the complexity of introducing AI technologies, achieve economies of scale, bear the associated costs (as investments in artificial intelligence may be more accessible to them), develop strategic priorities, and provide the necessary expertise. In 2025, 55.0% of large enterprises, 30.4% of medium enterprises and 17.0% of small enterprises used AI technologies. This was a significant increase for all size classes compared to previous years (2023 and 2024). The biggest increase was recorded for large enterprises: a rise of 24.6 pp compared to 2023 and 13.9 pp compared to 2024.

FIGURE 1

Enterprises using AI technologies by size class, EU, 2023, 2024, 2025

(% of enterprises)



Source: Eurostat (online data code: isoc_eb_ai)

Different AI technologies can have different applications in enterprises and add complexity to an enterprise's technology ecosystem. In 2025, 20.0% of EU enterprises used at least one of the AI technologies listed above, 13.0% of enterprises used at least two of the AI technologies and 8.3% used at least three of these technologies (Figure 2). This shows that the use of multiple technologies at the same time remains less common; nevertheless, it still indicates a significant increase in AI technology adoption compared to 2023 and 2024.