

2025 VivaTech Confidence Barometer: Tech and business in the USA are confident while Europe moves at different speeds

Announcing the second edition of the VivaTech Confidence Barometer, an international survey of tech executives conducted by OpinionWay in Europe (France, Germany, United Kingdom, Spain, Italy) and North America (USA, Canada)

- Business leaders confirm their solid confidence in emerging technologies, with a **confidence score of 87/100**.
- **81%** of executives have seen an improvement over the past 12 months in their perception of the role of new technologies in ensuring their company's competitiveness (+9 points vs. 2024).
- **81%** consider their country's companies to be internationally competitive on technological issues.
- AI stands out as the technology most likely to impact business in the coming years (at **65%**, +5 points vs. 2024).
- **92%** of American executives see their country as leading the way in international tech competitiveness.
- **82%** of UK decision-makers consider their companies to be leaders in the adoption of technological innovations.

Paris, 30 January 2025 – Viva Technology announces the second edition of its VivaTech Confidence Barometer, an international survey of tech executives conducted by OpinionWay. On the whole, technological progress is seen as increasingly strategic by companies, and as a priority area of investment for senior executives. There is a marked divergence of opinions among respondents, with Americans perceiving themselves as more competitive than their counterparts in Europe, with France and the United Kingdom moving confidently ahead while Italy and Spain lag far behind.

AI, a Challenge Accepted by Businesses Everywhere

100% of executives believe that the adoption of at least one new technology generates tangible benefits for their company, such as increased productivity (62%) and reduced operational costs (48%), a trend clearly reflected in their investment intentions.

91% of companies intend to increase their investment in at least one of the technologies in which they have invested.

Unsurprisingly, AI clearly stands out as the technology most likely to have an impact on the companies' business (65%), well ahead of cybersecurity (41%) and cloud computing (39%).

Over the next 12 months, **85% of the companies surveyed plan to increase their investment in AI.**

Differing Perceptions of Competitiveness in the International Arena: The USA in Pole Position

81% of executives believe in technology as key to boosting their company's international competitiveness.

The United States and the United Kingdom are the most confident about the ability of their tech sectors to compete internationally, with 92% and 81% of CEOs respectively believing their country to be at the forefront, compared with 86% and 77% in 2024. CEOs in France (76%), Germany (76%), Canada (74%) and Spain (70%) share a similar perception, judging their companies to be relatively competitive. **Conversely, Italian CEOs are less confident, with only 64% of them judging their companies to be competitive.**

According to all the executives questioned, the main factors cited to ensure the technological competitiveness of their companies are:

- Highly qualified employees (45%)
- Ongoing investment in R&D (44%)
- Strong international reputation and recognition (43%)

The USA (45%) and France (39%), for their part, attach increasing importance to international collaboration to strengthen their competitiveness.

Executives were also asked about the adoption of technological innovations by their countries. Here, too, executives in the USA and the United Kingdom feel their countries are leading the way, with 87% and 82% respectively believing their companies are at the forefront of the adoption of technological innovations. This contrasts with Italy, where executives again see their country as lagging behind (44%).

France (71%), for its part, is slightly below the international average of 76%, but enjoys a positive dynamic with an increase of more than 10 points compared to the 2024 barometer.

The human factor is at the heart of the technology debate: the lack of qualified employees (41%) and resistance to change (39%) are frequently cited obstacles, while talent is seen as one of the main drivers of competitiveness (45%).

Furthermore, it is interesting to note once again the contrast between Europe and the USA, where executives cite regulatory compliance and data protection issues as the main obstacles to the adoption of emerging technologies by US companies (50% / +12 points vs. 2024).

Technological Progress: Source of Concern, Source of Solutions

Fake news and the protection of privacy

While technological progress is seen as a competitive driver that can consolidate a country's leadership, business executives remain aware of the inherent risks.

Of all those surveyed, **three quarters (77%) are equally concerned about the invasion of privacy and the proliferation of fake news and the difficulty of identifying it.**

The subject of privacy is a matter of concern in all the countries surveyed, although **it is expressed more strongly in the USA (83% / +5 points vs 2024) and Spain (90%)**. Germany and Italy, on the other hand, are more relaxed about this issue (59% / -10 points vs 2024 and 67%). In France, where privacy is still a pressing concern, the level of that concern among those surveyed has decreased from 83% to 79%.

To alleviate these concerns, **9 out of 10 companies have already introduced measures to inform and reassure their employees**, customers and service providers. In the short term, more than half of companies expect data management to become even more complex in the future.

Focus on the Environment

The negative impact of tech on the environment is also a concern for 70% of business leaders. Among respondents, unicorns, startups and scaleups are more concerned and express deep concern, with 47% saying they are **very concerned** about this issue. On the other side of the Atlantic, the USA is more concerned than last year and expresses this concern more intensely than the average (74% in 2025 vs. 57% in 2024).

Tech as a Response to Major Societal Challenges

But while **technology** carries its share of uncertainties and risks, **it is also seen by more than 9 out of 10 business leaders (90%) as a solution to the major challenges of our time**.

Executives are convinced that technology can empower people by addressing the challenges facing the education system (45%), facilitating access to information and helping to combat misinformation (42%).

Germany is more convinced than average that new technologies can be used to meet the challenges facing the education system (60%), the UK and Spain are more convinced of the need to combat disinformation (52%), and France seems to see a greater emphasis on diversity and inclusion than last year (32% in 2025 vs. 18% in 2024).

Furthermore, 81% of CEOs believe that the tech ecosystem as a whole promotes diversity and inclusion.

Methodology

This barometer was carried out between December 2024 and January 2025. It included a quantitative phase involving 1,708 private company directors/ExCom members in companies with 50 or more employees who are directly involved in decisions relating to the development of their company and who are interested in tech issues; or in startups, unicorns and scaleups offering tech solutions or who are interested in tech issues. The interviews were conducted as follows: 305 in France, 253 in Germany, 210 in Spain, 210 in Italy, 210 in the United Kingdom, 260 in the USA and 260 in Canada between 3 and 20 December 2024. The representative sample was drawn up using the quota method and weighted according to the criteria of salary size, sector of activity and geographical location.



About Viva Technology

VivaTech accelerates innovation by connecting startups, tech leaders, major companies and investors responding to our world's biggest challenges.

Each year, over four exciting days in Paris, VivaTech creates Europe's biggest technology and startup event, exploring the most disruptive topics in tech with world-premiere demos, launches and conferences in a collaborative ecosystem. This is where business meets innovation. Join us for the ninth edition of VivaTech 11-14 June 2025.

For more information go to our website at <https://vivatechnology.com/media> and follow us on social media @VivaTech.

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