



AI Adoption in Commercial Operations:

2025 Industry Survey Insights →

Survey Publish date: 18th December 2024 survey closed 18th March 2025

OVERVIEW

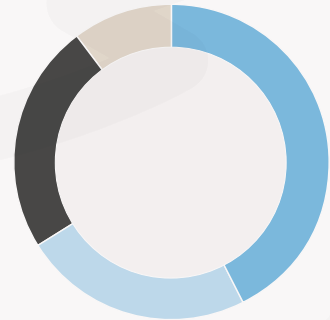
Artificial Intelligence (AI) is rapidly transforming commercial operations across industries. To gauge the current landscape of AI adoption, we conducted a survey with professionals from various roles, including C-level executives, commercial leaders, and market access specialists. This report presents key findings on AI readiness, challenges, and expected impact in the next 3-5 years.



1/ Industry Role Breakdown →

Our survey respondents primarily consisted of:

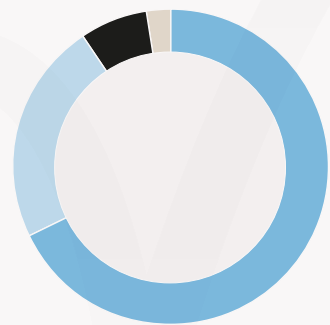
- **43.7%** in Commercial/Business Development roles
- **24.1%** in Market Access
- **24.1%** in C-Level Executive positions
- **10.3%** in Senior Manager/Director roles



2/ AI Adoption Levels →

AI adoption within commercial operations varies significantly:

- **67.8%** are actively piloting AI projects
- **23.0%** are exploring possibilities
- **6.9%** have not yet started AI adoption
- **2.3%** have fully implemented AI in key processes

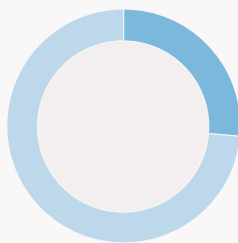


3/ AI Readiness →

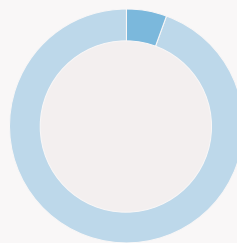
When asked about their organization's preparedness to integrate AI, the most common rating was **3 out of 10** (49.4% of responses), indicating many companies are in the early stages of readiness.



Other key insights include:



■ **26.4%** rated their readiness at **5 or higher**, suggesting growing confidence in AI integration.



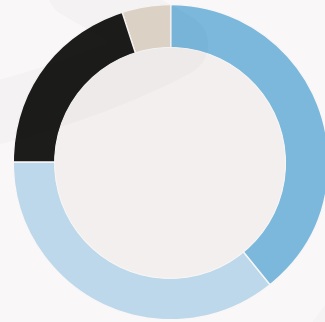
■ Only **5.8%** rated their readiness at **7 or above**, highlighting that full AI maturity remains a long-term goal for most.



4/ Key Challenges in AI Adoption →

The biggest hurdles preventing AI adoption in commercial operations include:

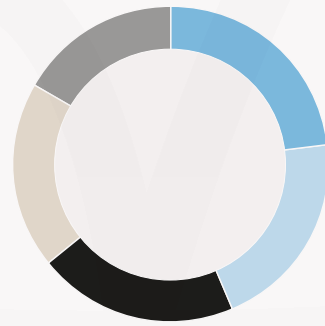
- **38.0%** cite resistance to change within their organisation
- **34.5%** struggle with integration into existing systems
- **19.5%** face a lack of technical expertise
- **4.6%** experience budget constraints



5/ AI Applications of Interest →

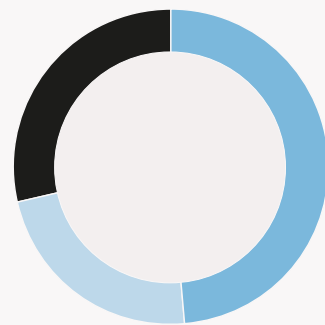
Respondents identified the most relevant AI applications for their businesses:

- **19.5%** Market access and evidence tracking
- **17.2%** Supply chain optimization
- **17.2%** Pricing strategy and optimization
- **16.1%** Tender analysis and management
- **13.8%** Customer insights and segmentation



6/ Expected Impact of AI in the next 3-5 Years →

- **41.4%** expect AI to have a significant impact (rating of 5 out of 5)
- **19.5%** rated AI's expected impact at 4 out of 5
- **24.1%** gave a moderate rating of 3 out of 5



CONCLUSION

The survey highlights a strong momentum toward AI adoption in commercial operations. While most organizations are still in the pilot phase, AI is expected to play an increasingly critical role in **market access, pricing strategy, supply chain optimization, and customer insights**. However, challenges such as **resistance to change and system integration** remain barriers to full-scale implementation. Over the next few years, companies will need to focus on AI readiness and strategic integration to maximize AI's transformative potential.