

Field	Value
Meta title	How Many Companies Use AI? 90+ Statistics (2026)
Meta description	Discover how many companies use AI, according to Census Bureau, Eurostat, ONS, and Statistics Canada data, why surveys disagree, and which sectors lead.
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How Many Companies Use AI? 90+ Statistics (2026)

Looking at the largest official estimates, approximately one out of every five companies use AI: [19.8%](#) of US employer businesses according to the Census Bureau, and [20.0%](#) of EU firms with at least 10 employees according to Eurostat.

Executive surveys have a different narrative.

McKinsey's global executive survey found [88%](#) of respondents stated that their organization was already using AI regularly for at least one business function.

The discrepancy arises due to who is surveyed and how "use" is defined. This page compares the official statistics to the executive surveys. It also categorizes adoption by country, company size, industry, application, intensity, and barriers.

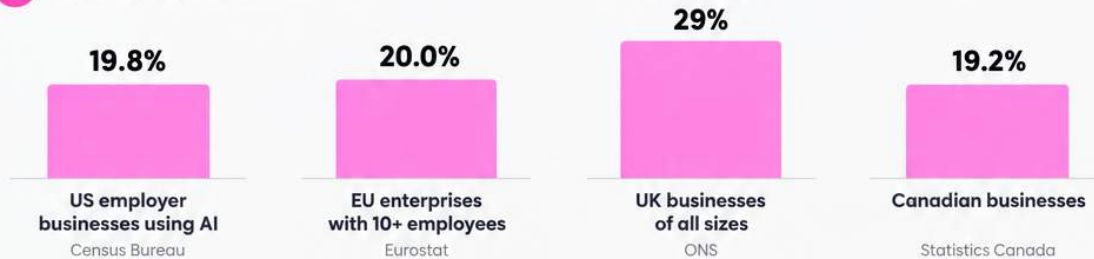
How Many Companies Use AI?

Top official counts and survey findings from the US, EU, UK and Canada

AI adoption in business is rising fast — but the numbers vary depending on who is counted and how use is measured.

1 Official counts

Share of businesses using AI, from official sources, latest available figures.



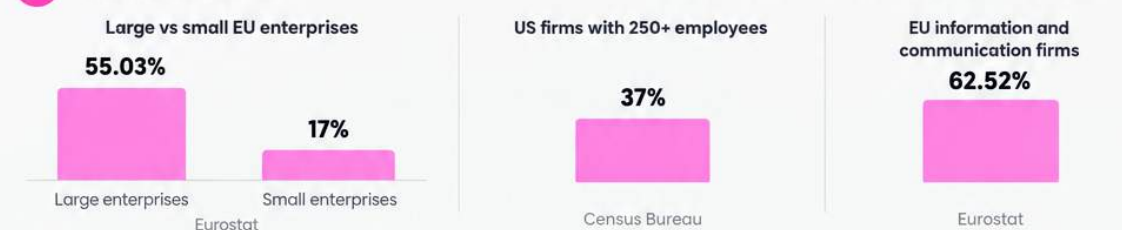
2 Executive and respondent surveys

Survey-based figures are typically higher than official business counts.



3 Size and sector

Larger firms and tech-heavy sectors are more likely to use AI.



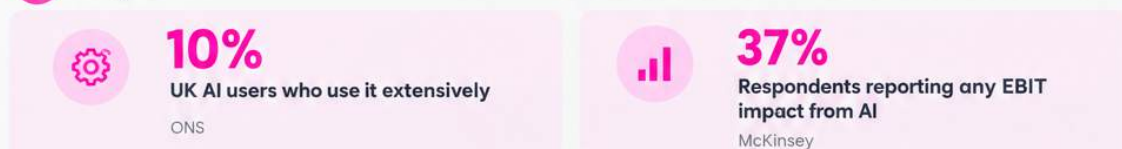
4 Growth

AI use has increased markedly in the EU and Canada in recent years.



5 Depth

Adoption within organizations can be deep, with measurable business impact.



Takeaway: Official business-use counts are clustering around one in five in major economies, while executive surveys suggest much broader adoption inside organizations and much heavier use in larger firms and tech-heavy sectors.

Sources: US Census Bureau; Eurostat; UK Office for National Statistics (ONS); Statistics Canada; McKinsey State of AI; NBER.

Top Picks

Official counts:

- **US employer businesses using AI:** [19.8%](#) (Census Bureau)
- **EU enterprises with 10+ employees:** [20.0%](#) (Eurostat)
- **UK businesses of all sizes:** [29%](#) (ONS)
- **Canadian businesses:** [19.2%](#) (Statistics Canada)

Executive and respondent surveys:

- **Organizations using AI in at least one function:** [88%](#) of McKinsey respondents
- **Firms using AI in the US, UK, Germany, and Australia:** [69%](#) (NBER executive survey)

Size and sector:

- **Large vs small EU enterprises:** [55.03%](#) vs [17%](#) (Eurostat)
- **US firms with 250+ employees:** [37%](#) (Census Bureau)
- **EU information and communication firms:** [62.52%](#) (Eurostat)

Growth:

- **EU enterprises, first vs latest reading:** [7.7%](#) vs [20.0%](#) (Eurostat)
- **Canadian businesses, two years apart:** [6.1%](#) vs [19.2%](#) (Statistics Canada)

Depth:

- **UK AI users who use it extensively:** [10%](#) (ONS)
- **Respondents reporting any EBIT impact from AI:** [37%](#) (McKinsey)

How Many Companies Use AI?

The largest official surveys of businesses report AI in about one in five companies, including [19.8%](#) found in the Census Bureau's US tally or McKinsey's survey of organizations which found [88%](#).

The answer depends on which survey you read:

Survey (originator)	Share using AI	Who is counted	What counts as use	Source (period)
Business Trends and Outlook Survey (US Census Bureau)	19.8%	US employer businesses of all sizes	AI in any business function, past two weeks	Census Bureau (to May 3, 2026)
Canadian Survey on Business Conditions (Statistics Canada)	19.2%	Canadian businesses with employees	AI to produce goods or deliver services, past 12 months	Statistics Canada (Q2 2026)
ICT usage in enterprises survey (Eurostat)	20.0%	EU enterprises with 10+ employees	At least one of eight AI technologies	Eurostat (2025)
Business Insights and Conditions Survey (ONS)	29%	UK businesses of all sizes	At least one AI technology	ONS (June 2026)
Business Insights and Conditions Survey (ONS)	35%	UK businesses with 10+ employees	At least one AI technology	ONS (June 2026)

Survey (originator)	Share using AI	Who is counted	What counts as use	Source (period)
Firm Data on AI (NBER)	69%	Firms in the US, UK, Germany, and Australia, answered by nearly 6,000 senior executives	Some current use of AI technology	NBER (Nov 2025 to Jan 2026)
Firm Data on AI (NBER), US firms only	78%	US firms in the same executive survey	Some current use of AI technology	NBER (Nov 2025 to Jan 2026)
State of AI (McKinsey)	88%	Organizations of 1,993 respondents in 105 countries	Regular AI use in at least one business function	McKinsey (2025 survey)

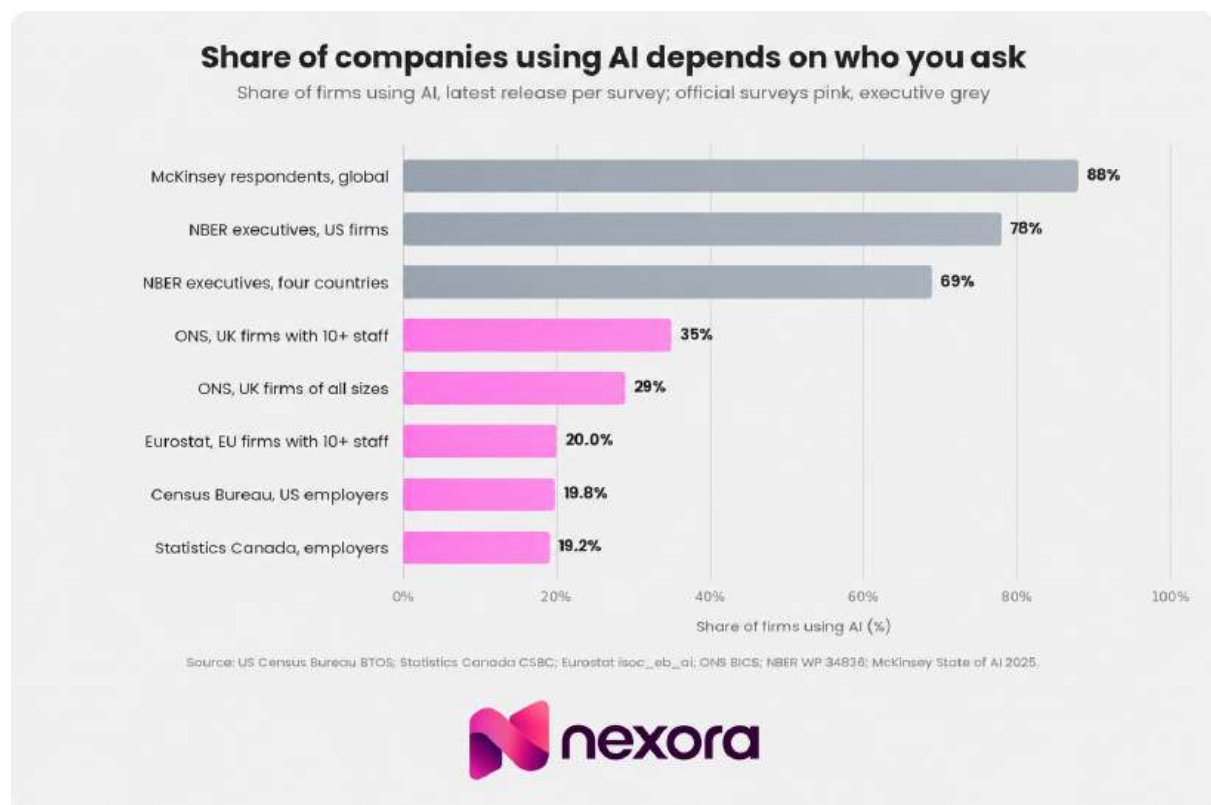
The official counts hover around one in five. The UK exceeds that and the executive survey numbers tower over all of them.

ONS accounts for much of this spread. Lower estimates focus on direct, bottom up use and higher figures instead take a top-down approach to whether a business uses AI in any capacity.

The second driver is firm size. Larger firms report more use. Eurostat and the ONS [35%](#) figure for businesses that are using AI, only count firms with more than 10 employees. In the US and Canada, all the smallest employer firms are included in their counts.

The country matters within a survey as well. Australia had the lowest share in NBER's executive survey, at [59%](#).

McKinsey's latest report indicates that [nearly nine in ten](#) respondents report using artificial intelligence in at least one business function regularly, but it doesn't release a more precise percentage. None of these offices reports how many companies use AI, just shares.



How Many US Businesses Use AI?

[19.8%](#) of US employer businesses used AI in a business function in the latest two-week reading, according to the Census Bureau's Business Trends and Outlook Survey (BTOS).

Here is how that splits by firm size and sector:

Group	Share using AI	Source (period)
All US employer businesses	19.8%	Census Bureau BTOS (to May 3, 2026)
Firms with 250+ employees	37%	Census Bureau BTOS (six months to May 2026)
Firms with 100 to 249 employees	32%	Census Bureau BTOS (to May 3, 2026)
Firms with four or fewer employees	under 20%	Census Bureau BTOS (six months to May 2026)
Information sector	39.7%	Census Bureau BTOS (to May 3, 2026)
Finance and insurance sector	33.9%	Census Bureau BTOS (to May 3, 2026)
Retail trade sector	around 14%	Census Bureau BTOS (to May 2026)

The largest firms and the information sector both run at roughly twice the national rate.

The national rate has held in a narrow band:

- **Six-month range of the national rate:** [17% to 20%](#)
- **Businesses expecting to use AI within six months:** [20% to 23%](#)
- **Firms using AI in the Census AI supplement:** [18%](#)
- **Same supplement, weighted by employment:** [32%](#)
- **Expected adoption within six months, per the supplement:** [22%](#)

Employment weighting counts each firm by the size of its workforce. Because big firms adopt more, the weighted share runs higher than the plain firm count.

Late last year, the Census Bureau revised the question it asks about AI use by businesses. It no longer asks if companies use AI "in producing goods or services". Instead, it asks about using AI "in any business function." This change means prior BTOS readings are not comparable.

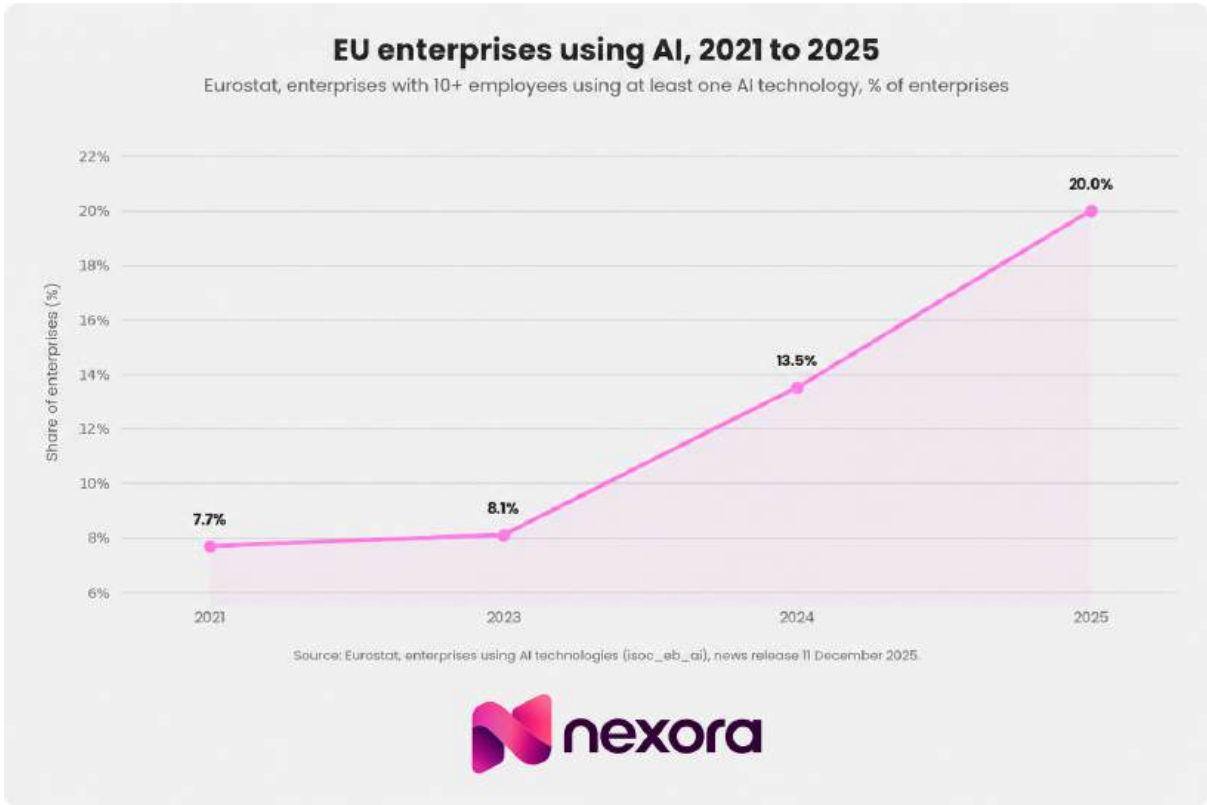
How Many European Companies Use AI?

[20.0%](#) of EU enterprises with 10 or more employees used AI technologies, Eurostat reports, up from [13.5%](#) a year earlier.

Eurostat's series shows the climb:

Reference year	EU enterprises using AI	Source
2021	7.7%	Eurostat
2023	8.1%	Eurostat
2024	13.5%	Eurostat
2025	20.0%	Eurostat

Eurostat puts the latest one-year gain at [6.5](#) percentage points.



Which EU Countries Use AI the Most?

Denmark leads the EU, with [42.0%](#) of businesses using AI, while Romania sits at the bottom at [5.2%](#).

Here are the top and bottom three:

Country	Enterprises using AI	Position in the EU
Denmark	42.0%	Highest
Finland	37.8%	Second highest
Sweden	35.0%	Third highest
Bulgaria	8.5%	Third lowest
Poland	8.4%	Second lowest
Romania	5.2%	Lowest

The Nordic countries take all three top spots.

The Eurostat survey is representative of enterprises with 10 or more employees throughout most of the business economy. Financial institutions (NACE section K) are not included.

How Many UK Businesses Use AI?

[29%](#) of UK businesses used at least one AI technology, rising to [35%](#) among firms with 10+ employees.

The ONS breaks it down like this:

Group	Share using AI	Source (period)
All businesses	29%	ONS BICS (June 2026)
Businesses with 10+ employees	35%	ONS (June 2026)
Businesses with 0 to 9 employees	28%	ONS (June 2026)
Businesses with 250+ employees	49%	ONS BICS (June 2026)
Information and communication	58%	ONS (June 2026)
Construction	13%	ONS (June 2026)

ONS publishes two headline figures for the same month and they cover different firms.

The UK trend is steep:

- **Firms with 10+ employees using AI when the ONS first asked:** [around 12%](#)
- **The same group in the latest wave:** [35%](#)
- **Year-on-year rise across all businesses:** [8 percentage points](#)

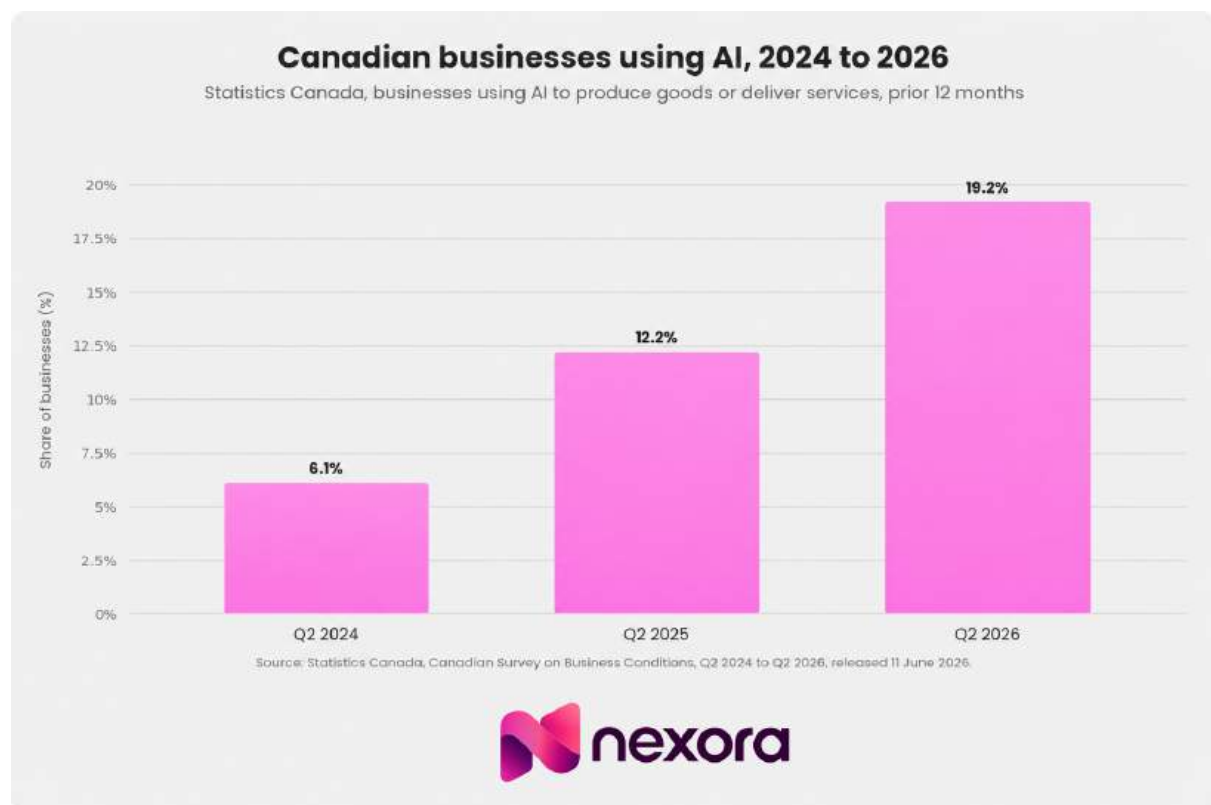
ONS calls them ‘official statistics in development’. It doesn’t survey areas such as finance and insurance or agriculture.

How Many Canadian Businesses Use AI?

Statistics Canada released data showing [19.2%](#) of Canadian companies used AI to produce goods or deliver services within the last 12 months, three times what it was at its initial reporting.

Survey quarter	Businesses using AI	Source
Q2 2024	6.1%	Statistics Canada
Q2 2025	12.2%	Statistics Canada
Q2 2026	19.2%	Statistics Canada

Each annual reading has come in well above the previous years’.



Adoption varies by location and size:

- **Urban businesses:** [21.0%](#)
- **Rural businesses:** [9.9%](#)
- **Businesses with 100 or more employees:** [27.8%](#)
- **Businesses with 1 to 4 employees:** [19.9%](#)
- **Businesses saying AI is not relevant to them:** [40.0%](#)

Statistics Canada continues to ask the narrower question of whether AI is used "to produce goods or deliver services." That wording is closer to the old US Census wording, rather than the new one.

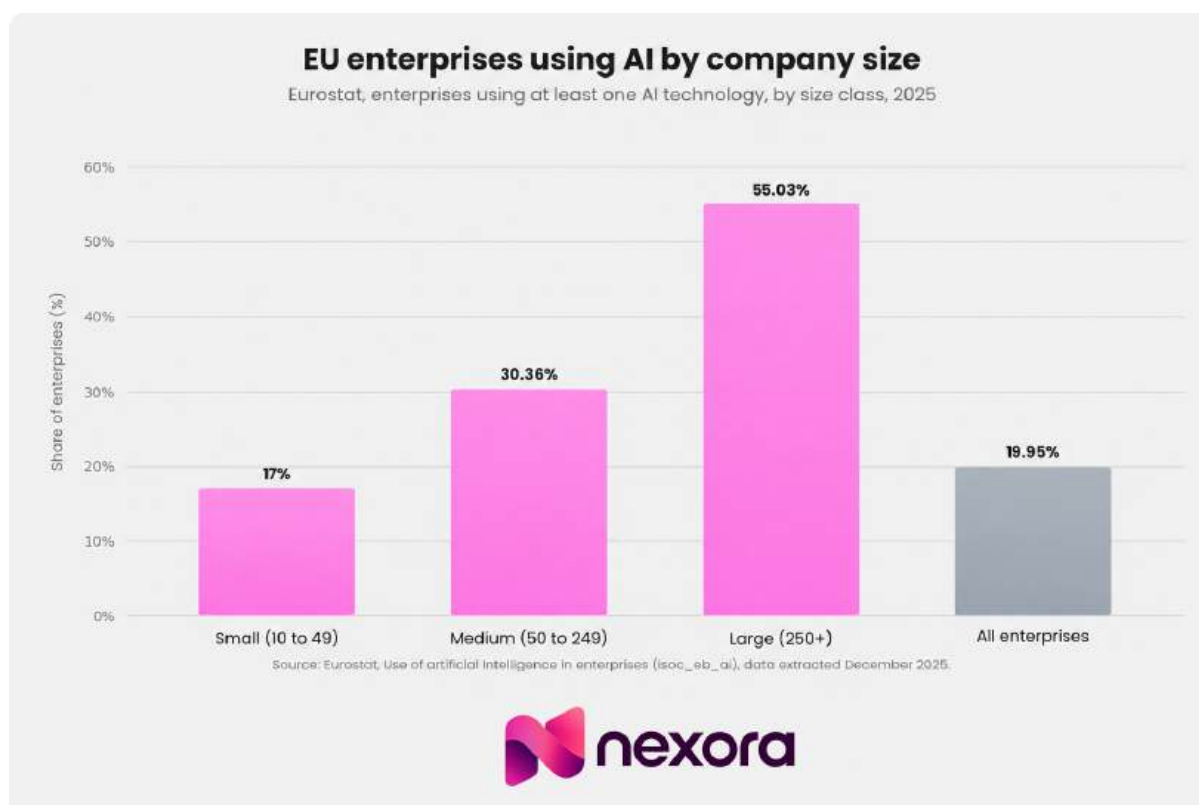
Do Large Companies Use AI More Than Small Ones?

In its survey of firms with 10 or more employees, Eurostat stated that [55.03%](#) of large enterprises use AI technologies while only [17%](#) of small enterprises use AI.

The EU breakdown by size class:

Size class	Enterprises using AI	Source
Small (10 to 49 employees)	17%	Eurostat (2025)
Medium (50 to 249 employees)	30.36%	Eurostat (2025)
Large (250+ employees)	55.03%	Eurostat (2025)
All enterprises	19.95%	Eurostat (2025)

Use rises with each step up in size.



This gap can be seen in all countries listed on this page:

- **US firms with 250+ employees vs the national rate:** [37%](#) vs [19.8%](#)
- **UK businesses with 250+ vs 0 to 9 employees:** [49%](#) vs [28%](#)
- **Canadian businesses with 100+ vs 1 to 4 employees:** [27.8%](#) vs [19.9%](#)

Canada's smallest firms are the notable exception. Reported usage by firms with 1-4 employees is close to the national average.

Which Industries Use AI the Most?

Information and communication businesses lead the lists of industries for both Eurostat and Statistics Canada. According to Eurostat, [62.52%](#) of EU companies in the information and communication sector use AI.

Each source highlights a leader and a laggard:

Survey	High sector	Share	Low sector	Share
Census Bureau BTOS (US)	Information	39.7%	Retail trade	around 14%
Eurostat (EU)	Information and communication	62.52%	Construction	10.79%
ONS (UK)	Information and communication	58%	Construction	13%
Statistics Canada	Information and cultural industries	42.3%	Agriculture, forestry, fishing and hunting	4.5%

Knowledge heavy sectors lead and site-based physical work trails, whichever country you look at.

Finance and professional services come next:

- **US finance and insurance:** [33.9%](#)
- **Canadian finance and insurance:** [40.4%](#)
- **EU professional, scientific, and technical services:** [40.43%](#)
- **Canadian professional, scientific, and technical services:** [32.4%](#)
- **Canadian construction:** [9.2%](#)

Eurostat and the ONS exclude finance from scope so they cannot rank it.

What Do Companies Use AI For?

Sales and marketing is the top use, with [52%](#) of US AI using firms applying AI there, the Census Bureau finds, and Eurostat puts the EU share at [34.70%](#).

Among firms already using AI:

Use, among AI-using firms	Share	Source
Sales and marketing (US)	52%	Census Bureau AI supplement
Strategy and business development (US)	45%	Census Bureau AI supplement
IT (US)	41%	Census Bureau AI supplement
Marketing or sales (EU)	34.70%	Eurostat (2025)
Business administration or management (EU)	31.05%	Eurostat (2025)
Data analytics (Canada)	36.6%	Statistics Canada (Q2 2026)
Large language models (Canada)	24.8%	Statistics Canada (Q2 2026)

Revenue facing work leads in both the US and EU counts.

Measured across all firms, content generation is the common thread:

- **EU enterprises using AI to analyze written language:** [11.8%](#)
- **EU enterprises generating pictures, video, or audio:** [9.5%](#)
- **EU enterprises generating written or spoken language:** [8.8%](#)
- **UK businesses using LLM text generation:** [17%](#)
- **UK businesses using AI for visual content:** [14%](#)
- **Firms using LLM text generation, NBER executive survey:** [41%](#)

A lot of this work falls onto marketing teams and the websites they manage. Creating and editing website content is what an [AI page builder](#) does.

How Deeply Do Companies Use AI?

The majority of AI using firms use it narrowly: just [10%](#) of AI users in the UK describe their use of AI as extensive.

Depth looks like this across the surveys:

Measure	Figure	Source
US adopters using AI in three or fewer functions	57%	Census Bureau AI supplement
Average AI technologies per UK adopter, first vs latest wave	1.4 vs 1.6	ONS
UK AI users reporting extensive use	10%	ONS (June 2026)
Respondents saying AI is scaling across their enterprise	44%	McKinsey (2026 survey)
Respondents using AI in three or more functions	56%	McKinsey (2026 survey)
Respondents reporting any EBIT impact from AI	37%	McKinsey (2026 survey)
AI high performers among respondents	about 6%	McKinsey (2026 survey)

Adoption is broad, but in most firms it is still shallow.

Job effects so far are small:

- **US firms reporting AI-related employment decreases:** [2%](#)
- **US AI users relying on it only to augment tasks:** [66%](#)
- **Executives reporting no employment effect from AI:** [more than 90%](#)

Employees are getting AI ready before their employers are. AI technologies are currently being used by [55%](#) of UK employees to do their job or further education/training, while only [35%](#) of businesses with at least 10 employees use AI themselves.

Why Aren't More Companies Using AI?

A lack of relevant expertise is ranked the top barrier: [70.89%](#) of EU enterprises that considered using AI cited it as a reason for not using it.

The main barriers, by survey:

Barrier	Share citing it	Source (base)
Lack of relevant expertise	70.89%	Eurostat (firms that considered AI)
Unclear legal consequences	52.52%	Eurostat (firms that considered AI)
Data protection and privacy concerns	48.83%	Eurostat (firms that considered AI)
AI not relevant to the business	40.0%	Statistics Canada (all businesses)
Cybersecurity or privacy concerns	13.4%	Statistics Canada (all businesses)
Cost	10.6%	Statistics Canada (all businesses)

Eurostat barrier figures only cover firms who have considered AI. Statistics Canada surveys all firms.

Interest among non users is limited. Among EU enterprises not using AI, [14.21%](#) had considered it.

Is Company AI Adoption Growing?

Yes: Statistics Canada says the share of businesses using AI has tripled in two years, to [19.2%](#), and Eurostat's EU share has reached [20.0%](#).

Every long running series points the same way:

Survey	Earlier reading	Latest reading	Source
Statistics Canada, all businesses	6.1% (Q2 2024)	19.2% (Q2 2026)	Statistics Canada
ONS, UK businesses with 10+ employees	around 12% (Sep 2023)	35% (June 2026)	ONS
Eurostat, EU enterprises with 10+ employees	7.7% (2021)	20.0% (2025)	Eurostat
McKinsey, respondents' organizations	78% (2024 survey)	88% (2025 survey)	McKinsey

No series on this page has moved down between its first and latest reading.

Firms expect more:

- **US businesses expecting to use AI within six months:** [20% to 23%](#)
- **Expected US firm adoption within six months, Census AI supplement:** [22%](#)
- **Firms expecting to use AI within three years, NBER executive survey:** [about 75%](#)

Conclusion

Ask how many companies use AI and an honest answer will be a range. Most official business surveys land near one in five. Surveys of executives come back much higher. The most useful number will be the one tailored to your question: which firms? What usage? When?

Sources

- [US Census Bureau, Business Trends and Outlook Survey](#)
- [US Census Bureau, CES Working Paper 26-25](#)
- [Eurostat, enterprises using AI \(news release\)](#)
- [Eurostat, Use of artificial intelligence in enterprises](#)
- [ONS, Business insights and impact on the UK economy, 2 July 2026](#)
- [ONS, Artificial intelligence in UK businesses: 2023 to 2026](#)
- [Statistics Canada, AI use by businesses, Q2 2026](#)
- [NBER, Global Evidence on Business Use of AI](#)
- [McKinsey, The state of AI in 2026](#)
- [McKinsey, The state of AI in 2025](#)