Producing statistics on AI adoption in Brazil

Workshop on role and economic impact of artificial intelligence and metaverse in the digital transformation

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cgi.br
Comitê Gestor da
Internet no Brasil

About Cetic.br

The **Regional Center for Studies on the Development of the Information Society (Cetic.br)** has as its mission the production of statistical data and analyses on the impacts of digital technologies on society.

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Brazilian Network Information Center

1. Knowledge center on ICT-data production
   - Public ICT statistics
   - Statistics for the SDGs
   - Comparable, representative, and disaggregated data
   - Qualitative studies
2. Capacity-building programs
3. Laboratory of ideas & methodological innovation
4. Measurement of impacts of ICT in society

About Cetic.br

20 years of production of public statistics on the Internet and digital technologies in Brazil

1995

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Multistakeholder model of Internet governance in Brazil

Partnership on Measuring ICT for Development

2005

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registro.br

2011

36th General Conference approves Cetic.br as a UNESCO Category II Centre

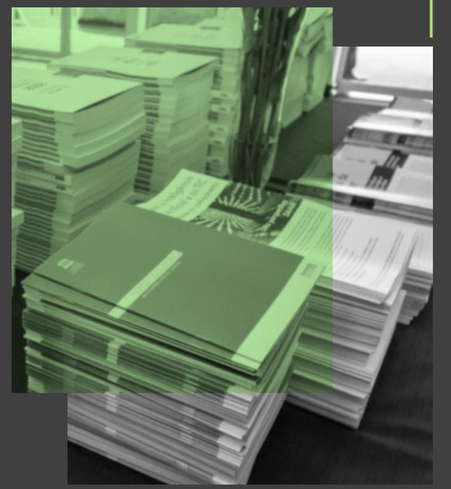
2012

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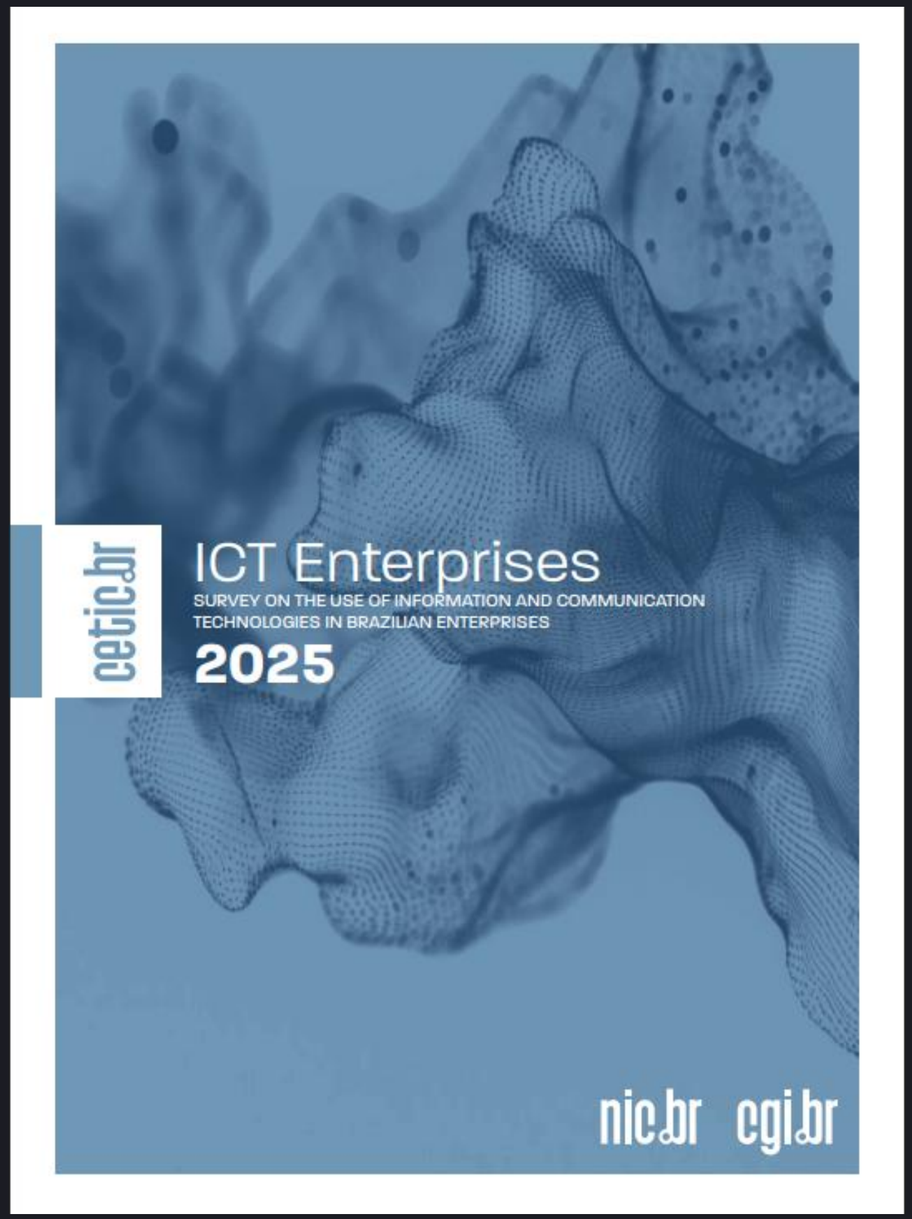
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2025



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ICT ENTERPRISES 2025



Full report available online:
https://www.cetic.br/pt/publicacao/pesquisa-sobre-o-uso-das-tecnologias-de-informacao-e-comunicacao-nas-empresas-brasileiras-tic-empresas-2025/

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ICT ENTERPRISES 2025

METHODOLOGY

TARGET POPULATION

All active Brazilian enterprises with 10 or more employed persons

COVERAGE

National

DATA COLLECTION

Computer-assisted telephone interview (CATI)

DATA COLLECTION PERIOD

February 2025 to January 2026

SAMPLE

4,174 enterprises

OBJECTIVE

Measure the access and use of information and communication technologies (ICT) in Brazilian enterprises

MODULES

- General information on ICT systems
- Internet use
- Security
- E-commerce
- Skills
- *Software*
- New technologies
- Privacy and personal data protection

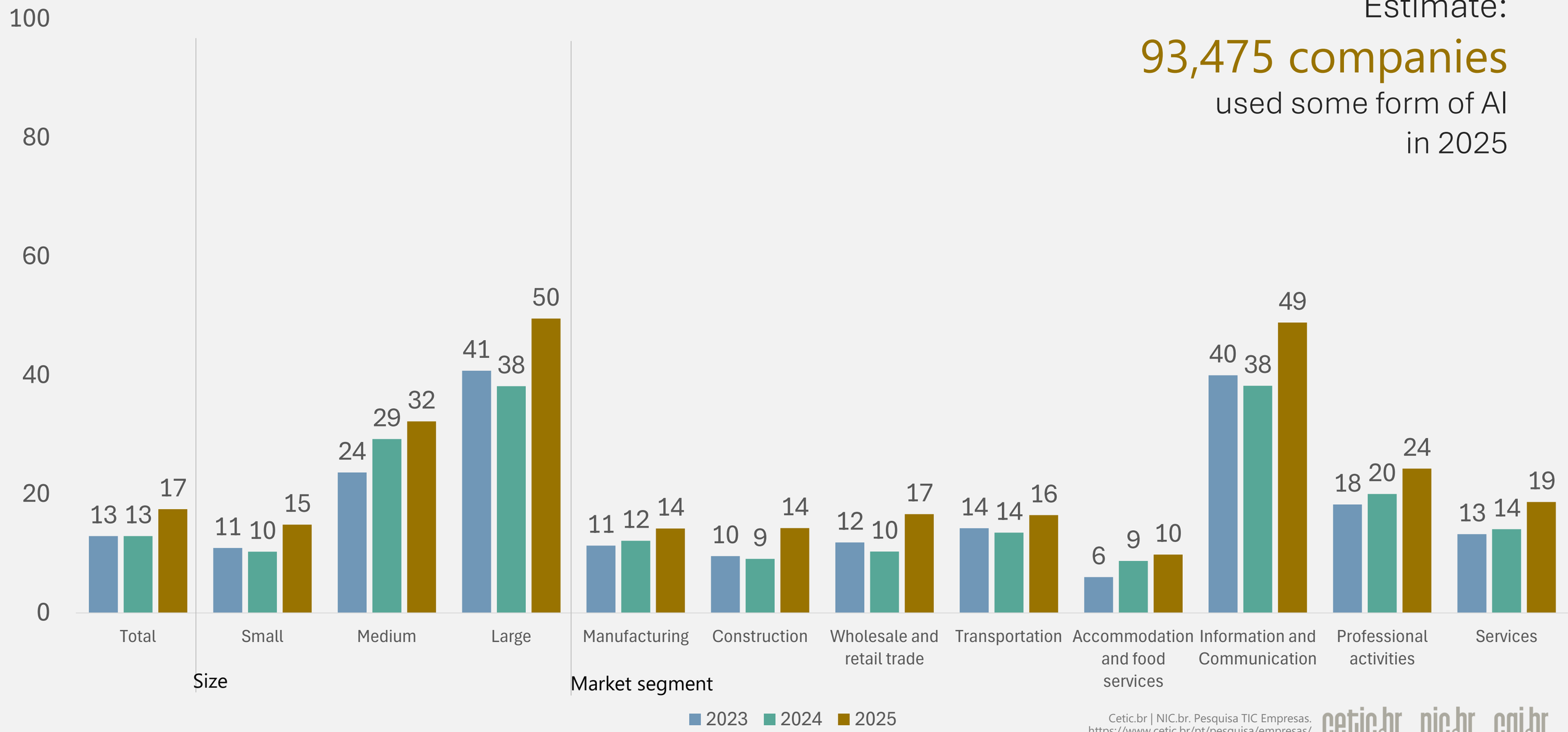


Source: CGI.BR. (2026). Survey on the use of information and communication techonologies in brazilian enterprises: ICT Enterprises 2025.

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H9 Enterprises that used AI, by size and market segment (2023–2025)

Total number of enterprises (%)



Estimate:

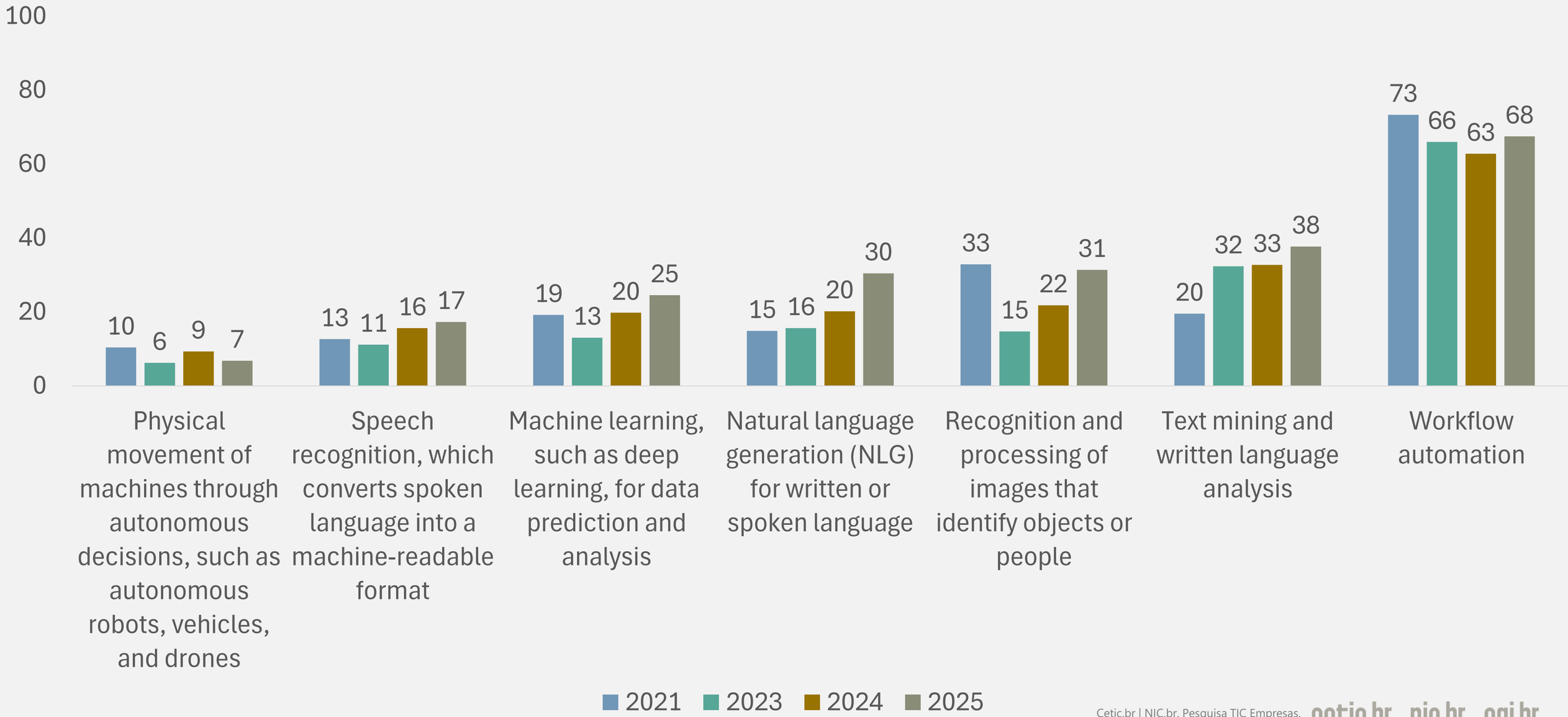
93,475 companies

used some form of AI in 2025

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H9A Enterprise that used AI, by how tey acquired or developed tha AI software or system they use (2023-2025)

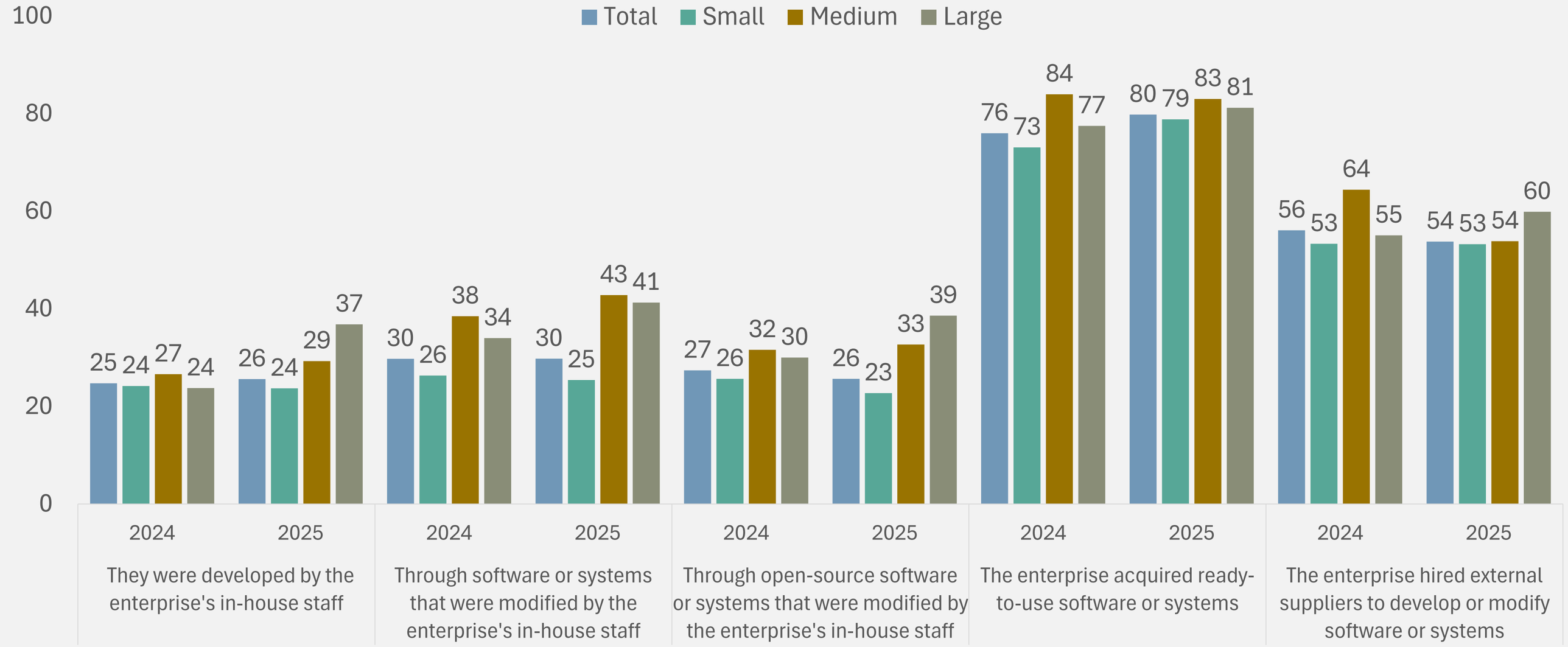
Total number of enterprises that used AI (%)



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H9B Enteprises that used AI, by how they acquired or developed the AI software or systems they used (2024-2025)

Total number of enterprises that used AI (%)



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OECD-BCG-INSEAD
INTERNATIONAL SURVEY OF ARTIFICIAL INTELLIGENCE IN ENTERPRISES



Full report available online:
OECD (2024). The Adoption of Artificial Intelligence in Firms.
https://www.oecd.org/en/publications/the-adoption-of-artificial-intelligence-in-firms_f9ef33c3-en.html

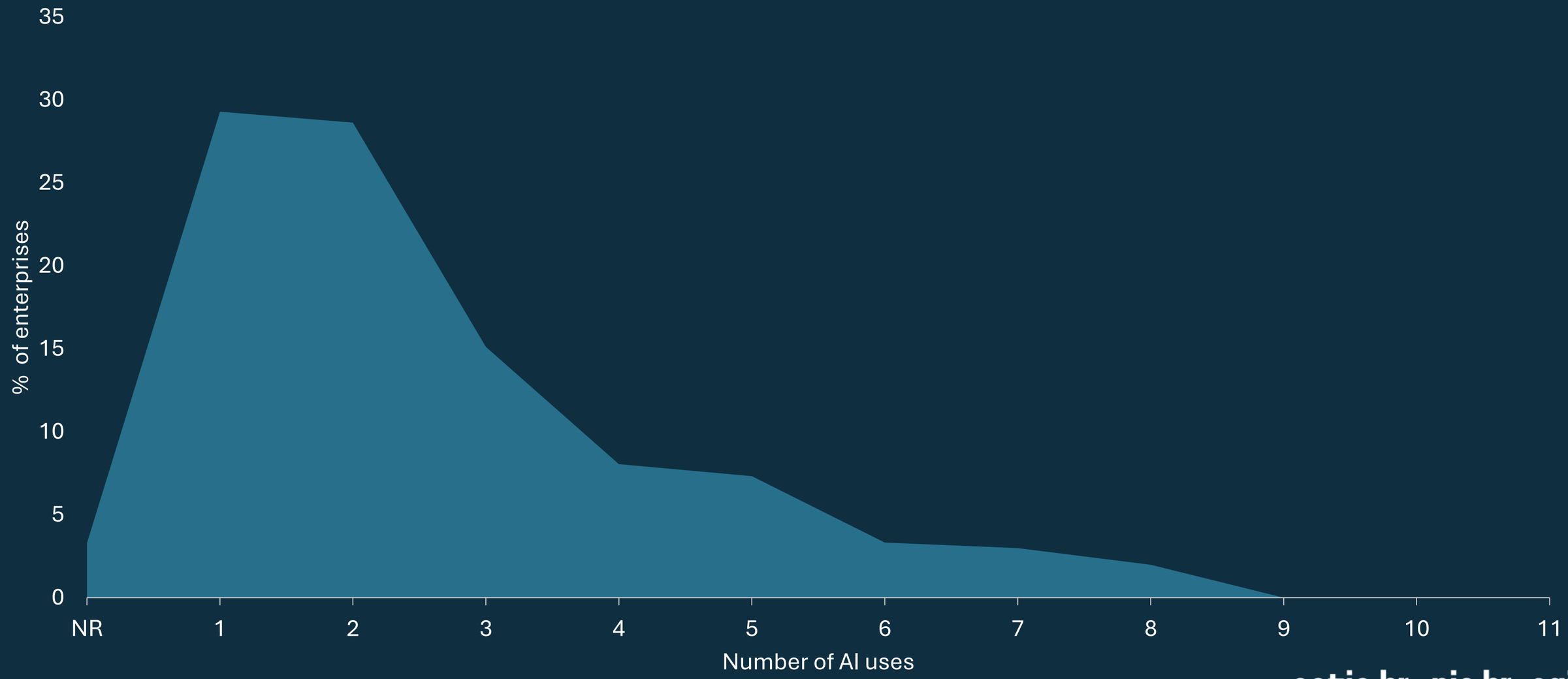
SAMPLE FRAME

	Iniatially identified population of qualifying firms (from the registry of enterprises)	Enterprises that responded to contacts via telephone or email (enterprises active in the state of São Paulo)	Enterprises that completed the questionnaire
Large enterprises in manufacturing	925	468	280
Large enterprises in ICT services	71	22	10
Medium-size enterprises in manufacturing	3,243	1,955	1,187
Medium-size enterprises in ICT servives	318	116	65
Total	4,557	2,561	1,542

From the total number of enterprises considered in the survey (i.e. 2,561), only 7% were users of some type of AI application

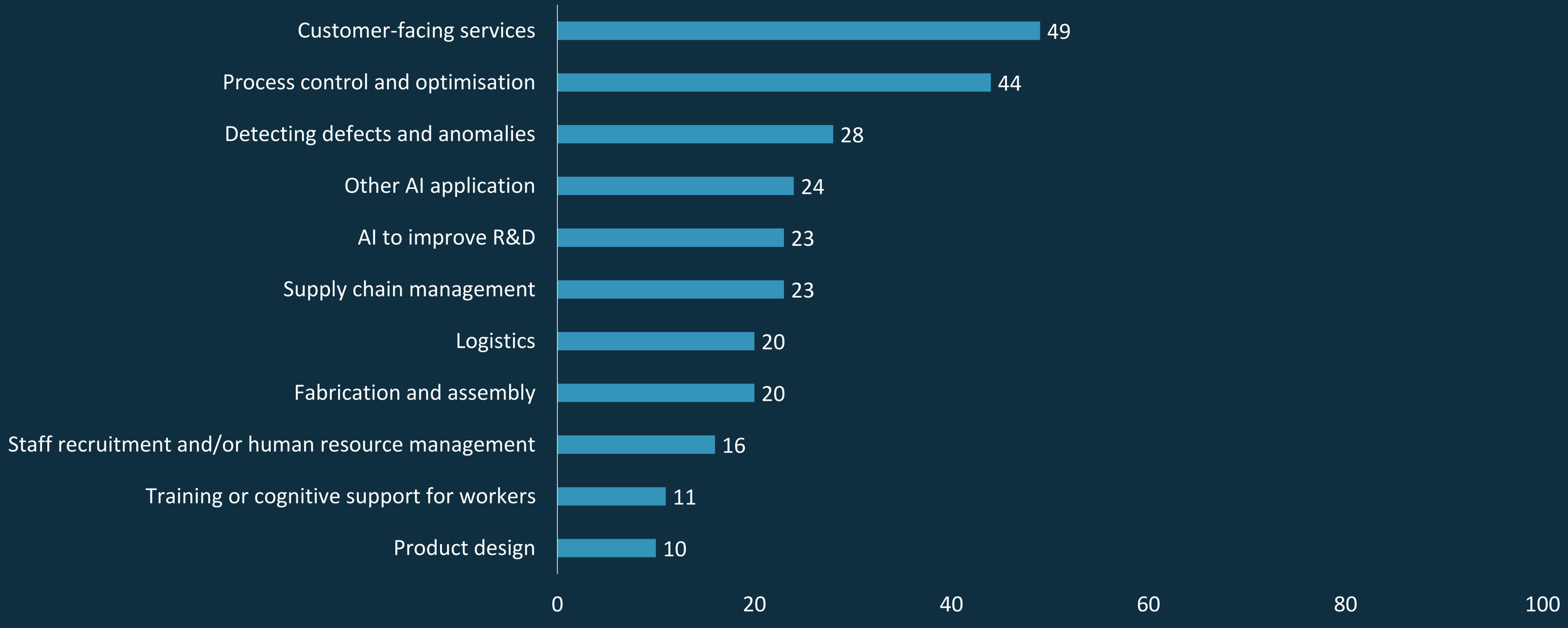
ENTEPRISES THAT USED AI, BY NUMBER OF USES

TOTAL NUMBER OF ENTERPRISES THAT USED SOME TYPE OF AI (%)



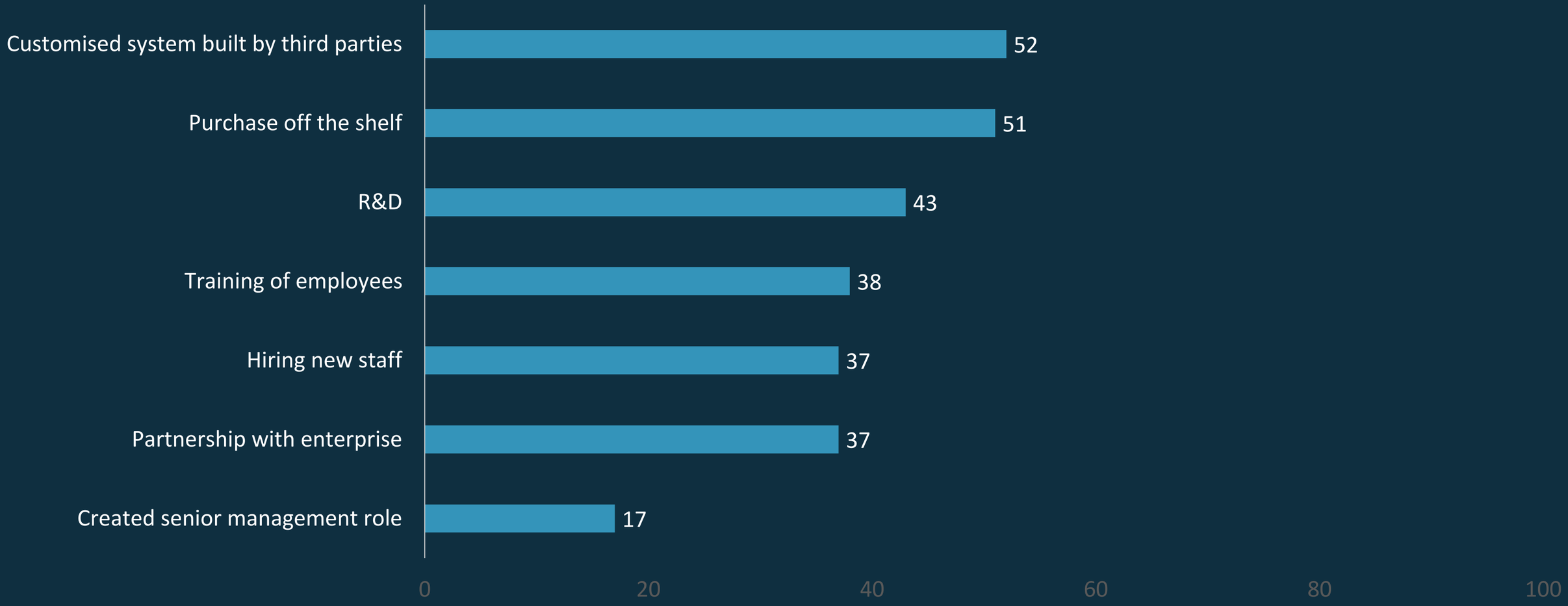
ENTEPRISES THAT USED AI, BY TYPE

TOTAL NUMBER OF ENTERPRISES THAT USED SOME TYPE OF AI (%)



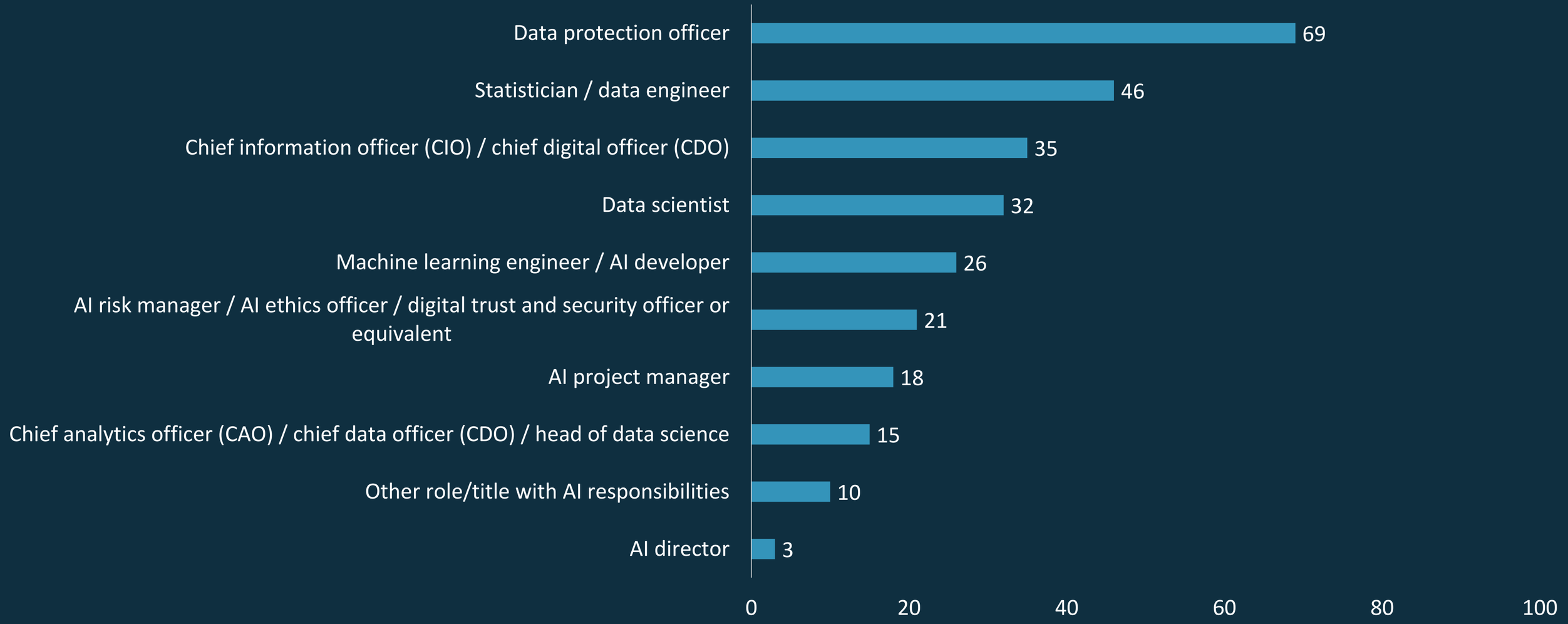
ENTERPRISES BY PRACTICES IMPLEMENTED FOR THE DEVELOPMENT OF AI

TOTAL NUMBER OF ENTERPRISES THAT USED SOME TYPE OF AI (%)



ENTERPRISES BY NUMBER OF EXISTING POSITIONS

TOTAL NUMBER OF ENTERPRISES THAT USED SOME TYPE OF AI (%)



Thank you!

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