



UNLOCKING BRAZIL'S AI POTENTIAL 2026

The next wave of AI is here

Brazil's AI journey has reached a defining moment. Half of businesses across the country now use AI – representing nearly 12 million businesses. AI is becoming a mainstream capability across the Brazilian economy, helping businesses compete more effectively, invest with greater confidence, and unlock new opportunities for growth. This rapid progress places Brazil in a strong position to harness the next generation of AI technologies and their transformative economic potential.

[Unlocking Brazil's AI Potential 2025](#) showed that AI adoption was accelerating rapidly, but relatively few organisations had progressed to AI's most advanced and transformative applications. The 2026 research finds that this momentum has continued. As AI adoption becomes increasingly widespread, the focus now shifts beyond who is using AI to how organisations can realise its full potential.

As the next generation of AI, including agentic AI and physical AI, begins to emerge, businesses will need more than access to the technology alone. Success will depend on their ability to build the foundations needed to deploy advanced AI at scale: measuring business value, accessing trusted and flexible cloud and AI ecosystems, developing workforce capability, and preparing for increasingly sophisticated AI technologies. Businesses are already realising value from AI, but those that strengthen these foundations will be best placed to accelerate innovation and capture the full economic benefits of the next wave of AI.

This year's research therefore looks beyond AI adoption to examine the capabilities that will shape Brazil's next phase of AI-driven growth. It explores readiness for next-generation AI technologies, choice and flexibility in the AI landscape, workforce capability, and the growing importance of measuring AI's value – asking not simply how many businesses are adopting AI, but how Brazil can build on today's momentum to unlock its full economic potential.



Key findings

- AI adoption has reached a new milestone, with **50%** of businesses now using AI, up from **40%** last year – representing nearly 12 million businesses across Brazil.
- Many businesses are not yet ready for the next generation of AI. Only **21%** of organisations feel fully or very ready to adopt technologies such as agentic AI.
- Cloud has become a critical foundation for AI adoption. **88%** of Brazilian businesses now use cloud technologies, supporting access to the infrastructure needed to scale AI.
- Businesses are seeing value from AI, but many struggle to measure it. Only **33%** of organisations are confident in their ability to accurately measure AI ROI.
- Skills remain one of the biggest barriers to AI adoption. **48%** of businesses cite shortages in AI and digital skills as a barrier to adopting or expanding AI.
- Businesses are seeking greater regulatory certainty. **73%** say clarity on AI regulation is important to supporting AI adoption and innovation.

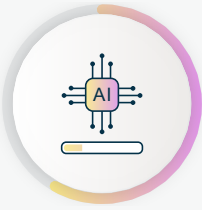


Tracking Data: AI adoption in 2026

AI adoption in Brazil continues to accelerate. Half of businesses (**50%**) now report using AI, up from **40%** in 2025, meaning that over 2.75 million businesses adopted AI in the past year – or over five every minute. Cloud adoption has risen to **88%**, reflecting continued investment in the digital foundations needed to support AI adoption. Businesses are also placing AI at the centre of their long-term strategy: **76%** identify AI adoption as a top or high strategic priority, and **81%** of AI adopters say AI now plays a critical or important role in their overall business strategy. Investment is translating into business value, with **68%** of organisations increasing AI investment over the past year, **72%** of AI adopters reporting productivity gains, and **79%** expecting AI to drive business growth over the next twelve months.

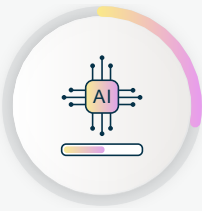
The ongoing digital divide

A divide identified in last year's report continues to emerge. Looking deeper into how businesses are implementing AI, from initial adoption to advanced use for transformation, most organisations still remain at the earlier stages of adoption.



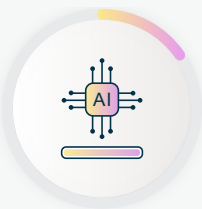
Basic AI adoption:

58% of AI-adopting businesses remain focused primarily on more basic uses of AI and are focused on incremental gains (e.g. driving efficiencies and streamlining processes), rather than innovation (e.g. developing new products or disrupting industries). These businesses are using publicly available chatbots for routine tasks or purchasing ready-made AI solutions. This is compared to **62%** last year



Intermediate AI adoption:

27% have advanced to the intermediate stage of AI adoption, integrating AI into the products and services they offer to their customers – resulting in efficiency improvements and more innovative customer experiences



Advanced AI adoption:

Only **15%** have reached the most transformative stage of AI integration, using advanced AI systems, combining multiple models, creating custom AI systems, or deploying agentic or autonomous AI. This represents a modest but encouraging increase from **12%** last year

Startups remain at the forefront of Brazil's AI innovation. Last year's research found that startups were leading the way on advanced AI use, and this year the same pattern holds: **68%** have adopted AI, up from **53%** last year. **26%** of those have reached the most transformative stage of AI integration – using advanced AI systems, combining multiple models, or deploying agentic AI – compared with **13%** of SMEs and just **9%** of large enterprises. This innovation leadership extends to bringing new offerings to market: **48%** of startups have launched a new AI-driven product or service (up from **31%** last year), compared with **36%** of AI adopters overall. **49%** of startups now employ dedicated AI-specific talent, up from **37%** last year, which is pushing their AI use and AI-driven innovation to the next level.

For many organisations, AI adoption remains concentrated in pilots, productivity tools, or isolated use cases rather than driving broader business transformation – demonstrated by the fact that only **36%** of AI adopters have launched a new AI-driven product or service. At the same time, appetite for further adoption is strong; **87%** of adopters expect to be consistently using at least one AI tool or technology in twelve months' time, and **74%** of businesses say they believe AI will transform their industry in five years – recognising the value the technology holds.

Although AI use is becoming widespread, fewer organisations have established the structures needed to scale it effectively. Just **29%** report having a formal and comprehensive AI strategy, and only **31%** describe their organisation as having a strong AI skillset.

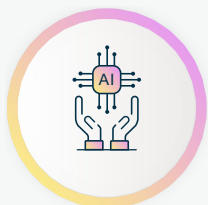
For businesses across Brazil, progress toward AI's advanced use cases, and the transformative innovation that comes with them, is not as fast as it could be. With next-generation AI emerging rapidly and compressing innovation timelines, it is more critical than ever that businesses be empowered to move beyond AI's most basic use cases.



Building the foundations for advanced AI adoption

The findings suggest that technology itself is no longer the primary constraint on AI adoption. Many businesses already have access to AI tools, are investing in them, and recognise their strategic importance. The next phase of AI adoption will depend on whether organisations can build the capabilities needed to deploy advanced technologies at scale.

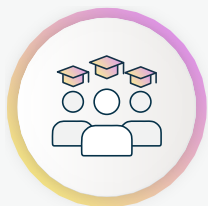
Across the research, four foundations consistently emerge as shaping long-term AI competitiveness:



Readiness for the next generation of AI, ensuring organisations can move beyond today's productivity tools and adopt more advanced AI systems as they emerge.



Choice and flexibility in the AI landscape, enabling businesses to access the technologies, cloud infrastructure, and providers best suited to their needs while maintaining resilience and security

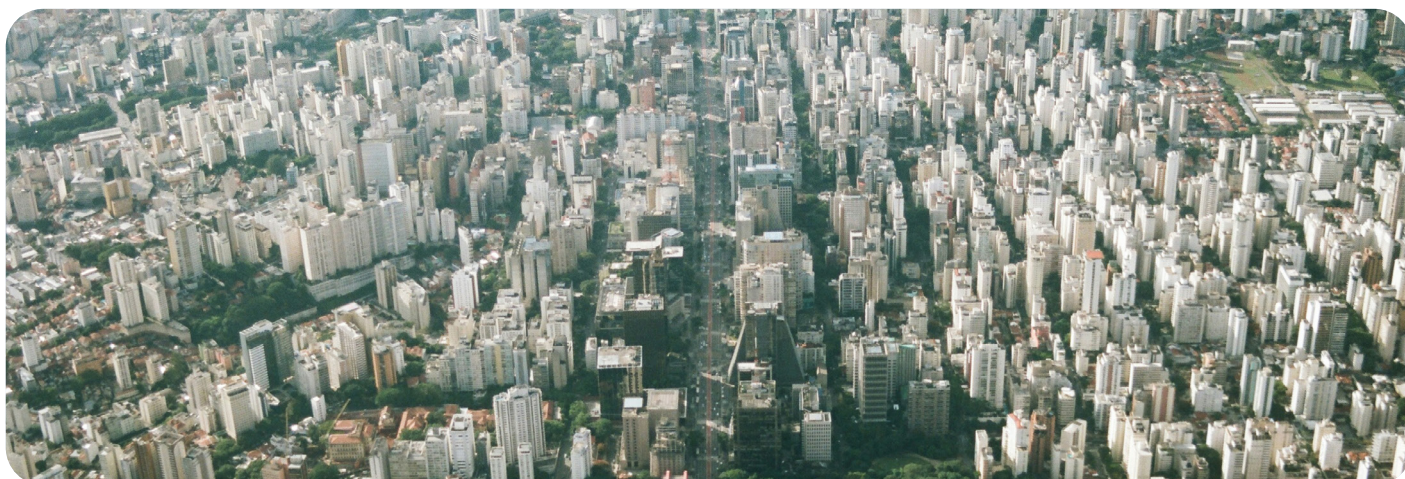


Workforce capability, equipping employees with the AI and digital skills needed to deploy, manage, and work alongside AI.



The ability to demonstrate business value, giving organisations the confidence and evidence to scale AI investment

These foundations reinforce one another. Organisations that can measure value are better able to justify further investment. Skilled workforces are better positioned to adopt increasingly advanced AI technologies. Trusted technology landscapes provide the flexibility to innovate while maintaining security and resilience. Strengthening these capabilities will become even more important as businesses adopt the next generation of AI and operate within an evolving regulatory landscape, underscoring the need for an enabling policy environment that supports innovation alongside responsible AI adoption.



Businesses don't yet feel ready for the next wave of AI

Awareness of agentic AI is increasing, but the gap between familiarity and deployment remains significant. Around one in four businesses (**26%**) say they have heard of agentic AI. Of those familiar with the technology, only **6%** report having fully deployed agentic AI, while **31%** are experimenting or piloting it. A further **45%** have plans to use agentic AI or are considering it, while **15%** say they have no plans to adopt it.

Those that have adopted agentic AI are realising benefits across their business: **57%** report faster decision-making and execution, **64%** report increased operational efficiency or productivity, and **49%** report improved scalability of operations.

The majority of businesses do not feel ready to adopt these emerging technologies, but startups and leading sectors are a bright spot. Only **21%** of businesses say they feel fully or very ready to adopt next-generation AI technologies such as agentic AI – contrasted with **41%** of startups. **37%** of all businesses say they are only somewhat ready, and **42%** say they are slightly ready or not at all ready.

Businesses point to persistent constraints that prevent them from moving from readiness to real deployment of next-generation AI:



46% cite a shortage of AI and digital skills as a barrier to adopting next-generation technologies, while **36%** cite technical or data-related barriers.



35% cite insufficient internal workforce capacity.



29% cite limited access to next-generation AI tools or infrastructure.

Case study: Inter



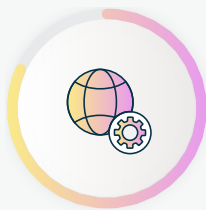
Inter, one of Brazil's largest digital banks with over 45 million customers, implemented an agentic AI financial assistant, which it integrated into its conversational platform "Seven." In just 5 months, the solution processed over 520,000 interactions with 300,000+ unique users across 13 financial domains, generating an estimated savings of R\$1 million in reduced support tickets. The assistant serves four different types of customer (individuals, businesses, global accounts, and US residents) and is available 24/7, with an average response time of 13.4 seconds, and **5,113%** growth in adoption. Beyond customer service, Inter increased its financial crime investigation capacity by **108%** and identification of illicit financing cases by **1,480%** using AI on AWS. With over 400 AI agents already in operation, Inter positions conversational intelligence as the next engagement model (after branches and apps), democratising personal financial advice for a population where **74%** suffer from financial anxiety.



Businesses value choice and flexibility as an enabling foundation for AI adoption

With **88%** of Brazilian businesses now using cloud technologies, cloud has become a critical foundation for the next phase of AI adoption. As organisations deploy advanced AI technologies, they require cloud and AI infrastructure that can support innovation, scale, security and resilience. Businesses increasingly see access to a competitive, flexible cloud and AI ecosystem as a critical enabling foundation for adopting and scaling AI – they want the ability to choose the technologies that best meet their own business needs and those of their customers.

Businesses consistently emphasise the importance of access to global technology providers, particularly as they seek to innovate and scale beyond domestic markets.

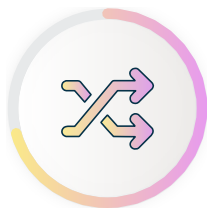


82% of businesses say access to global technology companies is important for their AI adoption



74% say access is important for innovation, and **66%** for scaling quickly

When businesses are selecting their technologies, their priorities are speed, scalability, resilience, security, and the ability to make the right technology choices based on customer needs. As a result, rather than relying exclusively on domestic providers, many organisations operate across mixed ecosystems, selecting technology partners based on capability and performance.



71% of businesses say they have adequate choice to select and switch between different providers of AI technologies



78% say having this ability to choose and switch is extremely or very important to supporting their adoption of AI



63% report that they currently use a mix of providers from different regions, rather than working primarily with providers from their home country

For businesses that use technology from providers based outside of Brazil, the top reasons are: perceived technological leadership or advanced capabilities (**60%**), strong data security and governance (**52%**), and better scalability, performance and integration options (**43%**).

Businesses define sovereignty through trust, security, and choice

Digital sovereignty is a broad and evolving concept, with different definitions emerging across businesses and policymakers. For Brazilian businesses, digital sovereignty is understood less in terms of where technology providers are based, and more through secure data, trusted governance, resilience, and the flexibility to choose between technology providers.

When asked what digital sovereignty means most to them, businesses most commonly associate it with data governance, security, control, interoperability, and resilience. The most frequently selected responses are:



Strong data protection, privacy, and cybersecurity standards (**21%**).



Control over how and where data is stored and processed (**18%**).



Clear rules on who can access data and under what conditions (**13%**).



By contrast, only **7%** define sovereignty primarily as reduced dependence on non-Brazilian technology providers, and just **5%** as Brazilian ownership or control across the full digital and AI supply chain.

The research also suggests businesses are focused on building the foundations needed to successfully adopt AI, rather than prioritising local infrastructure for its own sake. When asked about future investment priorities, organisations place greater emphasis on areas such as skills, workforce development, cybersecurity, innovation, and access to advanced technologies than on building exclusively Brazil-based AI or cloud infrastructure.

- When ranking priorities for public investment in tech and innovation, **62%** place skills development, reskilling, and workforce training among their top five, cybersecurity and digital resilience (**56%**), followed by business adoption of digital and AI technologies (**55%**), and research and innovation funding (**47%**).
- Only **24%** rank additional, state-funded cloud infrastructure as a very high or high priority for public spending in Brazil in their top five, alongside state-funded AI-specific infrastructure such as compute capacity, data centres, and high-performance computing (**27%**).

Businesses see cloud and AI infrastructure as an enabling foundation for long-term AI success. Rather than prioritising infrastructure based solely on where it is located, organisations want trusted, secure and resilient cloud environments that give them the flexibility to access the technologies best suited to their needs. As advanced AI systems emerge, maintaining access to competitive cloud infrastructure and diverse AI landscapes will be critical to helping Brazilian businesses innovate, scale AI deployment, and remain internationally competitive.



Case study: Cogna Educação



Cogna Educação, Latin America's largest education company with 24 million students across 5,000 Brazilian municipalities, built an Intelligent Digital Worker that speeds up the creation of academic content. Cogna previously faced timelines of 20 to 90 days to produce a single course. To respond to this they developed an AI agent with continuous learning and an "academic-in-the-loop" model. The model stores feedback from educators as reusable memory episodes, meaning the system can automatically apply learnings to future content. The solution achieved an **86%** reduction in operational effort, up to **90%** cost savings (equating to millions of dollars annually), and reduced content creation time from 20 days to just 3 days while maintaining pedagogical quality.



Many businesses still lack the digital skills they need; while AI redefines the future of work

Skills are becoming the defining constraint on Brazil's AI ambitions

As AI adoption expands across Brazil, the challenge facing many organisations is no longer whether to adopt AI, but whether they have the workforce capability needed to scale it successfully.

Businesses consistently identify talent and workforce readiness as some of the most significant barriers to AI adoption and expansion: **48%** of organisations cite a shortage of AI and digital skills as a barrier to adopting or expanding AI technologies. These challenges extend beyond specialist AI roles: businesses report that it takes an average of five months to find an employee with the right digital skills for a position, and **29%** currently have no technical roles in-house at all.

At the same time, businesses recognise that talent will be central to future competitiveness, with **84%** saying access to skilled AI talent and training programmes is important for supporting growth in their business and industry.

The gap between ambition and readiness is particularly striking. While **82%** of organisations expect AI skills to be important in their industry in the next five years, only **31%** currently describe their organisation as having a strong AI skillset. Many remain in the early stages of capability building, with **45%** saying they are just beginning to develop AI skills.

The result is a growing consensus that talent may become the defining factor determining which organisations successfully capture value from AI in the years ahead. Reflecting this, **62%** rank skills development, reskilling, and workforce training among Brazil's highest priorities for public investment in technology and innovation.



AI is becoming more accessible across the economy

While skills remain a major constraint, businesses increasingly believe AI itself is becoming more accessible. The emergence of cloud-based AI services, user-friendly tools, and intuitive interfaces is lowering barriers to adoption and enabling AI to spread beyond traditional technology teams. **72%** of organisations agree that AI technologies are accessible to businesses in their industry, suggesting that for many firms the challenge is no longer access to technology itself, but how to use it effectively.

When asked what is driving this growing accessibility, businesses most commonly point to the availability of affordable AI solutions, the presence of user-friendly AI platforms, advances in cloud computing and AI infrastructure, and the widespread availability of training and support.

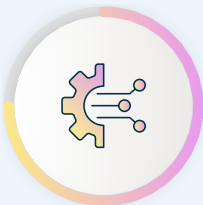
This shift is changing expectations across the workforce: **64%** of organisations say employees are expected to be familiar with basic AI tools, and **52%** say employees are expected to be comfortable using basic AI tools.

Businesses also view AI as a force for democratising economic opportunity. **70%** believe AI is enabling smaller businesses in Brazil to scale faster, while **61%** believe AI is enabling smaller firms to compete more effectively on the international stage. Together, these findings suggest that AI is lowering traditional barriers to scale and enabling a wider range of organisations to access advanced capabilities that were previously reserved for large enterprises.

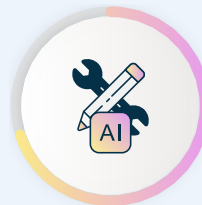
AI is reshaping jobs, skills, and opportunity

The long-term impact of AI on Brazil's workforce is likely to be defined less by job replacement and more by job transformation. Businesses expect AI to reshape existing roles, create new forms of work, and expand economic participation across different regions of the country: **66%** agree that AI tools could increase access to economic opportunities for people living outside Brazil's largest cities, and **69%** believe AI will increase economic opportunities in underserved regions of Brazil over the next five years.

Many also see AI as widening participation in the digital economy:



75% agree that AI tools are making advanced digital technologies accessible to a wider range of businesses and workers.



68% believe AI-powered digital tools could make it easier for self-employed workers and small businesses to participate in the formal economy.

Rather than anticipating widespread job displacement, organisations are more likely to expect workforce evolution: **59%** say AI will mostly create new roles or significantly reshape existing ones over the next three to five years. **27%** believe AI will both create and displace roles, with a net neutral impact.

The jobs that emerge are expected to look different from those of today. Businesses most commonly anticipate growth in hybrid roles that combine domain expertise with AI capabilities, increased demand for employees who can supervise and validate AI systems, and a greater emphasis on strategic, analytical, and decision-making responsibilities.

These changing expectations are already influencing hiring plans. Businesses estimate that **41%** of future hires will require AI literacy, while **16%** will require AI expertise. Employers also indicate they are willing to pay a premium for these capabilities, with salary offers increasing by an average of **34%** for candidates with strong AI skills.

AI is reshaping the skills that workers need, changing the nature of many jobs, and creating new pathways to economic participation. For Brazil, ensuring workers can access the skills needed to participate in this transition may be one of the most important determinants of long-term AI competitiveness.



Businesses are investing in AI, but many still struggle to prove value

As AI investment grows, Brazilian businesses increasingly face a critical question: how do they know whether AI is actually delivering value? The research suggests that while organisations are becoming more sophisticated in their approach to measurement, many still lack confidence in their ability to evaluate success.

Many businesses report returns that have surpassed their initial AI investment (**66%**), productivity gains from AI deployment (**72%**), and revenue growth attributable to AI (**54%**). But confidence in measurement remains much lower than confidence in adoption.

Nearly half of organisations (**47%**) are not confident in their ability to accurately measure the ROI of their AI initiatives, making measurement one of the most significant barriers to scaling investment. Only one in three (**33%**) report being confident in their ability to accurately measure ROI from AI projects. Just **28%** say they have a well-defined and consistently applied framework for measuring the success of AI projects.

Even among organisations that measure AI performance, the focus is often on activity rather than outcomes. When measuring the success of AI projects, the most commonly included measures are time or cost savings (**64%**) and adoption and usage by employees (**49%**), while fewer include revenue growth or new revenue streams (**38%**) or customer outcomes such as satisfaction and retention (**30%**).

Measurement is not always being used to drive decisions. While **38%** of organisations say AI performance metrics directly determine whether projects are scaled or discontinued, **42%** say metrics inform decisions but are not consistently applied, and **20%** say metrics are tracked but rarely influence decisions, or are not used at all.

Measuring AI value is becoming an important capability for the next phase of AI adoption. Organisations that can clearly demonstrate business outcomes will be better positioned to justify continued investment, scale successful AI initiatives, and build confidence in increasingly advanced AI technologies.



Recommendations: Unlocking Brazil's AI future

Brazil has built strong momentum in AI adoption. The challenge is now ensuring that more businesses can move beyond experimentation and capture the full economic benefits of advanced AI technologies. The next opportunity is to translate that momentum into tangible improvements in people's lives – faster and more accurate public services, safer digital environments, and a more capable workforce – while helping businesses grow. The following recommendations set out practical actions to accelerate Brazil's next phase of AI-driven growth in a way that benefits citizens, taxpayers, and businesses alike.

1. Accelerate AI readiness by helping businesses move beyond experimentation

As AI technologies become increasingly sophisticated, Brazil's next challenge is to help more businesses translate AI adoption into enterprise-wide transformation. Public and private sector support should focus on helping organisations build the foundations needed for long-term AI success: preparing for the next generation of AI technologies, strengthening cloud, data and digital infrastructure, developing workforce capability, and equipping businesses with the tools and frameworks needed to measure AI's value and demonstrate return on investment. Helping organisations move from pilots to scaled deployment will enable more businesses to invest with confidence, accelerate innovation, and capture the full economic benefits of AI.

2. Make the public sector Brazil's flagship AI adopter

The public sector has an opportunity to act as both a catalyst and demonstration case for AI adoption across the economy: **55%** of businesses say they are more likely to increase their AI adoption when the public sector adopts the technology.

Brazil already has strong digital foundations. An AI-first approach across government means better outcomes for the people who rely on public services every day:

- For patients and doctors in the public health system: AI can help clinicians triage cases faster, reduce diagnostic waiting times, and free up scarce specialist time – so a patient in a public hospital gets seen sooner and a doctor spends less time on paperwork and more with patients
- For citizens using Brazil's digital public infrastructure: AI can make services proactive and personalised – pre-filling forms, answering questions in plain Portuguese, and cutting the time it takes to access a benefit or document
- For taxpayers: AI can improve fraud detection in public benefits and procurement, meaning public money is protected and spent more efficiently
- For under-served and diverse populations: AI-enabled services in multiple languages and accessibility formats can reach people who are currently left behind by manual, in-person-only processes

By positioning the public sector as Brazil's leading AI adopter, the government can demonstrate responsible AI deployment, create demand for digital skills, build confidence in AI technologies, and accelerate adoption across the wider economy.

3. Foster an innovation-friendly environment for AI growth

Foster a clear and innovation-friendly environment that gives everyone – businesses, public institutions, and citizens – confidence to adopt AI, with strong safeguards for privacy, security, and responsible use. **73%** say clarity on AI regulation is very or critically important to their adoption and innovation with AI, yet awareness of current legislative proposals remains mixed: only **20%** say they are very familiar with the debate and know how the proposed legislation would operate, **28%** are familiar with it but could not explain how it would operate, **30%** have heard of the debate by name only, and **22%** have not heard of the debate or proposed legislation at all. **67%** agree that businesses need greater certainty about the future direction of AI regulation before making significant AI investments.

This matters because compliance is already a significant part of technology investment. Businesses currently allocate an average of **26%** of their technology spend to compliance with national and international regulations (up from **24%** last year). Looking ahead, **63%** expect the proportion of technology spend associated with regulatory compliance to increase further over the next three years.

Brazil can create a clear, stable, and innovation-friendly regulatory environment that gives businesses confidence to invest, while maintaining safeguards around privacy, security, and responsible AI use. Regulation should prioritise enabling AI adoption and innovation, minimise unnecessary compliance burdens, and ensure businesses of all sizes can access and benefit from emerging AI technologies.

4. Build Brazil's AI skills pipeline for long-term competitiveness

To drive growth and innovation through AI, Brazil can scale national AI skills and workforce training programmes, with a focus on practical AI literacy, developer talent, and upskilling for SMEs, ensuring that Brazilians in every region can access the skills to benefit from AI – creating opportunity and diversity in the digital economy, not just for large firms but for workers, students, and small businesses across the country. Brazil should prioritise partnerships between government, industry, education providers, and technology companies to ensure workers and businesses can access the skills needed to adopt, scale, and benefit from AI.

Brazil's AI opportunity is not only about economic growth – it is about a better hospital visit, a faster answer from digital public infrastructure, a safer digital life, and a fairer, more efficient use of public resources. That is the case for accelerating adoption.



Building the foundations for Brazil's AI future

Brazil has reached a defining moment in its AI journey. Nearly 12 million businesses now use AI, investment continues to grow, and organisations are increasingly embedding the technology into the heart of their operations to drive productivity, innovation and growth. As the next generation of AI technologies begins to emerge, sustained success will depend on the capabilities businesses build to adopt, scale and realise value from AI over the long term. Readiness for advanced AI, access to trusted and flexible cloud and AI ecosystems, workforce capability, and the ability to measure business value will help organisations deploy AI with confidence and accelerate innovation. By continuing to strengthen these foundations while fostering an environment that supports skills, responsible AI adoption and innovation, Brazil is well placed to build on today's momentum and unlock the next generation of AI-driven growth, boosting productivity, competitiveness and long-term economic prosperity.





Appendix

Methodology

The fieldwork for this study was undertaken by Strand Partners' research team for Amazon Web Services. This research has followed the guidance set forth by the UK Market Research Society and ESOMAR. For the purposes of this study, business leaders are defined as founders, CEOs, or members of the C-suite in organisations.

'Citizens' are nationally representative members of the public based on the latest available census.

For inquiries regarding our methodology, please direct your questions to: polling@strandpartners.com.

In Brazil:

- We conducted a survey targeting 1,000 nationally representative members of the public, ensuring representation based on age, gender, and region.
- Additionally, we surveyed 1,000 business leaders, representative by their business size, sector, and region.

Sampling:

Our sampling process used a mix of online panels that are recognised for their validity and reliability. These panels are carefully curated to ensure diverse representation across various demographics. For the business leaders, the panels are selected with a consideration for organisational size, sector, and position within the company. Our objective with the sampling strategy is to achieve an optimal mix that mirrors the actual distribution of our target populations in the respective markets.

Weighting Techniques:

Post-data collection, we applied iterative proportional weight to correct any discrepancies or over-representations in the sample.

Survey:

This study was designed with the objective of delving deep into the digital landscape:

- Usage Patterns: This survey gauges the evolving patterns of digital technology usage. We are particularly interested in examining the adoption and implementation levels of technologies, focusing on cloud computing and artificial intelligence.
- Perceptions and Attitudes: The survey seeks to unearth the prevailing perceptions and attitudes towards digital technologies, understanding the perceived benefits, challenges, and potential ramifications of both present and emerging tech solutions.
- Barriers and Opportunities: The survey scrutinises the predicted challenges and potential avenues that both businesses and individuals anticipate on their digital trajectory. This involves pinpointing challenges, from skill deficits to regulatory complications, and recognising opportunities for growth, innovation, and market development.
- 'Size of the Prize': The survey shed light on the economic repercussions and growth prospects linked with digital transformation. By elucidating the 'size of the prize', we aspire to stress the importance of digital transformation and foster further investments and technology adoption.

References:

1. Calculated based on recent estimations of the total number of active enterprises, which was 23.5 million. Source: <https://www.gov.br/empresas-e-negocios/pt-br/mapa-de-empresas>