European companies are set to boost spending on generative AI to $2.8bn in 2024, but are approaching it with more caution than North American firms. With ethical concerns steering a measured approach, European companies are confident in managing generative AI, anticipating transformative impacts on their businesses.

**SPENDING LESS: COMPANIES ARE BEING CAUTIOUS WITH THEIR INVESTMENTS**

European companies will spend just half as much as North American firms in absolute terms in 2024.

**GOING SLOW: EUROPEAN FIRMS ARE PROCEEDING CAUTIOUSLY WITH GENERATIVE AI**

Most European companies are still implementing, or experimenting with generative AI, and very few report deriving any business value yet.

**BEING CAREFUL: COMPANIES ARE FOCUSING ON ETHICAL CONCERNS**

European companies are more concerned about ethics and bias than data quality, and boards are more involved in generative AI projects.

**EFFECTIVE ADOPTION WILL NEED AN AI-CENTRIC TRANSFORMATION**

To make the most of generative AI, companies need to focus on delivering business impact and creating an AI-first operating model.