

RESEARCH

# Digital Readiness and AI Adoption Across Europe's Business Landscape

Insights into how businesses in Europe are navigating digital tools, online presence, and the fast-moving world of AI.

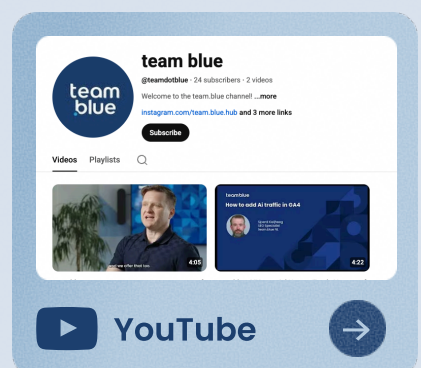
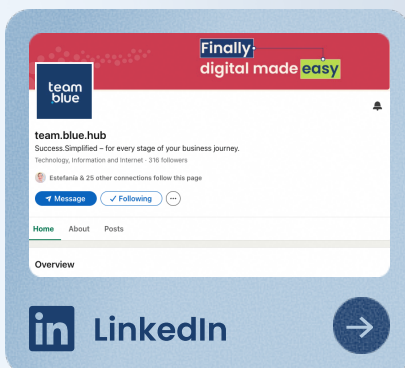
Participating Brands:



# About team.blue

At **team.blue**, we recognise that Europe’s businesses are navigating a fast-changing digital world – one where trust, security, and clarity matter as much as innovation. As a leading digital enabler, team.blue and our **60+brands** across Europe empower businesses to grow with robust, reliable, and secure solutions. We are committed to being the trusted partner that makes business success simpler for our **3.5M** customers, ranging from **solopreneurs** to large **enterprises**.

## Join the conversation on:



# Executive Summary

Running a business today often means juggling change, opportunity, and uncertainty at the same time. Across Europe, organisations are navigating a digital landscape that keeps shifting, with new tools, new ways to reach customers, new expectations for how work gets done, and the rapid rise of AI shaping everyday decisions.

To understand how businesses are adapting, **team.blue** and **23 of our brands** surveyed more than **8,200** respondents across **Europe**. We heard from founders, owners, directors, managers, and teams at every stage of growth. Their responses reveal a community that sees clear potential in digital tools yet continues to face practical barriers in turning that potential into progress.

What we learned from **8,200+ European** businesses:

## Most businesses have adopted the basics

- **Websites, social media,** and **cloud** tools are widely used
- These tools help businesses stay **visible, credible,** and **connected** to customers.

“Our website builds trust, even if most customers come through recommendations.”



## Businesses want to progress, but capacity holds them back

- Owner's struggle with familiar questions: Where do we **start**? Which **tools** matter? How do we find the **time**?
- **Confidence** is steady across all business, yet **adoption** varies sharply
- **Progress** is often shaped by **time, resources,** and **clarity** rather than ambition

"I want to do more online, I just don't know what to prioritise."



## AI adoption is emerging, but uneven

- Nearly **1 in 5** businesses use **AI** extensively
- Another **third** are **experimenting** or using it occasionally
- A **quarter** have **no plans** to adopt AI, particularly older and smaller businesses
- AI is valued most for **marketing content, admin support,** and **learning**
- Larger, more established businesses bring higher confidence but more caution, prioritising **trust, security,** and **tangible impact** before adopting new technologies.
- Across all groups, the **need** for **guidance, clarity,** and **simplicity** is consistent.

"AI helps us get things done faster, but we're still figuring out how to use it well."



## What this means for Europe's digital future

This presents a defining opportunity. As highlighted in the Closing Summary, **what businesses want most is trusted support, clearer pathways, and technology that genuinely helps them grow.**

**team.blue** is uniquely positioned to meet this need, as a leading European provider of digital solutions with the tools, expertise, and ecosystem to help businesses progress at their own pace. By simplifying digital choices, providing transparent AI-powered solutions, and meeting customers where they are, team.blue can become the partner that turns digital potential into everyday success for millions of SMEs.

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This report maps the full digital journey of European SMEs—from websites and tools to barriers, behaviours, and AI sentiment.

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## UNDERSTANDING THE LANDSCAPE

## Key Insights at a Glance

European businesses are juggling rapid digital change and the rise of AI, creating both exciting opportunities and real uncertainty.

### 01 Strong adoption of digital basics, but limited depth

Most businesses have embraced essential tools such as websites, social media, and cloud storage. However, fewer use more advanced systems like CRMs, analytics, or booking tools. The gap between basic activity and more strategic digital capability remains wide.

### 02 Business age influences digital behaviour more than confidence

Confidence levels are consistent across all business ages, yet older and long-established businesses are less likely to adopt newer tools or AI. Their approach is shaped by established workflows and reduced pressure to change, rather than a lack of digital ability.

### 03 AI adoption is growing, but uneven across segments

A significant share of businesses is already experimenting with AI, particularly for content creation and administrative tasks. At the same time, a quarter have no plans to adopt it, often due to uncertainty about where AI fits into their work or concerns around trust and data protection.

### 04 Businesses want clarity and simplicity above all

Across all segments, the strongest request is for guidance that reduces complexity. Business owners want to understand which tools matter, how to use them effectively, and how to measure their impact. Adoption is driven less by enthusiasm and more by confidence in a clear, manageable pathway.

## DEMOGRAPHICS

## Countries Represented

With over 8,200 responses across 32 countries, this research offers a uniquely broad view of digital maturity across Europe.

# 8221

responses

# 32

countries across Europe

# 23

team.blue brands

# 16

languages



We surveyed customers from **23** team.blue brands with established presences across Europe. We received over **8,200** responses from businesses worldwide – our respondents represented **32** countries across Europe and answered in **16** different languages. While every business is different, some clear patterns emerged.

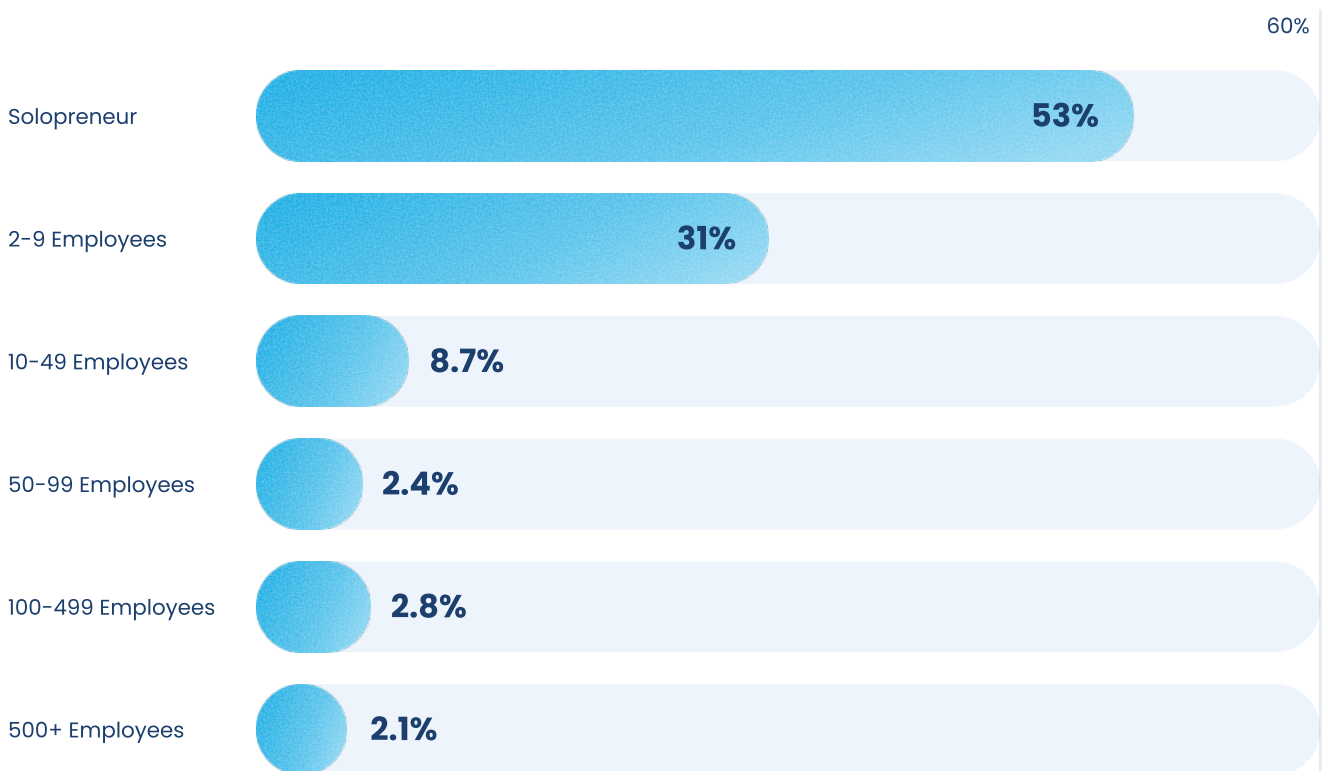
This breadth provides a rare look at how digital adoption varies across cultures, languages, and business environments.

DEMOGRAPHICS

# Business Size

Most respondents are small or micro-businesses, revealing how digital adoption differs dramatically with scale.

## How many employees does your business have?



Our respondents were primarily small, independent, or founder-led businesses, with around **53%** operating as **solopreneurs** and another **31%** with teams of **2 to 9**. However, we also heard from established medium and large organisations, including companies with **50** to more than **500** employees, which allows us the opportunity to see how digital adoption varies with scale.

This mix helps us see not only what small businesses are doing but also how practices shift as teams grow.

DEMOGRAPHICS

# Decision-Maker Roles

## What is your job role?



This report reflects the perspectives of people who make the decisions that shape a business every day. **Founders, owners, directors, and managers** shared how they think about digital tools, what they prioritise, and where they feel held back. These are the individuals responsible for steering strategy, keeping operations running, and choosing which tools deserve their time and investment.

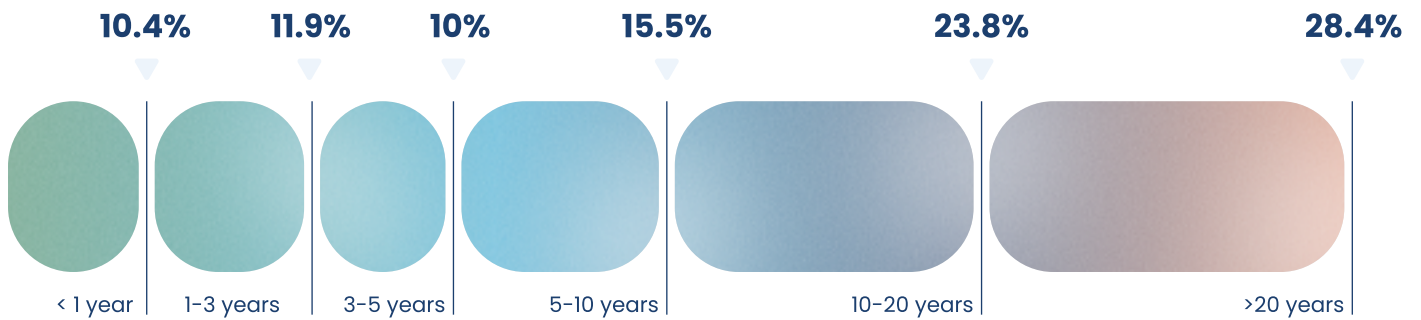
Hearing directly from this group gives the findings real weight. It shows that digital adoption is not a side project or a nice-to-have, it is a topic sitting on the desks of the people who carry the most responsibility. Their insights help us understand not only what businesses are doing today, but also what they need in order to move forward with confidence.

DEMOGRAPHICS

# Years in Operation

More than half of surveyed businesses have operated for over a decade, shaping a preference for gradual digital evolution rather than reinvention.

## How long has your business been running?



More than half of the businesses we heard from had been operating for **over 10 years**. These are established organisations that have already built resilience and stability, and now, they're exploring what comes next or choosing to commit to known tools and practices.

Their experience and expertise shape how they approach digital change and we see that many are choosing evolution over reinvention.

DIGITAL PRESENCE

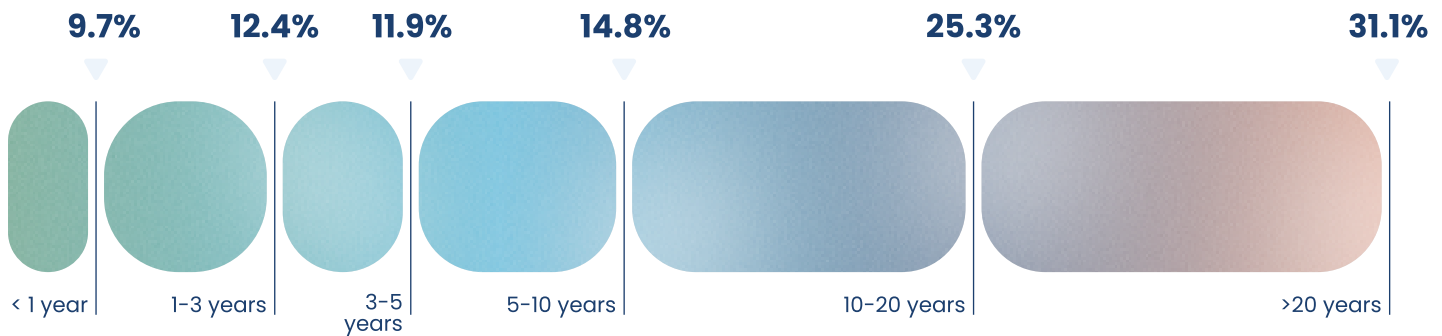
# Website Ownership

While most businesses have websites, a notable minority rely entirely on social platforms as their primary digital home.

## Does your business currently have a website?



## Breakdown of “No website” (No, no plan to have one) by years in operation



Most businesses in our survey (more than 84%) do have a website, yet the way they build, use, and value those sites varies widely.

On the other end of the spectrum, nearly 500 respondents don't have a website and have no plans to create one. More than half of this group are smaller businesses that have been operating for over 10 years, with many in businesses for over two decades. They are heavy social media adopters and regular users of cloud storage.

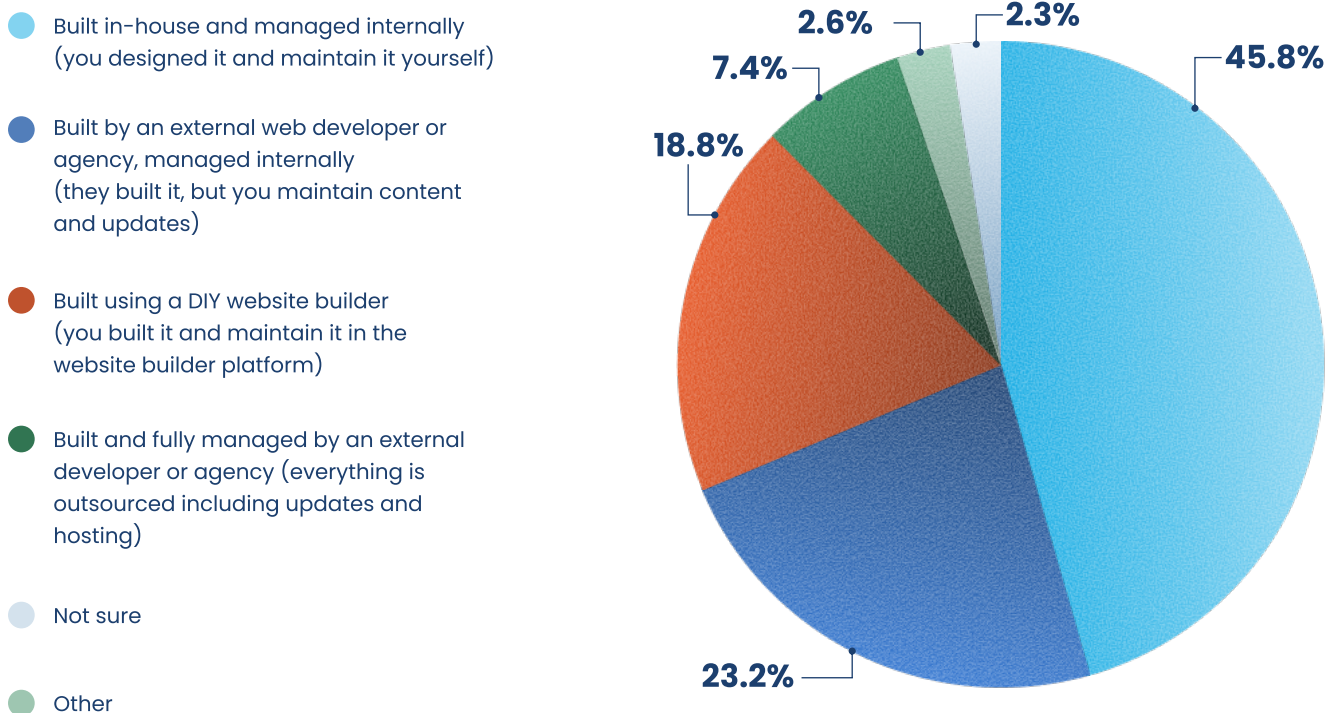
They represent a small but steady segment of businesses that treat social platforms as their main online presence rather than traditional websites.

DIGITAL PRESENCE

# Building & Maintaining Websites

Many businesses build and manage their websites themselves, but time and complexity often limit improvements.

## How was your business’s website created and who currently manages it?



## How Websites Are Built and Maintained

Over **60%** of those with a website built and maintain their sites themselves, using either traditional hosting or DIY website builders.

This reflects both a desire for independence and control and potentially to keep costs reasonable.

Several respondents mentioned that websites can feel time-consuming or complicated to update, and that improving them often gets pushed down the to-do list. Websites are seen as necessary, but not always easy to manage.

## DIGITAL PRESENCE

## Building & Maintaining Websites

Several respondents mentioned that websites can feel time-consuming or complicated to update, and that improving them often gets pushed down the to-do list. Websites are seen as necessary, but not always easy to manage.

““

Created by an external web developer/agency, but no maintenance now from either side.

““

Currently just a "business card" page — I want a full site but lack time/skills to make it.

““

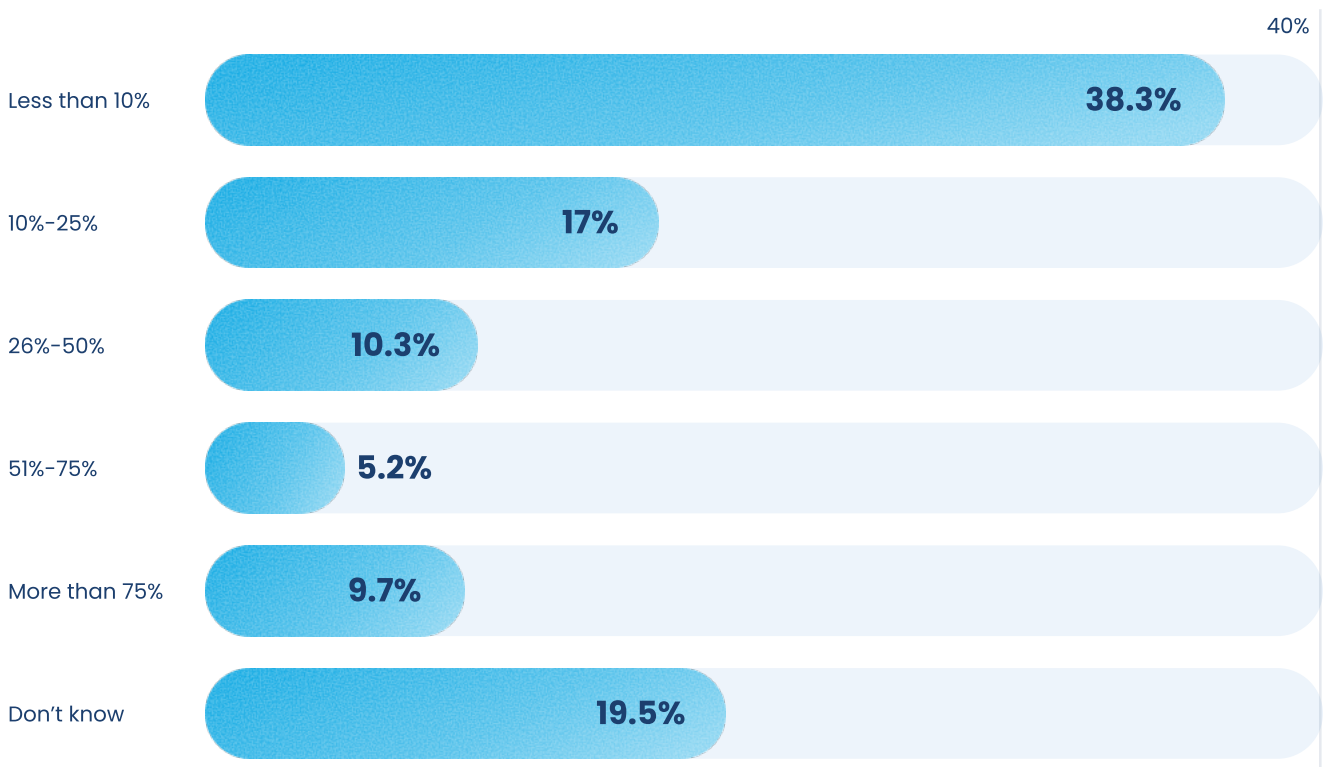
Built here but not managed because I don't know how.

DIGITAL PRESENCE

# Contribution to New Business

For many, websites serve more as credibility signals than revenue drivers, particularly outside digital-first sectors.

## What percentage of new business does your website play a part in winning?



## How Much Business Websites Bring In

For many businesses we surveyed, their website is not currently a primary driver of new business. Over **40%** told us that their site contributes **less than 10%** of new customers, and **more than half** said they're not sure how much it contributes at all. In many cases, businesses reported that their websites function more as digital business cards than as active sales channels.

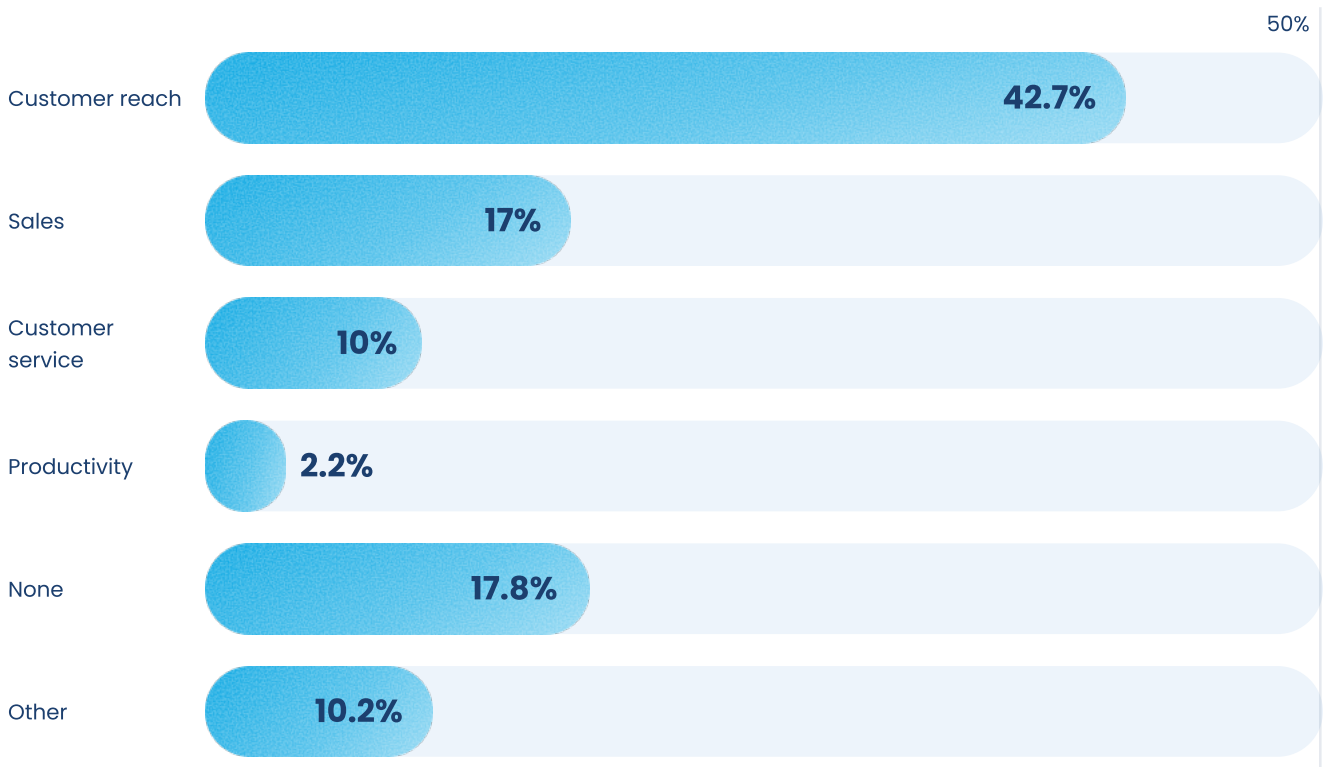
At the same time, businesses who do report their website drives a significant share of revenue (typically **26%–75%** or more) tend to be in sectors where customers expect to research, compare, or buy online, such as Tech, IT services, and Retail/e-commerce. For these businesses, the website is not just a presence – it is a core operational and commercial tool.

DIGITAL PRESENCE

# What Websites Help With

Websites act as powerful trust-builders and marketing assets, even when they don't directly generate new customers.

## Which of the following has your website helped to improve most?



## What Websites Do Help With

Respondents consistently told us that websites **help them extend their reach** and **strengthen credibility**, even when they are not the main driver of new business. Many also shared that they **don't have** the **time, skills**, or **support** to improve or measure their site's impact.

Overall, the data suggests that for many surveyed businesses, **the value of a website is less about what that website can do and more about what it confirms - that they are legitimate, visible, and trustworthy.**

## DIGITAL PRESENCE

## What Websites Help With

Marketing plays a central role in how many respondents use their websites. Even when a site is not directly driving new business, it helps increase reach, strengthen trust, and reinforce credibility. For many, the website functions first as a marketing asset rather than a sales engine. It supports word-of-mouth growth, signals legitimacy, and gives prospective customers a clearer sense of who they are and what they offer.

For many, **the website is the handshake before the conversation, not the conversation itself.**

“

When customers check and see we have a website, it strengthens our reputation.

“

Some prospective clients use it for reassurance; most come via recommendation.

“

Proof of entrepreneurship (I don't get clients through the website; it's only for official legitimacy)

“

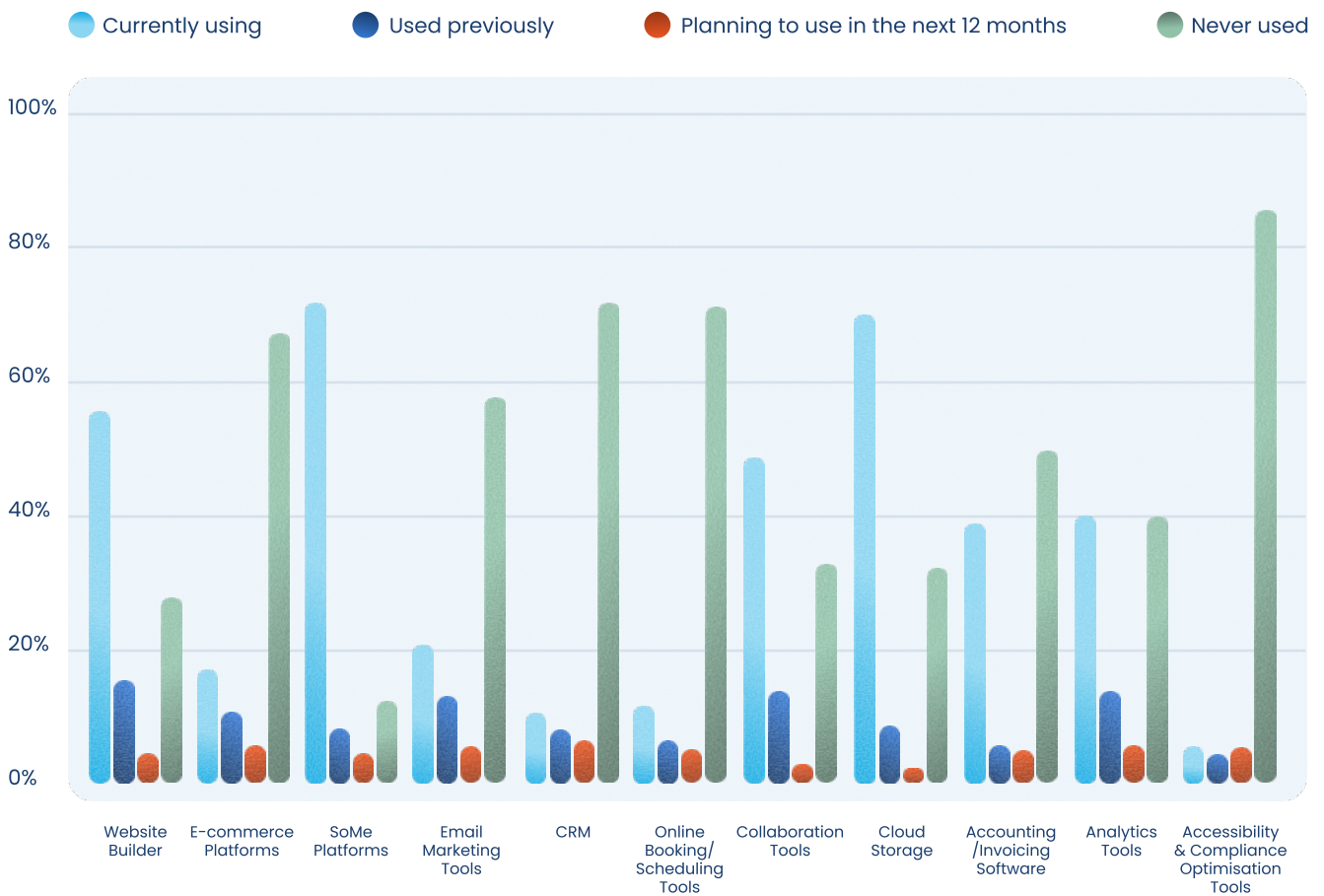
In our industry, customers don't come through the website; our product lives on Spotify, etc.

USE OF DIGITAL TOOLS

# Overview

Businesses embrace basic digital tools like social media and storage, but adoption drops sharply for more advanced or specialised solutions.

## Digital tools overview



Across the businesses we surveyed, a clear pattern emerges in how digital tools are used day to day. Most respondents are confident with the basics. **Social media** leads the way, with about **74%** using it to stay visible, connect with customers, and promote their work. **Cloud storage** sits right behind at **73%**, showing that digital systems for storing and sharing information are now part of everyday operations. Beyond these essentials, however, many businesses keep their digital toolkit fairly simple.

**More than half** of our respondents actively use **website builders**, and a similar proportion use **collaboration** tools.

## USE OF DIGITAL TOOLS

## Overview

Meanwhile, more specialised tools show very low adoption. **Accessibility optimisation** tools were **unfamiliar** or unused by **85%** of respondents, and **CRM systems** and **online booking** tools by around **75%**. This suggests that many businesses either don't recognise the relevance of these tools or don't have the knowledge or time to integrate them into their business systems.

Marketing tools form a core part of this everyday toolkit. **Social media** stands out as the **most widely used** tool across the survey, with over **74%** of businesses relying on it to stay visible, communicate with customers, and promote their work. **Website builders** and **email marketing** tools also show high levels of previous use, suggesting that many businesses experiment with these solutions even if they do not always continue with them. This reflects a strong belief that marketing tools matter, even when time, complexity, or integration challenges get in the way.

### Takeaway facts:

- **Larger businesses** show **greater interaction** with tools to aid **collaboration** and **customer management**.
- **Emerging businesses** show the strongest curiosity, choosing **“planning to use”** more often than any other group.
- **Website Builders, Analytics** tool and **Email Marketing** platforms ranked highest for **'used previously'**, indicating that either businesses graduate from them to different tools or that they are trickier to integrate, leading to abandonment.

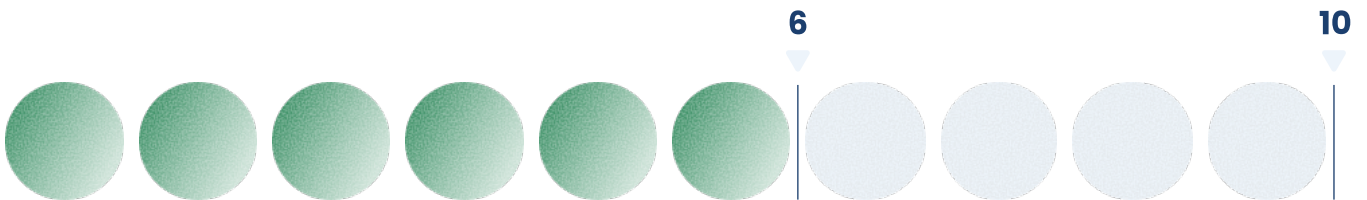
Taken together, these patterns highlight an important theme. Small businesses are confident using marketing tools that offer quick visibility or simple, everyday value, but adoption drops sharply when tools require deeper setup, ongoing maintenance, or more technical expertise. **This points to a clear opportunity for simpler, more guided marketing solutions that help businesses move beyond basic visibility towards more consistent and measurable impact.**

USE OF DIGITAL TOOLS

# Confidence

Confidence in choosing digital tools rises with business size, while solopreneurs feel the burden of learning curves most acutely.

**On a scale of 1–10, how confident are you in choosing the right digital tools for your business?**



Across all respondents, the average confidence in choosing and using digital tools was **6** out of **10**. However, we saw confidence increase with business size.



Solopreneur/Small team



10+ employees



500+ employees



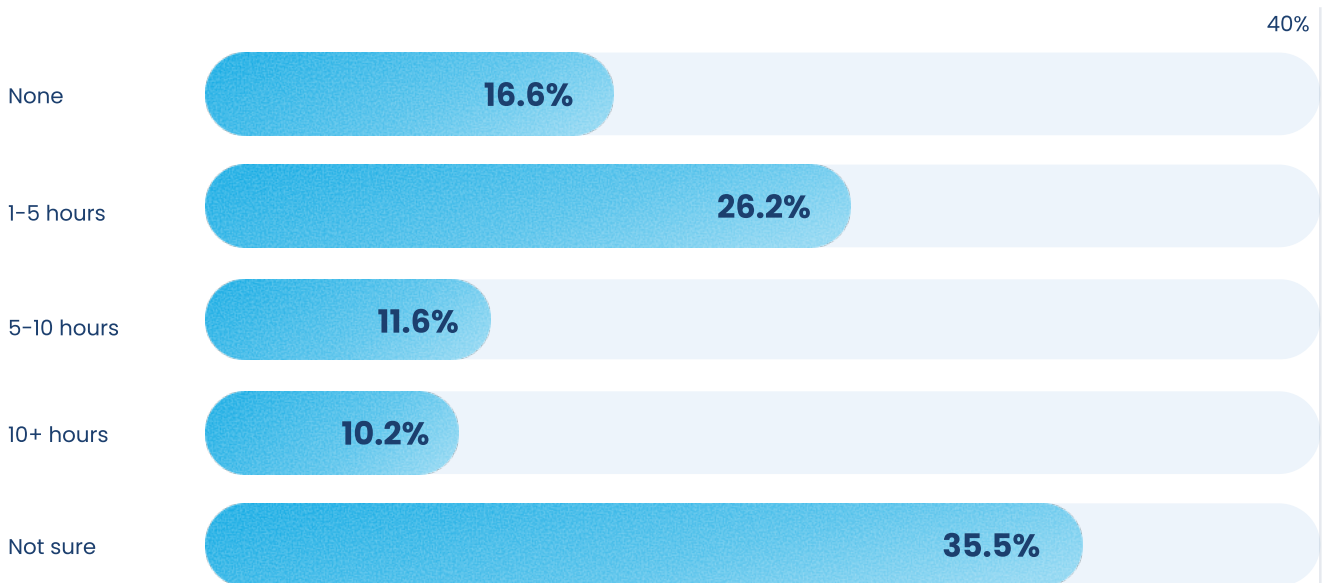
**Solopreneurs** and **small teams** tended to rate themselves at that **lower** level, while businesses with **10 or more** employees consistently rated themselves at **7**, and businesses with **500+** employees at **8**. This is likely because responsibility for onboarding digital tools is shared or supported by more specialised roles. For solopreneurs, digital adoption is personal, they feel every learning curve and every minute spent figuring out a new tool.

USE OF DIGITAL TOOLS

# Time Saved

Many businesses cannot measure the impact of digital tools, with solopreneurs often feeling no time savings at all.

## How much time do digital tools save you each week?



While many businesses are using digital tools in some form, their impact is not always being measured or clearly felt. Around **35%** of respondents said they are **unsure** how much time digital tools are saving them. This uncertainty is particularly noticeable among larger organisations, where over **43%** of those with **100+ employees** reported they were **not sure** of the time savings. In bigger teams, efficiency gains can be harder to see because work is more distributed and improvements may be incremental or indirect.

In contrast, **solopreneurs** feel the impact of tools much more personally, and nearly **one in five** told us that digital tools save them **no time at all**. This suggests that for very **small businesses**, tools can sometimes **add complexity** rather than reduce it - especially when setup, learning, or content creation falls to one person with limited capacity.

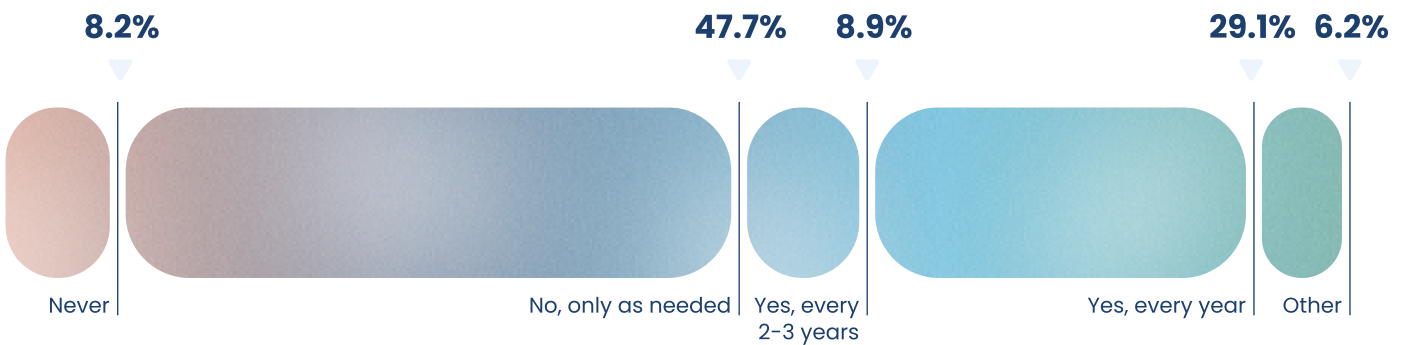
The pattern is clear. **Smaller businesses react when they must, while larger ones plan and maintain systematically.**

USE OF DIGITAL TOOLS

# Maintenance

Digital tools are mostly maintained reactively, with larger businesses adopting more systematic and proactive approaches.

## Do you regularly review or upgrade your digital tools?



## Maintaining and Measuring Digital Tool

When it comes to maintaining digital tools, most businesses take a reactive rather than proactive approach. Nearly half of respondents said they update their tools only when needed, and this is especially common in smaller businesses where this responsibility may rest with just one person.

In contrast, larger organisations tend to maintain their digital tools more rigorously. Around **57%** of businesses with **100+ employees** report updating tools at least **every 2–3 years**, and many describe continuous review as their standard procedure. These businesses often have dedicated staff or automated update processes, making this process far easier.

The comments reflected a wide spectrum of experiences, including:

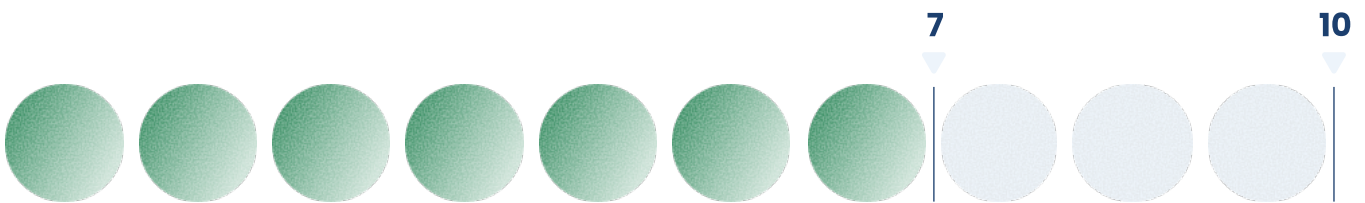
- **Continuous maintenance** ("Daily", "Every week", "Constantly reviewing")
- **Occasional updates by necessity** ("When something changes", "When it stops working", "When I hear about something better")
- **Delegated maintenance** ("Someone else is responsible for that", "My provider")
- **Uncertainty or overwhelm** ("I don't know what this is", "I lack expertise")

BARRIERS TO NEW TECH ADOPTION

# Tech Savviness

Tech confidence is steady across business ages but strongly influenced by business size, with solopreneurs feeling least confident.

On a scale of 1–10, how tech savvy are you?



Across the businesses we surveyed, overall **tech confidence** averages **7** out of **10**. Tech savviness varies depending on the business size with **larger organisations** rating themselves **highest** at an average score of **8**, while **solopreneurs** reported the **lowest** confidence at **6**. This echoes what we found with confidence around choosing new tools.



Solopreneur/Small team



10+ employees



500+ employees



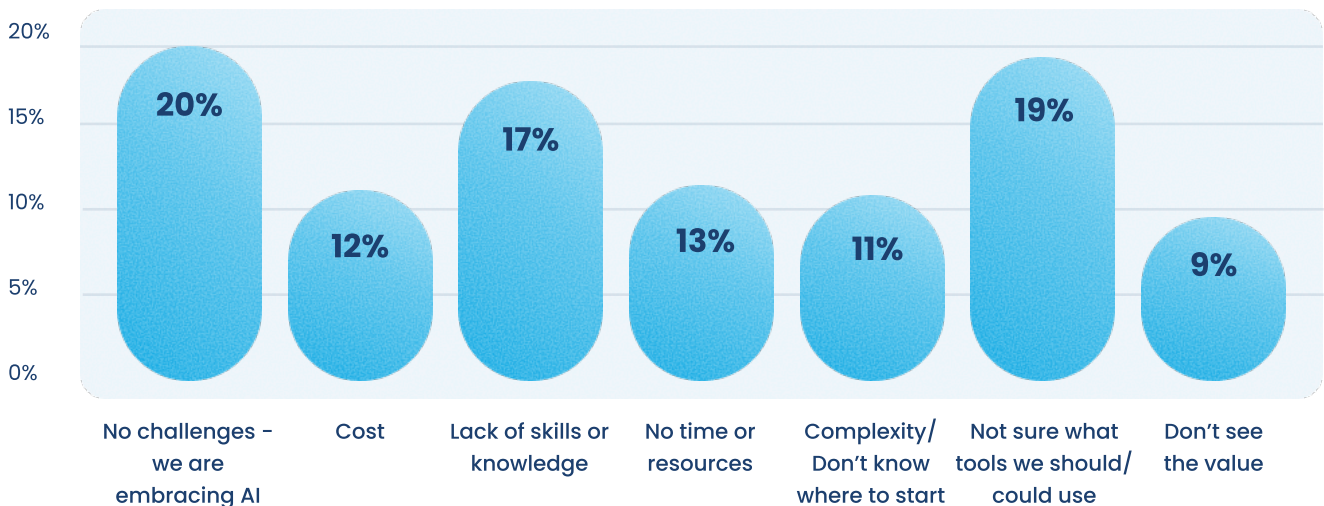
Interestingly, **business age** does not significantly affect tech confidence. Whether a business is **emerging** (1–3 years old), **evolving** (3–10 years old), or **established** (10+ years old) every group reported an **average confidence level of 7**.

## BARRIERS TO NEW TECH ADOPTION

## Challenges

SMEs are open to new technology but are held back by confusion, limited skills, and a lack of time.

**What's the biggest challenge holding your business back from adopting AI or other innovative technologies? (Select up to 3 options)**



When asked about barriers to adopting AI or innovative technologies, **20%** of respondents stated they are **fully embracing them**. For the remainder, a very clear message: they are confused, time-poor, or simply don't know where to start.

- **19%** said they simply **don't know what tools they should be using**
- **17%** said they **don't have the skills or knowledge**
- **13%** said they have **no time or resources**

The message is clear: **businesses are open to new technology, but barriers around knowledge, time, and clarity often stop them before they can begin.**

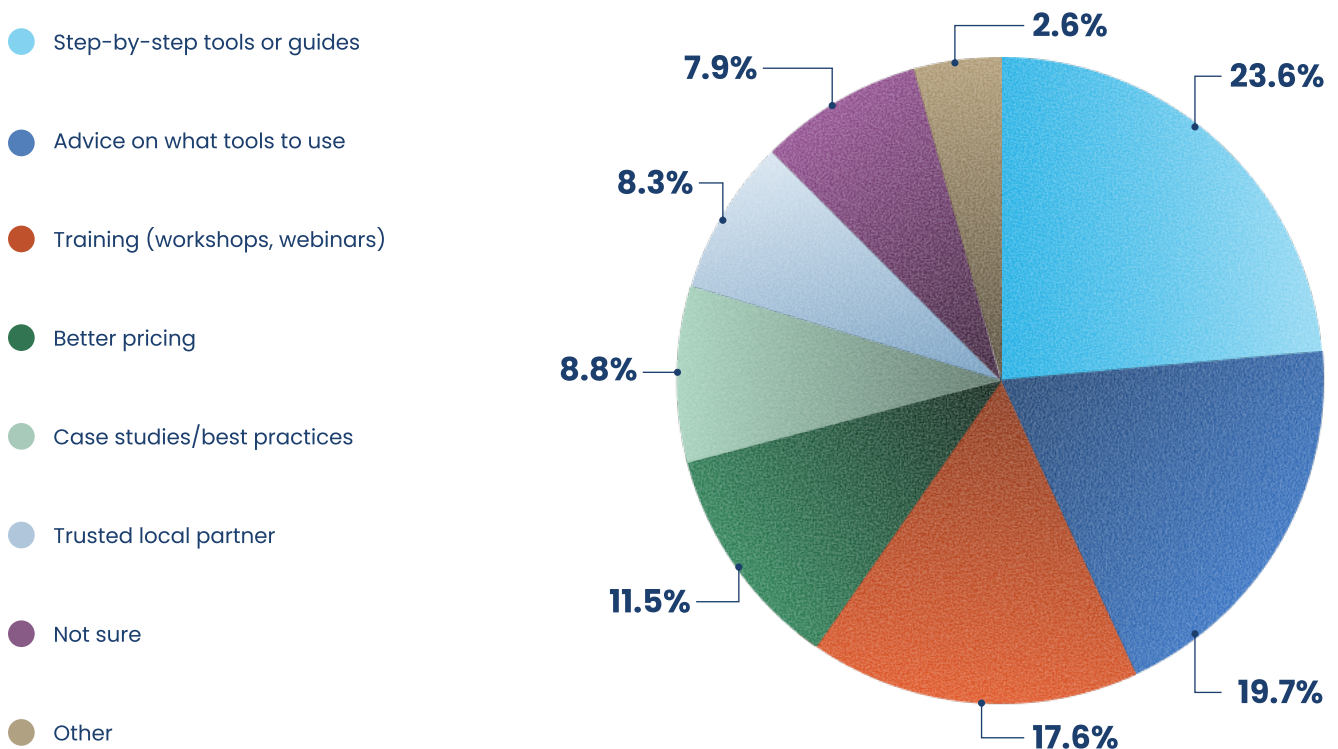
There were a group of respondents that **don't see the value** in embracing these tools. Of this small group, **59%** have been operating for **more than 10 years**, indicating that they may feel less urgency to shift their focus because they have 'worked fine without it' until now.

BARRIERS TO NEW TECH ADOPTION

# Support Needed

Businesses want practical, human guidance—step-by-step help, real examples, and clear advice on what tools to choose.

## What kind of support would help you most?



It's evident that many feel that the digital landscape is confusing, crowded, and constantly changing. So, when it comes to getting help with digital tools and new technologies, businesses want guidance that feels practical, human, and trustworthy.

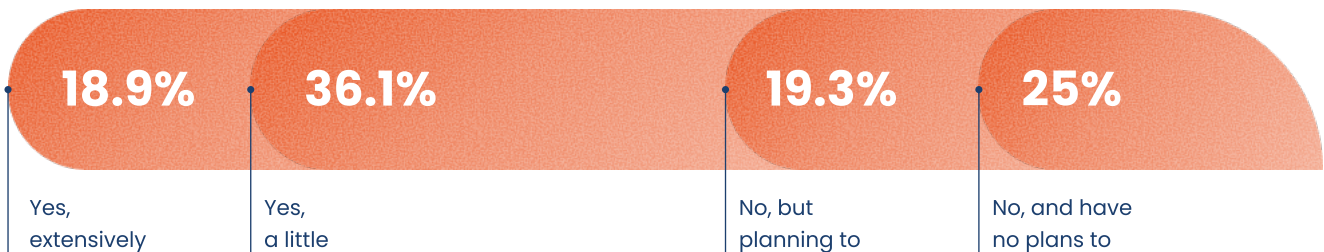
**Nearly half** of all respondents said they would most value **step-by-step guides**, **hands-on training**, or **real-life case studies** that show how digital tools work in practice. Another **19%** asked for **advice** on which **tools to choose**, highlighting that decision fatigue and a lack of clarity about what will genuinely help are fundamental issues for them.

## AI ADOPTION

## Levels of Use

AI adoption is underway but uneven, with marketing emerging as the easiest and most common entry point.

**Has your business started using AI tools (e.g. website builders, chatbots, content tools)?**



AI adoption is clearly underway across European businesses – but it's far from universal. Among the businesses exploring AI, trust came up again and again.

Nearly **1 in 5 businesses** say they are **using AI extensively**, and around a third are experimenting or using it occasionally. These early adopters are **younger businesses or larger organisations** – groups that tend to have more flexibility, resources, or curiosity to test new tools.

Marketing emerges as one of the strongest entry points for AI adoption. Respondents told us that **creating website content, writing promotional copy, and producing social posts** are areas where AI already feels both useful and low risk. These are high-effort, frequent tasks for many small businesses, making them a natural place to test the value of AI without risking accuracy, compliance, or brand integrity. This aligns with the wider trend across the data: **marketing is often the first area where businesses feel the benefits of digital support.**

At the other end of the scale, a **quarter of respondents** say they have **no plans to use AI at all**. This segment is made up primarily of **older, smaller, and more established businesses**, where we can assume processes are well ingrained and the perceived need for change is lower.

## AI ADOPTION

# Trust & Privacy

Trust, reliability, and data privacy are major concerns, shaping both hesitation and scepticism around AI.

## Concerns and Trust

While AI adoption is growing, trust and data privacy remain huge concerns for some.

Over **88% of businesses** told us they are **worried** about **trust, reliability, and data privacy** when using AI tools, and almost half said they trust AI less than human-led solutions.

The sentiment in open responses reflects this unease. Some respondents described AI as "unreliable," "invasive," or "a bubble that's already bursting." Others raised deeper concerns about privacy, data misuse, or the lack of transparency from large AI providers. One participant wrote, "AI might be powerful, but I don't trust it with my customers' information." Another said simply, "I prefer people with real brains."

Many **small business owners** expressed **pride in human skill** and **personal relationships**. For them, AI feels in conflict with what makes their work meaningful. One noted, "I'd rather see companies that build people and craftsmanship, not replace them."

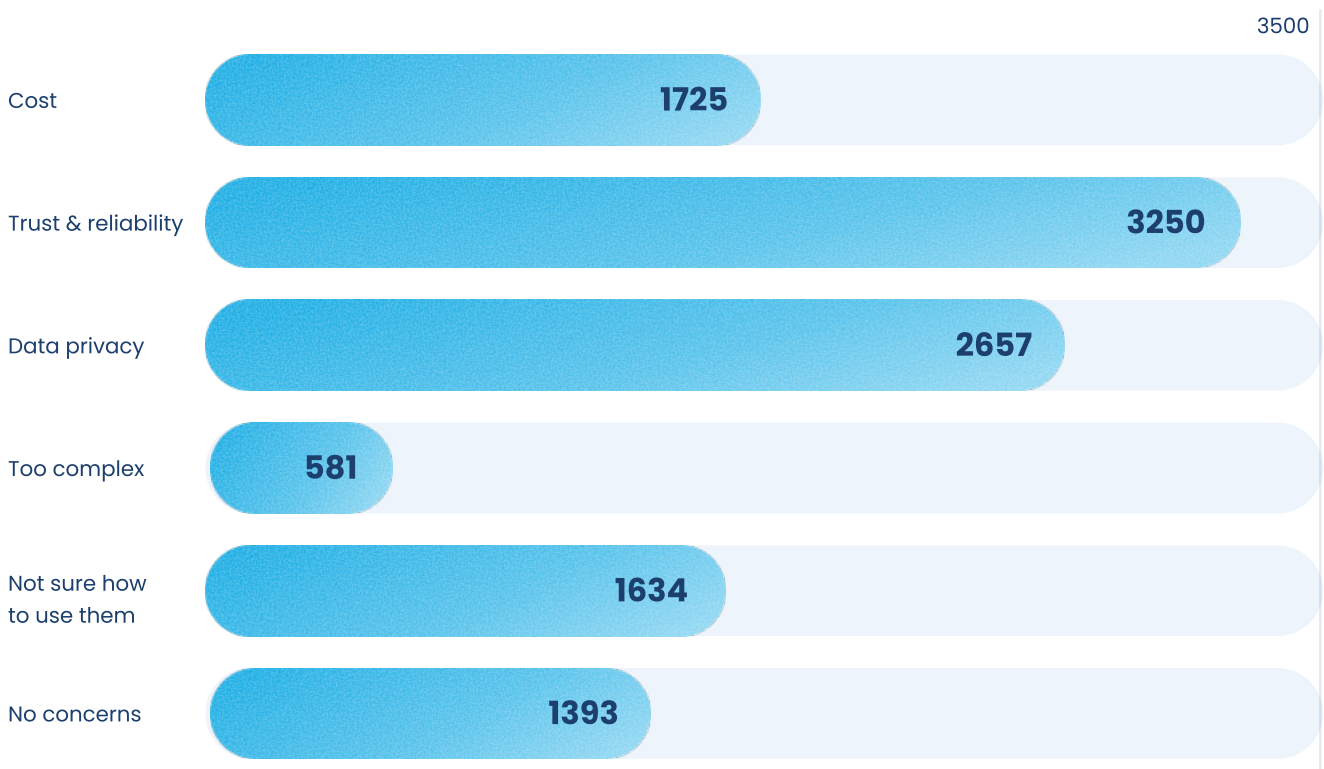
That said, not everyone shares this skepticism. Around **20% of businesses** have **no concerns around AI**, and almost **a third trust it as much as humans**. Several comments showed a sense of cautious curiosity and optimism, with respondents noting, "AI is helpful for planning," "I'm open to using ethical AI," and "If we could use AI safely and privately, I'd be interested."

AI ADOPTION

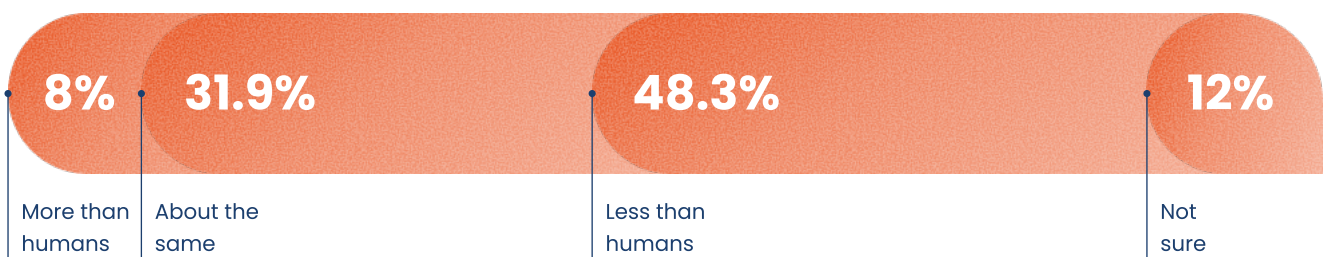
# Concerns & Trust

Most businesses trust AI less than human-led solutions, with strong emotional attachment to human skill and craftsmanship.

## What's your biggest concern with AI tools? (Select up to 3 options)



## How much do you trust AI tools compared to human-led solutions?

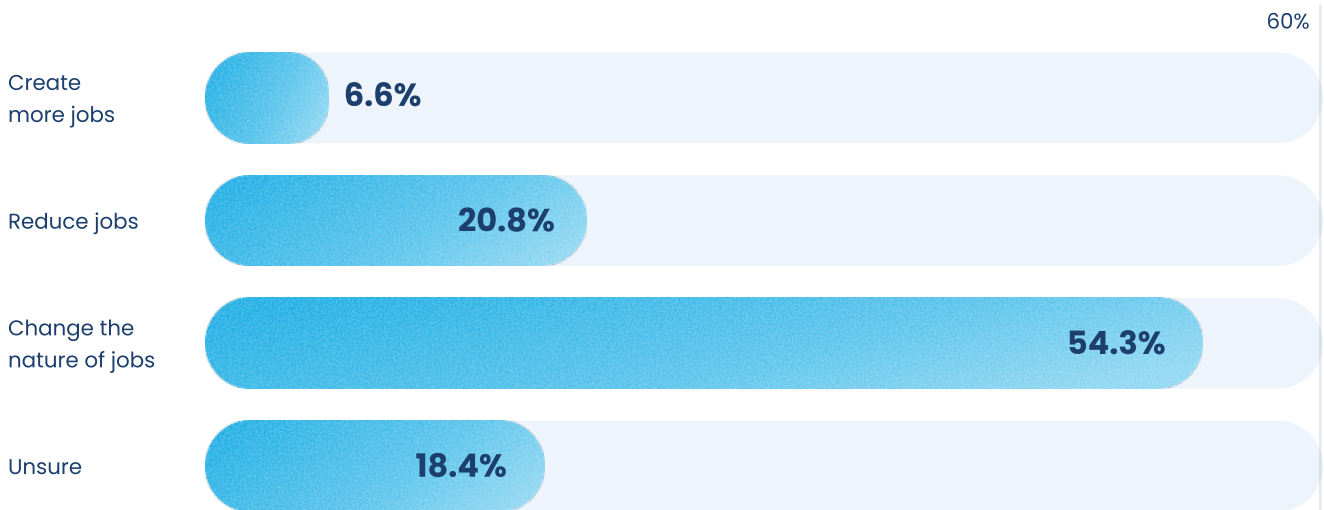


AI ADOPTION

# Impact on Jobs

Over half believe AI will transform jobs rather than remove them, reflecting cautious optimism.

**Do you believe AI will create more jobs, reduce jobs, or change the nature of jobs in your business?**



**Over 54%** believe that **AI will change the nature of jobs**, rather than replace them outright. Around **1 in 5 expect AI to reduce jobs**, while **18% remain unsure**, underscoring ongoing uncertainty about where AI fits.

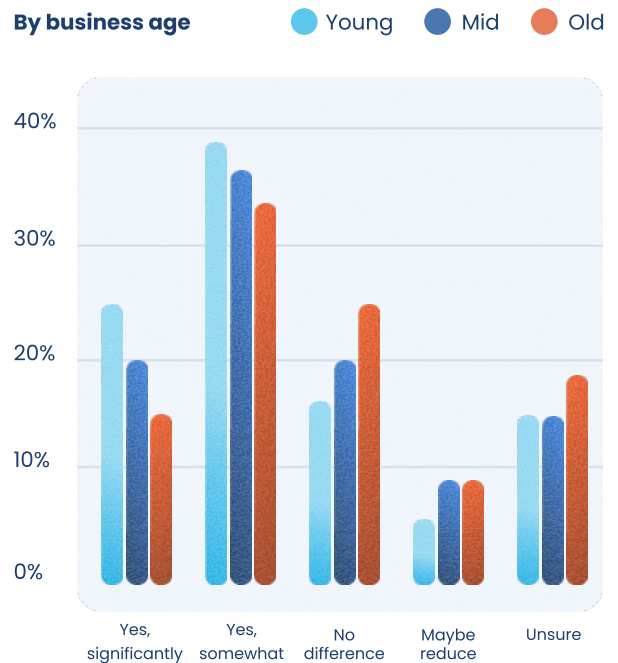
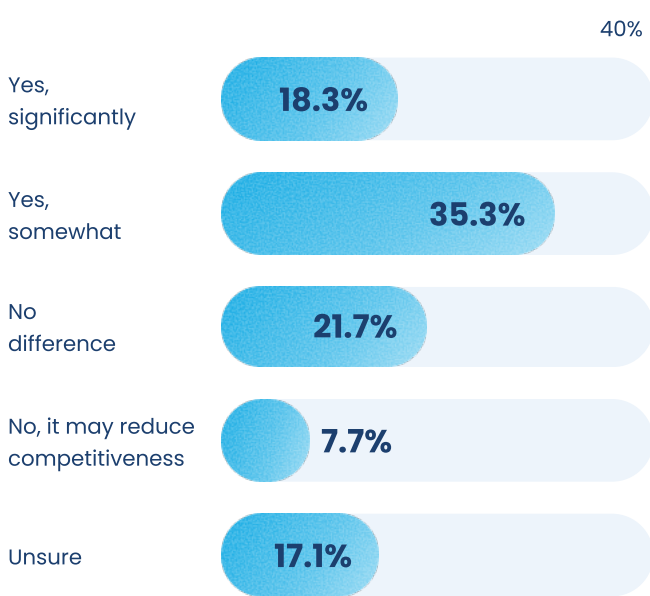
The same pattern of responses appears across business age groups and sizes: **most businesses agree that AI's role will be transformative rather than purely disruptive.**

AI ADOPTION

# Competitiveness

Many believe AI will boost competitiveness—especially younger, more digital-forward businesses.

## Do you believe AI will make your business more competitive in the next 2 years?



When it comes to competitiveness, **53% of businesses** believe that **AI will make them more competitive** over the next two years. However, this optimism is strongest among younger emerging companies, who tend to be more active adopters of digital tools.

Roughly **21%** say there'll be **no impact of AI on competitiveness**. This group is made up mostly of **older, more established businesses**, who may feel confident in, or more comfortable with, the human-driven methods/tools they've always used.

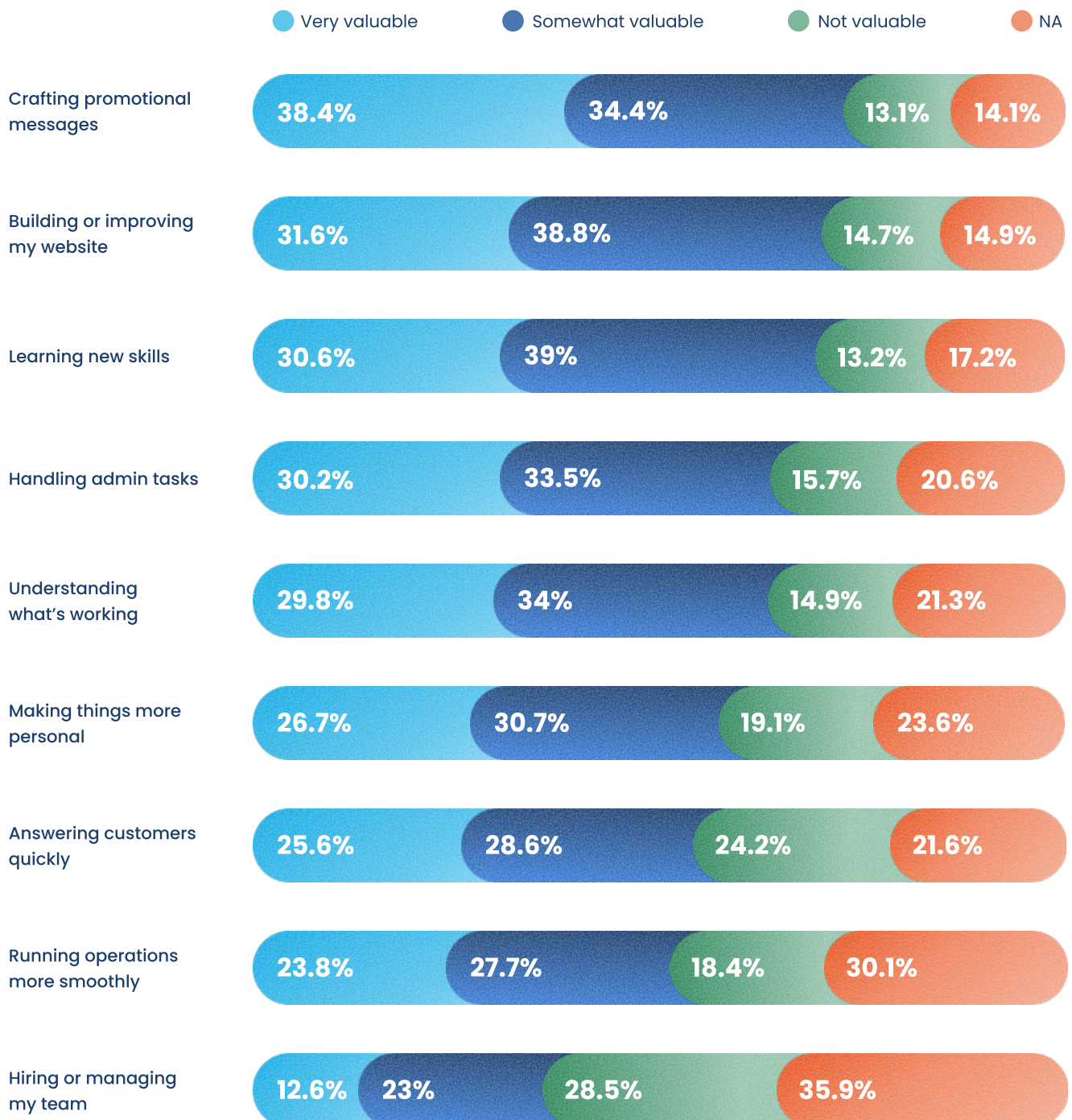
**17% of businesses** reported being **unsure** - this again underscores the confusion or uncertainty around AI, whether it concerns the reliability or capability of tools or simply not knowing how to best embed them into their current stack.

AI ADOPTION

# Value of AI Uses

AI is most valued for creative and learning tasks, while people-related functions remain firmly human-led.

## How valuable is each of the following uses of AI for your business to leverage?



## AI ADOPTION

## Value of AI Uses

When asked how valuable AI is for different business uses, most respondents agreed that its greatest potential lies in creative and learning-focused tasks rather than customer support or operational work – perhaps because these areas are more accessible or feel less 'risky' areas to employ AI.

### What businesses said:

- They **use AI to craft promotional messages, build or improve websites, and develop marketing content** with great effect – "AI significantly reduces time spent on writing content."
- **AI is being used to support learning and development** – "AI helps me find inspiration and learn faster – it's like having an extra hand on the creative side."
- **Solopreneurs and small businesses** (fewer than 10 employees) are **using AI to ease their workload by automating repetitive, structured tasks** – "AI is taking over repetitive, boring tasks."

By contrast, **hiring and people management** stood out as **the least valued area for AI**. Respondents showed low confidence in using AI for writing job ads, screening CVs, or onboarding new staff. Open comments suggested a reluctance to hand over "human" decisions to technology, with one noting, "AI can't understand people or fit – and that's too important to risk."

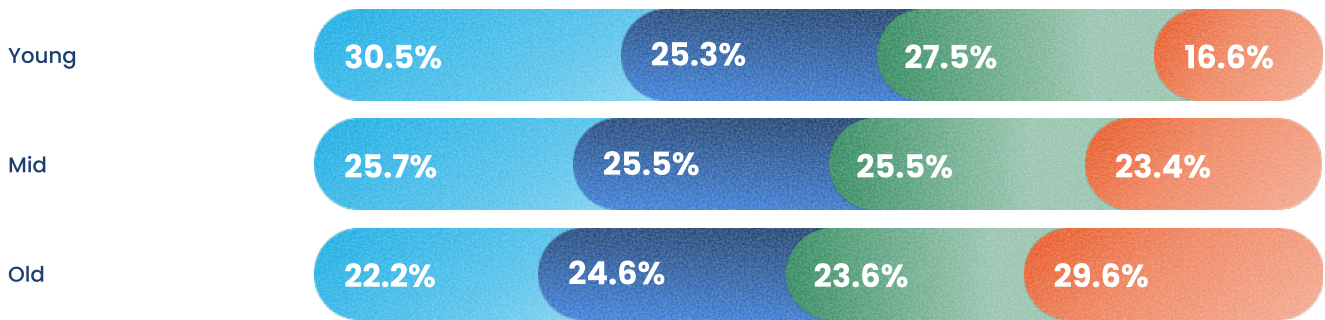
AI ADOPTION

# By Age & Size

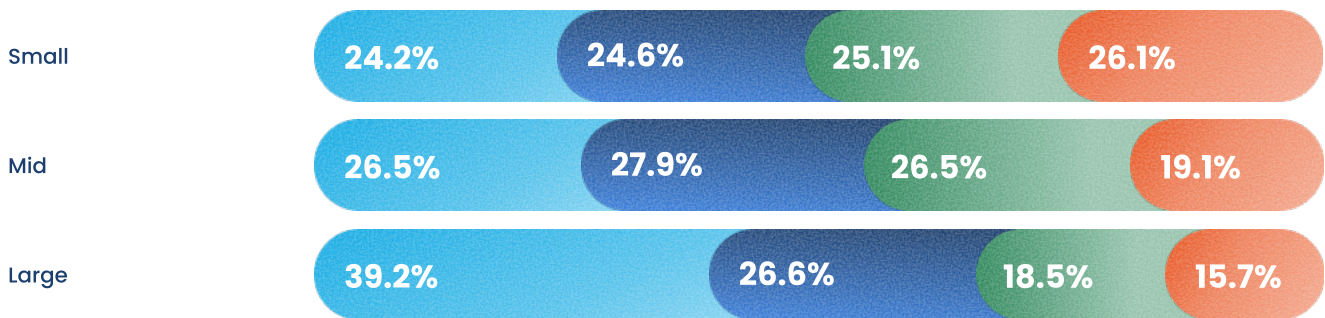
Smaller and younger businesses lead the way in using AI across more use cases, driven by agility and immediate need.

## Has your business started using AI tools (e.g. website builders, content tools, chatbots)?

**AI Adoption by Age**    ● Yes, extensively    ● Yes, a little    ● No, but planning to    ● No, and have no plans to



## AI Adoption by Size



Business age and size both play a part in how AI is being used. Interestingly, larger organisations are not leading the way in adopting more AI use cases. **Smaller businesses** (those with **2–49 employees**) reported a **higher** average number of **valuable AI** applications than large organisations with 500+ employees. This may reflect a greater **willingness to experiment** or a more immediate need for affordable efficiency gains.

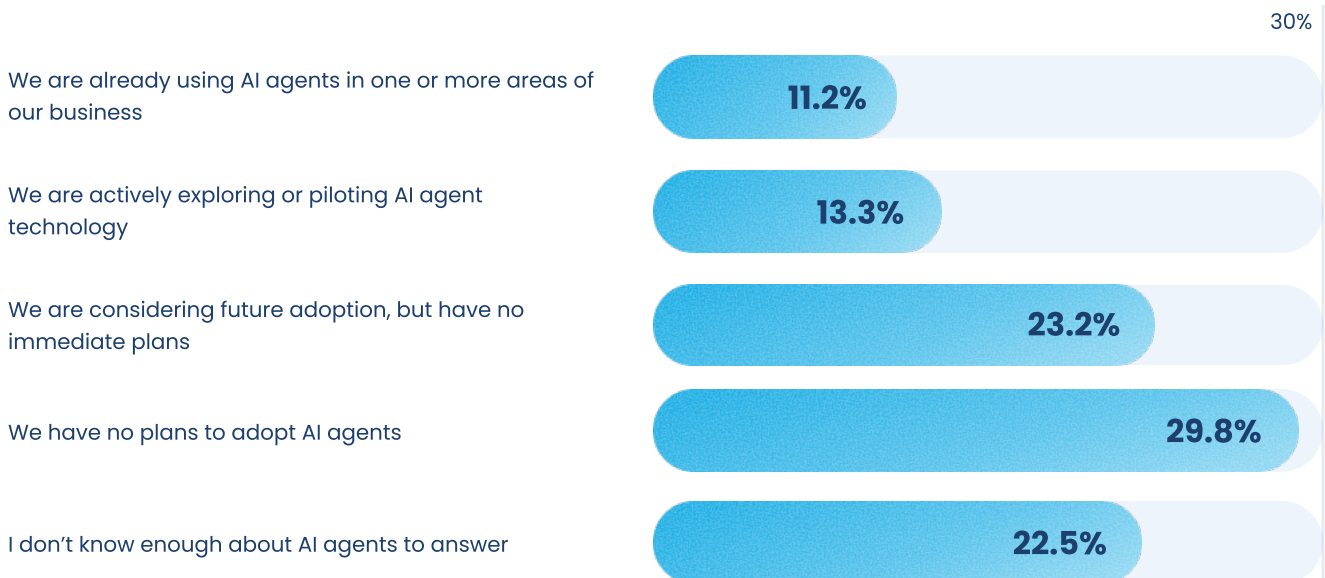
Age also makes a clear difference. Younger businesses were far more likely to rate AI as very valuable or somewhat valuable across all categories, while **older businesses (20+ years)** were consistently more **skeptical**.

## AI ADOPTION

# AI Agents

Understanding of AI agents is low, but interest is growing—particularly among larger organisations.

## Which of the following best describes your organisation's current status regarding the use of AI agents?



We closed our survey by asking about AI agents. An **AI agent is a programme that can act on its own to complete tasks, often by learning from data, following goals, and making decisions without constant human input.** Our respondents told us that adoption and understanding of AI agents is somewhat limited.

Nearly **30% of businesses** said they have **no plans to use AI agents**, and another **22.5%** admitted they **don't know enough** about them to decide on implementation. However, **almost a quarter** are **already using or testing them**, with another **23% considering adoption** in the near future. We observed that larger organisations are more likely to be in this latter group, while smaller ones are still in the learning phase.

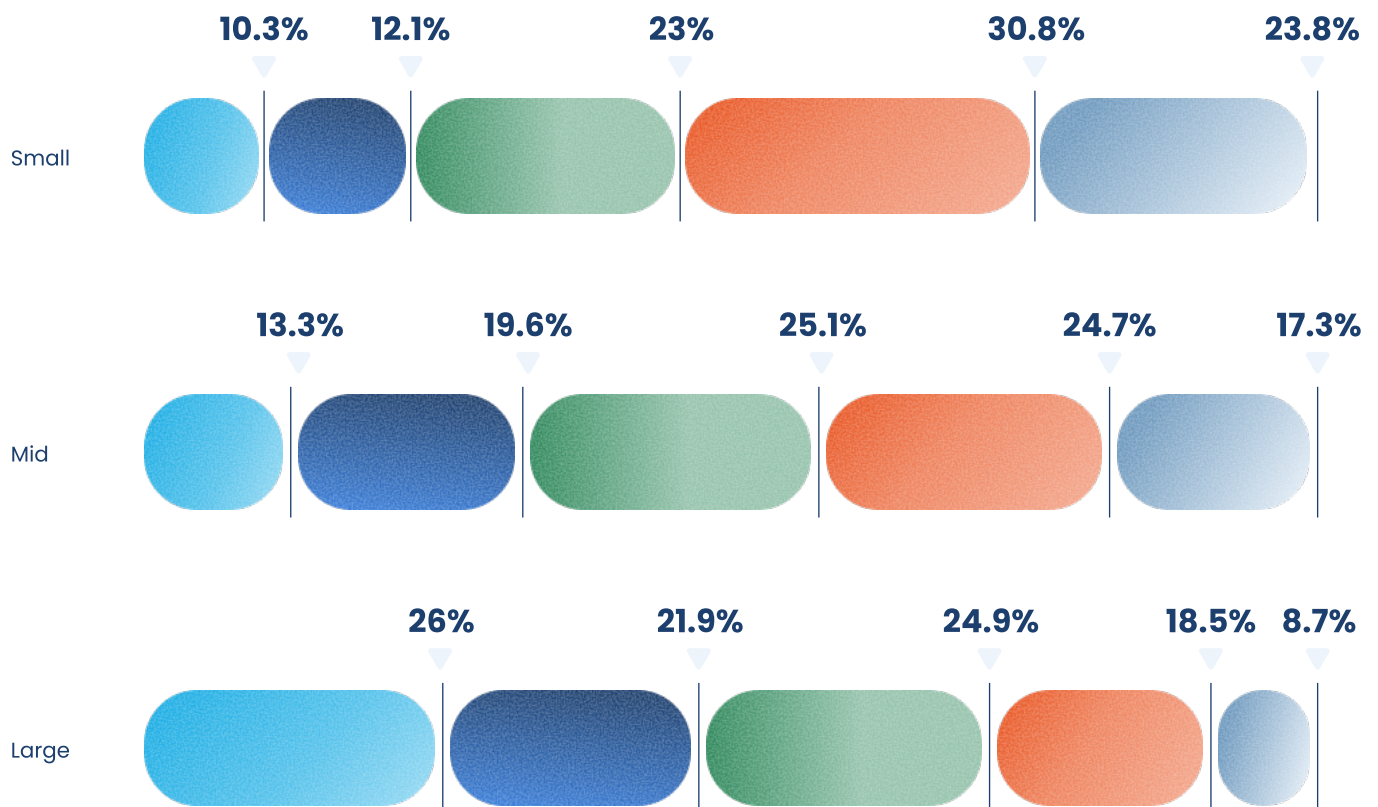
AI ADOPTION

# AI Agents

Which of the following best describes your organisation's current status regarding the use of AI agents?

## By Size of Company

- We are already using AI agents in one or more areas of our business
- We are actively exploring or piloting AI agent technology
- We are considering future adoption, but have no immediate plans
- We have no plans to adopt AI agents
- I don't know enough about AI agents to answer



# Closing Summary

Businesses want clarity, simplicity, and trusted guidance—and **team.blue** is positioned to provide the digital and AI-powered solutions that help SMEs thrive.

This research paints a vivid picture of **European businesses** at a pivotal stage in their **digital maturity**. Most are already using digital tools in some form and recognise the potential of AI to improve efficiency, creativity, and competitiveness. However, some still feel unsure about where to start, which tools to choose, and how to use them effectively.

Smaller and younger businesses are leading the charge in experimenting with new tools and AI, using them to save time, learn faster, and boost creativity. Larger and more established organisations, while often more confident in their technical ability, are also more cautious – focusing on data security, trust, and practical impact before taking big steps.

There is still a clear **knowledge gap** around **AI**, and alongside it, a real need for guidance and clarity. **Businesses** want practical support and **easy-to-follow** resources as well as **clear, transparent** information about how these tools work and what happens to their data.

At **team.blue**, we are committed to simplifying online business and part of this is helping customers choose the tools and technologies that are right for them. Across our ecosystem of brands, we offer an **evolving suite of AI-powered** tools designed to make doing business easier.

**The opportunity now is to meet businesses where they are, help them build confidence step by step, and turn digital tools into real-world outcomes they can feel.**

# team.blue

We'd like to thank the team.blue brands that collaborated on this report and the 8,200+ respondents who took the time to share their perspectives with us.

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