

# Q3<sub>2024</sub>

## ManpowerGroup Workforce Trends:

*The Implementation and Impact of  
AI Applications in Enterprises*



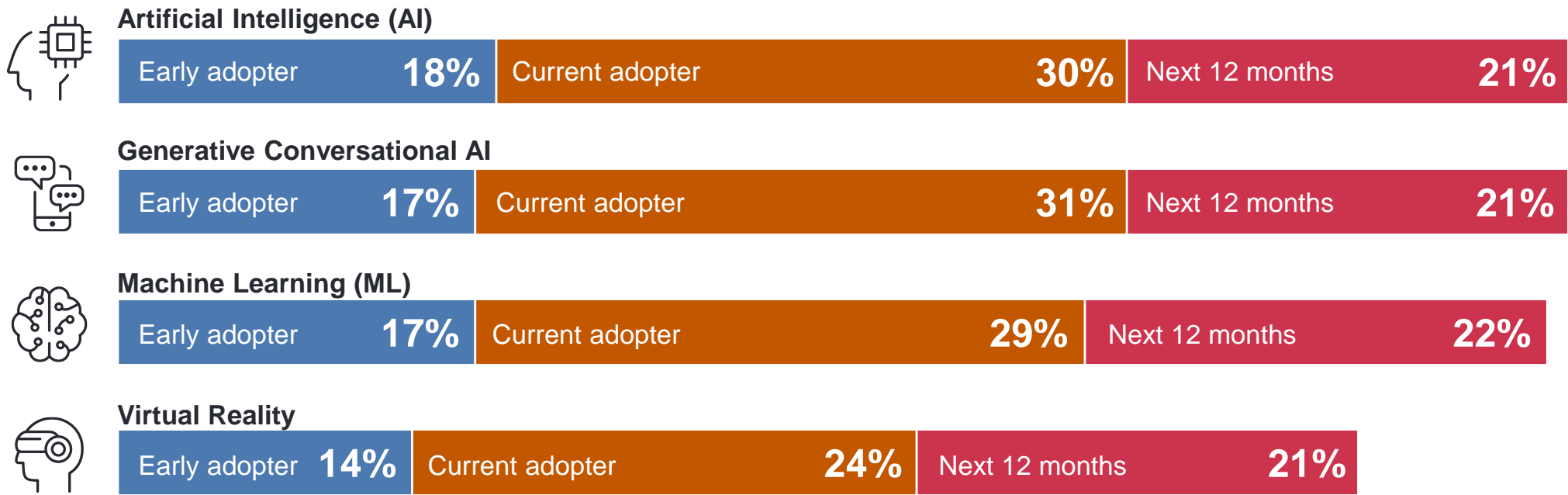


# Global Workforce Trends



# Navigating AI Adoption

Nearly half (48%) of companies said they have already adopted AI, including generative conversational AI. This is a 13% increase when compared to employers' responses one year ago (35%).

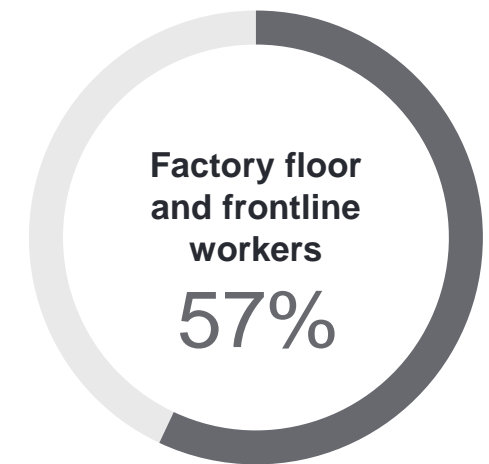
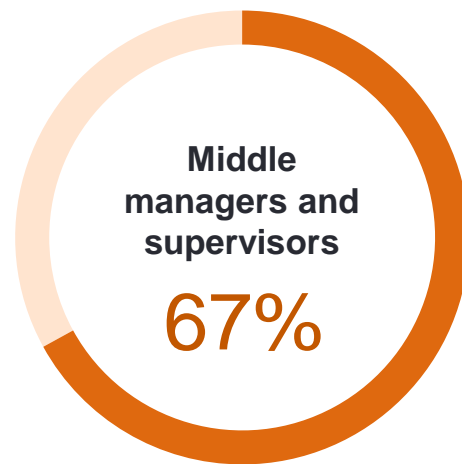
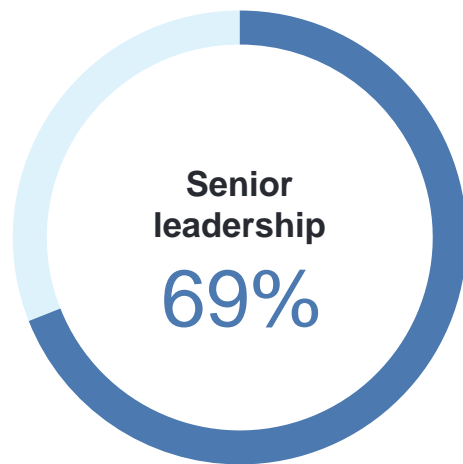


# Diverging Sentiments Emerge on AI Impact to Work

**Employers reveal that AI optimism varies by seniority.** With a 12-point-gap between senior leadership and frontline workers, leaders can seize the opportunity to clearly communicate the positive influence that AI will bring to their workload.



**Factory floor and frontline workers are least optimistic about AI**



# AI Optimism Varies by Seniority and Region

**Most of the workforce (65%) at all seniority levels believe AI will have a positive impact on the future of work.** However, the level of optimism varies based on the region and seniority of the employees. While office professionals in the South and Central Americas are the most optimistic (76%) about the positive impact of AI, less frontline workers (54%) in Europe share this view.



**North  
America**

<b>Senior leadership</b>	<b>68%</b>
Middle managers and supervisors	66%
Office workers	67%
Factory floor and frontline workers	59%



**South and  
Central America**

Senior leadership	73%
Middle managers and supervisors	74%
<b>Office workers</b>	<b>76%</b>
Factory floor and frontline workers	66%



**EMEA**

<b>Senior leadership</b>	<b>67%</b>
Middle managers and supervisors	65%
Office workers	66%
Factory floor and frontline workers	54%

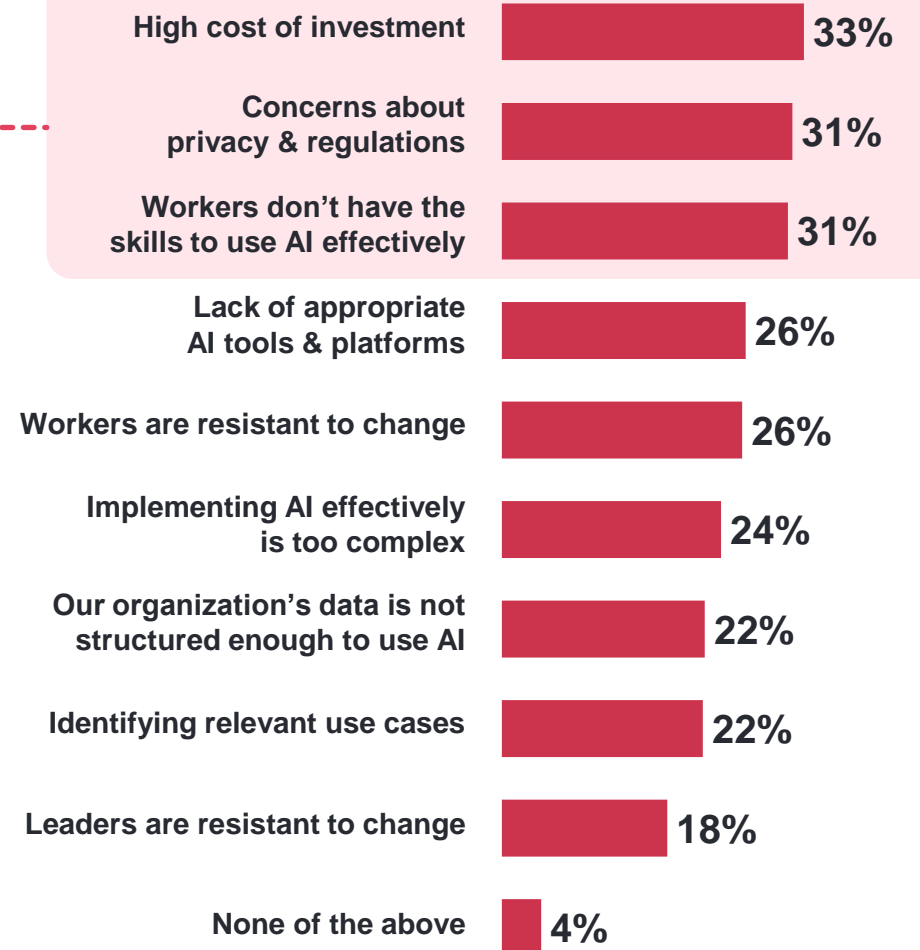
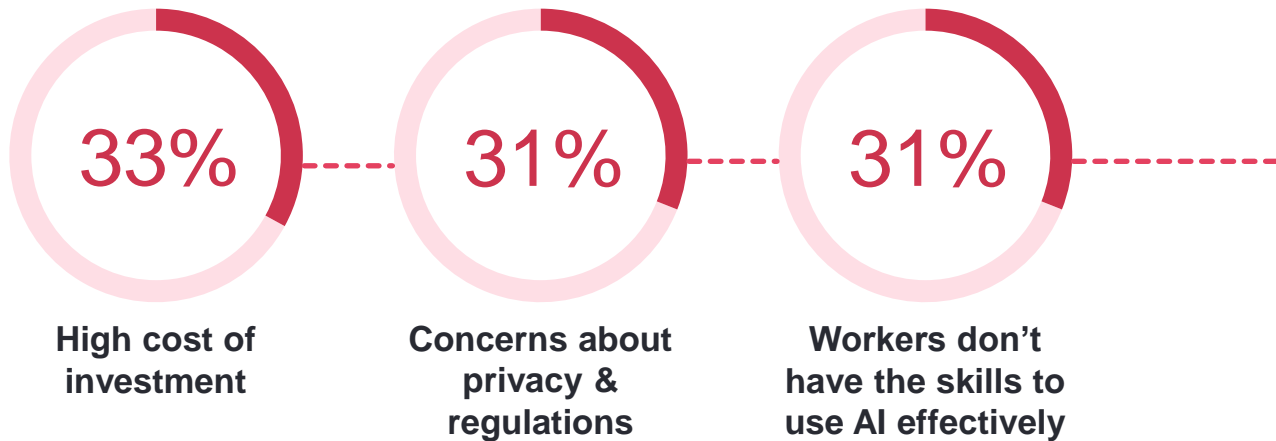


**Asia-  
Pacific**

<b>Senior leadership</b>	<b>69%</b>
Middle managers and supervisors	68%
Office workers	68%
Factory floor and frontline workers	56%

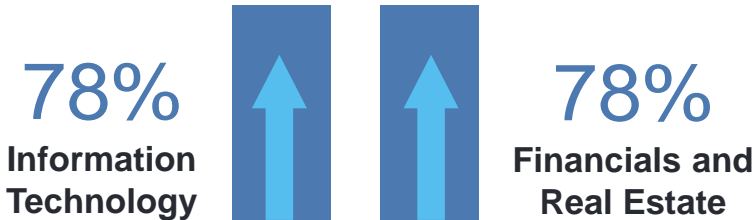
# Employers Reveal that Nearly All Organizations Encounter AI Adoption Challenges

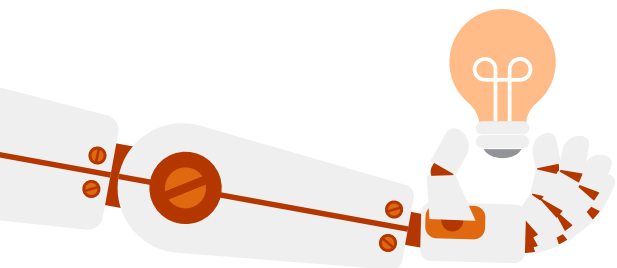
Most common ones relating to **cost, privacy, and lack of AI skills.**



# Employers Begin Identifying Future Impacts From AI

When asked to predict the future impact of AI and ML at their organization, **employers globally found consensus across industries and regions that these tools will have a positive impact on business performance**, especially in the IT and Financials and Real Estate industries. They were nearly equally optimistic about the effect on upskilling, reskilling, and training employees.









## Projected Impact of AI and ML on Headcount by Industry

**Over half of companies expect to increase headcount due to AI and ML over the next two years.**

Nearly one in four believe there will be no impact and less than one in five anticipate staffing decreases.

	 Increase headcount	 No impact to headcount	 Decrease headcount
 <b>Global Average</b>	<b>55%</b>	<b>24%</b>	<b>18%</b>
Communication Services	59%	23%	16%
Consumer Goods & Services	52%	25%	20%
Energy & Utilities	63%	22%	14%
Financials & Real Estate	57%	21%	19%
Healthcare & Life Sciences	51%	26%	18%
Industrials & Materials	55%	24%	17%
Information Technology	60%	22%	17%
Transport, Logistics & Automotive	58%	22%	17%

# Engaging the Next Generation of Workers

Employee engagement and motivation, expectations around work-life balance, and career advancement are the top three challenges employers are facing with newer workers (less than 10 years in the workforce).

**Employee engagement and motivation is the top challenge employers face with new workers**



# Improving Tech Tools Points to Promising Results

Employers globally have found that **improving technology tools and emphasizing well-being** are the top **two drivers** in boosting engagement and productivity of their newer workforce.



# ManpowerGroup Solutions Across the Entire HR Life Cycle

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