# PwC warns AI’s economic growth boost depends on trust and governance



New research by PricewaterhouseCoopers (PwC) projects that artificial intelligence (AI) could significantly enhance global economic output by up to 15 percentage points over the coming decade. This growth translates to an additional one percentage point increase in annual growth rates, a boost comparable to that experienced during the 19th-century industrialisation period.

PwC’s report, titled "Value in Motion," draws on data-driven scenario analysis to highlight that realising AI’s full economic potential depends not only on technological advancement but also on responsible deployment, effective governance, and the establishment of trust among the public and organisations. The report outlines varied scenarios, indicating that under conditions of lower trust and cooperation, AI’s economic contribution could be substantially reduced, ranging from an 8% increase to a pessimistic estimate of just 1%.

The research points to an ongoing rapid economic reconfiguration, with businesses under unprecedented pressure to innovate. PwC’s analysis identifies 17 out of 22 global economic sectors as experiencing the highest levels of transformation in 25 years. This transition is reflected in a staggering US$7.1 trillion revenue shift between companies expected in 2025 alone, a figure calculated before recent global tariff increases.

Industries, PwC’s findings suggest, will evolve by forming new "domains" that transcend traditional sector boundaries. An example provided is the electric vehicle market, which is drawing together electricity suppliers, battery manufacturers, technology firms, and car makers into an integrated mobility domain designed to create new value ecosystems.

Mohamed Kande, Global Chairman of PwC, commented, “As the structure of the economy transforms, value will increasingly come from organisations that can connect the dots across traditional industry boundaries. By focusing on evolving customer needs and using technology to dramatically change the way business operates, business leaders can unlock a step change in growth.”

The report also addresses climate considerations, recognising that while AI adoption may boost growth, physical climate risks could constrain economic expansion. PwC's economic modelling predicts that climate-related physical threats could reduce the global economy’s size by nearly 7% by 2035. Energy consumption by AI data centres is expected to rise, but modest improvements in energy efficiency could offset these increases. PwC estimates energy use and emissions could remain neutral if every 1% increase in AI usage led to at least a 0.1% reduction in energy intensity.

To assist clients in navigating these changes and harnessing AI’s potential, PwC announced several strategic initiatives. These include the introduction of PwC's agent OS, which facilitates the orchestration of AI at scale by seamlessly integrating intelligent agents into business workflows, delivering productivity improvements up to ten times faster than conventional methods. PwC itself is applying this technology across tax, assurance, and advisory services.

Additionally, PwC has intensified its AI training programmes through its Network AI Academy, with nearly 291,000 partners and staff already engaged in structured learning. The company has highlighted new technology alliances with major cloud service providers including AWS, Google Cloud, Microsoft, and Oracle, adding to existing partnerships with firms such as Adobe, OpenAI, and Salesforce.

The firm has also upgraded its proprietary GenAI tool, ChatPwC, to incorporate expanded datasets, methodologies, and research, thereby enhancing client access to PwC’s insights. Through its Industry Edge portfolio, PwC seeks to provide clients with deep industry knowledge and AI-driven transformation capabilities tailored to their sectors.

PwC has launched a new intelligent learning platform designed to unify skills frameworks, AI-driven learning recommendations, and conversational coaching into personalised experiences for its workforce.

Reflecting these advancements, PwC has updated its brand identity, introducing new visual elements and a "momentum mark" symbolising its commitment to driving forward client progress through technology and expertise.

Frazer Lindsay, CEO of PricewaterhouseCoopers Caribbean Region Ltd., remarked, “By evolving our capabilities and who we are as a business, we can help our clients across the Caribbean region build the momentum they need to create value, build trust and face the future with optimism. PwC’s updated brand identity reflects our dedication to supporting clients and our people in embracing the transformative impact of technology and other megatrends.”

The Bernews is reporting these developments as indicative of how AI and related technological shifts are poised to reshape economic structures globally while underscoring the importance of governance, trust, and sustainability considerations.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.pwc.com/gx/en/issues/data-and-analytics/publications/artificial-intelligence-study.html?src_trk=em66ec5721ac43a1.90077324593695249> - PwC's Global Artificial Intelligence Study projects that AI could contribute up to $15.7 trillion to the global economy by 2030, highlighting its potential to significantly enhance global economic output.
2. <https://www.pwc.com/hu/en/pressroom/2017/ai.html> - This PwC report emphasizes that AI's economic impact is contingent upon responsible deployment, effective governance, and the establishment of trust among the public and organizations.
3. <https://www.pwc.com/hu/en/pressroom/2017/ai.html> - The report outlines scenarios where lower trust and cooperation could substantially reduce AI's economic contribution, ranging from an 8% increase to a pessimistic estimate of just 1%.
4. <https://www.pwc.com/hu/en/pressroom/2017/ai.html> - PwC's analysis identifies 17 out of 22 global economic sectors as experiencing the highest levels of transformation in 25 years, reflecting a rapid economic reconfiguration.
5. <https://www.pwc.com/hu/en/pressroom/2017/ai.html> - The report highlights a projected US$7.1 trillion revenue shift between companies expected in 2025 alone, indicating significant economic transformation.
6. <https://www.pwc.com/hu/en/pressroom/2017/ai.html> - PwC's findings suggest that industries will evolve by forming new 'domains' that transcend traditional sector boundaries, exemplified by the integrated mobility domain in the electric vehicle market.
7. <https://news.google.com/rss/articles/CBMidEFVX3lxTE1pRzYxeklSdko1MGd6VnJpbmt3ZkcxRE1vWDhjMzlGdmhIQ3FnRU5BSWFXSFdnS0RyR010YXpoWml3b1I4bnVkdFd1bFVfWmFhZmxXNExHZTF1cVluSkg4YnlFZWlIQUtGdmxtYzVXcGNRcTg0?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data