48% believe genAI will pose a serious threat to society.

75% think that companies should disclose when they are using genAI when interacting with them.

31% would trust information provided by generative AI.

60% of skeptics will use (and love!) genAI, knowingly or not.

GenAI will create big highs and lows.

————

Half of large global firms will experiment with customer-facing genAI.

One-third of all brands will launch experiences that are biased, inaccessible, or harmful.

One in five
new B2B product
launches will be
dictated by
insights surfaced
by genAI.

70%
of buyers will
experience degraded
purchase experiences
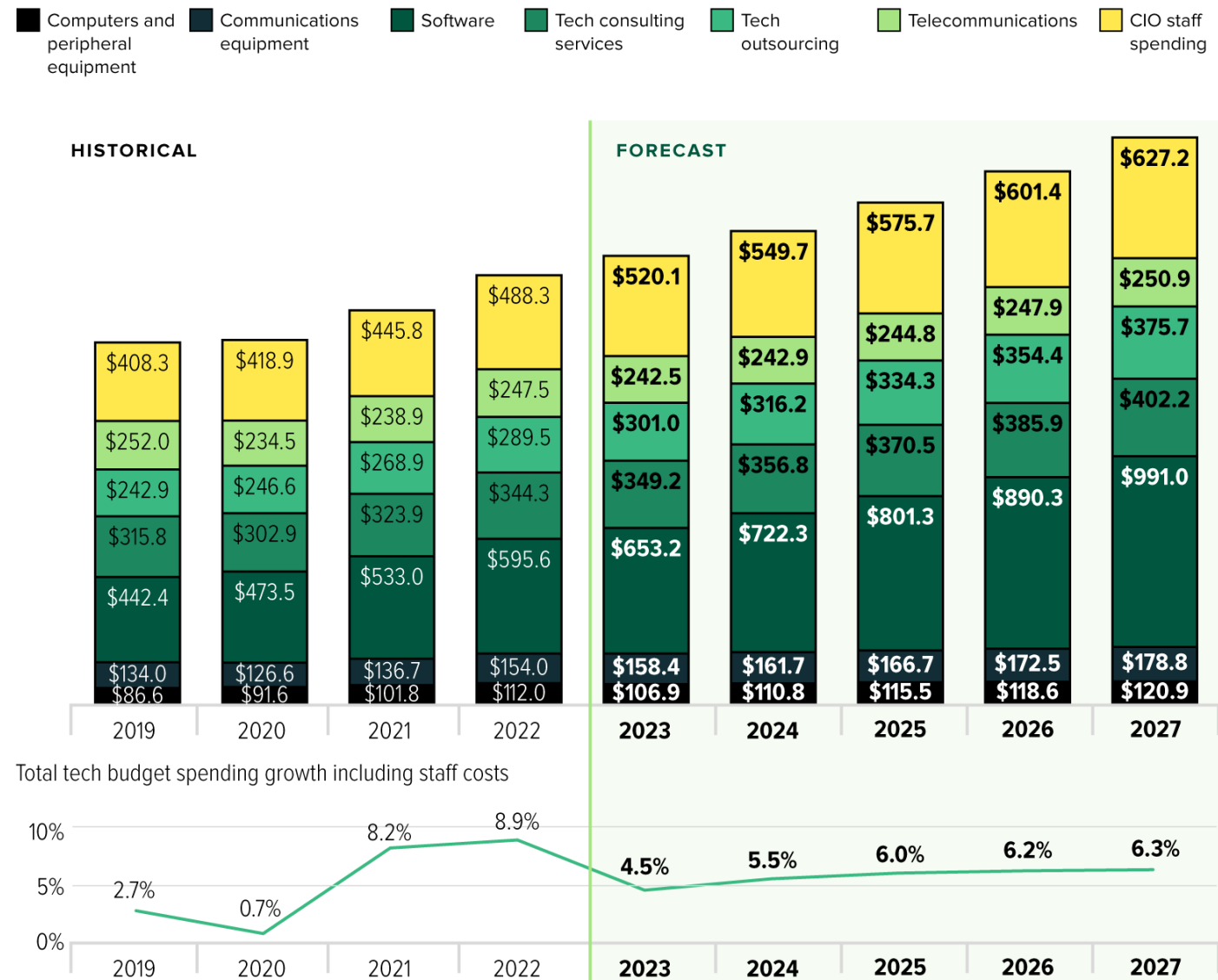thanks to thinly
customized genAI.

GenAI image generation will take center stage.

———

Pause (k)

SNL
SUBSCRIBE

There's more than just genAI.
(sort of)

Total US tech spending will rise by **5.5%** in 2024, up from 4.5% in 2023.

Legend: Computers and peripheral equipment | Communications equipment | Software | Tech consulting services | Tech outsourcing | Telecommunications | CIO staff spending

HISTORICAL

Category	2019	2020	2021	2022
CIO staff spending	$408.3	$418.9	$445.8	$488.3
Telecommunications	$252.0	$234.5	$238.9	$247.5
Tech outsourcing	$242.9	$246.6	$268.9	$289.5
Tech consulting services	$315.8	$302.9	$323.9	$344.3
Software	$442.4	$473.5	$533.0	$595.6
Communications equipment	$134.0	$126.6	$136.7	$154.0
Computers and peripheral equipment	$86.6	$91.6	$101.8	$112.0

FORECAST

Category	2023	2024	2025	2026	2027
CIO staff spending	$520.1	$549.7	$575.7	$601.4	$627.2
Telecommunications	$242.5	$242.9	$244.8	$247.9	$250.9
Tech outsourcing	$301.0	$316.2	$334.3	$354.4	$375.7
Tech consulting services	$349.2	$356.8	$370.5	$385.9	$402.2
Software	$653.2	$722.3	$801.3	$890.3	$991.0
Communications equipment	$158.4	$161.7	$166.7	$172.5	$178.8
Computers and peripheral equipment	$106.9	$110.8	$115.5	$118.6	$120.9

Total tech budget spending growth including staff costs

	2019	2020	2021	2022	2023	2024	2025	2026	2027
Growth	2.7%	0.7%	8.2%	8.9%	4.5%	5.5%	6.0%	6.2%	6.3%

85% of enterprises will expand open-source use.

Complex automation will crash every hyperscaler, forcing enterprises to adapt.
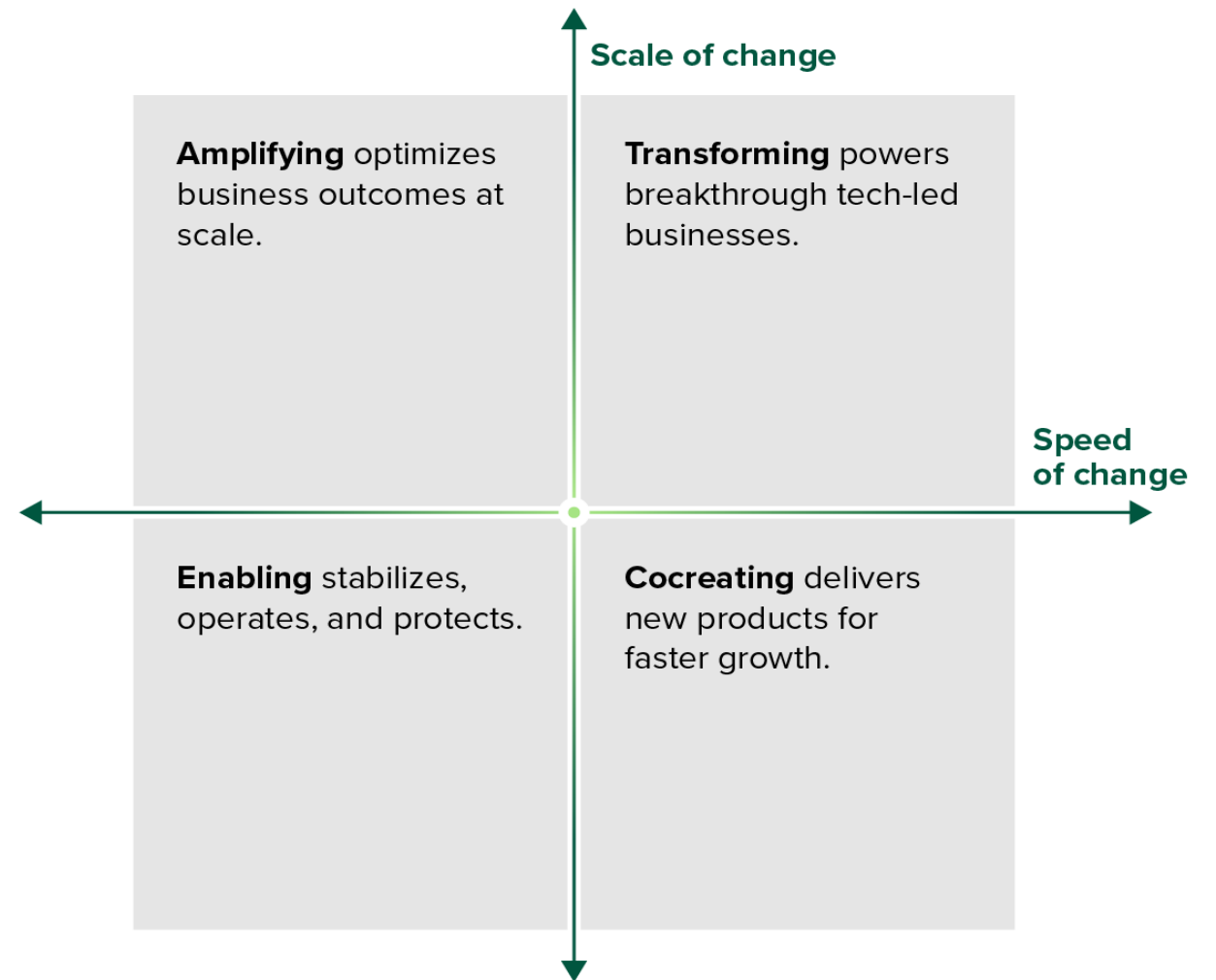
90% of data breaches will include a human element.

20% of tech execs will turn to shadow HR to upgrade talent acquisition.

Focus on three things to succeed in 2024…

Alignment. Trust. Adaptivity.

The Four Styles Of High-Performance IT

Scale of change

Speed of change

Amplifying optimizes business outcomes at scale.

Transforming powers breakthrough tech-led businesses.

Enabling stabilizes, operates, and protects.

Cocreating delivers new products for faster growth.

To learn more about Forrester's Predictions for 2024, scan the following QR code:

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Thank you.

Sharyn C Leaver
Chief Research Officer

PREDICTIONS 2024