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SAMPLE REPORT
AI IN THE MIDDLE EAST 2025: ADOPTION TRENDS, READINESS, AND RISK LANDSCAPE
PUBLICATON DATE: SEPTEMBER 2025

Sample Report

In 2024, Middle Eastern firms face strategic and ope riers in AI deployment, with 34% struggling to select the right t and over a quarter citing talent gaps and unclear use case

Middle East: Barriers to AI Development and Deployment, in % of Respondents, Oct-Dec 2024

Survey: The findings are based on a Deloitte survey conducted between October and December 2024 with 155 senior leaders across the UAE (62), Saudi Arabia (48), and Qatar (45). Respondents were senior executives from diverse industries, representing organizations with annual revenues over $500 million; half reported quarterly revenues above $1 billion. All reported daily or pilot use of AI or GenAI. Question: What, if anaything, has most held your organization back in developing and deploying AI tools/applications?; Total does not add to 100%; Select up to three challenges.

Source: Deloitte, February 2025

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Saudi Arabia establishes a three-pillar strategy to s… nationally through foundational enablement, infrastruc… investment, and sector-specific deployment, in 2024.

Saudi Arabia: GenAI Readiness, Infrastructure Scale-Up, and Sector-Specific Application Rollo… …5

Saudi Arabia Builds the Foundations for GenAI at National Scale

- Saudi Arabia is laying down the core infrastructure required to effectively develop, deploy, and scale generative AI across sectors, according to Oliver Wyman. The approach focuses on three building blocks, beginning with foundational elements designed to accelerate adoption. These initiatives aim to foster readiness for GenAI through national enablement strategies and supportive policies that form the bedrock of broader AI implementation.

Technology and Infrastructure as Strategic Pillars

- The second building block centers on building and maintaining robust technological infrastructure, as highlighted by Oliver Wyman. This component ensures the entire GenAI value chain, from compute capacity to secure data environments, is supported by a resilient, scalable ecosystem. Saudi Arabia's approach emphasizes the creation of a self-sufficient environment that enables innovation without dependence on external bottlenecks.

Application Deployment Across Business and Sector Functions

- Oliver Wyman notes that the third and final component focuses on deploying GenAI applications in practical and scalable ways. This includes both horizontal use cases, such as chatbots for customer service or decision-making support tools, and vertical applications tailored to specific industries. These might include learning technologies for education or financial tools for fraud detection and risk analysis.

Comprehensive Strategy Aligns with National AI Vision

- Together, these three components form a comprehensive framework to operationalize Saudi Arabia's GenAI ambitions, according to Oliver Wyman. The strategy reflects a deliberate move toward embedding GenAI into both the public and private sectors, ensuring productivity, personalization, and resilience are driven by domestic capabilities and long-term national planning.

Source: Oliver Wyman, November 2024; yStats Assessment as of July 2025

PREFACE

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- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

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