



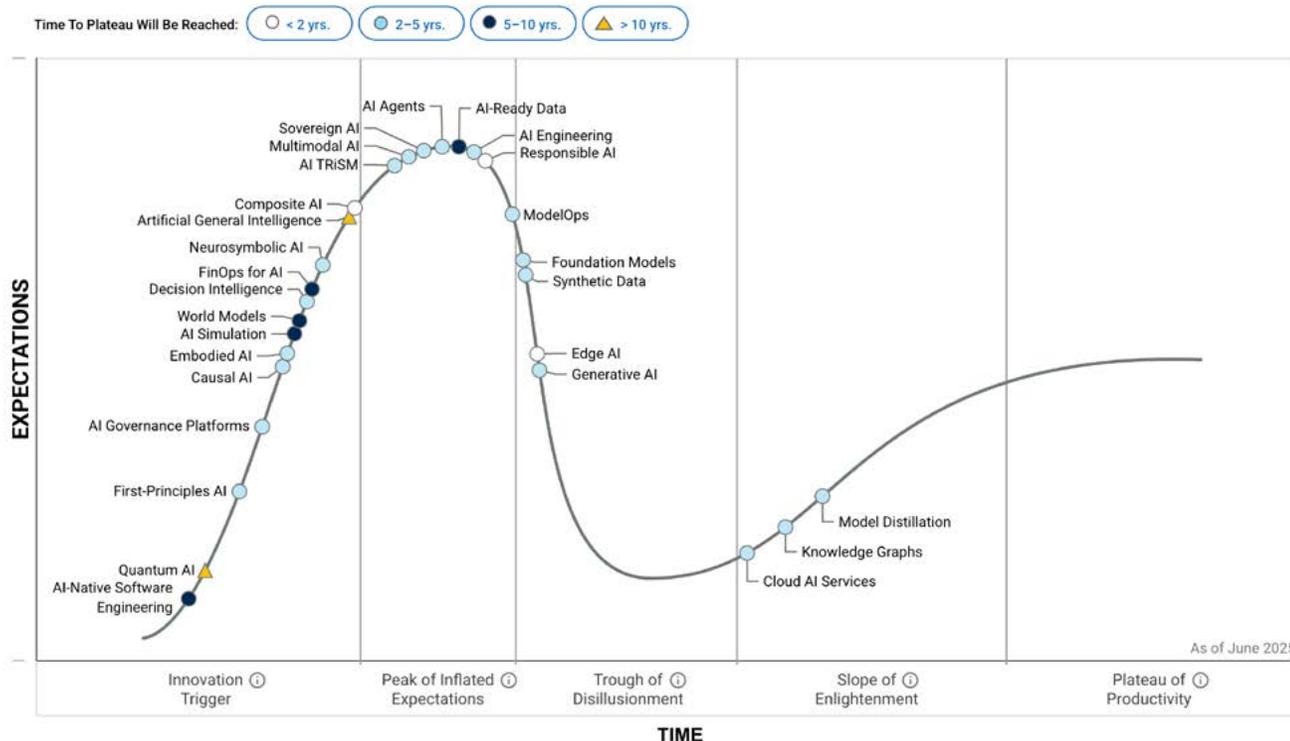
Sneak Peek

# See 2 of the Most Popular Gartner Hype Cycles

With every Gartner Hype Cycle™ report, our clients also receive access to a priority matrix and deep dives into every technology featured.

[Talk to us to learn more.](#)

# Hype Cycle for Artificial Intelligence, 2025



## About this Hype Cycle

AI investment remains strong, but focus is shifting from GenAI hype to foundational innovations like AI-ready data, AI agents, AI engineering and ModelOps. This research helps leaders prioritize high-impact, emerging AI techniques while navigating regulatory complexity and operational scaling.

## Our top 3 positions

### 1. On AI Agents

By 2029, over 70% of enterprise agentic AI initiatives will fail due to widespread agent-washing missing the importance of use-case optimization, user risk tolerance, compliance and audit requirements.

### 2. The Foundations of Generative and Agentic AI

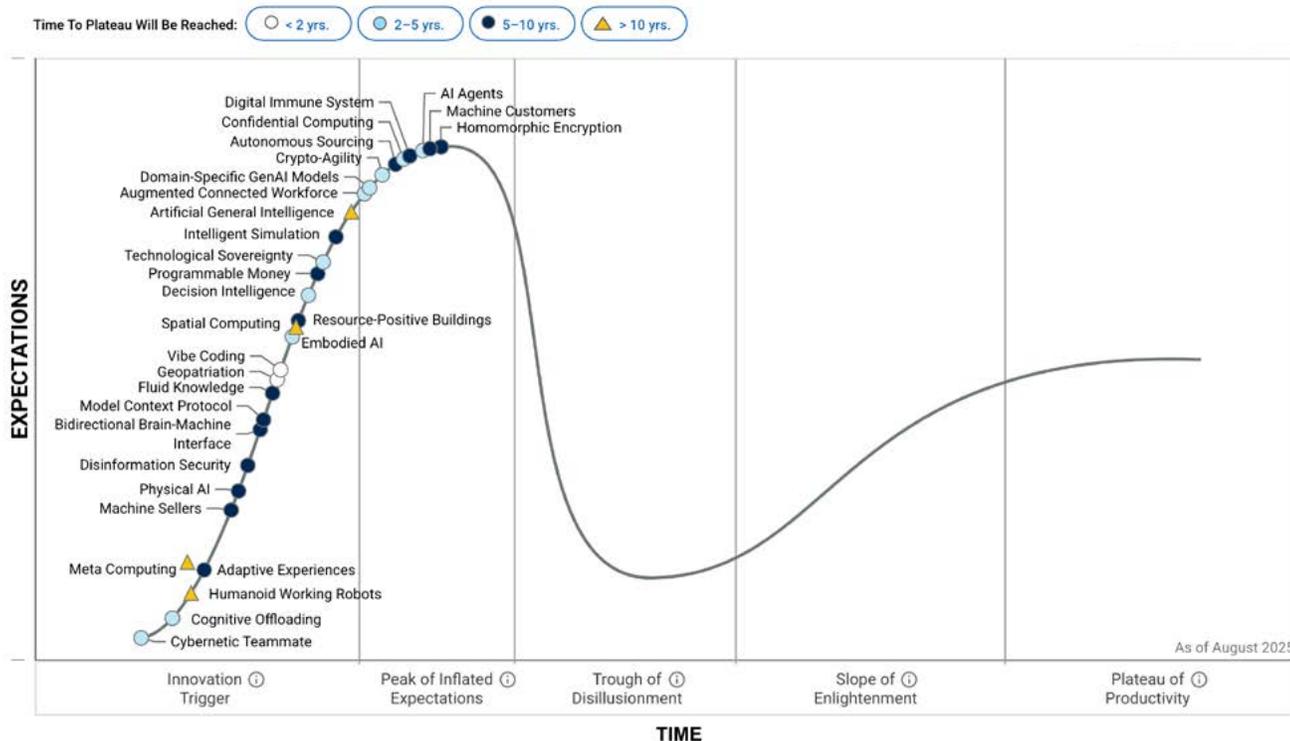
In generative AI, speed amplifies what's underneath it. Without AI-ready data and solid AI engineering foundations, fragility grows faster than value.

AI-ready data for GenAI and agentic AI demands urgent evolutions in data management, architecture, platforms, skills and processes.

### 3. AI and the Workforce

AI won't trigger a jobs apocalypse — it will unleash job chaos. Starting in 2028-2029, AI will create more jobs than it eliminates, yet over 32 million roles will be transformed significantly each year.

# Hype Cycle for Emerging Technologies, 2025



## About this Hype Cycle

Gartner has identified 30 emerging technologies, divided into four themes, that increasingly shape societies and the enterprises working within them.

### Our top 3 positions

#### 1. Machine Customers

By 2030, B2B internet-connected machines acting as customers will reach 8 billion, up from 3 billion in 2025.

As machines autonomously negotiate contracts, procure parts and manage substantial budgets, pivot from user interfaces to machine-to-machine commerce. Loyalty and trust transform into plannable, developable and optimizable elements essential for autonomous business.

#### 2. Intelligent Simulation and Decision Intelligence

By 2030, 50% of enterprises using intelligent simulation will hit over \$1 billion in savings or new revenues.

Enabled by composite AI infrastructures, AI is now transforming insights directly into actionable outcomes.

#### 3. Augmented Connected Workforce and Cybernetic Teammates

By 2030, behavioral AI modeling will become a standard corporate practice for half of highly mature AI units.

AI is your new – and potentially most effective – teammate, building human-AI ensembles that are collectively measured and reviewed to leverage their individual strength.

# Actionable, objective insights

Position your organization for success with these additional complimentary resources and tools.

 <p><b>Emerging Tech Watch</b> Trending Questions on AI and Emerging Technologies</p> <p>Gartner experts answer recently asked client questions.</p> <p><a href="#">Read Now</a></p>	 <p><b>Article</b> Gartner Top 10 Strategic Technology Trends for 2026</p> <p>Respond to complexity and opportunity in an AI-powered, hyperconnected world.</p> <p><a href="#">Read Now</a></p>	 <p><b>Podcast</b> Walking the Golden Path to Value: Aligning AI Readiness and Human Readiness</p> <p>Balance ambition with readiness.</p> <p><a href="#">Listen Now</a></p>	 <p><b>Tool</b> Pinpoint High-Impact AI Opportunities</p> <p>Explore, evaluate and prioritize 1,000+ proven AI use cases.</p> <p><a href="#">Get Started</a></p>
---	--	---	---

Already a client? Get access to even more resources in your client portal. [Log In](#) ↗

# Connect with us

Get actionable, objective business and technology insights that drive smarter decisions and stronger performance on your mission-critical priorities.

**U.S.:** 1 855 322 5484

**International:** +44 (0) 3300 296 946

[Become a Client](#)

Stay connected to the latest insights



Attend a Gartner conference

[View Conferences](#)

© 2026 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner is a registered trademark of Gartner, Inc. and its affiliates. This publication may not be reproduced or distributed in any form without Gartner's prior written permission. It consists of the opinions of Gartner's business and technology insights organization, which should not be construed as statements of fact. While the information contained in this publication has been obtained from sources believed to be reliable, Gartner disclaims all warranties as to the accuracy, completeness, or adequacy of such information. Although Gartner publications may address legal and financial issues, Gartner does not provide legal or investment advice and its research should not be construed or used as such. Your access and use of this publication are governed by the [Gartner Usage Policy](#). Gartner prides itself on its reputation for independence and objectivity. Its research is produced independently by its business and technology insights organization without input or influence from any third party. For further information, see "[Guiding Principles on Independence and Objectivity](#)." Gartner insights may not be used as input into or for the training or development of generative artificial intelligence, machine learning, algorithms, software, or related technologies. 4625600

**Gartner**<sup>®</sup>