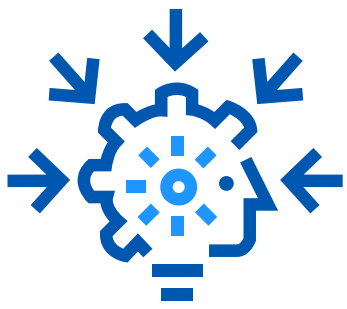


Top Strategic Priorities for Chief Product Officers

To stay competitive in 2026, chief product officers (CPOs) must anticipate market shifts, focus product strategy on AI-driven value, equip teams with the right talent and tools, and ensure seamless go-to-market execution. As you review these insights, consider how they fit your strategic goals and how to put them into action.

Key trends

Consolidation wave



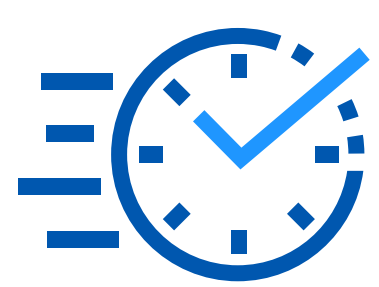
By 2029, there will be up to **75% fewer** GenAI players as the vendor landscape consolidates.

Innovation outpaces adoption



Worldwide IT spending, fueled largely by AI investments, is projected to reach **\$7.6 trillion by 2029**. But half of CPOs report that **less than 40%** of customers actively use AI features.

Product-focused use of GenAI



79% of CPOs state their teams currently use GenAI tools in daily work, increasing productivity by an estimated **35%**.

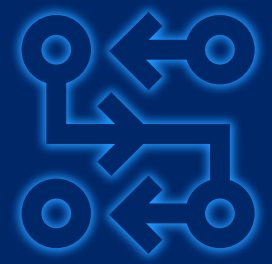
Strategic priorities for chief product officers in 2026

01 >>> Prepare for AI ecosystem consolidation

The dynamic AI vendor landscape is enabling accelerated consolidation, with vendors locking in customers and supply chains. CPOs must ensure products are integrated with major players (Microsoft, Google, AWS, NVIDIA).

Key actions:

- Invest now in flexible architectures and robust APIs.
- Prepare for AI stack consolidation and evolving customer requirements.

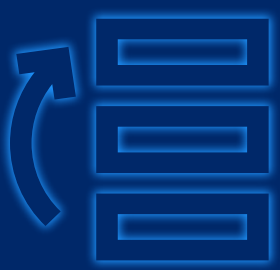


02 >>> Align product investments with customer AI readiness

The gap between the pace of AI innovation and adoption is widening, raising ROI and valuation concerns. Many customers underuse new AI features.

Key actions:

- Co-create and test AI use cases with customers to align roadmaps to real needs.
- Match product investments to customer AI readiness.
- Balance portfolios across:
 - **Legacy products** enhancing current revenue-generating, user-active AI capabilities.
 - **Current AI features** improving AI compatibility and interoperability to drive adoption.
 - **AI innovation** using frameworks like the Gartner Agentic AI Compass to guide planning.

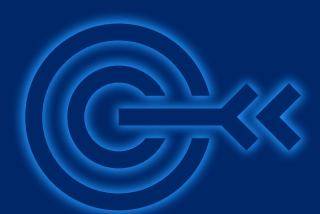


03 >>> Emphasize practical use of GenAI in product management

AI is headed toward autonomous product innovation, which will fundamentally change how product management and engineering collaborate. Product teams must show go-to-market value with GenAI.

Key actions:

- Get budget for GenAI tools.
- Train staff for higher-effort, creative tasks (e.g., prototypes, demos).
- Implement new collaboration processes.



Ready to lead your organization into the future?

Connect with us to get actionable, objective business and technology insights that drive smarter decisions and stronger performance on your mission-critical priorities.

[Get Started ↗](#)