

# The State of AI: How Far GenAI Has Gone in 2026?



When OpenAI launched ChatGPT in **November 2022**, it marked a turning point. That one exact point when AI became a mass-market product. People started using it to look for information, write emails, summarize articles, and even write code.

**Less than half a year later**, awareness and use of generative AI had reached a remarkable scale. According to [Pew Research](#), "nearly 60% of U.S. adults had AI tried at least once", and "more than 70% recognized ChatGPT by name".

## The tech market reacted fast.

Remember how hundreds of AI-based startups suddenly appeared in 2023?

Meanwhile, **Amazon**, **Google**, and **Microsoft** began expanding their own AI solutions to meet rising market demand. With all those major tech companies making AI central to their strategies, most executives moved past asking **"Should we use AI?"**

The new question became, **"How do we make AI actually work for us?"**

## Fast forward to late 2026.

The generative AI market has matured. According to [McKinsey report](#), **78% of companies** now use AI in at least one business function, and **"71% have used generative AI in some capacity."**

Today, AI is no longer a viral headline. It's a normal part of the enterprise toolkit. Companies are moving from early pilots to refining what already works (measuring performance, scalability, and ROI).

At **Dedicattted** we've spent this year studying that shift in practice.

## So, who we surveyed?

To understand how these changes unfold inside real companies, we put together some insights from ongoing client projects with a survey of 300 small- and mid-sized businesses across 5 countries.

Our goal was to move beyond general assumptions and see what's actually happening behind the dashboards and demos. How exactly do businesses use AI today? What impact does it bring? And how companies plan to expand it further?

Our respondents represented organizations from:



United States



Canada



UK

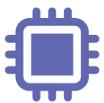


Australia



Singapore

The research covered **5 major industries**:



Tech



Financial Services



Logistics  
& Infrastructure



Healthcare



Retail

What follows is a summary of those findings.

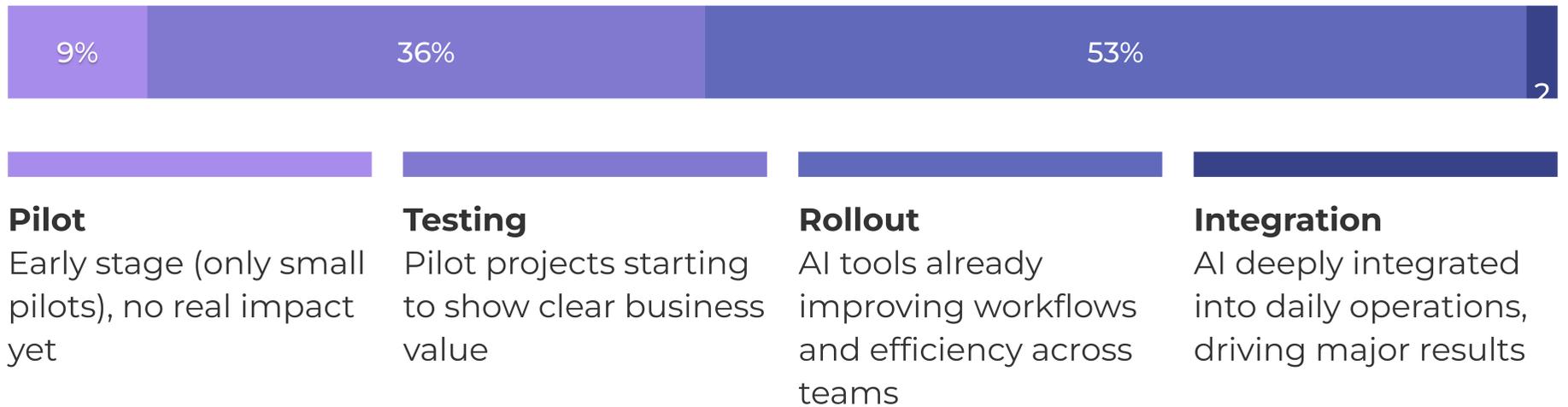
## What We Found Out?

The first question we asked was how confident companies feel about their current use of generative AI. In other words: **how far along they are in actually embedding GenAI into their day-to-day operations.**

We divided all responses into **4 groups based on their level of GenAI adoption.**

### Only 2% say they're already there.

The vast majority of businesses are still in motion. Over half of respondents (53%) report having implemented AI tools that already improve performance and efficiency (but they're still refining and scaling these solutions).

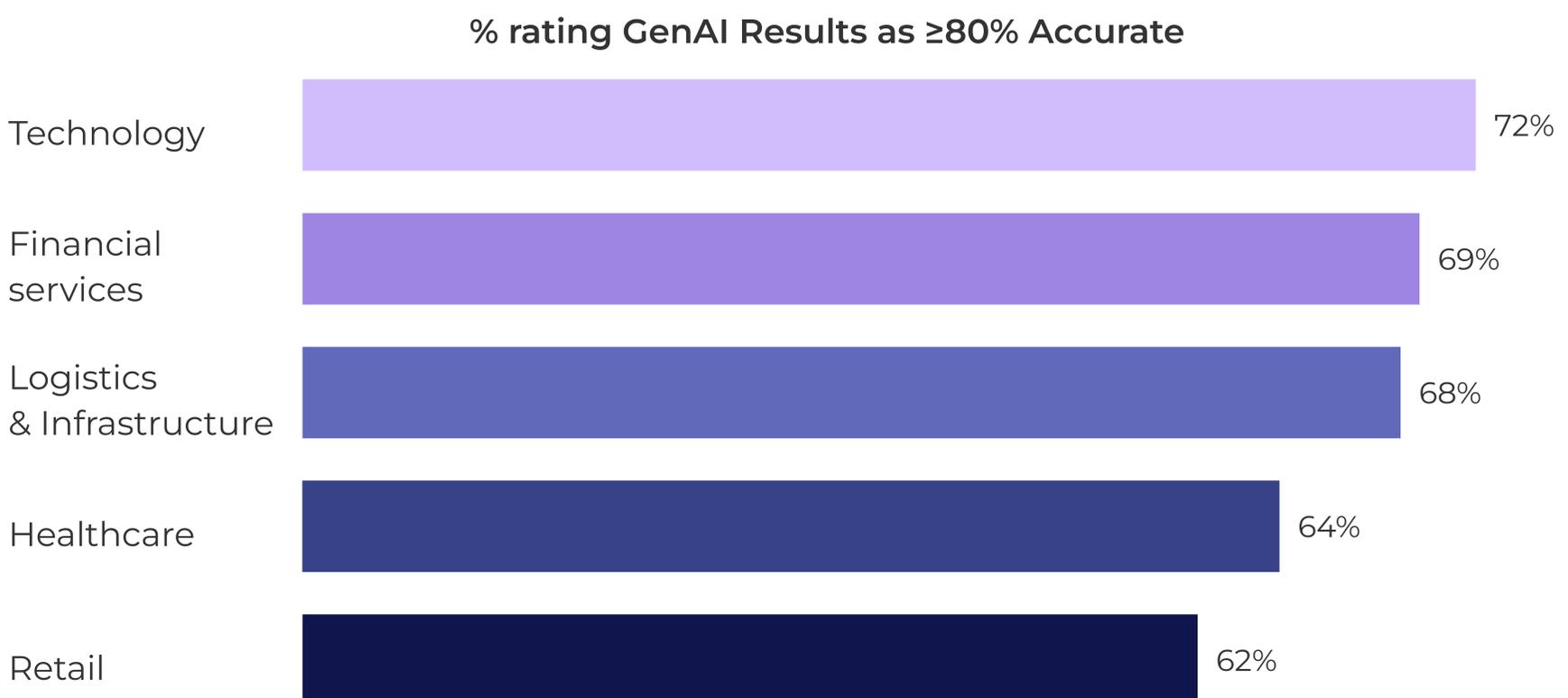


Another interesting takeaway from the survey was how employees across different sectors actually perceive their company's AI tools.

To explore this question, we distributed the survey across various departments within participating companies (from operations and finance to marketing and product teams).

### The sentiment is surprisingly positive.

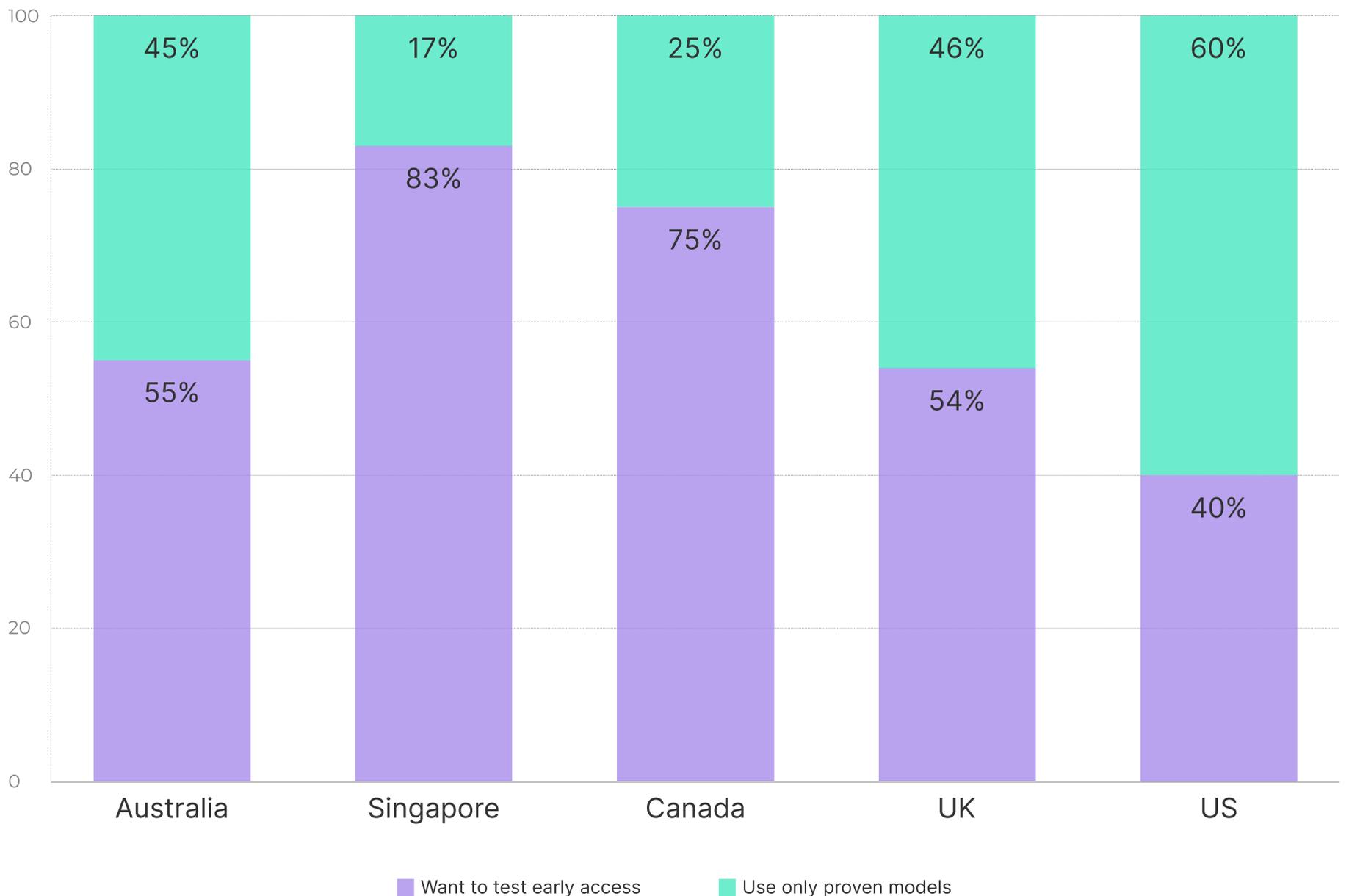
More than half respondents across different industries rated their AI systems as more than 80% accurate in supporting daily tasks and workflows.



## What models companies trust?

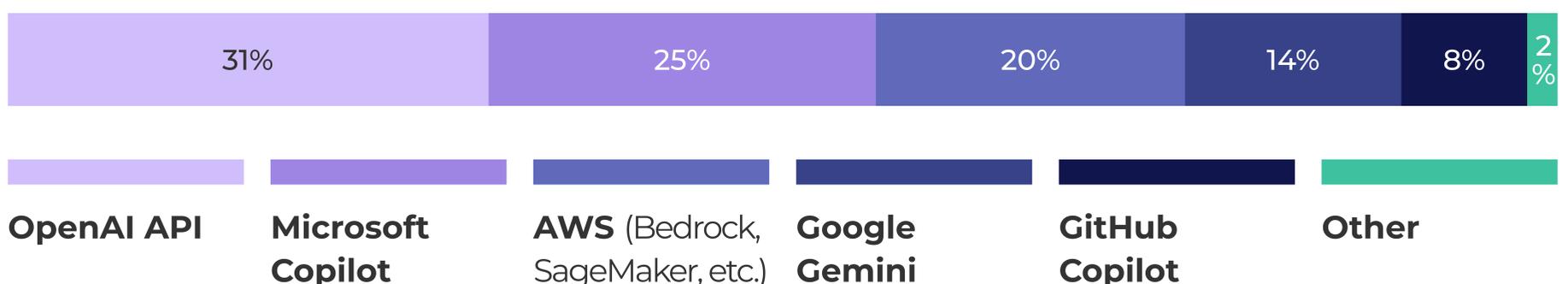
We asked C-suite leaders to name the key factors that influence their decision-making when selecting a model or vendor. Two main criteria stood out clearly: how well the LLM is trained, and whether it has already proven itself in other real-world business cases.

Interestingly, opinions on these points varied strongly depending on the country of the company's origin:



After that, we wanted to see what software leaders actually prefer to use in practice:

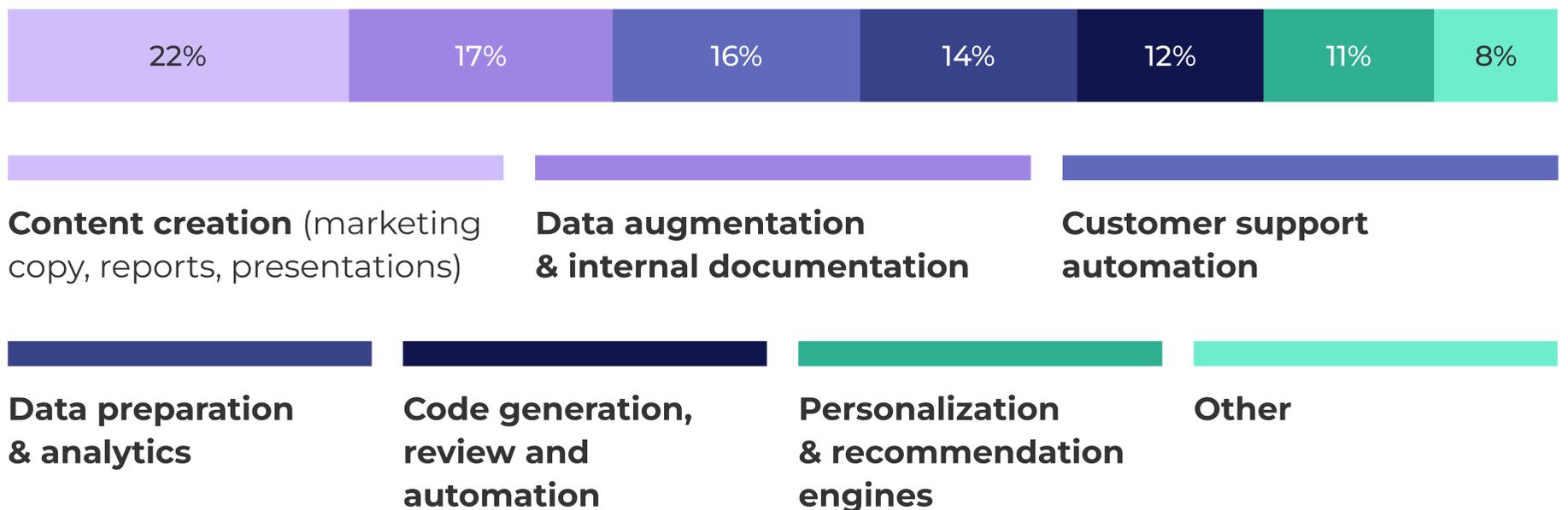
## 31% of respondents use custom API-based solutions.



This points to an important pattern: **businesses tend to trust platforms that adapt best to their own workflows** (the more tailored the system feels to everyday operations, the more likely it is to be chosen).

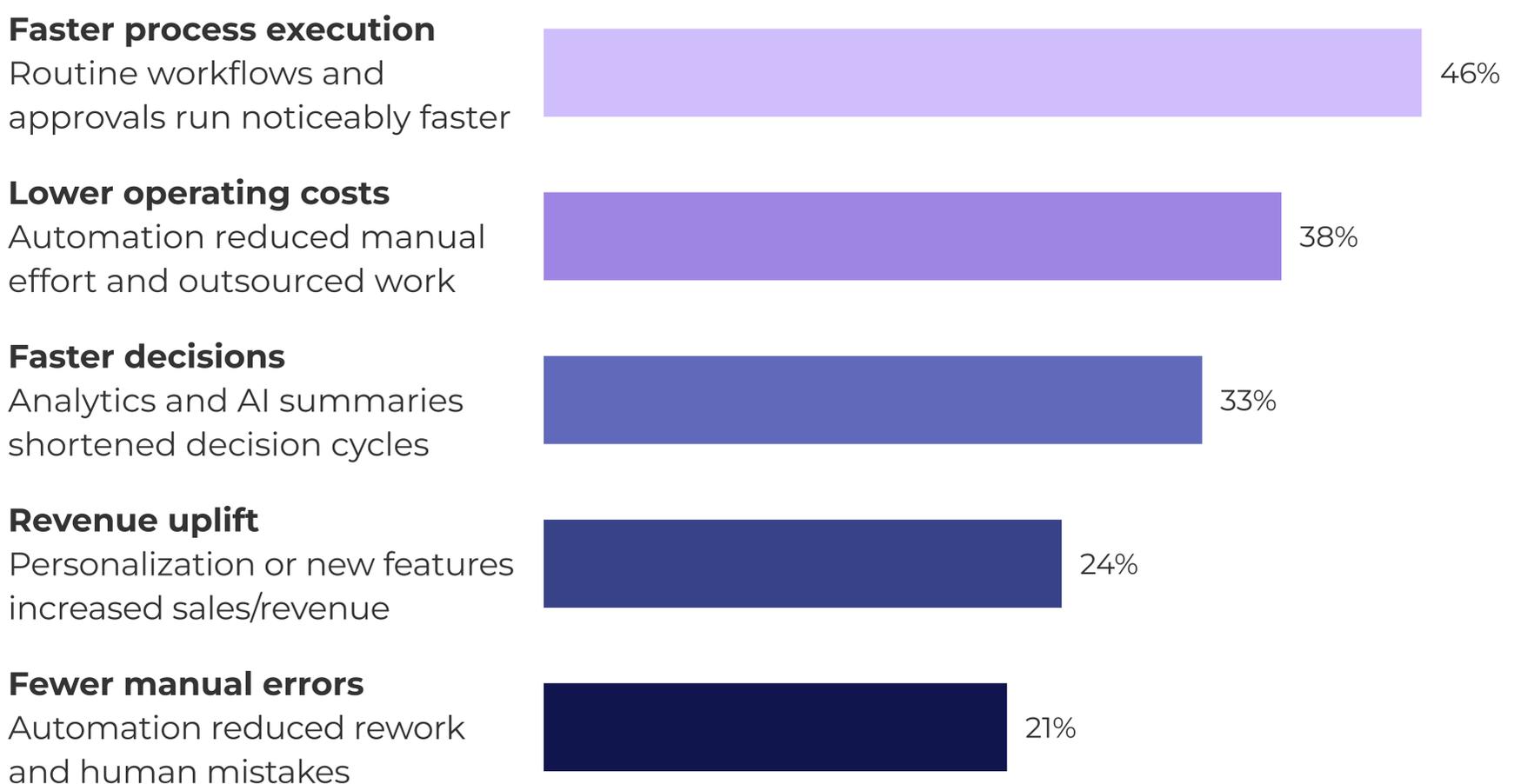
## 88% of all corporate AI use cases revolve around content and data.

When we asked executives how their organizations currently use generative AI, the most common answers fell into two clear clusters: content generation and data-related automation.



## The key driver is process automation.

For 46% of all surveyed companies, **workflow automation remains the single most important reason for using AI.**



Lower operating costs come second. **About 38% of companies** say that automation directly helped them save costs on repetitive manual tasks, outsourcing, or customer service operations.

## The next step?

When we asked what could make the biggest difference in scaling GenAI impact, one message came through clearly: **companies need experts.**

- ◆ About 57% of respondents said **hiring AI and ML engineers is now a priority.**
- ◆ Meanwhile, 35% plan to **scale existing pilots across full departments.** Most organizations see long-term value in scaling AI internally.

# Planning to Scale?

According to our survey, the main challenge businesses face is no longer implementation itself (or achieving minimal workflow improvements), but **scaling** results, choosing the right tools, and customising software for the specific needs of each business industry.

Based on **successful cases (roughly 2% of the companies surveyed)**, the success of AI integration depends not just on efficient infrastructure or dataset quality alone, but above all, **embedding AI into company strategy** (rather than treating it as a side project).

We've been deploying AI solutions across **finance, logistics, healthcare, and retail** for over 3 years, and have consistently seen how similar strategic and technical mistakes limit business impact.

No matter if you're already working with AI or just planning to start, **Dedicatted** can help you.:

- ◆ measure the real efficiency of your current AI tools;
- ◆ build a strategy for pilot projects and long-term scaling;
- ◆ optimize cloud and infrastructure costs;
- ◆ build custom ML solutions;
- ◆ support database migration and integration.

**Reach out and book a free call** to explore GenAI opportunities for your business.

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