

Hey! What's New? 2025-108

In the Gen AI economy, Consumers Want Innovation They Can Trust

Generative AI is becoming a part of everyday life for millions of US consumers. From enhancing productivity to sparking creativity, this transformative technology is reshaping how people work, create, and make decisions. But as consumers dive deeper into personalized digital experiences, they're starting to evaluate the trade-offs, especially when it comes to privacy and security.

Deloitte's sixth Connected Consumer study, which surveyed about 3,500 US consumers in June 2025 about their digital lives reveals that, "while consumers are embracing gen AI and other digital technologies, many feel that technology is advancing too quickly, often without sufficient safeguards or transparency. This sentiment underscores a critical demand from consumers: They want innovation, but they also want transparency, control and data security. Tech providers who prioritize responsible practices, such as empowering users with greater control and ensuring robust protections, will likely be better positioned to earn trust and drive deeper engagement."

Deoitte's survey finds that "most surveyed consumers (53%) are now either experimenting with gen AI or using it regularly – up sharply from 38% in 2024. They're integrating the technology into their everyday lives, accessing gen AI tools and bots for personal, professional, and educational use. Moreover, 42% of regular gen AI users say it has a "very positive" effect on their lives – outpacing perceptions of both devices (36%) and apps (29%)."

The survey showed that Gen AI users – those who use it regularly for projects and tasks beyond experimentation – nearly doubled to 20% over the past year. Experimenters – those who don't yet use gen AI as regularly – rose to 33%. The group reporting that they're not familiar with the concept of gen AI has dwindled to just 13%.

The survey also found that "roughly half of surveyed gen AI users (51%) say they use it every day, and 38% say they use it at least once a week, which suggests that gen AI is becoming part of their routine digital activities. Most gen AI users report engaging with the technology through standalone gen AI applications on their phones (65%) or via tool-specific websites (60%) (figure 2). Sixty-nine percent of users also report tapping into gen AI capabilities built into other familiar software and services they use, such as search engines, social platforms, and office productivity apps."

The survey report says that, "personal use remains the leading application of gen AI, cited by 85% of surveyed users and experimenters, while 22% say they use it for educational or school purposes. Work-related use (among employed respondents) shows steady growth, climbing from 6% in 2023 to 34% in 2025 (figure 4). Top use cases include writing and editing, conducting research, summarizing information, explaining concepts and taking notes."

Among those surveyed who are using gen AI for work, more than half (55%) say their organizations encourage its use, and 40% say their companies provide training. Employees report that these tools boost productivity "substantially" (46%) or "moderately" (35%). While 57% say they use company-provided gen AI tools, 69% also admit to using their own tools (installed on personal devices or accessed via personal accounts).

This “shadow AI” trend seems to reflect an element of unmet demand, with many employees recognizing the value and utility of gen AI and taking the initiative to use their own solutions. “But it also opens a gap in governance, security, and integration that organizations would be wise to address. With many technology providers targeting enterprise adoption, organizations have a chance to offer sanctioned, secure and well-supported gen AI tools that meet both employee needs and corporate compliance requirements.”

Despite its rapid adoption and overall positive perception, gen AI still raises some concerns. “Awareness of potential dangers has grown: Eighty-two percent of surveyed gen AI users and experimenters now say the technology could be misused (up from 74% last year), while 74% fear it could erode critical thinking skills – a concern shared evenly by surveyed users and experimenters, as well as those merely familiar with gen AI. One-third of surveyed users say they’ve encountered incorrect or misleading information when using gen AI, and 24% report they’ve had data privacy issues.”

The survey report notes that “today’s consumers appear to be sending their tech providers a clear, consistent message: Don’t just deliver innovation – deliver it with care. For tech providers, the path to sustained loyalty and growth likely lies not only in personalization and speed but also in earning trust through transparency, control and security by design.”

Learn a whole lot more at [2025 Connected Consumer: Innovation with trust | Deloitte Insights](#).