

## **Bosch conducts surveys globally and in Japan** **AI will be "the most influential technology in 10 years"**

June 19, 2025  
C/CGR-JP-2025-10

### **Key findings**

- ▶ "AI" ranked no. 1 globally as "the most influential technology in 10 years."  
In Japan, the latest technologies related to automobile development ranked high with "automated driving" in second place
- ▶ Importance of AI skill: More than half (56%) of global respondents recognize the importance of AI skills, while 45% in Japan say AI skills are important, especially among 18–30s
- ▶ About half of respondents both globally and in Japan see the rise of AI as a risk to their jobs. Yet less than 30% of respondents globally have received AI training at work, and only 10% of those in Japan have received such training.

Yokohama — Bosch Corporation, the Japanese subsidiary of Robert Bosch GmbH, a leading global supplier of technology and services, today released survey results on technology and AI. This is a survey of approximately 1,000 men and women aged 18 to 69 in Japan, under the same conditions as the Bosch Tech Compass, a global survey\* of more than 11,000 people worldwide conducted by Bosch.

The results show that AI ranked first as the "most influential technology in 10 years" in both the global survey and in Japan, and more than half of the respondents recognize "the importance of AI skills." About half of the respondents also see "the rise of AI as a risk to their jobs." On the other hand, the number of respondents who "have received AI training at work" is only about 30% globally and 10% in Japan, the lowest among all countries.

"AI offers a great opportunity for our business. It is a task for society as a whole to discover its potential and encourage people to use it in their daily lives and work," says Christian Mecker, president and representative director of Bosch Corporation. "Bosch is already using AI in our products and solutions. In addition, we use AI for processes such as visual inspection at the manufacturing sites in Japan as well as globally. In addition, in order to enhance the knowledge

and experience of all associates, Bosch is proactively adopting a variety of initiatives, such as providing AI-related training and generative AI tools as well as holding internal events to learn about AI application use cases. Bosch will continue to focus on the use of AI and the AI professional development to provide innovative technologies that benefit people and society, embodying our slogan, 'Invented for Life'."

The results of this survey are shown below. Note that Japan is not included in the global survey findings.

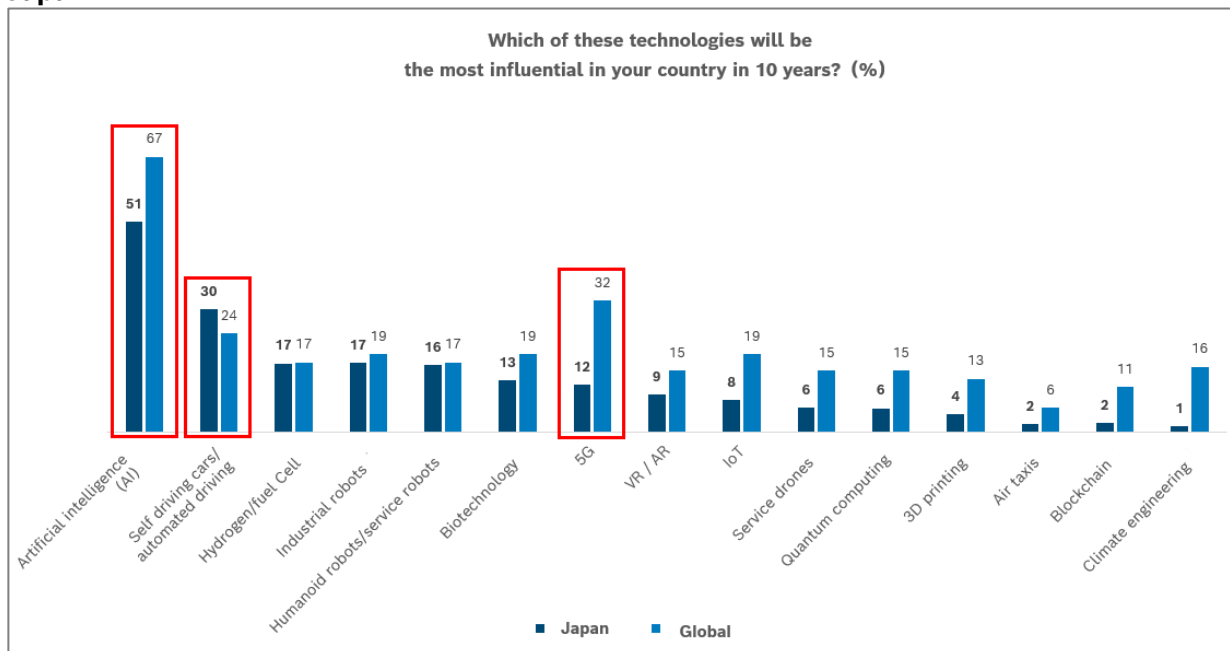
\*Countries covered in the global survey:

Germany, France, the United Kingdom, the United States, Brazil, China, and India

## 1. Most influential technology in 10 years:

### "AI" is no. 1, and "Automated driving" is no. 2 in Japan

When asked to choose up to three technologies that will be the most influential in 10 years, **"AI" ranked no. 1 in both the global survey (67%) and in Japan (51%)**. Following this, in the global survey, 32% of respondents selected "5G technology" and 24% selected "Automated driving." On the other hand, in Japan, "Automated driving (30%)" ranked no. 2, indicating that **"automated driving" the technology related to automotive engineering is of high interest in Japan.**

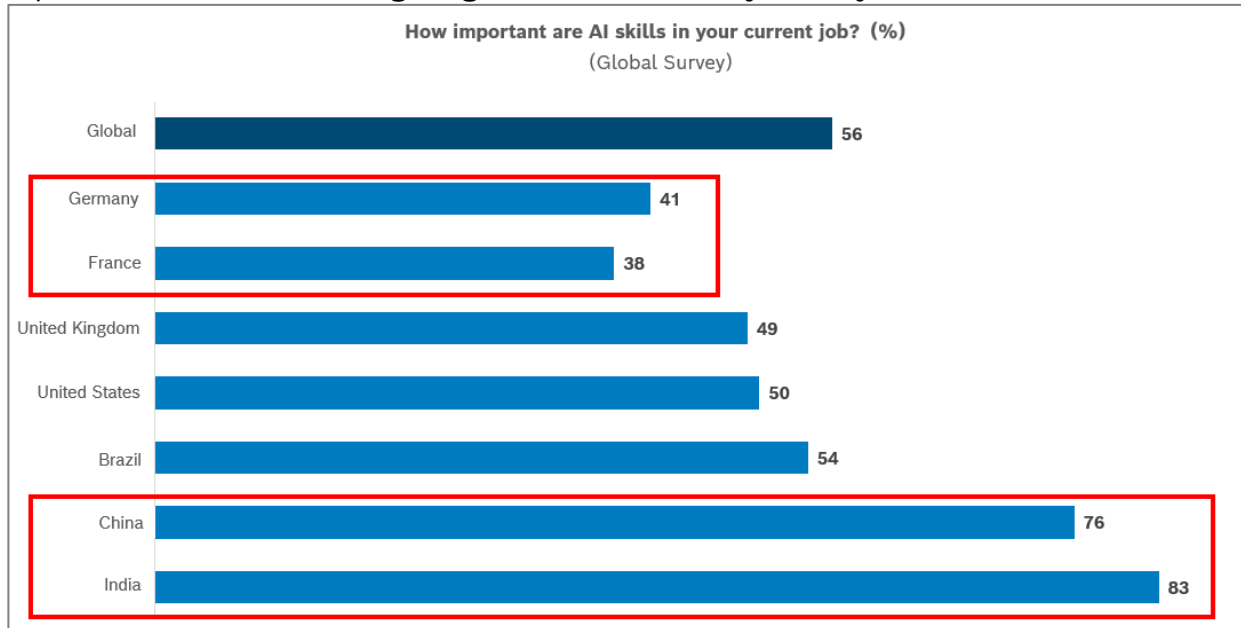


## 2. Globally: more than half recognize the importance of AI skills;

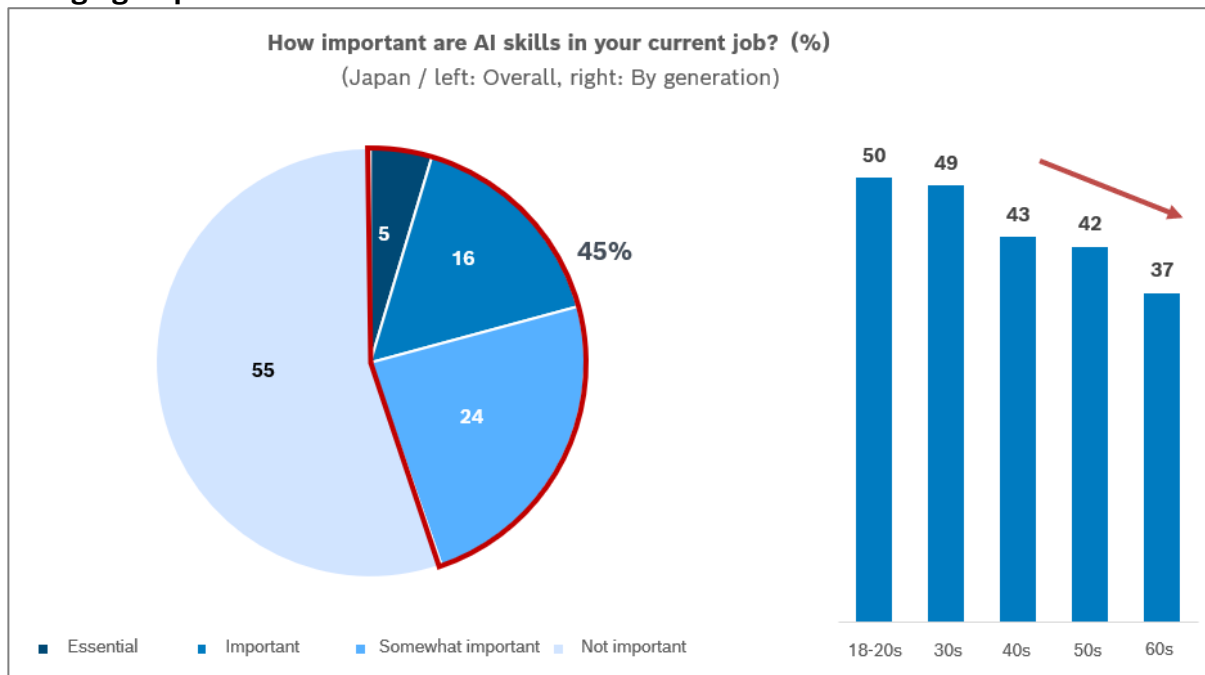
### Japan: AI skills are considered important among those in 18–30s

When asked about the importance of AI skills, more than half (56%) of global respondents identify AI skills as important (essential, important, or somewhat important). By country, Germany (41%) and France (38%) fall into the 40%

range, while in contrast, many in India (83%) and China (76%) recognize the importance of AI skills, **showing a significant difference by country.**



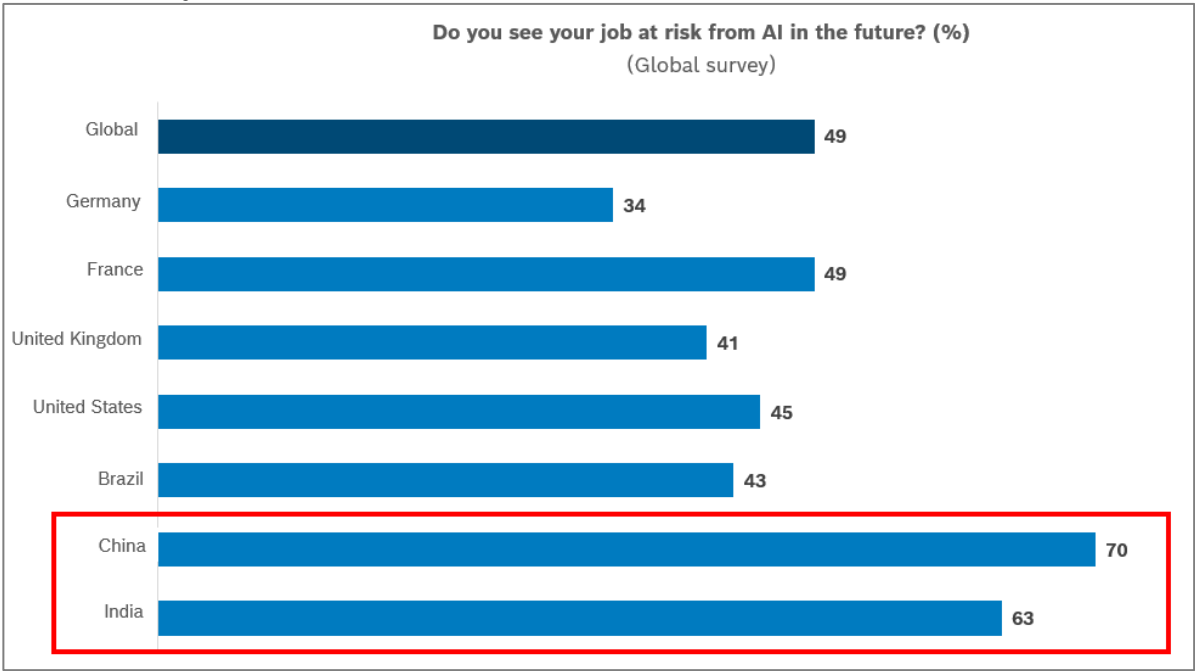
In Japan, 45% of respondents see that AI skills are important, with approximately half of those in their 18 to 20s (50%) and 30s (49%) in particular recognizing the importance of AI skills. This is followed by those in their 40s (43%), 50s (42%), and 60s (37%), **with the recognition of its importance gradually declining as the age group increased.**



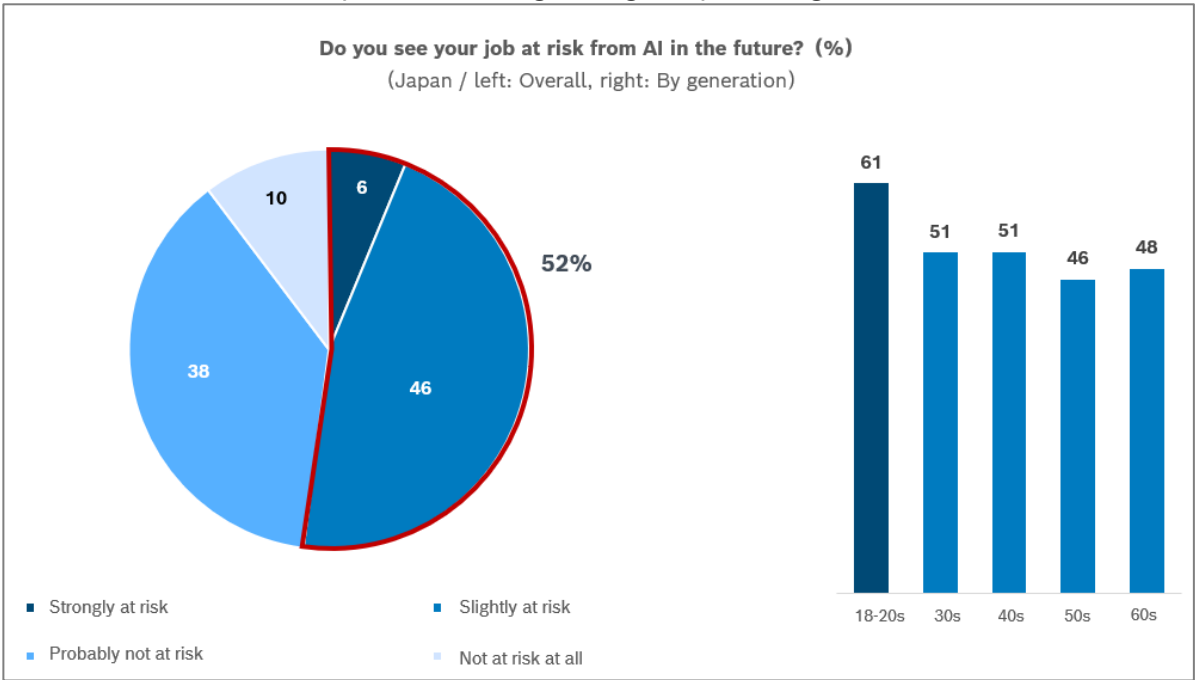
### **3. About half of global respondents see that their jobs are at risk from AI, but there are large differences among countries**

Globally, about half (49%) see that their jobs will be at risk in the future due to the rise of AI. In Germany, however, only about one-third (34%) of respondents

consider AI to be a risk to their jobs. Interestingly, similar to the previous question on the importance of AI skills, 70% in China and 63% in India perceive AI as a risk. In other words, it reveals that **workers in China and India, which recognize the "importance of AI skills," simultaneously consider "AI to be a risk to their jobs."**



In Japan, 6% of respondents choose "strongly at risk" and 46% choose "slightly at risk" when asked "Do you see your job is at risk from AI in the future?" In other words, **the total number of respondents in Japan who perceived AI as a risk to their jobs is 52%**, which is **3 percentage points higher than the global survey average**. In addition, those in their 18 to 20s feel particularly at risk, with about 60% (61%) of the respondents having the highest percentage.

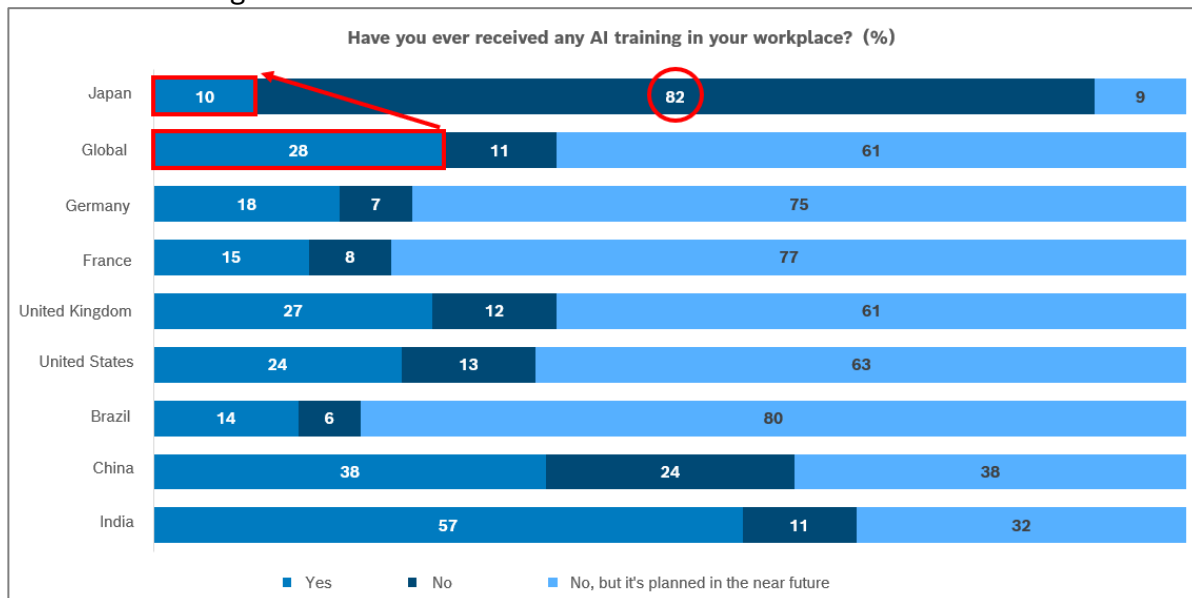


#### 4. **AI training at work: Globally, less than 30% receive training**

##### **But large differences by country with only 10% in Japan**

As shown in the previous question, despite the fact that about half (49%) of global respondents believe that their jobs are at risk due to AI, **less than one-third (28%) of respondents answered "Yes" to the question, "Have you ever received any AI training in your workplace?"** The most common response in the global survey is "No, but it's planned in the near future" at 61%, with 11% of respondents answering "No." India (57%) stands out in terms of the percentage of people receiving AI training in the workplace, 19 percentage points ahead of second-place China (38%). This comparison by country shows significant differences in the availability of AI training in the workplace, with less than 20% of respondents in Germany (18%), France (15%), and Brazil (14%) having received AI training.

However, **when it comes to Japan, only 10% of respondents say they have received AI training in the workplace**, which is the lowest compared to the global survey results. In contrast, 82% of the respondents say they had never received training in the workplace, which is the highest result. Compared to the results of the global survey, the results show that very few people in Japan received AI training courses.



Commenting on the "Bosch Tech Compass" global study, Tanja Rückert, member of the board of management of Robert Bosch GmbH, said:

“Professionals around the world have to come to terms with artificial intelligence – this will become an essential, complementary skill in professional life. Generative AI will affect how we learn, work, and collaborate – bringing significant change to workflows and processes in companies. That’s why we at Bosch believe it’s important to support our associates on their journey and offer appropriate professional development. We’ve already trained more than

65,000 associates in AI through our own AI Academy. These training courses are available to all associates online. We also explain the advantages to them: generative AI can support them by relieving them of simple, repetitive tasks in their day-to-day work.”

#### **Bosch AI initiatives in Japan:**

##### **Training, providing generative AI tools, and internal events for associates**

Bosch recognizes the importance of AI also in Japan and has been focusing on training and initiatives related to AI since last year. Examples of major initiatives are as follows.

**AI training:** Some of the training courses offered at AI Academy are also available in Japanese language in Japan. Bosch also provides learning opportunities to casually learn about AI, such as lectures on how to use generative AI and study groups to learn about AI prompts.

**Generative AI tool "AskBosch":** AskBosch, a generative AI tool for in-house use, has been available at Bosch worldwide, including Japan, from the end of 2023 and has promoted the use of AI in daily operations. AskBosch allows associates to access available data on the Internet and use it for text summarization, translation, text and image generation, and data analysis without information being leaked to external sources. In 2025, Bosch aims to achieve an average of more than 50,000 times monthly visits to AskBosch in Japan.

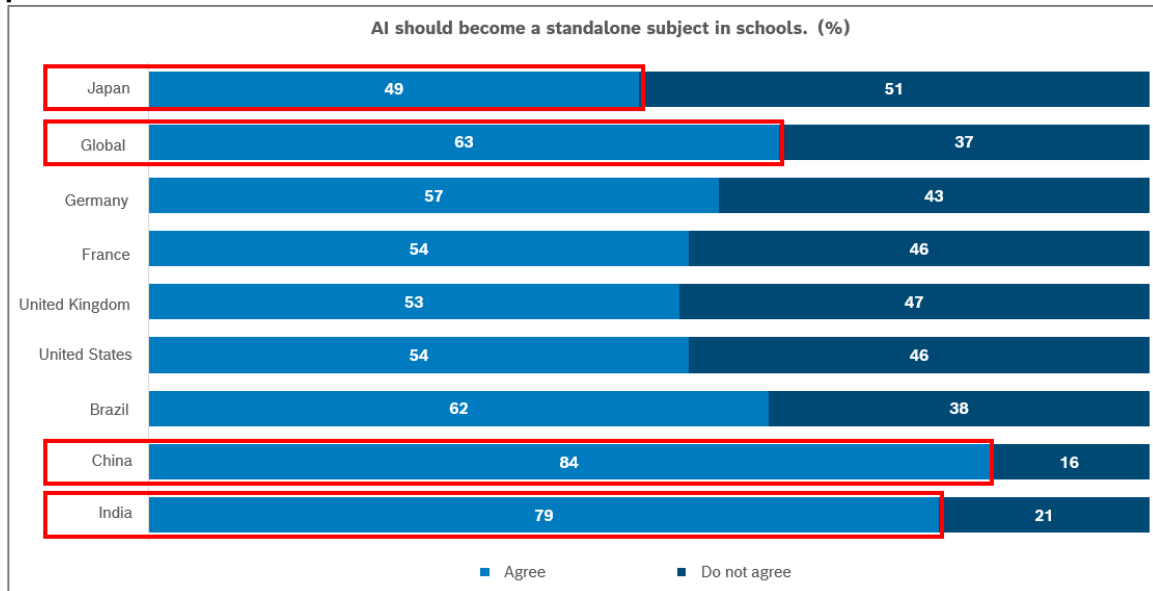
**"Bosch Japan AI Day" event for associates:** Bosch has organized “Bosch Japan AI Day,” an internal event for Bosch associates to learn about internal and external AI initiatives, since 2024. The event invites not only associates internally but also external companies to present use cases and solutions using AI. In the keynote session, an external guest was invited to showcase their approaches and ideas on AI. In the exhibition area, teams from inside and outside the company introduced AI-based business improvement tools and examples of AI applications used at plants to associates. This event is designed to make associates feel more familiar with AI, increase their knowledge of AI, and actively use AI by learning about internal and external use cases. The event is going to be held again in 2025.

Other findings revealed in this survey include the following.

#### **5. More than 60% of global and half of Japanese respondents say, "AI should be a standalone subject in schools"**

**More than 60% (63%) of respondents in the global survey would welcome AI as being taught as a standalone school subject. In Japan, about half (49%)**

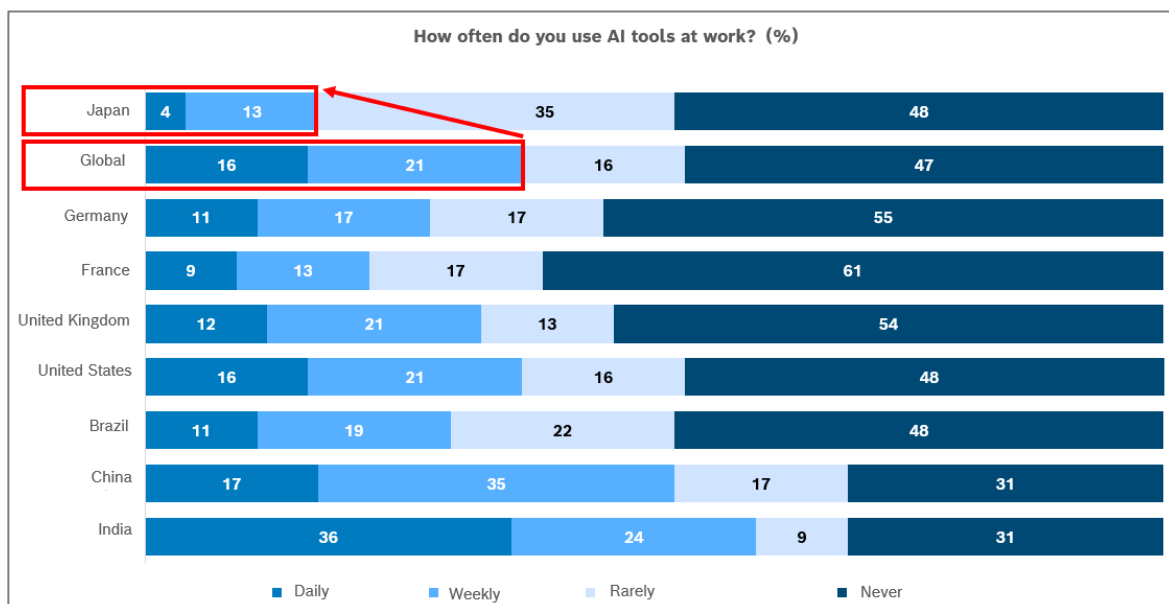
**support that view.** About 80% of respondents in China (84%) and India (79%) also support the idea. **China and India, where respondents recognize the "importance of AI skills," also recognize the importance of early AI education as a skill that will be needed in the future, considering the future potential of AI.**



## 6. More than half of global respondents have used AI tools at work.

Daily/Weekly: India (60%) and China (52%) stand out, Japan only 17%

When asked about the frequency of AI use at work, **about one in two respondents in both the global survey (53%) and in Japan (52%) answered that they had already used AI tool at work.** However, when focusing on those who use AI “daily” or “weekly,” the global survey shows 37%, compared to only 17% in Japan. Japan was 20 percentage points behind the global average, resulting in the lowest frequency of AI use at work.



### **Japan Survey Summary**

- Survey method: Internet survey
- Targets: 1,030 (men and women aged 18-69 nationwide)
- Survey period: December 6<sup>th</sup> to 8<sup>th</sup>, 2024
- Number of respondents:
  1. 1,009 who are aware of the technology choices listed
  2. & 6. 798 employed
  3. & 4. 417 employed who use AI tools at work in any frequency
  5. All respondents

### **Global survey summary**

For the Bosch Tech Compass, the Gesellschaft für Innovative Marktforschung mbH (GIM) surveyed more than 11,000 people over the age of 18 in seven countries in fall 2024. In Germany, France, and the United Kingdom, 1,000 people per country took part; in Brazil, China, India, and the United States, it was 2,000 people each. Bosch was not named as a client at any point during the survey.

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*Bosch in Japan is currently represented in the country by Bosch Corporation, Bosch Rexroth Corporation and other affiliates. Bosch Corporation is responsible for the development, manufacturing, sales and services of automotive original equipment, automotive aftermarket products and power tools. Bosch Engineering K.K. provides engineering services, such as development and application for automotive systems. ETAS K.K. develops and provides engineering of development support tools of electrical control units. Bosch Rexroth Corporation develops and manufactures hydraulics, FA module components and other systems which contribute to industrial technologies. In 2024, Bosch Japan achieved sales to third parties of some 428 billion yen and employed approximately 6,300 associates.*

Additional information is available online at

<http://www.bosch.co.jp> Bosch Japan Website (Japanese)

<https://twitter.com/BoschJapan> Bosch Japan X (Japanese)

<https://www.facebook.com/bosch.co.jp> Bosch Japan Facebook (Japanese and English)

<https://www.youtube.com/boschjp> Bosch Japan Youtube (Japanese)

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*The Bosch Group is a leading global supplier of technology and services. It employs roughly 418,000 associates worldwide (as of December 31, 2024). The company generated sales of 90.3 billion euros in 2024. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, electrification, digitalization, connectivity, and an orientation to sustainability. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture user-friendly, sustainable products. With technology that is "Invented for life," Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 490 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. Bosch's innovative strength is key to the company's further development. At 136 locations across the globe, Bosch employs some 87,000 associates in research and development.*

Additional information is available online at [www.bosch.com](http://www.bosch.com), [www.iot.bosch.com](http://www.iot.bosch.com), [www.bosch-press.com](http://www.bosch-press.com), [www.twitter.com/BoschPresse](https://twitter.com/BoschPresse).

Note: one Euro = 163.8354 JPY