Fashion industry: executives and shoppers (State of Fashion 2026)

Metric	Country	Year	Value	Source
Fashion executives already using generative AI in selected functions Measure: executives	Global	2025 survey	**>35 %**	BoF & McKinsey, The State of Fashion 2026 (via ecommerceGermany)
Consumers who primarily use generative AI to discover products Measure: consumers	Global	2025	**23%**	BoF & McKinsey, The State of Fashion 2026 (via ecommerceGermany)
US consumers who used AI for search and also used it to shop Measure: consumers	United States	Q2 2025	**53%**	BoF & McKinsey, The State of Fashion 2026 (via ecommerceGermany)
Consumers who trust generative AI results more than paid search ads Measure: consumers	Global	2025	**41%**	BoF & McKinsey, The State of Fashion 2026 (via ecommerceGermany)
Employee time that could be automated by 2030 (all industries) Measure: work hours	Europe and US	2030 projection	**30%**	BoF & McKinsey, The State of Fashion 2026 (via ecommerceGermany)
Smart-frames (AI glasses) market potential Measure: market value	Global	2030 projection	**>30 USD bn**	BoF & McKinsey, The State of Fashion 2026 (via ecommerceGermany)

Enterprises using AI, 2024 vs 2025 (Eurostat)

Metric	Country	Year	Value	Source
Enterprises using AI — all sectors Measure: enterprises	EU-27	2024	**13.48 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	EU-27	2025	**19.95 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	EU-27	2024	**11.29 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	EU-27	2025	**15.46 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	EU-27	2024	**5.98 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	EU-27	2025	**12.01 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Germany	2024	**19.75 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Germany	2025	**25.97 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Germany	2024	**14.46 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Germany	2025	**23.42 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)

Metric	Country	Year	Value	Source
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Germany	2024	**15.67 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Germany	2025	**22.6 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	France	2024	**9.91 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	France	2025	**18.16 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	France	2024	**9.27 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	France	2025	**9.93 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	France	2024	**11.78 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	France	2025	**21.78 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Spain	2024	**11.31 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Spain	2025	**20.27 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Spain	2024	**8.68 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Spain	2025	**14 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Spain	2024	**5.59 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Spain	2025	**16.86 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Italy	2024	**8.2 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Italy	2025	**16.4 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Italy	2024	**8.88 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Italy	2025	**14.96 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Italy	2024	**4.61 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)

Metric	Country	Year	Value	Source
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Italy	2025	**11.36 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Netherlands	2024	**23.06 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Netherlands	2025	**33.21 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Netherlands	2024	**30.12 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Netherlands	2025	**27.45 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Netherlands	2024	**17.84 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Netherlands	2025	**23.77 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Sweden	2024	**25.09 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Sweden	2025	**35.04 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Sweden	2024	**17.65 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Sweden	2025	**23.59 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Sweden	2024	**16.79 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Sweden	2025	**26.5 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Poland	2024	**5.9 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Poland	2025	**8.36 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Poland	2024	**5.41 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Poland	2025	**7.05 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Poland	2024	**3.22 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Poland	2025	**6.56 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)

Metric	Country	Year	Value	Source
Enterprises using AI — all sectors Measure: enterprises	Portugal	2024	**8.63 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Portugal	2025	**11.54 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Portugal	2024	**7.19 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Portugal	2025	**8.59 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Portugal	2024	**4.22 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Portugal	2025	**9.48 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Bulgaria	2024	**6.47 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Bulgaria	2025	**8.55 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Bulgaria	2024	**5.07 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Bulgaria	2025	**6 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Bulgaria	2024	**4.04 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Bulgaria	2025	**4.53 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Türkiye	2024	**4.42 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — all sectors Measure: enterprises	Türkiye	2025	**7.41 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Türkiye	2024	**3.18 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — retail trade (NACE G47) Measure: enterprises	Türkiye	2025	**7.64 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Türkiye	2024	**2.62 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Enterprises using AI — textiles, apparel, leather manufacturing (NACE C13–C15) Measure: enterprises	Türkiye	2025	**4.89 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)
Highest share of enterprises using AI Measure: enterprises	Denmark	2025	**42.03 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)

Metric	Country	Year	Value	Source
Lowest share of enterprises using AI Measure: enterprises	Romania	2025	**5.21 % of enterprises**	Eurostat, isoc_eb_ai / isoc_eb_ain2 (enterprises with 10+ employees)

Enterprises using AI outside the EU

Metric	Country	Year	Value	Source
Businesses using AI in any business function Measure: businesses	United States	period ending 3 May 2026	**19.8 % of businesses**	US Census Bureau, Business Trends and Outlook Survey (2026)
Retail trade businesses using AI Measure: businesses	United States	Dec 2025 – May 2026	**about 14 % of businesses**	US Census Bureau, Business Trends and Outlook Survey (2026)
Businesses with 250+ employees using AI Measure: businesses	United States	Dec 2025 – May 2026	**37 % of businesses**	US Census Bureau, Business Trends and Outlook Survey (2026)
Enterprises using AI Measure: enterprises · 13% in 2024.	Brazil	2025	**17 % of enterprises**	Cetic.br, TIC Empresas 2025 (via Convergência Digital)
Large enterprises (250+) using AI Measure: enterprises · 38% in 2024.	Brazil	2025	**50 % of enterprises**	Cetic.br, TIC Empresas 2025 (via Convergência Digital)

Consumers who have used generative AI

Metric	Country	Year	Value	Source
People who have used a generative AI service Measure: people 15+ · 26.7% in the FY2024 survey (age 20+).	Japan	FY2025 survey	**58.8%**	Japan Ministry of Internal Affairs and Communications, White Paper 2026
People who have used a generative AI service Measure: people 15+	United States	FY2025 survey	**75.6%**	Japan Ministry of Internal Affairs and Communications, White Paper 2026
People who have used a generative AI service Measure: people 15+	Germany	FY2025 survey	**75.6%**	Japan Ministry of Internal Affairs and Communications, White Paper 2026
People who have used a generative AI service Measure: people 15+	China	FY2025 survey	**93.6%**	Japan Ministry of Internal Affairs and Communications, White Paper 2026
People who have used a generative AI service Measure: people 3+ · 33.3% in 2024.	South Korea	2025	**44.5%**	Korea Ministry of Science and ICT, 2025 Internet Usage Survey (via News1)
US consumers who have used generative AI for online shopping Measure: consumers (n=5,000)	United States	2025	**38%**	Adobe Analytics, generative AI traffic to US retail sites (Aug 2025)
Shoppers using AI who use it for virtual try-on Measure: consumers (n=5,000) · One of several shopping tasks named.	United States	2025	**26%**	Adobe Analytics, generative AI traffic to US retail sites (Aug 2025)

Generative-AI traffic to US retail sites (Adobe Analytics)

Metric	Country	Year	Value	Source
Generative-AI traffic to US retail sites, year on year Measure: site visits	United States	Nov–Dec 2024	**1,300 % increase**	Adobe Analytics, generative AI traffic to US retail sites (Aug 2025)
Generative-AI traffic to US retail sites, year on year Measure: site visits	United States	July 2025	**4,700 % increase**	Adobe Analytics, generative AI traffic to US retail sites (Aug 2025)
Generative-AI traffic to US retail sites, year on year Measure: site visits	United States	Nov–Dec 2025	**693.4 % increase**	Adobe Analytics, 2025 holiday shopping season (Jan 2026)
Generative-AI traffic to US retail sites on Cyber Monday, year on year Measure: site visits	United States	2025	**670 % increase**	Adobe Analytics, 2025 holiday shopping season (Jan 2026)
US online apparel spend, holiday season Measure: sales value · +7.4% year on year.	United States	Nov–Dec 2025	**49 USD bn**	Adobe Analytics, 2025 holiday shopping season (Jan 2026)

AI imagery, digital models and virtual try-on

Metric	Country	Year	Value	Source
AI-generated fashion photography market Measure: market value	Global	2024	**1.51 USD bn**	The Business Research Company, AI-Generated Fashion Photography Global Market Report (Nov 2025)
AI-generated fashion photography market Measure: market value	Global	2025	**2.01 USD bn**	The Business Research Company, AI-Generated Fashion Photography Global Market Report (Nov 2025)
AI-generated fashion photography market (forecast) Measure: market value · CAGR 32.1%.	Global	2029	**6.11 USD bn**	The Business Research Company, AI-Generated Fashion Photography Global Market Report (Nov 2025)
Models who agreed to AI digital twins at H&M Measure: models	Global	2025	**30 models**	FashionUnited, H&M to create 'twins' of models with AI (28 Mar 2025)
Apparel items available in Google's AI try-on Measure: listings	United States	launched 24 Jul 2025	**billions items**	Google, Try on styles with AI (24 Jul 2025)

Regulation

Metric	Country	Year	Value	Source
EU AI Act transparency obligations (Article 50) apply from Measure: law	EU	2026	**2026-08-02**	Regulation (EU) 2024/1689 (AI Act), Articles 50 and 113

Fashio AI platform (own figures)

Metric	Country	Year	Value	Source
AI models in the Fashio library Measure: own figure	—	2026-10-06	**101 models**	Fashio AI platform numbers (verified 2026-10-06)
Poses Measure: own figure	—	2026-10-06	**87 poses**	Fashio AI platform numbers (verified 2026-10-06)

Metric	Country	Year	Value	Source
Scene backgrounds Measure: own figure	—	2026-10-06	**50 scenes**	Fashio AI platform numbers (verified 2026-10-06)
Cost per fashion image (by plan) Measure: own figure	—	2026-10-06	**0.40–1.12 USD**	Fashio AI platform numbers (verified 2026-10-06)

Our calculations (Fashio)

Metric	Country	Year	Value	Source
Retailers using AI by country, EU average = 100 (2025, our calculation) Measure: our calculation · Share of retail enterprises (NACE G47, 10+ employees) using at least one AI technology, divided by the EU-27 share of 15.46% and multiplied by 100.	NL	2026-11-24	**178 index**	Fashio calculation from the sources above (formula in note)
Retailers using AI by country, EU average = 100 (2025, our calculation) Measure: our calculation · Share of retail enterprises (NACE G47, 10+ employees) using at least one AI technology, divided by the EU-27 share of 15.46% and multiplied by 100.	SE	2026-11-24	**153 index**	Fashio calculation from the sources above (formula in note)
Retailers using AI by country, EU average = 100 (2025, our calculation) Measure: our calculation · Share of retail enterprises (NACE G47, 10+ employees) using at least one AI technology, divided by the EU-27 share of 15.46% and multiplied by 100.	DE	2026-11-24	**151 index**	Fashio calculation from the sources above (formula in note)
Retailers using AI by country, EU average = 100 (2025, our calculation) Measure: our calculation · Share of retail enterprises (NACE G47, 10+ employees) using at least one AI technology, divided by the EU-27 share of 15.46% and multiplied by 100.	EU	2026-11-24	**100 index**	Fashio calculation from the sources above (formula in note)
Retailers using AI by country, EU average = 100 (2025, our calculation) Measure: our calculation · Share of retail enterprises (NACE G47, 10+ employees) using at least one AI technology, divided by the EU-27 share of 15.46% and multiplied by 100.	IT	2026-11-24	**97 index**	Fashio calculation from the sources above (formula in note)
Retailers using AI by country, EU average = 100 (2025, our calculation) Measure: our calculation · Share of retail enterprises (NACE G47, 10+ employees) using at least one AI technology, divided by the EU-27 share of 15.46% and multiplied by 100.	ES	2026-11-24	**91 index**	Fashio calculation from the sources above (formula in note)
Retailers using AI by country, EU average = 100 (2025, our calculation) Measure: our calculation · Share of retail enterprises (NACE G47, 10+ employees) using at least one AI technology, divided by the EU-27 share of 15.46% and multiplied by 100.	FR	2026-11-24	**64 index**	Fashio calculation from the sources above (formula in note)
Retailers using AI by country, EU average = 100 (2025, our calculation) Measure: our calculation · Share of retail enterprises (NACE G47, 10+ employees) using at least one AI technology, divided by the EU-27 share of 15.46% and multiplied by 100.	PT	2026-11-24	**56 index**	Fashio calculation from the sources above (formula in note)

Metric	Country	Year	Value	Source
Retailers using AI by country, EU average = 100 (2025, our calculation) Measure: our calculation · Share of retail enterprises (NACE G47, 10+ employees) using at least one AI technology, divided by the EU-27 share of 15.46% and multiplied by 100.	TR	2026-11-24	**49 index**	Fashio calculation from the sources above (formula in note)
Retailers using AI by country, EU average = 100 (2025, our calculation) Measure: our calculation · Share of retail enterprises (NACE G47, 10+ employees) using at least one AI technology, divided by the EU-27 share of 15.46% and multiplied by 100.	PL	2026-11-24	**46 index**	Fashio calculation from the sources above (formula in note)
Retailers using AI by country, EU average = 100 (2025, our calculation) Measure: our calculation · Share of retail enterprises (NACE G47, 10+ employees) using at least one AI technology, divided by the EU-27 share of 15.46% and multiplied by 100.	BG	2026-11-24	**39 index**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Retail Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	EU	2026-11-24	**4.2 percentage points**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Retail Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	DE	2026-11-24	**9 percentage points**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Retail Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	FR	2026-11-24	**0.7 percentage points**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Retail Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	ES	2026-11-24	**5.3 percentage points**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Retail Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	IT	2026-11-24	**6.1 percentage points**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Retail Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	NL	2026-11-24	**-2.7 percentage points**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Retail Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	SE	2026-11-24	**5.9 percentage points**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Retail Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	PL	2026-11-24	**1.6 percentage points**	Fashio calculation from the sources above (formula in note)

Metric	Country	Year	Value	Source
Change in AI use from 2024 to 2025, percentage points (our calculation) — Retail Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	TR	2026-11-24	**4.5 percentage points**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Textiles & apparel Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	EU	2026-11-24	**6 percentage points**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Textiles & apparel Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	DE	2026-11-24	**6.9 percentage points**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Textiles & apparel Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	FR	2026-11-24	**10 percentage points**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Textiles & apparel Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	ES	2026-11-24	**11.3 percentage points**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Textiles & apparel Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	IT	2026-11-24	**6.8 percentage points**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Textiles & apparel Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	NL	2026-11-24	**5.9 percentage points**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Textiles & apparel Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	SE	2026-11-24	**9.7 percentage points**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Textiles & apparel Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	PL	2026-11-24	**3.3 percentage points**	Fashio calculation from the sources above (formula in note)
Change in AI use from 2024 to 2025, percentage points (our calculation) — Textiles & apparel Measure: our calculation · 2025 share minus 2024 share of enterprises (10+ employees) using AI. Negative values (Netherlands, retail) are drawn as a stub.	TR	2026-11-24	**2.3 percentage points**	Fashio calculation from the sources above (formula in note)