

The 10 trends defining the technology landscape of 2025

DES2025, Europe's largest event on exponential technologies, has highlighted the key insights driving the current digital world, based on the perspectives of the 612 experts who have come together at the meeting

Geotechnological dominance, the evolution of AI, advances in quantum computing, ethical debates, and cyber defense are emerging as the critical issues that businesses and governments must address

Madrid, September 12, 2025. – Technological advances are creating opportunities across all industries, but they are also generating new challenges to tackle. [DES – Digital Enterprise Show 2025](#), the largest event in Europe on exponential technologies and AI, held in Málaga, Spain, has analyzed the challenges and opportunities that digital tools bring as a lever for geopolitical leadership, cyber defense, and organizational competitiveness. From the 612 experts convened, DES2025 has drawn the conclusions to outline the 10 trends that are defining the technology landscape of 2025.

- 1. Technological leadership, a geopolitical power:** Digital dependence on powers such as the United States and China has placed Europe in an uncertain position. This has been noted at DES2025, where several specialists have emphasized that brain drain, low investment in science and training, and lack of unity with multiple innovation hubs threaten to relegate the continent to a dependent role. Experts also have agreed on the importance of relying on technology to strengthen defense at a time of geostrategic uncertainty.
- 2. The rise of generative AI:** DES2025 has confirmed that AI will remain one of the fastest-growing technologies, with **the global market expected to reach \$900 billion by 2026**. Among its branches, generative AI will offer increasingly powerful tools capable of programming through prompts or creating content autonomously. The benefits of applying this technology will be seen in both private and public organizations, where the widespread adoption of generative AI could improve profitability in the latter by 9%.
- 3. The potential of LQMs:** AI and quantum computing are beginning to converge, exploring a new generation of models beyond LLMs (Large Language Models). While useful, LLMs remain statistical tools without true understanding of the world. Companies like SandboxAQ are driving evolution toward so-called LQMs (Large Quantum Models), capable of integrating molecular dynamics, physics, chemistry, and biology to generate profound knowledge, previously unknown. DES2025 has anticipated that LQMs will represent the next big step for AI to move from estimation to truly transforming the environment.
- 4. More hyperautomation:** Process hyperautomation is impacting all industries, from retail to human resources, enabling optimization of actions and freeing up time for higher-value tasks. DES2025 has revealed that non-human identities **will**

multiply by 50 in the coming years, posing a challenge to control access credentials and prioritize security.

5. **Ethics and conscious use of technology:** Leaders at DES2025 have shared the need to build technology with accountability, for example by establishing a model where AI systems are registered, catalogued, and assessed according to their risk level, always from a moral perspective. New roles are emerging in this field, such as responsible AI officers, ethics committees, and specialized departments, which are critical in the early phases of digital solution implementation. This is joined by the push to incorporate a humanist vision into university curricula and promote standardization of AI regulation.
6. **Cybersecurity against AI threats:** DES2025 has highlighted the impact of AI on cybercrime, which has risen significantly in recent years: **1 in 5 crimes is now technology-related**, according to Spain's National Police. To shield against digital attacks, experts have advocated incorporating protection mechanisms into any AI project, including secure data usage, robust models, and continuous monitoring. They also have urged SMEs to invest in cybersecurity – currently, around 60% of them do not –.
7. **Data leadership:** The differential value for companies now lies in data and its strategic use. DES2025 has revealed that **65% of executives admit their organizations do not fully understand their data**, and 58% acknowledge that decisions are made on inconsistent information. Specialists have stressed the potential of data analytics, its economy, and interconnection. However, achieving a single digital market for data sharing requires a de facto standard, a climate of trust, and consolidation of interoperability, driven by the EU since 2024.
8. **Quantum computing, a future with challenges:** The global quantum computing market will reach \$72 billion by 2035. These figures underscore the role this technology will play in the new digital era. Regarding challenges, experts estimate that in the coming years post-quantum cryptography will become critical, as current encryption systems may be obsolete by 2030. The solution lies in designing a strong cyber protection strategy with Zero Trust approaches and carrying out a phased transition toward hybrid models combining traditional algorithms with new post-quantum formulas.
9. **Immersive technologies gain strength:** Beyond AI and quantum computing, other expanding technologies are immersive solutions. Projections forecast that the **European AR/VR market will see a compound annual growth rate of 40.96% between 2025 and 2033**. The manufacturing sector is leading the investment in these initiatives, followed by healthcare, retail, and entertainment.
10. **New digital skills:** Technologies are increasingly shaping the development and emergence of new professional profiles. As has pointed out at DES2025, **Spain has more than 4,000 unfilled AI and data positions**, with the greatest gaps in roles specialized in computer vision and ethical AI. To bridge this shortfall, experts have considered training, awareness, and the acquisition of digital and social skills to be essential, with critical thinking as a crucial element.



About DES | Digital Enterprise Show (June, 10-12, 2025, FYCMA, Málaga - Spain): DES – Digital Enterprise Show is an event organized by Nebext – Next Business Exhibitions in collaboration with Málaga City Council and the Andalusian Regional Government. In its seven editions, it has become Europe's largest professional event on exponential technologies and a global benchmark for offering senior executives the latest solutions and products to support large corporations, SMEs, and European public administrations in their digital transformation. Over three days, DES combines technology and innovation with digital leadership, technological solutions for improving customer and employee experience, operational process optimization, and identifying new business models, services, and products across all industries.

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