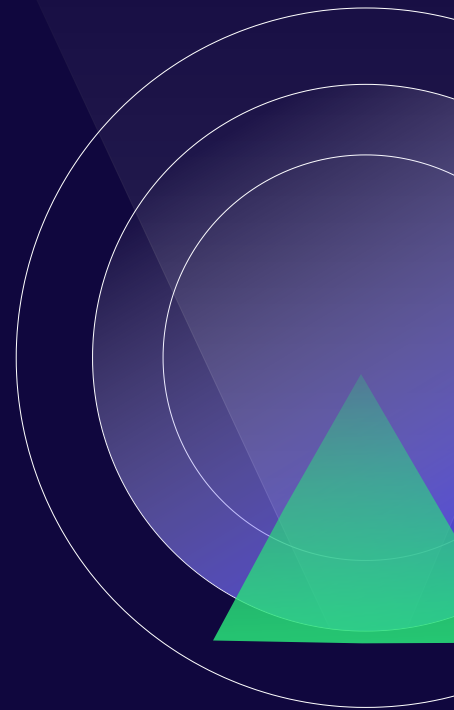


Market Intelligence in 2025

Making better decisions with AI-powered Insights





**“The most reliable way to predict
the future is to create it”**

ABRAHAM LINCOLN, US PRESIDENT



Executive Summary

Making Better Decisions: The Future of Market Intelligence

Strategic decisions in 2025 aren't expected to get easier. From supply chain disruption to regional conflicts, geopolitical tensions to AI breakthroughs, business leaders face unprecedented complexity in predicting what comes next. The ability to gather, analyse and act on intelligence has never been more critical.

This report examines six key trends that we believe will define market intelligence in 2025, from specialised AI tools to geopolitical data sovereignty.

Early adopters are already seeing dramatic results, with AI tools saving up to 80% of traditional research time.

Yet this efficiency gain prompts important questions about decision-making authority, human augmentation and the changing role of intelligence professionals.

We explore how leading organisations are turning these challenges into opportunities and transforming improved efficiency into a strategic advantage.



Methodology

This report combines multiple strands of research including four separate surveys of 1000 knowledge workers exploring [Information Overload](#), [Inbox Overload](#), [Content Trust](#) & [Trustworthy AI](#). It also includes analysis using AMPLYFI's own AI-powered market intelligence platform.

Key Facts

95%

of decision-makers believe that **better access to information would improve decision-making**

78%

of knowledge workers believe that Generative AI models like **ChatGPT erode people's trust in AI**

73%

of knowledge workers find that **different channels provide contradictory information**

64%

of knowledge workers fear that the **increasing volume of content is becoming unsustainable**

36%

of market intelligence teams **use AI tools at least 3 times a week**

Market Intelligence in 2025:

Six key trends shaping the future

In 2024, we witnessed the widespread adoption of AI tools transform how organisations gather and process market insights. What once took weeks now takes minutes. What once required teams of analysts can now be achieved with a single query. This is just the beginning. While predicting the future is challenging, clear patterns are emerging that will define market intelligence in 2025:

1. **Specialised AI & Industry Content:** Integration of AI capabilities with sector-specific content sources, moving beyond general-purpose AI to platforms that combine specialist data with intelligent analysis
2. **Intelligence Integration:** Evolution from siloed research to embedded AI insights across enterprise workflows, enabling automated intelligence sharing between departments and seamless integration into decision-making processes
3. **Trust and Validation:** Growing emphasis on traceable, evidenced intelligence through techniques like Retrieval Augmented Generation (RAG), enabling organisations to confidently validate AI-generated insights and recommendations
4. **Real-Time Signal Detection:** A move from retrospective analysis to predictive intelligence, using AI to identify and act on crucial market signals from billions of real-time data points before they become obvious trends
5. **Self-Serve Analysis:** Democratisation of market intelligence through natural language interfaces, allowing all employees to access sophisticated analysis
6. **Data Sovereignty:** Rising focus on regional data control and processing due to geopolitical tensions, requiring market intelligence platforms to guarantee data sovereignty while maintaining global coverage

These six trends are interconnected, creating a fundamental shift in how organisations understand and interact with their markets.

Understanding these trends isn't just about staying current; it's about maintaining a competitive edge. Organisations that anticipate and adapt to these changes will be better positioned to make faster, more informed decisions.

The trends we examine paint a picture of market intelligence in 2025 that is more powerful, more accessible, and more nuanced than ever before.

1. Content is king

2024 marked the year when Generative AI went mainstream. Tools like ChatGPT became ubiquitous, with enterprises racing to adopt Generative AI capabilities, but their limitations were soon exposed.

While these tools excel at general tasks, they sometimes struggle with industry-specific challenges that require specialised content and deep domain knowledge – which was not included in their training data.

78% of knowledge workers believe that Generative AI models like ChatGPT erode people's trust in AI

The shift to content-first AI

As we move into 2025, organisations are recognising that effective market intelligence is about having access to the right content (or data sources). This mirrors the evolution we've witnessed in professional research, where success

depends not on having different search engines, but on having access to the right journals, databases, and information sources.

The limitations of consumer AI

Market intelligence is following a similar trajectory. Generic consumer AI tools, while powerful, cannot match the precision of solutions that combine AI with industry-specific content.

Pharmaceutical companies need access to academic research, regulatory filings, and medical publications. Defense contractors require intelligence from military journals and government documents. Their success depends on AI that can process their unique content requirements.

This content-first approach manifests in several ways:

- Customised data sources that focus on industry-specific content
- Integration with proprietary and internal data
- Built-in compliance with industry regulations and standards
- Verifiable results with citations and sources

The power of specialised AI

The value lies in combining AI capabilities with the right content sources. When AI can process industry-specific information, it can interpret specialist terminology, recognise complex relationships, and surface insights that would be impossible with general-purpose tools trained on generic web content.

For example, a specialised AI tool can identify emerging trends in a niche market by analysing industry-specific publications and social media discussions.

The future

As we progress through 2025, expect to see organisations focusing more on ensuring their market intelligence platforms can process and analyse the specific content sources that matter to their sector.

2. Breaking silos: AI unifying enterprise intelligence

Market intelligence is often scattered across organisations – sales teams research prospects, marketing studies consumers, and product teams analyse competitors. This fragmentation means valuable insights often stay locked within departmental boundaries.

As we move into 2025, AI-powered market intelligence platforms are bridging these divisions by providing a centralised intelligence hub that serves the entire organisation. When all teams work from the same foundation of intelligence but view it through their specific lens, insights naturally flow across departments.

A shift towards integration

Organisations are recognising that true value comes from weaving AI-powered intelligence into their entire operational fabric. This shift from siloed research to comprehensive intelligence integration is becoming crucial for maintaining competitive advantage.

Instead of treating market intelligence as a separate function, organisations are

embedding AI-driven insights directly into existing workflows and decision-making processes.

A seamless flow of intelligence

Consider how an AI-powered intelligence platform enhances enterprise workflows: When it flags an emerging trend:

- Sales teams can identify new market opportunities
- Risk teams can assess potential impacts
- Procurement can evaluate supply chain implications
- Strategy teams can adapt planning assumptions

The benefits of integration

The benefits of this integrated approach are substantial:

- Faster decision-making through automated intelligence sharing
- Reduced information silos and improved cross-departmental collaboration
- More consistent application of market insights across the organisation
- Enhanced ability to spot patterns and connections across different business areas

Making integration work

However, successful integration requires careful planning. Organisations need to:

- Map out key decision points across all workflows
- Identify where AI-powered insights can add the most value
- Ensure systems can communicate effectively
- Maintain governance and oversight of automated processes

The future

Leading organisations are already moving in this direction. Rather than asking "Should we use AI for this decision?", they're asking "Why haven't we integrated AI into this process yet?" AI will no longer be a standalone tool, but an essential collaborator.

By 2025, this integrated approach will become the norm, transforming how enterprises leverage market intelligence to drive competitive advantage.

3. Building confidence in AI-powered intelligence

As AI increasingly influences critical business decisions, organisations face a crucial challenge: how to trust the intelligence these systems provide.

The spectacular rise of generative AI in 2024 brought both innovation and concern, with high-profile incidents of AI hallucinations and fabricated information damaging confidence in AI-powered insights.

The future of trustworthy AI

The future of market intelligence lies not in choosing between creativity and accuracy, but in combining both through transparent, verifiable systems.

Retrieval Augmented Generation (RAG) has emerged as a crucial technology, anchoring AI outputs to factual, documented sources. This approach ensures that AI claims are backed by specific evidence.

Building trust in market intelligence

Trust in market intelligence is built on two key pillars:

- Source verification: Every insight should be traceable to reliable, original sources
- Bias detection: Active monitoring and mitigation of potential prejudices in the data

Leading organisations are already implementing these principles. Rather than accepting AI outputs at face value, they're demanding systems that show their work - much like a trusted analyst would cite sources and explain reasoning.

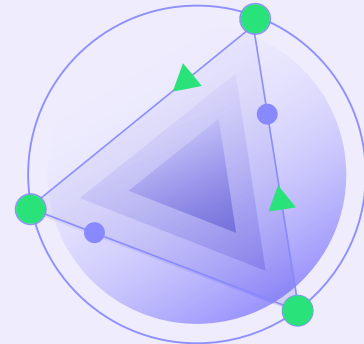
This transparency enables decision-makers to validate insights quickly and build confidence in AI-generated recommendations.

The impact of transparency

The impact extends beyond individual decisions. As organisations embed AI deeper into their workflows, the ability to

audit and verify AI-powered insights becomes crucial for regulatory compliance and risk management.

By 2025, transparency will be a non-negotiable requirement for market intelligence platforms, with organisations demanding clear evidence trails for every significant insight.



What decisions should we let AI make?

"What decisions should we let AI make?" It's a question that perfectly encapsulates both the promise and anxiety around AI-powered market intelligence. We've passed a fascinating inflection point where AI's analytical capabilities are exceeding human capacity in many areas, yet in many cases we remain unwilling to delegate critical decisions to these systems.

This hesitancy is understandable. When discussing a potential M&A decision or a major market entry strategy, the stakes are simply too high for many organisations to feel comfortable with AI-driven decisions. Yet simultaneously, we readily accept AI making split-second decisions in algorithmic trading, supply chain optimisation and dynamic pricing.

The critical question for 2025 isn't whether AI should make decisions, but rather how we fragment decision-making into appropriate components. Instead of viewing decisions as binary - human or AI -

we need sophisticated frameworks that recognise decision-making as a spectrum.

Consider market intelligence decisions as a pyramid. At the base, we have high-volume, data-driven decisions where AI already operates autonomously. In the middle, we find hybrid decisions where AI provides deep analysis but humans maintain oversight. At the apex are strategic decisions where AI informs but humans decide.

However, this pyramid isn't static. As AI systems prove their reliability through transparent, evidenced analysis, the line between human and AI decision-making will shift upwards. The key is establishing clear frameworks for this evolution - understanding not just when AI can decide, but when it should decide.

The organisations that thrive in 2025 won't be those that simply deploy the most advanced AI, but those that master this balance. They'll create clear protocols for

AI decision rights, robust validation mechanisms, and transparent audit trails. Most importantly, they'll understand that the goal isn't to replace human judgment but to elevate it by letting AI handle what it does best - processing vast amounts of data to surface insights humans might miss.

The cost of getting this wrong is significant. But the cost of being too cautious, or failing to evolve our decision-making frameworks, may prove even higher.



By Dr Lee Eccleshare,
VP Market Intelligence

4. Finding the right signals in the digital noise

The paradox of information overload

The digital content landscape is expanding at an unprecedented rate. Where organisations once grappled with hundreds of thousands of data points, they now face hundreds of billions.

This explosion isn't just about volume – it's about velocity. Every second, valuable market signals emerge across diverse sources: academic papers, regulatory filings, social media discussions, company documents, and deep web content that traditional search engines never see.

This content universe expansion creates a paradox for organisations. More information should mean better insights, but the sheer speed of content creation makes traditional analysis impossible.

The challenge for 2025 isn't just about accessing more content – it's about identifying and acting on crucial signals in real-time, before competitors.

Real-time intelligence: the new frontier

Successful market intelligence platforms are tackling this challenge through AI-powered real-time processing:

- Predictive analytics that spot emerging trends before they become obvious
- Deep web connectors that continuously monitor content beyond surface-level search
- Automated relevance scoring that immediately flags crucial signals
- Real-time processing that transforms raw data into actionable insights within minutes

The speed of market changes demands real-time analysis. A weak signal today could be tomorrow's market disruption. For instance, a seemingly small regulatory change in Asia might predict significant market shifts in Europe months later.

Leading platforms enable organisations to spot these predictive signals as they emerge, often leveraging advanced natural language processing techniques to understand the nuances of complex documents and discussions.

"First-generation AI market intelligence tools have suffered from being retrospective – analysing what happened, rather than what's about to happen. Modern platforms need to spot emerging signals in real-time and predict their impact. With billions of new data points emerging every second, they need to turn today's weak signals into tomorrow's strategic advantage"

Paul Teather, CEO AMPLYFI

The future

By 2025, the differentiator won't be who has the most data, but who can spot crucial signals fastest. Success will come from platforms that can process vast amounts of data and predict which new content will matter most.

The future of market intelligence isn't just about understanding what happened; it's about predicting what happens next, and using AI to uncover hidden patterns and insights.

5. Self-serve intelligence

Democratising market intelligence

Market intelligence has traditionally been the domain of specialists – data scientists poring over complex datasets, analysts crafting detailed reports, and consultants providing periodic market reviews.

However, as we move towards 2025, this expertise is being democratised through zero-code interfaces and natural language processing.

This transformation mirrors the evolution of other technical fields. Website builders democratised web development, and no-code automation tools transformed workflow management. Now, AI-powered market intelligence platforms are making sophisticated analysis accessible to everyone in the organisation.

The impact of democratisation

The widespread adoption of self-serve intelligence platforms is transforming both how organisations access insights and the role of intelligence professionals.

For Business Teams:

- Sales teams can analyse prospect markets without waiting for analyst reports
- Product managers can track competitor movements in real-time
- Strategy teams can explore opportunities through natural language queries

For Intelligence Teams:

- The democratisation of access elevates intelligence professionals from report writers to strategic enablers:
- Platform Specialists: Configuring and optimising intelligence platforms for specific business needs
- Quality Guardians: Ensuring reliable data sources, validating insights, and maintaining analytical standards
- Intelligence Coaches: Training teams on effective use of intelligence tools and advanced analytical techniques
- Strategic Advisors: Focusing on complex, high-value analysis that requires deep expertise and cross-functional understanding
- Prompt Engineers: Developing and refining queries that unlock maximum value from AI systems

This evolution mirrors other technical transformations – just as IT teams evolved from "keeping the lights on" to driving digital transformation, intelligence teams are moving from information gatherers to strategic enablers of better decision-making.

Balancing power and accessibility

Successful democratisation requires a careful balance. Platforms must maintain analytical rigour while providing intuitive interfaces. They need to offer sophisticated capabilities without overwhelming users with complexity.

As we progress through 2025, expect to see market intelligence platforms focusing on this balance, creating tools that are both powerful and accessible.

The future

The ultimate goal is to make market intelligence as natural and accessible as searching the web, while maintaining the depth and accuracy that business decisions require.

What happens when AI gives us our time back?

When our customers tell us they're saving 80% of their research time using AMPLYFI, the next question is always fascinating: "What do you do with all that time?"

The answer is transforming how organisations think about value creation. Traditional productivity gains often meant doing more of the same—more reports, more analysis. But AI is creating a fundamentally different opportunity. When you give highly skilled professionals back four days of their week, they don't just quadruple their output. Instead, they transform how they work.

We're seeing research teams shift from data gatherers to insight creators. Instead of spending hours sifting through documents, they're investing time in deeper analysis, creative problem-solving, and strategic thinking. One business services client told us, "I used to spend 80% of my time finding information and 20% thinking about what it means. Now those percentages are reversed."

This shift has profound implications. Teams are tackling more complex challenges, exploring new markets, and developing deeper expertise. They're spending more time with clients, understanding nuanced needs, and crafting more insightful recommendations. Most importantly, they're identifying opportunities that would have been missed in the rush to simply "get the work done."

There's also a human element we shouldn't ignore. Better tools don't just make people more effective – they make their work more enjoyable. When professionals can focus on high-value analysis rather than routine data gathering, job satisfaction improves.

The future of market intelligence isn't about replacing analysts with AI. It's about elevating their role from information processors to insight architects. The organisations that thrive will be those that use AI to augment their teams' capabilities while investing the time saved into higher-value activities.

The 80% time saving isn't the end goal – it's just the beginning of a transformation in how we think about market intelligence and the professionals who create it.



By Lucy Young,
VP Customer Success

6. Geopolitical data sovereignty

The importance of data sovereignty

The market intelligence landscape of 2025 is being shaped by forces beyond pure technological advancement. Growing geopolitical tensions, increasingly stringent data regulations, and the rise of data localisation laws are forcing organisations to fundamentally rethink where their data resides and how it's processed.

This isn't merely about regulatory compliance – it's about strategic advantage, security and intellectual property protection.

Defence contractors need cast-iron assurance their market intelligence isn't flowing through potentially hostile nations.

Healthcare providers must guarantee patient data stays within approved jurisdictions. Even standard market analysis needs careful consideration of data sovereignty when operating across different regions.

The impact of global events

Recent global events have accelerated this trend. Supply chain disruptions, cyber attacks, and shifting geopolitical alliances have highlighted the vulnerability of data infrastructure.

Organisations are increasingly wary of relying on intelligence platforms that can't guarantee the sovereignty of their data processing and storage, especially when dealing with sensitive data or operating in politically volatile regions.

Protecting intellectual property

The stakes are particularly high when it comes to intellectual property. As organisations leverage AI for competitive intelligence and strategic planning, protecting proprietary insights becomes crucial.

Market intelligence platforms must ensure that an organisation's search patterns, areas of interest, and derived insights remain as protected as the underlying data itself.

Moreover, organisations must be mindful of the ethical implications of data sovereignty, such as the potential for data misuse and discrimination.

The future

Looking ahead to 2025, expect data sovereignty to become a primary consideration in platform selection. The ability to provide both global market intelligence and guaranteed local compliance, often facilitated by strategic partnerships with trusted cloud providers, will be a crucial differentiator.

Organisations will favour platforms that can demonstrate not just technical capability, but also geopolitical awareness and robust sovereign infrastructure.

2025 AI framework for MI teams

The transformation of market intelligence by 2025 requires more than understanding trends – it demands systematic implementation. Based on the six trends we've explored, here's how organisations can prepare:

01 Define your data content strategy

- For teams using ChatGPT/basic AI: Consider specialist content needs beyond web data and LLM training data
- For mature AI users: Audit content sources against sector requirements
- For regulated sectors: Ensure compliant content validation frameworks

02 Map Intelligence Workflows

- For market intelligence teams: Define key decisions requiring AI support
- For risk teams: Establish monitoring and alert protocols
- For strategy teams: Create frameworks for predictive analysis
- For all teams: Plan AI integration with existing processes

03 Build Trust Mechanisms

- For new AI adopters: Start with source verification basics
- For existing users: Implement tools with RAG and evidence trails
- For regulated industries: Create comprehensive audit frameworks
- For global teams: Establish consistent validation standards

04 Optimise Signal Detection

- For market analysts: Define critical success signals
- For risk management: Set up early warning systems
- For research teams: Monitor deep web signals
- For innovation teams: Track emerging technology signals

05 Enable Self-Service

- For beginners: Start with natural language queries
- For power users: Develop advanced prompt libraries
- For team leaders: Create training frameworks
- For specialists: Focus on complex analysis tools

06 Secure Your Data

- For organisations handling sensitive data: Implement highest security protocols
- For multi-region operations: Map data sovereignty requirements
- For cloud deployments: Consider regional processing needs
- For regulated sectors: Ensure compliance across jurisdictions

This framework provides a practical roadmap for transformation, but success requires careful orchestration. Organisations must balance democratising access while maintaining standards, automate appropriate decisions while preserving human judgment where essential and leverage global data while ensuring local compliance.

Perhaps most significantly, the role of human intelligence isn't diminishing - it's evolving. As AI handles the heavy lifting of data gathering and initial analysis, professionals are freed to focus on deeper insights and strategic thinking.

The 80% time saving that AI-powered platforms provide isn't just an efficiency metric - it's an opportunity to fundamentally reimagine how market intelligence creates value.

Looking ahead, success won't come to those with the most data or the most advanced AI. It will come to those who combine technological capability with human insight, who balance automation with judgment, and who ask better questions.

“The future of market intelligence isn't purely human or artificial. It's a symbiotic relationship between human expertise and AI capability. As we move into 2025, this partnership between human and machine intelligence will become the defining characteristic of successful enterprises.

Those who master this new paradigm will make better decisions, faster, with more confidence, and with deeper understanding. The intelligent enterprise of 2025 is within reach.”
Paul Teather, CEO AMPLYFI

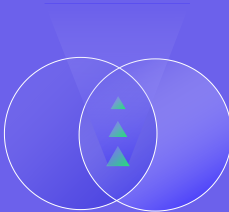


About AMPLYFI

Founded in 2015, AMPLYFI is an AI-powered market intelligence platform that takes research, analysis and news sourcing to the next level by providing rich deep web insights in real time.

By leveraging AI, sales, research, and market analysis teams can gain thorough analysis based on touch points of their choosing, allowing them to source exactly the information they need at pace.

Sales Intelligence



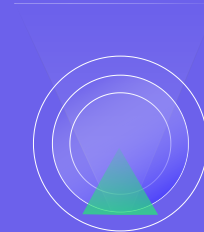
Identify opportunities as soon as they appear.

Market Intelligence



Access expert market insights on topics relevant to you and your customers.

Risk Intelligence



Report company, industry and market risks as soon as the first warning appears.

Key Platform Facts

▼

AMPLYFI does a lifetime of reading in 20 minutes

▼

Finding 40% of signals earlier than rival tools

▼

Tracking millions of organisations, topics across billions of pieces of content

▼

Generating in-depth market reports in minutes on any topic or question you care about

▼

Create a feed of insights as unique as your fingerprint

▼

Providing trustworthy and evidenced AI insights and answers

Try AMPLYFI for Free

- 7 days FREE access
- Get started in minutes
- No credit-card required

START TRIAL



AMPLYFI

AMPLYFI works with more than 70 customers across 3 continents across a range of sectors, including Private Equity and Finance Services as well as Healthcare, Pharmaceutical, Intelligence and Defence, Higher Education, Automobile, Energy and Engineering.



"AI has rapidly moved from the research lab to the production line and it is essential to understand where and how AI is being applied within China, the United States, and countries around the world. We look forward to continuing our work with AMPLYFI on this critical issue"

Executive Director

Deloitte.

"AMPLYFI has supercharged our team's workstreams, enhancing the quality and in shorter timeframes."

Team Lead - Research
& Insights



"AMPLYFI has enabling us to drive thought leadership and strategic decision-making more effectively."

Chief Value &
Innovation Officer



"Analysing our own knowledge capital is a key differentiator"

VP of Strategy



"AMPLYFI opened new avenues of research and report writing"

Market Intelligence
Team Leader



"AMPLYFI's intelligence platform guides Aker's R&D strategy"

Technical Specialist



"It is a no-brainer to integrate AMPLYFI's products"

Director of Digital
Innovation