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MEDIA ALERT

Adobe Study: Businesses in Asia demonstrate growth from AI but face data challenges

Singapore — June 5, 2025 — Adobe today released its [2025 AI and Digital Trends Asia snapshot](#), revealing how businesses in Asia are adopting generative AI to drive growth.

Generative AI driving growth for businesses in Asia

The study, based on a survey of 508 executives across Asia (Hong Kong, South Korea and Southeast Asia) found senior executives are already seeing the benefits of generative AI adoption, such as freeing up resources for strategic initiatives (55%) and revenue growth by being able to market more effectively (53%).

“Businesses across Asia are embracing generative AI at an unprecedented pace, and the impact is already tangible,” Shashank Sharma, Senior Director, Digital Experience, Southeast Asia and Korea at Adobe. “From accelerating innovation to unlocking new revenue streams, GenAI is not just a tool—it’s a growth engine for businesses world over. With companies in Asia now integrating GenAI into their core business functions and customer experience strategies, we expect even stronger adoption and market impact in the months ahead.”

In Asia, AI, including generative AI and predictive AI analytics, are at the top of senior executives’ minds as the primary contributor to growth in 2025, with the aim of increasing customer retention and loyalty.

Asia seeing broader use cases for generative AI

The study also highlights that in contrast to practitioners elsewhere in Asia Pacific and Japan that primarily see ROI from chat and customer support, practitioners in Asia are seeing ROI from a wider variety of use cases, such as optimising and orchestrating customer journeys (16%), creating photoshoots and creative content (14%), and chat and customer support (14%).

“In Asia, organisations must cater for a diverse, digitally savvy, and mobile-first audience. We’re seeing a wide range of use cases on generative AI emerge in the market”, added Sharma.

Data imperatives to clear the way for the next wave of AI innovation

Still, data siloes are posing a significant gap for businesses in Asia. Despite their ability to market more effectively, just 9% of practitioners describe their organisation’s digital customer experience as exceptional. Fragmented data is preventing practitioners from delivering personalised experiences that are responsive in real time — an issue cited by 88% on a scale ranging from sometimes impacted to critically challenged. Privacy and security concerns are the top obstacle to connecting customer data across functions, according to 43% of senior executives and practitioners in Asia.

However, many senior executives in Asia are looking to address these limitations, with data integration and real-time insights (61%) and AI and machine learning advancements (57%) being primary influences on their technology investment decisions over the next 12 to 24 months, spurring long-term market innovation.

Generative AI opportunities and pressures

With generative AI, 87% of senior executives in Asia expect significant improvements in the speed and volume of content production in 2025. However, 69% of practitioners say they’re under strain from new tech and tools like generative AI (the highest in JAPAC).

“Today, more than ever before, businesses are seeing mounting pressure to use generative AI to elevate their customer experiences. Agentic AI can help ease this burden. By integrating into assistants and copilots, it can provide businesses more adaptive and autonomous support, managing time-consuming tasks like database management and content delivery”, added Sharma.

Paired with generative AI, agentic AI enables organisations to scale personalisation with greater speed and impact, while reducing support costs from traditional channels such as call centres.

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