Mind the Tech Gap
We surveyed more than 2,600 executives, nearly all of them key decision makers, in 13 countries to better understand digital transformation.

Through transformation, companies hope to develop new business models and achieve greater sustainability. About 60% plan to increase investments in 2023 in digital transformation.

To date, however, companies have struggled to deliver bottom-line results. They are aiming too low. The focus of most digital transformation is on internal processes and operations rather than breakthrough performance.

Executive Summary

Five key challenges emerged in establishing and executing digital transformation:

01. Making the right choices among disruptive technologies
02. Reaching scale fast with new digital solutions
03. Recruiting talent
04. Prioritizing investment and development
05. Managing the cost and uncertainty of return on investment
Companies have big aspirations

The top two areas for future investments in digital transformation:

01 Business model transformation
02 Sustainability

Source: 2022 BCG Digital Maturity Global Study; n = 2,677 in 13 countries.
They also plan to increase their investments in digital transformation in 2023 vs. 2022.

Source: 2022 BCG Digital Maturity Global Study; n = 2,677 in 13 countries.
The top five challenges in digital transformations

01 Making the right choices among disruptive technologies

02 Reaching scale fast with new digital solutions

03 Recruiting talent

04 Prioritizing investment and development

05 Managing the cost and uncertainty of return on investment

93% of companies are struggling to navigate the rapidly growing landscape of disruptive new technologies.

Source: 2022 BCG Digital Maturity Global Study; n = 2,677 in 13 countries.
The top three transformative business technologies

- Advanced AI: 50%
- Blockchain: 40%
- Internet of Things: 39%

The three hardest tech roles to fill

- Experts in advanced tech: 26%
- Software engineers: 21%
- Data scientists: 14%

Source: 2022 BCG Digital Maturity Global Study; n = 2,677 in 13 countries.
The top four complaints about digital partners and vendors

84% Cumbersome coordination across vendors
74% Cookie-cutter solutions
69% Inadequate training provided to companies’ teams
68% Lack of help in prioritizing steps of the transformation

Source: 2022 BCG Digital Maturity Global Study; n = 2,677 in 13 countries.
Respondents: 2,677

Role in decision making in digital transformation:

- Sole decision maker: 54%
- One of several decision makers: 23%
- Other contributor: 22%

Companies that responded, by country:

- US: 34%
- UK: 15%
- Germany: 9%
- France: 6%
- Spain: 5%
- Brazil: 3%
- Canada: 3%
- India: 2%
- Japan: 1%
- South Africa: 1%
- Australia: 1%
- Other: 1%

Represented industries:

- TMT: 25%
- Financial services: 18%
- Industrial goods: 17%
- Health care: 9%
- Retail: 8%
- Public sector and nonprofit: 6%
- Consumer goods: 6%
- Energy: 3%
- Other: 9%

Source: 2022 BCG Digital Maturity Global Study; n = 2,677 in 13 countries.
Note: Financial services includes insurance companies; TMT = technology, media, and telecommunications.