

Data Economy – Assessing the Position of Germany

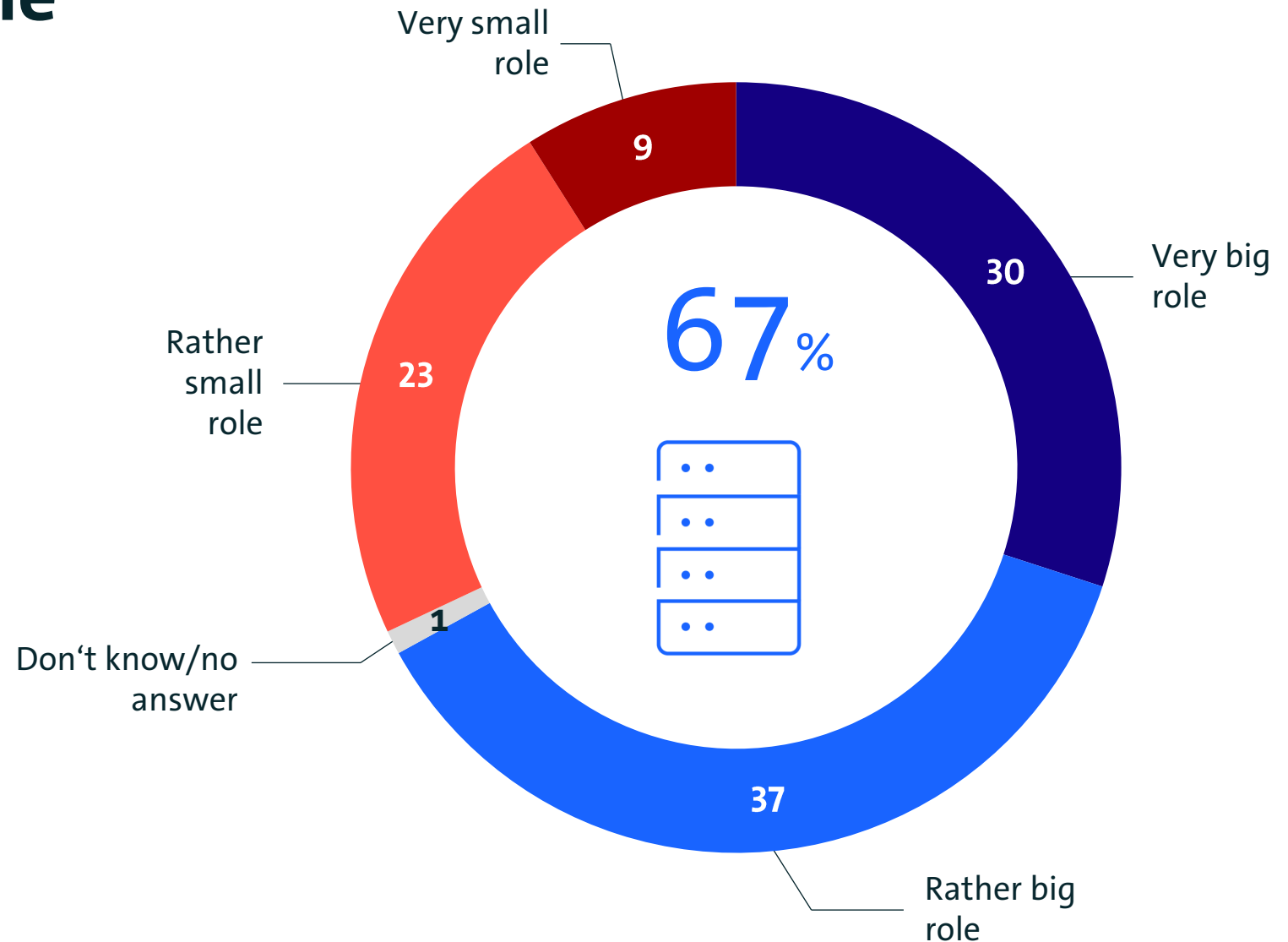
Dr Ralf Wintergerst
President, Bitkom

Berlin, 21 May 2025

Data will shape the future of the economy

What role will data-driven business models play for economic growth and the prosperity of national economies in the future?

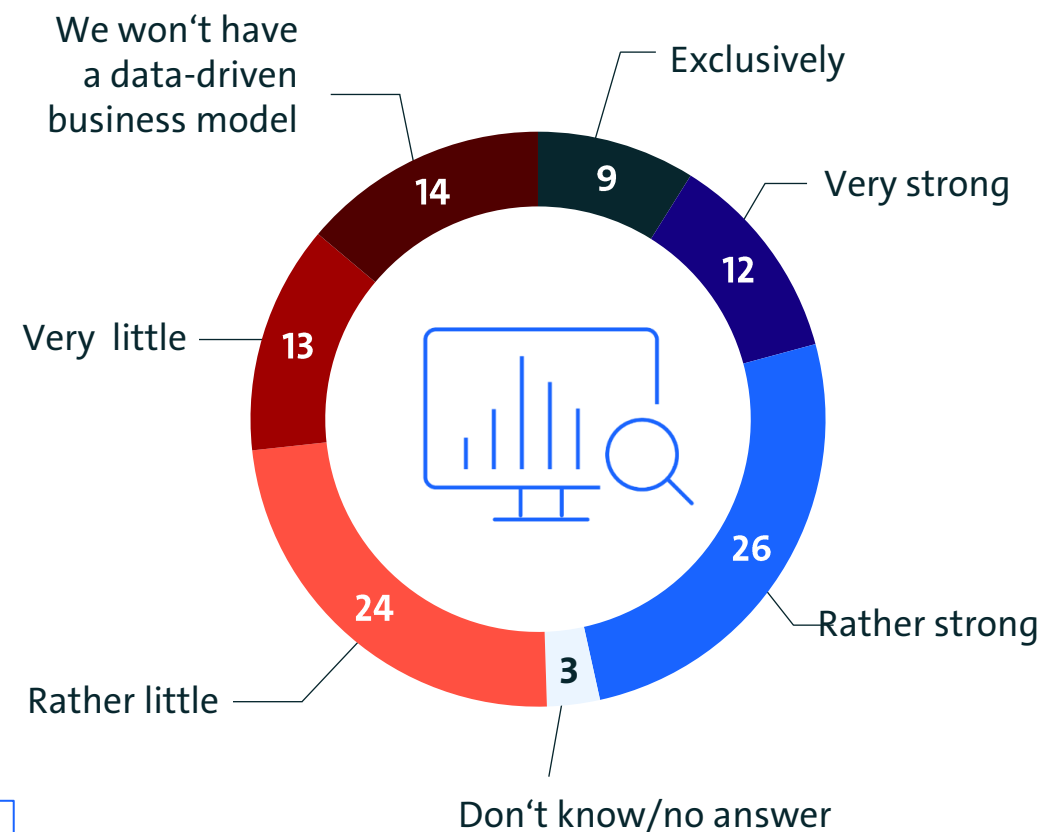
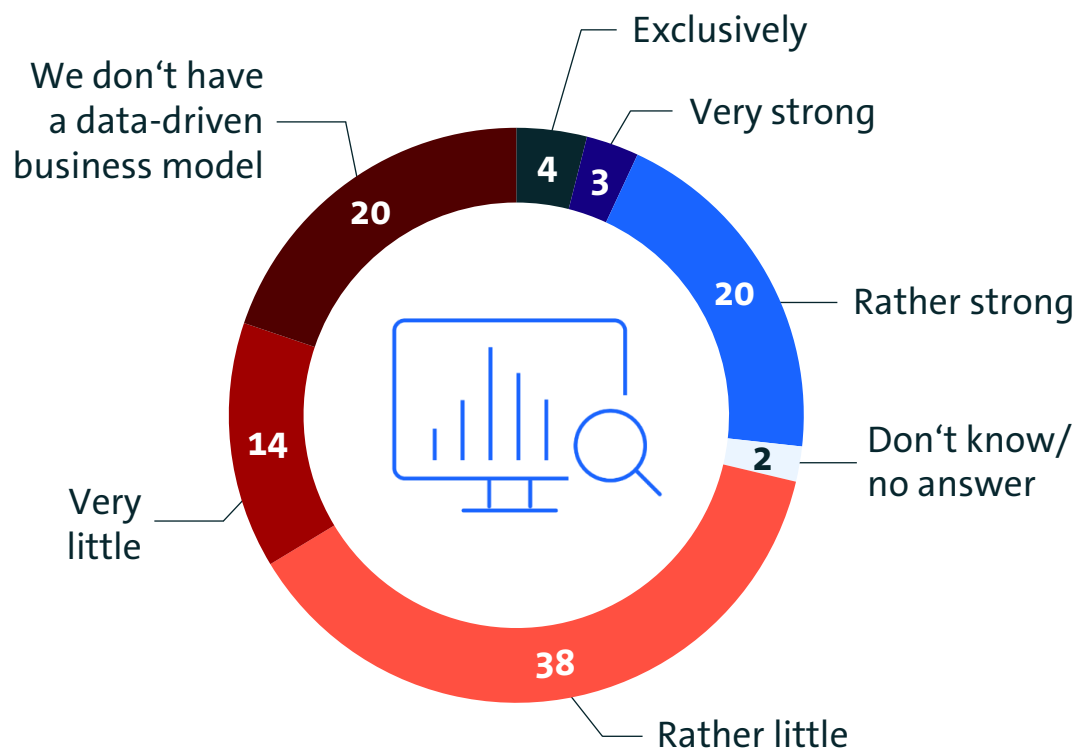
in per cent



Every second company will depend on data in the future

How much do data-driven business models contribute to business success today?

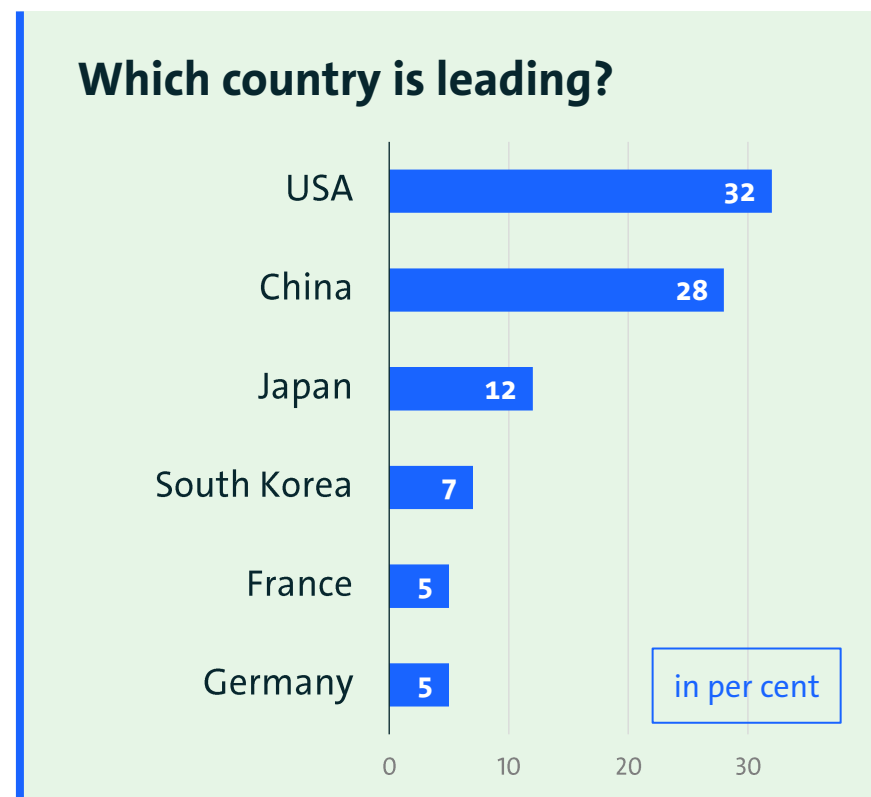
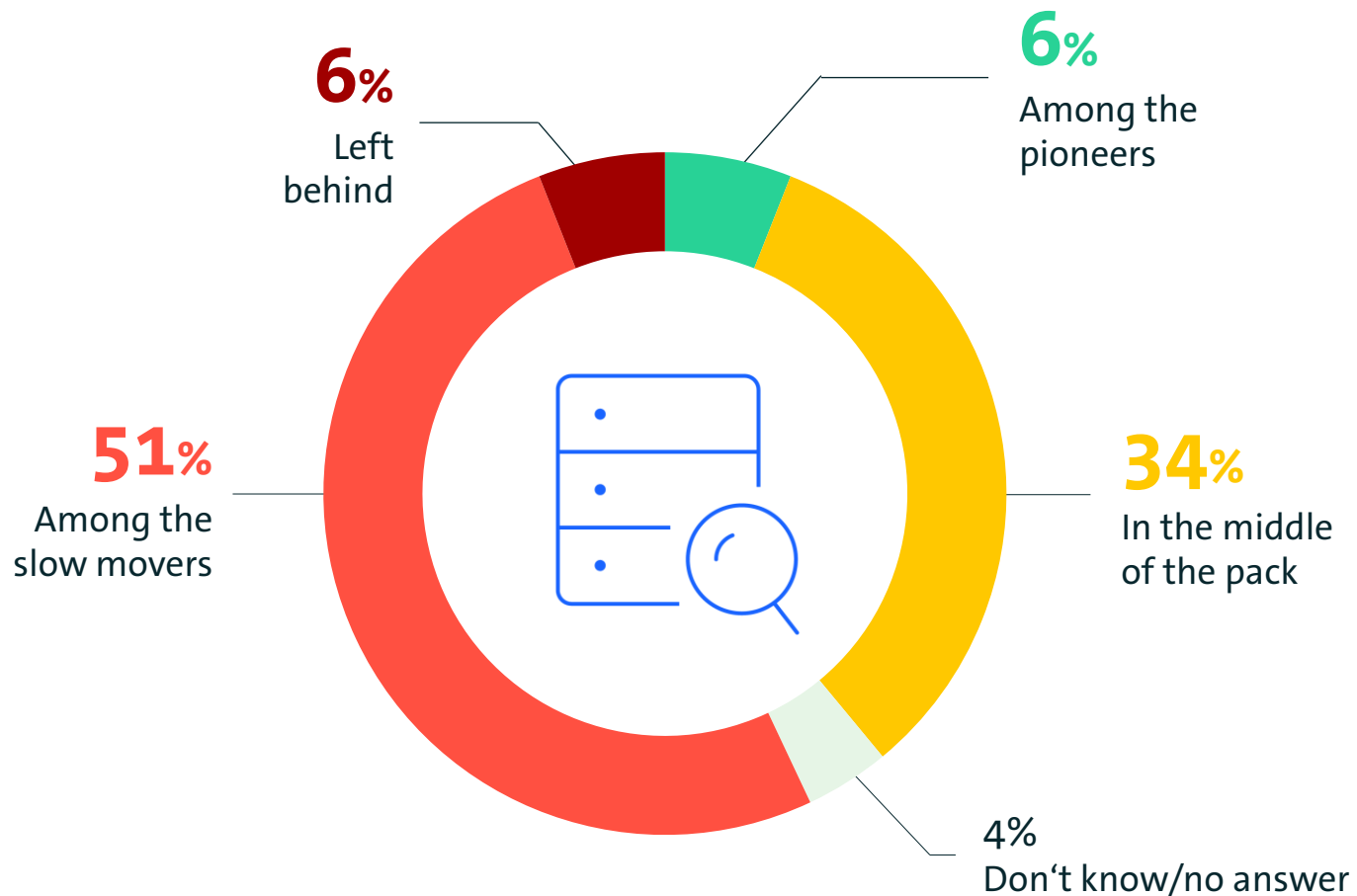
How much will data-driven business models contribute to business success in 2 years?



in per cent

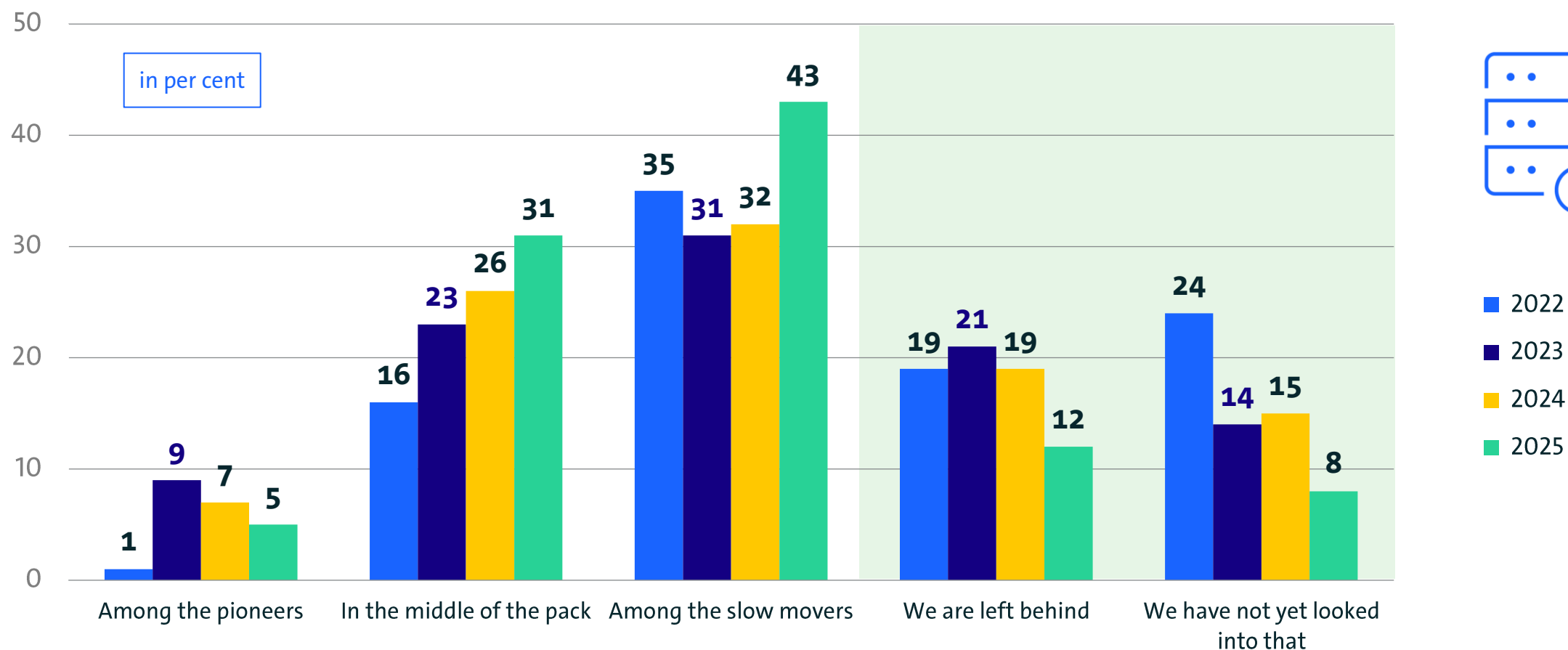
Germany must catch up internationally

Regarding data-driven business models, where does Germany stand in international comparison?



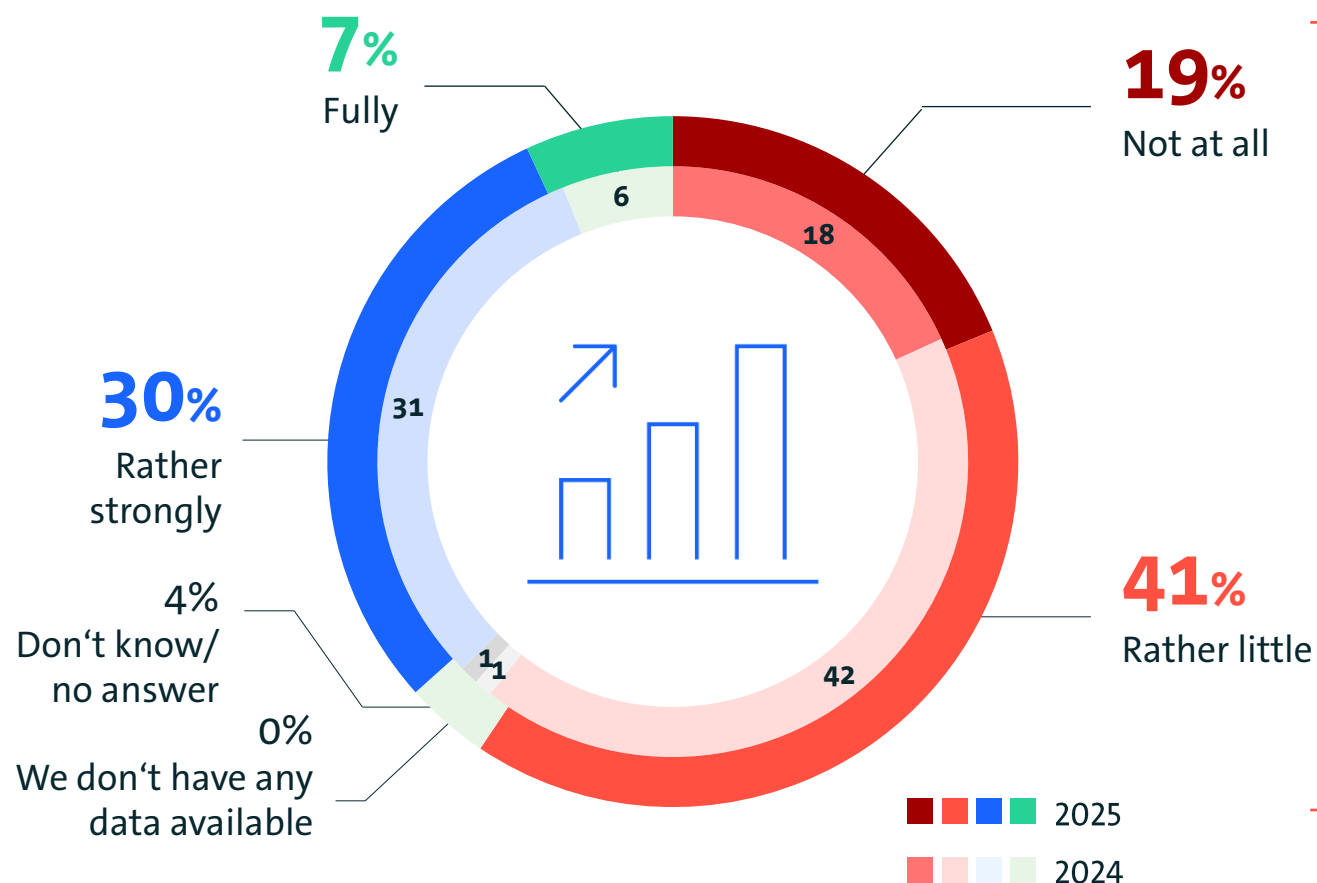
9 out of 10 companies concern themselves with data

Where does your company stand when it comes to data-driven business models?



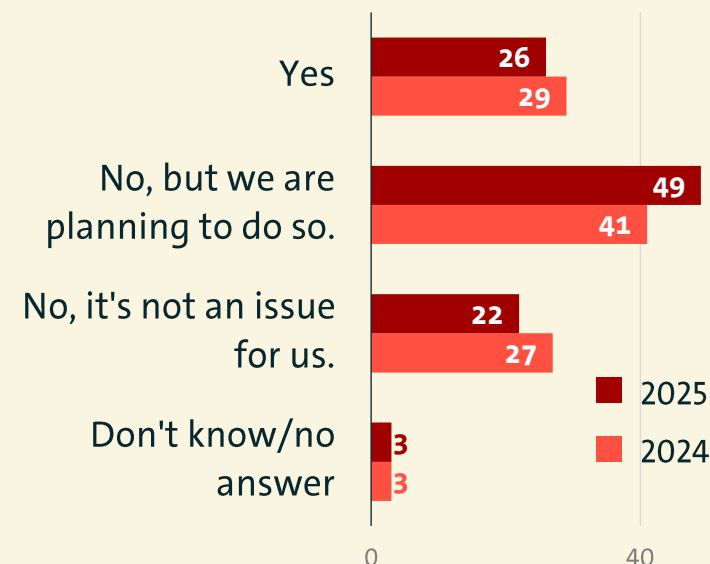
Companies are sitting on a treasure trove of data

Do you leverage the potential of the data available to your company?



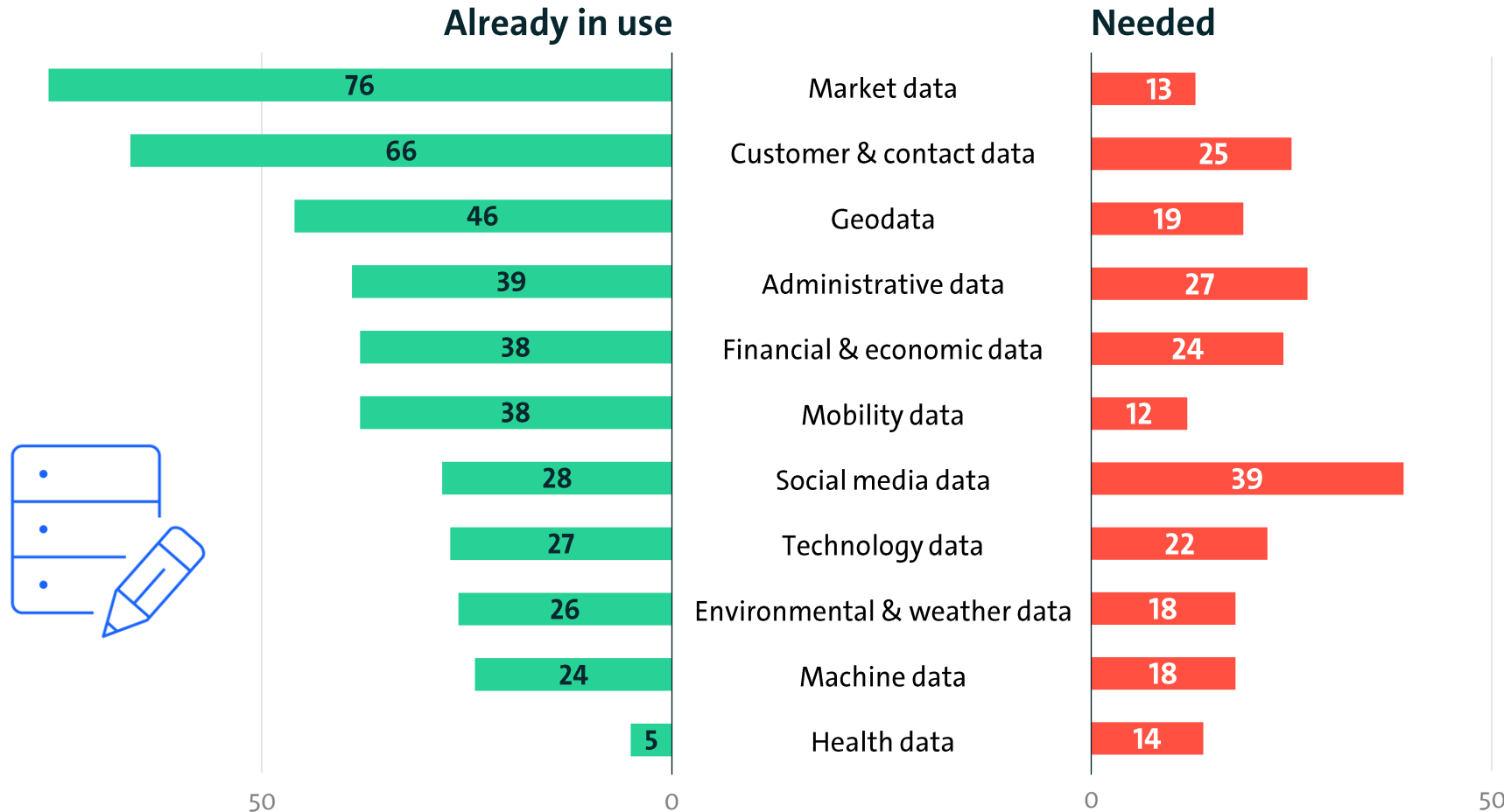
Are you taking measures to make better use of data in the future?

(in per cent)



Data is needed everywhere

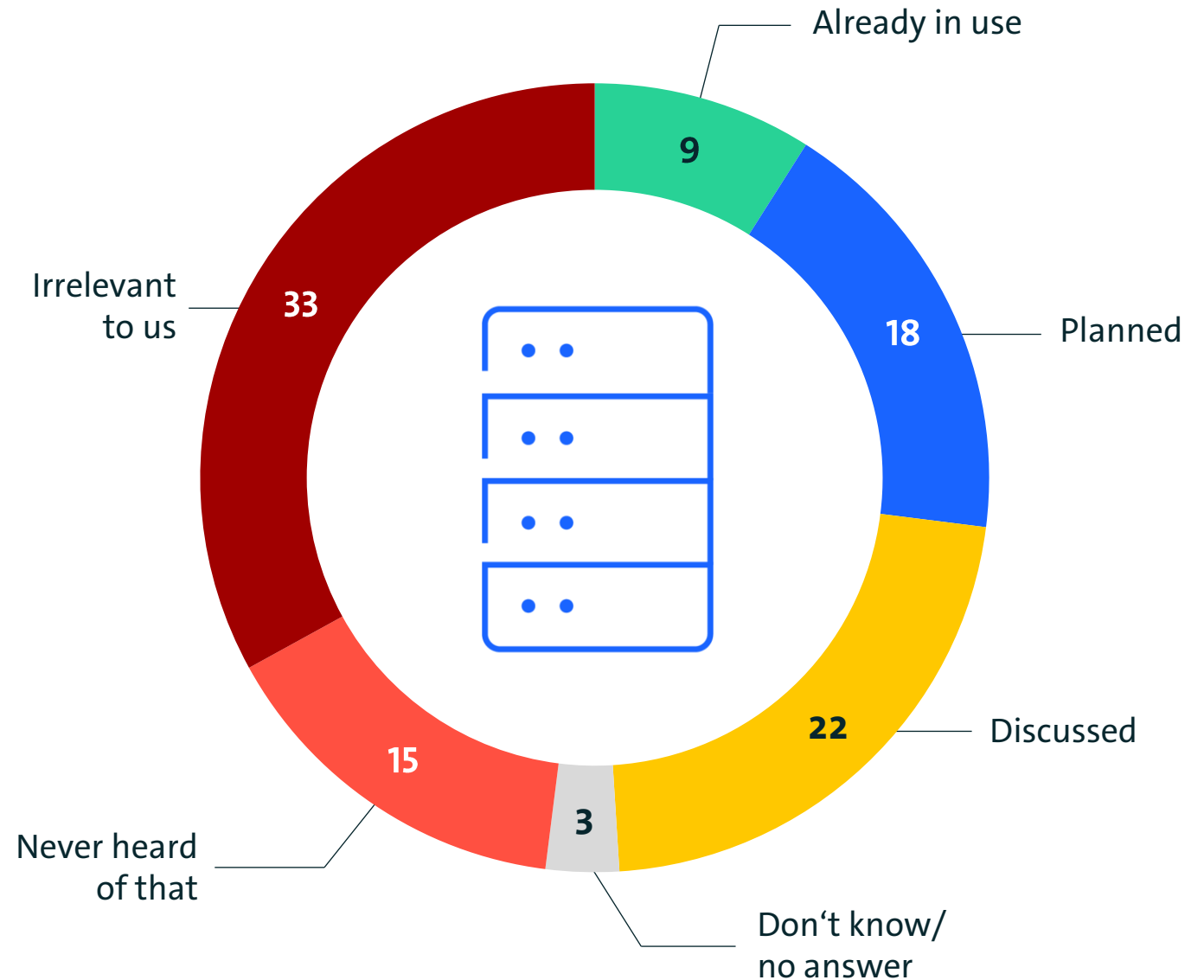
What kind of data do you obtain or need from other data providers?



Data spaces are relevant for half of German companies

Does your company already use data spaces or plan to do so?

in per cent



Data spaces are a driver of AI

To what extent do the following statements apply to your company?



58%

(2024: 49%)

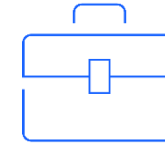
Data spaces are **driving the use of artificial intelligence**.



49%

(2024: 55%)

Policymakers should **promote data spaces** more strongly.



46%

(2024: 39%)

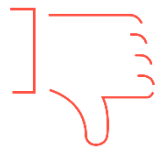
Data spaces could open up **completely new business opportunities** for our company.



47%

(2024: 42%)

Data spaces are **still too complicated** to be used in companies.



37%

(2024: 32%)

Data spaces are **irrelevant** to our business model.



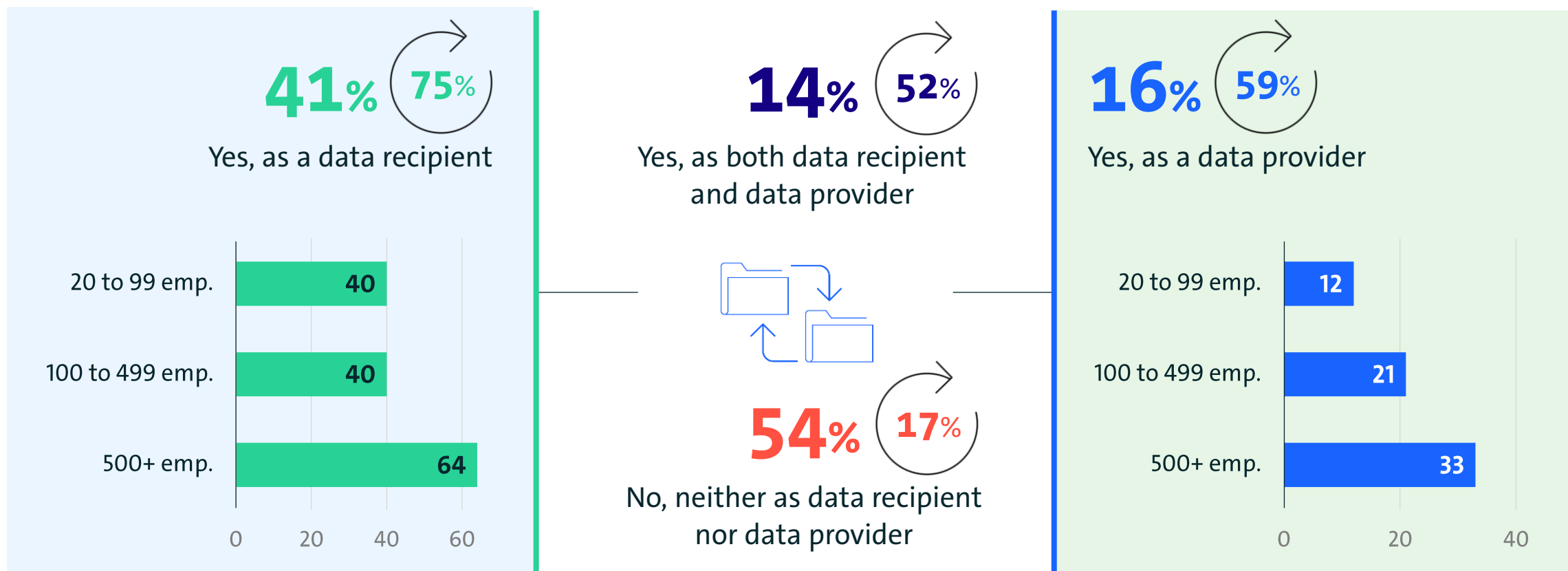
23%

(2024: 22%)

Data spaces **threaten** our company's business model.

Data marketplaces: Significant growth to be expected

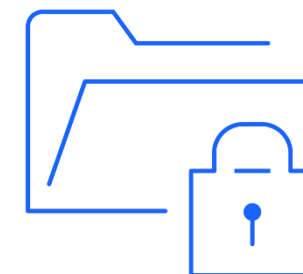
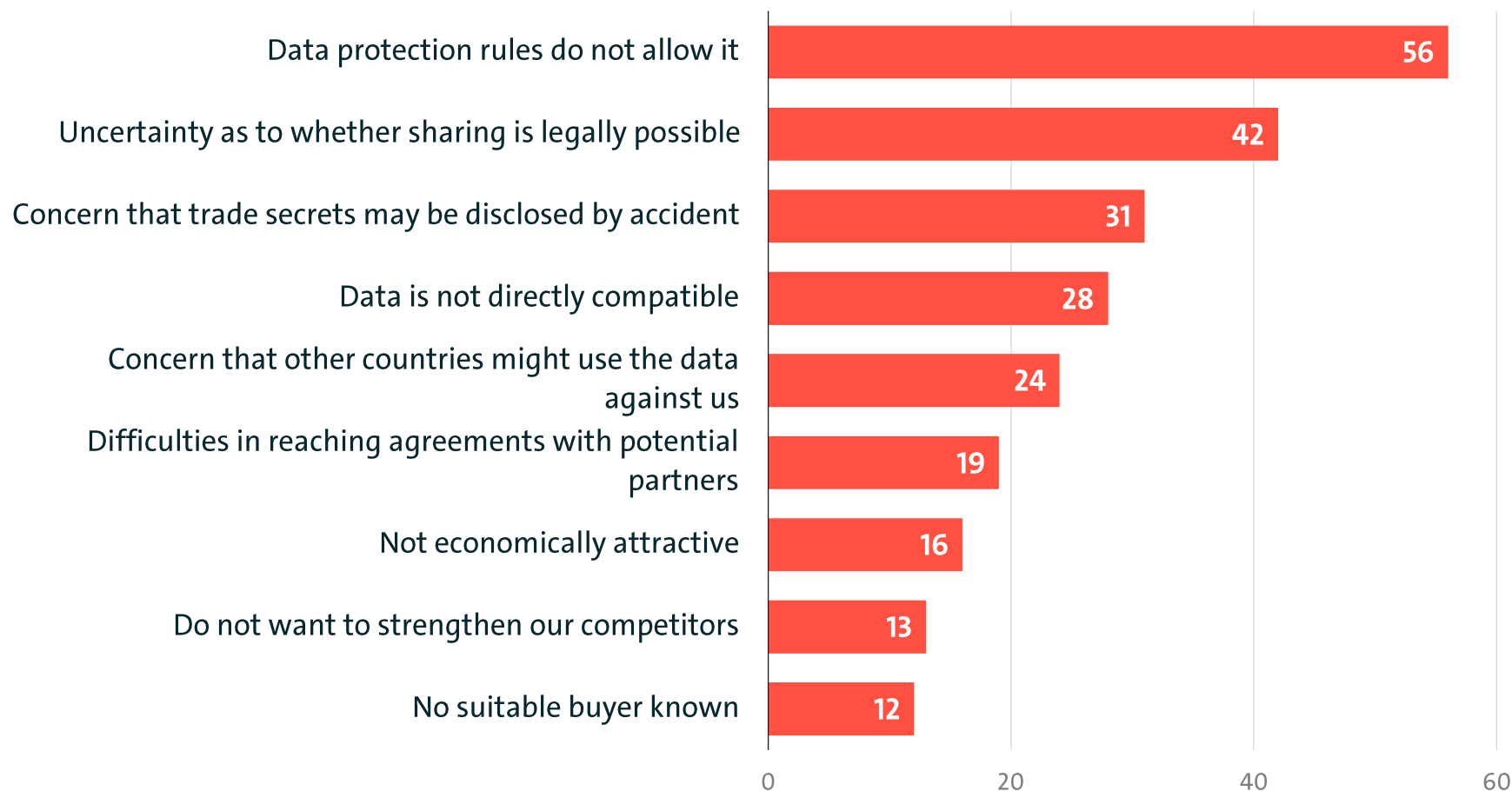
Is your company currently active in a data marketplace?



Replies for «We are active» and «We are planning to be active in the future»

Data protection & uncertainties limit data supply

Why are you not currently offering any data?

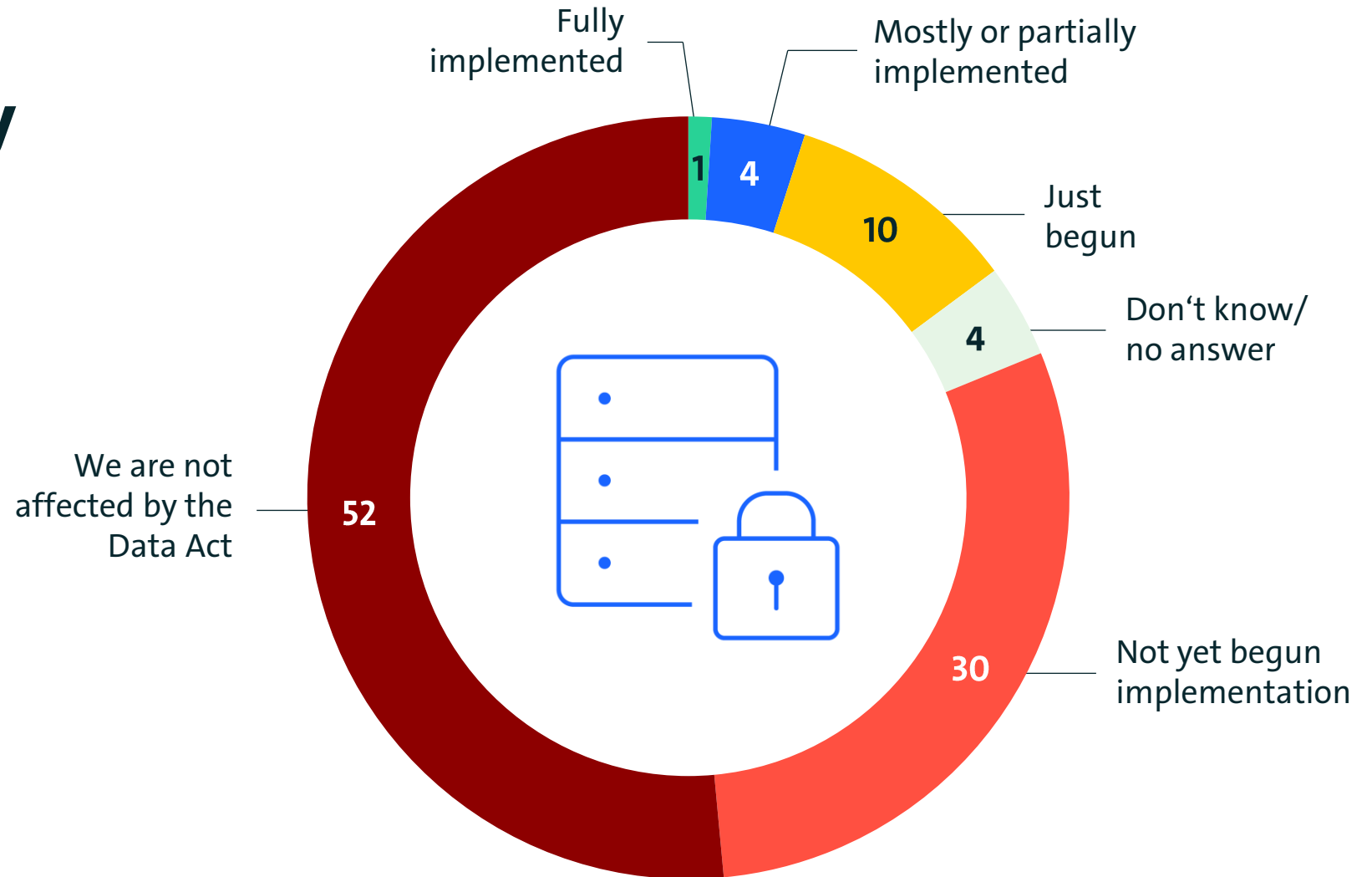


in per cent

When it comes to the Data Act, many companies are operating blindly

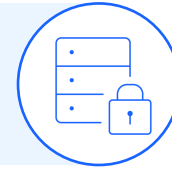
How far along is your company in implementing the Data Act?

in per cent



What does the Data Act mean for businesses?

1. Access to data from connected devices for users and third parties



2. Easier cloud migration process



3. Data access for government and administration in case of emergency



4. Requirements for contractual clauses on data



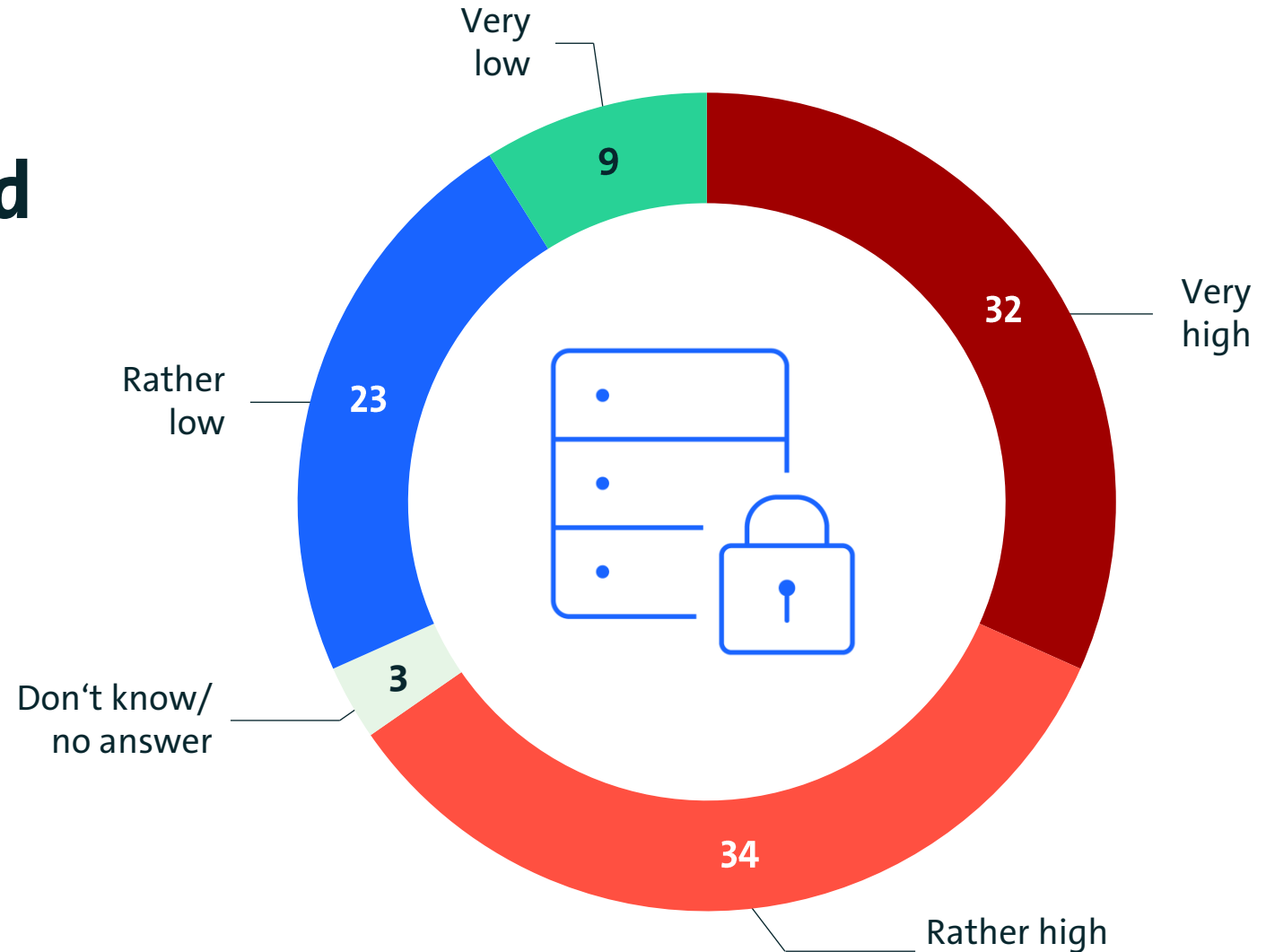
5. Rules for international data transfers



Companies anticipate a significant workload due to the Data Act

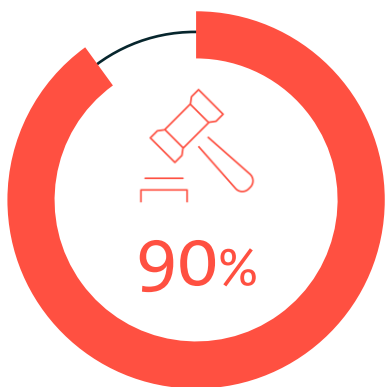
How would you describe the effort involved in implementing the Data Act in your company?

in per cent



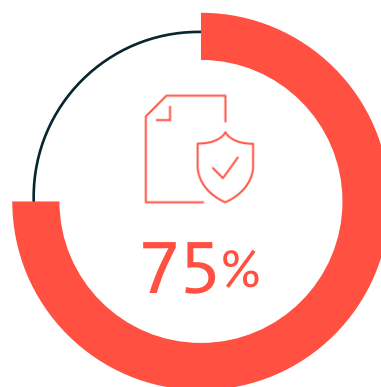
There is widespread scepticism surrounding the Data Act

To what extent do the following statements apply to your company?



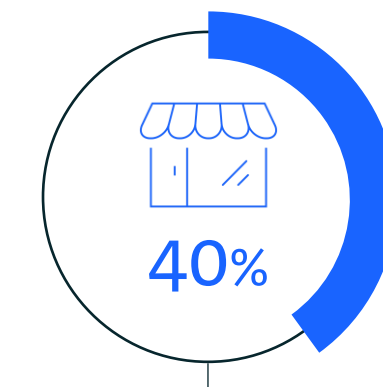
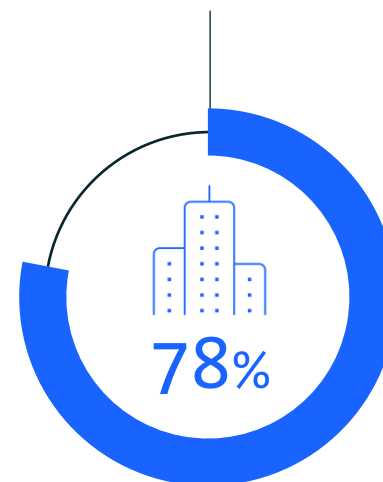
We are overwhelmed by the **many new laws and requirements**.

We need **more advice from public authorities** on the implementation of the Data Act.



The effort required to comply with the Data Act means that we **lack time for innovation**.

Large companies will benefit from the Data Act.



SMEs will benefit from the Data Act.

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Methodology

Client: Bitkom e.V.

Methodology	Computer Assisted Telephone Interview (CATI)
Population	German companies with at least 20 employees
Interviewees	Management and Executive Board, IT Managers, or CIOs
Sample size	n= 605
Survey period	CW 10 to CW 16 2025
Weighting	Representative weighting of the data set based on current sales tax statistics from the Federal Statistical Office
Statistical margin of error	+/- 4 per cent