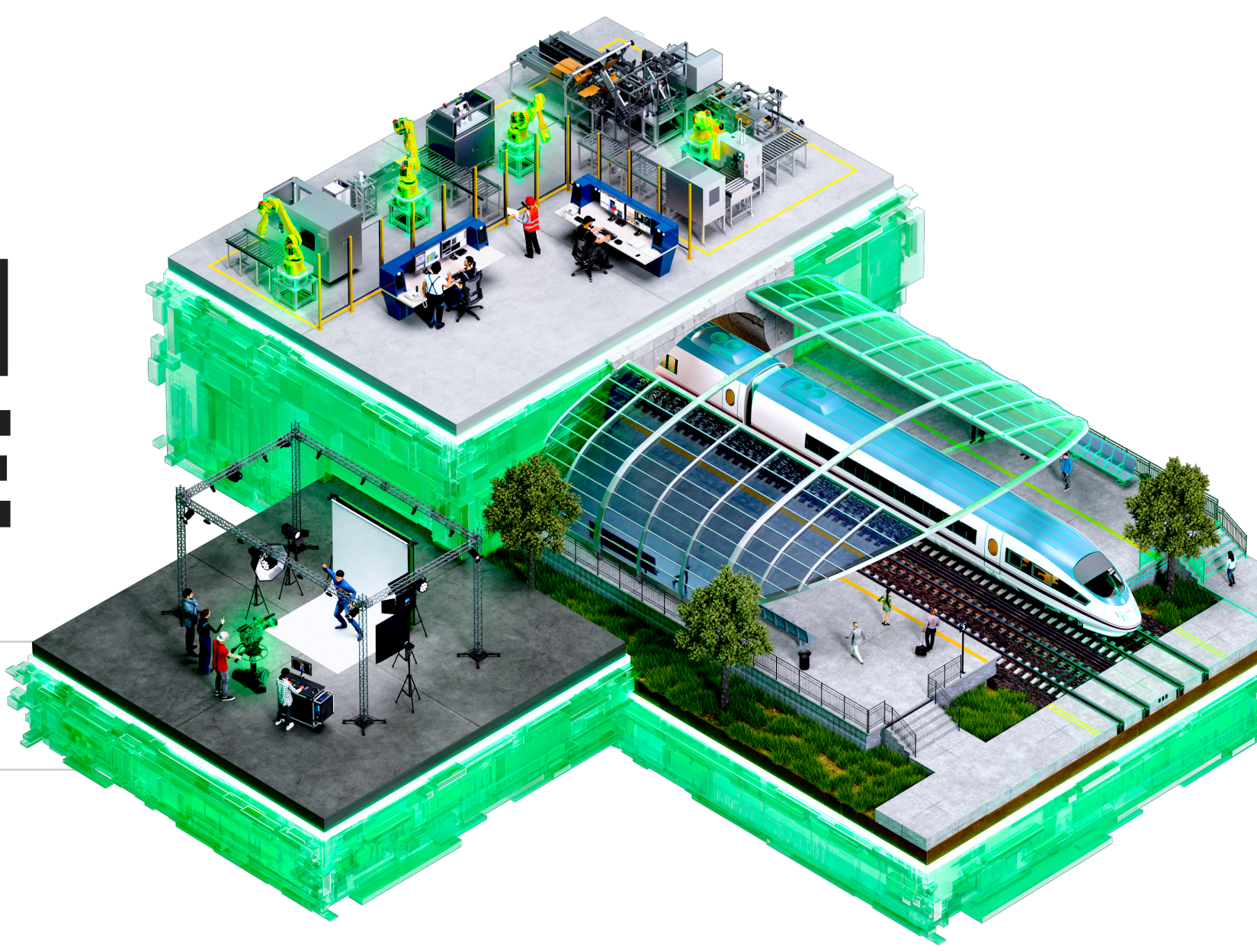


STATE OF DESIGN & MAKE 2024

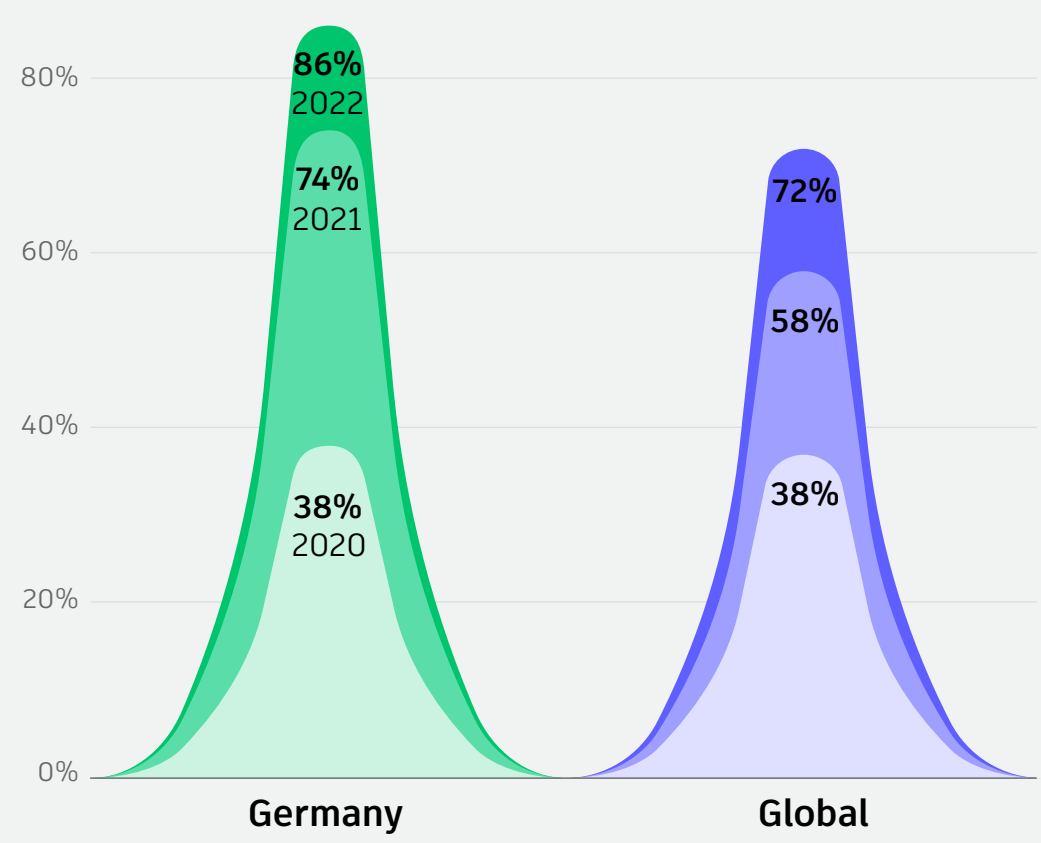


Germany summary

BUSINESS RESILIENCE

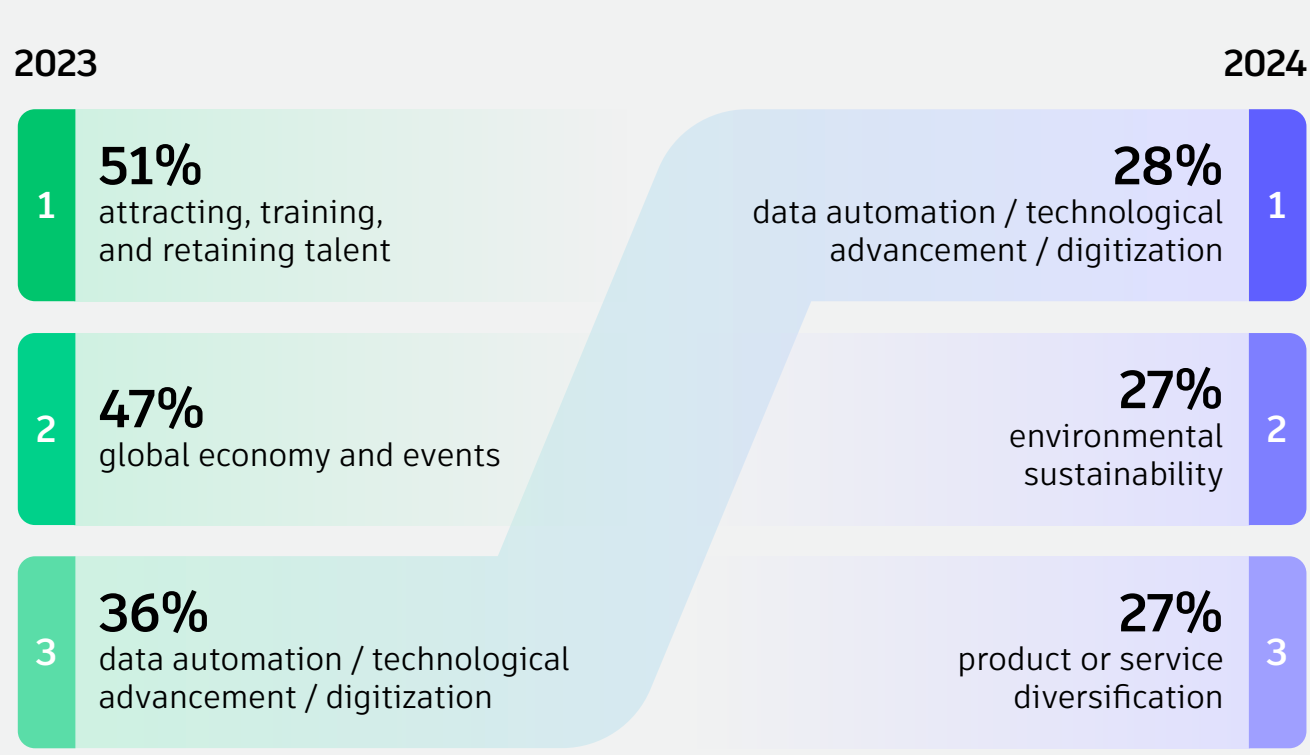
Company performance is improving

Percentage of businesses that outperformed corporate expectations:



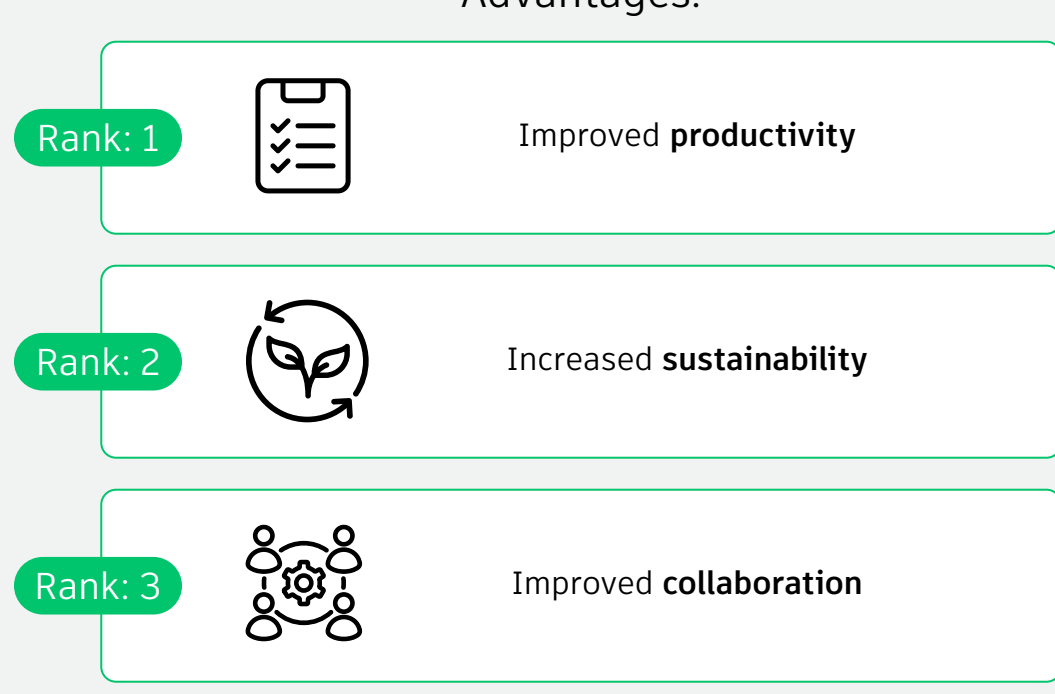
Data automation and digitization emerges as top business challenge

Top 3 challenges cited by German leaders:

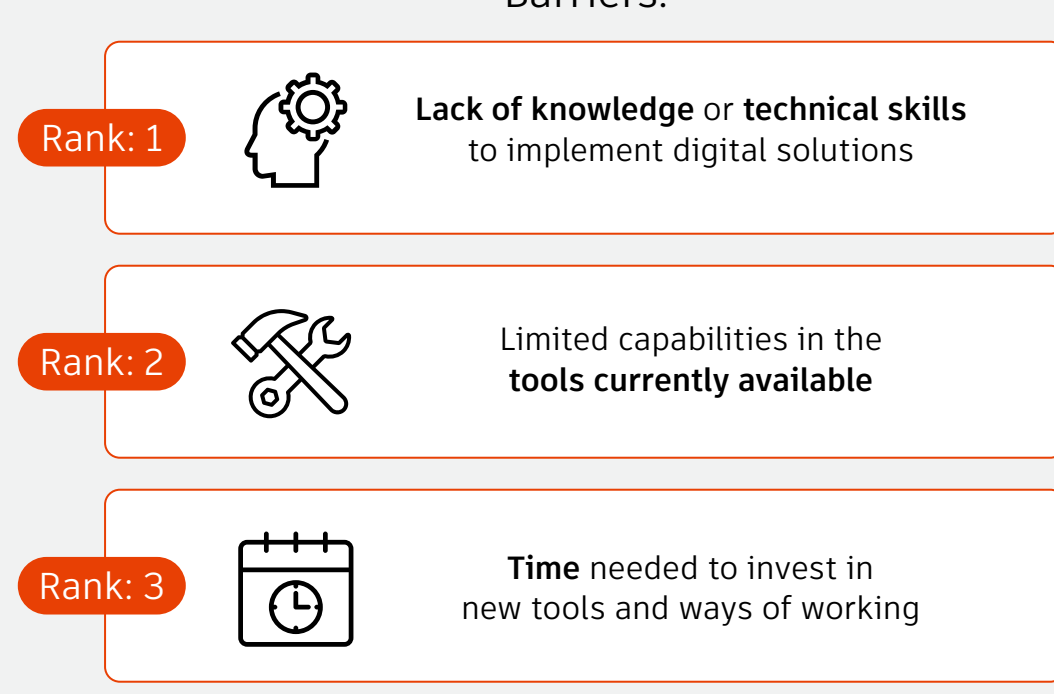


Top advantages of—and barriers to—digital transformation

Advantages:

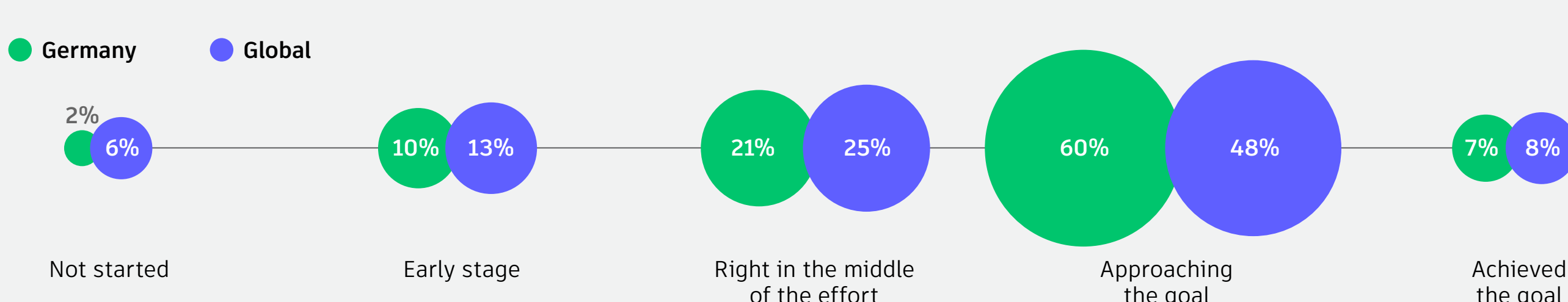


Barriers:



The AI finish line is within sight for many

Most organizations are approaching or have achieved current AI goals



84% trust AI technologies for their industry

33% say AI will destabilize their industry

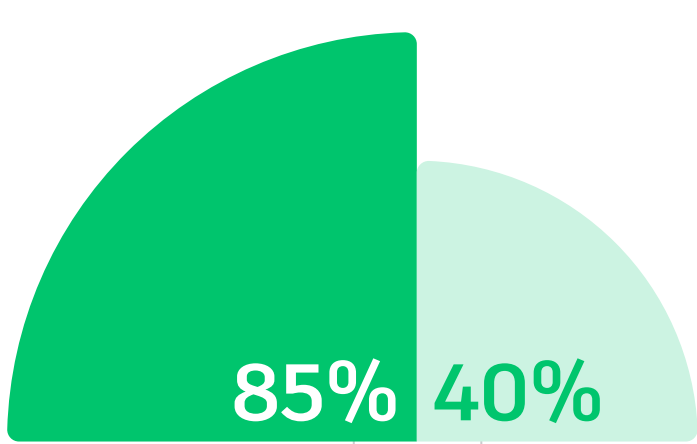


“The market is becoming more digital, and established IT infrastructures need to be improved. Point clouds are generating a huge amount of data. For example, if I have a scanner and I’m scanning for a day or two, I will gather 100 gigabytes of data. If you have 100 workers on construction sites, and they’re all doing this, where do you put the data? The IT department can’t buy storage fast enough.”

–Christian Franz Hammerl, team leader, research & development, Bremer AG

TALENT

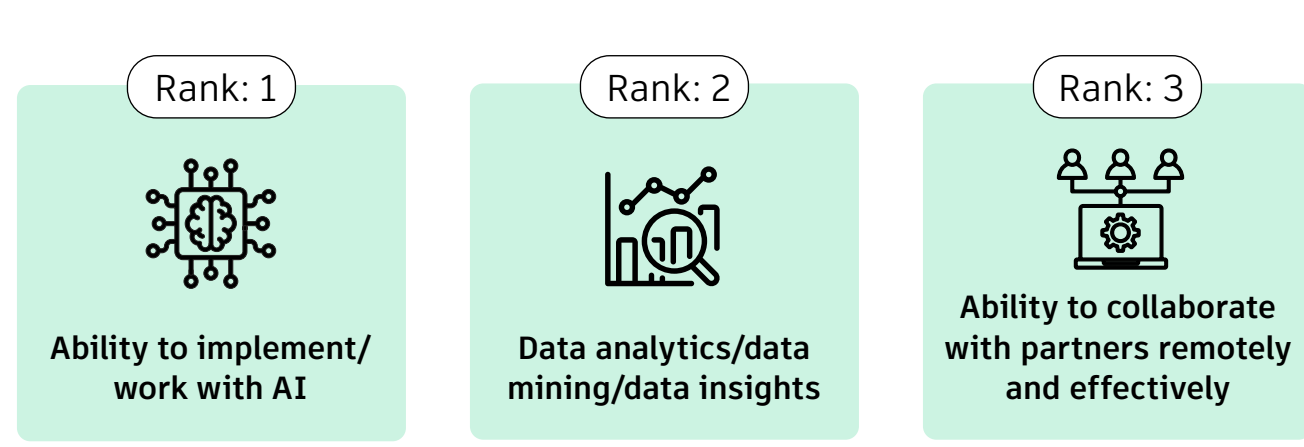
Upskilling is essential but out of reach for many



85% of survey respondents agree that upskilling is important

40% say their organizations don't have the necessary skills and resources to design internal training programs

Top 3 skills of the future

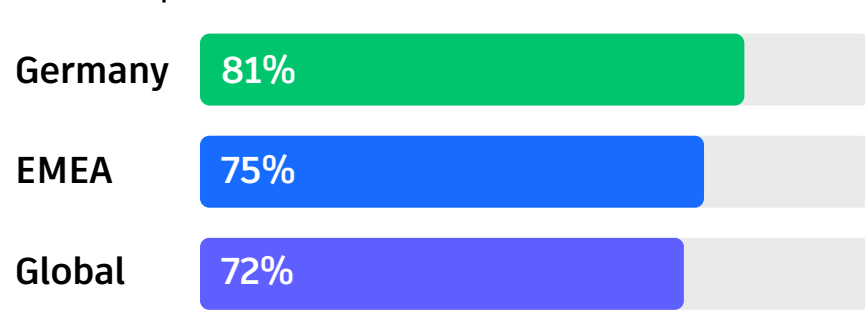


Companies are taking a multipronged approach to solving the talent problem

Digital maturity helps attract talent



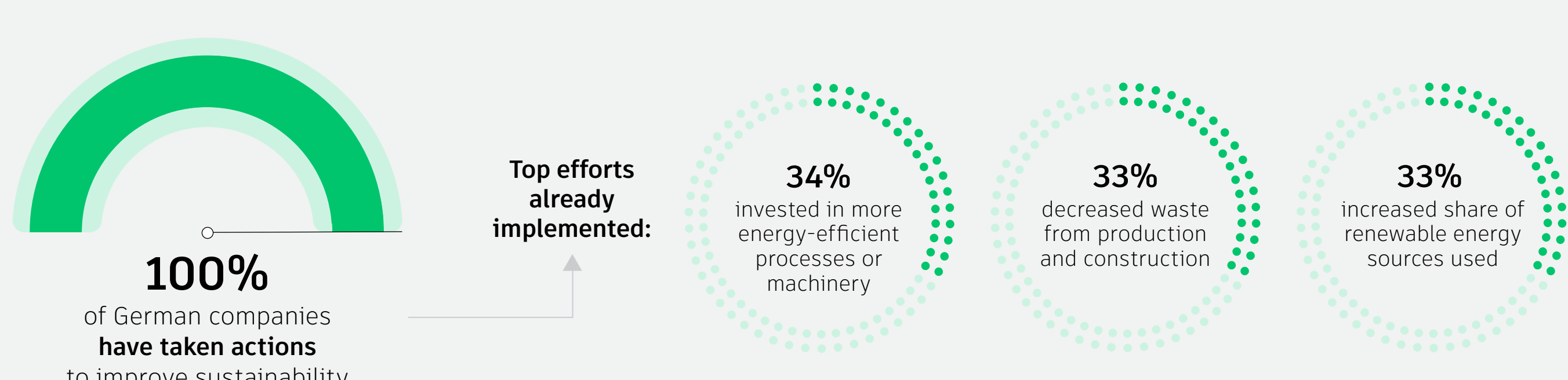
Sustainability efforts attract and help retain talent



34% say they used AI to supplement a skills gap

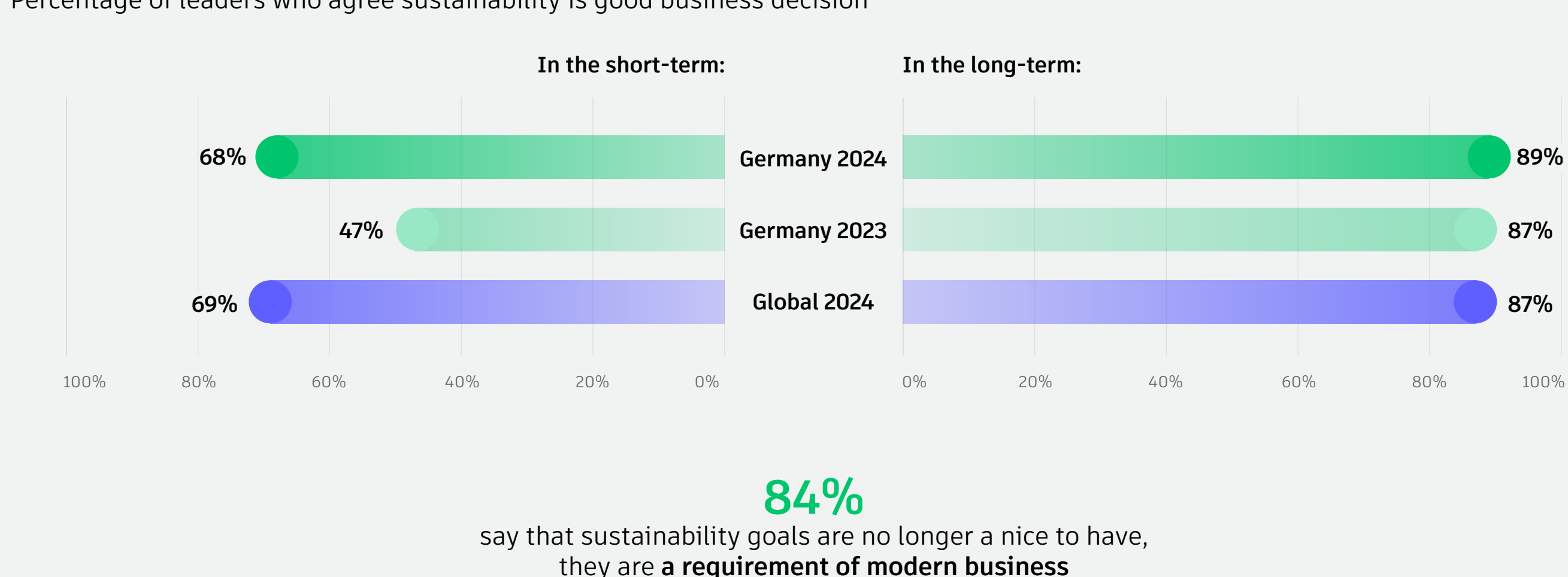
SUSTAINABILITY

Sustainability becomes a key priority



Sustainability is proving its value to both short-term and long-term business health

Percentage of leaders who agree sustainability is good business decision

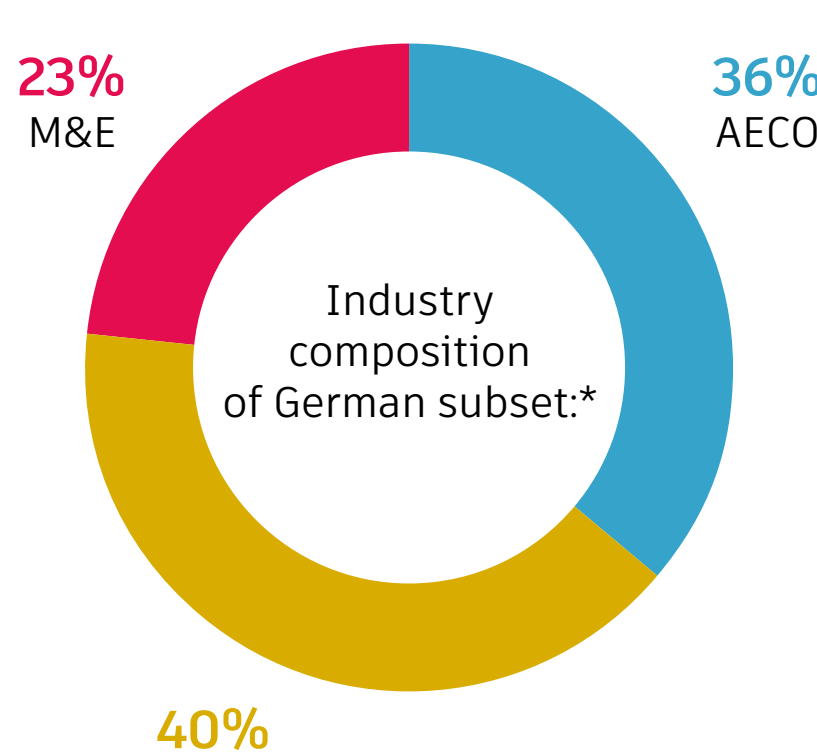
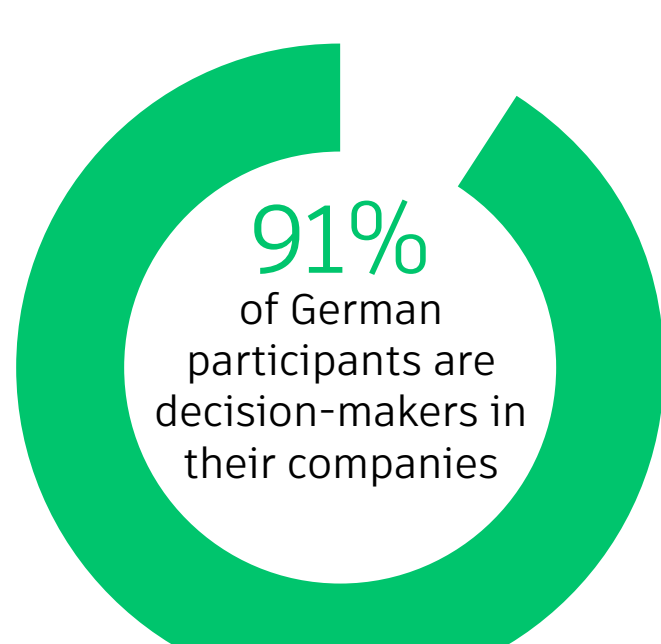


METHODOLOGY

The State of Design & Make report is a global, annual study for leaders who design and make places, objects, and experiences. It identifies the most pressing drivers of change that are shaping today’s business decisions to help leaders prioritize and invest in the future.

450 German industry leaders, futurists, and experts surveyed, 254 in 2023

13 years is the average experience respondents have in their industry



Access the full 2024 State of Design & Make report—including all glossary terms and research insights

[Read full report](#)

* Values do not add up to 100% due to rounding. Source: Autodesk, 2024 State of Design & Make report and study data

