twimbit

The 2025 AI paradox:

Understanding consumer perceptions in APAC

Sponsored by

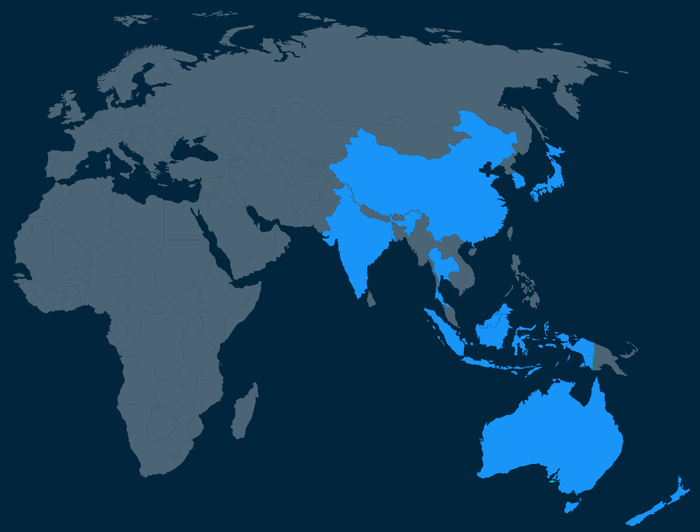
twimbit

Table of contents

twimbit

Research methodology

Conducted across nine markets: Australia, China, India, Indonesia, Japan, Korea, New Zealand, Singapore, Taiwan (Republic of China).



Sample Size

~900 respondents

Survey Process

Conducted online through an independent third-party platform.

Detailed responses analyzed to discern patterns and key insights regarding customer perceptions.

Focus Areas

AI awareness, benefits, risks, and sustainability

Analysis

In-depth exploration of regional variations and demographic factors for comprehensive insights.

Disclaimer: The insights presented in this report are based on a survey conducted with a fixed sample size of 100 respondents per country. While the findings highlight key consumer perceptions towards AI, they may not fully represent the broader population.

twimbit

Key insights

1

APAC accounts for **60% of the world's population and 46% of global GDP,** making it a key player in global consumer markets.

2

By **2030, nearly two-thirds of the global middle class** will be in Asia Pacific, reinforcing its growing influence on the global economy.

3

APAC market size in the AI market is projected to reach **USD 86.8 bn** in 2025.

4

AI spending by organizations in APAC is expected to reach **USD 90.7 bn** by 2027, growing at a CAGR of **28.9%** from 2022 to 2027.

5

The **US, China, Japan, India, and Germany** lead globally in strategic AI innovation and investments.

6

Generative AI will automate or assist 16% of APAC's working hours**—over 11 billion per week.**

7

Deepfake fraud in APAC grew by 194% in 2024, with South Korea seeing the greatest increase.

8

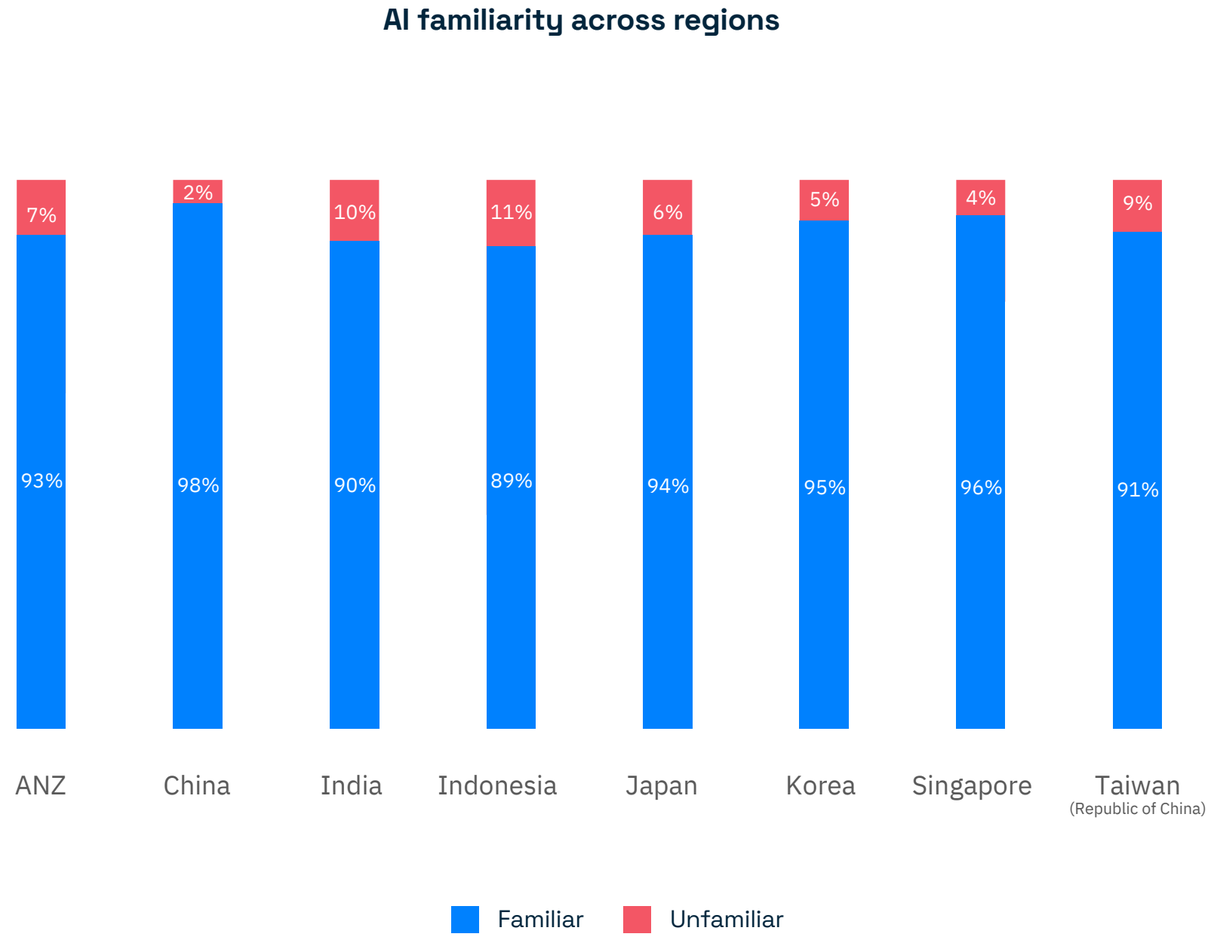
APAC data center capacity will **more than double by 2028**, driven by AI and cloud adoption.

Source: 1- UNDP (United Nations Development Programme) and IMF, 2- UNDP, 3- Statista, 4- IDC, 5- WEF (World Economic Forum), 6- Deloitte, 7-Sumsub, 8-Moody's

Regional variations in AI familiarity

Key Insights

- With a **remarkable 98% of respondents in China** indicating familiarity with AI, the country leads in awareness, driven by aggressive adoption strategies and widespread AI applications across industries.
- Advanced economies like **Singapore (96%), Korea (95%), and Japan (94%)** also exhibit high familiarity, driven by strong digital infrastructure and government-backed AI initiatives.
- **Australia and New Zealand (ANZ) (93%), along with Taiwan (Republic of China) (91%)** exhibit considerable AI awareness but still trail the highest-ranking regions, highlighting the need to strengthen AI education and outreach efforts for deeper engagement.
- While a significant majority in **India (90%) and Indonesia (89%) are familiar with AI,** these figures are the lowest among the surveyed nations. However, as fast-growing economies with expanding digital ecosystem, both countries are on a trajectory of rapid AI adoption.



AI awareness is rising — and so is its everyday use

Digital-first mindset

High mobile and internet penetration supporting AI-enabled tools.

Adaptive workforce

Tech-savvy professionals embracing AI in daily workflows.

Government support

Strategic AI investments and national AI policies accelerating innovation.

Governments are driving AI adoption

IndiaAI Mission is focused on advancing India's AI ecosystem

- The **IndiaAI Mission**, launched by the Government of India, is a comprehensive initiative to strengthen the country's artificial intelligence ecosystem.
- With a **₹10,000+ crore** budget, the mission focuses on key pillars: Compute Capacity, Innovation Centre, Datasets Platform, Application Development Initiative, Future Skills, Startup Financing, and Safe & Trusted AI.
- As part of its Safe & Trusted AI pillar, the government established the **IndiaAI Safety Institute (AISI)** in January 2025.
- AISI will develop frameworks and guidelines to tackle AI risks, including: Bias in AI models, Misinformation, Cyber threats.
- The initiative aims to ensure a secure, ethical, and responsible AI ecosystem in India.

Singapore's National AI Strategy 2.0: Advancing AI for Public Good

- Singapore introduced National AI Strategy in 2019, outlining a structured approach to AI-driven growth. In 2023, the government reintroduced Singapore's second National AI Strategy (NAIS 2.0), reinforcing its vision of "AI for Public Good, for Singapore and the World."
- **Key goals of NAIS 2.0**
  - Building a trusted & responsible AI ecosystem
  - Strengthening AI governance and ethical deployment
  - Ensuring AI safety, security, and fairness
- **Driving innovation & growth**
  - Accelerating AI adoption across industries
  - Empowering businesses and individuals to engage with AI effectively

AI adoption across sectors and countries

- **Australia and New Zealand (ANZ) lead in AI-driven consumer experiences**, with strong adoption in Navigation (27%), Entertainment (26%), and Voice Assistants (25%).
- **China dominates in the category of Autonomous Vehicles**, boasting 41% adoption rate.
- **Singapore and Taiwan (Republic of China) are emerging AI innovation hubs,** with Singapore attracting global investments in AI-driven trade and finance, while Taiwan (Republic of China) dominates as a hardware powerhouse in the global supply chain.
- **India, Indonesia, and Korea are fast-growing AI markets**, with rising adoption in Healthcare and Customer Service.
- Autonomous Vehicles adoption varies significantly, with **China (41%) and Taiwan (Republic of China) (16%) at the forefront, while India (2%) lags behind**, reflecting differing regulatory and infrastructure readiness across regions.

Markets	Healthcare	Entertainment Systems	Customer Service	Home Devices	Navigation Systems	Autonomous Vehicles	Facial Recognition Systems	Personalized Content	Voice Assistants
ANZ	18%	26%	23%	21%	27%	9%	22%	23%	25%
China	16%	14%	12%	19%	12%	41%	14%	14%	13%
India	14%	13%	11%	11%	13%	2%	11%	8%	10%
Indonesia	10%	9%	12%	13%	11%	11%	7%	9%	10%
Japan	14%	11%	15%	14%	16%	11%	11%	8%	11%
Korea	11%	12%	12%	5%	9%	5%	11%	12%	12%
Singapore	16%	13%	15%	12%	13%	5%	15%	12%	10%
Taiwan (Republic of China)	14%	9%	10%	14%	8%	16%	11%	16%	11%

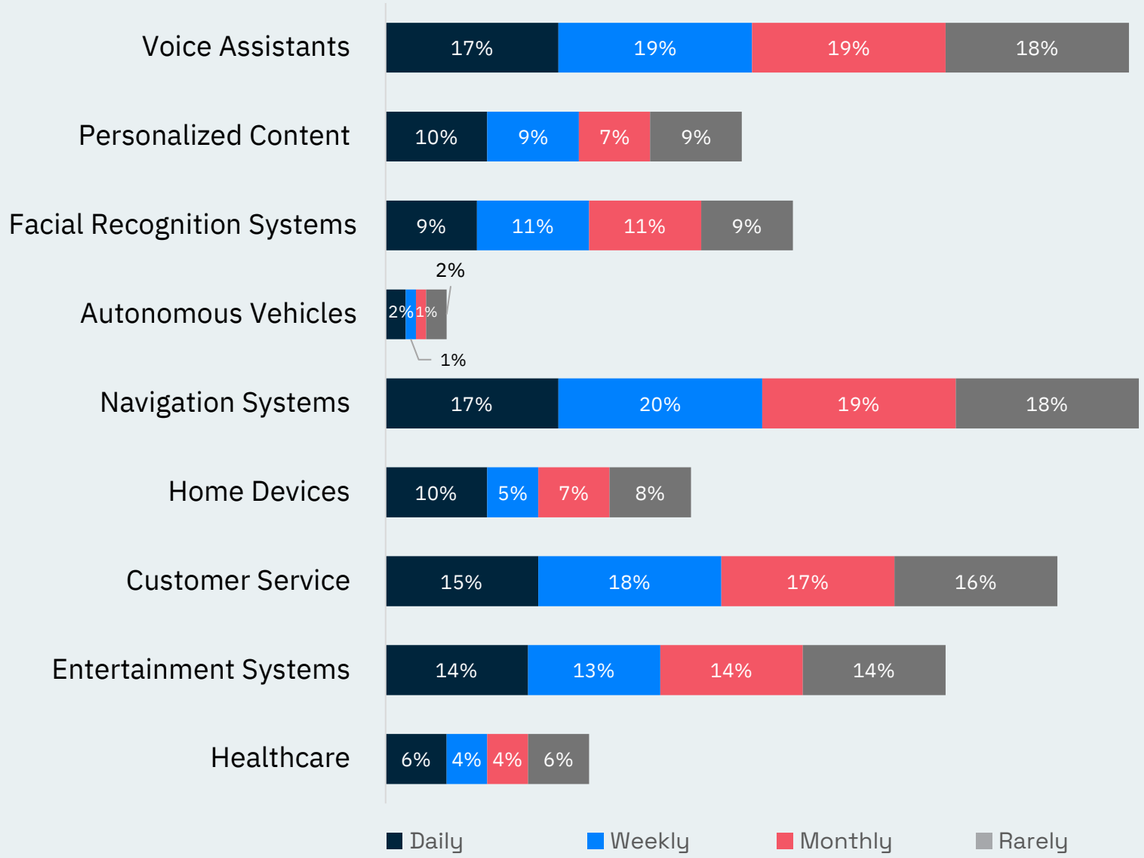
High Medium Low

AI in action: How frequently consumers use it

AI is no longer just an emerging technology—it's becoming **an essential layer of everyday life**, with usage patterns revealing deep integration across various applications:

- **Voice assistants (~17% daily)** have become an indispensable layer of interaction, signaling a world moving towards seamless, AI-driven communication.
- **Navigation Systems (~17% daily) and Customer Service AI (~15% daily)** reflect AI's role in powering real-time decision-making and enhancing responsiveness at scale.
- **Entertainment Systems (~14% daily), Facial Recognition (~9% daily), and Personalized Content (~10% daily)** are shaping **adaptive, intelligent experiences,** learning and evolving with user behavior.
- **Healthcare AI (~6% daily)** is making inroads, though adoption remains measured—an opportunity for AI to revolutionize patient care and diagnostics.
- **Autonomous Vehicles (~2% daily)**, while currently at the fringe of adoption, represent the next frontier—one where AI will not only drive but **redefine mobility itself.**

AI Application Usage Frequency

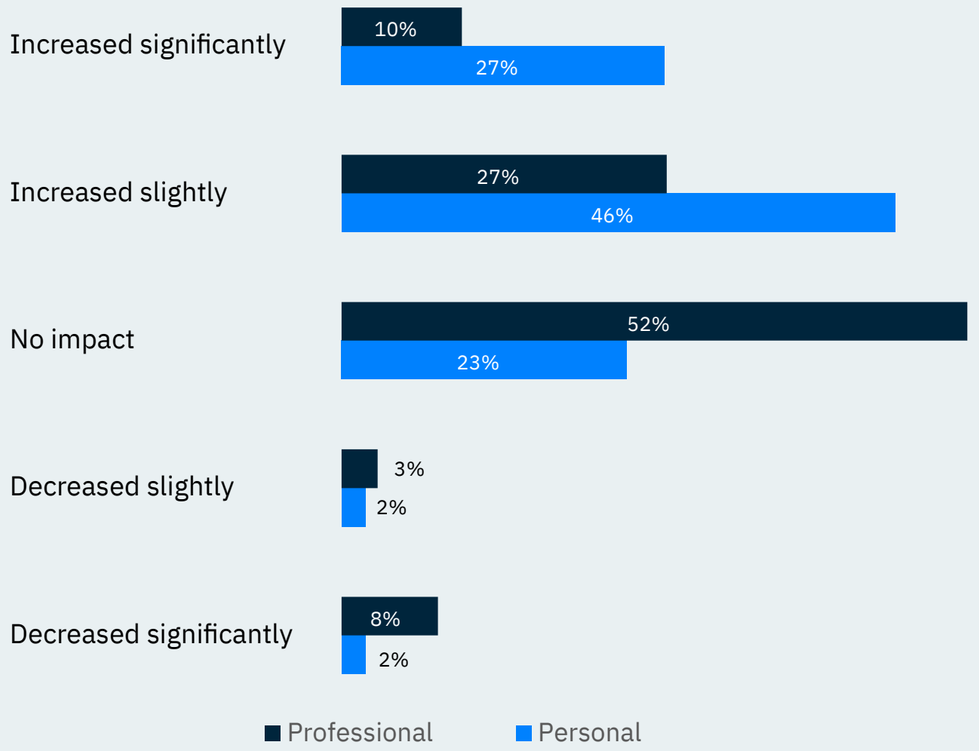


AI is driving productivity gains but not without contradictions

AI is fundamentally reshaping how we define productivity, yet its impact is not uniform. While 73% of individuals report an increase in personal productivity, the professional landscape presents a more measured response—52% indicate no noticeable change, while 10% report significant improvements.

This disparity highlights the evolving role of AI. Its ability to enhance individual efficiency is evident, but unlocking its full potential in professional environments requires deeper integration—embedding AI into workflows, decision-making, and collaboration to drive meaningful transformation at scale.

The dual impact of AI on productivity



AI's productivity impact varies by region

- **AI is unlocking productivity, but adoption is uneven.** Markets like Indonesia (44%), China (33%), and Singapore (31%) are seeing significant personal and professional productivity gains, indicating stronger integration.
- **Incremental improvements are more common.** A majority in Taiwan (Republic of China) (55%), India (56%), and Indonesia (45%) report slight increases, suggesting AI is present but not yet fully optimized.
- **For many, AI's professional impact remains untapped.** In markets like Japan (48%), Australia and New Zealand (ANZ) (40%), and Singapore (25%), professionals report no noticeable change, highlighting gaps in AI adoption and effectiveness.
- **In Indonesia, only 9% of respondents reported no impact from AI adoption**, indicating that the vast majority see AI influencing their operations, with 45% noting a slight increase and 44% a significant increase in AI usage.

Markets	Decreased significantly	Decreased slightly	No impact	Increased slightly	Increased significantly
ANZ	2%	2%	40%	39%	18%
China	0%	2%	16%	50%	33%
India	2%	1%	14%	56%	28%
Indonesia	1%	1%	9%	45%	44%
Japan	9%	4%	48%	30%	10%
Korea	3%	1%	20%	51%	26%
Singapore	2%	2%	25%	41%	31%
Taiwan (Republic of China)	1%	1%	17%	55%	27%

High Medium Low

twimbit

The missing link: A clear AI roadmap

Despite AI's growing presence, businesses face challenges in defining a clear, goal-aligned roadmap.

Building trust in AI

Concerns over bias and transparency hinder customers' confidence.

Data privacy issues limit AI adoption.

Educating stakeholders is essential to fostering trust

Customer-centric AI implementation

Aligning AI with customers' needs remains a challenge.

Data silos restrict AI-driven personalization.

Over-reliance on AI risks alienating customers.

Unify data with APIs, CDPs, and integrate human feedback into AI.

AI leadership & strategy

Lack of strong leadership leads to a fragmented approach to adoption.

Balancing automation with customer experience is difficult.

A clear AI vision is critical for successful integration.

Talent & work-force readiness

Skill gaps create barriers to the broader adoption of AI.

Upskilling and training programs are urgently needed.

AI academies and industry partnerships can help bridge the gaps.

APIs – Application Programming Interfaces, CDPs – Customer Data Platforms

Correct input, correct output: The key to unlocking AI's potential

AI's impact depends on the quality of input. As adoption grows, poor input strategies hinder potential. Structuring prompts, providing context, and refining queries are key to effective AI outcomes.

Better input, better output

AI models generate the most accurate and relevant results when given precise, well-structured inputs. Vague or poorly framed prompts can lead to subpar responses, reducing AI's effectiveness.

Beyond basic adoption

Knowing how to use AI tools is not enough—organizations must focus on **teaching employees how to optimize input strategies** for better decision-making and automation.

Human oversight matters

AI is a powerful tool, but human expertise is crucial in refining outputs, ensuring accuracy, and mitigating biases.

Context is king

AI performs best when given clear objectives, relevant data, and structured queries that align with business goals.

Iterate and improve

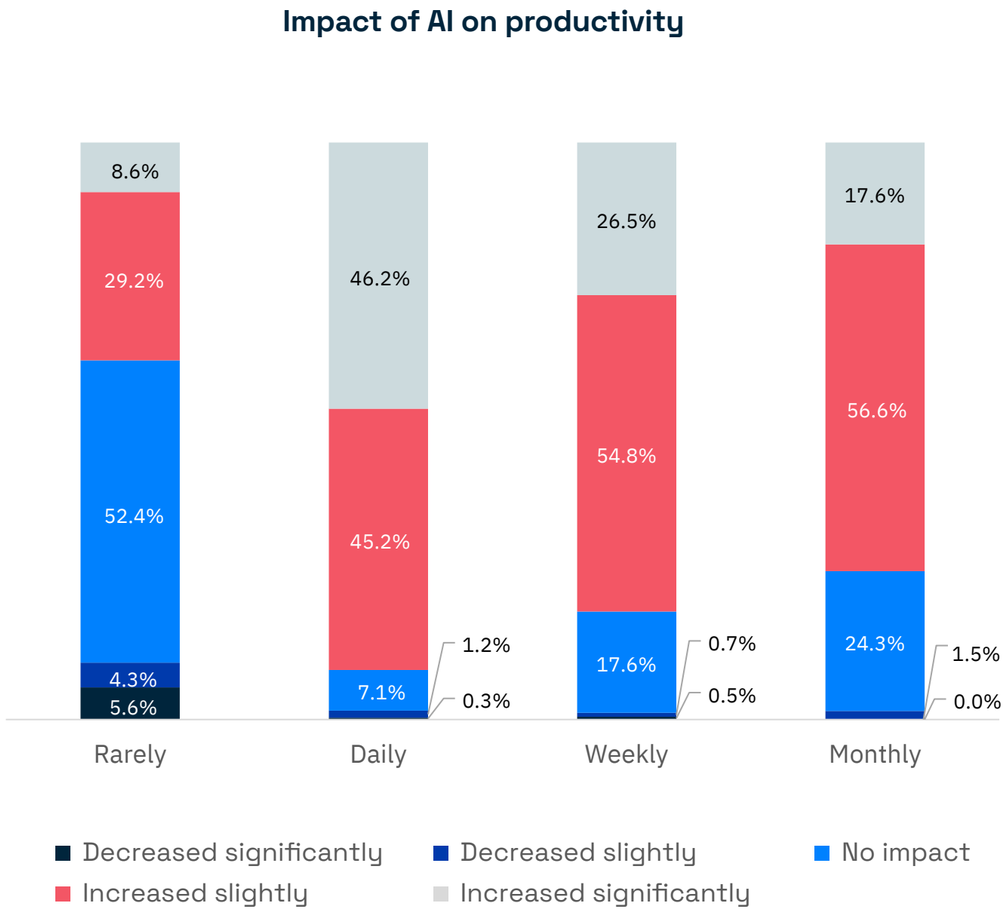
Continuous refinement of inputs, based on feedback and learning, enhances AI's ability to deliver high-value insights and automation.

AI's true productivity gains come with consistent use

AI's ability to drive productivity isn't just about availability—it's about consistent engagement.
Professionals who use AI daily see the greatest benefits, with 46.2% reporting significant productivity gains, reinforcing the power of continuous interaction.

In contrast, those who engage with AI infrequently see diminishing returns. **52.4% of rare users and 24.3% of monthly users** report no impact at all, highlighting that occasional use offers little value. Even among weekly users, only 26.5% experience significant improvements, while 54.8% see only slight gains, signaling missed opportunities for deeper integration. Despite these disparities, the data shows minimal downside risk, as productivity declines remain negligible across all groups.

The takeaway is clear: AI must be embedded into daily workflows—not used sporadically—to unlock its full potential.



The security trade-off: More intelligence, more risk

Increased AI engagement means greater digital footprints, making users more vulnerable to identity theft, fraud, and cyber threats.

AI-powered scams are evolving, leveraging deepfakes and synthetic identities to manipulate and deceive users.

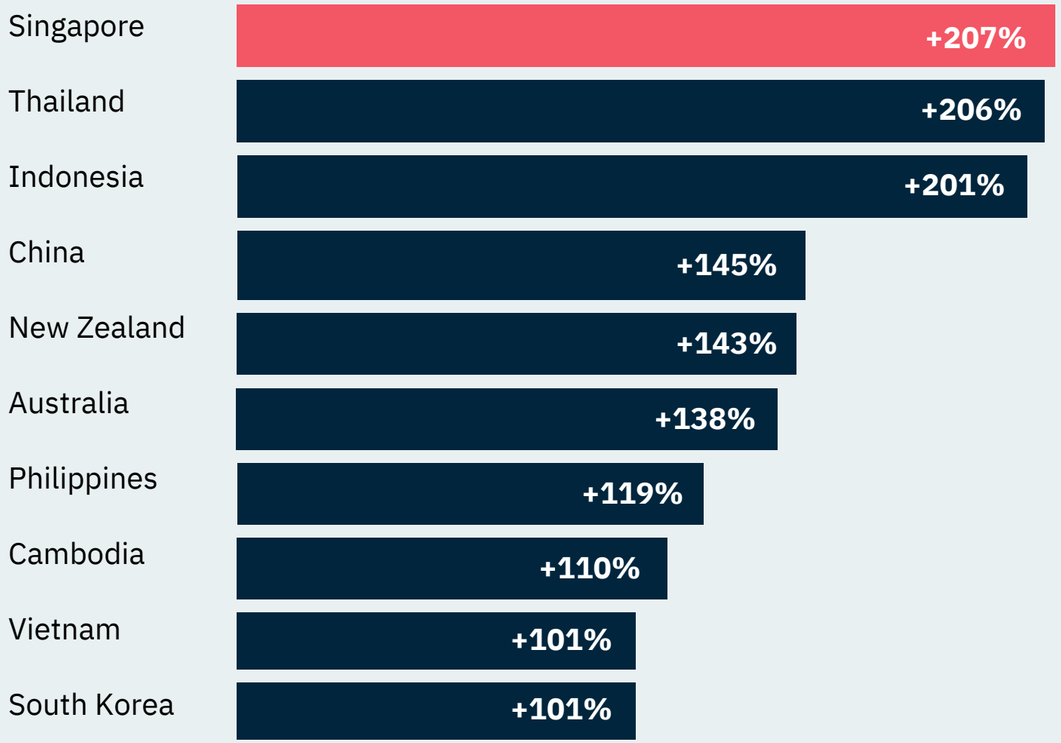
The trust paradox—while AI enhances efficiency and personalization, it also raises new concerns about privacy, security, and misuse.

Surging fraud in APAC - Top 10 markets at risk

AI is transforming industries, enhancing efficiency and redefining consumer experiences. The trust technology paradox underscores how AI enhances convenience while simultaneously raising concerns about privacy, misuse, and fraud.

- **AI-driven fraud is surging,** with techniques like deepfakes and synthetic identities weakening consumer trust.
- **121% rise in identity fraud across APAC,** highlighting vulnerabilities in cybersecurity frameworks.
- **Fraud rates spiked significantly** in Indonesia (201%), Singapore (207%), and Thailand (206%), making APAC a global hotspot.
- **Deepfake fraud** in APAC surged by 194% in 2024.

Top 10 APAC markets with largest fraud growth (2024 vs 2023)

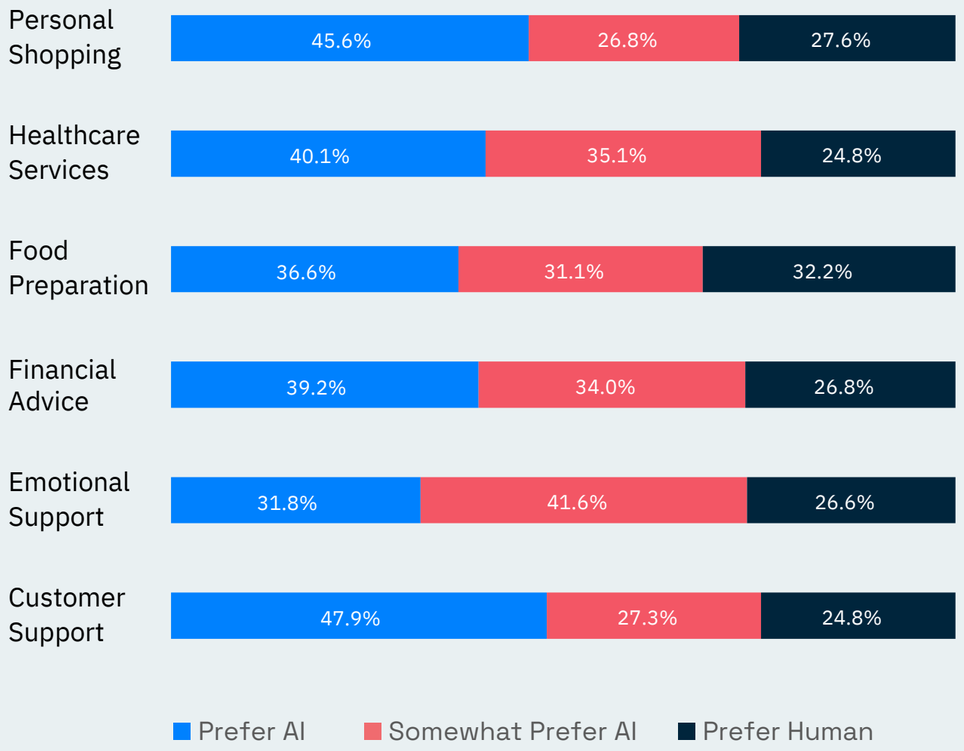


Source: Sumsub

AI excels in speed, but trust still needs the human touch

- **AI dominates efficiency-driven tasks**—Nearly half of consumers prefer AI for Customer Support (47.9%) and Personal Shopping (45.6%), where speed and automation drive value.
- **Data-driven decisions fuel adoption**—AI is gaining trust in Healthcare (40.1%) and Financial Advice (39.2%), signaling confidence in AI-powered insights.
- **AI is expanding into interactive and support-driven roles**—From AI-powered companions to virtual assistants, AI is increasingly being adopted in supported functions. However, consumers still lean towards human interaction for Emotional Support (26.6%) and Food Preparation (32.2%), where empathy and a personal touch remain crucial.
- **The future is hybrid**—As AI adoption grows, a blended approach combining AI efficiency with human empathy will likely shape consumer experiences.

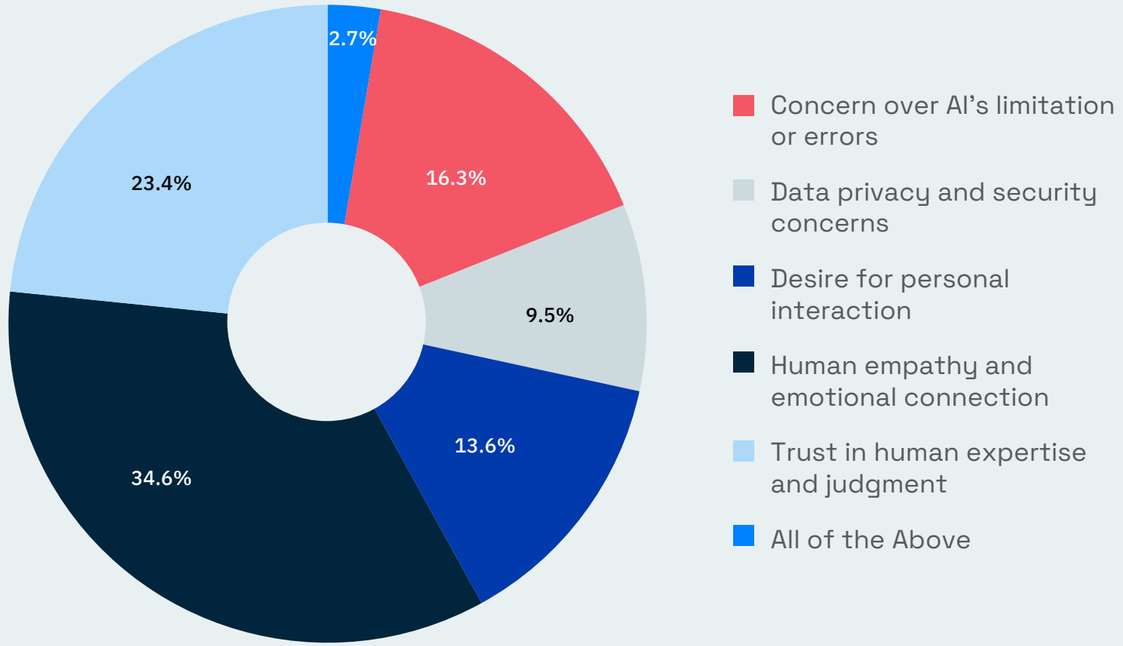
Preference distribution by service category



Bridging the AI trust gap with human-centric adoption

- AI's evolution is not just a technology shift but a transformation in human trust and perception, shaped by concerns over transparency, security, and emotional connection.
- The balance between AI and human interaction will determine adoption—people seek not just efficiency but also trust in the system they use.
- As AI becomes more embedded in daily life, the real challenge is not just innovation but addressing the fundamental concerns that influence adoption.
- Beyond its technical ability, AI's success will be measured by the confidence people place in its decisions and the value it brings to human interactions.

Primary reason for preferring humans over AI



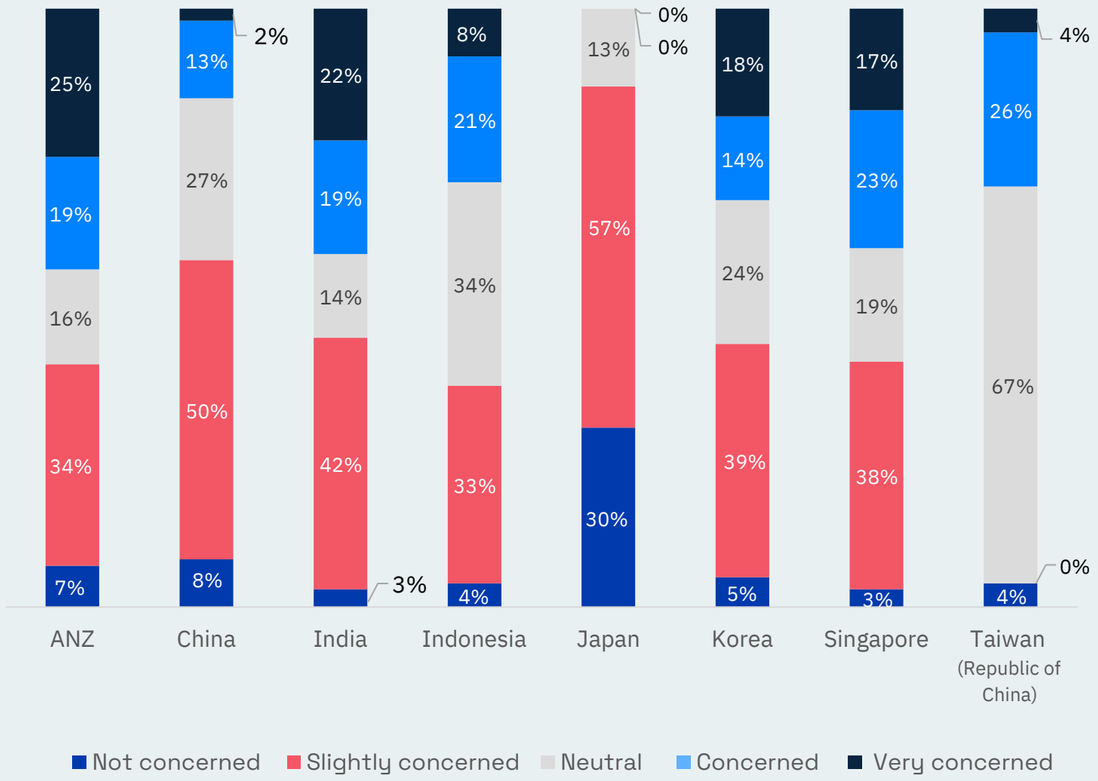
Job displacement concerns are becoming a barrier to AI acceptance

- **Japan shows a mix of concern and confidence**—While **57% of respondents in Japan are slightly concerned about** AI-driven job displacement, **30% remain unconcerned**, the highest among all countries. This indicates a nuanced perspective—while many acknowledge potential disruptions, a significant portion remains optimistic about job security.

- **China and India show heightened concern—50% of respondents in China and 42% in India are slightly concerned** about AI-driven job losses, highlighting significant workforce anxieties and signaling a need for proactive reskilling initiatives.

- **Neutrality is a defining factor in Taiwan (Republic of China)—67% of respondents in Taiwan remain neutral** on AI job displacement, suggesting either uncertainty about AI's impact or confidence in existing employment policies.

Varying levels of consumer concern towards AI replacing jobs across region



twimbit

AI is enhancing human potential not replacing jobs

DBS

DBS revolutionized its customer service by deploying an in-house AI assistant for 500 Customer Service Officers, strategically augmenting human capabilities through intelligent automation while preserving employee roles and enhancing interaction quality.

Outcomes

Reduced call handling time by **up to 20%**

90% of CSOs reported **positive workflow impact**

Freed up time for **deeper customer interactions**

GienTech

GienTech's innovative Testing Center of Excellence leverages AI and automation to revolutionize software testing, dramatically enhancing team productivity by intelligently managing repetitive tasks while preserving strategic human expertise.

Outcomes

Reduced manual interventions

Accelerated test case execution

Enhanced team productivity

Ensured scalable technology adaptation

AI's growth brings innovation and rising energy demands

- APAC data center capacity will **more than double by 2028,** driven by AI and cloud adoption.*
- **India leads** with ~950MW capacity, followed by Japan (892MW), Australia (773MW), Singapore (718MW), and Korea (531MW).**
- AI model training consumes massive power, escalating electricity demand.
- A **single AI-generated image** uses as much energy as charging a smartphone.
- By 2030, APAC will drive ~30 percent of global capacity expansion.
- AI expansion will further **amplify computing and energy needs**, demanding sustainable solutions.
- Concerns over data sovereignty have also led APAC governments to enforce data storage regulations, pushing providers to store data locally or in designated facilities.

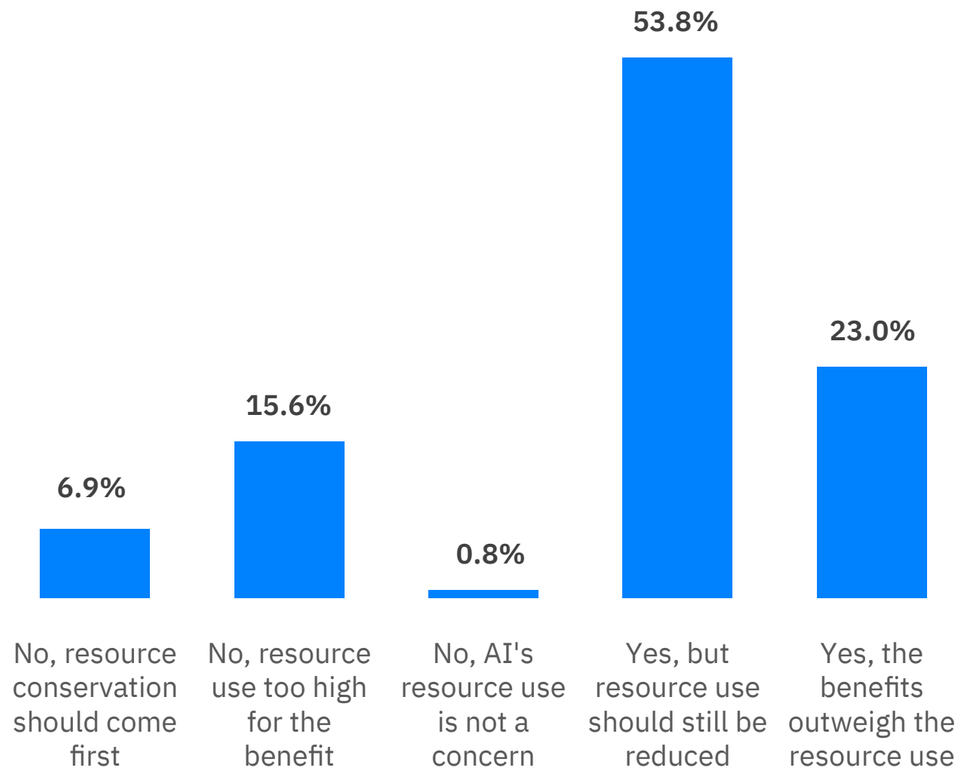
Country	Total Capacity (MW) ~ as of 2023	2024-2026 Additional Capacity (MW)
India	~950	~850
Japan	892	407
Australia	773	314
Singapore	718	98
South Korea	531	495

Source: *Moody's, **CBRE

AI’s growth demands innovation—but at what cost?

- AI is driving unprecedented innovation, transforming industries and unlocking new possibilities.
- However, with this rapid expansion comes a pressing challenge—balancing AI’s benefits with its growing energy demands.
- A significant 53.8% of respondents believe that while AI’s advantages are undeniable, efforts must be made to reduce its resource consumption.
- This highlights the growing need for energy-efficient AI models, sustainable computing infrastructure, and greener data centers.
- At the same time, 23% fully justify AI’s energy use, while 22.5% remain cautious, emphasizing the importance of resource conservation.
- AI’s success will be defined not just by what it creates—but how responsibly it evolves.

Weighing AI’s benefits against its resource demands



twimbit

Navigating AI's paradoxes for a better future

As AI reshapes industries and consumer expectations, the path forward demands a balanced approach.

Empowerment vs. Control

Build AI that augments human capabilities while ensuring transparency and governance.

Tech savviness vs. Skepticism

Foster digital literacy and trust through ethical AI design and clear communication.

Efficiency vs. Job security

Drive innovation while investing in workforce reskilling to create new opportunities.

Innovation vs. Environmental concerns

Pursue breakthroughs in AI while prioritizing sustainable computing and energy efficiency.

Progress vs. Responsibility

Scale AI responsibly, embedding fairness, security, and accountability in every step.

twimbit

Twimbit is a research and advisory firm driven by a singular mission: to empower businesses making a difference. We specialize in providing invaluable industry intelligence to executives and teams, acting as a catalyst for innovation and growth. Twimbit's proprietary research platform seeks to revolutionize the way enterprises consume insights, making it effortlessly enjoyable and accessible to all.

www.twimbit.com

F5 is a multicloud application delivery and security company committed to bringing a better digital world to life. F5 partners with the world's largest, most advanced organizations to secure every app—on premises, in the cloud, or at the edge. F5 enables businesses to continuously stay ahead of threats while delivering exceptional, secure digital experiences for their customers.

For more information, go to **f5.com**.
(NASDAQ: FFIV).