

Faster, Cheaper, Superior

05/03/2024 How customer focus, AI, and automation can help to overcome challenges in the construction industry.

The construction industry, with an estimated turnover exceeding $11 trillion in 2022, plays a vital role in fostering economic growth and infrastructure development worldwide. In the EU alone, the industry employs roughly 25 million people and provides more than $1,100 bn in value added (9.6 percent of the EU total), making it the second most important ecosystem after the retail ecosystem. However, the industry is facing challenges on multiple levels, spanning from an inefficient operating system to a high amount of material waste and emissions, rooting in a segmented and small-scale structure with low customer focus, old-fashioned ways of collaborating, and low adaption of digitalization and automation.

Read the impulse in full length: Faster, Cheaper, Superior

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