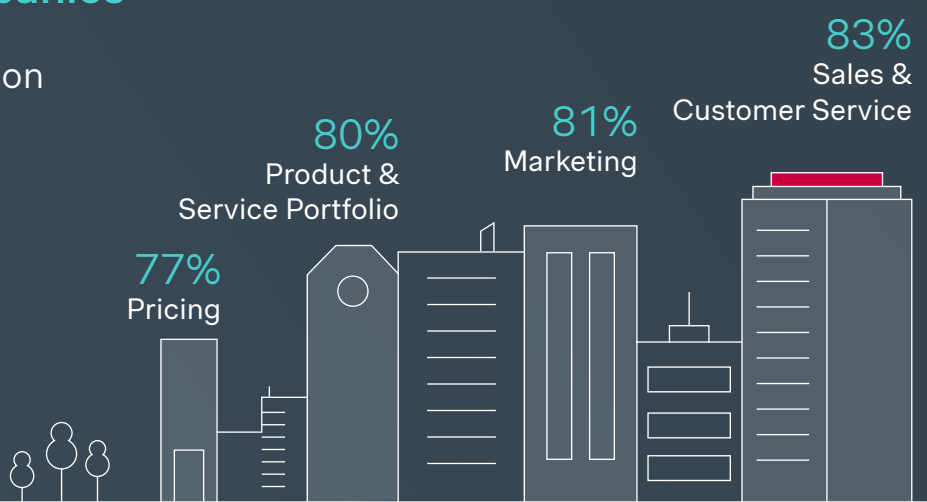


European Growth Study 2026

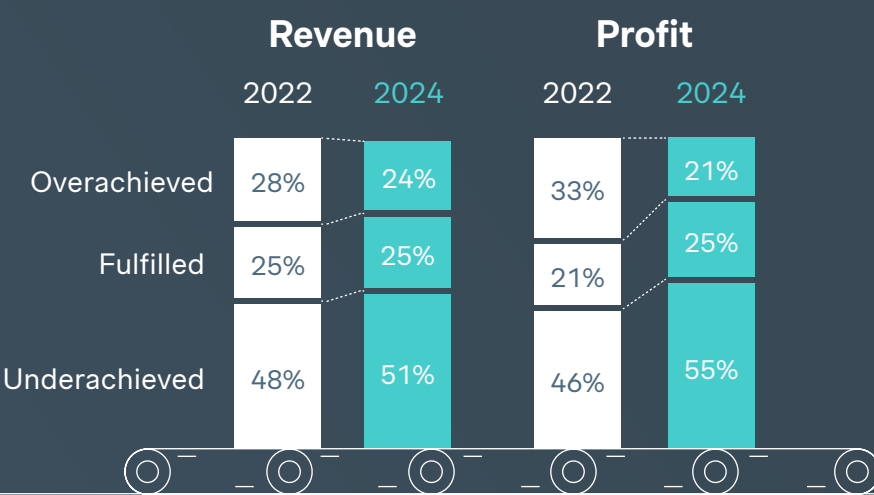
After years of uncertainty, European companies are once again focusing on profitable, responsible growth.

Top growth drivers of high-performing companies

Successful companies rely on these core levers to secure long-term growth.



Target achievement 2022 vs. 2024



Confidence is returning: Around two-thirds of companies are optimistic about meeting their targets in 2025.

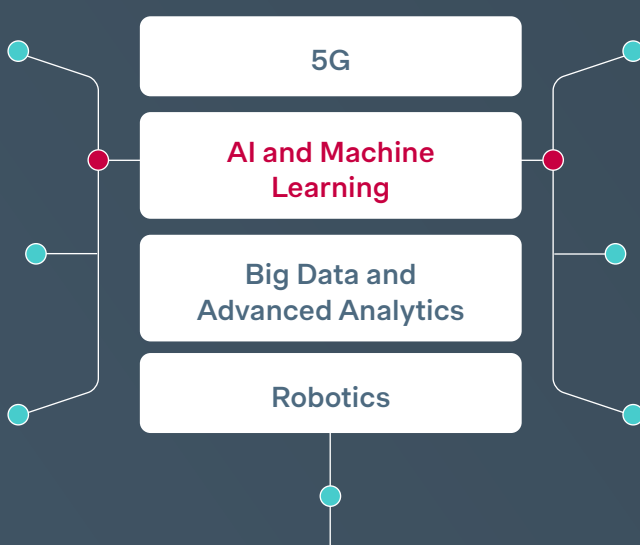
Macroeconomic trends as a burden

Macroeconomic headwinds remain strong and weigh more heavily on companies than in 2023.



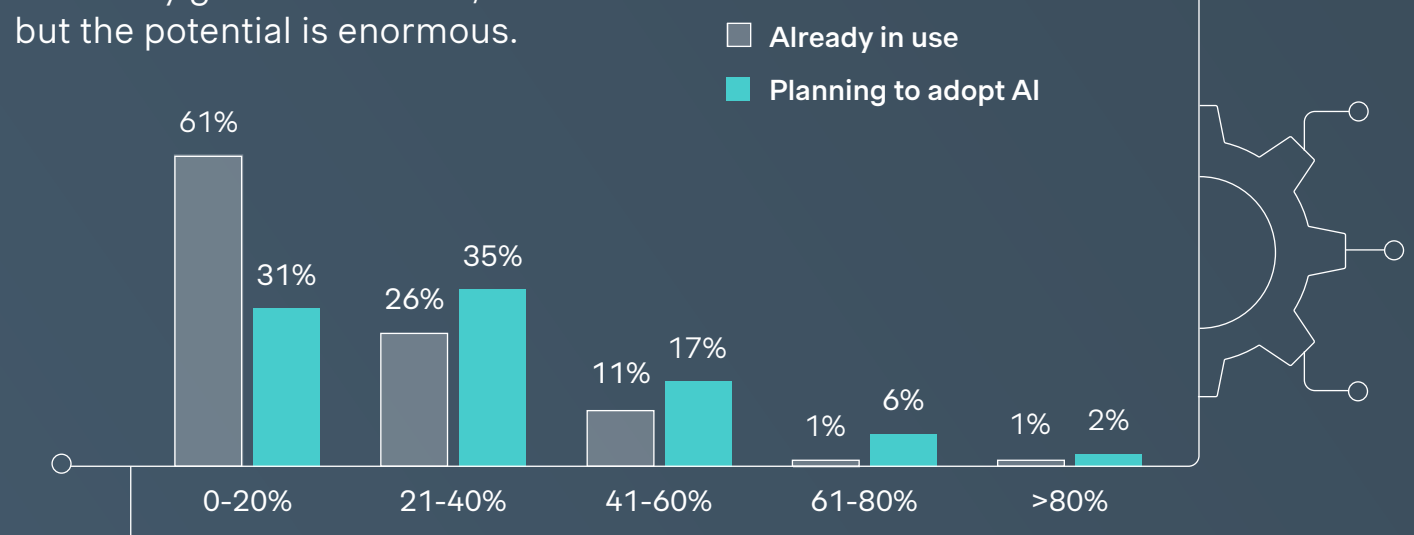
Technology as a growth driver

Digital solutions are becoming a decisive driver: High-performing companies invest strategically in future technologies.



AI: The hype is real, but usage and ROI are still limited

AI is still in its early stages. Efficiency gains remain low, but the potential is enormous.



Find detailed figures, trends, and industry analyses in the complete report.

[Download now](#)