

The state of AI in business presentation creation 2026

Global report surveying 1200+ professionals in 12 countries | 2026

Contents | The state of AI in business presentation creation 2026

About the report



- ▶ This is a think-cell report on how professionals create presentations and how AI is changing that process.
- ▶ For over two decades, think-cell has been helping professionals create high-impact business presentations in PowerPoint with quality, precision and speed.
- ▶ As AI reshapes presentation creation, we surveyed professionals to understand how they use AI today, where it creates value or falls short, and what they expect next.

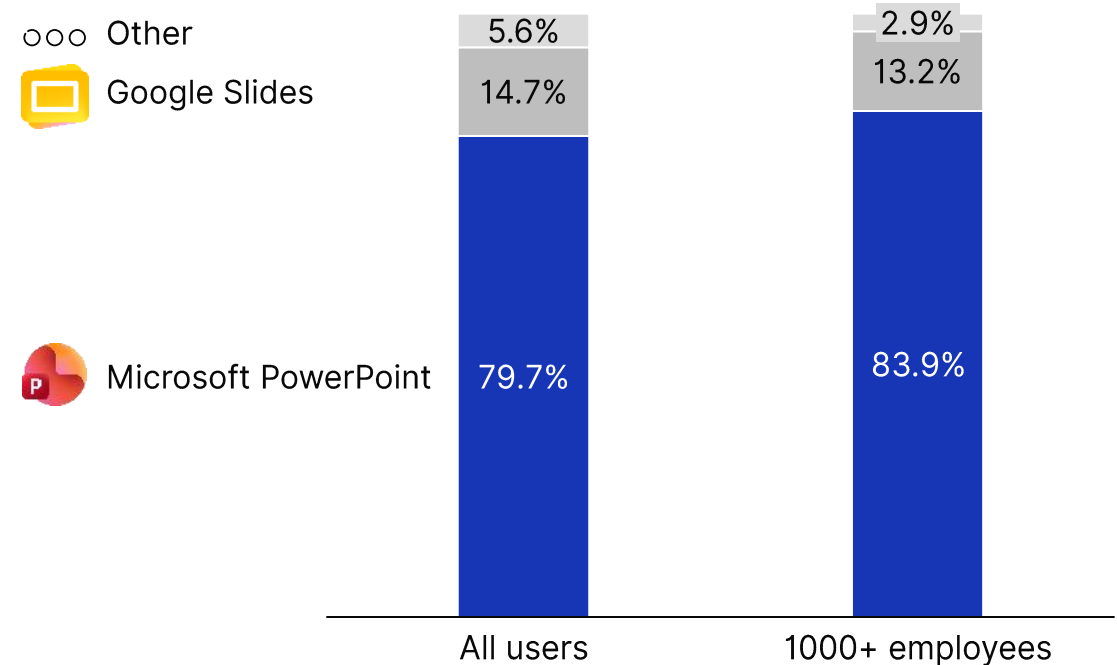
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Executive summary – The current state | Presentations remain essential in 2026, with PowerPoint continuing to be clear #1

How business professionals are creating presentations in 2026

- ▶ **Presentations remain essential** to business communication and decision-making, with more than half of executives creating slides at least weekly.
- ▶ **Microsoft PowerPoint** continues to **dominate business presentation creation**, used by nearly 8 in 10 professionals and even more widely across large enterprises.
- ▶ The real work of presentations lies in **transforming data and information into impactful business stories**. The most common work involves gathering, analyzing, and synthesizing information.
- ▶ The biggest **challenges vary by role**, showing that effective presentation creation is not a one-size-fits-all process.

“Which software do you primarily use for creating presentations?”

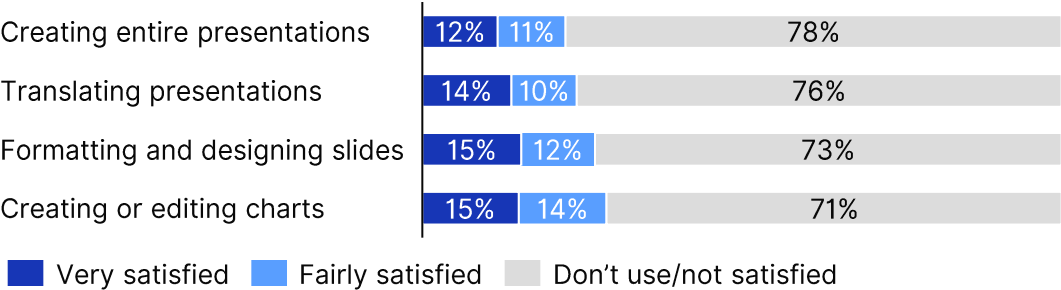


Executive summary – AI adoption | While adoption is high, most professionals unsatisfied with AI tools for presentation creation

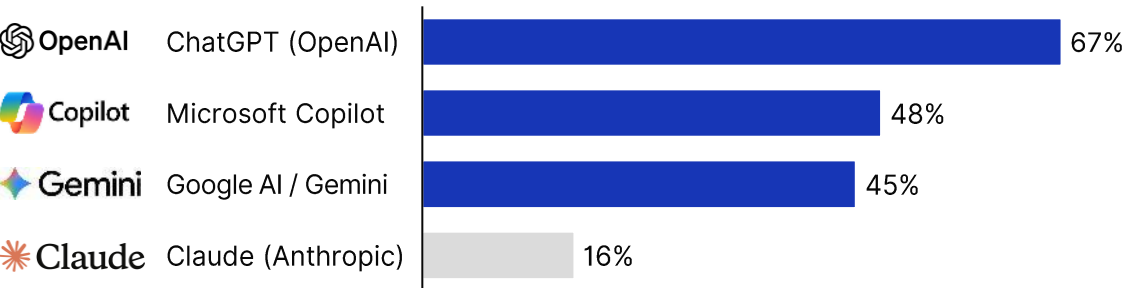
How business professionals leverage AI for presentation creation in 2026

- ▶ **AI adoption is high** in 2026, with a global average **80% of professionals already using AI** in their presentation creation.
- ▶ Professionals primarily use AI for tasks where LLMs are established as adding value, with the **most common task being reviewing and refining content**.
- ▶ **Fewer than 30%** of professionals are satisfied with current AI tools for **complex tasks like creating charts** or designing slides.
- ▶ The **chief concerns** are **data privacy** and security, and the **accuracy of AI-generated content**.
- ▶ In 2026, the **majority of professionals** making presentations work with generalist AI tools, with **67% using ChatGPT**.

“How satisfied are you with AI tools for the following tasks in your presentation workflow?”



“Which AI tools do you use for presentation-related tasks?”

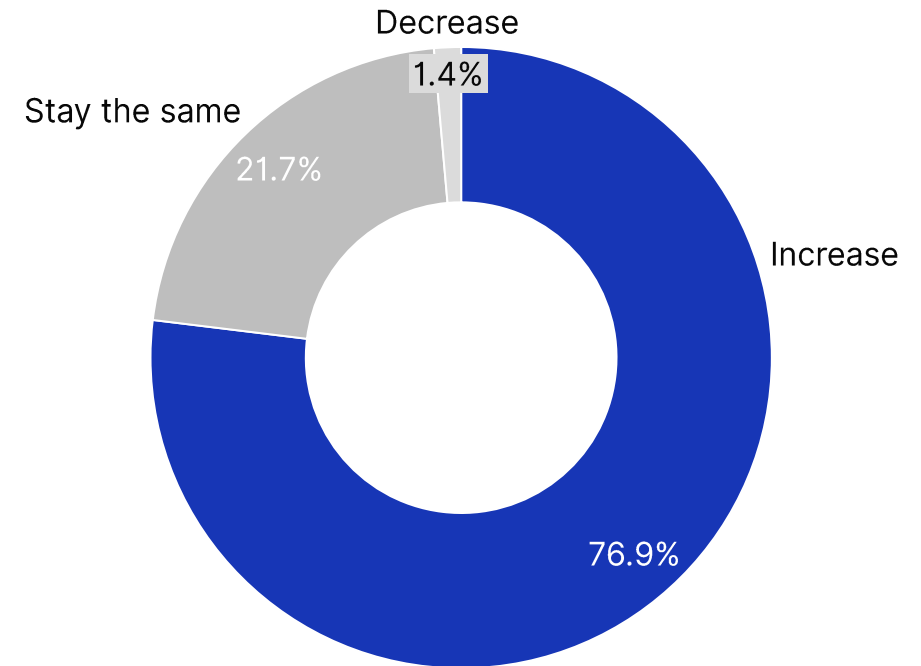


Executive summary – An outlook | Professionals expect to increase AI use, but are also looking for more relevant outputs

How professionals would like to see AI influence presentation creation

- ▶ In spite of concerns, **77% of professionals** expect their use of AI in presentation creation to **increase in the next 12 months**.
- ▶ AI usage in presentation creation shows a **flywheel effect**, with the **most frequent AI users** having the most integrated workflows and being most satisfied, and also **expecting their usage to increase the most**.
- ▶ 1 in 2 professionals cite **more relevant outputs** as the factor that would make them **more likely to adopt AI** tools.
- ▶ For those not currently using AI, **ease of use** is the #1 factor that could encourage adoption.
- ▶ Amongst **those who've stopped using AI** tools, **creating charts in the #1 task** on their AI wishlist.

“Over the next 12 months, how do you expect your use of AI tools for presentation creation to develop?”



Scope | We surveyed 1200+ people in 12 countries who create, edit and iterate on business presentations



1,214

people who create presentations in a professional environment

15%

of survey respondents in executive or C-level roles

80%

of survey respondents gave **Microsoft PowerPoint** as their primary presentation software

7 industries

capturing a broad range of business presentations

Consulting, professional services

Healthcare, pharmaceuticals

Financial services, banking, investment

Manufacturing, industrial

Technology, software

Retail, consumer goods

Government, public sector

Why this report | Understanding the state of AI in business presentation creation in 2026

AI enthusiasm continues to surge



- ▶ A Stanford University report¹ found that global corporate **investment into AI more than doubled year-over-year in 2025**, hitting 581.69 billion dollars.
- ▶ However, for all the enthusiasm around the transformative potential of AI, **challenges remain for companies trying to get tangible value out of AI** tools.
- ▶ A 2025 MIT study² found that **95% of generative AI pilots are failing**.
- ▶ A first step to using AI effectively is getting data that can help **distinguish between hype and real-life application**.

AI adoption in daily use



- ▶ Understanding the state of AI adoption in 2026 means finding out **which tasks** people are using it for and **which problems** they are trying to solve.
- ▶ A 2025 Adobe survey³ found that 77% of US ChatGPT users are using it as a search engine. **That's AI doing a clear task.**
- ▶ In a 2026 Gallup poll⁴, 47% of students said AI was extremely important for understanding complex material. **That's AI solving a clear problem.**
- ▶ Professionals face a **wider range of challenges** beyond searching and understanding complex material, but a 2026 YouGov survey⁵ still found that **only 32% of Britons are using AI at work**.

AI in business presentation creation



- ▶ **Business presentations are fundamentally different** from most AI use cases. They require structured thinking, data interpretation, visual communication, storytelling and iterative refinement, not simply generating text.
- ▶ This report doesn't make assumptions. This report presents specific, **relevant data** revealing **how professionals use AI** to support their **business presentation creation**.

Use data to drive decisions

At think-cell, we believe in the power of data. The findings in this report should help decision-makers better understand the **challenges and opportunities AI brings to their organization** and how AI tools can be used to help their teams build business presentations more efficiently.

Current state

How professionals create business presentations in 2026

Current state | Understanding today's presentation workflows is the key to understanding where AI can have the biggest impact

The state of business presentation creation in 2026



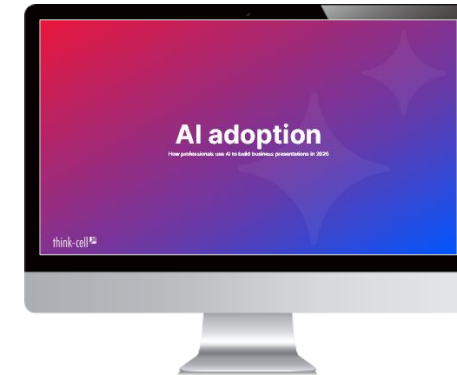
- ▶ Before looking in depth at the use of AI, we need to understand the role **presentations continue to play in today's organizations.**
- ▶ Headlines often focus on changing workplace trends, but **they don't reveal how presentations are actually created** inside organizations or the role they continue to play in day-to-day work.
- ▶ Our survey gives an **evidence-based picture of the role presentations play in today's workplace** and the tasks professionals spend their time on.

What you'll find in this section

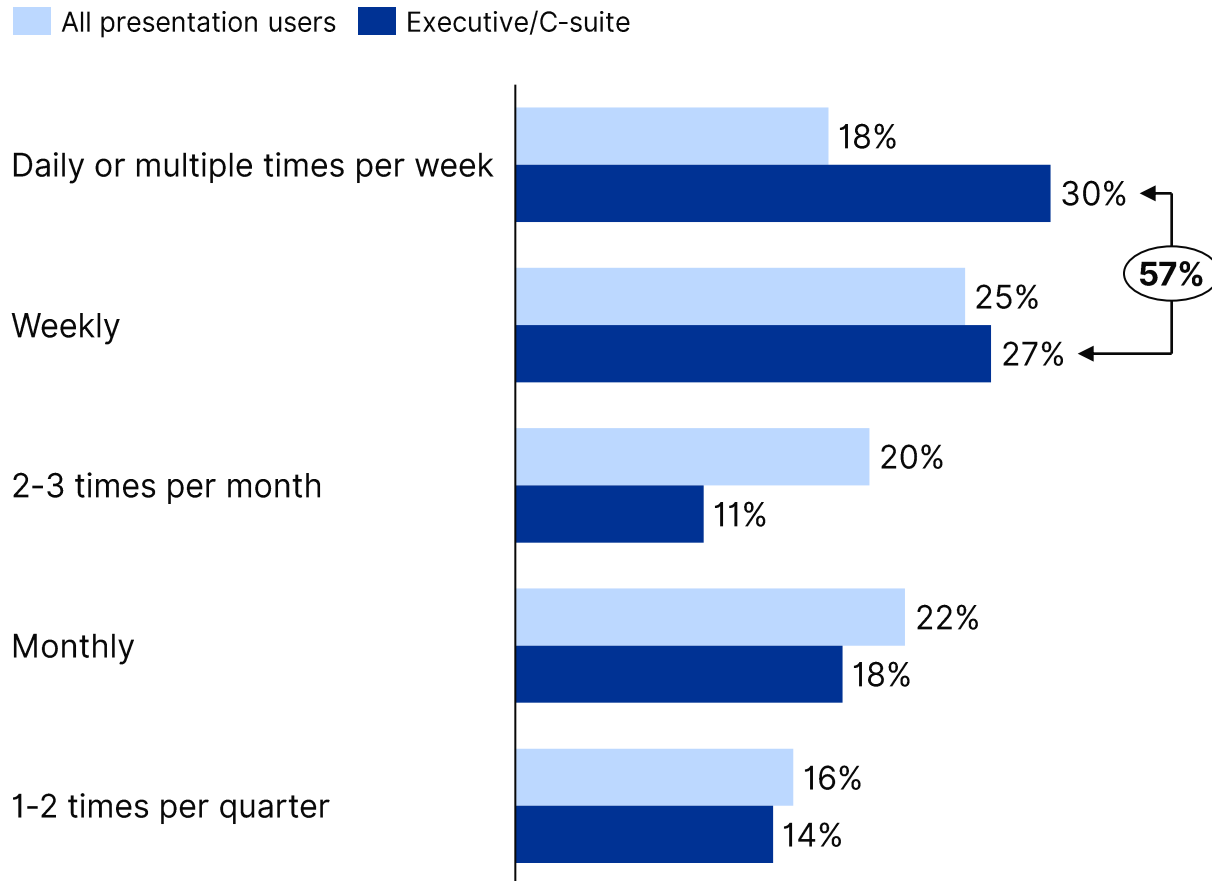


- 1 How often professionals and executives are working on presentations
- 2 Where professionals spend the most time when creating presentations
- 3 The biggest challenges people face when creating business presentations
- 4 How presentation challenges differ across roles
- 5 Decision-maker diagnostic to learn how your team are building presentations

Want to jump ahead?



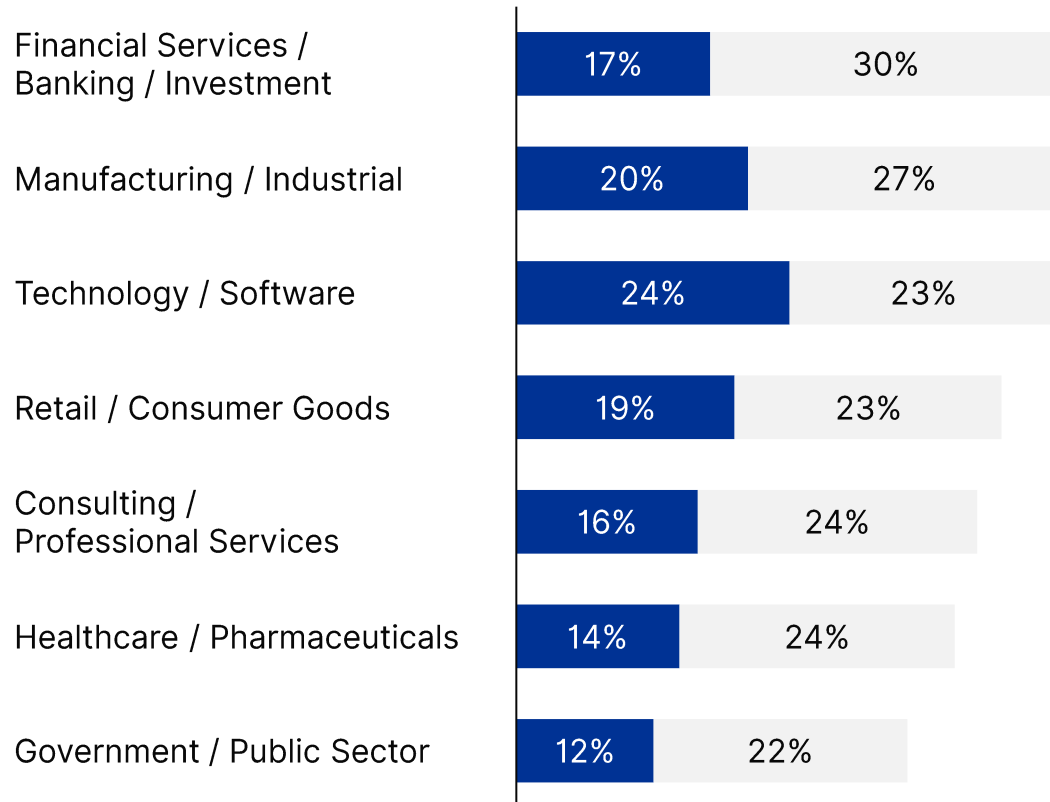
Presentations remain a critical business tool, with 57% of executives working on slides at least once a week



- ▶ **Slide work isn't a niche skill** that can be managed by one PowerPoint expert on your team.
- ▶ Two out of five professionals who are doing any kind of presentation creation are **editing or iterating on at least a weekly basis**.
- ▶ And this increases the higher up you go in the company hierarchy, with a full **30% of executive/C-suite respondents working on presentations multiple times a week**.
- ▶ Presentations are embedded in the weekly routine of well over half of executives (57%), showing they remain a **critical part of high-level communication and decision-making**.

Presentation creation is a core business capability, with high usage across all industries

■ Multiple times a week ■ Weekly



“ You often hear that presentations are a legacy format waiting to be disrupted. But the reality is that they are (and will continue to be) the accepted format through which work gets communicated, challenged, and decided across every corner of the business world.

 **think-cell insight**

Even in the less traditionally presentation-driven industries, **more than 1 in 3 people making presentations are doing it at least once a week**. This suggests that presentation creation is a core business capability.

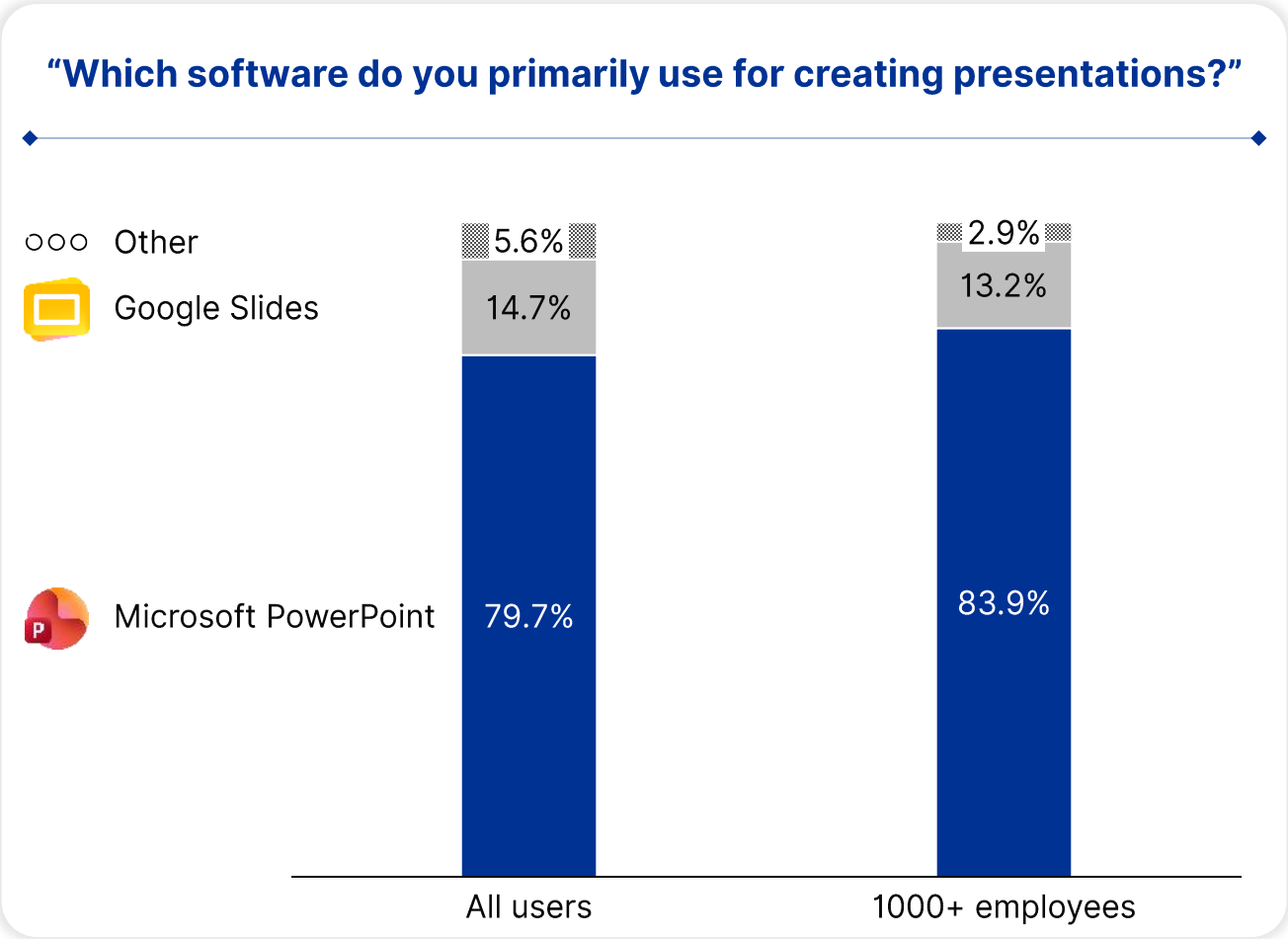


DAN GALLETTA

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and ex-
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Microsoft PowerPoint remains the #1 presentation software for business in 2026, used by 4 in 5 professionals



► Despite the growing number of presentation tools available, Microsoft PowerPoint remains the **standard platform for business presentations**. Four in five professionals use PowerPoint, rising to nearly 84% among organizations with more than 1,000 employees.

 **think-cell insight**

This consistency is particularly important when considering AI adoption. For most organizations, **the future of AI-assisted presentation creation will be shaped within PowerPoint**, not by tools that attempt to replace it.

62% of professionals work on gathering, analyzing and summarizing data when creating presentations

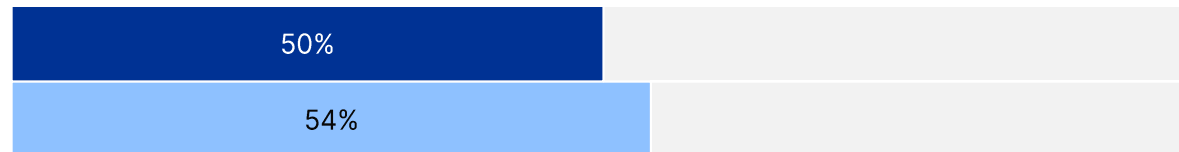
“Thinking about your typical presentation creation process, which of the following tasks do you regularly perform?”

■ All presentation users ■ Executives

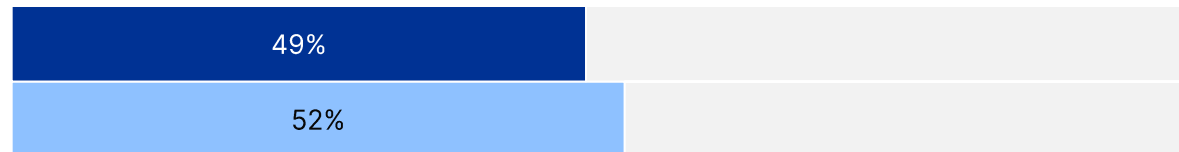
Gathering, analyzing and summarizing data



Outlining content and structuring the presentation



Ensuring quality and consistency across slides/templates



More to presentations than formatting shapes and building slide layouts

- ▶ The three most common tasks cited as a regular part of the presentation process are either at **information-gathering and planning stage**, or **quality control**.
- ▶ **Gathering, analyzing and summarizing data** was the highest for both segments (62% overall, 59% executives).
- ▶ By contrast, just 42% of survey respondents spend their time **adjusting, aligning and formatting** slides.

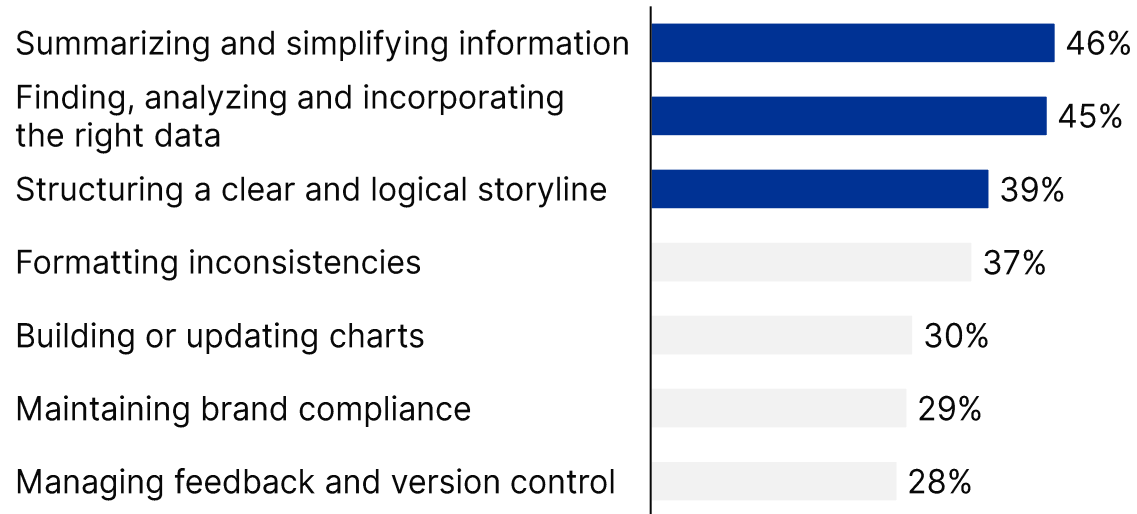


think-cell insight

The data shows that **it's wrong to assume executives are only doing final slide reviews**. More often than not, they're closely involved in the fundamentals, with **59% gathering, analyzing and summarizing data**, and 54% working on outlining content and structuring presentations.

Summarizing info and finding data are the biggest challenges across roles

“What are the biggest challenges you face when creating business presentations?”



► **Summarizing and simplifying information** (46%) and **finding, analyzing the right data** (45%) are the most frequently-cited challenges, with 39% also stating that structuring a clear and logical storyline is a top challenge.

“ Storytelling comes before slide design. Top challenges in data communication are thinking challenges, not formatting challenges. The hardest part of creating slides is sourcing the right data, analyzing it properly, and shaping it into a clear story before design even begins.

 **think-cell insight**

The findings suggest that professionals struggle the most with **turning information into insight**. The biggest barriers to effective presentations occur before formatting begins.



OLGA RUDAKOVA

**Data storytelling
and dashboard
design trainer**

Presentation pain points differ by role: storyline in strategy, data analysis in finance, and simplification for executives

Segmenting survey respondents by their **role and position in their organization**, we see not only that different people are working on different presentation tasks, but that **the challenges they face vary greatly from role to role**.

49%

In **strategy**, the most commonly cited challenge is **structuring a clear and logical storyline** (49%).

54%

For **finance** (54%), it's finding, analyzing and incorporating the **right data**.

49%

For **executives**, it's all about **quick, efficient communication** – 49% report summarizing and simplifying information as the #1 challenge.

Understand your team's challenges



- ▶ Some challenges crop up across the board, but **to be an effective leader, you need to understand where your team's specific challenges** are and give them tools that will do the job.
- ▶ One example is companies with < 50 employees. For these SMEs, the data shows that **summarizing content is 2.6 times more important** than maintaining brand compliance. If you're at this kind of organization, then **your budget will be better spent** on tools for summarizing, as that's **a real problem that is really slowing your teams down**.

“

The presentation challenges faced by different roles may vary - from storytelling to data to summarization - but the fundamental principle of presentation remains the same. Presentations are effective if they are personalized to their audience's needs and goals.



**CHRISTOPHER
CHIN**

**Founder and CEO
of the hidden
speaker**

Thehiddenspeaker.com

Summary | The current state of business presentation creation in 2026

Presentations remain a staple of corporate work



- ▶ **Presentations** are a **key tool that organizations are using in 2026** for communication and decision-making.
- ▶ Microsoft **PowerPoint is by far the most-used software**, particularly in large enterprises.
- ▶ Usage of presentations is **not restricted to particular industries**.
- ▶ Not all presentation work is direct work on the slide. The **most common presentation task is gathering, analyzing, and summarizing data**.
- ▶ **Summarizing and simplifying information** is **challenge most often faced** by professionals creating presentations.

Key takeaways



- ▶ Presentation creation remains a routine business activity, with **57% of executives** working on presentations every week.
- ▶ Microsoft PowerPoint remains the standard platform, used by **4 in 5 professionals**.
- ▶ Even in lower-use industries, **over 1 in 3 people working on slides do so at least once a week**.
- ▶ Challenges depend heavily on professionals' individual roles. **54% of finance users** are most concerned with **data inconsistencies**, while **1 in 2 people in strategy** roles see **structuring logical storylines** as the biggest challenge.

Decision-maker diagnostic



Ask your team four questions for a quick insight into how they're currently working with presentations and the challenges they're facing:

01

How many hours did you spend on presentations last week?

02

Which stage of presentation creation consumes the most time?

03

Which presentation task would have the greatest impact if improved?

04

If you could automate two presentation tasks, what would you choose?

AI adoption

How professionals use AI to build business presentations in 2026

AI adoption in business presentations | Future presentation AI usage depends on its integration into professional workflows

AI adoption in business presentations in 2026



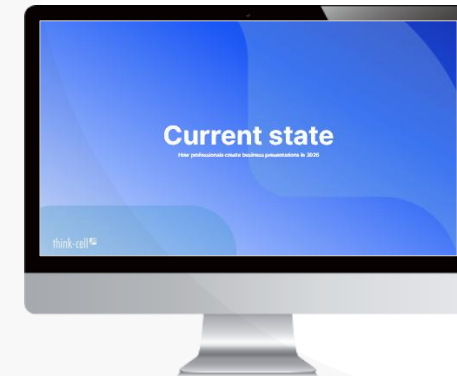
- ▶ Having established **the importance of presentations** and the most common tasks and challenges, **we can now look at where professionals are using AI tools** to complete these tasks in 2026.
- ▶ With these insights, we can understand **where the current range of AI tools is already successfully meeting the needs of professionals** and creating real time-savings, as well as **where opportunities still lie for solutions** that can better address users' most challenging presentation problems.

What you'll find in this section



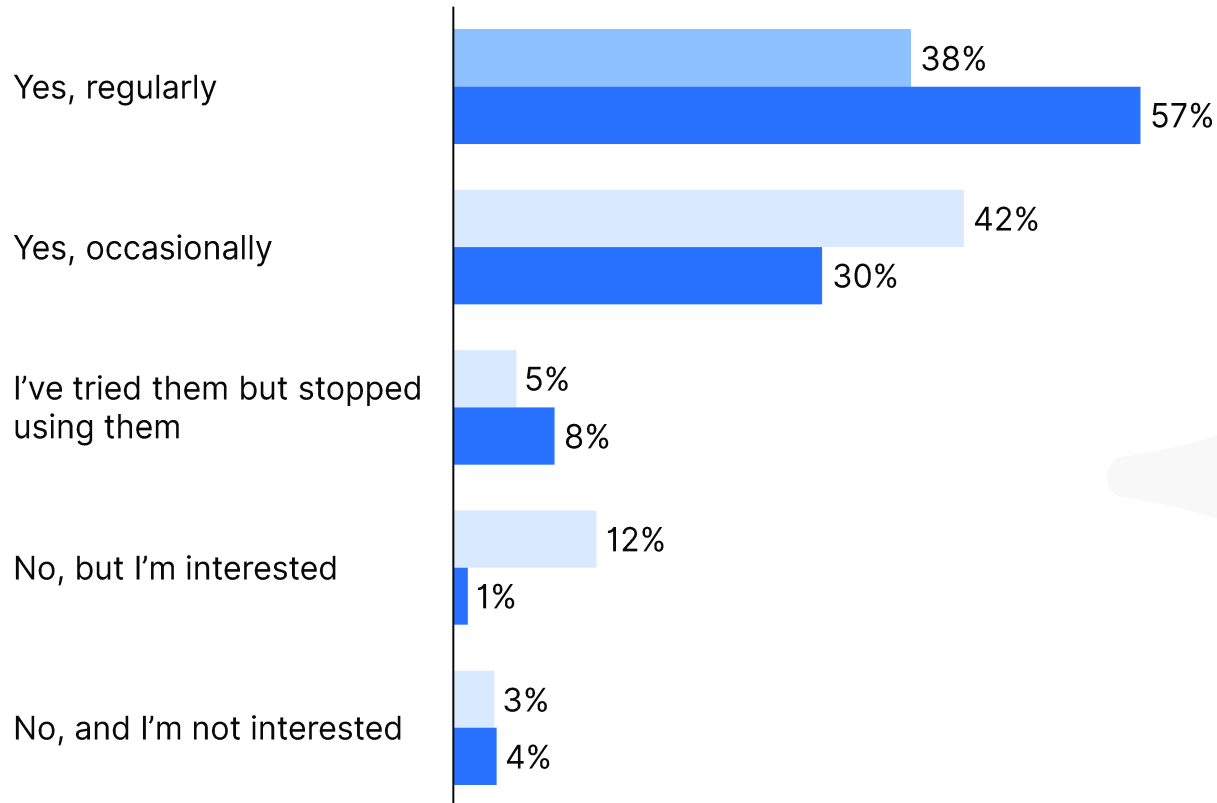
- 1 **How many** professionals use AI when making presentations
- 2 How AI adoption **varies across countries** and **industries**
- 3 **Which tasks** are most commonly tackled with AI
- 4 **User satisfaction** with AI tools
- 5 Where AI **saves professionals the most time** on presentations
- 6 What professionals are **most concerned about** vis-a-vis AI tools
- 7 Which AI tools are **most commonly used** for presentation work
- 8 **Decision-maker diagnostic** to learn how exactly your team are using AI

Want a recap or to jump ahead?



80% of professionals who create presentations use AI tools – adoption among power users is even higher at 87%

All users Power users



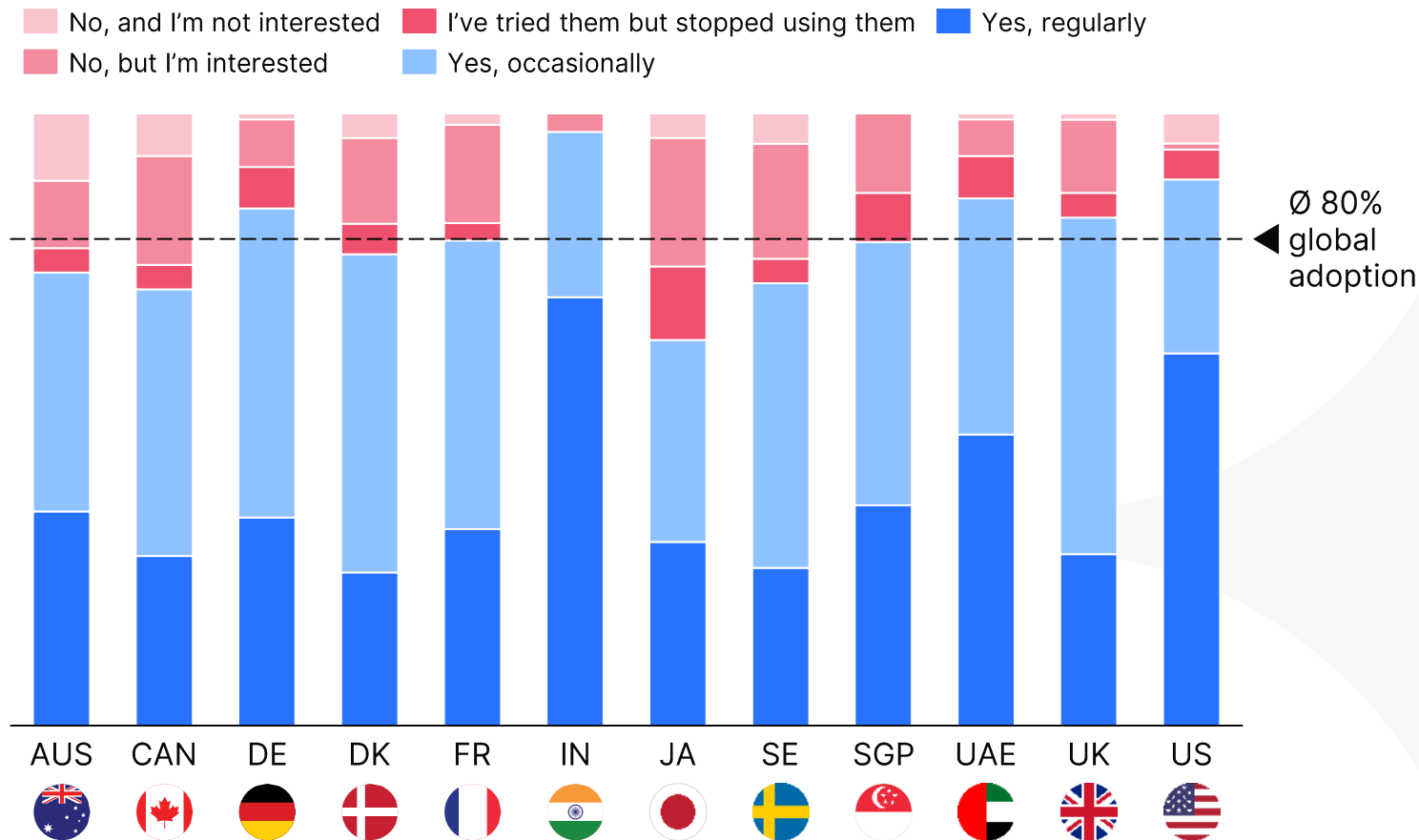
87%

AI has already become part of the presentation workflow for most professionals. Four in five professionals who create presentations report using AI tools, while **adoption rises to 87% among presentation power users** (people using PowerPoint daily or multiple times a week). More than half of these power users (57%) use AI regularly.

 **think-cell insight**

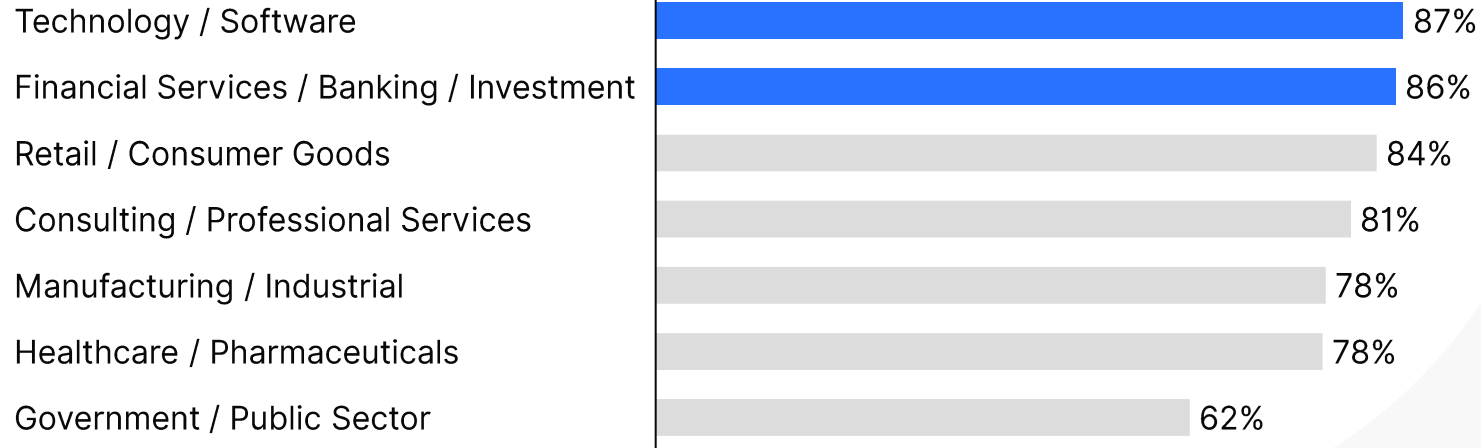
High adoption shows that **professionals have already embraced AI** as a productivity tool. The next challenge is making **AI fit naturally into the way presentations are actually created**, from gathering information and structuring content to reviewing and refining slides.

Global AI adoption for presentation tasks is already high at 4 in 5 people, with the US and India leading at 89% and 97%



- ▶ **80% of professionals have embraced AI globally**, with variation across countries.
- ▶ **89% of professionals in the US** and **97% in India use AI for presentation creation.**
- ▶ **In Japan** as many as **one in three don't use AI** and a full **12%** have tried AI for presentations and stopped using it.
- ▶ **75% of the respondents in Japan** who have stopped using AI cited **accuracy of the data as a major concern.**
- ▶ In India, only 36% are concerned by accuracy, showing the different priorities in different markets. **The most-cited concern in India is the learning curve** associated with AI tools (72%) .

AI usage is strong across private industry, with technology, finance, and those in high-stakes roles at over 85% adoption



► Adoption across industries

AI adoption is widespread across private industry. While technology and software lead at 87%, **adoption exceeds three-quarters** of respondents in every major industry we surveyed. Even manufacturing and healthcare show adoption approaching 80%.

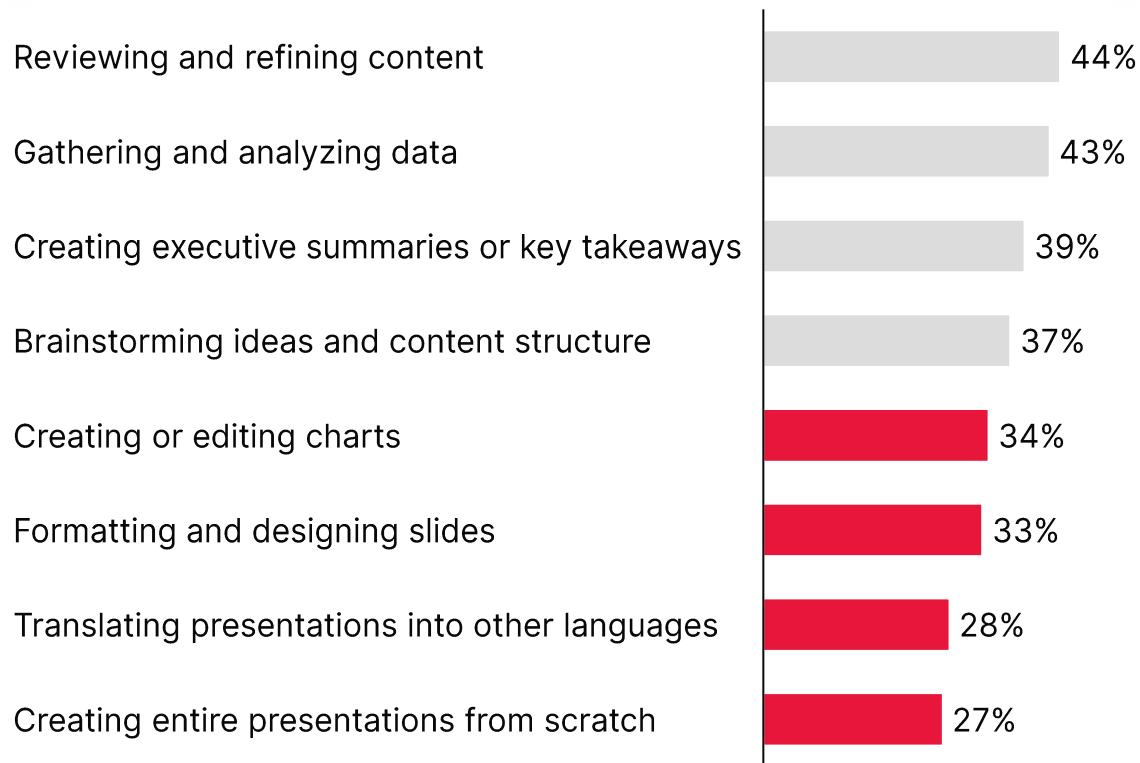


► Adoption across roles

Professionals in decision-intensive roles are among the most active AI users. Adoption reaches 88% among financial analysts and investment bankers and 86% among executives, suggesting **AI has become a routine part of work** where decisions depend on synthesizing large amounts of information.

AI adoption is high, but use remains concentrated in text-based presentation tasks and low in complex tasks like creating charts

“Have you used AI tools for the following tasks in your presentation workflow?”



“ The goal should not be 100% AI-created presentations. The real opportunity is to use AI as a thinking partner throughout the workflow: to test ideas, summarize data, find patterns, and challenge the structure. But when the data message matters – and it always does – the responsibility cannot be outsourced. AI can support the work, but the human presenter must own the judgment, the narrative, and the consequences.

 **think-cell insight**

44% of professionals use AI tools when reviewing and refining content, which tallies with **LLMs’ strengths performing text-based tasks**.

However, we see clear weaknesses in the current AI offerings when it comes to more complex tasks. **Only 1 in 3 create or edit charts with AI**, or use AI tools to format and design slides.

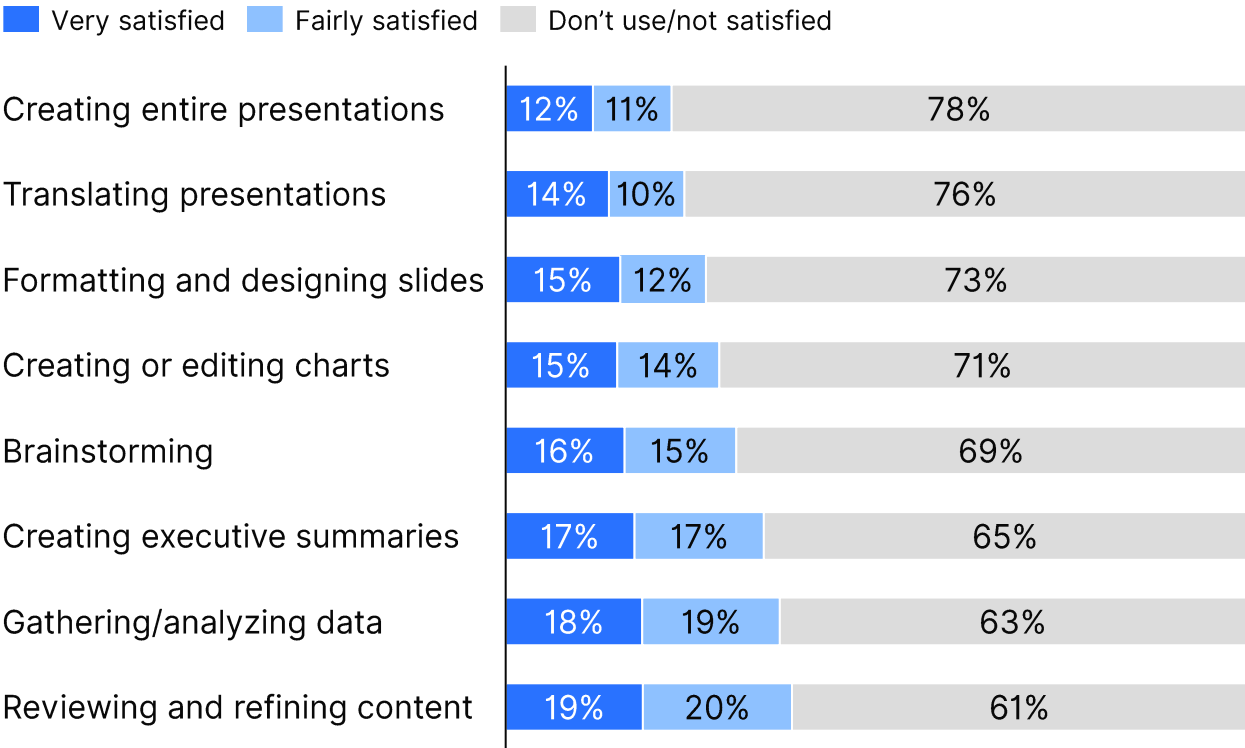


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Fewer than 30% of professionals are satisfied with current AI tools for complex tasks like creating charts or designing slides

“How satisfied are you with AI tools for the following tasks in your presentation workflow?”



► For **complex tasks**, like formatting slides, translating presentations or creating charts, **fewer than 30% of professionals report any kind of satisfaction** with current AI tools.



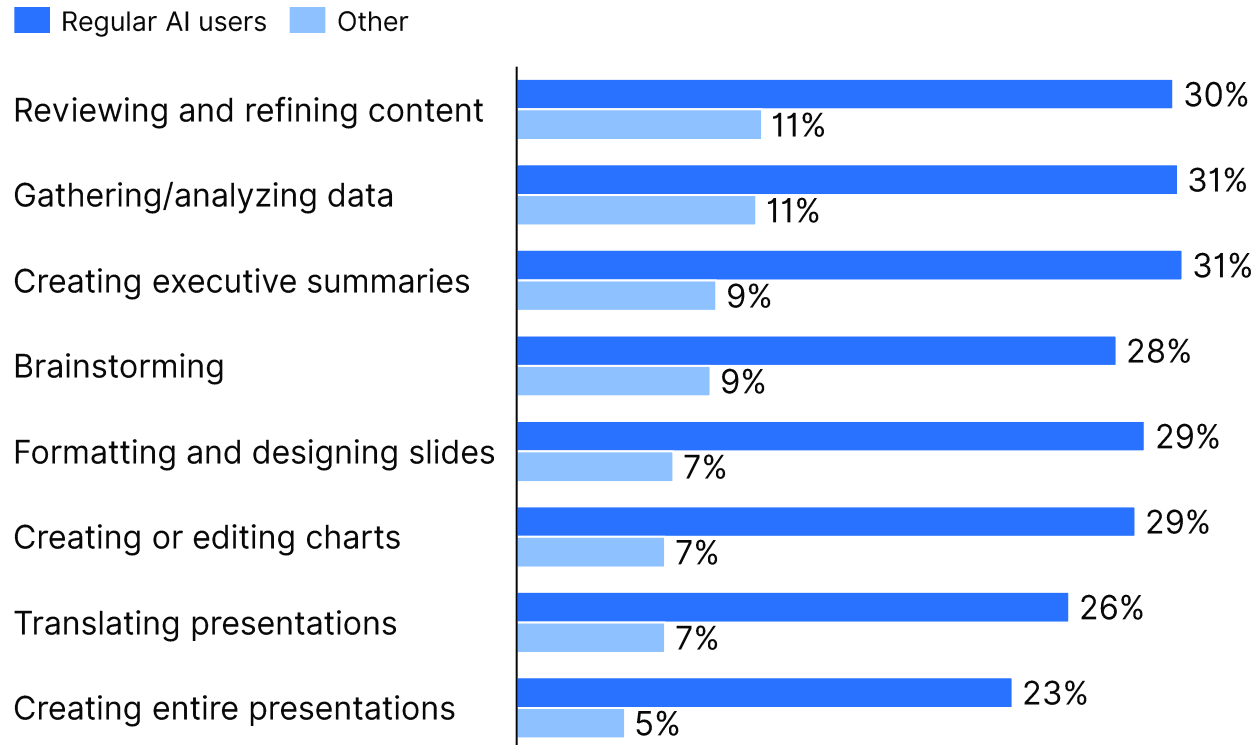
think-cell insight

This suggests today's AI tools are helping professionals think and write more effectively but are still falling short when asked to execute the specialized work required to build high-quality business presentations.

AI's strengths closely match its current adoption. **Professionals use AI most often for the tasks they are most satisfied with**, while adoption remains lower for presentation-specific activities where satisfaction is also low.

Professionals who use AI regularly are over 3x more likely to be very satisfied with its performance

“Are you very satisfied with AI tools for the following presentation tasks?”



- ▶ We see a consistent connection between **how well users have incorporated AI into their presentation workflows** and **how satisfied they are** with the AI tools.
- ▶ Across all tasks, 28% of regular AI users report high satisfaction – **a rate over three times higher** than for other users.



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While overall satisfaction with AI remains modest, the experience is very different for regular users.

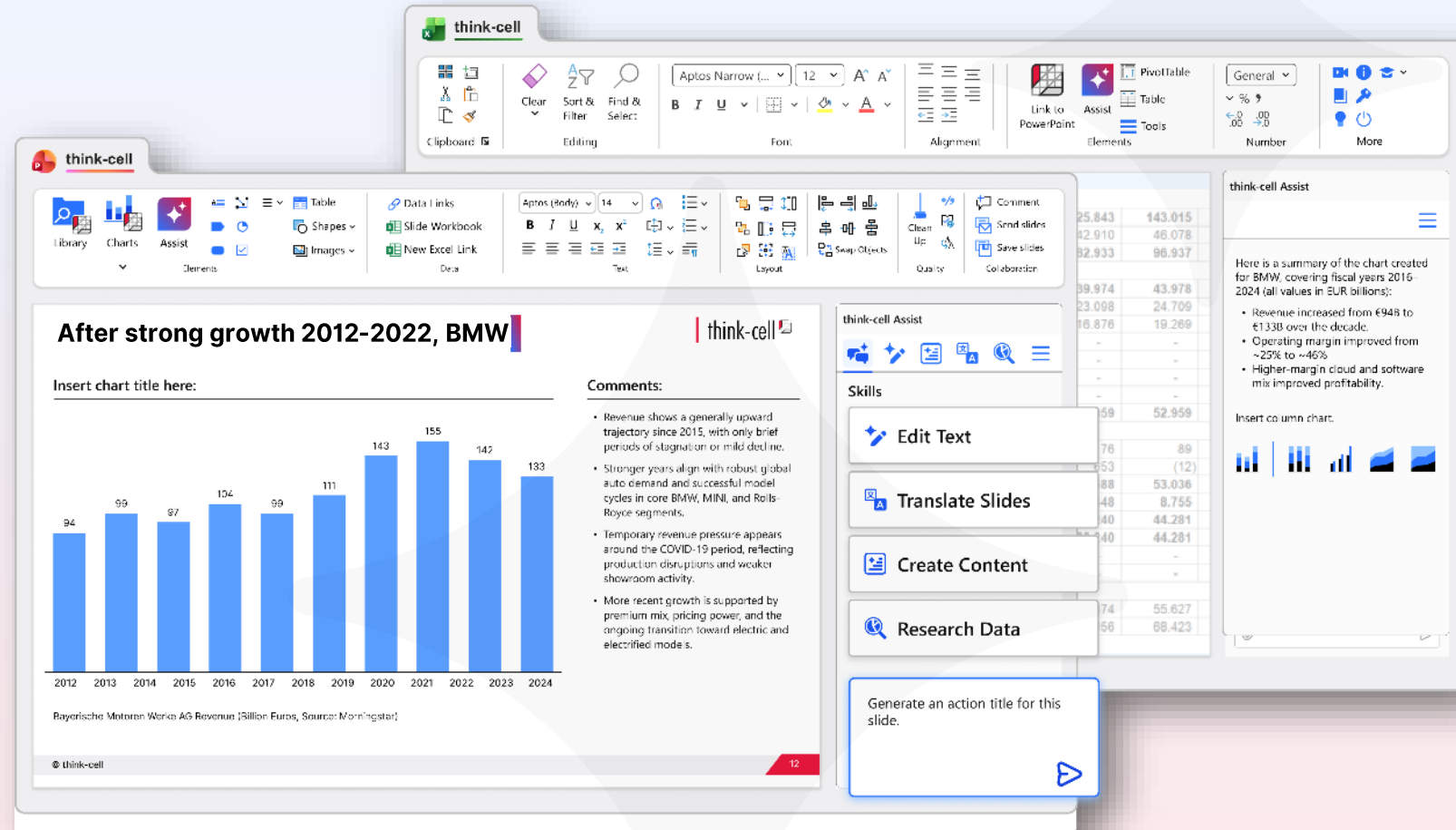
High satisfaction and regular AI use go hand in hand. Whether frequent use leads to greater satisfaction or better AI experiences encourage more frequent use, the relationship is clear: **professionals who successfully integrate AI into their workflow report a substantially better experience.**



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Built around how professionals actually create presentations

Fully integrated in
PowerPoint and Excel

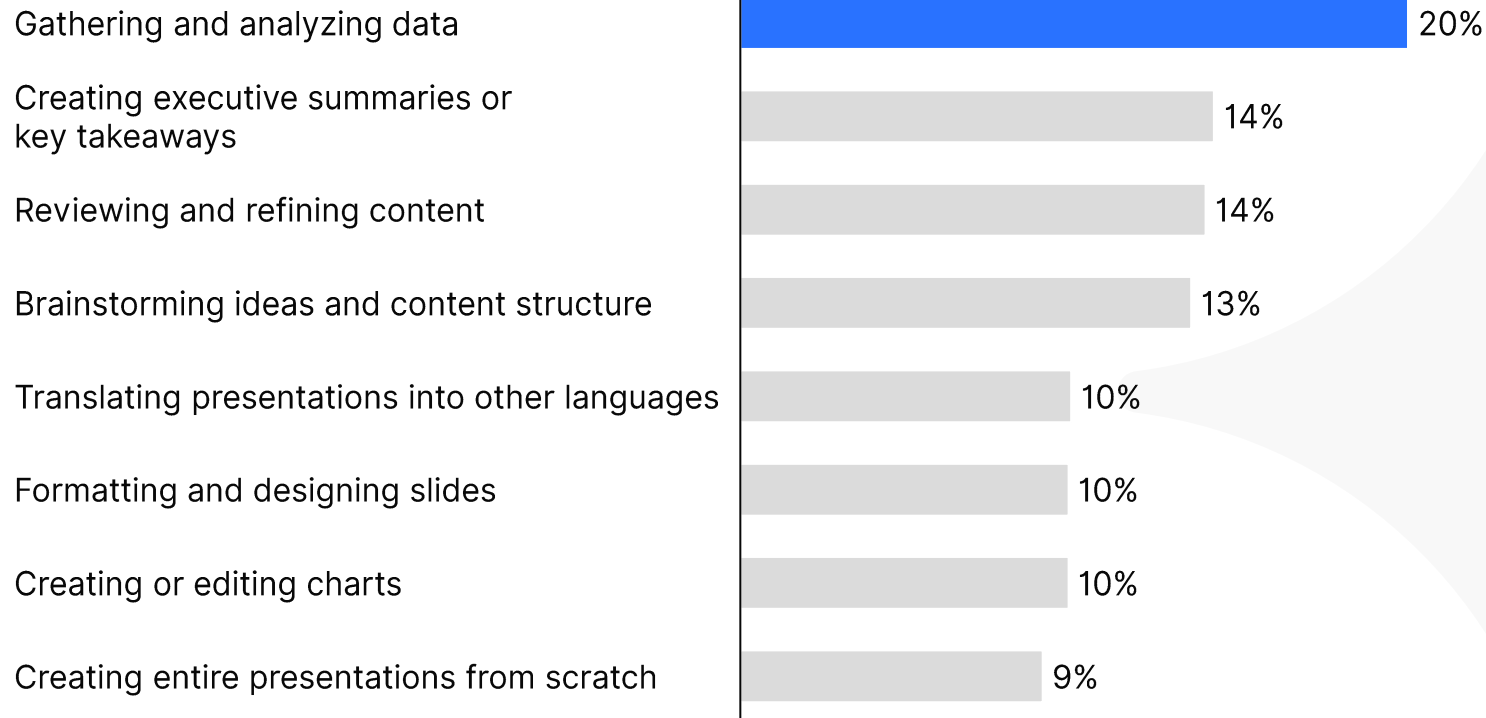


Try for free



AI saves professionals the most time for classic tasks like gathering data, generating summaries, and reviewing content

"What's the one task where AI saves you the most time?"



► Professionals experience the greatest time savings when AI supports **information gathering, summarization and content refinement**. These are also the tasks with the highest adoption and satisfaction, reinforcing that AI delivers the most value where language and reasoning are central.



think-cell insight

The pattern is remarkably consistent throughout the survey. AI delivers the **greatest value in tasks involving language, reasoning and information synthesis**, while presentation-specific tasks such as formatting, chart creation and complete slide generation continue to offer smaller productivity gains.

“

The 20% figure of people using AI to gather and analyze data tracks with what I see every day. AI is good at fetching data and running an analysis. It can even build the slide for you. **What it can't do is tell you what your audience actually needs to see. That's still on you.** Once you start tweaking the layout, you might've been faster building it from scratch.



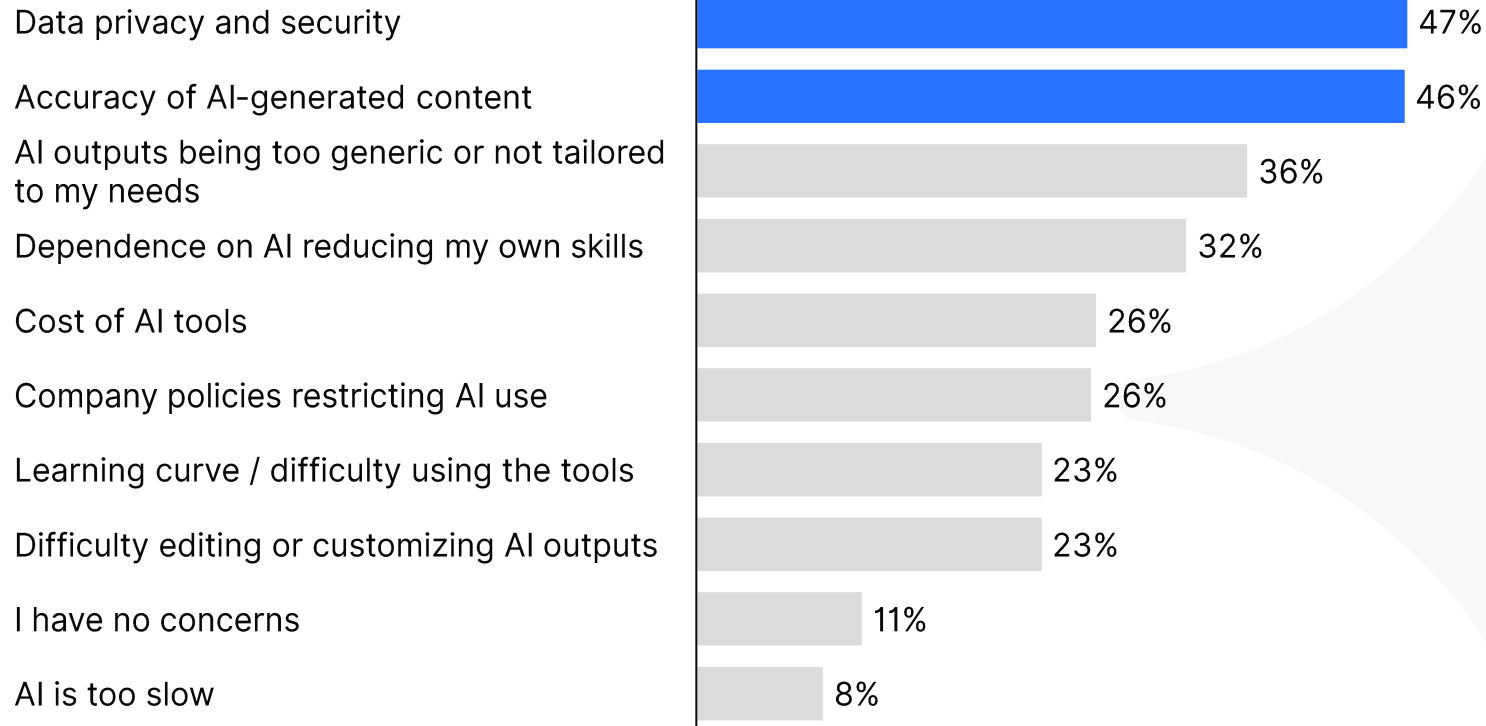
LEILA GHARANI

Founder, XelPlus

xelplus.com

Data privacy and content accuracy are the top two concerns for professionals using AI for business presentations

“What are the top three concerns that you have about using AI for business presentations?”



- ▶ The main two concerns around using AI tools for presentations are **data privacy and security** and the **accuracy of AI-generated content**, cited by 47% and 46% of professionals.
- ▶ AI being too slow was only mentioned by 8% of survey respondents, indicating that **professionals value reliability and security over outright speed**.
- ▶ **Only 11% of professionals said they have no concerns about using AI for presentations.**

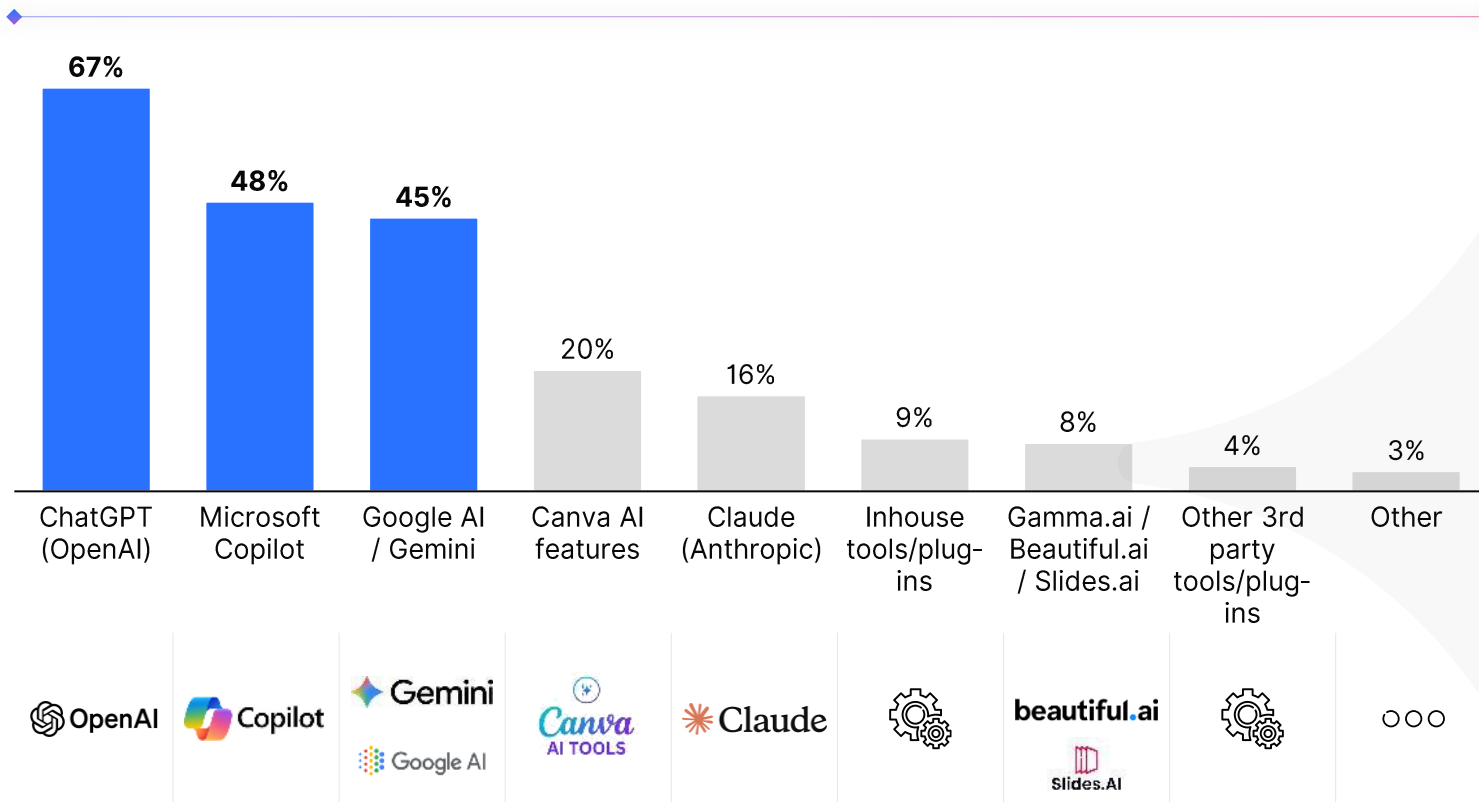


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Throughout this report, professionals have shown a strong willingness to adopt AI, but only when they can trust the results. **High adoption does not eliminate the need for accuracy, transparency, and data security.** In business presentations, these qualities are prerequisites for widespread AI acceptance.

The majority of professionals making presentations currently use generalist AI tools

“Which AI tools do you use for presentation-related tasks?”



- ▶ **Two thirds of professionals** who use AI to support their presentation creation **use ChatGPT**.
- ▶ **Microsoft Copilot**, which is fully integrated into PowerPoint, is used by **almost half of respondents** and Google AI/Gemini is used by 45%.
- ▶ **After the three leaders, there's a big drop off** to Canva AI (20%) and Claude (16%), while just 9% use in-house tools or plug-ins.



think-cell insight

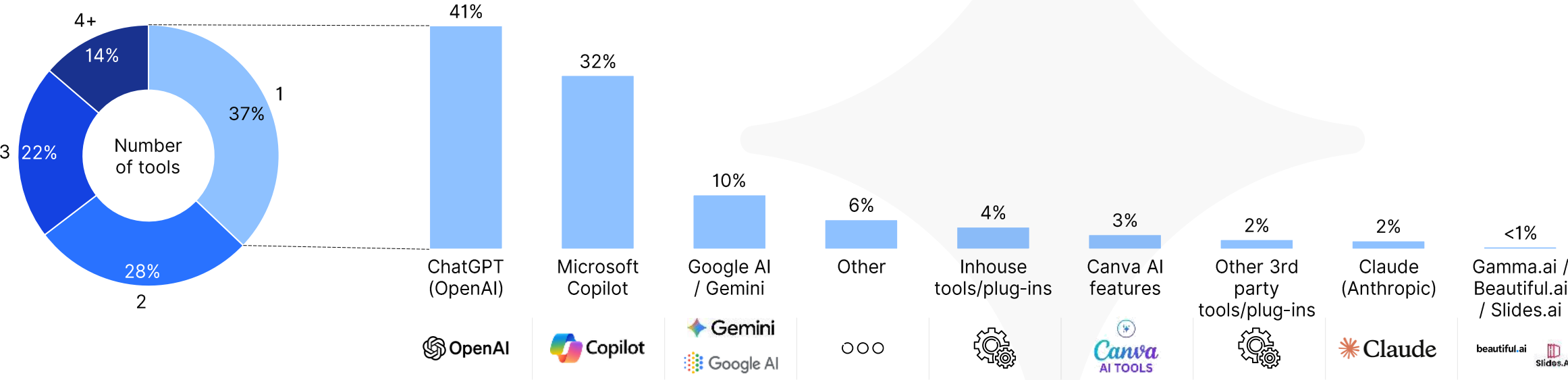
For all the hype about more specialist solutions, **there's a pretty broad spread of what people are using** and it's more generalist tools like ChatGPT and Copilot that have the most traction. Overall, it looks like **most people are still figuring out the best way to use AI** to aid their presentation creation.

Almost three quarters of professionals who are only using one AI tool for presentations work with ChatGPT or Copilot

- ▶ **37% of people only use one AI tool** and a further 28% use just two to support their presentation work.
- ▶ **Of the people using just one tool, most of them are in ChatGPT and Copilot,** which is not wildly different from the general trend. Other tools are rarely used on their own. Canva's AI features, in particular, are used by 20% of professionals, but **only 3% use Canva as their only AI tool for presentations.**



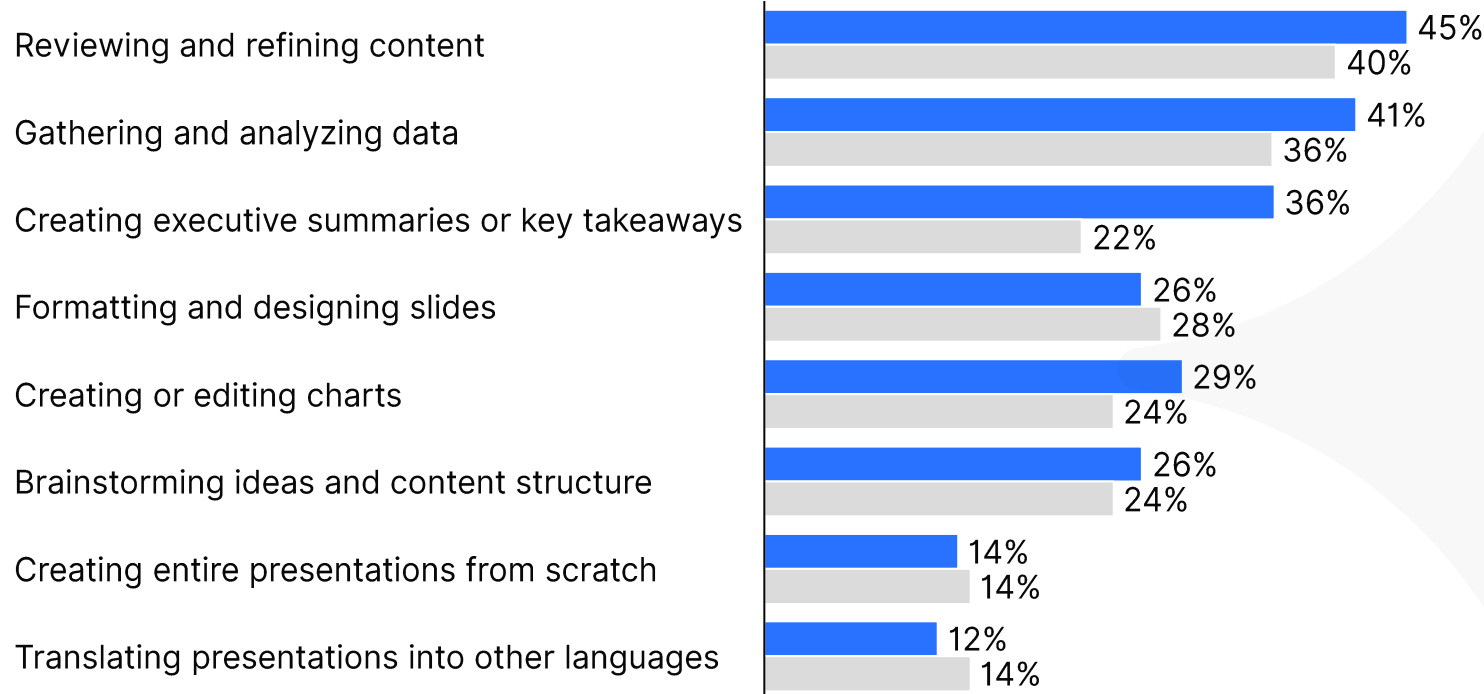
Even if there's a wide range of presentation tasks and a wide range of tools out there promising to do them, **it's a tough ask for a user to have to learn a whole new AI tool just for one task.** You can't blame people for sticking to the one or two tools they know best, even if another solution might be able to provide better results.



Amongst those who use just one AI tool, users of Copilot are using its deep PowerPoint integration to do a wider range of tasks

"If you're only using one AI tool for presentations, what are you using it for?"

■ Integrated in PowerPoint ■ Not integrated



► **Most people who only use one AI tool** for presentations **either use ChatGPT or Copilot** (41% and 32% respectively).

► **Users of Copilot**, which is fully integrated in PowerPoint, are **doing more with it**. In particular, the **integrated tool scores higher amongst single-tool users for the top three tasks**: reviewing and refining content (45% vs 40%), gathering and analyzing data (41% vs 36%), and creating executive summaries or key takeaways (36% vs 22%).



think-cell insight

ChatGPT is still the best-known tool, but it looks like **Copilot's deeper integration in PowerPoint is helping users** of the AI features find more ways to add real value to their presentation creation.

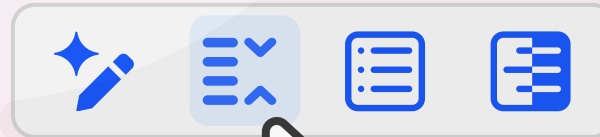


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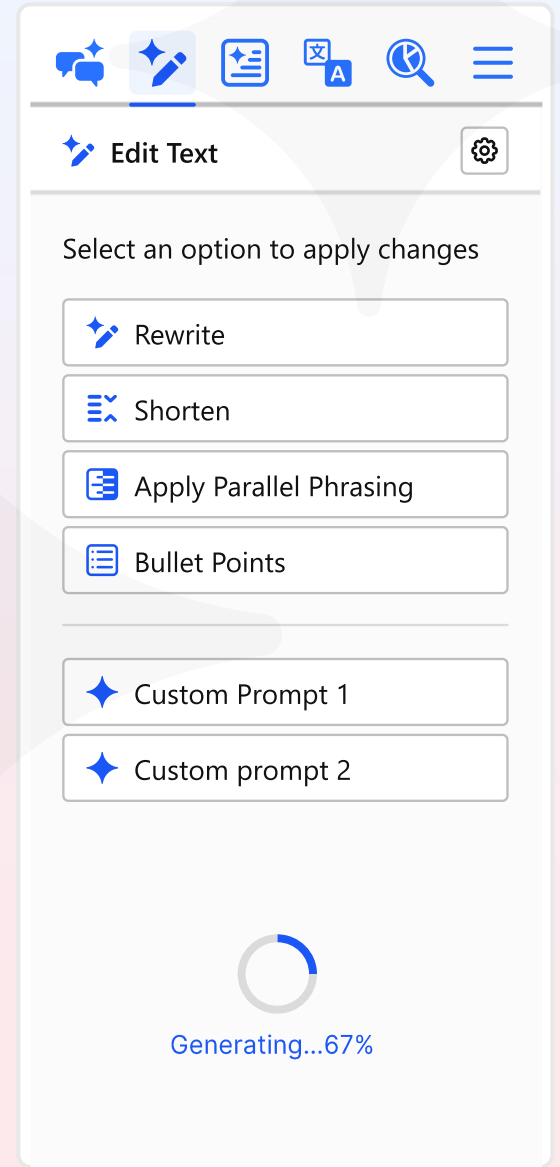
Use the **Edit Text** function to make your point

by removing redundancies and suggesting smarter ways to convince your audience without going off slide

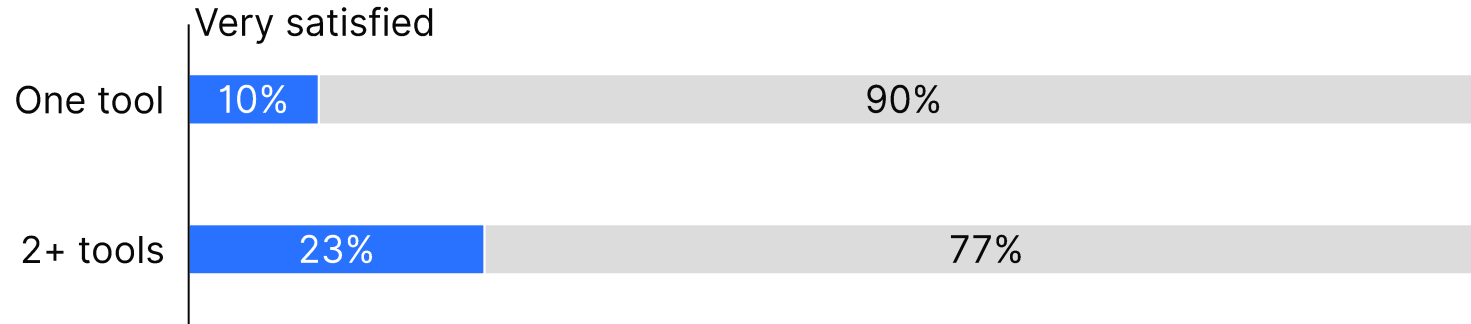
Fully integrated in
PowerPoint and Excel



Try for free



People who use more than one AI tool for presentation creation report much higher satisfaction than those using just one tool



Specialist tools for specialist tasks?

- ▶ Presentation creators who only use **one AI tool** are much less likely to **report high satisfaction**.
- ▶ Across all tasks, **23% of people who user more than one AI tool are very satisfied**, which is more than double the rate of those who use just one AI tool for all presentation tasks.
- ▶ This suggests that **professionals are currently forced to make a trade-off** between having to learn multiple tools and using what would be the most suitable tool for each presentation creation task.



think-cell insight

Clearly, there is a **huge opportunity for any AI tool** that can manage to effectively **meet expectations across multiple tasks of the presentation workflow** and increase productivity by cutting users' need for app-switching.

Expect the market to see considerable consolidation in the coming 24 months, with leaders emerging who can **focus on the deep integration of functionalities** into professionals' existing presentation environment.

Summary | How professionals use AI to build presentations in 2026

AI adoption is high, but used selectively

- ▶ 80% of professionals creating business presentations **already use AI**, with adoption rising to 87% among presentation power users.
- ▶ Professionals understand the established **strengths of LLMs**. AI tools are most commonly used for **reviewing and refining content**.
- ▶ **Most users prefer to use only one AI tool**, but users who do switch between AI tools for specific tasks report higher satisfaction.

Key takeaways

- ▶ AI adoption for presentations is **highest in the US (89%) and India (97%)**.
- ▶ Professionals primarily use AI for **information gathering, summarization and reviewing content**.
- ▶ **Fewer than 30%** of professionals are satisfied with current AI tools for **complex tasks like creating charts** or designing slides.
- ▶ **Data privacy and security is the number one concern** amongst professionals using AI for business presentations.
- ▶ The **majority of professionals** making presentations work with generalist AI tools, with **67% using ChatGPT**.

Decision-maker diagnostic



Ask your team these five questions to understand how they are using AI in their presentation creation

- 01** How often are you using AI in presentation workflows?
- 02** Which AI tools are you currently using when making presentations?
- 03** Which specific presentation tasks are you using AI for?
- 04** How satisfied are you with the AI support in these tasks?
- 05** What is your main concern about using AI for presentation workflows?

Outlook

How professionals would like to see AI influence presentation creation

Outlook | The biggest opportunity lies beyond text and inside the presentation workflow

How AI's influence on presentation creation is changing



- ▶ In 2025, the FT famously announced⁶ that “AI could end scarcity, end humanity – or boost trend growth by 0.2 percentage points,” showing **how impossible it is to predict the future impact of AI**.
- ▶ Nevertheless, **we can listen to real professionals today** and find out the tasks where they would most value AI assistance, and **the main current barriers to their AI adoption**.
- ▶ With this information, tool providers will be better placed to **develop their solutions to have a genuinely positive impact** and increase productivity.

What you'll find in this section



- 1 The presentations tasks where professionals would most value AI support
- 2 How the AI needs of professionals vary across industries
- 3 Which factors would lead to more AI adoption in presentation creation
- 4 What the main barriers are amongst those not currently using AI for presentation tasks
- 5 How professionals expect their usage of AI for presentations to change in the next 12 months

Want a recap?

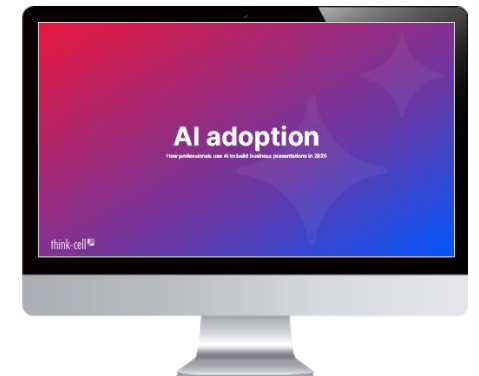
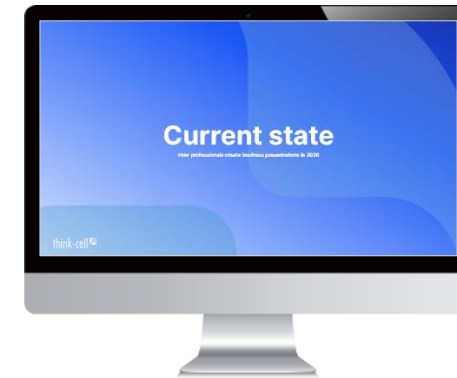
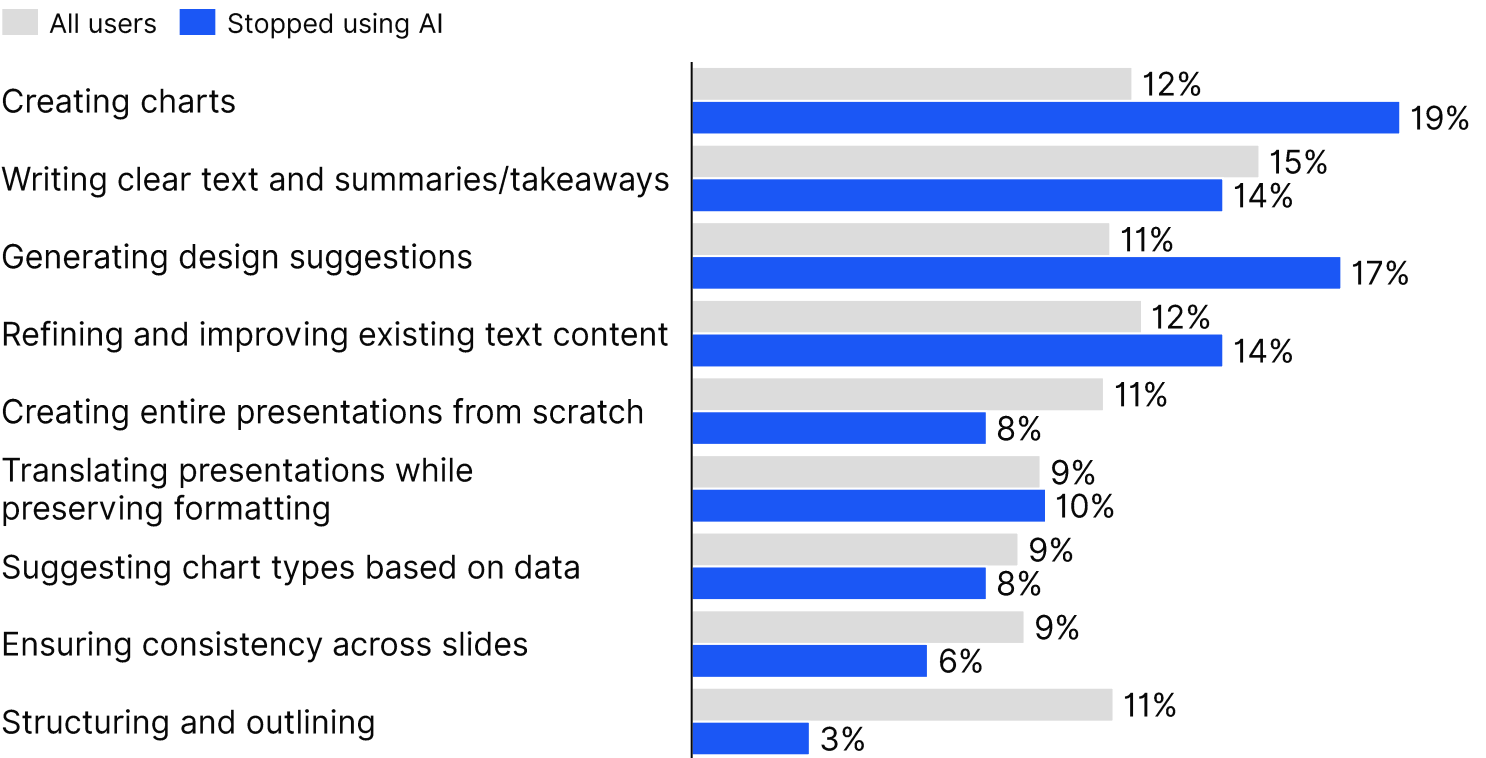


Chart creation is the top unmet AI capability gap among professionals who stopped using AI

“What if AI could help you with any aspect of presentation creation, which one capability would be MOST valuable to you?”



► 15% of professionals say writing clear text and summaries or takeaways is where they would most value AI support.

► By focusing on professionals who have stopped using AI for their presentations, we can see where demand is not met by current tools. 19% say creating charts is the number one most valuable task where they would like AI support.

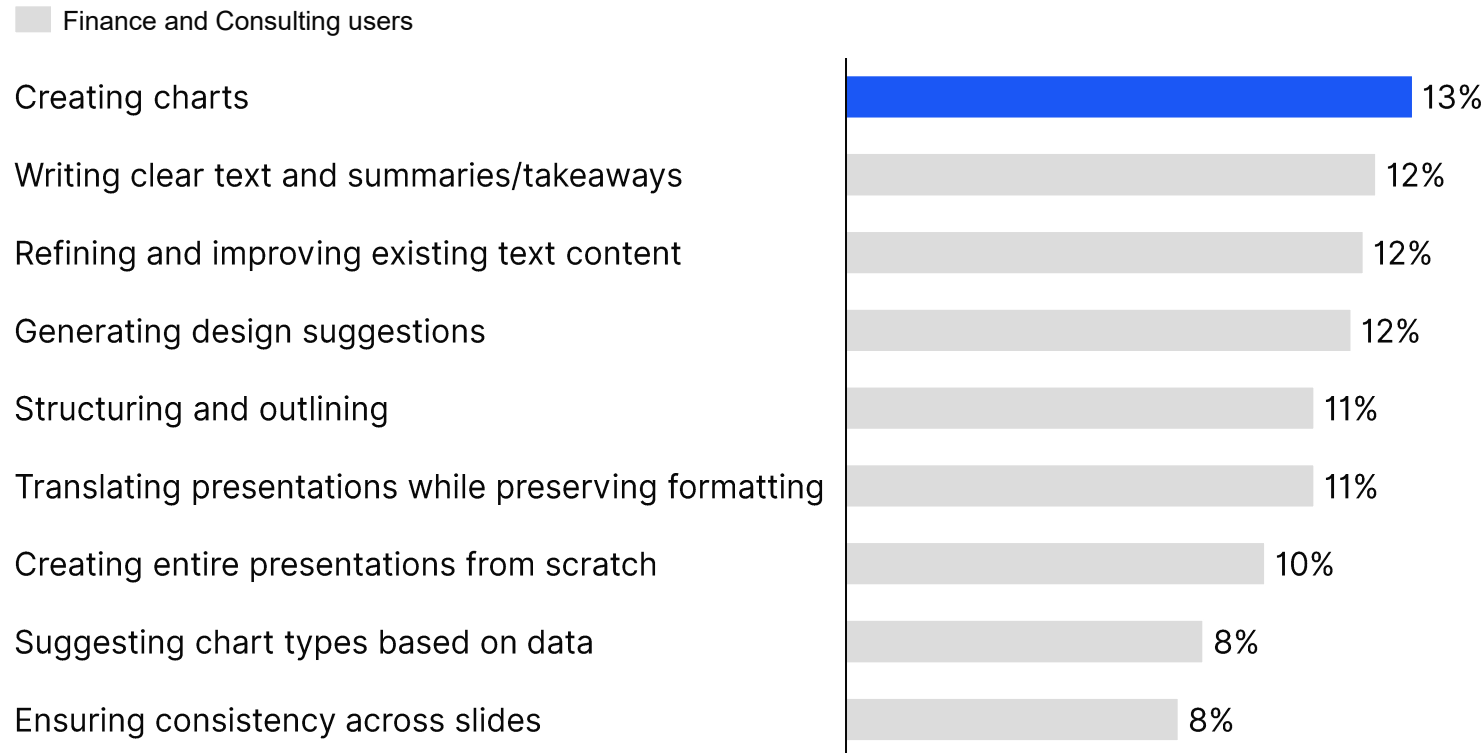


think-cell insight

The findings suggest that the next stage of AI adoption will **not be driven by better text generation**. Instead, professionals are looking for AI that can help with **presentation-specific tasks that remain difficult today, such as creating charts**.

Creating charts is the #1 task cited as most valuable by those in financial industries and consulting/professional services

“What if AI could help you with any aspect of presentation creation, which one capability would be MOST valuable to you?”



► Professionals in **high-stakes industries** such as **financial services** and consulting see **chart creation as the #1 task** where AI tools can provide the most value.

► Conversely, **fewer than 10%** of survey respondents in these sectors **would prioritize generating full presentations from scratch.**



think-cell insight

Consultants and finance professionals **aren't looking to spin up one-click presentations.** They know their material and they know what they want to display.

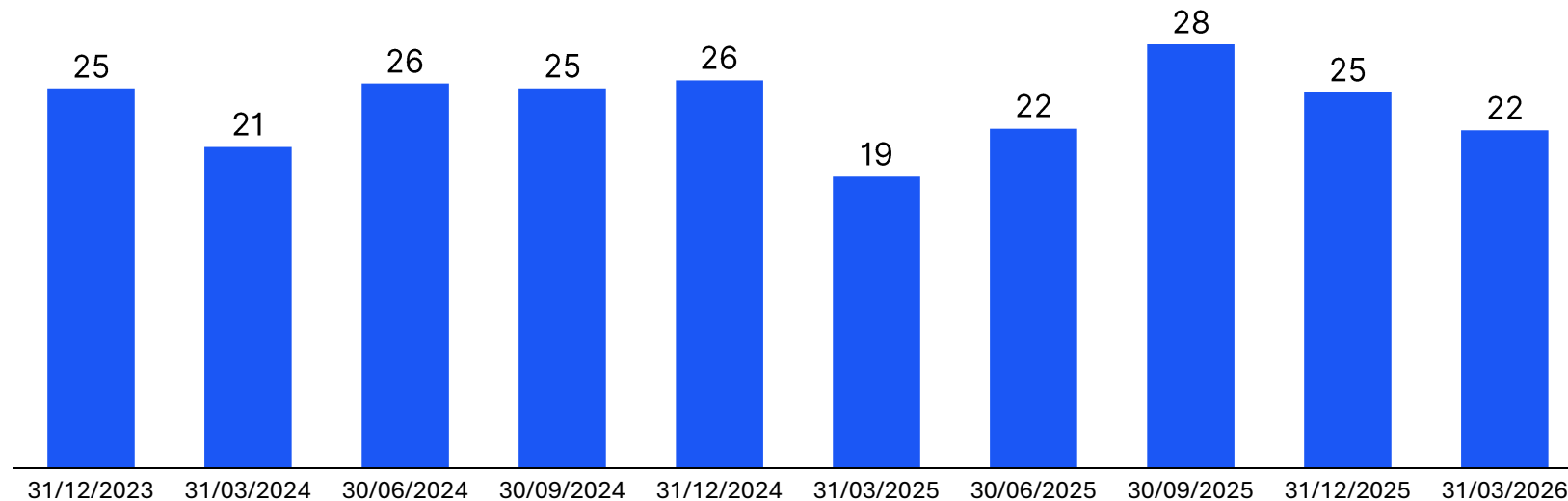
What they need is an AI tool that can reliably generate **charts that meet their and their audiences' standards.** This means boardroom-ready layouts, reliable data, and the ability to easily **include their own expert insights.**



think-cell Assist

Create charts directly in PowerPoint from trusted sources or your own Excel

Tesla Inc Revenue
(Billion \$, Source: Tesla Inc)



Public Companies

Select Company

Tesla Inc

Country: United States

Industry: Auto manufacturer

Trusted Data Source

Insert Chart

Select Financial KPI(s)

Revenue

EBITDA

Select other KPIs

Select Timeframe(s)

Annual

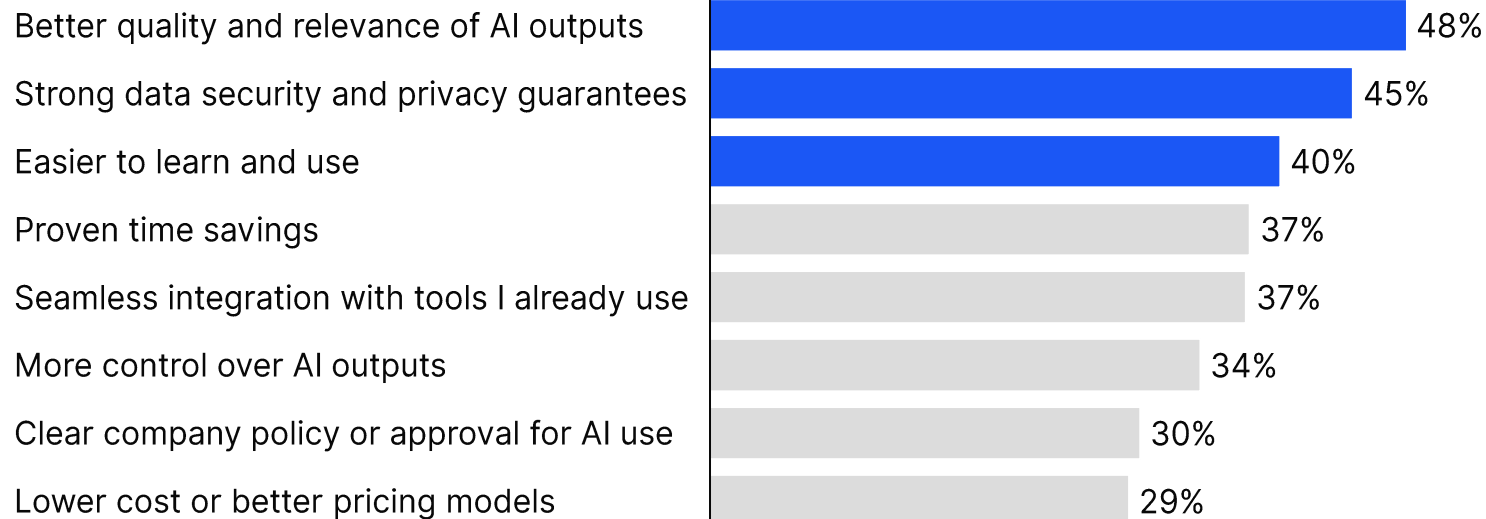
Quarterly

Insert Chart

Try for free >

48% of professionals would be more likely to adopt AI tools if they provided better, more relevant outputs

"What would make you more likely to adopt AI tools for presentation creation?"



- ▶ Improving the quality and relevance of AI outputs is the single biggest opportunity to increase adoption (48%).
- ▶ Trust remains essential. Strong privacy and security guarantees rank almost as highly (45%).
- ▶ Ease of use, proven time savings and seamless integration also rank ahead of lower pricing.

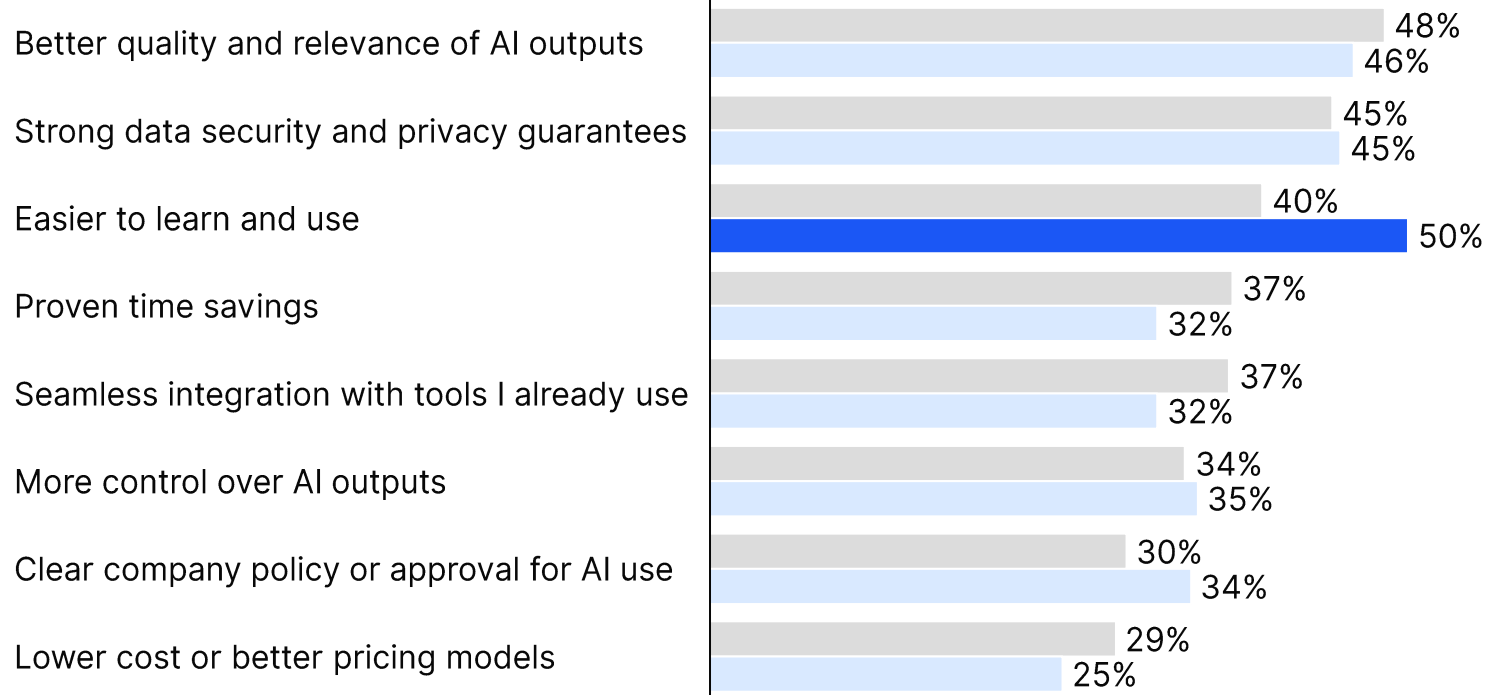


think-cell insight

The findings suggest that **adoption is no longer constrained primarily by price**. Professionals are willing to invest in AI **when it delivers accurate, relevant results, protects sensitive information, and integrates naturally into their workflow**.

Half of those not currently using AI for presentations would be more likely to if the tools were easier to learn and use

“You’re not currently using AI, so what would make you more likely to adopt AI tools for presentation creation?”

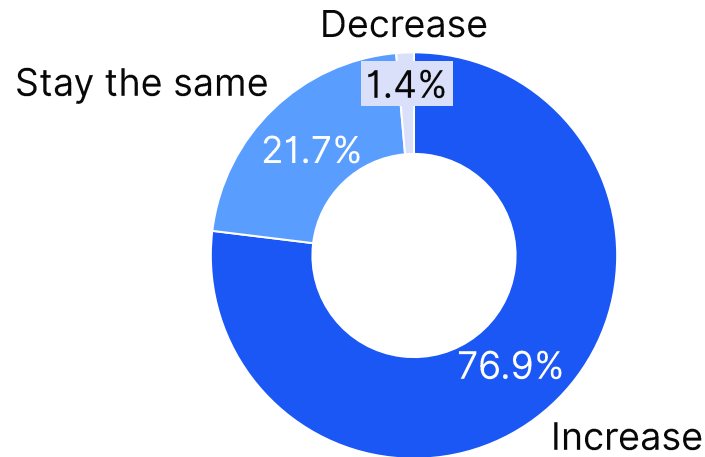


It's not easy making something easy

- ▶ Since the launch of ChatGPT, generative AI tools have used prompt interfaces that interpret natural language conversations, making them **accessible to everybody**.
- ▶ However, just because it's easy to ask a question, **it doesn't mean it's easy to get the output you need**. And it's even less easy to insert the output you get from an AI tool into a presentation.
- ▶ There is a **clear opportunity for an AI tool that can reduce friction** not just in prompting, but in easily incorporating the results of prompts into users' presentations.

77% of professionals expect their use of AI in presentation creation to increase in the next 12 months

“Over the next 12 months, how do you expect your use of AI tools for presentation creation to develop?”



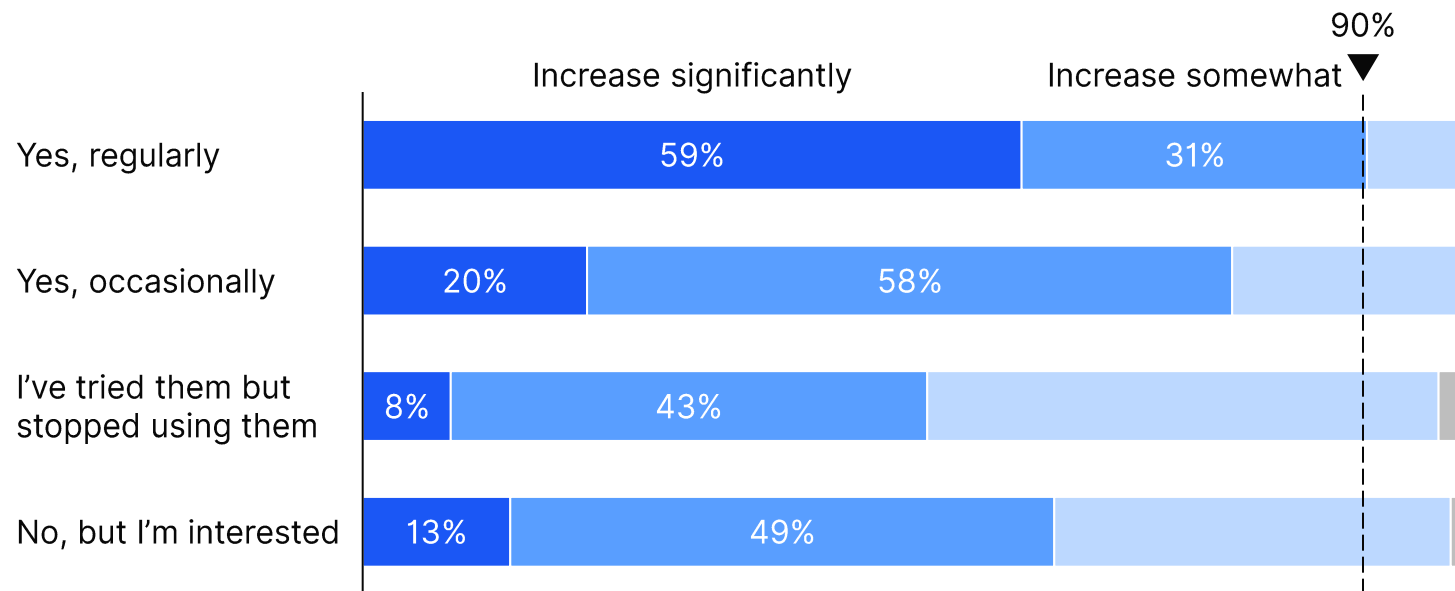
- ▶ Globally, **76.9% of respondents expect to increase their use of AI in presentation creation** in the next 12 months. Just 1.4% expect their use of AI to drop.
- ▶ For all the talk of concerns, **there is a strong optimism about the future of AI in presentation creation.**
- ▶ Even given the current limitations of AI tools and their integration into PowerPoint, **users look forward to a future of tools that offer closer integration**, fill the current gaps and are easier to use.



think-cell insight

Professionals in 2026 are already using AI for myriad tasks and **AI is already a lot further developed in other spheres than it is in presentation creation**. It's true that slides present unique challenges for AI, but the success we've seen in other areas should make us **bullish that AI will have an increasing role to play in presentation creation**, even in uncompromising, high-stakes business environments.

Amongst frequent AI users, 59% expect to significantly increase usage, and 31% expect some increase



- ▶ There is a clear **correlation between current AI usage and the expectation to use it more.**
- ▶ **9 out of 10 regular AI users** expect how they incorporate AI into their presentation creation to **increase in the next 12 months.**
- ▶ By contrast, **only 43% of those who've tried AI but stopped** expect to increase usage, and **only half of interested non-AI users** expect to use AI tools more in the next 12 months.



think-cell insight

The pattern we're seeing is that, in spite of the challenges, **the people embracing AI the most are happiest with the results**, and they're hungry for more. For some though, **AI-powered presentation workflows remain choppy and disjointed**. To really drive adoption, solution providers should double down on integration into the slide environment, which will **ease the learning curve and turn occasional users into satisfied power users**.

Summary | How professionals would like to see AI influence presentation creation

Professionals want AI that fits the way they create presentations



- ▶ We're seeing that the **most frequent AI users**, meaning those who have best managed to build AI into their workflows, are those who **intend to ramp up usage the most** in the next 12 months.
- ▶ **For those not using AI, ease of use is the top factor** they would like to see that would make them increase adoption.
- ▶ By **focusing on users' challenges**, solution providers have a huge opportunity to create a **positive flywheel effect**.
- ▶ **Better integration** into the presentation environment **can fuel ease of use**, which can lead to increased usage, which will in turn **drive user familiarity and higher satisfaction** with outputs.

Key takeaways



- ▶ **Writing clear text and summaries** is the presentation task where the most people would value AI assistance.
- ▶ Amongst **those who've stopped using AI** tools, **creating charts in the #1 task** on their AI wishlist.
- ▶ 1 in 2 professionals cite **more relevant outputs** as the factor that would make **more likely to adopt AI** tools.
- ▶ **Half of those not currently using AI** for presentations would be **more likely** to if the tools were **easier to learn and use**.
- ▶ **77% of professionals** expect their use of AI in presentation creation to **increase in the next 12 months**.

Decision-maker diagnostic



Ask your team these three questions to making decisions about your next choice of AI presentation tool:

01

Would you like to be using AI more when you make presentations?

02

What is currently stopping you from using more AI in your presentation workflow?

03

What is the number one presentation task where you believe AI could boost your productivity?

Conclusion | Where the opportunities lie for AI and business presentations

AI need to be integrated into the presentation workflow



- ▶ In 2026, a significant proportion of presentation creators are **still not getting tangible value from the current AI offerings**.
- ▶ PowerPoint remains the #1 tool for presentation creation, and **AI needs to be integrated into the PowerPoint workflow** to win over slow adopters.
- ▶ The **main stumbling block is ease of use**. Tools need to make it as **seamless as possible for users** to create high-quality outputs within **their existing slide environment**.

Current presentation AI offerings still have gaps in capability



- ▶ Most users of AI for presentations are focused on one tool, with **research and text-based tasks being well supported** by generalist AI.
- ▶ However, today's solutions still **underperform in key presentation tasks** like chart creation and design. **No single tool is yet able to meet professionals' needs** when it comes to presentations.
- ▶ There are **opportunities** for any solution provider who can close the gaps and **provide the level of consistency that is required** in a business setting.

Removing friction is the path to increased adoption of AI tools



- ▶ Globally, optimism about using AI in presentation creation is high: **77% of professionals expect to increase their use of AI in presentation creation** in the next 12 months. Just 1.4% expect their use of AI to drop.
- ▶ While user concerns over output quality and data security are real, **the more professionals are using AI, the more satisfied they are** with its performance.
- ▶ The appetite is there and we can expect to see increased adoption as AI tools improve in **quality and offer more frictionless integration** into workflows.



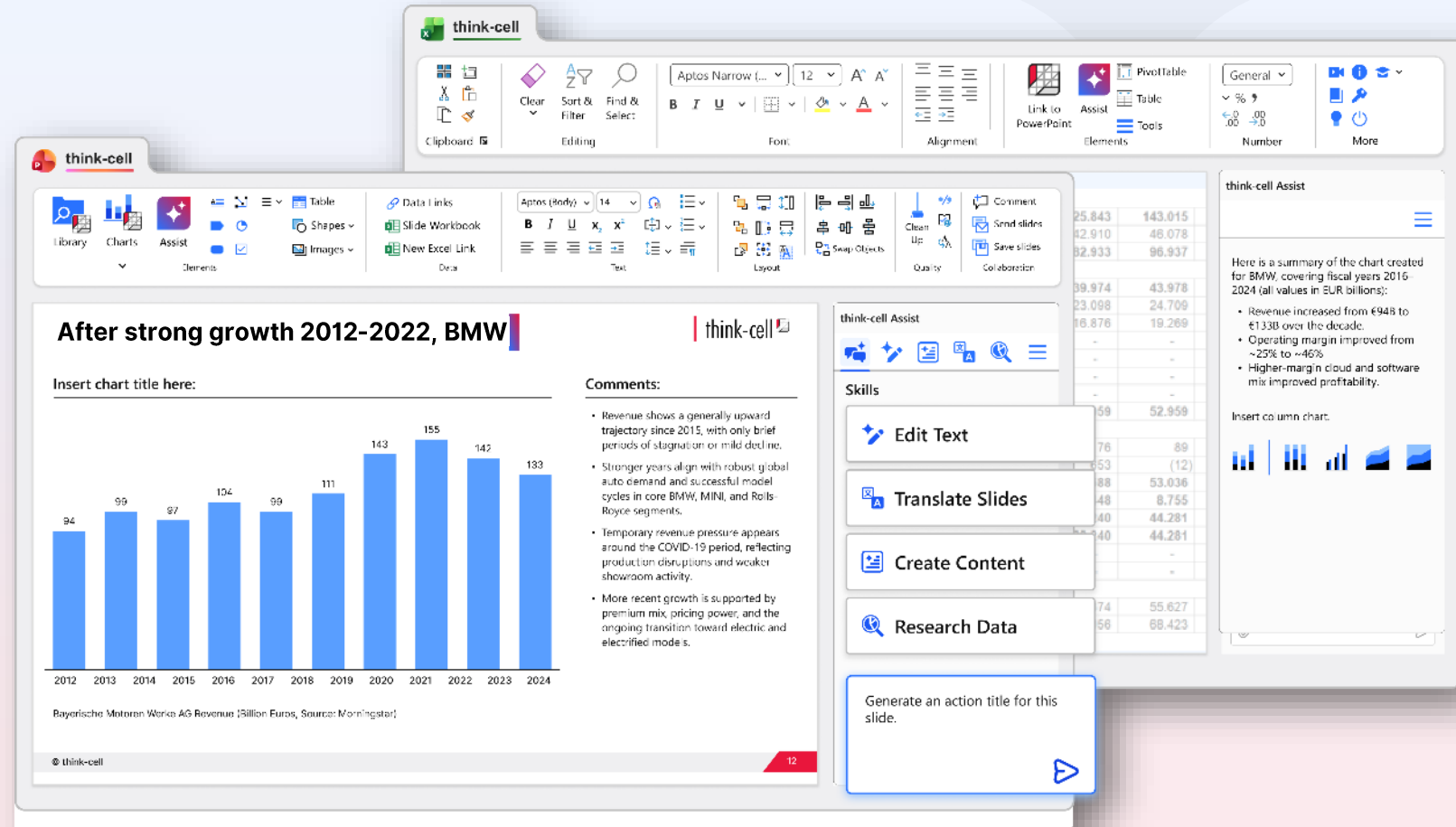
What the survey tells us:

- ▶ For professional AI tools, **price isn't the moat**. And neither is speed. Enterprises are confident in the value AI can bring and they're willing to pay for it.
- ▶ As GenAI models grow faster and more powerful, it's up to the tool providers to focus on delivering **consistent, trustworthy results**, and proving that they can have a measurably positive impact on users' productivity.
- ▶ The future of AI and presentations will belong to the solutions that can offer **the most frictionless integration into professional workflows** and that can match the level of precision that high-stakes presentations demand.



think-cell Assist

Make your best slides more effective with AI



Fully integrated in
PowerPoint and Excel

Try for free



Annex | Background sources referenced in this report and suggested further reading

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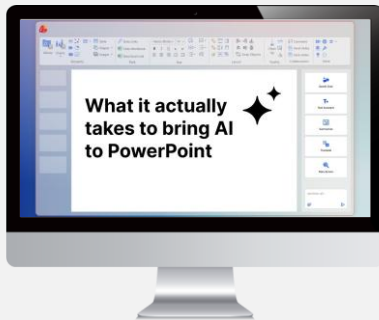
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Learn more about AI in business presentation creation



What it actually takes to bring AI to PowerPoint
Alexander von Fritsch, think-cell CEO



think-cell Assist
Make your best slides more effective with AI



Special mention



OLGA RUDAKOVA
Data storytelling and dashboard design trainer

[LinkedIn](#)



LEILA GHARANI
Founder, XelPlus

[Website](#)



DAN GALLETTA
Corporate trainer and ex-management consultant

[Website](#)



CHRISTOPHER CHIN
Founder, The Hidden Speaker

[Website](#)

Annex | Survey methodology and demographics

Methodology



think-cell conducted a survey of professionals in collaboration with research technology platform Cint. The survey was conducted over a two-week period in April 2026.

Participant screening



Strict screening questions were used to ensure that responses came exclusively from individuals who create presentations professionally.

Of the **1,214** such respondents, **41** reported no interest in using AI in presentation creation.

All questions concerning AI and presentation creation are therefore based on **1,173** responses from relevant professionals.

Geographical coverage		Organization size		Representation by role		Industry spread	
Country	No. responses	No. employees	No. responses	Role	No. responses	Industry	No. responses
AUS	100	Self-employed/Freelancer	12	Consultant/Professional Services	151	Consulting/ Professional Services	165
CAN	101			Executive/C-Suite	180	Financial Services/ Banking /Investment	184
DE	103	1-49 employees	166	Financial Analyst/Investment Banking	112	Government/ Public Sector	109
DK	100	50-249 employees	274	Marketing/Communications	81	Healthcare/ Pharmaceuticals	113
FR	106			Operations/Project Management	247	Manufacturing/ Industrial	184
IN	100	250-499 employees	196	Product Management	97	Retail / Consumer Goods	95
JA	100	500-999 employees	225	Researcher/Analyst (non-financial)	38	Technology / Software	236
SE	101			Sales/Account Management	102	Other	128
SGP	100	1000+ employees	341	Strategy/Business Development	87	Total	1,214
UAE	101			Other	119		
UK	100	Total	1,214	Total	1,214		
US	102						
Total	1,214						