The AI Opportunity in Asia Pacific

Asia Pacific[1] is ready to ride the global AI wave. As a region of tech-optimists and early adopters, it's poised to unlock AI's full potential, not just to transform local economies and uplift communities, but to deliver innovative solutions that can scale globally and create a better future for billions.

US$2.5T potential economic boost from AI-powered growth in the region

+6% potential wage increase as AI boosts productivity and the value of hours worked

65% of people in Asia Pacific are optimistic about AI's potential for their country

How Google is contributing*

For over a decade, Google has invested in AI to advance its mission to organise the world's information, and make it universally accessible and useful. Today, Google is expanding access to AI for billions in Asia Pacific through products like Maps, Search, and Android, while helping businesses become more productive and connect with new customers.

US$150B
in economic activity supported by Google's products[2] in 2024

2.8M
jobs supported in local businesses

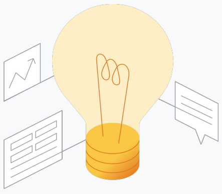
US$1.1T
of benefits for consumers from Google products[3]

What's needed to maximize the opportunity

Unlocking AI's full economic and societal value requires deliberate strategy across 3 pillars:

Infrastructure & innovation

Invest in R&D, cloud infrastructure, compute capacity, open government data sets, and frameworks for responsible innovation.



86% of people in Asia Pacific agree AI must be developed responsibly

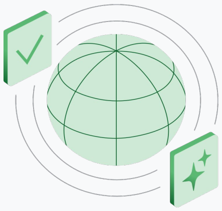
Workforce readiness

Equip students and workers—including in small-and-medium enterprises and traditional sectors—with AI-relevant tools and skills.

46% of workers are interested in AI-focused skills training

Widespread adoption

Harness AI across government and the economy.



18% potential loss if adoption gaps persist, especially among rural and older populations

Google

[1] Estimates in this fact sheet include Australia, India, Indonesia, Japan, South Korea, Singapore, Vietnam, Taiwan, New Zealand, Hong Kong, Malaysia, Pakistan, China, Philippines and Thailand. Source: Public First research, 2025
[2] Google Search, Google Ads, Google AdSense, Google Play, Google Cloud, and YouTube (YouTube is excluded for Australia, India, Indonesia, Japan, Korea)
[3] Google Search, Google Maps, Google Play, Google Drive, and YouTube (YouTube is excluded for Australia, India, Indonesia, Japan, Korea)
*Excludes China