

The State of Digital Transformation: New Global Report Exposes the Gaps Between Leaders and Laggards

Digital transformation remains a top priority for executives, yet progress is slowing— average digital maturity rising from 2.69 in 2020 to 2.99 in 2024.

NEW YORK, NY, UNITED STATES, April 18, 2025 /EINPresswire.com/ -- While digital transformation remains high on executive agendas, [Digitopia](#)'s newly released Digital Maturity Report 2024 paints a more sobering picture: progress is losing momentum, execution gaps are widening, and the divide between digital leaders and laggards is growing ever more pronounced.



Based on over 1,300 assessments across 20 countries and 10 industries, and enriched by the insights of 30,000+ senior executives, the report provides one of the world's most comprehensive views on the true state of digital transformation. From culture and leadership to technology, data, and execution, the study explores the critical factors that distinguish high-performing organizations from those at risk of falling behind.

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Peter Sondergaard

“Digital maturity is not just a score. It’s a mirror that reflects the true state of your transformation efforts,” says Peter Sondergaard, renowned tech strategist and former EVP at Gartner.

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The findings show that while average digital maturity has increased from 2.69 in 2020 to 2.99 in 2024, the rate of progress has slowed. Organizations are hitting a wall—not due to lack of ambition, but due to growing complexity, competing priorities, and cultural inertia.

Industries such as Banking and Manufacturing are leading the charge, with top performers reaching scores above 4.0. In contrast, sectors like Services and Consumer Goods remain below the global average, facing structural and cultural barriers to change.

The report also highlights that as companies advance in their digital maturity, integration becomes increasingly difficult. Aligning people, processes, and governance requires not just technology, but visionary leadership and strategic discipline.

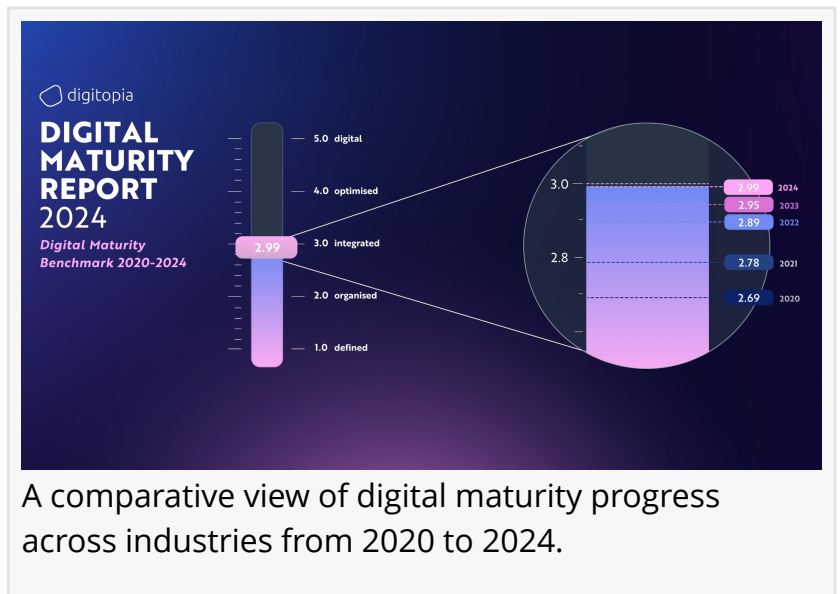
At the heart of the report lies the transformative power of Artificial Intelligence (AI). Companies that embrace AI not only improve efficiency but unlock entirely new ways of operating and innovating. For organizations still hesitating, the message is clear: AI is no longer optional—it's essential.

The report urges organizations to adopt a more holistic approach to digital transformation—moving beyond fragmented digital initiatives toward integrated strategies that align efforts across all functions. To succeed, companies must also demonstrate bold leadership, acting decisively and committing to meaningful change rather than falling back on outdated models. In this new landscape, competitive advantage will belong to those who can fully leverage AI and data-driven decision-making, using continuous measurement to drive strategic clarity and innovation.

Ultimately, Digitopia's Digital Maturity Report 2024 serves as a vital compass for companies navigating the complexities of transformation in the AI era. With in-depth benchmarks, clear trends, and actionable insights, it provides leaders with the guidance they need to succeed in an increasingly digital world.

For more detailed information and to download the full report, please [click here](#).

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