

Press release

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Artificial intelligence skills are essential in everyday life

The research explores the general socio-economic contexts of the relationship of Hungarians to technology and artificial intelligence

- Effective use of tools based on artificial intelligence technology and data analytics are needed for people to thrive in the data-driven world of the future
- Two-thirds of the Hungarian population believe that artificial intelligence will also play a key role in the fight against climate change
- István Szászi: "Artificial intelligence is potentially one of the most impactful technologies, which is already present in all areas of our lives"

Budapest – Artificial intelligence (AI) skills are becoming increasingly important not only in work but also in our private lives. More than 11,000 participants surveyed in this year's Bosch Tech Compass survey worldwide almost completely agree with this, and it is no different in Hungary. 53 percent of Hungarians believe artificial intelligence will be the defining technology of the next decade. Although this rate is slightly below the global average of 65 percent, 71 percent of both domestic and international respondents believe that AI skills will be essential in everyday life.

Hungarian society is divided on the question of what skills will be needed to thrive in a data-driven world. While younger generations opted for efficient tool use, older generations identified data analysis as a skill to be mastered. Compared to the overall Hungarian results (data analysis: 47%, tool use: 46%), the effective use of tools ranked first in global terms with 54 percent, followed by cybersecurity awareness and critical thinking, such as recognizing fake news and fraud, both at 44 percent.

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"AI can undoubtedly be used for malicious purposes, data can be misused, which is why we need to think in terms of an ecosystem, forming long-term alliances across organizations and industries to solve extremely complex challenges and exploit opportunities. Our goal is to become indispensable experts in the field of artificial intelligence in Hungary," emphasized István Szászi, representative of the Bosch Group in Hungary and the Adriatic region.

More stringent corporate regulation is needed

The international representative survey also confirmed that companies should have a developed strategy for AI. According to nearly three-quarters of Hungarians surveyed, companies should create mandatory codes of conduct: this idea was particularly popular among the older generation. Bosch recognized the potential of intelligent software and services early on and has had a code of ethics for artificial intelligence since 2020, setting out guidelines for its development and application in its data-driven products. "Artificial intelligence is potentially one of the most impactful technologies, which is already present in all areas of our lives. This is the fifth industrial revolution happening right before our eyes. In fact, we shape it ourselves, as following the latest international innovative trends, artificial intelligence can be found in all of the company's products or contributes to their production," explained István Szászi.

AI will also play a key role in climate protection

As for other areas of life, opinions are more divided. When asked in which four social areas AI could most effectively contribute to development, 52 percent in Hungary indicated healthcare, 46 percent energy supply, 43 percent education, and 35 percent environmental protection and the fight against climate change. In addition, 66 percent of Hungarian respondents believe that technological progress will play a key role in the fight against climate change, however, only half of the Hungarian population is convinced that global technological development is sufficiently utilized to address the major problems of our time.

If artificial intelligence were advanced enough, 39 percent of Hungarians would use an AI assistant or an AI doctor. More than one third of them would have no problem with an AI teacher, more than a quarter would have no problem with an AI lawyer or mentor, and one fifth would be happy to eat food from an AI chef. At the same time, only 16 percent can imagine AI as a friend and only 13 percent as a romantic partner.

About the study

For the Bosch Tech Compass, the Gesellschaft für Innovative Marktforschung mbH (GIM) surveyed more than 11,000 people over the age of 18 in seven countries in fall 2024. In Germany, France, and the United Kingdom, 1,000 people per country took part; in Brazil, China, India, and the United States, it was 2,000 people each. The representative survey was also conducted in Hungary on behalf of the Bosch Group in Hungary, with the participation of more than one thousand people aged 18–69. Bosch was not named as a client at any point during the survey.

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Basic information:

Bosch has been present in Hungary since 1898 with its products. After its re-establishment as a regional trading company in 1991, Bosch has grown into one of Hungary's largest foreign industrial employers with currently eight subsidiaries. In fiscal 2023 it had total net sales of 2.207 billion forints and consolidated sales to third parties on the Hungarian market of 343 billion forints. The Bosch Group in Hungary employs more than 18,300 associates (as of December 31, 2023). In addition to its manufacturing, commercial and development business, Bosch has a network of sales and service operations that covers the entire country.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 417,900 associates worldwide (as of December 31, 2024). According to preliminary figures, the company generated sales of 90.5 billion euros in 2024. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, electrification, digitalization, connectivity, and an orientation to sustainability. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture user-friendly, sustainable products. With technology that is "Invented for life," Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 470 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. Bosch's innovative strength is key to the company's further development. At 136 locations across the globe, Bosch employs some 86,900 associates in research and development, of which nearly 48,000 are software engineers.

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