

Powered by AI:

Korea's Growth and Innovation



A new AI era of growth

AI can unlock a new AI era of growth for Korea by boosting productivity and innovation, and the next breakthroughs in robotics and agentic AI are expected to drive new economic opportunities. As adoption of AI diffuses through the wider economy, the biggest gains come from helping firms automate routine tasks, improve decision-making and deliver services more efficiently; **69%** of Koreans expect AI to drive economic growth.

AI will accelerate Korea's economic growth in multiple ways

Every KRW invested returns

8.6x

Invested in AI

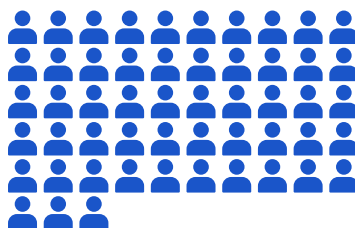


Returned through productivity gains

KRW 8.6

New jobs from AI

530,000



new jobs that growth in AI-related sectors and businesses could support by 2035.

Product development of start-ups

1.6x

Non AI-assisted

100%

AI-assisted

62%

AI-assisted product development could let start-ups in Korea release new features 1.6 times faster than today (i.e. 38% less time required).

What this unlocks

Advanced manufacturing

KRW 41tn

added GVA (US\$29bn) by 2035 from embedding agentic AI and robotics.

SME productivity

KRW 110tn

potential contribution to national GVA (US\$77bn) as AI lifts service-sector productivity.

Korean creativity can reach further

+3.1bn

more people worldwide consuming Korean media.

Economic value of creative and media sector

KRW 10tn

in additional annual value by 2035 from AI-assisted creative tools.

AI-assisted production, translation and distribution widen Korea's global audience.



AI-assisted tools



Translation & localisation



Image and video creation



Editing/Post-production



Audio & music production



Distribution

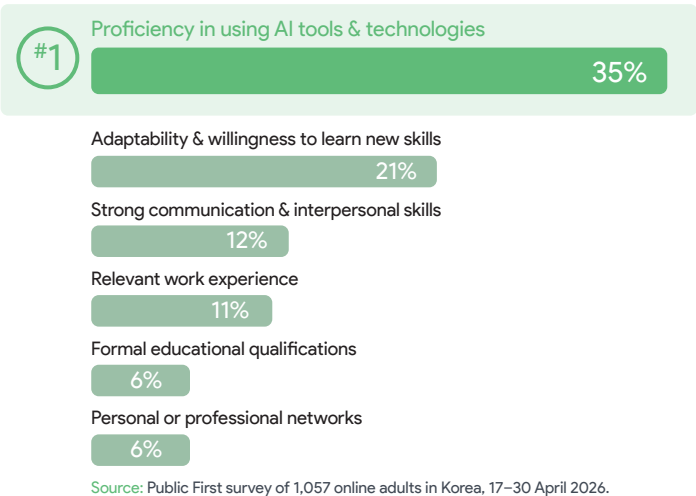


Increasing global audience

An AI skilled workforce makes the impacts of AI go further

Upskilling the workforce to embrace advanced AI adoption will accelerate productivity gains for individual employees and the whole economy, driving high-quality jobs, value creation and a more competitive workforce. AI proficiency is now widely seen as a driving factor for workforce readiness, in line with national priorities: it is the single most commonly chosen factor for securing a good job, ahead of qualifications, experience or networks. On average, AI usage in Korea is already **1.7 times** more sophisticated than the average seen in other countries, which is anticipated to unlock further opportunities.

AI proficiency is seen as the **single biggest** route to a good job

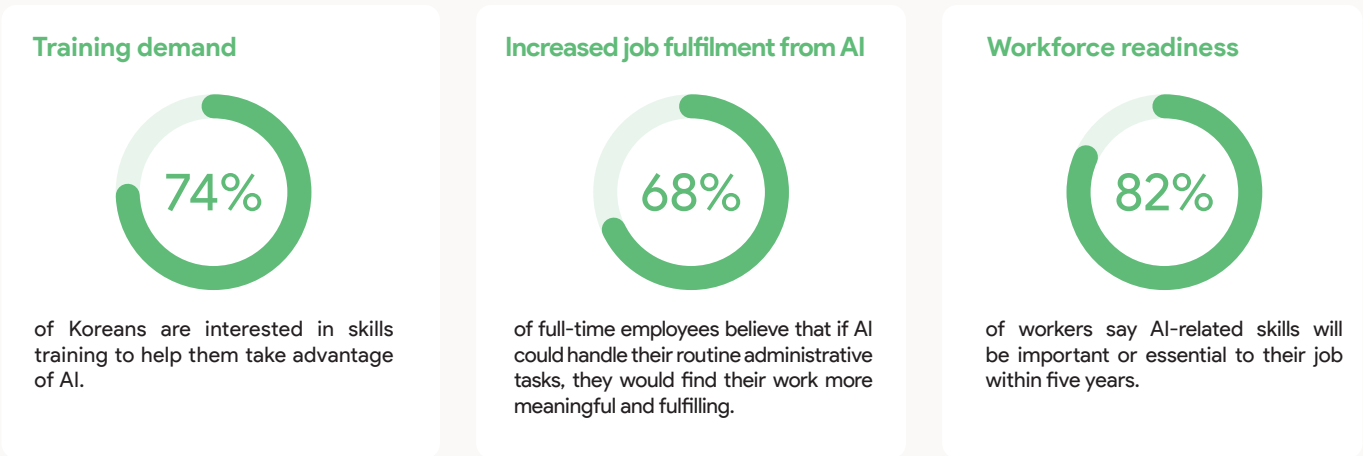


Importance of AI skills in business
40%
of workers say they think employers already prioritise hiring candidates with AI skills.

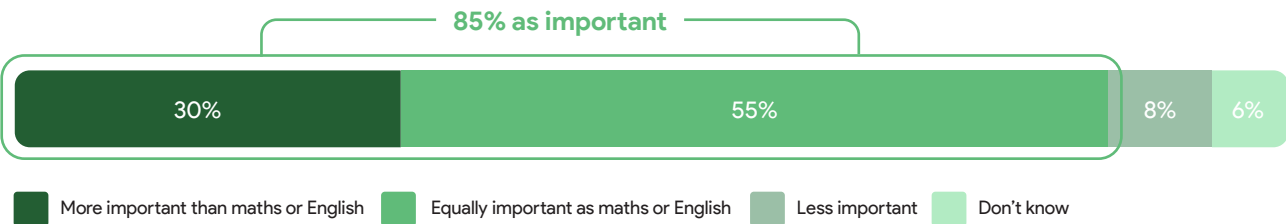
Productivity gain
KRW 2.3–4.7m
annual productivity gain per trained worker.

Complex AI workflows
3x
larger time savings than basic prompting.

What this unlocks



Around 9 in 10 parents say learning to use AI is as important as the core curriculum
Importance of children learning to use AI safely & effectively, vs maths or English · parents



Faster research and innovation

Koreans see accelerating science as the single biggest benefit AI could bring. The adoption of AI tools across Korea's diverse industries and science sectors can expedite the development and launch of innovative technologies, opening up new avenues for growth.

Koreans see accelerating science as AI's biggest prize

Selected as a potentially important benefit of AI · all adults · top responses

#1

Accelerating scientific advancement

54%

Increasing productivity across the economy

47%

Optimising energy efficiency

43%

Taking over boring or unpleasant parts of jobs

35%

Helping governments be more efficient

35%

Personalising education for students

32%

Source: Public First survey of 1,057 online adults in Korea, 17–30 April 2026.

Faster R&D

KRW 33tn

in additional economic value (US\$24bn) by 2040 from faster R&D and scientific discovery.

Faster exploration

2x

AI could help scientists and researchers explore 2x more plausible hypotheses each year, increasing the chances of breakthrough discoveries.

AI discovered drugs

6.1 years

enabling researchers to develop targeted treatments for diseases in the region 6.1 years faster.

Google's products significantly contribute to Korea's economy

AI-assisted economic activity

KRW 21tn

(US\$15 billion) enabled by Google Products in 2025 (e.g. more customers from Google Search, targeted ads through AdSense etc.)

Jobs created

130,000

jobs created in 2025 by helping businesses expand through their use of Google products**

Economic activity for SMBs

KRW 13tn

(US\$9.2 billion) of economic activity generated in 2025 for SMBs through Google products**

**Google products include Google Search, Google Ads, Google AdSense, Google Play, Google Cloud and YouTube

Source: Survey of 1,057 online adults based in Korea in April 2026. All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age and gender, education level, and region to nationally representative proportions. A full modelling methodology can be accessed [here](#) and our disclaimer [here](#).