

Building the future:

Harnessing the value of generative AI in manufacturing

Gen AI can deliver up to \$110 billion in business value to the North American manufacturing industry.

Let's break down where this value lies and explore how you can get started with gen AI, today.

By 2060, 50% of today's tasks will be automated with gen AI — helping manufacturing companies contend with increasing challenges and expectations.¹

61%

of US supply chain managers report that their supply chains are not operating optimally²

64%

of B2B expect a loyalty program granting points or other rewards³

20%

increase in US logistics costs, now representing 9.1% of GDP⁴

1/3 of business leaders regularly use gen AI in at least one function.⁵

Secure your slice of up to \$110 billion in US value across 5 key domains.

\$35-\$60bn

in revenue uplift

+

\$30-\$50bn

in cost savings

=

\$110bn

in value¹

Reimagined products

Incorporating innovative and visionary features like gen AI and IoT-enabled features into new products.

\$20-40bn

projected business value in the US

10-15%

productivity boost measured against the value of overall research and development costs in the US¹

\$5-10bn

projected business value in the US

45.6%

expected annual growth in global market for gen AI-powered supply chain solutions from 2023 to 2032⁶

Supply chain resilience

To build robust and technologically secure global industrial supply chains, manufacturers are reimagining their digital models and increasingly contemplating nearshoring.

Sustainability focus

Manufacturers are shifting strategies to achieve an ESG-focused company and contribute to a low-carbon, sustainable economy.

~\$5bn

projected business value in the US through intensified focus on sustainability

23%

of US greenhouse gas emissions are from industry, with opportunity for further reductions⁷

\$15-25bn

projected business value in the US

50%

estimated reduction in the volume of human-serviced contacts with AI¹

Enhanced customer experience

Digital interactions with customers can boost sales across the entire value chain — including after-sales service.

Manufacturing efficiencies

Digitization of manufacturing processes can improve overall efficiency, countering high wages.

\$20-30bn

projected business value in the US

10-20%

improvement in direct labor productivity⁸

AI will revolutionize the future.

“Generative AI has the potential to revolutionize the buying, ownership, and interaction experience inside the vehicle and beyond, enabling more opportunities to deliver new features and services.”



Mike Abbott
Vice President of Software,
General Motors



Ready to get started?

Find out what gen AI could do for your business and start putting it to work.

[Take our assessment →](#)

Projected business value based on research from McKinsey Global Institute. Distribution of total GenAI use cases impact by business function per industry response, scaled by Northern American share of global GDP and North American share of global manufacturing revenue.

1. McKinsey & Company. (2023). The economic potential of generative AI: The next productivity frontier.
2. CNBC. (2022). "Most supply chain managers expect problems to continue at least through 2024".
3. McKinsey & Company. (2021). "B2B sales: Omnichannel everywhere, every time".
4. Supply Management. (2023). "US logistics costs hit record \$2.3trn as disruption causes demand stagnation".
5. McKinsey & Company. (2023). "The state of AI in 2023: Generative AI's breakout year".
6. Precedence Research. (2023). "Generative AI in supply chain market".
7. EPA. (2023). "Sources of Greenhouse Emissions".
8. McKinsey & Company. (2022). "The digital revolution is brewing in the industrials sector".