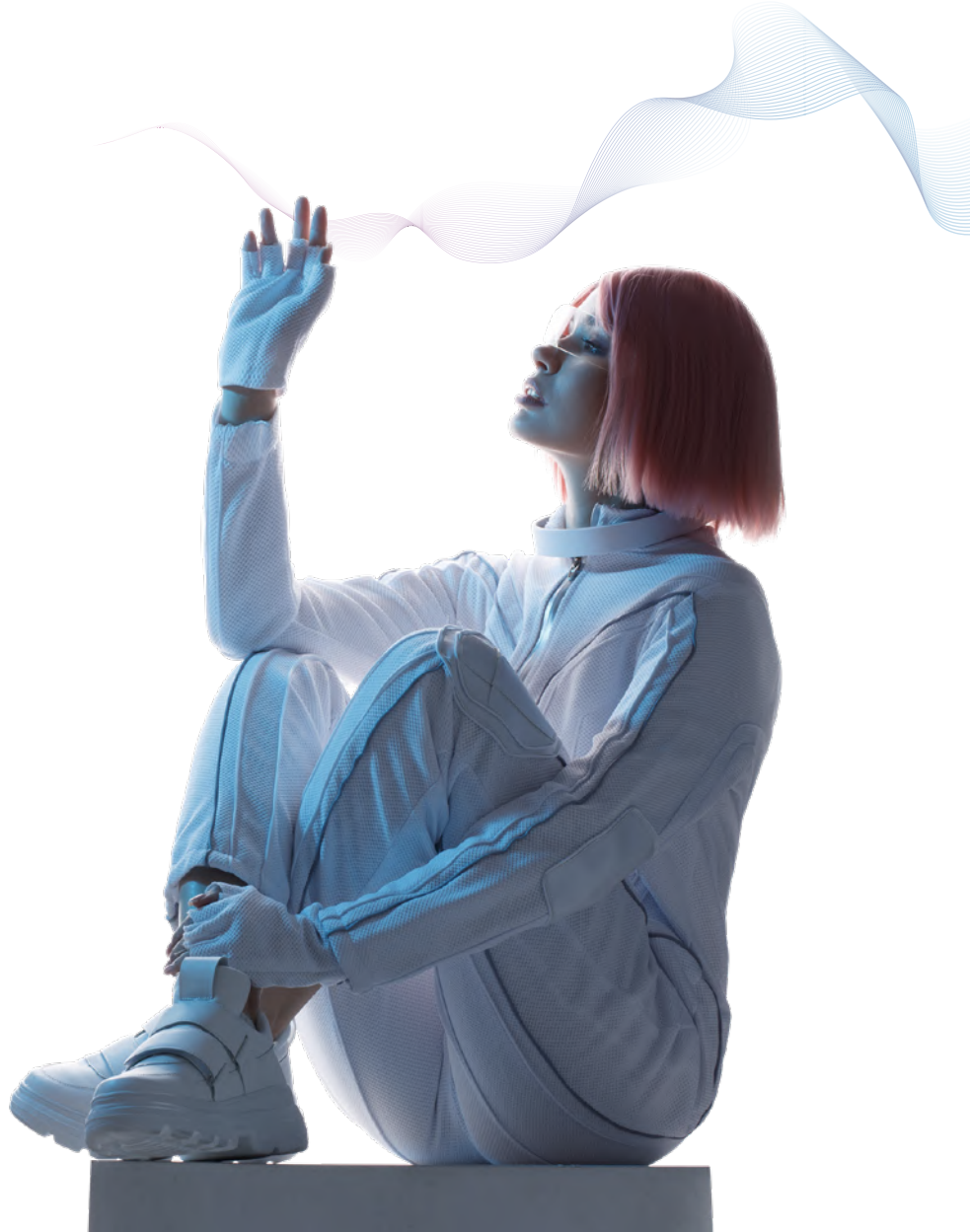

BBVA
Spark
A look at the technological
and market trends for
2025

Technology and high-growth companies will continue to face the challenge of adapting to a constantly evolving environment.

2024 marked a **turning point** after two years of contraction in venture capital investment. European companies raised **$45 billion** (€43.1 billion at current exchange rates) in VC financing, **20% more than in 2020**, suggesting a progressive stabilisation of the market. Similarly, venture debt financing reached a high on the continent, with $13.2 billion up to the third quarter.

In this context, **2025 could represent a new stage of growth in Europe**. To capitalise on this opportunity, tech companies will need to adapt to market dynamics and a constantly changing environment, adopt technologies and drive the transition to **more agile and resilient ecosystems**.

In this guide, we analyse the most disruptive trends that will gain prominence this year and how they will affect high-growth companies.



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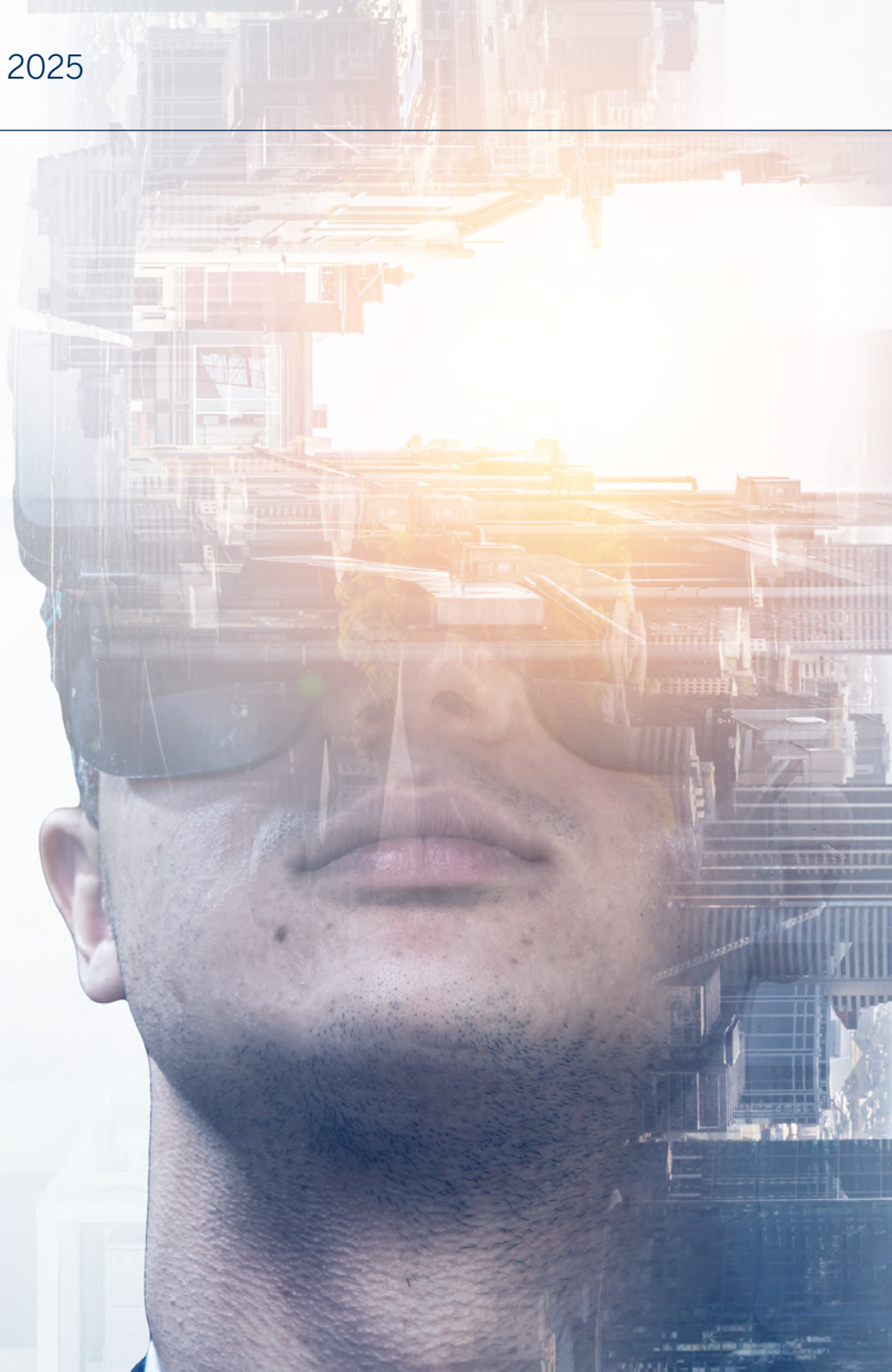
Macro trends

Beyond changes in the market and advances in **technology**, there are a series of **global trends** that influence all sectors and affect the development of innovation and the promotion of entrepreneurship.



Increased investment in technology and a race for general AI

Growth in technology spending and a race for general AI. In 2025, global IT spending is expected to increase by 9.3%, with a special emphasis on **artificial intelligence (AI)** and innovative solutions. The US and China have launched a race to be the first country capable of developing artificial general intelligence (AGI), reminiscent of the Space Race of the 20th century. The investments needed to meet the extraordinary energy requirements of this race are expected to be extraordinary, although the recent success of the Chinese generative AI DeepSeek, developed with significantly less investment than Google's or OpenAI's AIs, has had a strong impact on the financial markets.

Need to regain online trust

The difficulty of verifying information through digital channels has become a widespread concern, due to the risks associated with AI-generated content. Therefore, initiatives aimed at restoring the quality of the digital experience will be key in 2025.

Demand for immediacy

In an economic and social context where changes are rapid and constant, consumers demand more immediate, personalised and efficient solutions in all aspects of their lives.

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Key technological trends

Various **technological advances** will drive the evolution **of the entrepreneurial ecosystem** in 2025. At **BBVA Spark**, we have highlighted the five most decisive technologies for fast-growing companies.

Artificial intelligence agents

Why?

In 2025, the era in which artificial intelligence (AI) only spoke and gave us ideas will be over. **AI equipped with 'agency'** is coming; that is, the ability to perform complex actions, such as managing the agenda, shopping or sending communications in an automated way. AI agents interact with their environment, collect data and use it to perform these tasks autonomously.

Deloitte anticipates that 25% of companies using AI will launch AI agent pilots by 2025.

What does it bring to companies?

Process optimisation, cost reduction and improved operational efficiency, whether through robotics, virtual assistants or intelligent systems that learn and evolve over time.

Which companies stand out?

Microsoft — Through its Azure platform, the software giant offers the possibility of configuring AI agents for productivity.

intelligent alpha — Online broker that uses various AI models to automate investment.

Robotics and automation

Why?

Related to AI, there is a boom in **more versatile robots** that goes hand in hand with the arrival of **autonomous vehicles**. Both will revolutionise sectors such as logistics, transport, manufacturing and healthcare, increasing efficiency and reducing costs.

What does it bring to companies?

The possibilities range from more efficient mobility to healthcare to warehouse work. Robots can already deliver supplies or assist patients, and various players are working on making them more flexible and enabling each robot to learn how to perform different tasks on its own.

According to McKinsey, 50% of work could be automated between 2030 and 2060.

Which companies stand out?

WAYMO — Autonomous taxi company powered by Google.

Boston Dynamics — Owned by Hyundai, this industrial robot company is the creator of the popular 'robodog'.

INTUITIVE — Creators of the DaVinci surgical robot.

Quantum computing

Why?

Quantum computing, the international year of which is being celebrated in 2025, allows information to be processed and calculations to be made **much more quickly and efficiently** than traditional computing in some specific areas.

- **Modelling of complex structures**
  It has applications in protein design, new materials, etc.
- **Cybersecurity**
  The arrival of quantum computers will render current authentication systems based on secret keys obsolete, making new cryptography necessary.

What does it bring to companies?

It promises advances in cybersecurity, medicine and materials. But before that, all companies in all fields will have to be prepared for cyberattacks on their encrypted information.

Which companies stand out?

IONQ — Drivers of the first quantum computer for commercial use.

Spatial computing and 'phygital' experience

Why?

Spatial computing includes key technologies such as **augmented reality (AR), mixed reality (MR)** and the metaverse and makes it possible to integrate the physical and digital worlds through devices such as **smart glasses**. Its use in remote collaboration is possible thanks to the low latency of 5G networks and the future implementation of 6G.

Its application in the field of marketing is known as the 'phygital' experience.

What does it bring to companies?

For companies, spatial computing and the 'phygital' experience offer immersive experiences that improve, respectively, collaboration and customer interaction with their products and services. In the retail sector, for example, customers can try products virtually before buying them.

Which companies stand out?

Magic Leap — Initially consumer-oriented, it has pivoted towards mixed reality business applications for sectors such as healthcare, manufacturing and education.

Ray-Ban | Meta — The company behind video games such as Pokémon Go. It allows developers to create interactive worlds that blend the physical and the digital.

NIANTIC — This joint venture aims to improve both the usability and the design of smart glasses.

Biotechnology

Why?

This year is expected to see a boost in gene editing tools (such as CRISPR), which enable personalised treatments for genetic disorders; the widespread use of drugs such as Ozempic (the diabetes drug that has been successful as a way to lose weight), more effective cancer therapies and more resilient agricultural crops.

What does it bring to companies?

These developments seek to address global challenges such as chronic diseases, food insecurity and climate change. Companies that adopt these technologies can transform key sectors such as health, agriculture and food.

Which companies stand out?

editas MEDICINE — A leader in CRISPR-based gene therapies.

novo nordisk — An innovator in drugs to treat obesity and metabolic disorders.

03

Technology sectors that will stand out in 2025

We take a look at the sectors of the entrepreneurial ecosystem that are positioned to become the favourites for talent and investment in 2025.

Enterprise software

Applications

It focuses on developing technological tools to optimise business operations, such as ERP, CRM and data analysis.

Why invest in enterprise software?

These companies offer to automate finance and logistics, improve internal collaboration or scale up companies through digitisation. The arrival of AI agents anticipates a **new generation of players** that will surpass the current 'traditional' tools of companies such as SAP, Oracle or Salesforce.

Digital health

Applications

It revolutionises medical services with innovative devices, biotechnology and digital applications such as telemedicine and wearables.

Why invest in digital health?

It can address global challenges such as ageing and accessibility of medical care through personalised treatments, early AI-supported diagnoses or remote patient monitoring.

Fintech

Applications

It combines finance and technology to create accessible and personalised financial services. It includes digital payments, peer-to-peer loans, cryptocurrencies and automated investment management supported by the latest advances in AI.

Why invest in fintech?

It promotes financial inclusion by simplifying banking operations. Technologies such as agent-based AI or natural language processing can help facilitate communication between users and their bankers.

Robotics

Applications

AI-equipped robots will become widespread in manufacturing, transport, customer service, agriculture and healthcare.

Why invest in robotics?

The opportunity goes beyond increased productivity and cost reduction in various industries and incorporates aspects such as safety and improved accuracy in critical tasks.

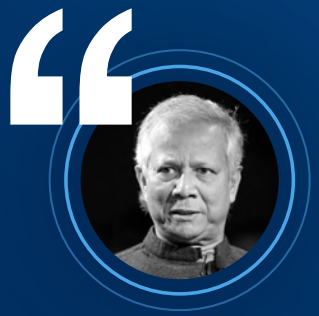
Electric and autonomous mobility

Applications

It optimises logistics routes and allows mobility to be adapted to trends in urban and interurban travel and to environmental challenges.

Why invest in electric and autonomous mobility?

Also known as **'CASE mobility'**, which stands for 'connected, autonomous, shared and electric', it is transforming the private vehicle. In 2025 it will go further with the deployment of services such as autonomous taxis in some cities.



'While technology is important, it's what we do with it that truly matters'

Muhammad Yunus
Prime Minister of Bangladesh and Nobel Peace Prize winner

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Sources: Life trends 2025 (Accenture), TMT Predictions 2025 (Deloitte), Gartner Top 10 Strategic Trends 2025 (Gartner), TMT 2025 Predictions – Insights (Deloitte), Economic potential of generative AI (Mckinsey), Global Tech Update (Dealroom), Quantum computing: the power of qubits (Inese), Spatial computing: how to offer immersive experiences (Gartner), Top 15 global trends for 2025 (Forbes), Keys to China's DeepSeek stock market shakeout (Cinco Días), US prepares a new 'Manhattan Project' (Xataka), Autonomous taxis (Xataka), AI Agents (Xataka).