

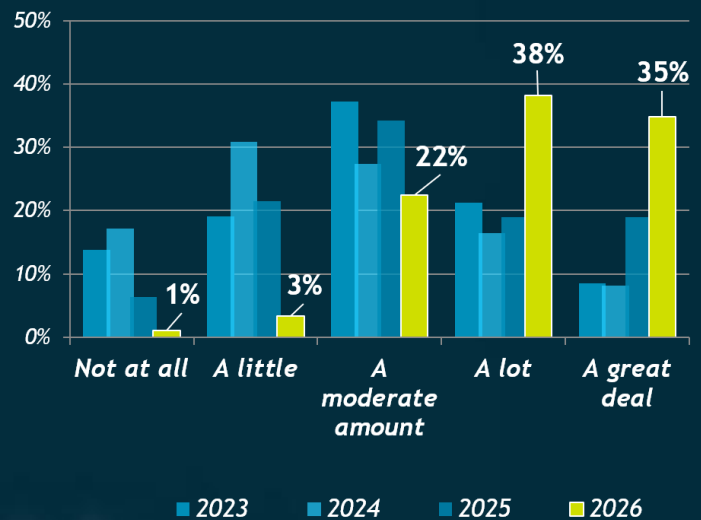
Digital Learning Realities 2026

AI in Learning - Expectations and Drivers Shaping L&D

Expectations for the impact of AI on L&D teams surges to new heights

Expectations of AI's impact on the learning function has exploded. With 39% expecting AI to have a lot or a great deal of impact in the year ahead. This has almost doubled in the last year - with close to 75% now expecting AI to significantly disrupt their learning team and operations. AI is now the dominant disruptor for everyone involved in learning. AI is mainstream and the momentum behind it accelerating, even if the application of AI is emerging and vendors roadmaps are still evolving and the evidence of outcomes can be patchy.

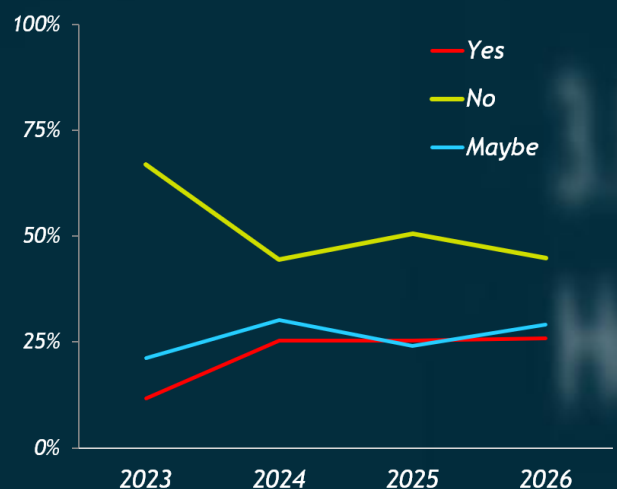
How much impact do you think AI will have on your L&D function in a year's time?



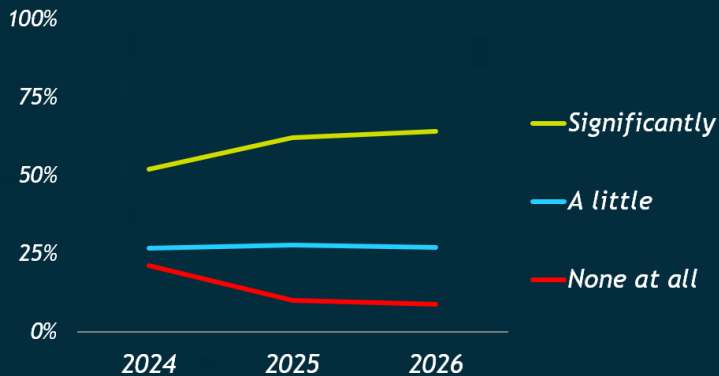
There is strong scepticism about whether AI will live up to the claims made for it

Whilst the inflated expectations of AI appear to have declined over the past three years, there is a clear separation between AI sceptics and AI believers. Someone is twice as likely to believe AI will live up to the hype than to think it's being over-hyped. It's easy to say that the reality will play out in due course, but the reason this statistic is important is it underlines the willingness of L&D to explore and embrace AI innovation, rather than discounting it out of hand. If AI isn't being over-hyped, the concerns learning professionals have about being left behind will drive buying behaviours. Buyers' are increasingly scrutinising vendors AI roadmaps to understand if they are a long-term viable partner - as L&D teams themselves come under increasing pressure to innovate.

Do you think the claims for AI are over-hyped?



How much is AI influencing your future L&D resourcing plans?



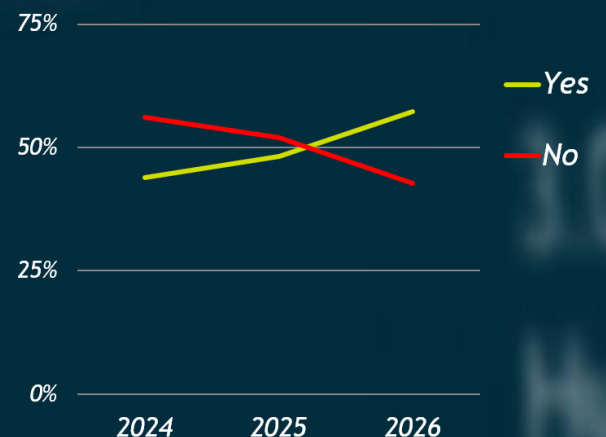
AI is a major influencer of how L&D teams are resourcing themselves

In the space of just three years the influence AI is having on L&D teams resourcing plans has grown significantly. Today less than 10% believe AI won't impact their learning function. But close to two in three learning professionals expect AI to significant impact on the resourcing the L&D team. AI is becoming a new L&D team member, bringing with it whole new operating models and learning possibilities.

L&D teams are becoming more willing to pay for AI as the cost-benefits become clearer

This year we appear to have passed a major tipping point in L&D professionals' willingness to pay extra for AI functionality. For most, AI costs are no longer something that should be absorbed into the existing license fees. This is a significant moment for suppliers, but it does not come without longer-term uncertainty about pricing models and cost management. This is especially true as providers start to switch to AI token-based pricing. This could see costs increase and buyers will need to carefully manage usage volumes to manage costs without inhibiting the adoption of new services as new pricing models create budgeting challenges for buyers.

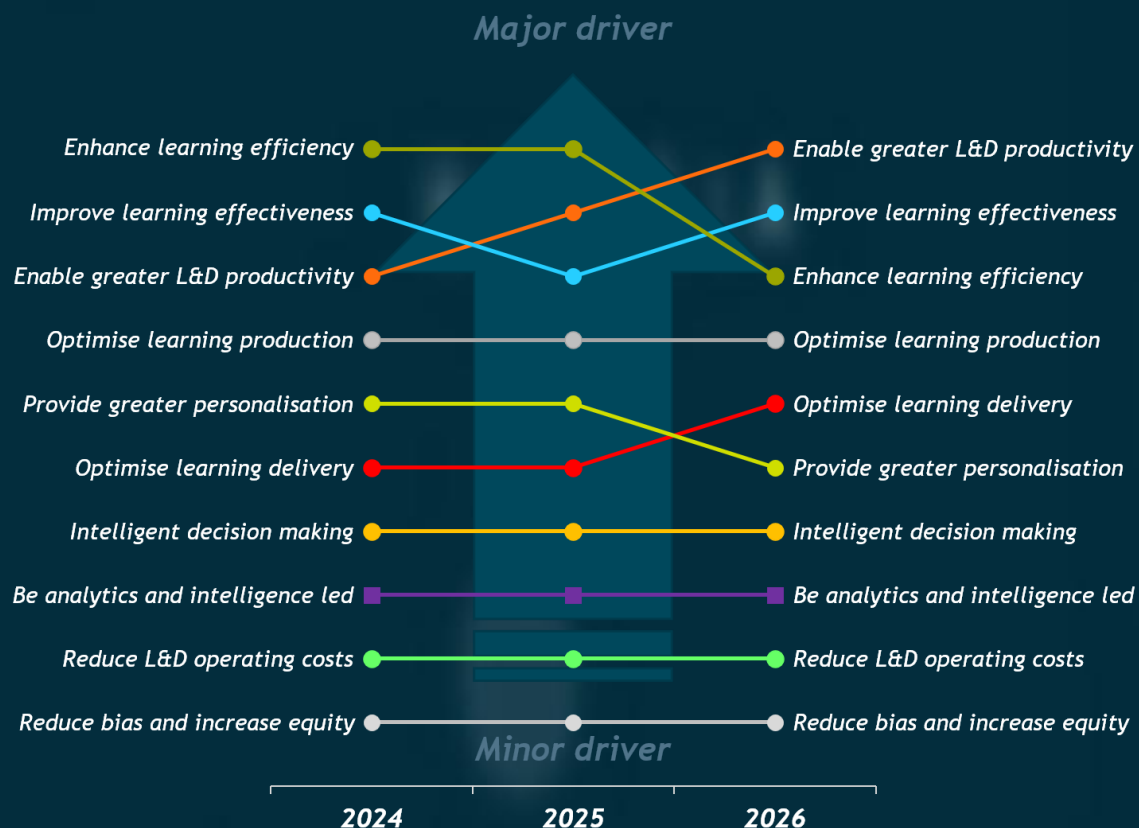
Do you expect to pay extra for AI functionality as it becomes available in your learning solutions?



Enabling greater L&D productivity and optimising delivery are the drivers accelerating the adoption of AI in learning

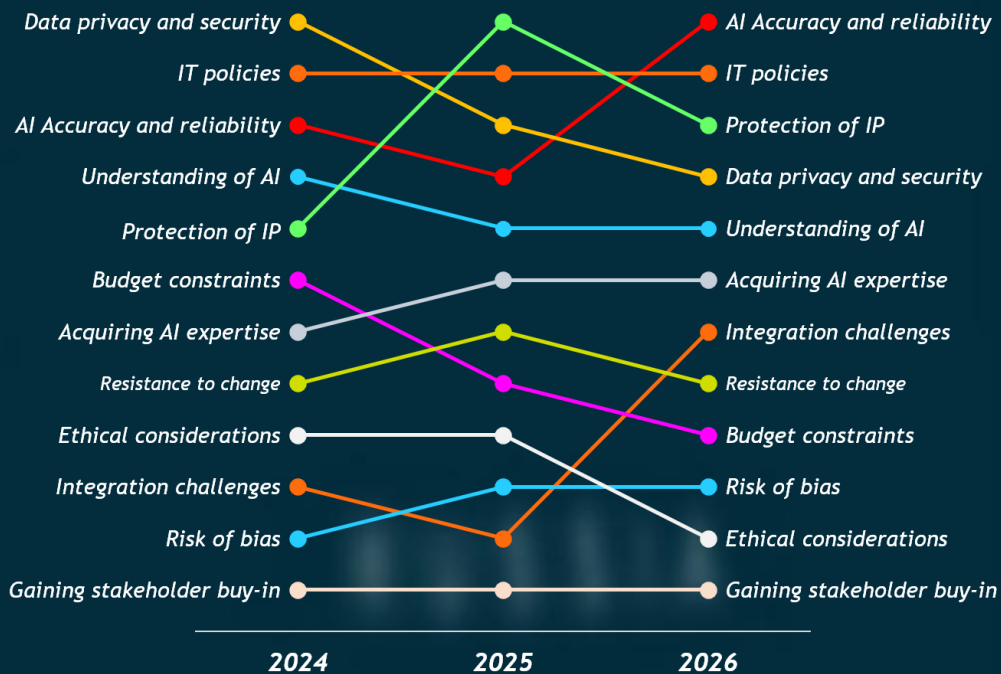
The economics of AI are hard to ignore, and whilst the business case for adopting AI isn't always in place and there isn't always a strong desire from L&D teams to pay for AI, its productivity gains for L&D professionals have become an increasingly important part of the story, particularly in the production and efficiency of learning content. But, truly revolutionising the learning experience through personalisation still seems a distant opportunity. As a result, the transformative impact of AI still seems out of reach, as all but a few are really thinking about radically changing their L&D team and the learning experiences they enable. What we appear to be witnessing is a more gradual evolution of existing L&D practices, and truly transformative thinking for the new opportunities enabled by AI is very much at the fringes. That reticence to think radically may yet be the undoing of many L&D teams, as their traditional approach risks becoming increasingly more commoditised.

What is driving your adoption of AI for learning in your organisation?



Concerns about accuracy and reliability top L&D teams challenges with the adopting of AI in learning

What challenges are you facing when adopting AI into your organisation's learning initiatives?



As the use of AI increases, concerns about its accuracy and reliability of adopting AI in learning have also risen to the top of L&D’s challenges. The risk of disinformation powered by AI hallucinations is a primary concern. And whilst concerns about data privacy and security have subsided - the challenges of integration of AI systems across the corporate ecosystem are growing rapidly. When the most valuable data that informs learners needs and business outcomes falls outside learning platforms - the success of learning is significantly dependent on the intelligence it gathers from other systems. But there is often reticence from providers in sharing data, for fear of losing their position as the primary touchpoint in the experience. Whilst MCP standards exist - the willingness to engage with these is not guaranteed across suppliers.

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Sources of Information & Background

As Europe's #1 HR industry analyst, Fosway is uniquely positioned to help the industry with independent research on these issues. More information and insight on our research will be made available on www.fosway.com

Fosway Group conducted the survey of its corporate research network and Learning Technologies Show conference attendees in partnership with Closer Still between February 2026 to April 2026. Responses were gathered from CHROs, Talent & L&D Directors, Managers and Learning, Talent & HR Technology professionals.

Results are drawn primarily from enterprise organisations in Europe and the survey includes responses from 334 individuals. Over 77% of respondents are based in European organisations, and over 62% have a global role.

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