KPMG Technology Industry Innovation Survey: Blockchain

Now in its seventh year, the Survey includes responses from more than 740 global leaders in the technology industry. Twelve countries are represented and seventy-six percent of the respondents are C-level executives. The online survey was conducted from December 2018 to January 2019.

Likelihood that blockchain will change the way your company does business in the next three years

- Very likely/Likely: 48%
- Not likely/Not at all likely: 27%
- Neutral: 24%

Percentages do not sum to 100% due to rounding.

Greatest disruption resulting from blockchain initiatives in the next three years

- IoT processes (e.g., tracking software upgrades, product returns, warranties, etc.): 27%
- Trading (e.g., platforms for small business): 22%
- Reduced cyber risk (e.g., reduced risk via ledger identity authentication): 20%
- Contracts (e.g., payments, insurance, identity confirmed via blockchain records): 18%

Partial list. Percentages do not sum to 100%.

Likelihood your company will implement blockchain technology in the next three years

- Very likely/Likely: 41%
- Not likely/Not at all likely: 28%
- Neutral: 31%

Partial list. Percentages do not sum to 100%.

Biggest challenges with adopting blockchain technology in the next three years

- Unproven business case: 24%
- Technology complexity: 14%
- Lack of capital to fund new investment: 12%

Partial list. Percentages do not sum to 100%.

Top benefits with adopting blockchain technology

- Improved business efficiencies: 23%
- Product and/or service differentiation: 12%
- Cost reductions: 9%
- New business insights from incremental data: 9%

Partial list. Percentages do not sum to 100%.