Prosus predicts: Six AI trends in 2025

AI is developing so fast that it's hard to know what the year will bring. In the past, what we've thought to be bold predictions have often fallen short of AI advances. But we're going to do it again anyway – this time with the support of a 3,000+ AI community and a panel of AI assistants.

At Prosus, our team of 1,000 data scientists evaluates emerging AI technologies and deploys AI solutions across our global portfolio of 100+ companies, from food delivery and online classifieds to fintech and edtech. This gives us a good view of what's to come. We've landed on six AI predictions for 2025.

Our Prosus AI team hosted a debate on these forecasts at our recent AI Marketplace conference, asking the participating 3,000+ AI experts, data scientists and machine-learning engineers how likely it is that they will come true. The participants indicated the likelihood of predictions coming true on a scale of 0% (no way it's going to happen) to 100% (there's no doubt!). The weighted average for each prediction is provided below. And what does AI itself say? A panel of three AI assistants – ChatGPT, Claude, and our proprietary tool Toqan – also weighed in on the debate.

Here are our predictions for 2025:

Prediction 1: AI agents will carry out upwards of 10% of the customer interactions in e-commerce (currently 0%)

AI community response	AI assistants panel
65% likelihood	medium likelihood

In e-commerce, AI agents are quickly becoming a key player alongside buyers and sellers. At Prosus, we're deploying agent-based shopping assistants for our online marketplace OLX. Consumers are able to interact with the agent in a simple conversational interface, through voice or text. Buyers don't have to scroll through pages of products but instead simply tell the agent what they're looking for. For example, "three suggestions for a graduation gift for someone who enjoys sports and is interested in technology". The assistant answers product questions, provides product comparisons, and makes recommendations. Plus, it can look for similar-looking items based on photos.

That's only the start. As AI agents become more sophisticated and reliable, buyers will use them to manage end-to-end e-commerce transactions – from finding what they're looking for and negotiating the price with sellers to ordering the items and handling payment. Agents also quickly generate compelling and accurate product listings for sellers that include videos and product descriptions.

Thiago Cardoso, Director of Data and AI at iFood: *"The technology behind AI agents might be ready, but it's not just about the tech. People need time to adapt to new technologies, and that will likely take more than a year."*

Prediction 2: A GPT-4-level large language model will be running on mobile devices

AI community response	AI assistants panel
78% likelihood	Medium to high likelihood

Running large-language models like GPT-4 on mobile devices is challenging because these models require significant processing power, memory, storage, and energy to run efficiently – more than most mobile devices have today. Mobile devices will become more powerful and better equipped for LLMs in the coming year, due to improved processing power, memory, batteries, and chips. More importantly, models will be compressed and optimised, reducing model size without sacrificing performance. We care about intelligence on devices because the majority of ecommerce users on our global platforms are mobile users, and delivering intelligence at the point of interaction means delivering a superior customer experience.

Dmitri Jarnikov, Senior Director of Data Science, Prosus: *"It might not be a full-scale large-language model running on mobile. Instead, we may see specialised models for narrow tasks first, or hybrid models for mobile that process smaller tasks locally while leaving the more complex tasks to the cloud."*

Prediction 3: There will be no open-source large-language models in the top 10 of LLM leaderboards (now 3)

AI community response	AI assistants panel
43% likelihood	low likelihood

Big companies like OpenAI and Anthropic have extensive computational resources and financial backing, plus access to large, diverse datasets and top

tech talent – all of which makes it much more likely for their closed-source models to reach the top 10 of LLM leaderboards and outcompete open-source models. Consider also that usage tends to concentrate significantly on the top performing models, with rapidly decreasing popularity away from the top 3. However, new players such as DeepSeek[1] have released powerful models in Open Source, with performance rivaling the top 3. The strong collaboration in the open-source community can result in faster improvements, bug fixes, and new features that could secure them a place in the top 10.

This prediction was hotly debated at our AI Marketplace event. There was about a 50-50 split in the AI community of this coming true, with the weighted average for this prediction coming in at 43%. In other words our community predicts - or hopes - that Open Source will remain in the top 10 of LLM performance.

Pieter Rautenbach, Engineering Director, Takealot Group: *"I think that models will shrink drastically through mechanisms like distillation, and in time, the stronghold that the tech giants have over them will wane. We'll start to commoditize this technology, putting it in the hands of everyone, with openness and transparency helping to build trust. Open source models will definitely appear in the top 10, with perhaps even a few surprises."*

[1]Prosus has added DeepSeek's R1 model to Toqan, our AI assistant and put it to the test across a range of real-world use cases. Visit our ProLLM Leaderboard to view the results.

Prediction 4: 50% of new online content is AI-generated (now 14%)

AI community response	AI assistants panel
43% likelihood	low likelihood

AI technologies are making content generation more accessible and affordable for a broader audience, with widespread adoption of AI tools across industries. The demand for personalised and high-volume content has also skyrocketed, as businesses are tasked with engaging consumers, across multiple platforms.

AAs AI models become increasingly capable of mimicking human-like writing styles, the quality of AI-generated content will improve, becoming more acceptable to consumers and businesses. The net effect is that machines overtake humans in content generation, and the web will be populated mostly with content which is machine-generated. This is problematic for many reasons, one being that original human content for training LLMs will become increasingly scarce.

Prediction 5: 80% of Prosus employees will use AI Assistants daily (now 20%)

AI community response	AI assistants panel
76% likelihood	Medium to high likelihood

We rolled out our AI assistant, Toqan, to the Prosus Group in 2022. We wanted our employees to experience firsthand what AI could do for their work, and to see how the AI tool is used in the workplace.

Around 20,000 colleagues across 24 of our portfolio companies are now using Toqan, 20% on a daily basis. Powered by more than 20 large-language models (LLMs), Toqan connects to an organisation's knowledge base, such as Confluence or Google Drive, and includes a range of guardrails and safety certifications. While it is most commonly used for programming and software development (43%), 41% of users are engineers and 59% work in non-engineering roles. This has led to an average 11% productivity gain overall, with customer support seeing increases of 40%.

Besides Toqan, there are a host of AI assistants on the market such as ChatGPT, Claude, Perplexity, and more specialized tools integrated,for instance, in the workflows of software developers.

We are implementing a massive upskilling at Prosus to shift behaviours and stimulate AI work augmentation. We also believe that it will take a significant effort to learn to use these tools to their full potential, and to change the way we work to benefit from their usage.

Steven Vester, Head of Product at OLX: *"We need to focus on behavioural change and we need to get people to understand and embrace assistants – the tooling is largely already there."*

Prediction 6: While AI tools will become as least 75% cheaper, AI budgets will continue to rise

The unit cost of intelligence for AI is rapidly decreasing, with the cost of LLM interactions dropping to between 75% to one order of magnitude or more in the next year. A few of the reasons for this include better model architecture, training improvements, and better silicon capabilities. Based on data from Toqan, however, the Prosus AI assistant, the complexity and resource demands of tasks is increasing with the use of AI agents. This is because AI agents use LLMs to think and plan, multiple tools – for coding or browsing, for example – to execute tasks, and models for self-reflection and error-correction. The result is a higher number of tokens used per question, which slightly raises the overall cost per question despite the decreasing unit cost of intelligence. This prediction is highly uncertain given the emergence of reasoning models which tend to use far more resources than traditional LLMs.