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Digimeter Report 2025

Key insights on digitalization in construction



Introduction:

From optional to essential: The role of digitalization in construction

Digitalization isn't just an option anymore - it's essential for success in the construction industry. Rising expectations from clients, regulators, and partners mean companies must use digital tools to stay competitive, efficient, and profitable. From project management and financial reporting to customer communication, digital solutions are now central to how modern construction businesses operate.

The Digimeter survey supports this trend. Most industry professionals view digital tools as crucial for improving efficiency, ensuring traceability, and meeting tougher regulations. Companies already adopting digital practices report noticeable improvements in invoicing, documentation, and project tracking, giving them clear competitive advantages.

However, digital transformation does bring challenges. Some businesses find that available digital systems don't fully match their needs. Others encounter technical hurdles or internal resistance. Despite these issues, the survey shows most companies recognize digitalization's potential and plan to invest more in digital tools.

This report explores why digitalization matters in construction, the benefits it offers, and how companies can smoothly transition to a digital future.

> *"Rising expectations from clients, regulators, and partners mean companies must use digital tools to stay competitive, efficient, and profitable."*

Introduction:

About the Digimeter

The Digimeter is an annual survey that provides insights into digitalization trends and challenges within the construction and crafts industry. The 2025 edition was conducted in January and February and includes responses from professionals in Norway, Sweden, and Finland.

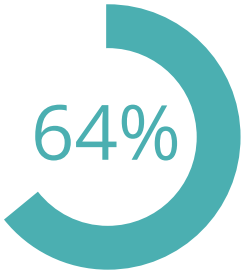
Digimeter has previously been conducted in Sweden in 2022 and 2023, and in Finland in 2024. This year marks the first time the survey has been carried out simultaneously across all three countries. As a result, it offers a unique basis for comparison and a broader understanding of how digitalization is progressing across the Nordic markets.

Overview:



6 out of 10 have experienced business improvements through digital tools

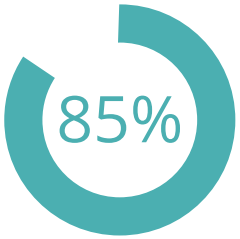




believe AI can add value to their business

30%
of companies plan to increase their investments in digital tools

35%
find digitalization challenging



would recommend digital solutions to others in the industry



Over 7 out of 10 believe system integrations are important

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1.

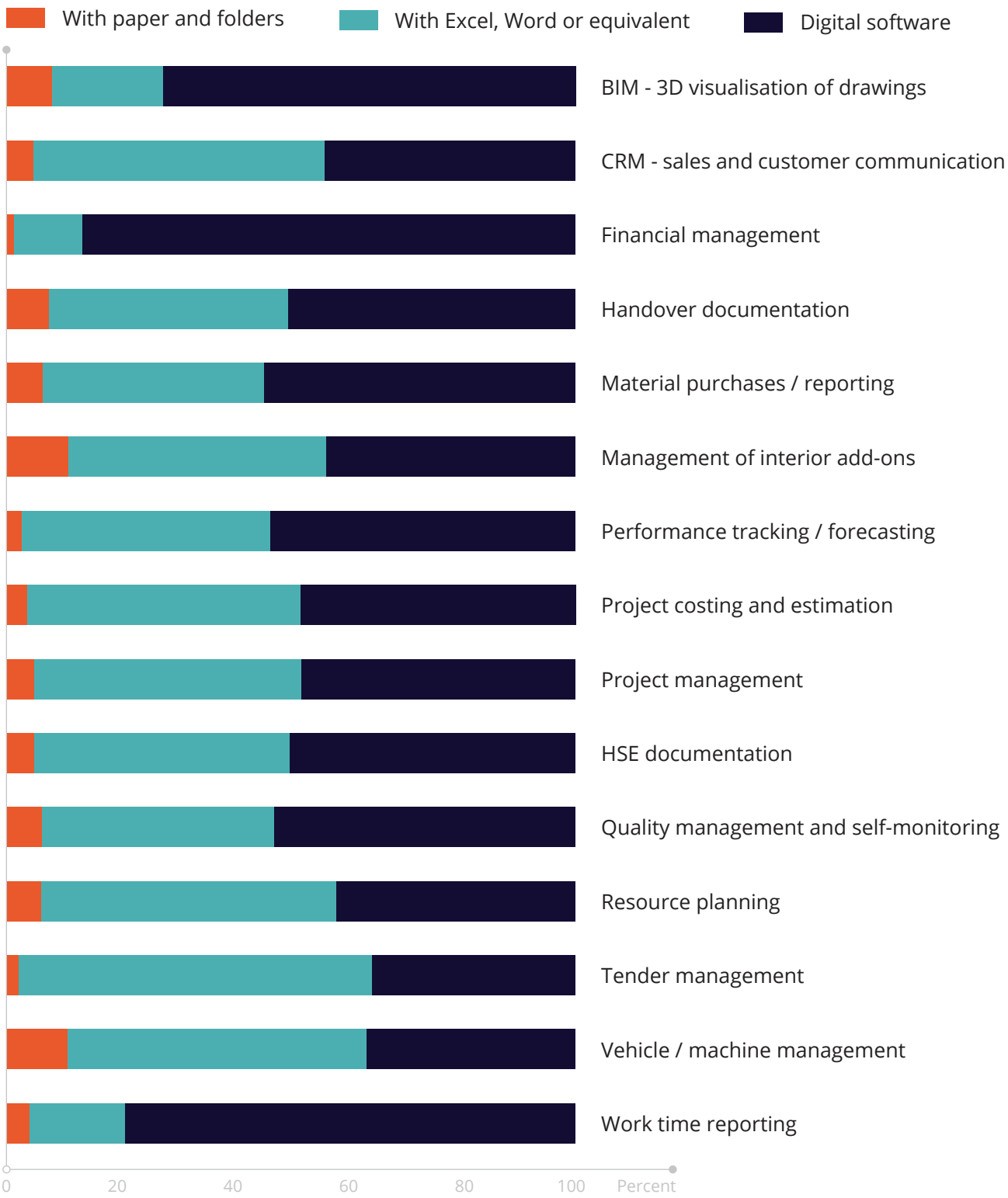
Digitalization in the office

How digitalization is transforming work processes in Norway, Sweden and Finland

The construction industry is taking steps towards digitalization, but how is this shift reflected in office-related tasks? Our analysis shows that digital tools are gaining a foothold, but traditional tools like Excel and paper are still common.

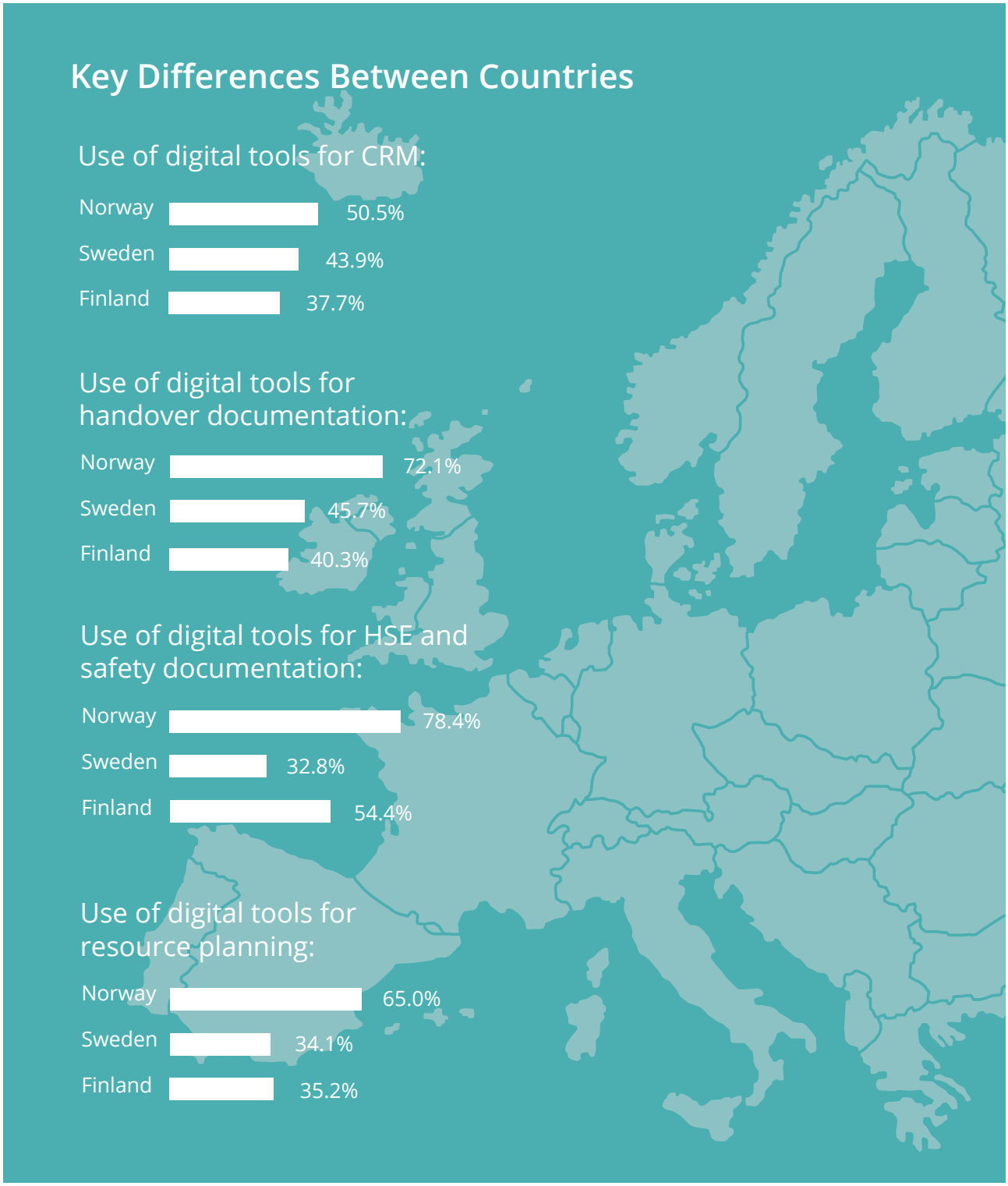
Digitalization in the office

How are the following tasks typically performed in the office?



The graphs and data presented above reflect responses from all participating countries. Responses marked as "Not relevant" have been excluded from the overview to provide a more accurate representation of the data.

Digitalization in the office



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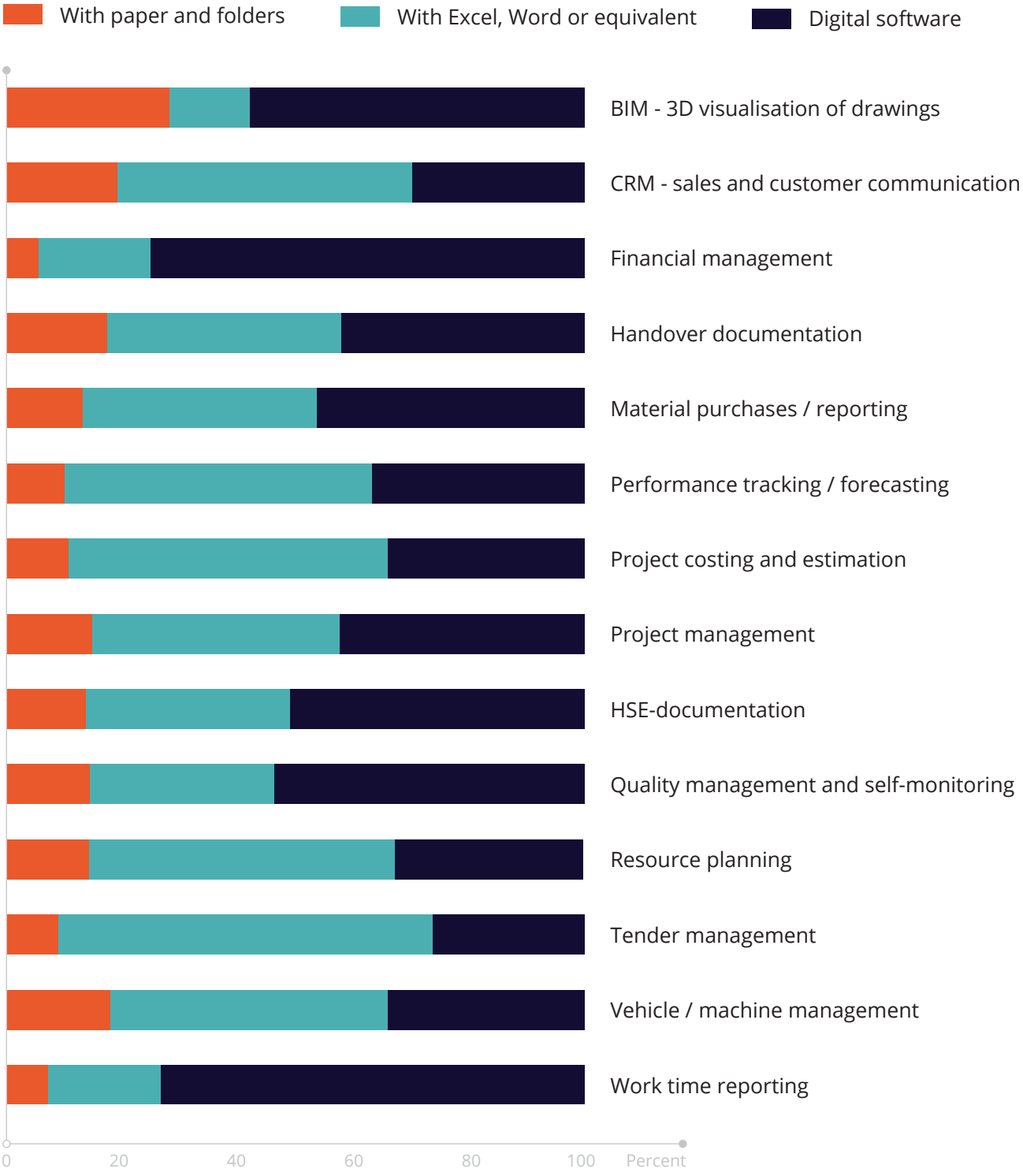
Digitalization in the field

How Far Has Digitalization Come?

Our study shows that digital tools have gained a foothold on construction sites, but traditional methods like Excel and paper are still in use.

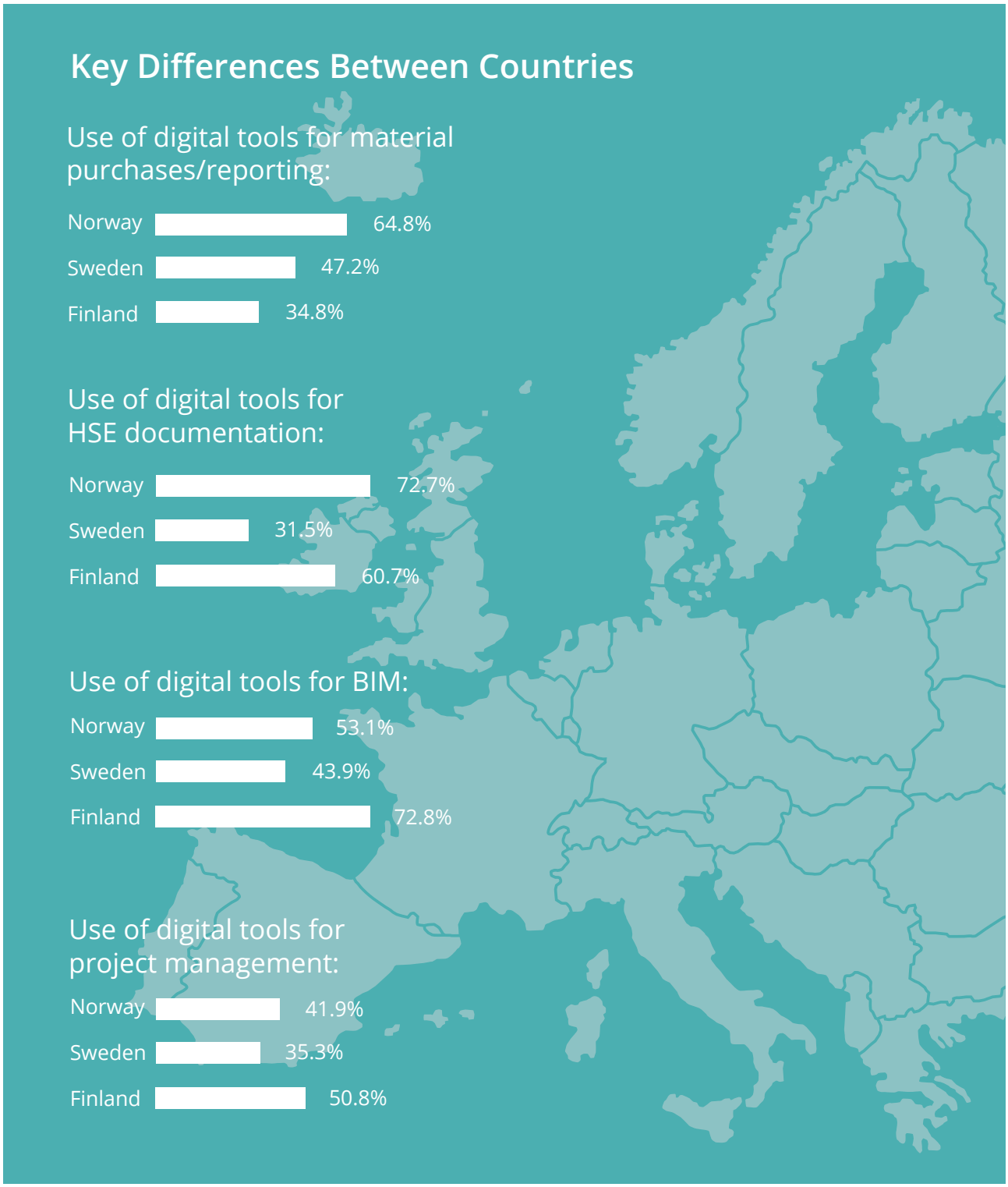
Digitalization in the field:

How are the following tasks typically performed in the field?



The graphs and data presented above reflect responses from all participating countries. Responses marked as "Not relevant" have been excluded from the overview to provide a more accurate representation of the data.

Digitalization in the field:



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Progressions and benefits

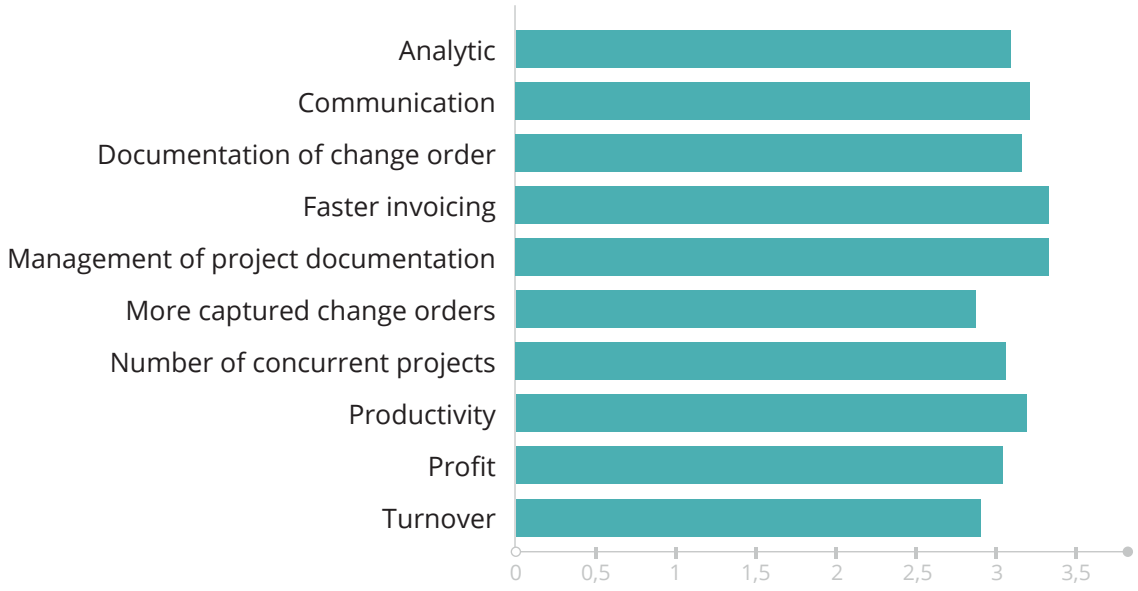
Unlocking efficiency: How digital tools improve business oversight

Digital tools enhance communication, provide clear business overviews, and streamline admin tasks - key areas where AI holds great potential.

Progressions and benefits

The survey suggests a clear win for company progression using digital tool, with all but two categories scoring an average of above 3 on a scale from 1-4. The highest scoring categories, faster invoicing and management of production documentation, both score an average of 3.33 on the same scale. The category scoring the least high progression, is the question of whether digital tools helps you capture more orders, scoring an average of 2.87, still being a high score for company progression.

On a scale of 1-4, how has your company progressed with the help of digital tools?



Maybe the most important category for a lot of business owners, the productivity category, is regarded high in all countries. 72.1% of all respondents answered either 3 or 4 on our 1-4 scale of productivity, leaving no doubt in how helpful digital tools are for the construction industries productivity.

Similarly, 57.8% of all respondents answered category 3 or 4 on the topic of profit, which is high considering 23.8% of respondents now knowing how digital tools help their business profit.

Progressions and benefits

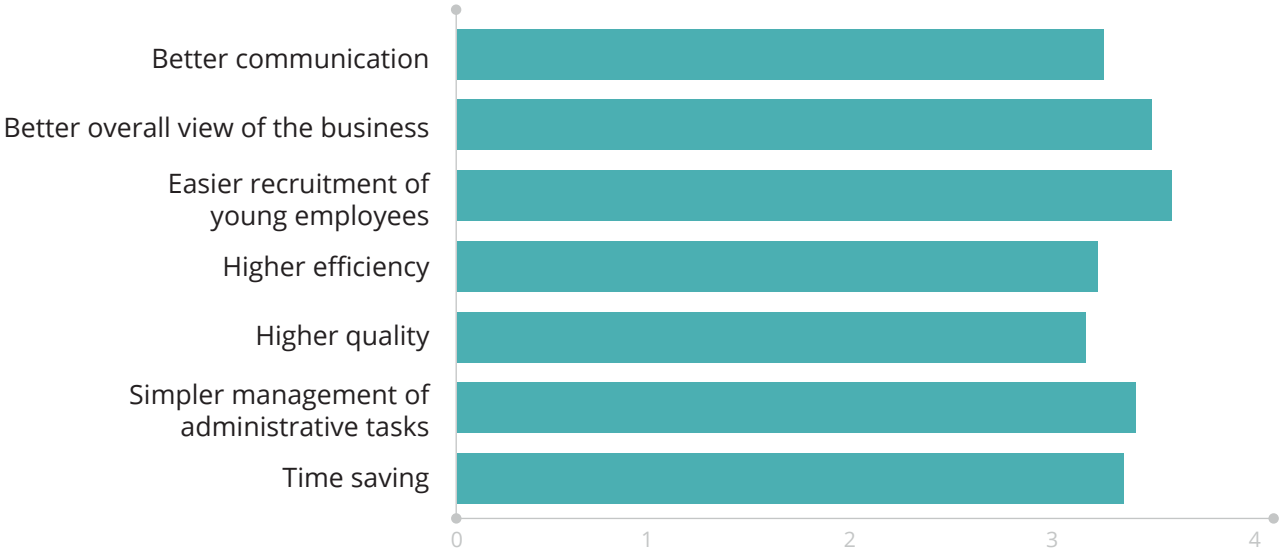
What other benefits are digital tools bringing?

The benefits of digital tools are obvious, with 42.4% of all respondents reported significant progress in better communication, and only 4.2% indicating no progress and 6.0% expressing uncertainty. But exactly in which areas do they excel?

The consensus across all countries are that digital tool helps business leaders get a better overall view of the business. Over half of the respondents rank overview at the highest score. This makes a lot of sense, as digital tools are superior in grabbing data from all parts of your business and summarizing it in tidy overviews making it easy to get a brief snapshot of your business state – of course depending on your data input.

An interesting take on the usefulness of digital tools, is that the most beneficial uses of digital tools, are also areas where AI-tools have huge potential.

What other benefits do you see perceive digital tools bringing?



Respondents are asked to rank the benefits of digitals tools on a scale from 1-4.

Progressions and benefits

Customer communication is another area where digital tools have proven priceless since the invention of e-mail. However, modern digital solution simplifies the process of customer communication further, integrating communication with CRM and order handling systems.

78% of the respondents agreed that digital tools have reduced misunderstandings and/or improved communication.

In Norway, 81.5% confirmed this, while Sweden and Finland reported 75.4% and 78.5% respectively. This indicates that digital tools are widely perceived as beneficial in clarifying communication both internally and externally.

However, improving communication caters to the supplier just as much as the end customer.

87% of the respondents confirm that they are able to serve their customers better with digital tools in the construction industry.

These findings emphasize that investing in digital tools not only make your workday easier and more manageable, giving you control over your own business, but also helps your customers get a better service with less room for error.

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4.

Why use digital tools

Businesses Embrace Digital Tools for Efficiency and Control

Businesses are adopting digital tools to boost efficiency, streamline workflows, and enhance oversight, with priorities varying by country.

Why use digital tools

Businesses adopt digital tools for greater efficiency and oversight

Businesses across all surveyed countries are embracing digital tools to boost efficiency, streamline workflows, and reduce manual tasks. Enhanced control over business processes is another major driver, ensuring better oversight, tracking, and documentation.

Key drivers

Respondents could choose up to three reasons for adopting digital tools, with the top motivations being:



Increased efficiency
70%
Streamlining workflows and optimizing processes



Time savings
60%
Reducing manual tasks and freeing up resources



Better business control
57%
Enhancing oversight, tracking, and documentation

Market Specific

Increased efficiency:

Norway	77.4%
Sweden	73.7%
Finland	60.1%

Time savings:

Norway	61.5%
Sweden	59.5%
Finland	61.8%

Better business control:

Norway	66.7%
Sweden	63.4%
Finland	40.3%

Why use digital tools

Market Specific Insights



Norway: Efficiency, time savings, and compliance lead digital adoption.

Sweden: Efficiency and control matter most; less focus on regulation.

Finland: Adoption driven by internal and customer demand, not sustainability.

Key Insights

Operational Focus: Digitalization is primarily about improving workflows, saving time, and enhancing business oversight.

Market Differences: Norway and Sweden emphasize regulatory compliance and control, while Finland is more influenced by internal mandates and customer expectations.

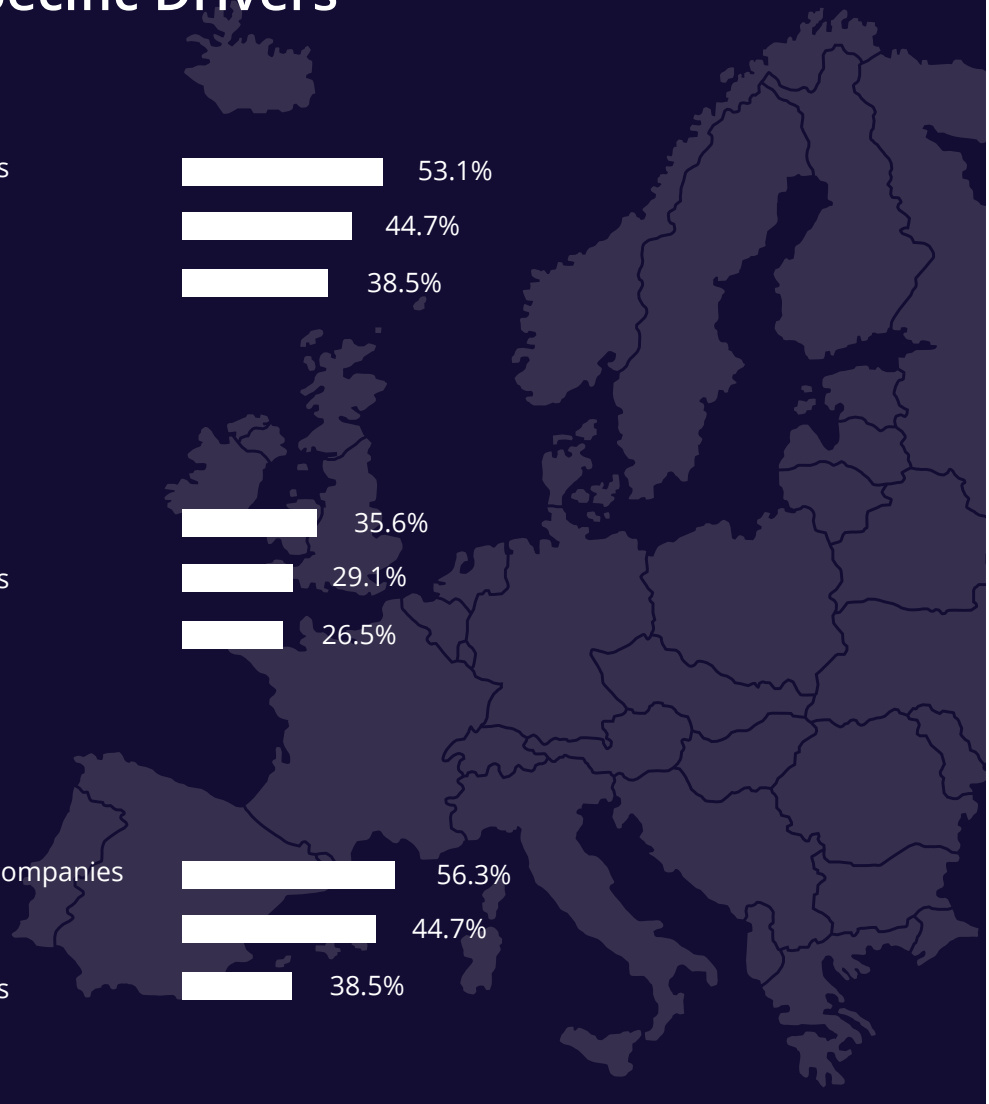
Sustainability vs. Efficiency: Environmental concerns rank lower as a driver of digital adoption, with operational benefits taking priority.

Why use digital tools

Are digital tools essential in your business?

87% of the respondents report that digital tools are essential for their business

Market Specific Drivers



Norway:

Laws and regulations	53.1%
Accounting firms	44.7%
Clients	38.5%

Sweden:

Clients	35.6%
Laws and regulations	29.1%
Accounting firms	26.5%

Finland:

Other construction companies	56.3%
Clients	44.7%
Laws and regulations	38.5%

Why use digital tools

Challenges in digitalization



Overall findings shows that **49%** of respondents do not find it challenging, however **35%** do find it challenging, while **16%** are uncertain.

Key challenges

Those who said they find digitalization challenging could choose up to three reasons why. The three most common challenges were:



63% Technical challenges

- Norway 53.8%
- Sweden 69.4%
- Finland 55.6%



44% Solutions do not meet their needs

- Norway 43.1%
- Sweden 41.3%
- Finland 54.0%



41% Solutions are difficult to use

- Norway 49.2%
- Sweden 35.6%
- Finland 47.6%

Other mentioned challenges

Internal resistance **37%**

Lack of support **26%**

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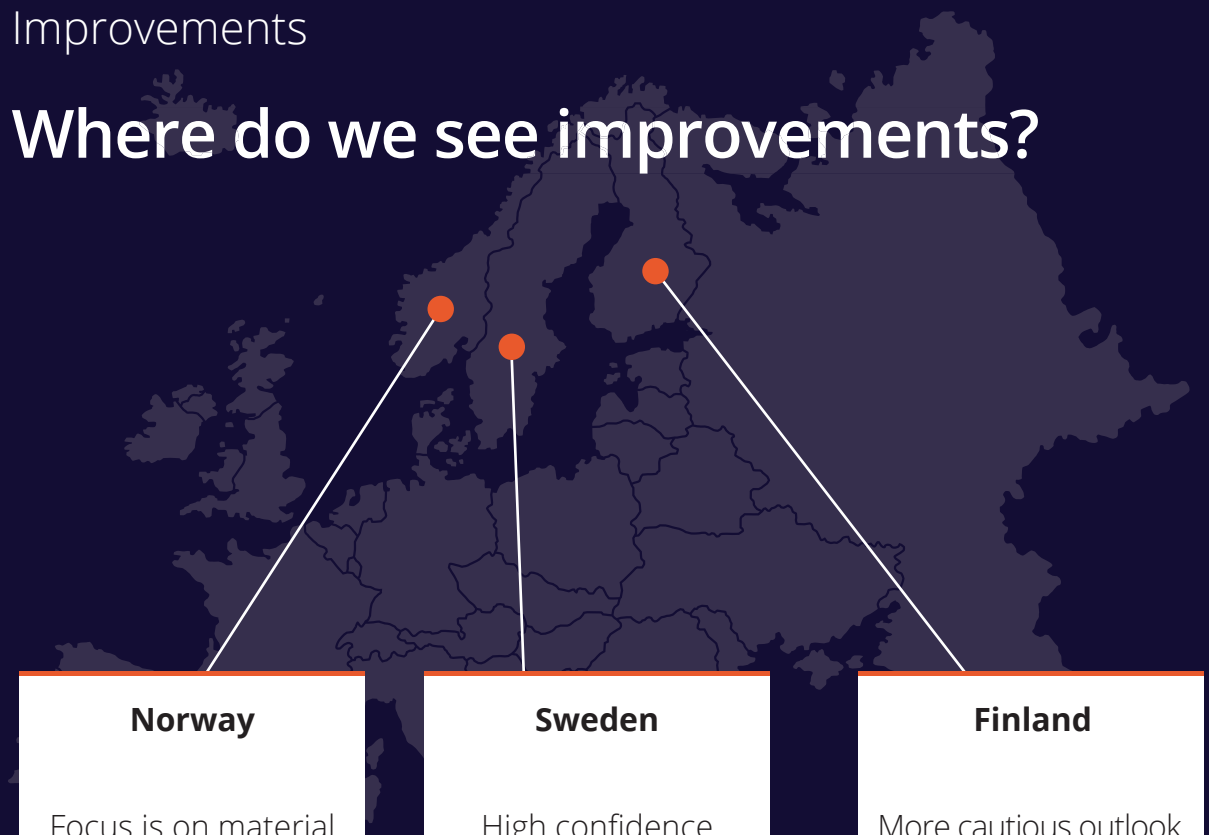
Improvements

Where do we see improvements?

Overall, there is a significant focus on digital project management and time tracking/resource planning, reflecting a broad recognition of their value in enhancing operational efficiency.

Improvements

Where do we see improvements?



Norway

Focus is on material handling & logistics (47%), with notable interest in CRM (25%). Project management (45%) and time tracking (44%) are also seen as key areas.

Summary:
Norway sees broad potential across core functions

Sweden

High confidence in digitalizing time tracking (51%) and project management (45%). Environmental and financial systems (41%) are also seen as valuable areas.

Summary:
Sweden prioritizes logistics and CRM

Finland

More cautious outlook. Project management (42%) is prioritized, but environment (23%) and finance (26%) rank lower. Uncertainty is higher with 16% answering "don't know."

Summary:
Finland is more reserved, with less clarity on where to improve

The data presented above reflect responses where respondents could choose multiple alternatives.

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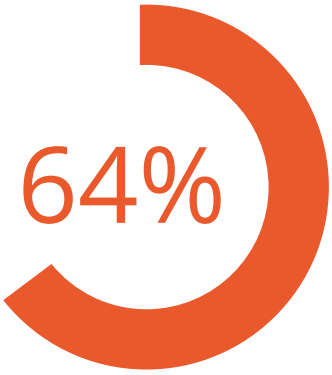
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AI

AI in Construction

While a majority of companies report only moderate familiarity with AI and its practical application remains relatively limited, there is notable optimism about its potential business benefits.

AI in Construction



believe AI can positively impact their operations

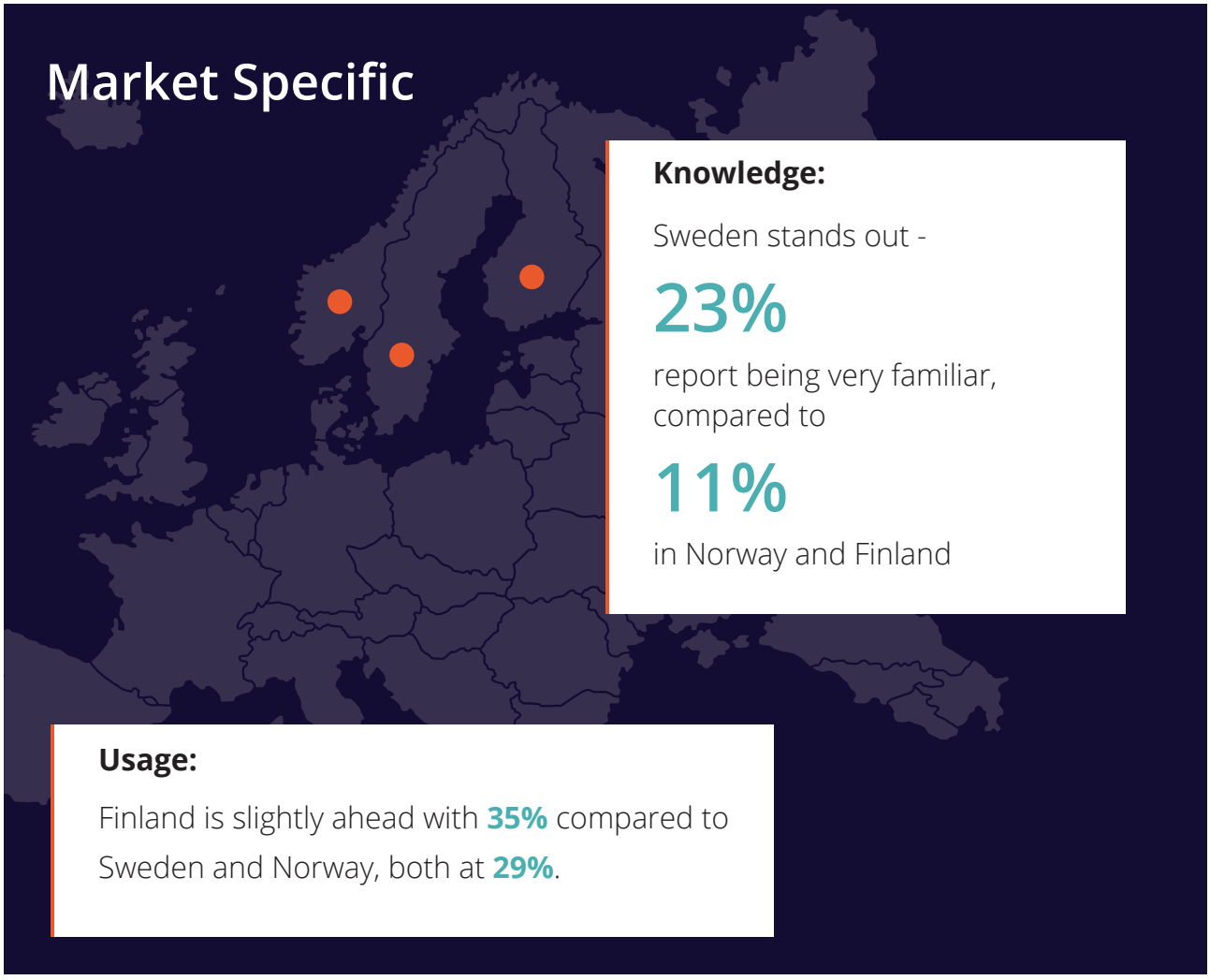


of companies have some knowledge of AI



Only **31%** are currently using AI tools, **60%** have not started, and **9%** are unsure

Market Specific



Knowledge:

Sweden stands out -

23%

report being very familiar, compared to

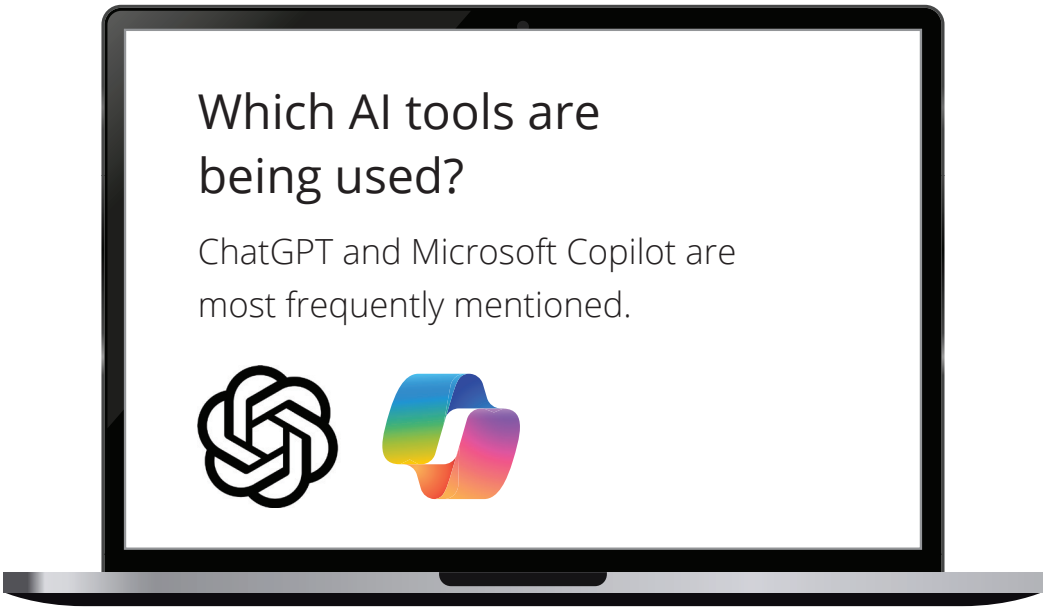
11%

in Norway and Finland

Usage:

Finland is slightly ahead with **35%** compared to Sweden and Norway, both at **29%**.

AI in Construction



Belief in AI's business value

64% believe AI can positively impact their operations,

- Norway 67.2%
- Sweden 60.9%
- Finland 67.6%

13% don't believe AI can provide value, and

- Norway 12.3%
- Sweden 14.0%
- Finland 11.3%

23% remain uncertain about it's potential

- Norway 20.5%
- Sweden 25.1%
- Finland 21.2%

Conclusion

The construction industry is at the beginning of its AI journey. While current adoption is still limited, interest is high and belief in the technology's potential is strong.

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7.

Investments

Plans to boost digital investments despite economic uncertainty

Nearly 70% of construction companies plan to maintain or increase their digital tool investments over the next year, signaling strong confidence in digitalization. While trends vary by region, digital transformation remains a top priority despite economic uncertainties.

Investments

How does investments in digital tools look like in the next 12 month?



Nearly 7 of 10 Nordic construction firms plan to maintain or grow digital investments

Only **3.1%** report that the amount is expected to decrease

Market Specific

The amount is expected to increase

Norway	29.7%
Sweden	30.2%
Finland	30.0%

The amount is expected to stay the same

Norway	43.1%
Sweden	41.6%
Finland	35.2%

The amount is expected to decrease

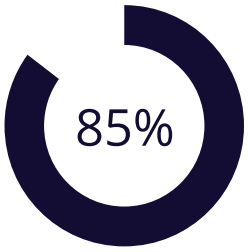
Norway	4.1%
Sweden	3.1%
Finland	2.4%

Are unsure about their future investments

Norway	23.1%
Sweden	25.1%
Finland	32.4%

Investments

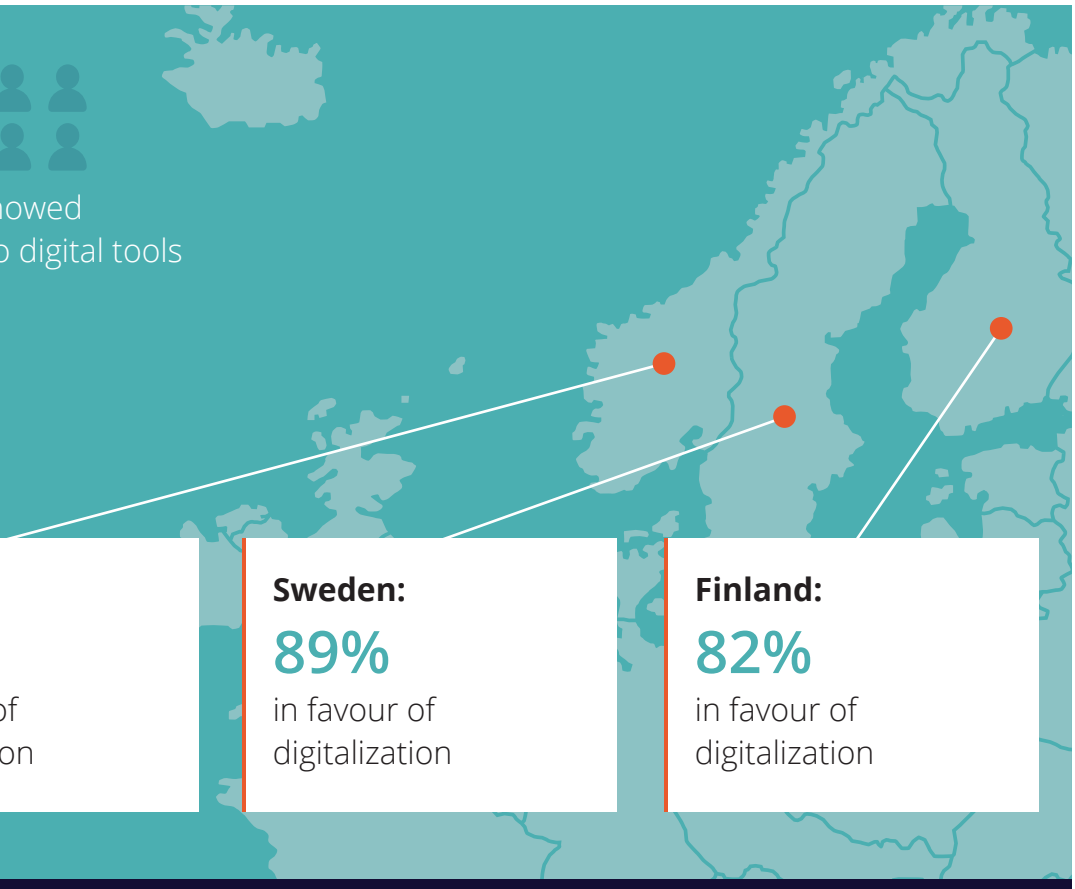
Recommendation of digital tools between construction companies



of respondents in Norway, Sweden, and Finland are somewhat or very likely to recommend using more digital tools



Only 15% showed resistance to digital tools



Norway:
83%
in favour of digitalization

Sweden:
89%
in favour of digitalization

Finland:
82%
in favour of digitalization

Conclusion



Across the board, companies in Norway, Sweden, and Finland are highly likely to recommend increased use of digital tools. These findings underscore a broadly positive sentiment toward digitalization in the construction industry.

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8.

Summary

Looking at the future of digitalization

Digitalization is no longer a question of if - it's about when and how businesses choose to adapt. Companies that embrace the right digital tools will streamline operations, improve collaboration, and gain a competitive edge. The key is investing in solutions that integrate seamlessly, enhance efficiency, and support long-term growth.

Digitalization is no longer a question of if – but when and how

The Digimeter survey shows that the construction industry is in a phase of digital transition. Many companies recognize the value of digital solutions and have already taken important steps toward a more digital way of working. At the same time, it is clear that large parts of the industry still rely on traditional tools like Excel, Word, and manual processes to manage everything from project planning to resource allocation.

This means that while digitalization is progressing, there is still a way to go before the industry fully realizes the significant benefits that technology can offer. Key challenges remain, such as a lack of system integration, technological barriers, and some resistance to change. However, we also see that companies investing in the right digital solutions experience more efficient operations, improved communication, and greater project transparency.

For us at SmartCraft, this is a strong reminder of the importance of providing solutions tailored to the industry's needs. Not just advanced technology, but user-friendly systems that address real-world challenges for both office and field workers. We understand that the path to digitalization is different for every company, which is why we remain committed to developing solutions that support businesses at all stages of their digital journey.

Looking ahead, the companies that take digitalization seriously—those that recognize the value of streamlined processes, better data access, and more efficient collaboration—will gain a competitive advantage. But achieving this requires the right investments, adaptation to new workflows, and a willingness to evolve with the market.

At SmartCraft, we look forward to being a partner to the construction industry in this transformation. Those who begin their digitalization journey now will lay the foundation for a more profitable and sustainable future.

“Those who begin their digitalization journey now will lay the foundation for a more profitable and sustainable future.“

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