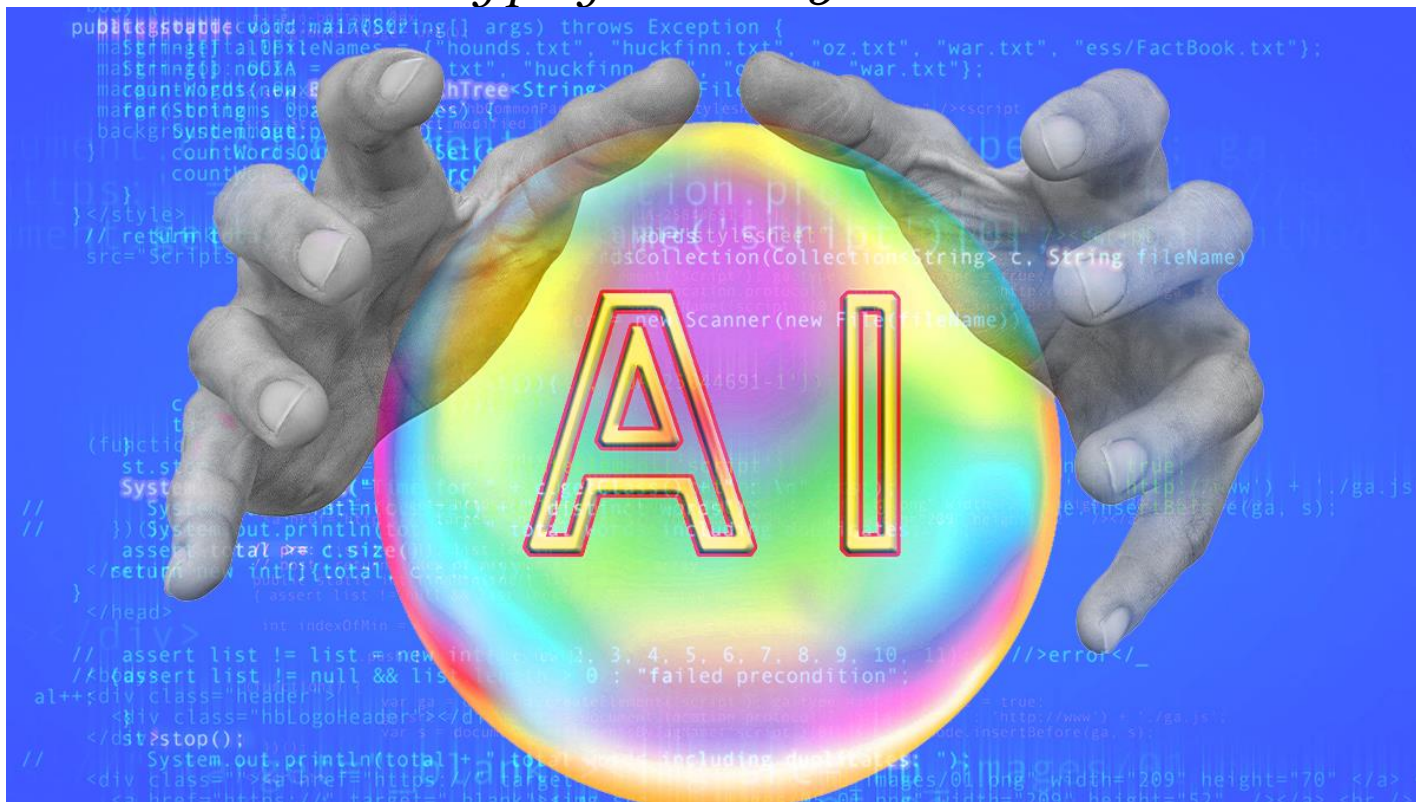


5 AI Trends That Will Dominate 2025, From Apple to Agents and Beyond

Tech firms like Apple and Anthropic are poised to become key players in 2025



AI's evolving ability to reason more effectively and retain more context means brands can stay ahead of the competition. ADWEEK/Getty Images



By **Trishla Ostwal**

JAM 2, 2025

The stage is set! Advertisers, don't miss this cultural moment. [ADWEEK House The Big Game](#) is headed to New Orleans on February 7. [RSVP](#).

In 2025, generative **artificial intelligence** will shift from a behind-the-scenes tool to a central driver of innovation in marketing.

We can expect the emergence of agent AI 2.0, a new breed of agent AI that will manage complex, real-time tasks. Alongside this shift, tech firms like Apple and Anthropic are poised to become key players, stealing some of the AI spotlight from companies like **OpenAI** and **Google**.

This transformation will be fueled by AI's evolving ability to reason more effectively and retain more context.

Here are key AI trends to watch out for in 2025.

The rise of agent AI 2.0

In 2024, agent AI was still in its infancy, with companies like Salesforce **testing pilot programs** for specific functions. But by 2025, this technology will have made significant strides and be able to coordinate multiple activities simultaneously. Google's latest Gemini-powered agent AI,

for instance, can autonomously browse the web, mimicking human interaction by controlling Chrome to move the cursor, click buttons, and complete forms. According to Jason Snyder, chief technology officer at Momentum Worldwide, AI will not only respond to isolated events but will be able to adapt to ongoing changes, such as shifts in consumer behavior or weather patterns, across various industries. For example, AI systems could streamline fleet management (the process of keeping all the vehicles for a delivery service company running smoothly, on time, and within budget) or coordinate events dynamically, optimizing processes in real time based on a wide range of inputs like consumer data or promotional events.

This level of real-time automation is currently in development, with major companies like Microsoft working to implement frameworks that could bring this vision to life, said Snyder.

Ultimately, this shift will be game-changing for brands, Snyder added, as AI will help them stay within budget while meeting targets based on historical data.



OpenAI Gears Up for a Blockbuster 2025: Big Moves, Big Risks, and Potentially Big Rewards

Anthropic's breakout year

2025 should also mark Anthropic's breakthrough moment in AI development, according to sources.

In November 2024, the company introduced its model context protocol. This new protocol means its flagship product Claude can integrate with tools like Google Maps and Google Calendar, so it can create an app or chatbot for tasks like finding lunch spots, scheduling meetings, and making restaurant reservations, according to Mike Barret, founder and chief strategy officer at ad agency Supernatural AI.

This development moves the company toward a future where large language models are no longer just information providers but can take actionable steps across platforms.

"Anthropic is finding ways to make their AI more useful," Barret said. With Claude now capable of performing, Anthropic is setting the stage for conversational AI to become a more powerful tool for both consumers and brands.

AI thrives without relying on the internet

Edge AI will be another game changer in 2025.

Unlike traditional AI, which relies on the cloud, Edge AI will enable AI to run directly on devices, processing data locally. This means real-time decision-making and enhanced privacy, as sensitive data won't need to be sent to the cloud. As Snyder puts it, "We've reached a point where the cost of manufacturing devices that can handle these AI models locally is now feasible."

For brands, this means hyper-relevant, instant interactions. Edge AI-powered devices—like smart vending machines that restock based on real-time foot traffic data—could create more personalized and efficient consumer experiences without the need for cloud-based processing.



Inside the Eye-popping Numbers of 2024's Hottest AI Firms

Social media's AI video revolution

In 2025, social media platforms like Meta and **TikTok** will leverage AI to elevate the scale and quality of video content production. According to Laura Desmond, CEO of Smartly, producing high-quality video content has traditionally been expensive and time-consuming.

But AI advancements, especially in text-to-video technology, will significantly reduce costs and expand the possibilities for AI-driven marketing tools within platforms like Meta's **Advantage Shopping+**.

Apple's unexpected AI leadership

Apple has sometimes looked as though it's lagging in AI, but with its integration of Siri and ChatGPT, the company is poised to become a major AI player in 2025.

According to Adam Brotman, co-founder of Forum3, Apple's ability to integrate agentic AI and advanced search capabilities into its ecosystem, especially through Siri, will make its devices central hubs for managing daily activities.

This could be enhanced if Apple develops its own search engine, breaking free from Google’s dominance. Of note, the DOJ is pushing to nullify Google’s \$20 billion deal with Apple to ensure its search engine is on Apple devices. “They might develop their own [search engine] or partner with a company like Perplexity—or even acquire it,” Brotman said.

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