

2025

ISSUE 4

Guide to Next.



5 Trends Shaping
the Energy and
Commodities
Industry in 2025

publicis
sapient

GUIDE TO NEXT
2025



Contents

Introduction..... 3

Making the most of artificial intelligence (AI)..... 4

Bolstering the supply chain..... 6

Empowering the renewables revolution..... 7

Modernizing for new value..... 9

Growing in a challenging climate..... 11

Looking ahead to 2025..... 12

Contact us..... 12



Introduction

The future is here.


As the energy and commodities industry approaches 2025, it faces a dynamic landscape fueled by technological advancements and questions about sustainability. What specifically will organizations face—and how can they set themselves up for success?

AI has dominated headlines over the past few years, and that will not change in 2025. Instead, it will be a pivotal year in which companies will continue to create new use cases for artificial intelligence (AI) focused on efficiency and value for all sectors.

While AI has advanced rapidly in recent years, the development of renewables has not been as robust. As a result, energy and commodities organizations will likely face questions surrounding the integration of renewables and the security of the supply chain.

In 2025, organizations will have to reimagine operations and lean on new strategies to meet these challenges. Digital transformation offers a key way that they can integrate, streamline and modernize their systems to drive growth and stay resilient in a challenging environment.

Drawing from market research and industry analysis, Publicis Sapient energy and commodities experts break down the top five trends that will shape the industry in 2025.



01 MAKING THE MOST OF AI

AI was the big story of 2023 and 2024, and that has not changed. In fact, AI adoption will likely begin to accelerate in 2025 as energy and commodities companies gain confidence in use cases that promote optimization and innovation. For the renewables market alone, [AI is predicted to be worth \\$4.6 billion](#) by 2032.

Use cases have emphasized the power of AI in driving data-driven decisions or supporting customers through chatbots. The year 2025 will likely see more proofs of concept (POCs) transitioning into full-scale implementations as companies recognize the tangible benefits of AI.

As Alberto Bruno, executive client partner, EMEA, at Publicis Sapient, notes, “AI and generative AI offer new opportunities to optimize and streamline how digital ecosystems integrate with external as well as internal systems.” This integration is crucial for optimizing operations and reducing costs across the industry.

HOW DO ENERGY
AND COMMODITIES
LEADERS SEE THEIR
ORGANIZATIONS USING
GENERATIVE AI? IN
2024 PUBLICIS SAPIENT
RESEARCH, C-SUITE
EXECUTIVES IN THE
INDUSTRY RATED RISK
MANAGEMENT AND
COMPLIANCE AND SALES
AS THE TWO BEST USES
OF GENERATIVE AI FOR
THEIR COMPANIES.



01 AI-driven systems are essential for integrating renewable assets into core trading systems. Predictive analytics can forecast energy production and demand more accurately, enabling better balancing and reducing waste.

In other sectors, AI's applications are equally transformative. AI-driven farming management tools can optimize planting schedules, for example, leading to higher yields and enhancing food security. Predictive maintenance in oil and gas can foresee equipment failures, thereby minimizing downtime and operational costs.

At the same time, the use of AI also presents challenges. Data privacy, cybersecurity and the need for a skilled workforce are critical issues that companies must address. Once AI demonstrates its value and also addresses these concerns, many energy and commodities organizations will be more willing to adopt it in 2025 and beyond.

"AI WAS *well recognized* BY 2016 AND 2017 IN PREDICTIVE MAINTENANCE AND WELL CONSTRUCTION BUILDING. BUT IT TOOK 3-5 YEARS TO BUILD TRUST IN THE TECHNOLOGY TO GRAB THE RIGHT DATA AND BEGIN REAL EXPERIMENTATION WITH IT. SIMILARLY, WE EXPECT LOTS OF PROOFS OF CONCEPT WITH GENERATIVE AI NOW"

Boris Leshchinskiy *Associate Managing Director*



02 BOLSTERING THE SUPPLY CHAIN

The first few years of the decade have seen wild volatility in the energy and food supply chain due to health crises, extreme weather events and geopolitical developments around the world. It may be difficult to predict what exactly will cause the next disruption, but businesses should understand that 2025 will bring a host of unique circumstances that will continue to put pressure on the supply chain.

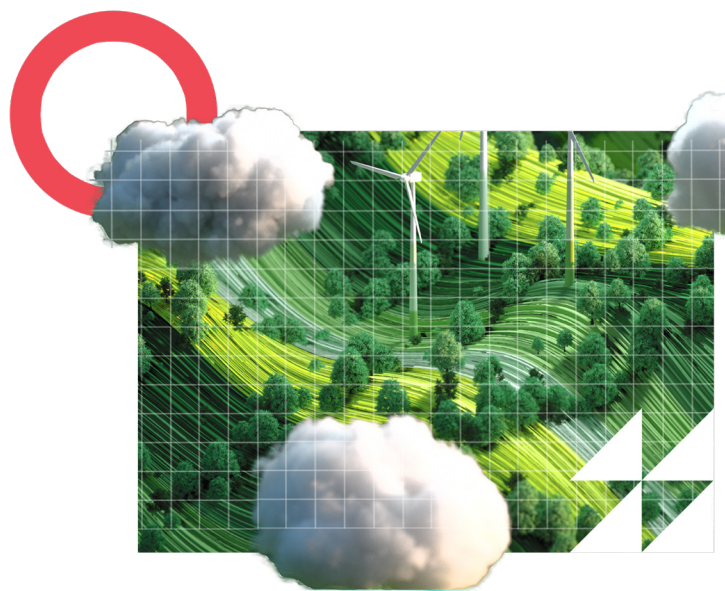
In 2025, different supply chains will encounter different challenges. This is especially true in supply chains that rely on specific materials. “I see a lot of challenges on the supply chain right now with the renewables market still,” says Boris Leshchinskiy, associate managing director. “There’s a lot of geopolitical components in that market, like how you build windmills, solar panels and chips.”

Copper, for example, is a key commodity for a variety of products, such as batteries for electric vehicles and wind turbines. The data centers that power AI are now consuming vast quantities of the metal. As a result, [copper shortages could persist](#) through 2030.

Advanced analytics and AI are becoming essential for optimizing supply chains to minimize disruptions. Leshchinskiy notes, “AI can analyze market trends and consumer behavior to predict demand spikes, allowing companies to adjust their inventory levels accordingly.”

Companies are leveraging these technologies to forecast demand, manage inventory and identify potential disruptions in the supply chain for everything from oil and gas to crops and parts for farm equipment.

Companies that invest in these areas will be better positioned to navigate geopolitical uncertainties and market disruptions.



03 EMPOWERING THE RENEWABLES REVOLUTION

Efforts to reduce carbon emissions and adopt renewable sources of energy have been ongoing, though the pace of adoption is not as rapid as it could be. Nonetheless, 2025 represents an opportunity to accelerate the renewables revolution.

Sustainability and the use of renewable energy remains a critical priority for consumers, businesses, nongovernmental organizations and states alike. Indeed, some progress has been made. In early 2024, for instance, the International Energy Agency predicted that [renewable energy production would outpace coal](#) by 2025.

Sustainable farming practices are also gaining traction, driven by regulatory pressures and consumer demand. Techniques such as crop rotation, organic farming and reduced chemical use are becoming more common. Leshchinskiy notes, "These practices are essential for preserving soil health, reducing emissions and ensuring long-term food security."

Despite this limited progress, the world overall [has not been meeting its climate goals](#). Why has there been a gap in progress?



03

According to Bruno, “The overarching logic is still that of how to solve the energy trilemma: How do you balance security, affordability and sustainability of energy?” This balance is crucial for ensuring long-term sustainability. Moreover, high interest rates in recent years have stymied investment in renewables.



“COMPANIES *must* BALANCE THEIR
PORTFOLIOS, INCORPORATING
MORE RENEWABLES WHILE
MAINTAINING PROFITABILITY.”

Boris Leshchinskiy *Associate Managing Director*

Finding ways to make renewable energy and sustainable practices more profitable is essential for driving the transition. Carbon credits are one way that companies can offset the cost of renewables investment. Another potential solution is increasing the pricing of renewable energy. However, this could lead to high inflation and energy-saving behaviors among consumers.

What could stimulate renewable development in 2025? “Policy regulation may be the very important pivot to give it much-needed impetus,” says Bruno. The United States’ Inflation Reduction Act of 2022, for example, can serve as a model for the type of [policy-driven revolution](#) that the renewables sector may need to thrive.

04 MODERNIZING FOR NEW VALUE

Many power and energy organizations have long relied on outdated physical and digital infrastructure—bulky generators, old power lines and legacy technology systems that are siloed and sluggish. Yet, new technology and renewable sources of energy require new infrastructure.

Modernization efforts will become increasingly critical in 2025 and beyond. These include the integration of renewable assets with traditional energy systems and the adoption of smart grids and energy storage technologies. As Leshchinskiy points out, “Modernizing systems can lead to significant cost savings and operational efficiencies.”

Bruno highlights the necessity of modernizing digital ecosystems: “There’s a lot of effort and cost in managing disparate external platforms and integrations in a way that hasn’t been designed to be coherent, consistent and highly automated.” Upgrading infrastructure can enhance operational reliability and reduce the risk of failures.

ENERGY AND COMMODITIES
BUSINESSES BY AND
LARGE HAVE A LONG
RUNWAY FOR UNDERTAKING
CLOUD TRANSFORMATION
PROJECTS. ONLY 32%
OF RESPONDENTS IN
2024 PUBLICIS SAPIENT
RESEARCH IDENTIFIED THEIR
CLOUD TRANSFORMATION
AS “VERY MATURE.”



04

In agriculture, modern farming equipment, devices and systems are transforming operations. These technologies optimize resource use, reduce waste and improve supply chain management to enhance productivity and sustainability.

By 2025, modernization efforts will likely accelerate, driven by technological advancements and regulatory pressures. However, the transition to modern physical and digital infrastructure will require significant investments into capabilities that can manage and maintain these advanced technologies.

Publicis Sapient empowered a [global agriculture conglomerate](#) to enhance its value chain with the help of digital business transformation. By developing a robust technology ecosystem that included new commodity, trading and risk management and customer relationship management platforms, **the organization's modernized system improved operations, marketing efforts and supply planning.**



05 GROWING IN A CHALLENGING ENVIRONMENT

How can energy and commodities organizations achieve and maintain profitability in an uncertain environment?

Traditional energy sources continue to offer high returns on investment. For oil and gas companies, profits remain robust. Exxon Mobil, for example, recorded a [profit of \\$36 billion](#) in 2023. Renewables, however, have yet to demonstrate long-term profitability, making it [difficult for companies to justify](#) large-scale renewable projects.

By 2025, when interest rates are widely expected to dip, companies will need to be more strategic in their investments, focusing on capital discipline and operational efficiency. As Bruno notes, “We will probably see investments still being highly scrutinized for a prolonged period of time. So it will be all the more important for organizations to have a clear understanding of what value it will bring.”

New revenue streams and business models will emerge, driven by technological advancements and market demands. Profitability will remain a critical consideration, influencing decision-making and strategic planning. Companies must also explore new revenue streams and business models. For instance, retail media networks offer an additional source of income for fuel retailers.

“RENEWABLE GROWTH IS *everything*. BUT COMPANIES WILL BE VERY, VERY SURGICAL IN TERMS OF THE INVESTMENTS THEY’RE MAKING INTO IT DUE TO CAPITAL DISCIPLINE AND QUESTIONS OVER PROFITABILITY.”

Boris Leshchinskiy Associate Managing Director



MODERN WAYS OF WORKING EMPOWER COMPANIES TO RAPIDLY ADAPT. PUBLICIS SAPIENT HELPED ENERGY LEADER RWE [TRANSFORM ITSELF AND DE-SILO ITS PROCESSES](#) WITH A NEW STRATEGY THAT EMBRACED AGILITY.

LOOKING AHEAD TO 2025

In 2025’s unpredictable environment, the key to success lies in finding new ways to unlock value. As Bruno notes, “The importance of demonstrating direct value in whatever currency the organization requires—whether it’s growth, productivity, or else—becomes even more critical.”

Companies that proactively address AI, modernization and sustainability will be well positioned to capitalize on emerging opportunities and navigate potential challenges. The journey to 2025 will be marked by significant transformations, but with the right strategies, the energy and commodities industry can achieve sustainable growth and profitability.

CONTACT US



ALBERTO BRUNO

Executive Client Partner, Energy & Commodities, EMEA, Publicis Sapient
alberto.bruno@publicissapient.com



SHAILESH JOSHI

Senior Vice President, Energy & Commodities, EMEA, Publicis Sapient
shailesh.joshi@publicissapient.com



BORIS LESHCHINSKIY

Associate Managing Director, Publicis Sapient
boris.leshchinskiy@publicissapient.com



AKHIL SEHGAL

Executive Client Partner, Energy & Commodities, North America, Publicis Sapient
akhil.sehgal@publicissapient.com

Publicis Sapient is a digital transformation partner helping established organizations get to their future, digitally enabled state, both in the way they work and the way they serve their customers. We help unlock value through a startup mindset and modern methods, fusing strategy, consulting and customer experience with agile engineering and problem-solving creativity. As digital pioneers with 20,000 people and 53 offices around the globe, our experience spanning technology, data sciences, consulting and customer obsession—combined with our culture of curiosity and relentlessness—enables us to accelerate our clients’ businesses through designing the products and services their customers truly value. Publicis Sapient is the digital business transformation hub of Publicis Groupe. For more information, visit publicissapient.com.