



Factsheet

Digital Next Gen Trend Monitor 2026

What?

The «Digital Next Gen Trend Monitor 2026» is a strategic guide for the Swiss construction industry.

It provides data-driven insights into current developments in digitalisation and concrete recommendations for decision-makers.

In particular, it includes:

- An analysis of the industry's digital maturity
- Assessment of key challenges and barriers
- Classification of technological trends (e.g. AI, BIM, data platforms)
- Strategic recommendations for management, organisation and projects

Why is this important?

The industry is currently in a phase of consolidation following the initial digital transformation phase.

Companies must now make the transition from isolated pilot projects to end-to-end, value-adding solutions in order to remain competitive.

Why?

The Trend Monitor highlights key areas for action:

- **Overcoming stagnation:** Over 50% of companies are stagnating in their digital development, often due to outdated IT structures.
- **Closing the investment gap:** Despite its high importance, many companies invest too little in innovation.
- **Strengthen leadership:** The bottleneck lies less in skilled workers than in structures and leadership.
- **Ensuring data quality:** Without a clean data foundation, technologies such as AI remain ineffective.
- **Rethinking value creation:** The greatest leverage lies in end-to-end digital processes and industrialised approaches.

Why is this important?

Without targeted investment, clear leadership and structured data, digitalisation remains ineffective. The Trend Monitor helps to set priorities and implement transformation effectively.



Who is it for?

- Senior management
- Human resources and organisational development
- Operational project management
- Associations and organisations

Why is this important?

Digital transformation can only succeed if all levels – strategy, organisation, projects and associations – work together.

Benefits for the target groups

Management

Clear decision-making criteria for investments, strategy and risk management.

Human resources and organisational development:

Alignment of skills, roles and incentive schemes with digital value creation.

Operational project management:

Concrete approaches for better data quality, more efficient processes and greater customer benefit.

Associations and organisations:

Sharpening their strategy, clearly positioning their own role and accelerating the digital transformation of the entire sector.

Developed in collaboration with:

Expert Group Digital Next Gen of Bauen digital Schweiz / buildingSMART Switzerland

All documents are available online: → [link](#)

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