TGaS® Advisors
A DIVISION OF TRINITY

Forecasting Landscape

September 2026

About the Survey

In August 2026, **17 forecasting leaders from 15 companies** participated in a TGaS survey capturing current and emerging trends in forecasting and how Commercial Insights and Analytics organizations are setting priorities for 2026 and beyond. The study explores team structure, methods and data, scenario and risk planning, governance and collaboration, AI adoption, and evolving skills. Survey findings are supplemented with TGaS desk research on AI-backed forecasting methods.

A Few Key Takeaways

Team Structure

Forecasting is strongly aligned with Commercial: 76% house it outside Finance. See how peers organize the function.

Forecast Portfolio & Impact

Post-launch forecasts are a large share for nearly two-thirds, while prelaunch remains small. Learn where forecasts drive planning.

Methods & Data Gaps

88% have moved beyond Excel-driven judgment, yet none has a curated analogue capability. Compare how peers fill gaps.

Governance & Collaboration

76% collaborate continuously, yet one-third rely on informal, single-owner governance. See what strong governance looks like.

AI Adoption & Opportunity

Scenario updates take ~71% of the workflow, yet only 36% use AI at least sometimes. See where AI helps most.

Evolving Skill Priorities

AI skills overtake Excel as the technical foundation behind forecasters' ability to challenge the business.

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