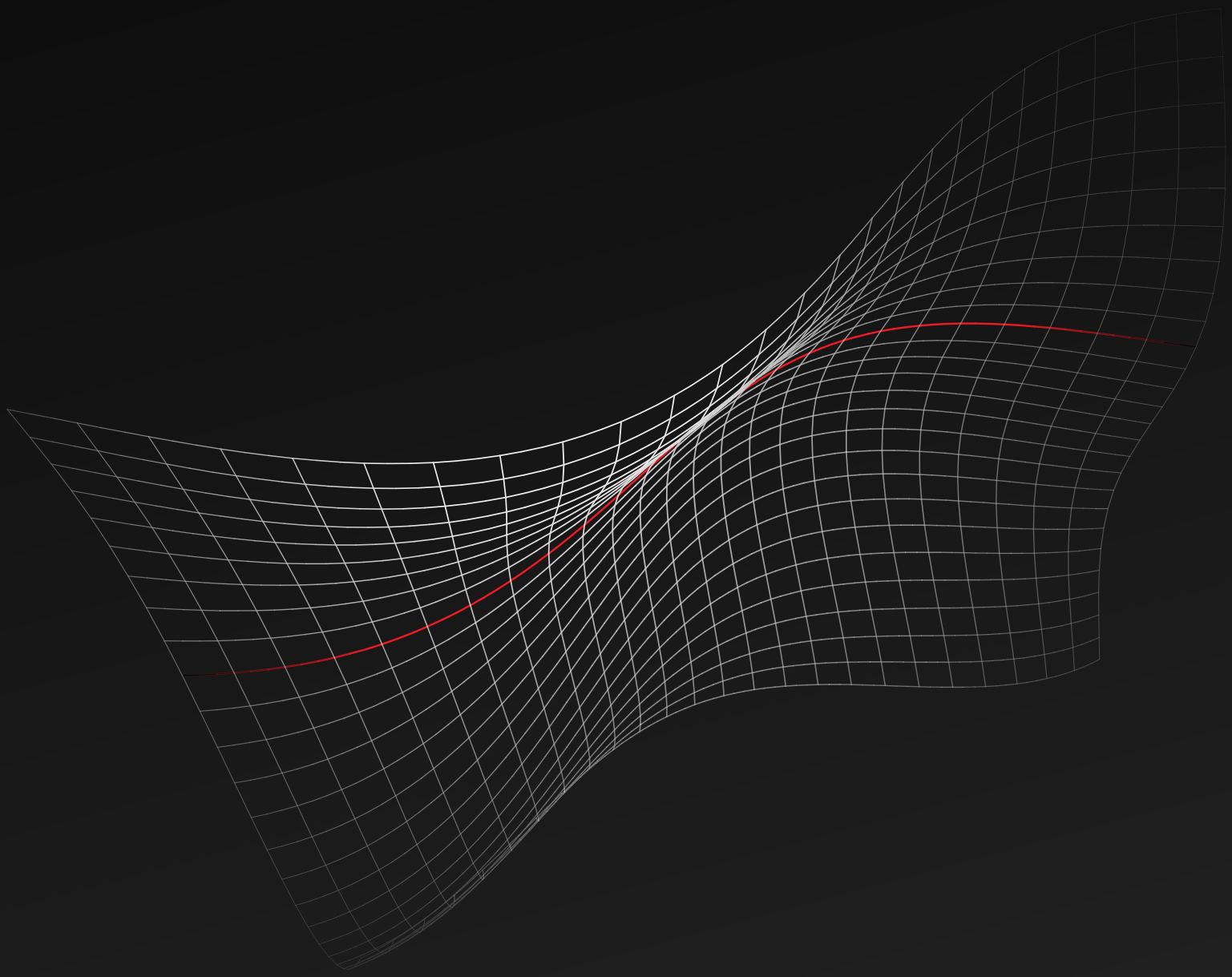


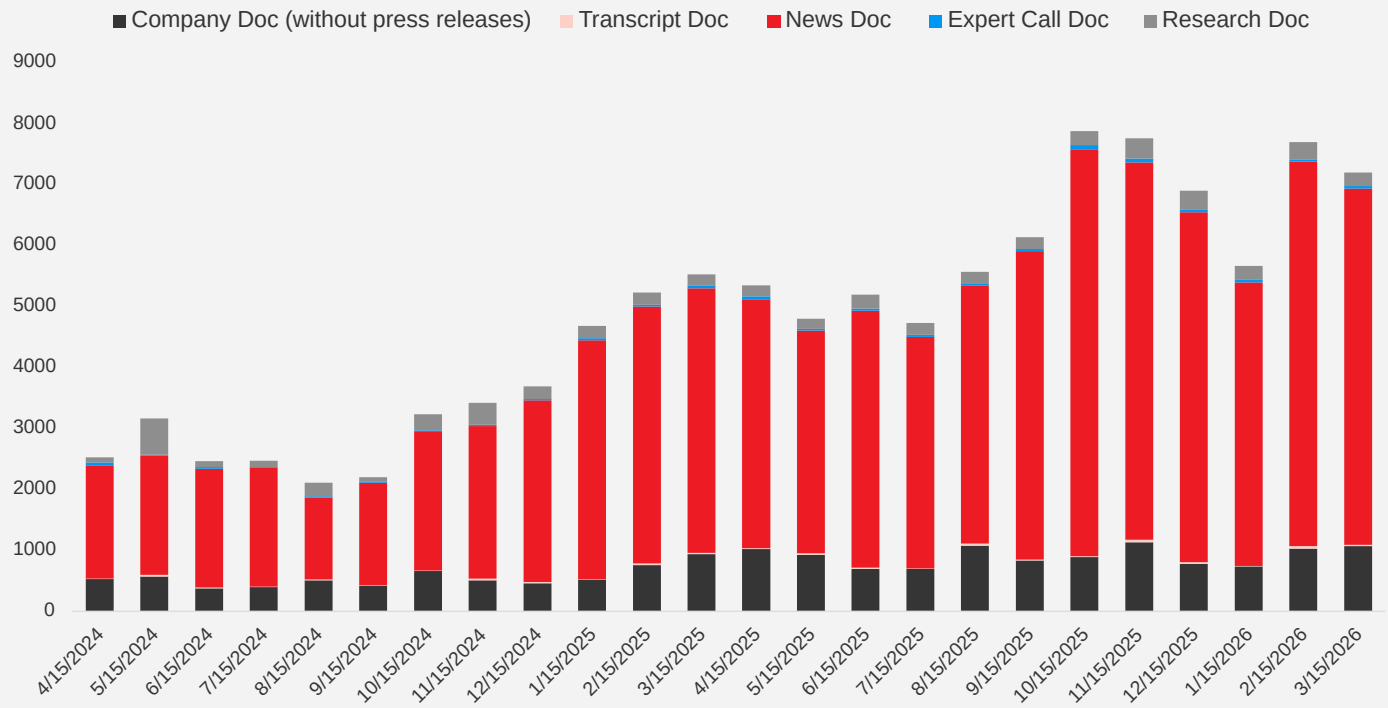
4 | Quantum in Corporate Communications

Mentions of quantum computing in corporate communications have risen sharply over the past two years, with news documents and company documents exhibiting a noticeable increase. This upward trajectory likely points to expanding commercial interest in quantum technology. The data for this section was compiled in collaboration with Accenture.

4.1 | Mentions in corporate communications

Fig. 4.a | Total documents mentioning “quantum computing” by month, April 2024–March 2026

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Considering this dataset, covering 24 months of document activity (April 2024 through March 2026) across five document types (Company Docs, Transcripts, News, Expert Calls, and Research) and totaling 115,534 documents, the frequency of references has shown consistent upward momentum, reinforcing the broader pattern of expanding integration into mainstream business and media discourse. The trajectory reveals distinct phases of acceleration, brief plateaus, and recurring seasonal surges that together show how this topic has diffused across different communication channels.

Total monthly document counts nearly tripled over the observation window, rising from a six-month average of 2,486 documents (April–September 2024) to 7,181 documents (October 2025–March 2026).

This growth was not always steady, as a modest dip appears in mid-2025 (April–July), following the strong first-quarter 2025 run-up, before activity reaccelerated into a clear peak cluster in October–November 2025 (7,877 and 7,757 total documents respectively) and a second surge in February–March 2026 (7,695 and 7,198). This pattern of repeated peaks on top of a rising baseline suggests the topic is no longer just steadily diffusing into discourse on its own momentum; it is increasingly reactive to specific news cycles, product announcements, or triggering events, generating more pronounced spikes layered over sustained underlying growth.

News Docs account for the overwhelming majority of total volume, 79.1% of all documents (91,408 of 115,534), and also posted by far the steepest growth of any category, climbing from a 1,788-document monthly average in the first six months to 5,901 in the last six, a 230% increase. This is a notable pattern in the data, given that media coverage, far more than any internal or expert-driven channel, is responsible for the topic's growing visibility, and public/press attention has outpaced internal corporate discussion in both absolute and relative terms. This suggests that the narrative around the topic is currently being shaped primarily by external media framing rather than by companies' own disclosures, which has implications for how quickly and in what form the topic reaches the broader public versus specialist audiences.

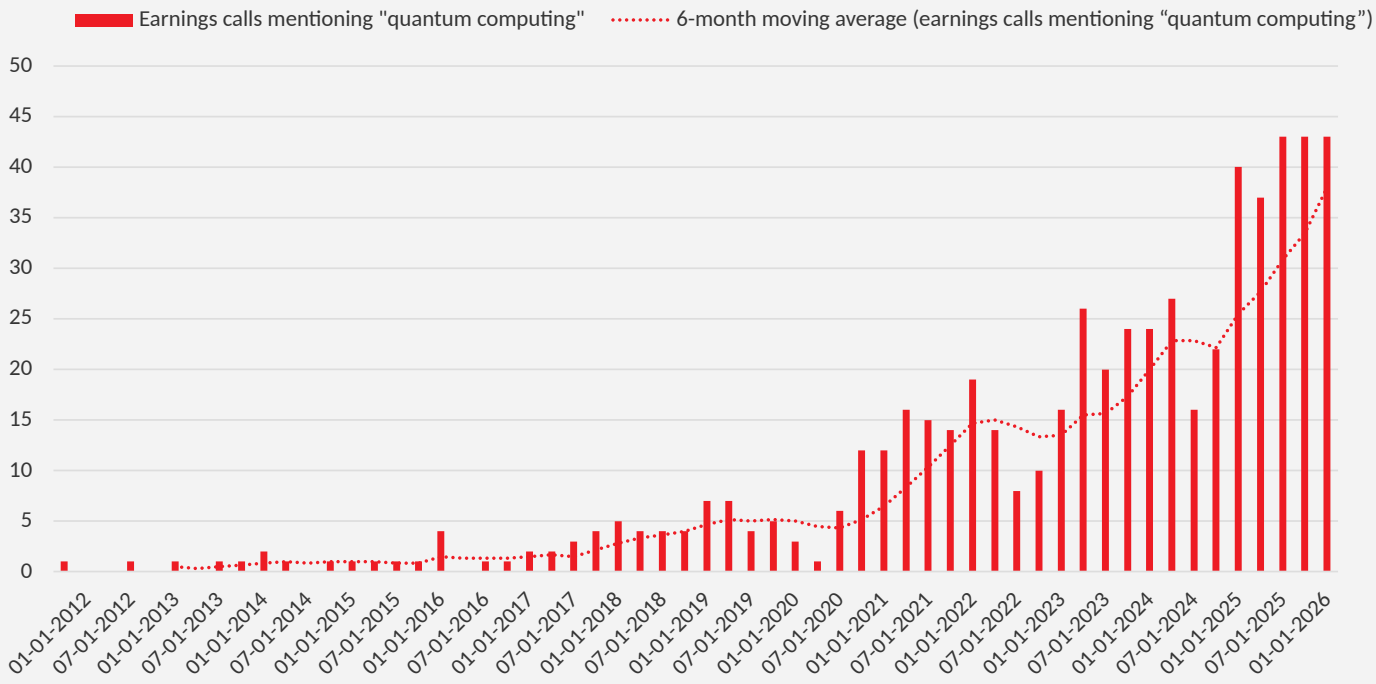
Company Docs (excluding press releases), the second-largest category at 15.1% of total volume, grew more moderately but still substantially, up 102% from a 464-document monthly average early on to 937 in the most recent period, with a particularly sharp acceleration in early 2025 (crossing 900 documents by March 2025 for the first time, and peaking at 1,129 in November 2025). This might suggest that the topic is moving beyond isolated technical mentions and into recurring business communications, internal reporting, and strategic disclosures. This is likely evidence that companies themselves are treating the topic as increasingly material to their own narratives, even if their pace of documentation still trails the media's.

Expert Call Docs, while a small share of total volume (0.7%), nearly doubled in average monthly frequency (25.0 to 47.8, +91%), suggesting growing appetite among analysts and investors for direct expert insight, which could be seen as a signal of rising institutional and investment interest running alongside, rather than strictly ahead of, broader market awareness. Research Docs grew more modestly (+38%, from 197 to 271 monthly average), and the series includes a notable outlier in May 2024 (594 documents, roughly triple the surrounding months), which likely reflects a one-off publication cycle or major report release rather than a sustained shift in research output. Transcript Docs remain the smallest category by volume (0.4% of total) but showed comparable relative growth to Expert Calls (+89%, from 13.5 to 25.5 monthly average), indicating gradual but real uptake in earnings calls and other recorded discussions.

4.1.1 | Mentions in earnings calls

Fig. 4.b | Total earnings calls mentioning “quantum computing”, 2012–2025

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The growth in quantum computing mentions during earnings calls represents a significant trend in corporate communications within the period 2011–2026. After a negligible number of mentions in the earliest years, averaging fewer than one per quarter between Q4 2011 and Q4 2015, the topic began gaining traction starting from 4 mentions in Q1 2016, growing substantially to reach 24 mentions in Q1 2024, an approximately sixfold increase over this eight-year period. This upward trend has continued even further since then, with quarterly mentions climbing to 40 by early 2025 and holding steady at 43 mentions per quarter through the most recent data (Q3 2025–Q1 2026), representing roughly a tenfold increase from the Q1 2016 starting point.

The trend reveals three distinct phases. During the dormant phase (2011–2015), mentions rarely exceeded one or two per quarter, reflecting quantum computing's status as a niche academic or research topic largely absent from mainstream corporate discourse. A steady growth phase followed from 2016 through 2020, with annual totals climbing from 6 mentions in 2016 to 22 in 2020, briefly interrupted by a pandemic-related dip in Q2 2020 (just 1 mention, down from 3 in the prior quarter) as earnings calls shifted focus to COVID-19 disruptions. From 2021 onward, an acceleration phase took hold: annual mentions jumped from 22 in 2020 to 57 in 2021, a 159% single-year increase, before continuing to climb to 89 in 2024 and 163 in 2025, nearly triple the 2021 total in just four years.

Most recently, the data suggests the trend may be entering a plateau at a substantially higher baseline: mentions have held in the low-to-mid 40s per quarter since Q3 2025 (43, 43, and 43 through mid-March 2026), compared to sharper quarter-over-quarter swings seen earlier in the series.

This suggests quantum computing may be transitioning into a stable, recurring fixture of corporate earnings discourse. The strengthening of the quantum computing market is also supported by findings in the Quantum Economic Development Consortium's 2026 Report which estimates a 30% annual growth rate to drive the global quantum computing market to reach $3 billion in 2028.[1] This has been accompanied by supporting developments, for example, in its debut quarterly earnings report as a public company, Quantinuum announced a second-quarter revenue of $8 million, up 279% from the same period last year, and stated expected annual 2026 revenue to be in the $28 million to $32 million range.[2]

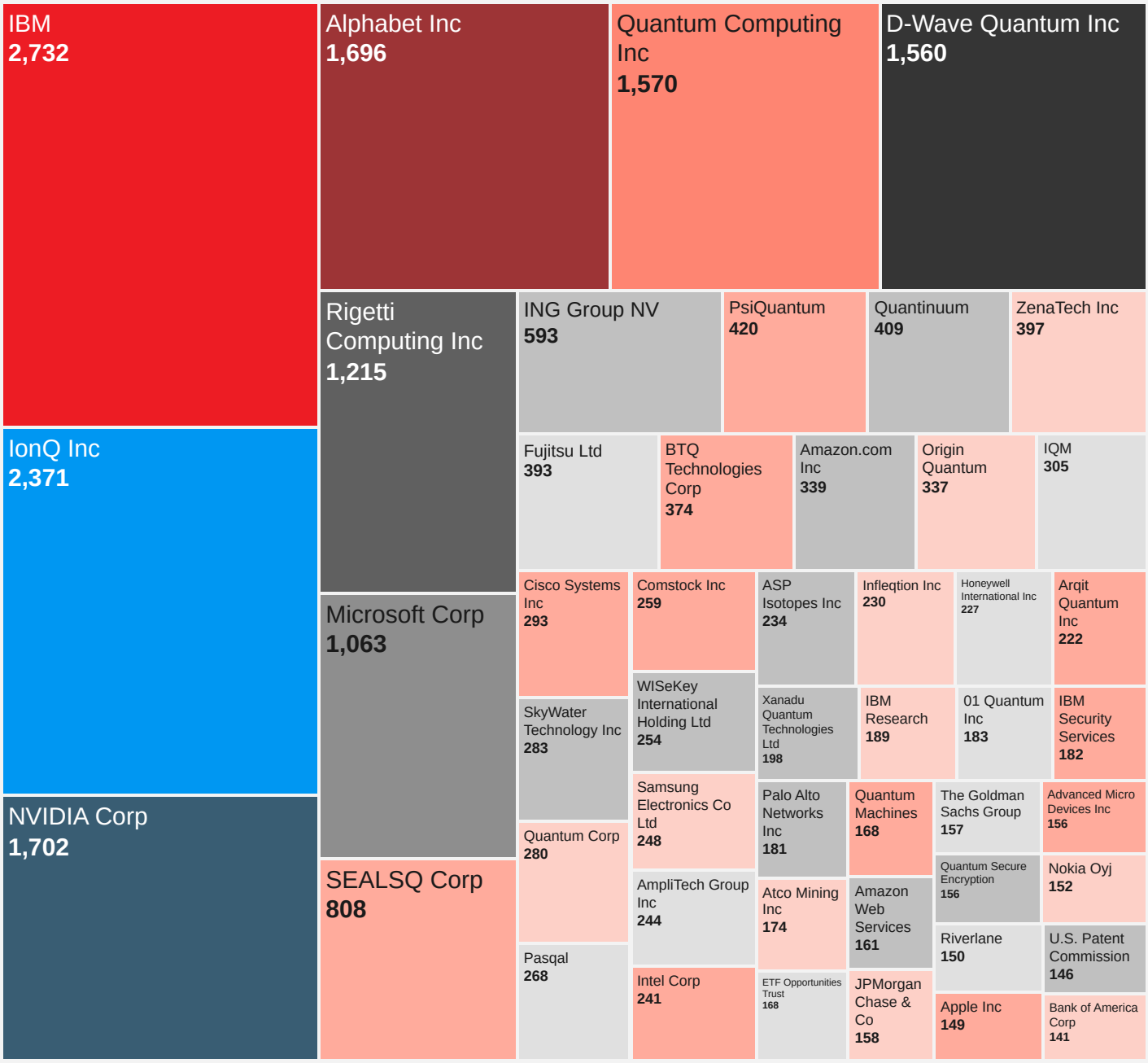
10×

Earnings call mentions have grown approximately 10 times since 2016.

4.1.2 | Quantum computing mentions by company

Fig. 4.c | Total document count by company (top 50)

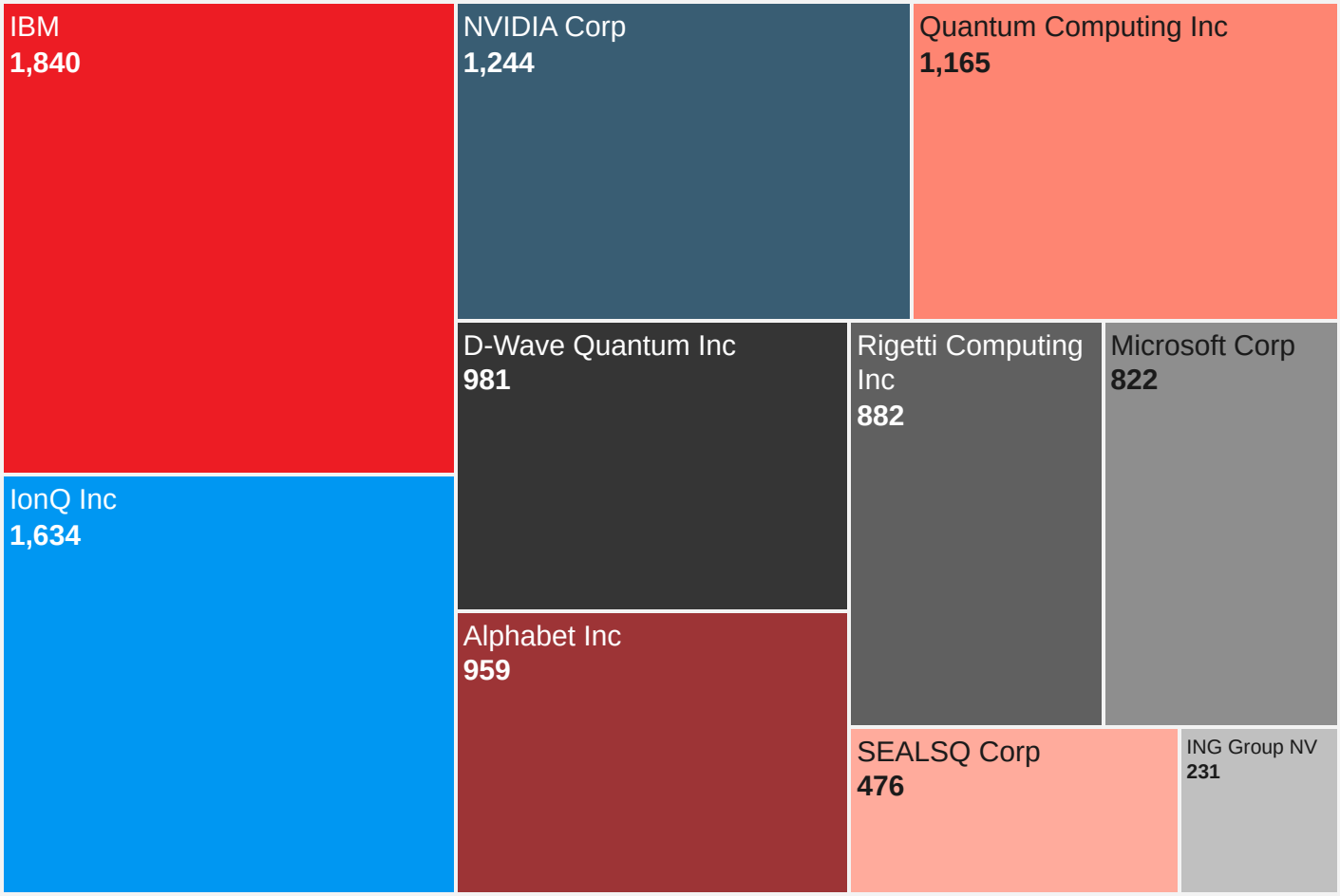
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IBM and IonQ emerged as the leading firms in terms of producing external communications, as measured by number of documents (e.g. press releases or earnings calls) mentioning quantum computing. They are followed by NVIDIA in third place, Alphabet in fourth place, and Quantum Computing Inc. in fifth place, completing the top five. D-Wave, Rigetti, Microsoft, SEALSQ and ING Groep complete the top ten companies by document count.

Fig. 4.d | Total document count by company (top 10), 2025

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Considering the top 10 companies by 2025 document volume, a clear and broad-based intensification of quantum computing-related disclosure across the sector is observed, though with different growth rates depending on company type.

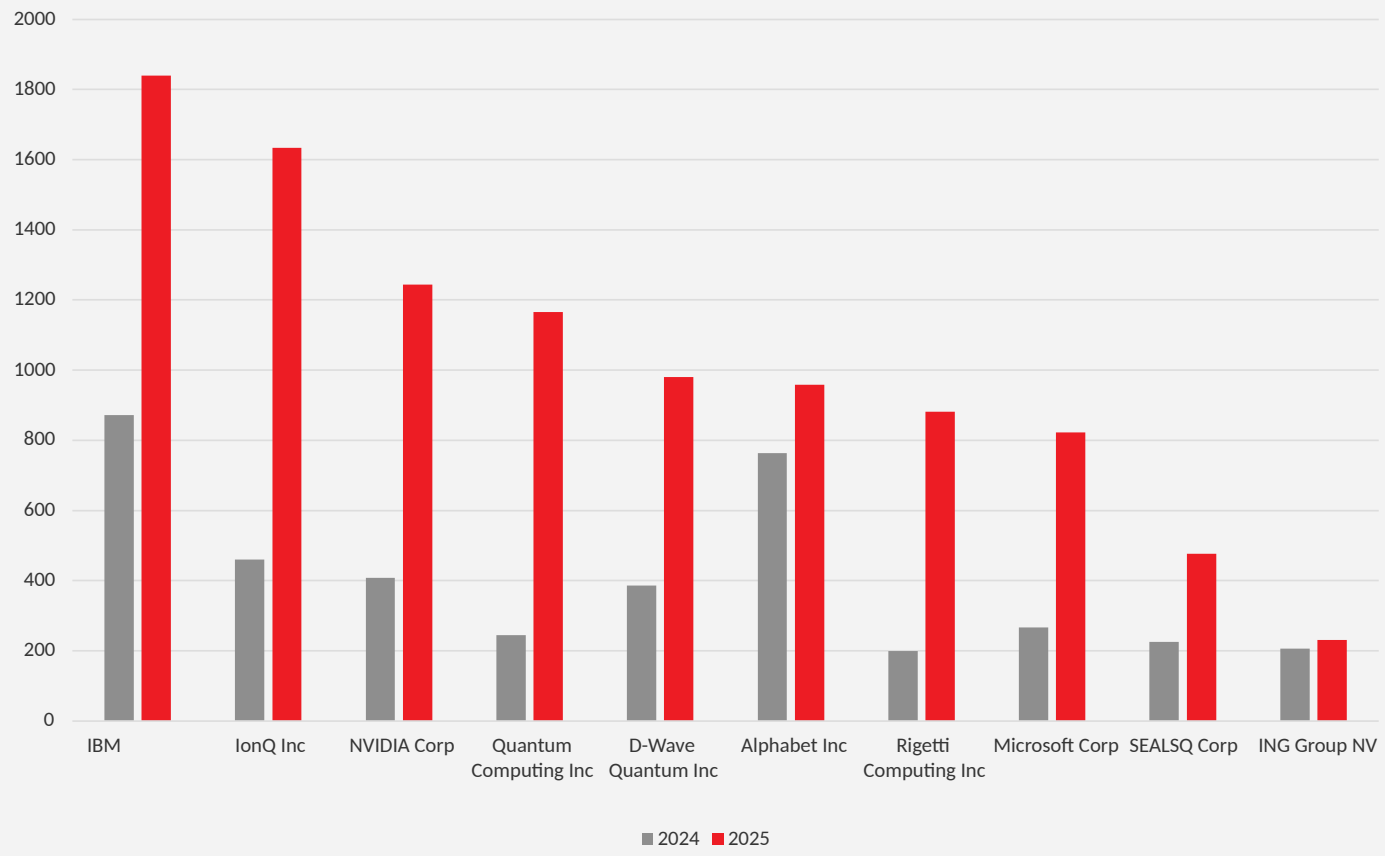
Combined document output across these 10 companies rose from 4,032 in 2024 to 10,234 in 2025, meaning total volume among the leading producers increased roughly two-and-a-half-fold over just one year.

2.5×

Combined document output across the top 10 companies rose from 4,032 in 2024 to 10,234 in 2025, roughly two-and-a-half times in a single year.

Fig. 4.e | Total document count by company (top 10), 2025 vs. 2024

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IBM remains the largest single producer in both years, more than doubling in number from 872 to 1,840 documents and maintaining its position at the top of the list, consistent with IBM's long-standing positioning as a quantum computing leader. Another notable pattern is in the relative growth rates among smaller, quantum-native companies, several of which grew far faster than IBM and effectively closed the gap: IonQ Inc more than tripled its output (460 to 1,634, +255%), overtaking NVIDIA Corp to become the second-largest producer in 2025 despite trailing it in 2024. Rigetti Computing Inc (+341%) and Quantum Computing Inc (+376%) posted the two highest growth rates in the entire group, with Quantum Computing Inc's count rising nearly fivefold from just 245 to 1,165 documents.

4.2 | Future research

We plan to expand this research in future editions of this report. Areas of particular interest include analyzing industry-specific patterns in quantum technology adoption messaging, examining cross-industry collaboration trends in quantum-related communications, and exploring additional trends that may be reflected in how companies communicate publicly.

You can reach us at contact@qir.mit.edu

Footnotes

[1] 'State of the Global Quantum Industry 2026' (QED-C 2026).

[2] 'Quantinuum Reports Second Quarter 2026 Results' (Quantinuum 2026).

