

# The State of Demos 2026

500+ respondents on the paradox of modern presales:  
the demand for authenticity vs the burden of demo prep and maintenance.

The Future is Human

97%

of respondents said  
“AI Demo Avatars”  
would not be the  
biggest trend in 2026

Prediction:  
2026 will see a mass “Return to  
Authenticity.” Buyers are rejecting the  
uncanny valley in favor of unscripted,  
human product sessions.

While AI is booming, buyers are rejecting automated “fake” interactions. The top trend for 2026 isn’t replacing the human. It’s empowering them to go off-script.

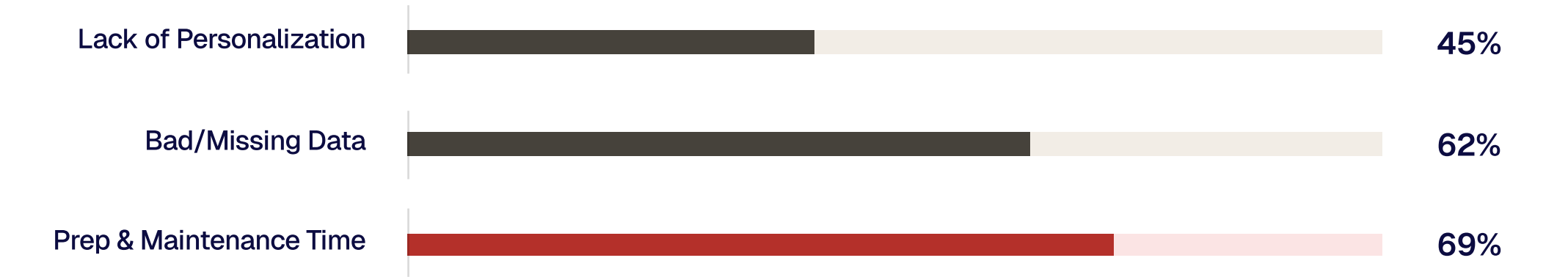
Top Trend: AI for demo creation,  
not presentation

AI tools will build the  
environment, but humans  
will tell the story.

## The Hidden Cost of “Live”

SEs cite “**Realism**” as their #1 priority, yet the cost of achieving it is steep. Preparation time has become the primary bottleneck for scaling teams.

### Top 3 Pain Points for SEs



## The Reliability Gamble

SEs say “**Reliability**” is their #2 priority in demo environments, but the vast majority are demoing on environments they cannot fully control.

93%

Still demo on a **Live Production** environment,  
risking bugs, latency, and collisions.

55%

Resort to **Screenshots or Mocks** despite  
knowing buyers want realism.

Production  
Dependency:

High

### The “Do It Yourself” Trap

Despite the pain of prep time, most teams are still trying to build their own solutions.

✕ 45% don’t benefit from any software.

✕ 24% struggle with in-house maintenance.

The Opportunity:  
**Interactive Demo Platforms** are the #1 most used demo software, automating the heavy lift of environment management.

69%

DIY or don’t use any  
demo software

No Software  
45%

In-House  
24%

Demo Software  
31%

Reprise

© 2026 Reprise State of Demos Report. Based on survey data from 531 industry respondents.