



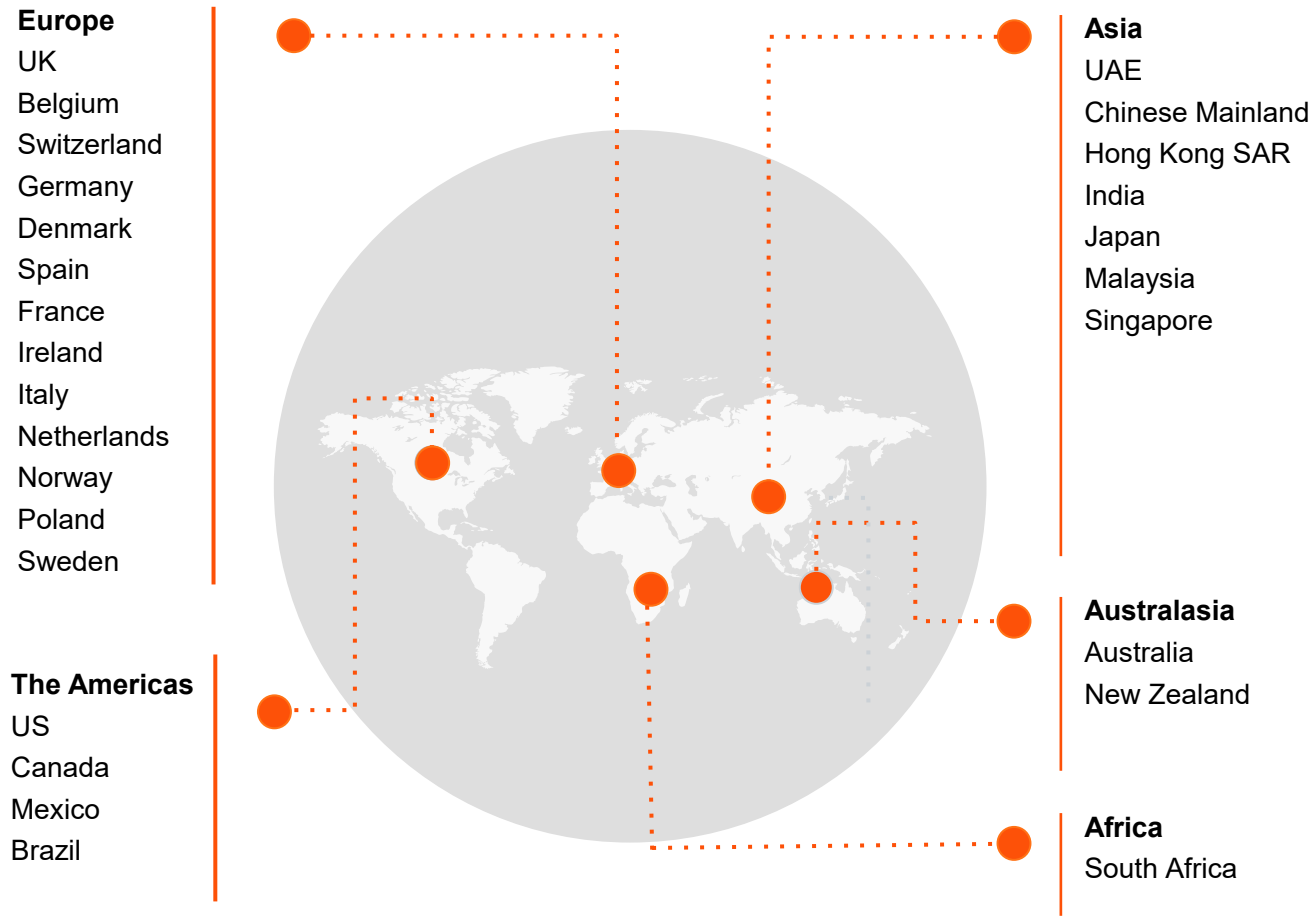
2026 AI Jobs Barometer

Consumer Markets

PwC
June 2026

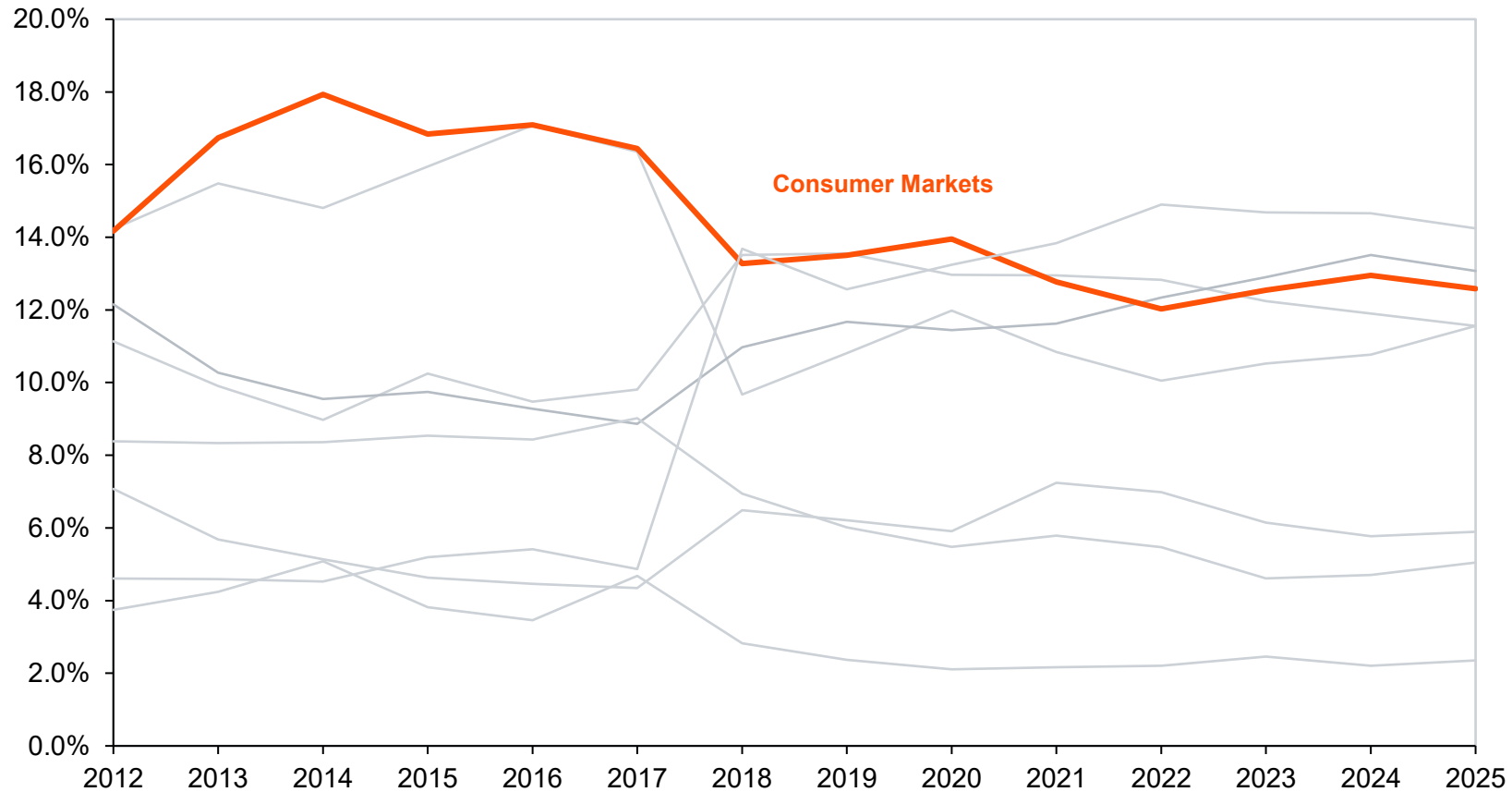


The 2026 AI Jobs Barometer examines over one billion job ads from 6 continents to reveal how AI is affecting jobs, skills, wages, and labour productivity



Consumer Markets remains one of the largest hiring sectors in the economy, despite a gradual decline in its share of total job postings

Share of total job postings in the Consumer Markets sector, globally (% , 2012 to 2025)



Findings

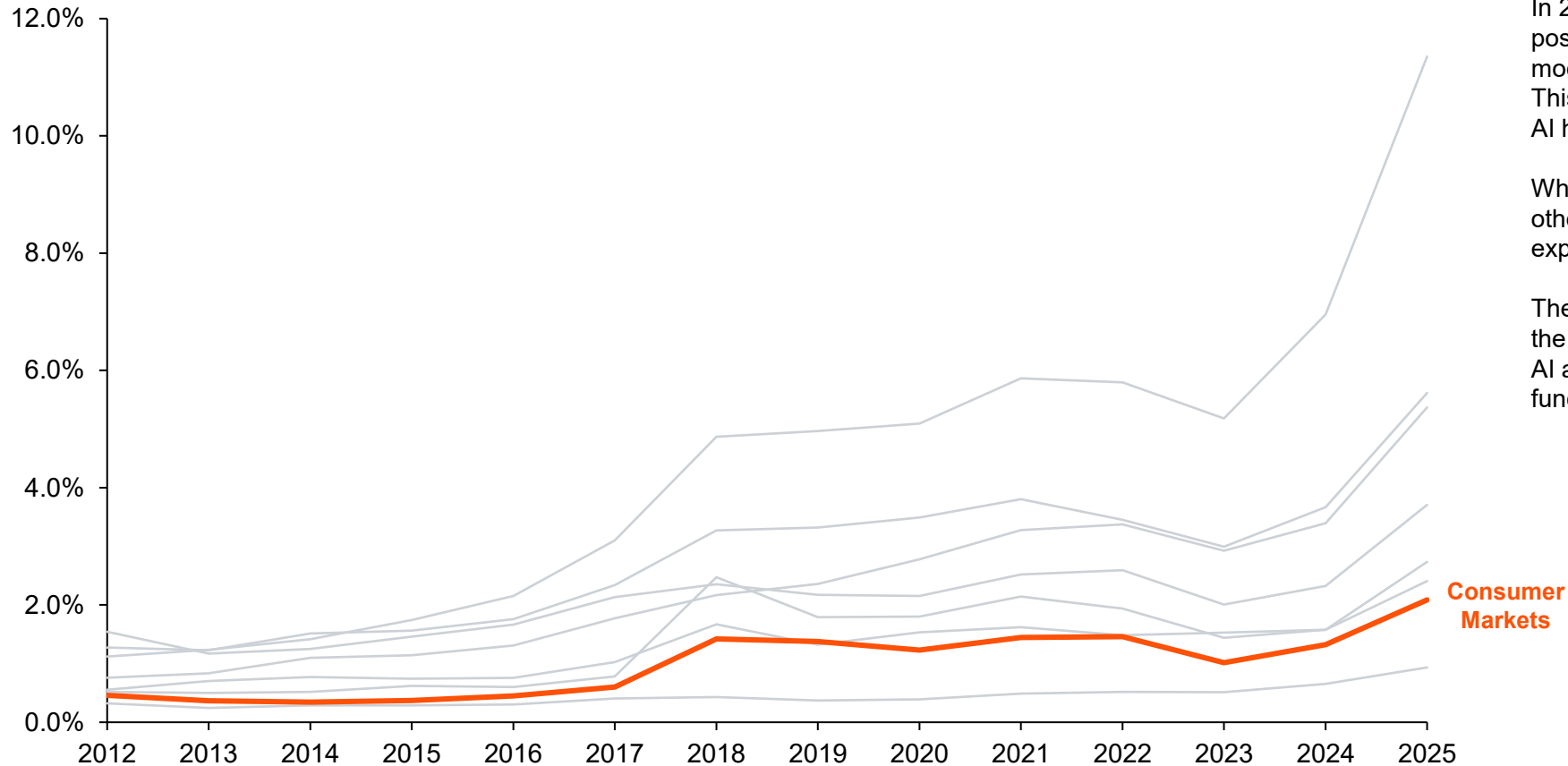
In 2025, Consumer Markets accounts for 12.6% of total job postings, a steady but mildly declining share over recent years.

Even so, it remains the third-largest of the key sectors analysed by hiring share, underlining its continued scale and labour intensity.

The relative decline appears gradual rather than structural and may partly reflect faster growth in hiring across other sectors rather than a sharp contraction in the sector itself.

While low, the share of AI job postings within the Consumer Markets is gradually increasing

Share of AI jobs within the Consumer Markets sector, globally (%), 2012 to 2025



Findings

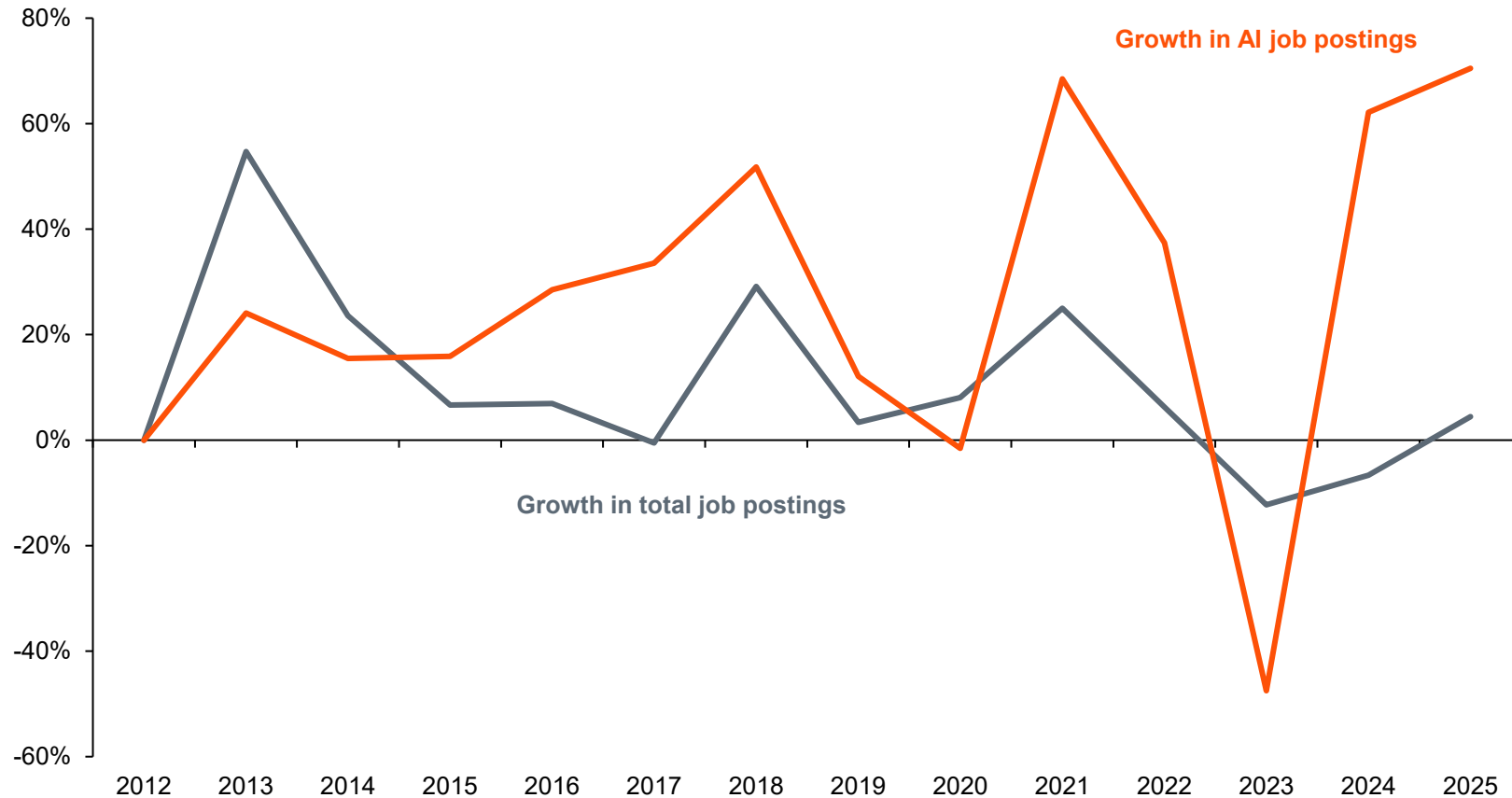
In 2025, AI roles account for 2.1% of total job postings in Consumer Markets, still relatively modest but up significantly from 1.3% in 2024. This marks a notable year-on-year acceleration in AI hiring intensity within the sector.

While AI adoption remains less advanced than in other sectors, the recent uptick suggests growing experimentation and early-stage scaling.

The sharp increase over the past year may signal the beginning of a more sustained integration of AI across customer, supply chain and commercial functions.

This rising AI share is being driven by accelerating AI hiring growth, which is outpacing the sector's broader recovery since 2024

Growth in total job postings and AI job postings for the Consumer Markets sector, globally (% , 2012 to 2025)



Findings

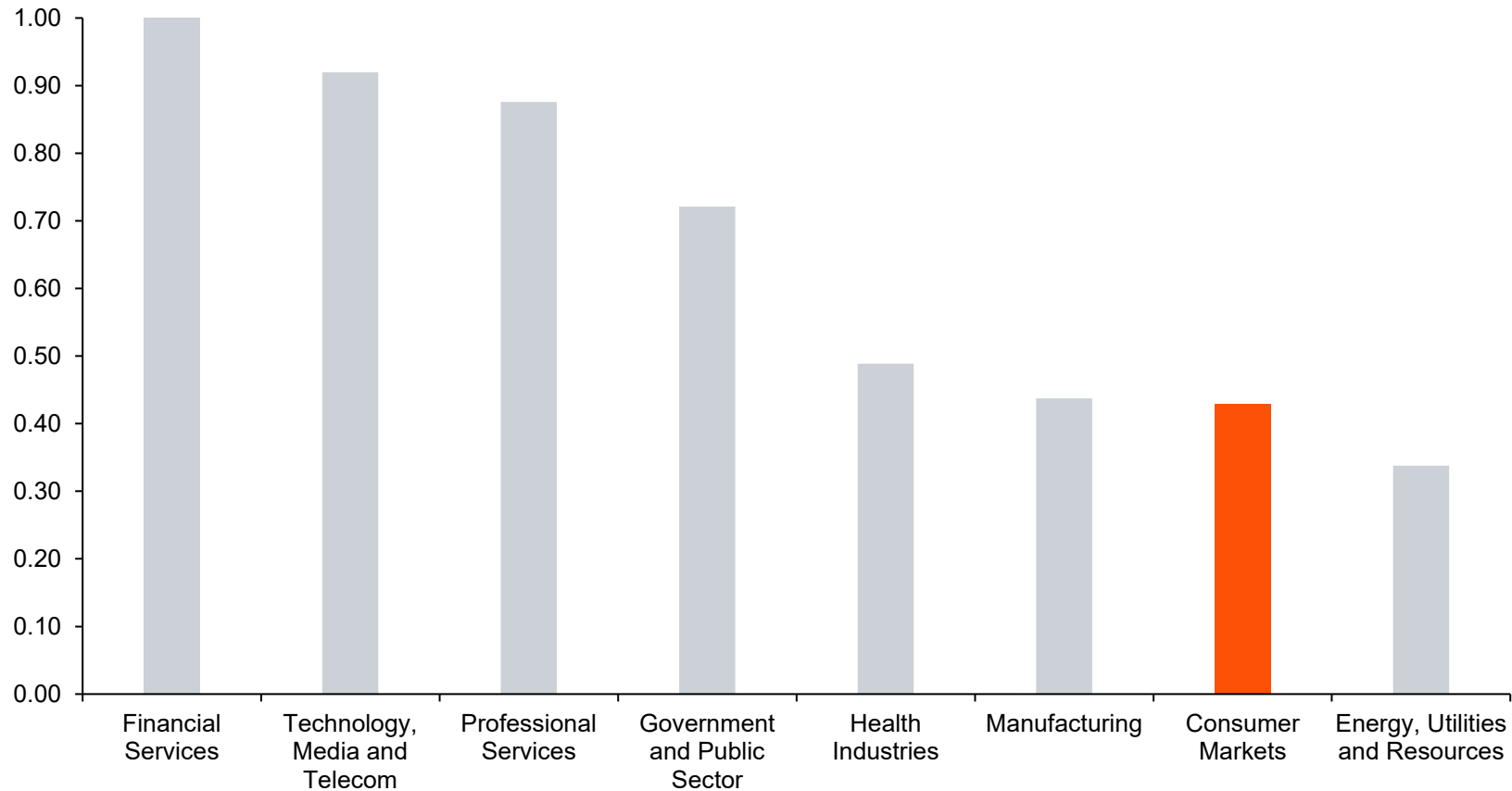
In 2025, total job postings in Consumer Markets grew by 4.4%, rebounding from -6.6% in 2024, while AI job postings surged by 70.5% relative to 2024.

While part of the AI uplift from its 2024 growth rate of 62.2% may reflect the broader recovery in sector hiring, the scale of divergence points to a structural shift toward AI-enabled roles rather than a cyclical bounce alone.

This suggests firms are not just hiring more, but hiring differently, with AI capabilities becoming an increasingly strategic priority.

Despite recent growth in AI hiring in the sector, Consumer Markets remains one of the least AI-exposed sectors in the economy

PwC AI industry exposure by sector (2026)



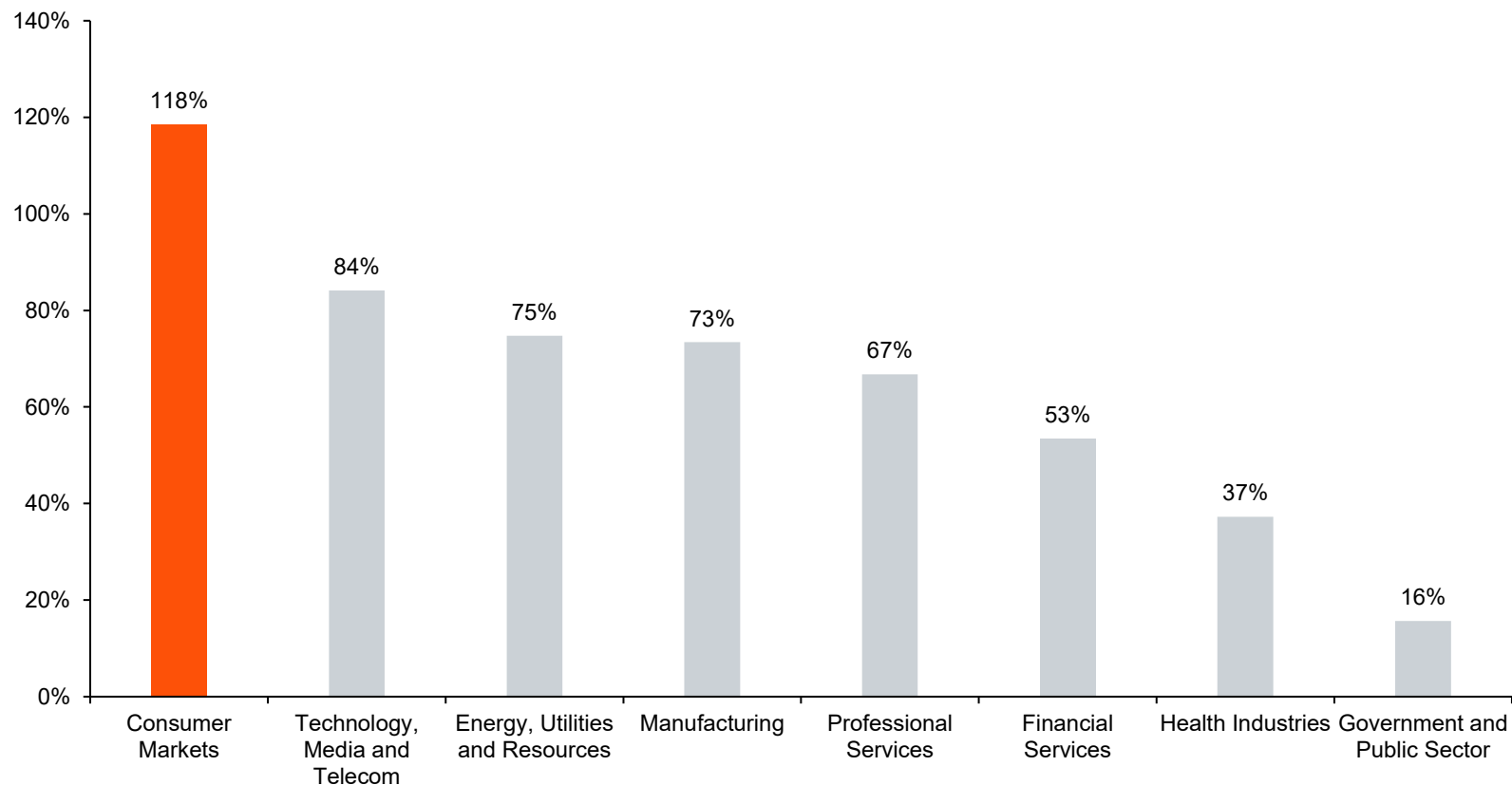
Findings

According to our AI Industry Exposure Index, Consumer Markets ranks second to last across sectors, indicating a comparatively lower share of roles with tasks that can be readily supported or automated by AI.

This may reflect the sector's occupational mix, which likely includes a higher proportion of customer-facing and operational roles with more limited technical task exposure.

Despite low exposure to AI, AI-enabled roles in Consumer markets command the highest wage premium of any sector

Average wage premium for AI related skills by sector, globally (%), 2025



Findings

In 2025, AI-enabled employees in Consumer Markets saw a wage premium of 118% compared to non-AI roles, the highest premium across all sectors.

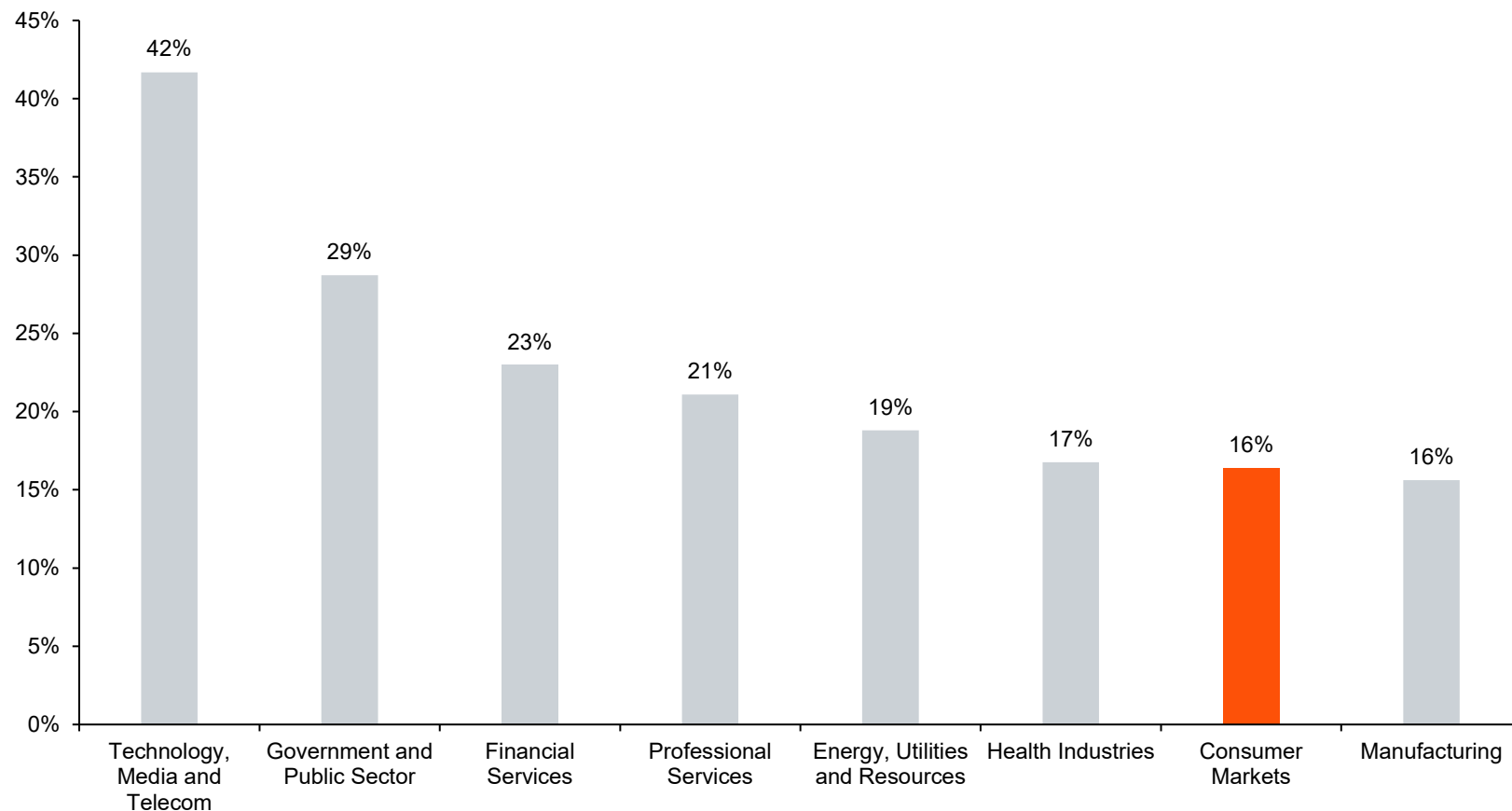
This stands in contrast to the sector's relatively low overall AI exposure and modest AI hiring share.

The combination suggests that, although AI roles are fewer, they may be more concentrated in high-impact, high-value functions.

Rather than broad-based adoption, firms may be selectively hiring advanced AI talent into strategically important areas, where the productivity and commercial returns justify higher compensation.

However, lower AI exposure in Consumer Markets is reflected in comparatively weaker productivity growth

Growth rate in productivity by sector, globally (% , 2018-2025)



Findings

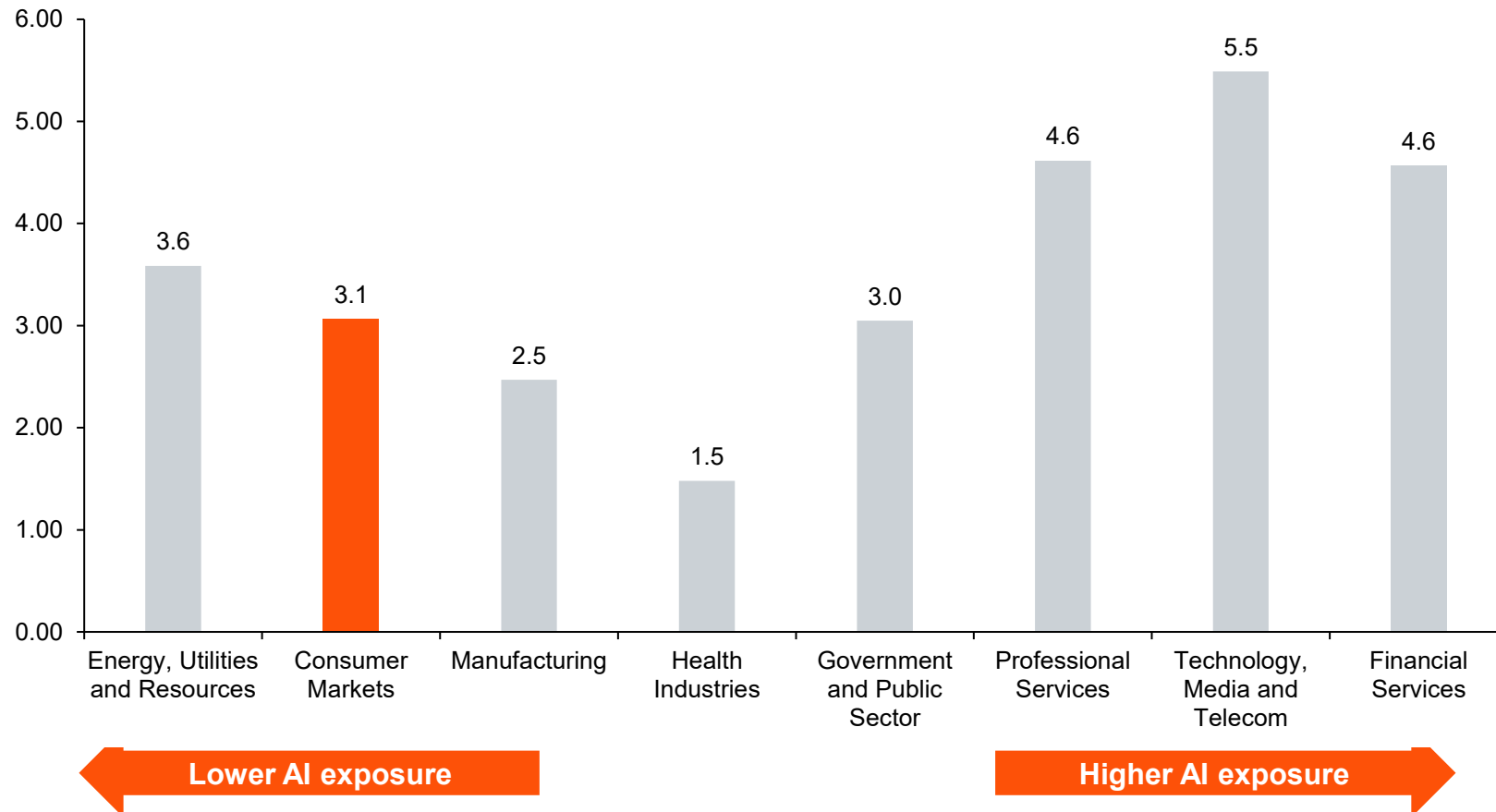
Consumer Markets records productivity growth of 16%, placing it toward the lower end relative to other sectors.

This aligns with its lower level of AI exposure, suggesting fewer opportunities for AI-driven efficiency gains.

Overall, the results indicate that more limited AI integration may be contributing to slower productivity growth compared to more exposed sectors.

Despite relatively low AI exposure, Consumer Markets is undergoing notable skills transformation

Net skill change by AI exposure for key sectors, 2019-2025, globally



Findings

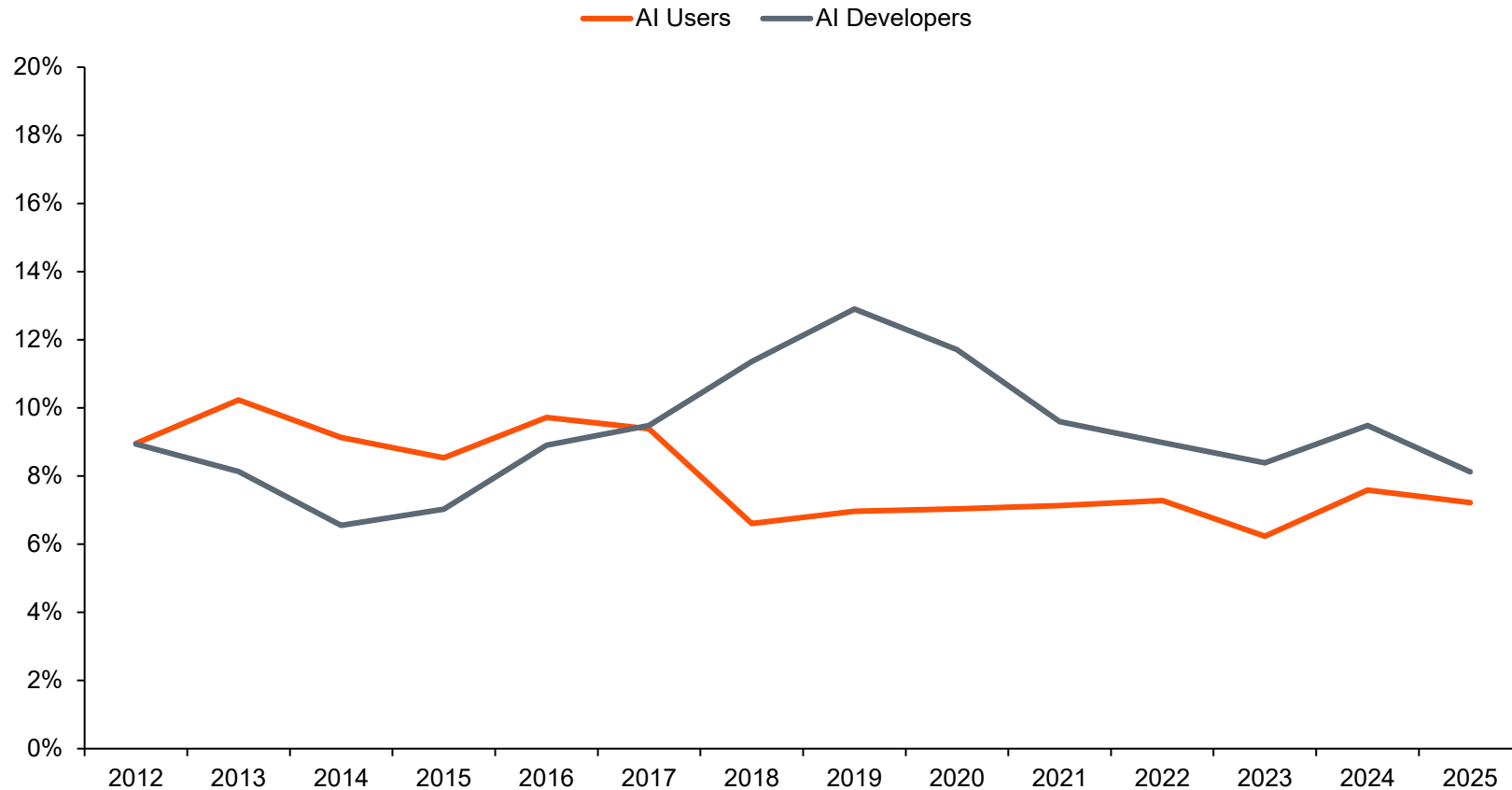
With a net skills change score of 3.1 between 2019 and 2025, Consumer Markets sits above sectors with comparable or even higher AI exposure.

While it does not reach the levels seen in Information & Communication or Financial Services, the pace of change remains significant.

This suggests that skills evolution in the sector is may not be driven by AI alone, but also by broader technological shifts, digital commerce, supply chain innovation and changing consumer expectations.

At a global level, Consumer Markets accounts for a relatively even share of AI skill demand across capability tiers

Share of global skill mentions for the Consumer Markets sector, by user category (% , 2012 - 2025)



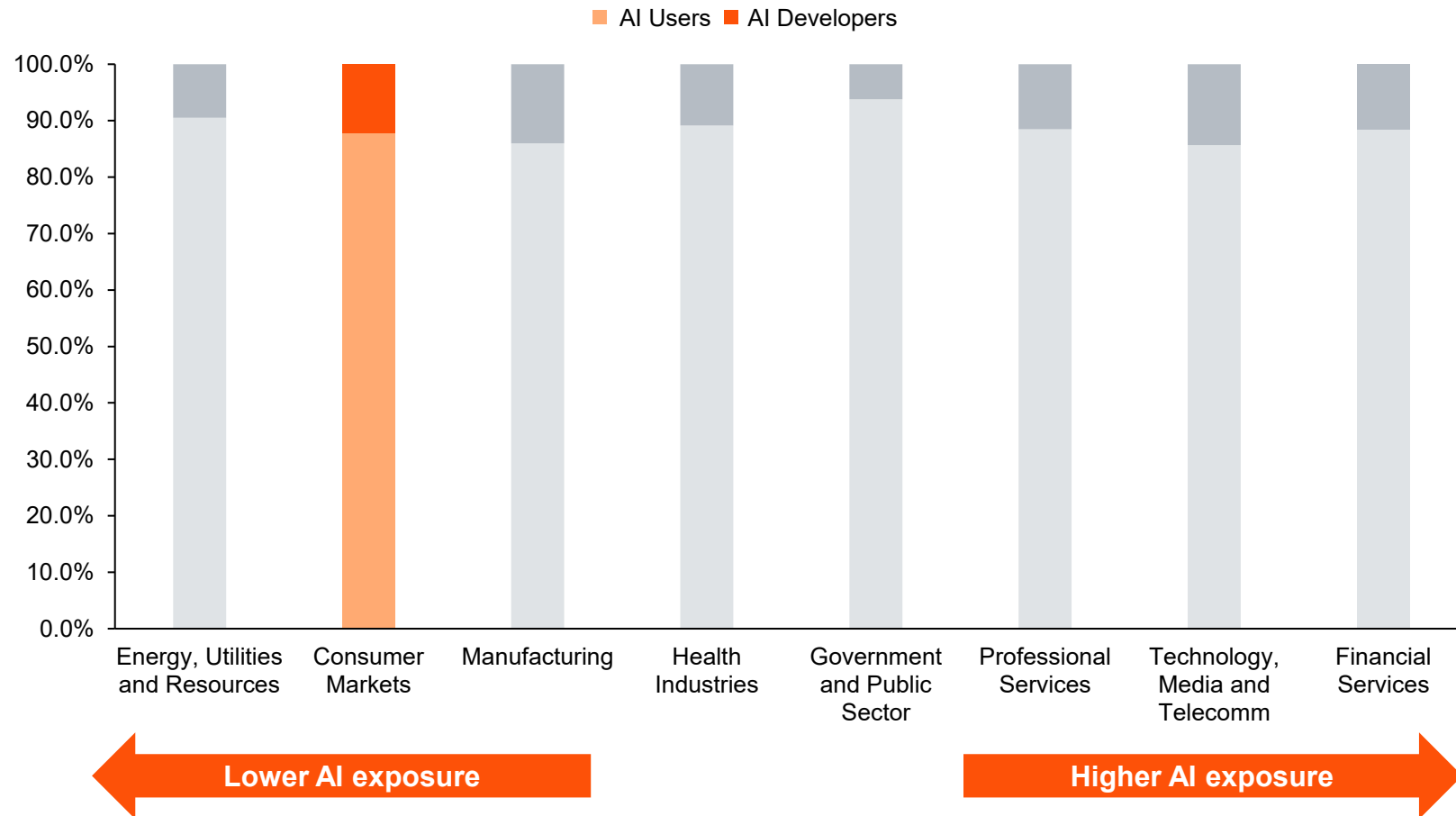
Findings

In 2025, the Consumer Markets sector accounts for 7.2% of global AI users (applied AI and basic literacy) skill mentions and 8.1% of AI developer capability mentions (advanced AI development).

Additionally, these shares have remained stable in recent years, although with a slight dip in 2025, indicating hiring demand is largely keeping pace with the supply of AI skills.

Within the sector, AI hiring is focused on broad based application, supported by a meaningful layer of specialist technical talent

Shares of AI User and AI Developer job postings of all AI related roles, Consumer Markets, 2025, globally (%)



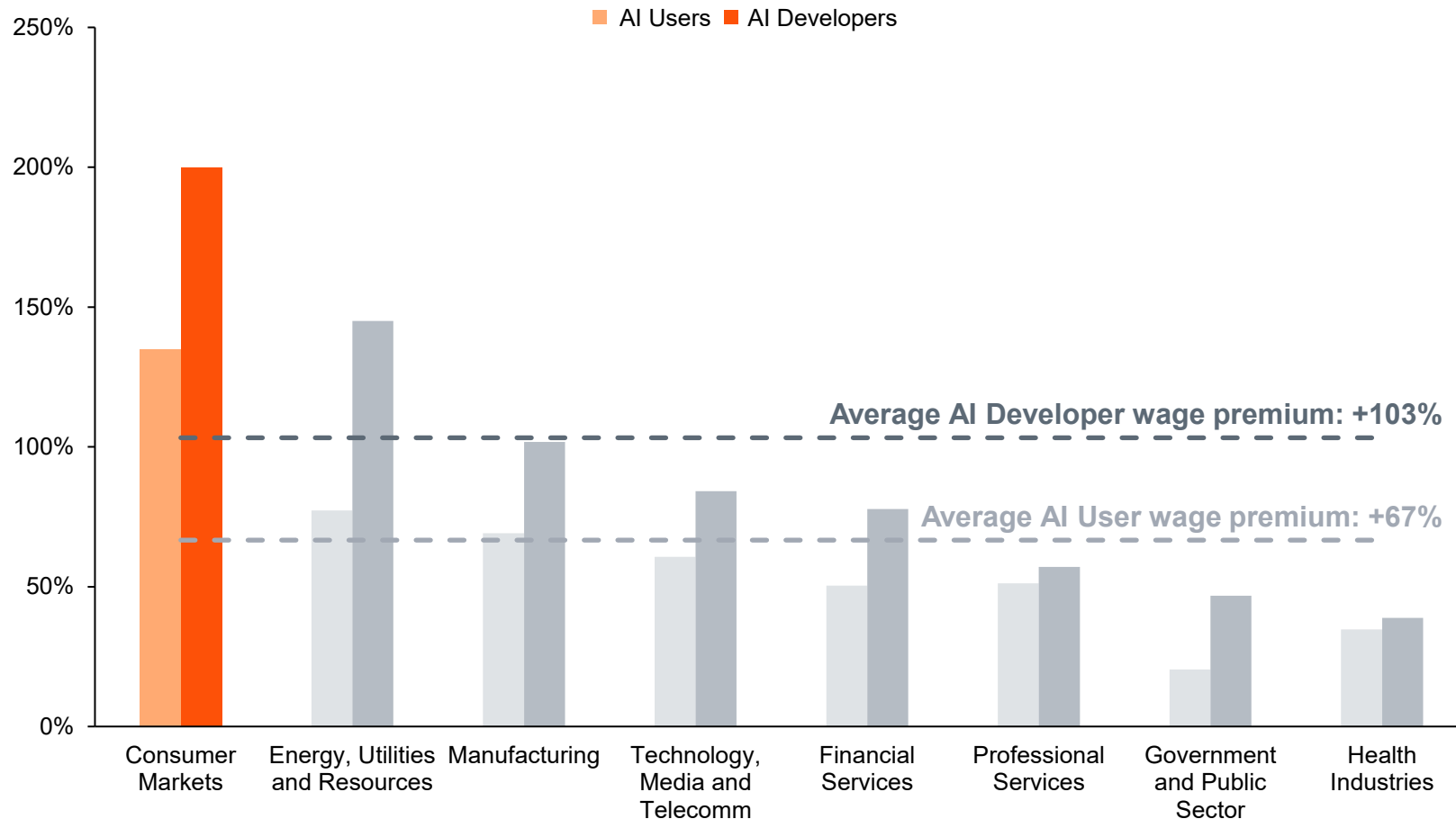
Findings

In 2025, AI user roles account for 88% of AI related job postings in Consumer Markets, compared with 12% for AI developer roles. This shows that most demand is focused on applying AI within business functions rather than on specialist build roles alone.

That mix fits a sector where value comes from embedding AI into core commercial and operational activities, including marketing, pricing, customer insight, merchandising and supply chain decisions, rather than from building stand alone AI products. The continued developer share points to the need for technical talent to tailor tools, integrate them into platforms and data environments, and support deployment at scale.

Despite representing a smaller share of hiring, developer roles in Consumer Markets command a markedly stronger wage premium

AI User and AI Developer wage premiums, Consumer Markets, globally, 2025 (%)



Findings

In 2025, AI user roles in Consumer Markets carry a wage premium of +135%, while AI developer roles carry a premium of +200% relative to non AI roles in the sector. This indicates that although most AI hiring is concentrated in user roles, the market places a particularly strong premium on advanced technical AI capability.

Both premiums sit well above the overall cross sector averages, suggesting that AI skills are particularly highly valued in Consumer Markets. Rather than reflecting broad based technical intensity across the sector, the scale of the uplift may point to AI demand being concentrated in a smaller number of specialist, highly rewarded roles.

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Thank you

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