Two futures for jobs in an AI era

2026 Global AI Jobs Barometer

Health Industries
Analysis

Key findings

AI is driving productivity, accelerating skills change and starting to create a redesign of entry level work

AI is strongly linked to significant productivity gains

Since 2022 when AI use soared, companies in the sectors most exposed to AI have tripled their lead in workforce productivity growth over the least AI-exposed companies.

Companies achieving the biggest productivity gains are boosting wages and headcount

Rather than replacing jobs at scale, leading organisations are using AI to amplify human performance and create value.

Harnessing AI is accelerating skills transformation

Skills required for the most AI exposed jobs are changing twice as fast as in least exposed roles - a 75% increase over last year's gap.

Redesigned entry level pathways

AI exposed junior roles are 7x more likely (than the least AI exposed junior roles) to demand traditionally senior skills like leadership and strategic thinking.

A two-track labour market

Jobs professionalised by AI – where AI does the basic work leaving more expert tasks for people (22% of advertised jobs) - are thriving while jobs democratised by AI – where AI takes on the complex work (52% of advertised jobs) - fall behind.

40%

Productivity growth is 40% higher at most vs least AI exposed companies.

52%

The most AI exposed companies see faster headcount growth than the least AI exposed (52% vs 36%) and higher wage growth (24% vs 17%).

2.5x

The most AI exposed jobs are adding tasks that rely on human-intensive skills like empathy, judgment and creativity 2.5x faster - than the least AI exposed roles.

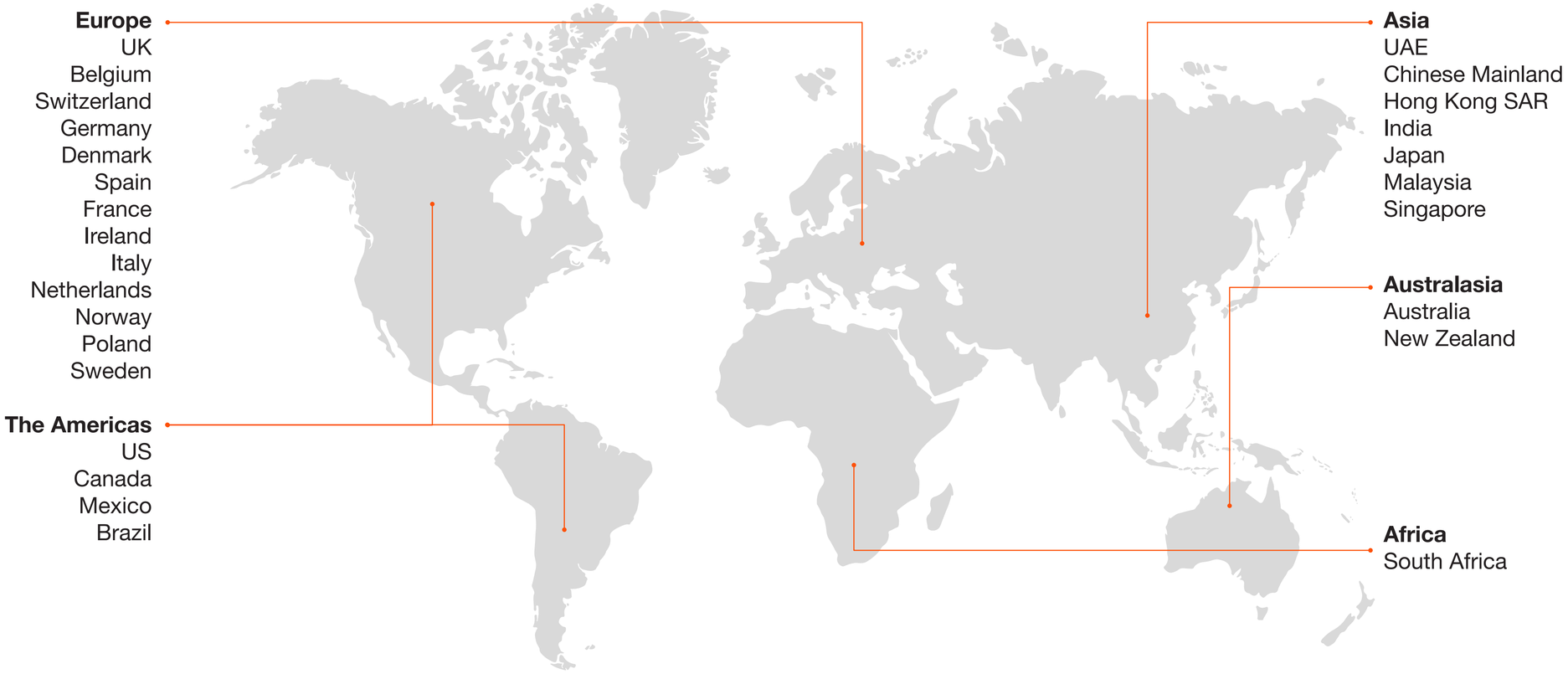
35%

AI-exposed 'seniorised' entry level roles are thriving with 35% growth since 2019 while other entry level roles decline in number.

42%

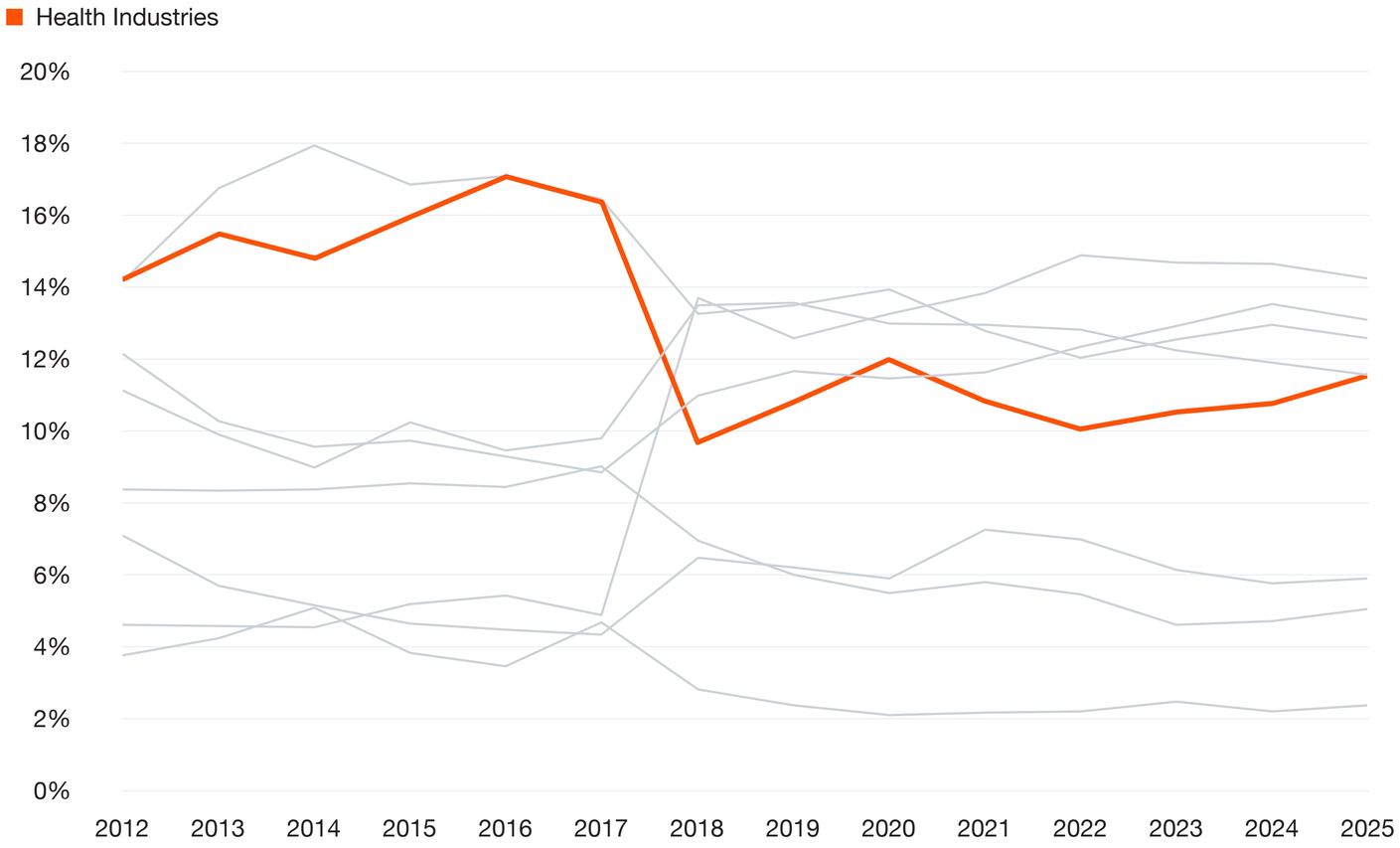
Professionalised jobs are growing twice as fast as Democratised jobs with 42% higher wage growth since 2021.

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



The Health sector remains a major source of labour demand, accounting for more than one in ten job postings

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



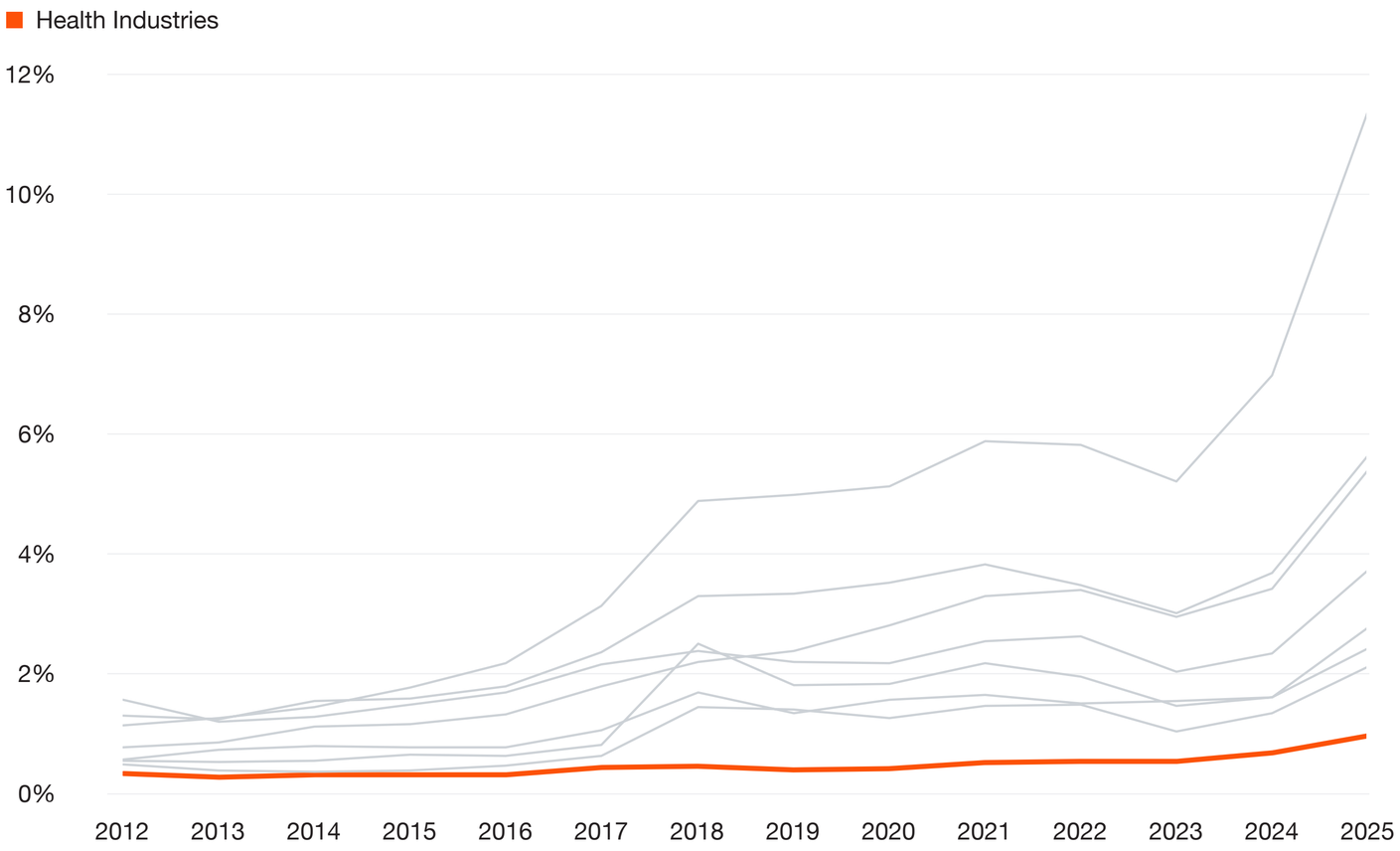
Source: PwC analysis, Lightcast data

Findings

- In 2025, the Health sector represents 11.6% of total job postings across the sectors analysed.
- While not the single largest employer, it remains among the higher-demand sectors in terms of hiring share.
- The consistently large footprint reflects the labour-intensive nature of healthcare delivery and demographic-driven demand.
- Note: For the purposes of this analysis, Health Industries is defined as inclusive of human health and social work activities. This includes hospitals, medical and dental practices, nursing and residential care, and other health and social care activities, including social work. It does not separately split out Health Services, Pharma & Life Sciences, or social care subsegments.

However, AI hiring intensity in the sector remains limited, with the lowest AI share of job postings across all key sectors

Share of AI jobs within the Health Industries sector, globally (%, 2012 to 2025)



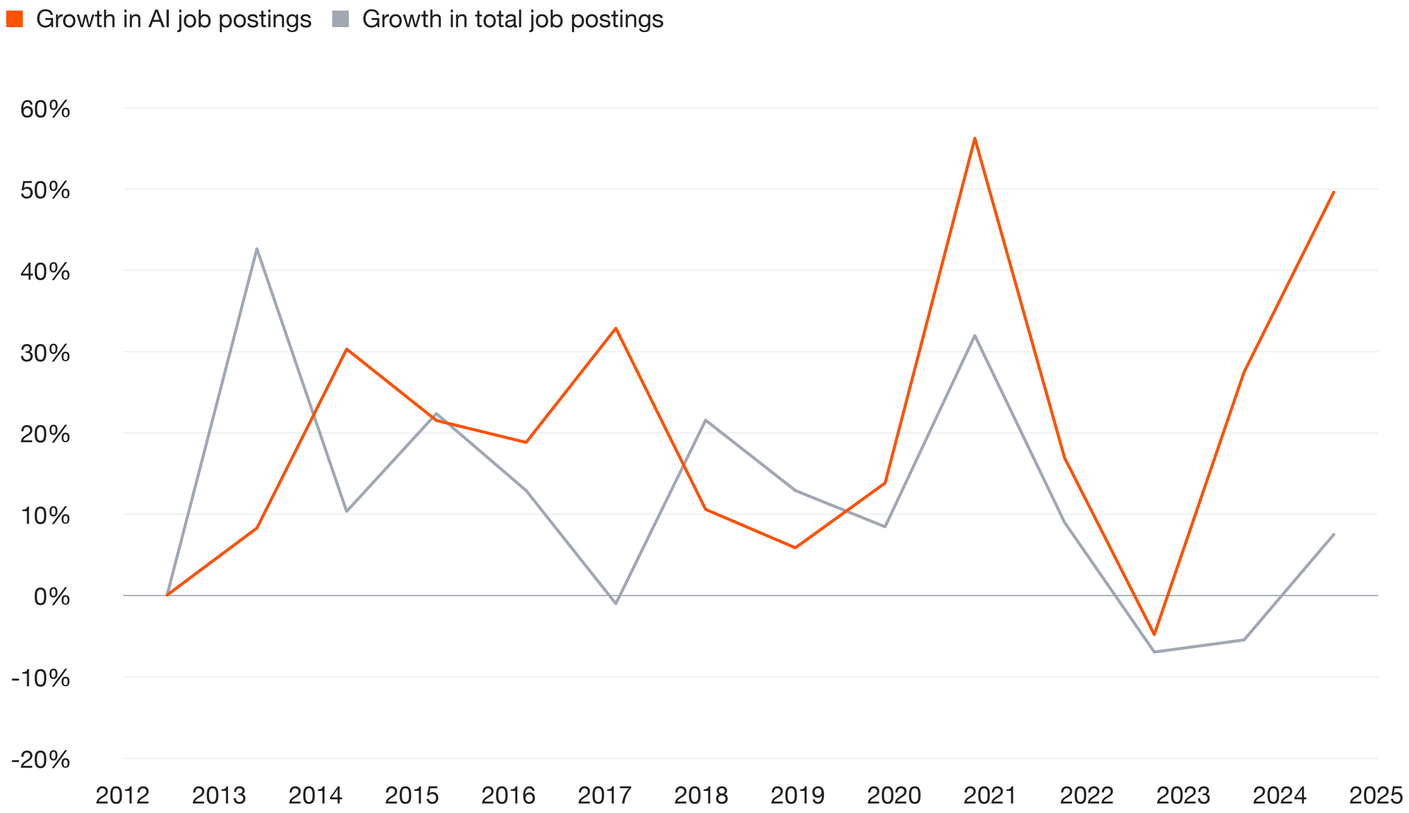
Source: PwC analysis, Lightcast data

Findings

- In 2025, AI roles account for just 0.90% of total job postings in the Health sector, the lowest share among all sectors analysed.
- This indicates that AI hiring remains marginal relative to the sector's overall workforce demand.
- Budget constraints, regulatory requirements and the complexity of clinical integration may contribute to slowing down large-scale AI adoption compared with more digitally intensive industries.

Despite a low AI base, AI hiring in Health is growing strongly alongside a broader sector recovery in the last two years

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



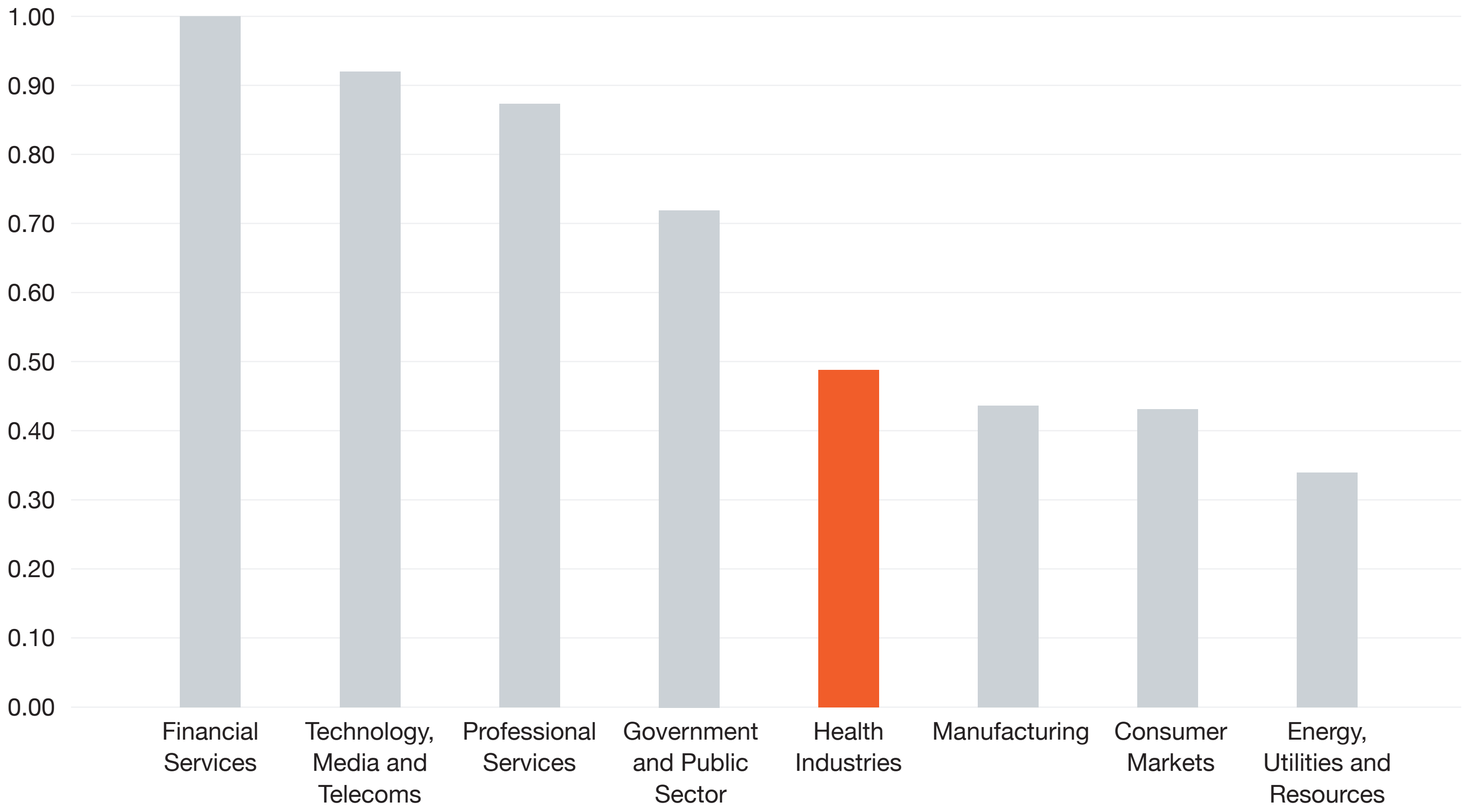
Source: PwC analysis, Lightcast data

Findings

- AI job postings grew by 27.4% in 2024 and accelerated further to 49.5% in 2025. Over the same period, total postings moved from -5.4% in 2024 to 7.5% growth in 2025.
- While part of the recent AI uplift coincides with the broader recovery in hiring, AI growth is materially outpacing overall job growth.
- This suggests that, although AI intensity remains extremely low, momentum is building.
- From a small base, the sector appears to be moving onto a clearer adoption trajectory, with AI beginning to play a more visible role in workforce demand.
- Note that the chart shows year-on-year growth in Health Industries job postings, comparing growth rates for AI-related postings with total postings in the sector.

With its moderate AI exposure and the recent acceleration in AI hiring, there may be further room for AI adoption in the sector

PwC AI industry exposure by sector (2026)



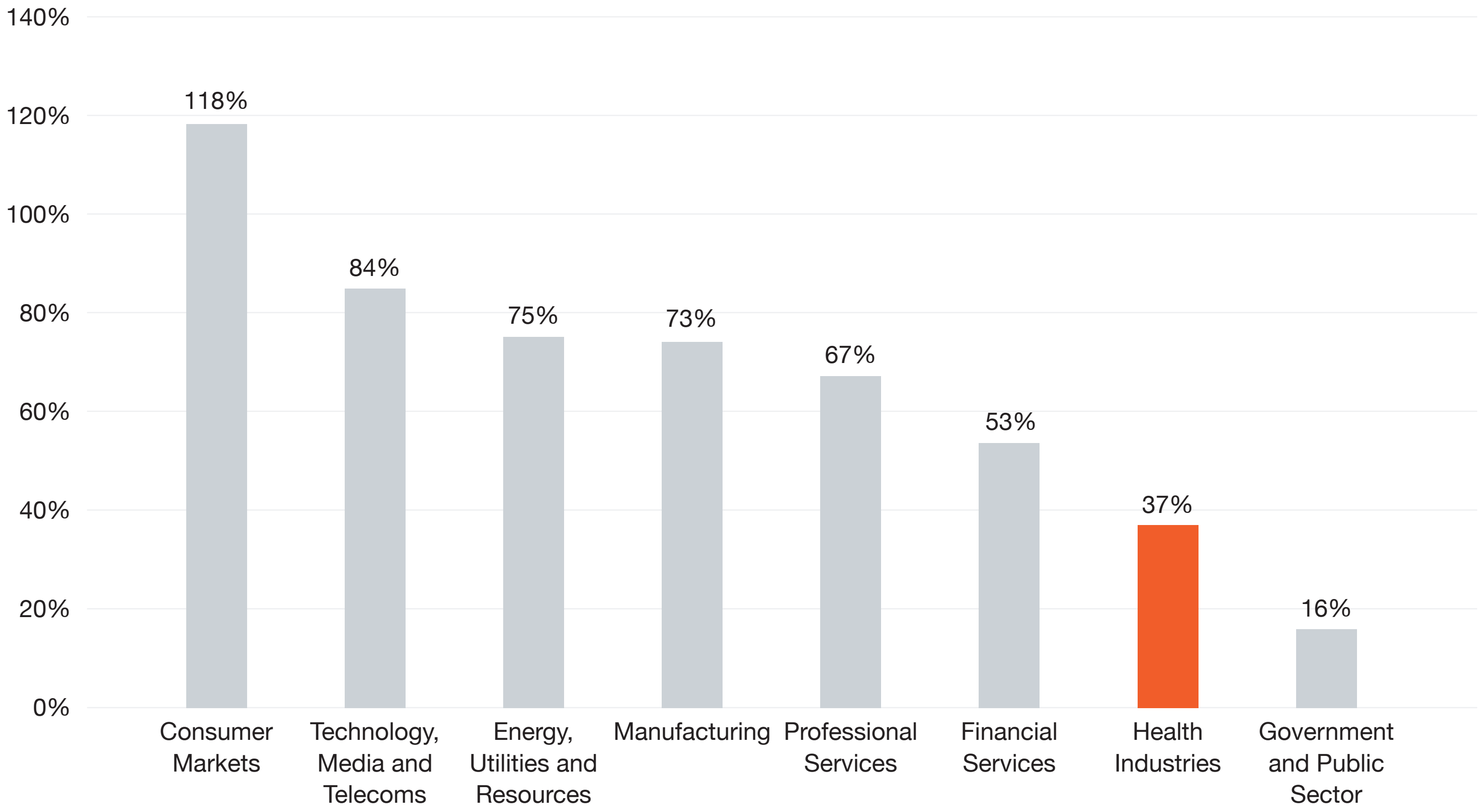
Source: PwC analysis, Lightcast data

Findings

- Health sits in the mid-range of our AI Industry Exposure Index, indicating a meaningful share of roles contain tasks that could be supported or augmented by AI.
- This level of exposure is higher than its current AI hiring share would suggest.
- The strong growth in AI postings over the past two years is therefore consistent with its structural exposure.
- While adoption remains at an early stage, the underlying task profile implies scope for AI hiring intensity to increase over time as integration deepens.

AI enabled roles in Health command a modest but positive wage premium, consistent with early-stage adoption

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



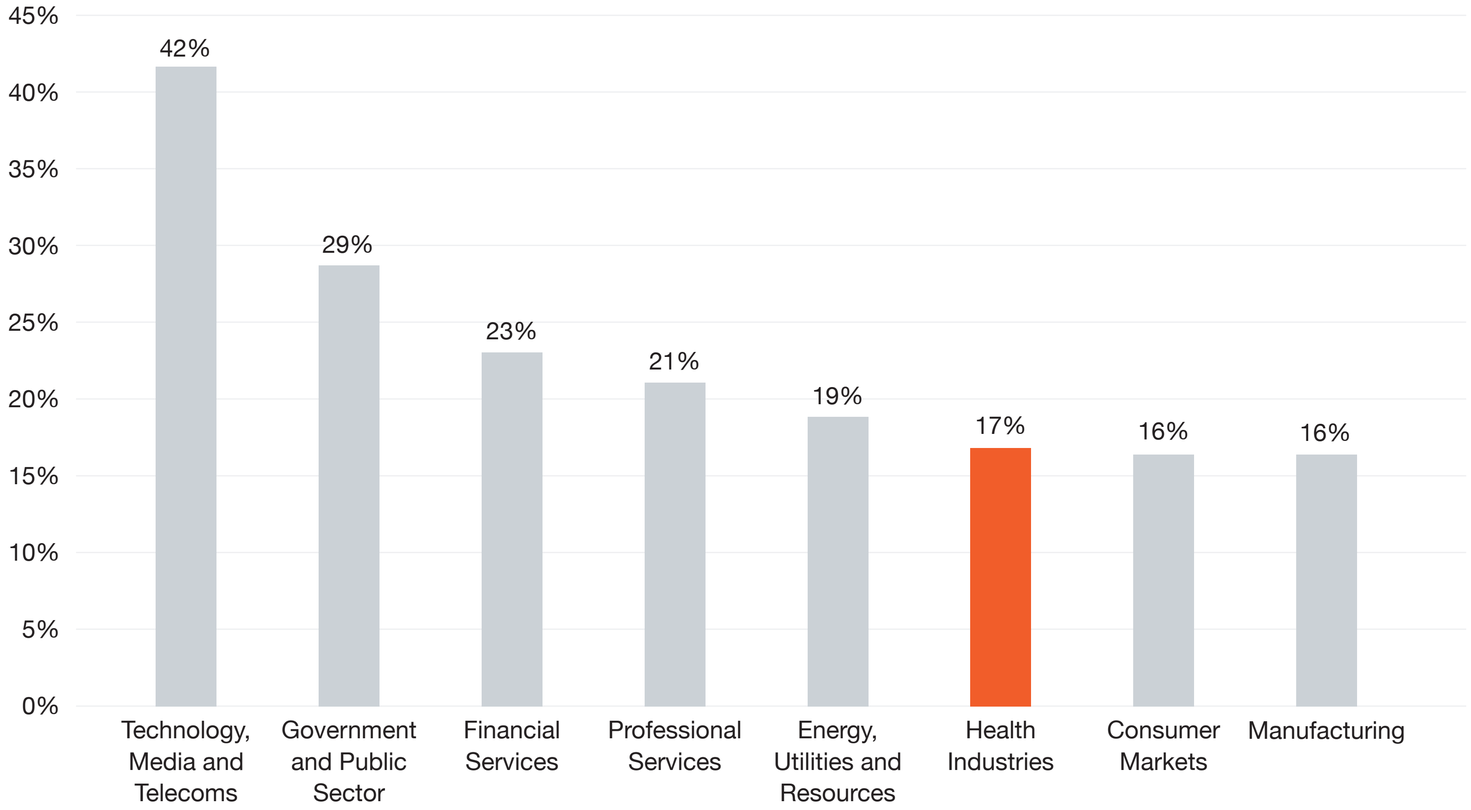
Source: PwC analysis, Lightcast data
Notes: (i) To calculate wage premiums, we split job postings within a sector by AI and non-AI jobs. From here we estimate the wage premium (difference) within the sector for wages in the AI group compared to the non-AI group. This analysis is not a growth rate but rather a snapshot of a given year. Note that only the eight PwC aligned sectors are shown in the visual.

Findings

- In 2025, AI-enabled employees in the Health sector earn a wage premium of 37% relative to non-AI roles.
- While positive, this premium is lower than in more AI-intensive sectors.
- However, the relatively modest uplift aligns with the sector's very low AI hiring share and emerging adoption phase, indicating the value of AI adoption is yet to fully materialise into compensation for AI enabled labour.
- The presence of a premium also reinforces that AI capabilities are valued, consistent with the sector's moderate level of AI exposure and growing momentum.

In line with this, Health sees a relatively modest growth in productivity compared to more AI-intensive sectors

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



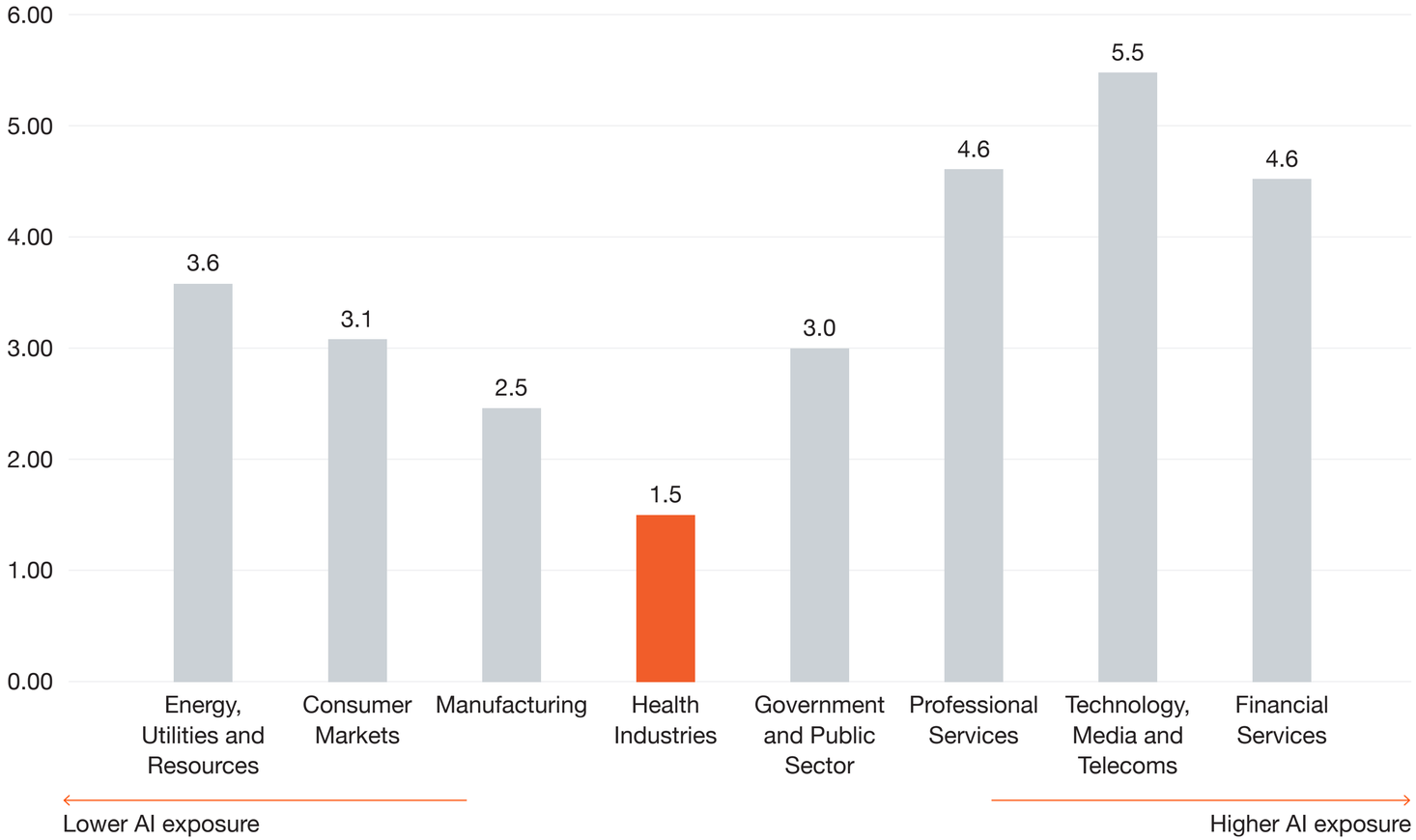
Source: PwC analysis, ORBIS data
Notes: Productivity is measured by turnover per employee using ORBIS data. We compute the growth rate in productivity between 2018 and 2024/25 at company level and aggregate up to sector level. Includes company data from all countries in the 2026 AIJB scope. 2025 data is used for companies where available, otherwise we default to 2024 data. Sectors are mapped from two-digit 2022 NAICS to the closest match(es) amongst the eight key PwC sectors. See productivity analysis appendix for all data cleaning filters applied.

Findings

- Health records productivity growth of 17%, placing it on the lower end alongside Manufacturing, Consumer Markets and Energy.
- This aligns with its mid-tier AI exposure, suggesting a more limited impact of AI on efficiency gains compared to highly exposed sectors.
- Overall, the pattern indicates that moderate AI integration is associated with more modest productivity improvements relative to other sectors.

Despite moderate AI exposure, Health has experienced the slowest pace of skills transformation across the key sectors

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



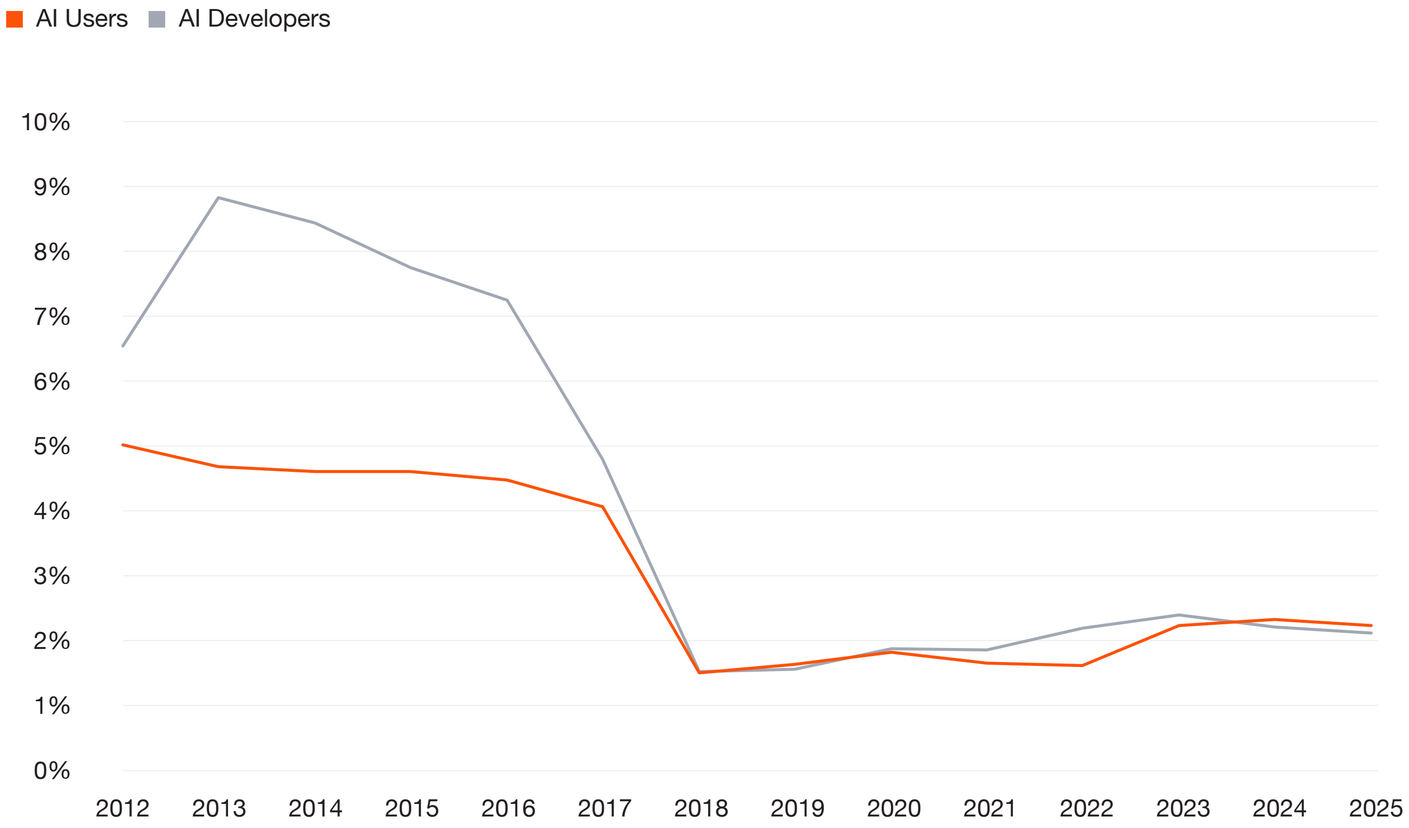
Source: PwC analysis, Lightcast data
Notes: Net skill change is calculated as the aggregation of the percentage point difference between 2019 and 2025 of the share of a skill making up an occupation.

Findings

- Between 2019 and 2025, the Health sector records the lowest net skills change of all sectors analysed. This is notable given its mid-range position on AI exposure.
- The comparatively limited shift may reflect the stability of core clinical roles, where fundamental competencies remain largely unchanged.
- It is also consistent with the sector's very low AI hiring share, suggesting that technological integration has not yet translated into widespread reconfiguration of skill requirements.

Globally, Health accounts for a small share of AI skill demand for both foundational and advanced capabilities

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



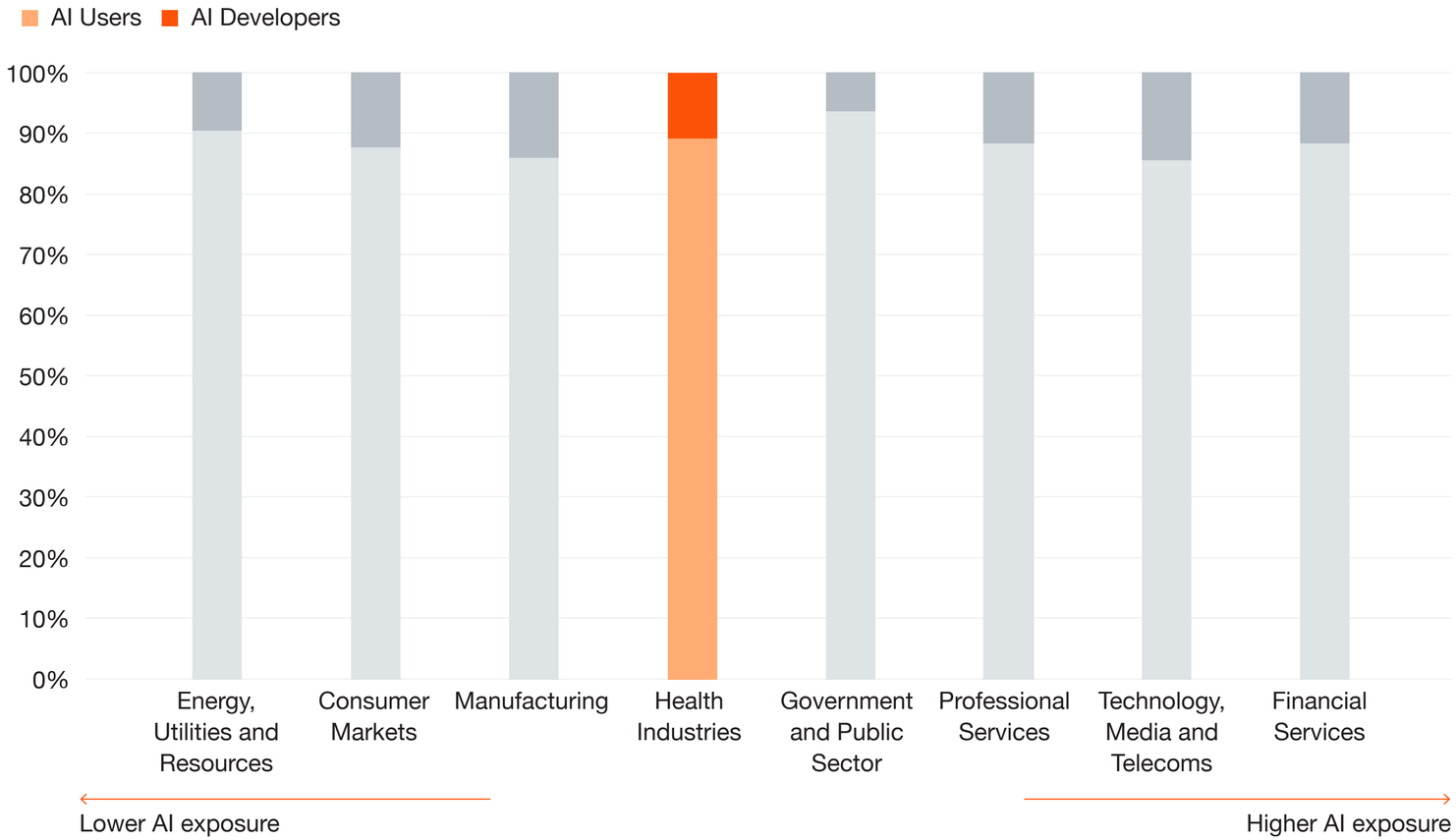
Source: PwC analysis, Lightcast data

Findings

- In 2025, the Health sector accounts for 2.3% of global AI users (applied AI and basic literacy) skill mentions and 2.2% of AI developer capability mentions (advanced AI development).
- These shares have remained relatively stable and similar in recent year between the 2-2.5% range, capturing a small share of total AI skill mentions.

Within Health Industries, AI hiring is led by applied roles, supported by a meaningful layer of specialist technical talent

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



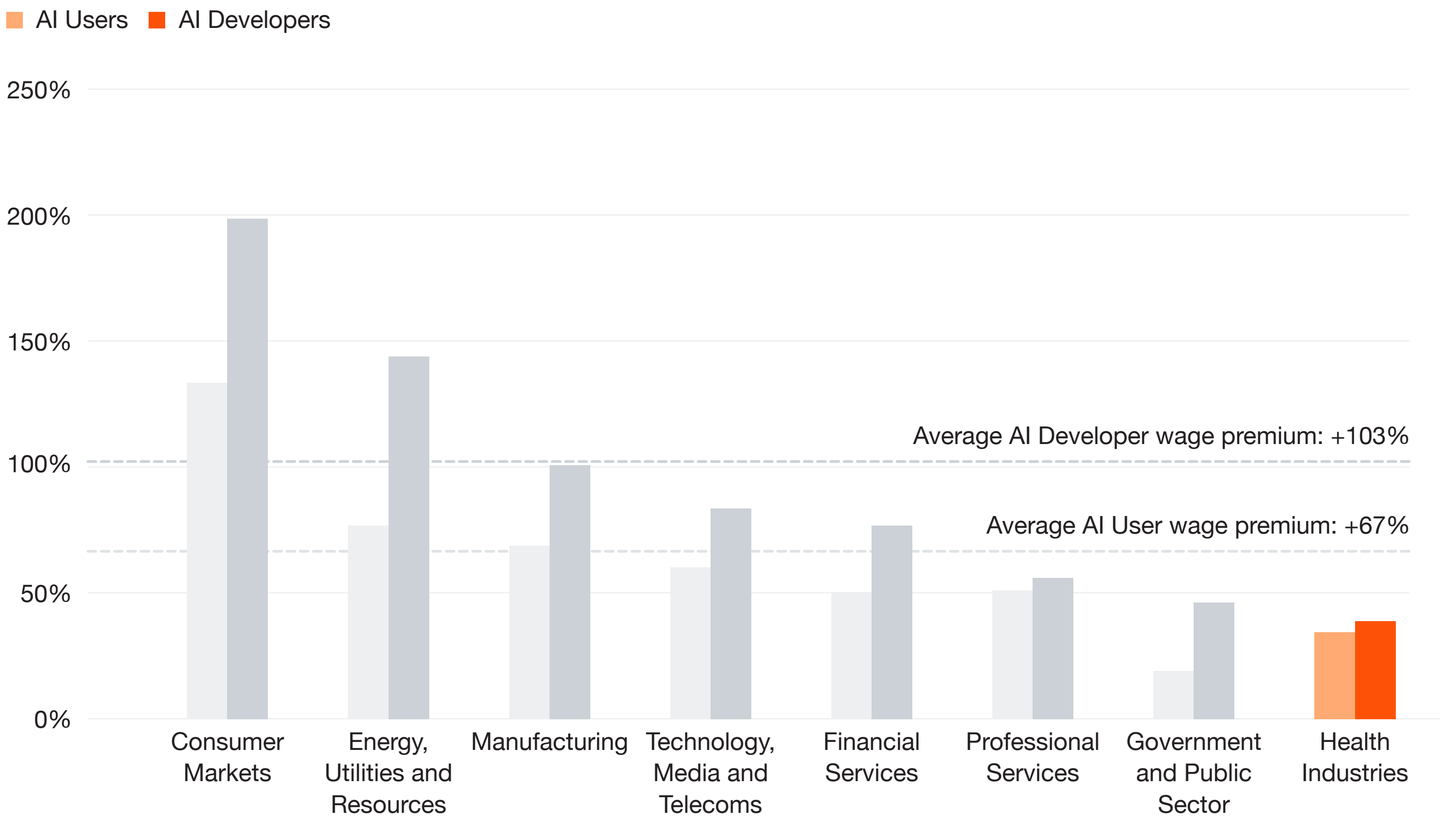
Source: PwC analysis, Lightcast data
Notes: We only include the countries for which data is available from 2012 in our sample.

Findings

- In 2025, AI user roles account for 89% of AI related job postings in Health Industries, compared with 11% for AI developer roles. This shows that most demand is focused on applying AI within business and clinical functions rather than on specialist build roles alone.
- That mix fits a sector where value depends on embedding AI into decision making, operations and service delivery, from workflow support and administrative efficiency to diagnostics, patient management and wider care pathways. The continued developer share points to the need for technical talent to tailor tools, integrate them into complex data and technology environments, and support implementation in a tightly governed setting.

Despite representing a smaller share of hiring, developer roles in Health Industries still command the stronger wage premium

AI User and AI Developer wage premiums, Health Industries, globally, 2025 (%)



Source: PwC analysis, Lightcast data
Notes: We only include the countries for which data is available from 2012 in our sample. To calculate wage premiums, we split job postings within a sector by AI and non-AI jobs. From here we estimate the wage premium (difference) within the sector for wages in the AI group compared to the non-AI group. This analysis is not a growth rate but rather a snapshot of a given year. Note that only the eight PwC aligned sectors are shown in the visual.

Findings

- In 2025, AI user roles in Health Industries carry a wage premium of +35%, while AI developer roles carry a premium of +39% relative to non AI roles in the sector. This indicates that although most AI hiring is concentrated in user roles, the market still places a slightly higher premium on advanced technical AI capability.
- Both premiums sit well below the overall cross sector averages, suggesting that AI skills are valued more modestly in Health Industries than in most other sectors. This likely reflects a sector where AI is being embedded into business and clinical functions, but where pay structures and hiring markets are less geared towards offering very large premia for scarce specialist talent.

Health Industries Contacts

Anthony Bruce
Global Health Industries Leader, Partner, PwC UK

Nicola Lynch
Global Health Industries Risk Services Leader, Partner, PwC Australia

Dinkar Saran
Global Pharma and Life Sciences Leader, Partner, PwC US

Breck Marshall
Workforce Industry Leader, Partner, PwC US

2026 Global AI Jobs Barometer

pwc.com/aijobsbarometer