The Fearless Future: 2025 Global AI Jobs Barometer

Brazil Analysis

Global Insights

The AI Jobs Barometer reveals AI's global impact on jobs, wages, skills, and productivity by examining close to a billion job ads from six continents.

Our data suggests:

The AI revolution is accelerating in all industries including industries less obviously exposed to AI such as agriculture and construction.

AI is redefining job roles faster and faster. Skills sought by employers for AI-exposed jobs are changing 66% faster than for other jobs – up from 25% last year.

AI is associated with gentler growth – but not sharp declines - in job numbers. Like electricity, AI has the potential to create more jobs than it displaces if it is used to pioneer new forms of economic activity. Our data suggests that companies are indeed using AI to help people create more value rather than simply reduce headcount.

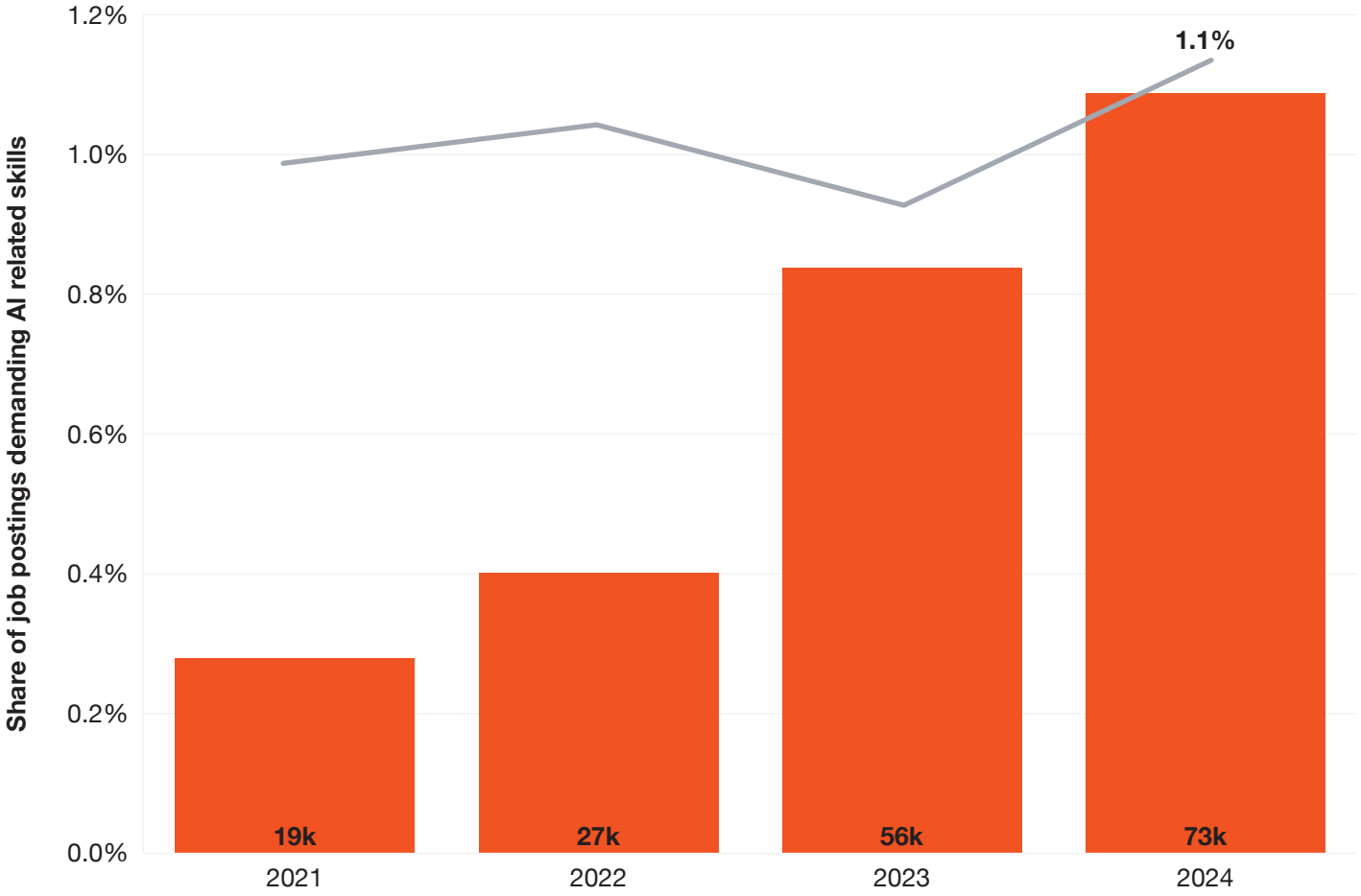
AI is helping to democratise opportunity for people who lack the time or resources to obtain formal degrees. Employer demand for formal degrees is declining particularly quickly for jobs exposed to AI, especially jobs more highly automated by AI.

Please see the global findings report for more insights.

Brazil Insights

Brazil's demand for AI skills is soaring, quadrupling in just three years to 2024

Total number and share of job postings requiring AI related skills, Brazil, 2021-2024



Sources: PwC analysis, Lightcast data

Key findings

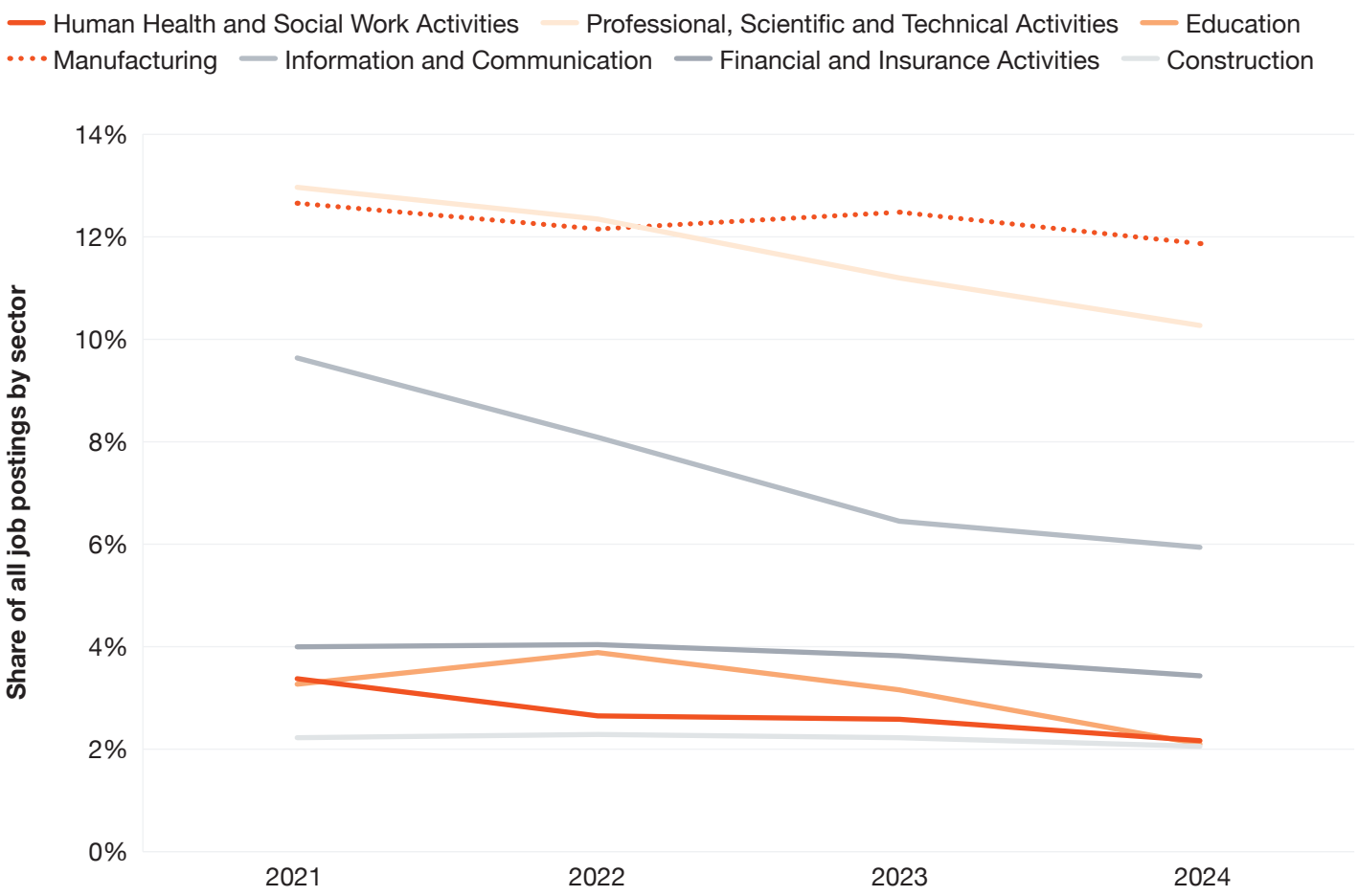
- Explosive Growth in AI-Related Job Postings: AI job postings surged from 19k in 2021 to 73k in 2024, showing an almost fourfold increase in just three years.
- Steady Increase in AI Job Market Share: The share of job postings demanding AI skills grew steadily, reaching 1.1% in 2024.

Notes

- We use Lightcast data for jobs postings, including associated skills.

In Brazil, job postings are declining in Manufacturing, Professional, Scientific, and Technical, and Information and Communication sectors

Share of all job postings by sector, Brazil, 2021-2024



Sources: PwC analysis, Lightcast data

Key findings

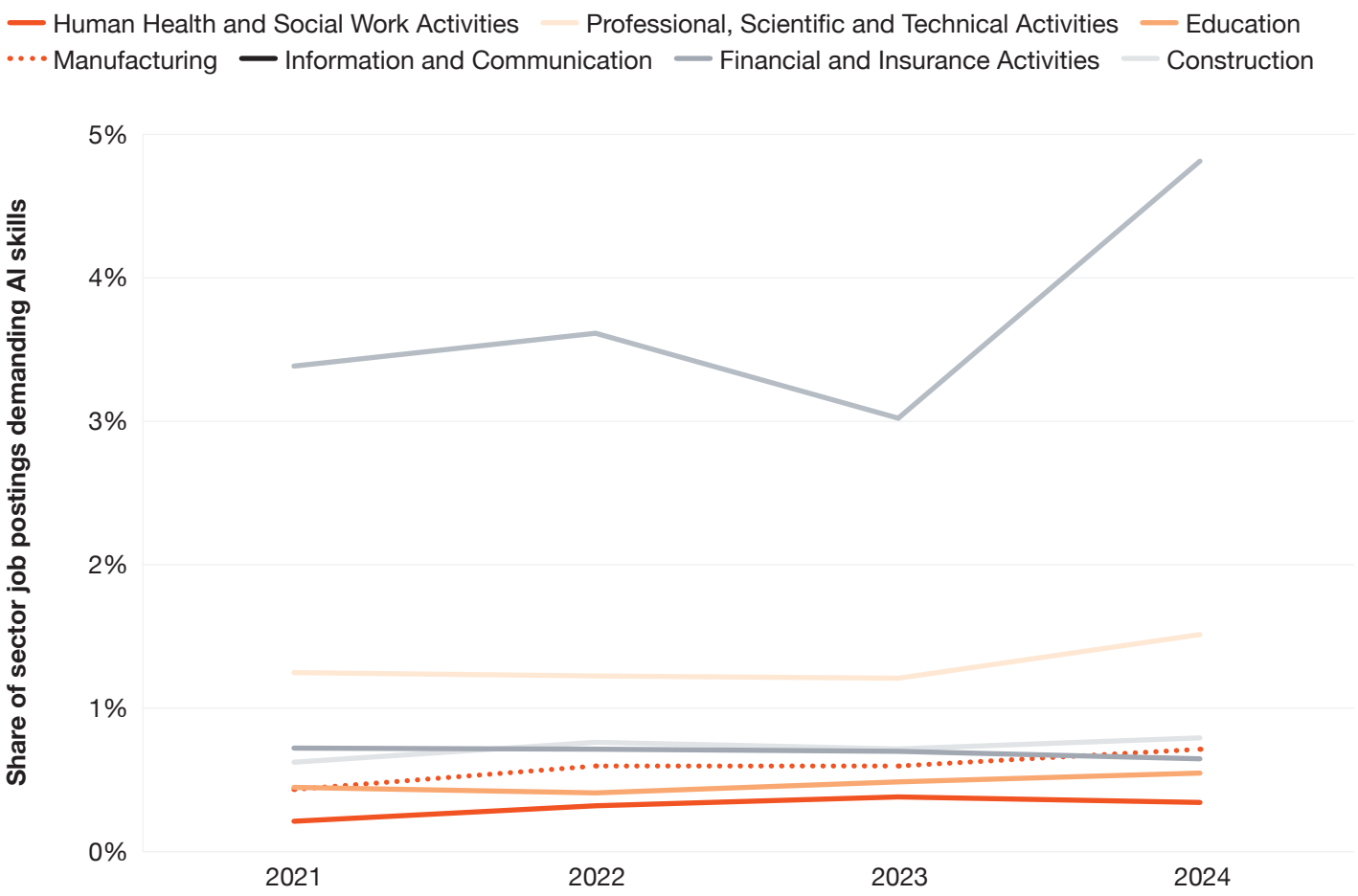
- Professional, Scientific, and Technical Activities (10.3% in 2024), Manufacturing (11.9% in 2024), and Information and Communication (5.9% in 2024) have all seen a steady decline in their share of job postings from 2021 to 2024.

Notes

- The number of uncategorised jobs changes over time, causing shifts in the shares of other sectors in our data.

AI demand is rising fastest in Information and Communication, with steady growth in Professional, Scientific, and Technical Activities

Share of AI job postings by sector, Brazil, 2021-2024



Sources: PwC analysis, Lightcast data

Key findings

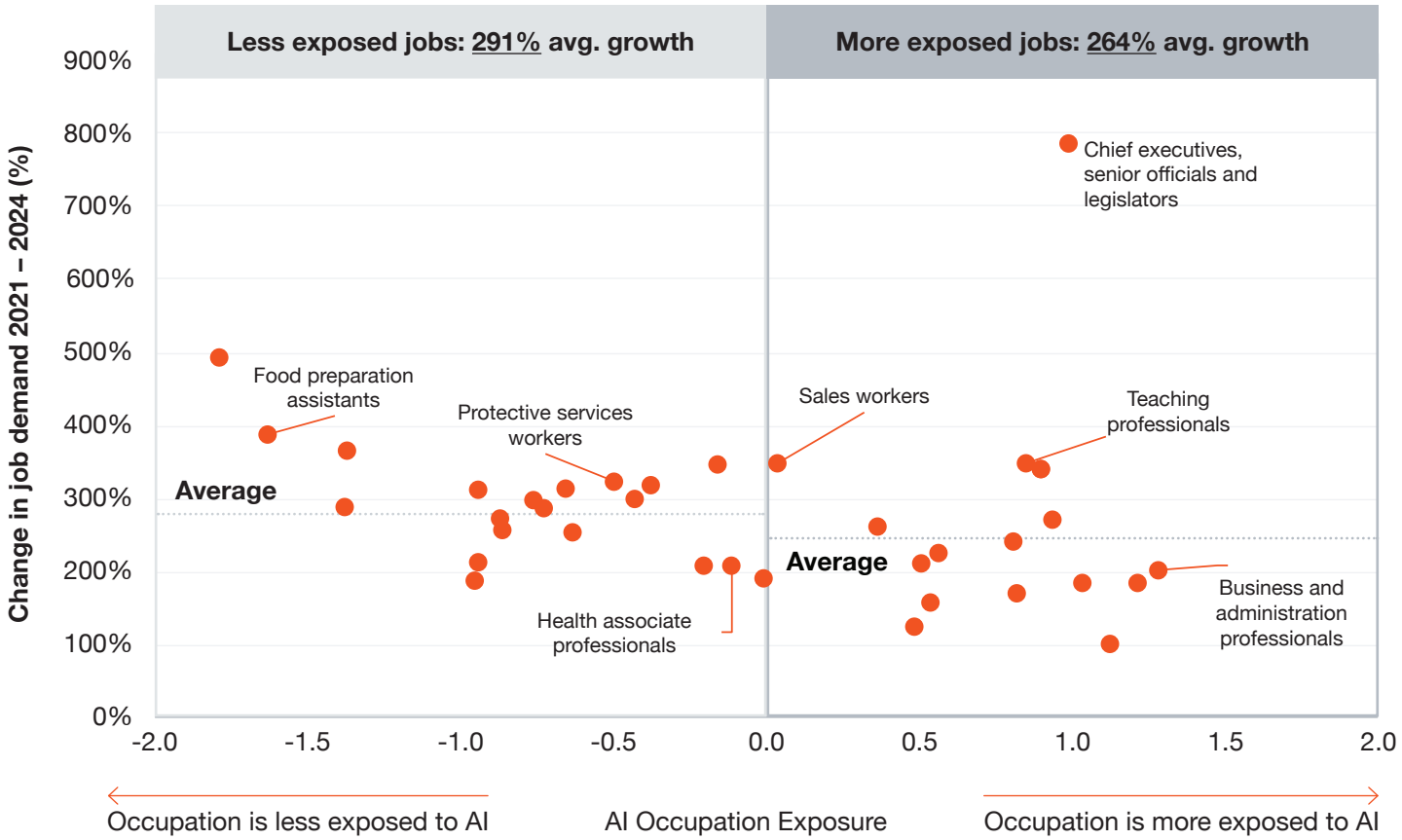
- The Information and Communication sector has seen a significant increase in AI-related job postings, leading ahead of all other sectors, and peaking at 4.2% in 2024.
- AI skill demand in the Professional, Scientific, and Technical Activities sector has steadily increased to 1.5% in 2024, though at a much slower pace compared to Information and Communication.

Notes

- We use Lightcast data for jobs postings, including associated skills and sectors

Job numbers in AI-exposed occupations have grown 264% since 2021 - including positive growth in every type of occupation

Cumulative growth rate in all job postings against exposure to AI, Brazil, 2021-2024



Sources: PwC analysis, Lightcast data

Key findings

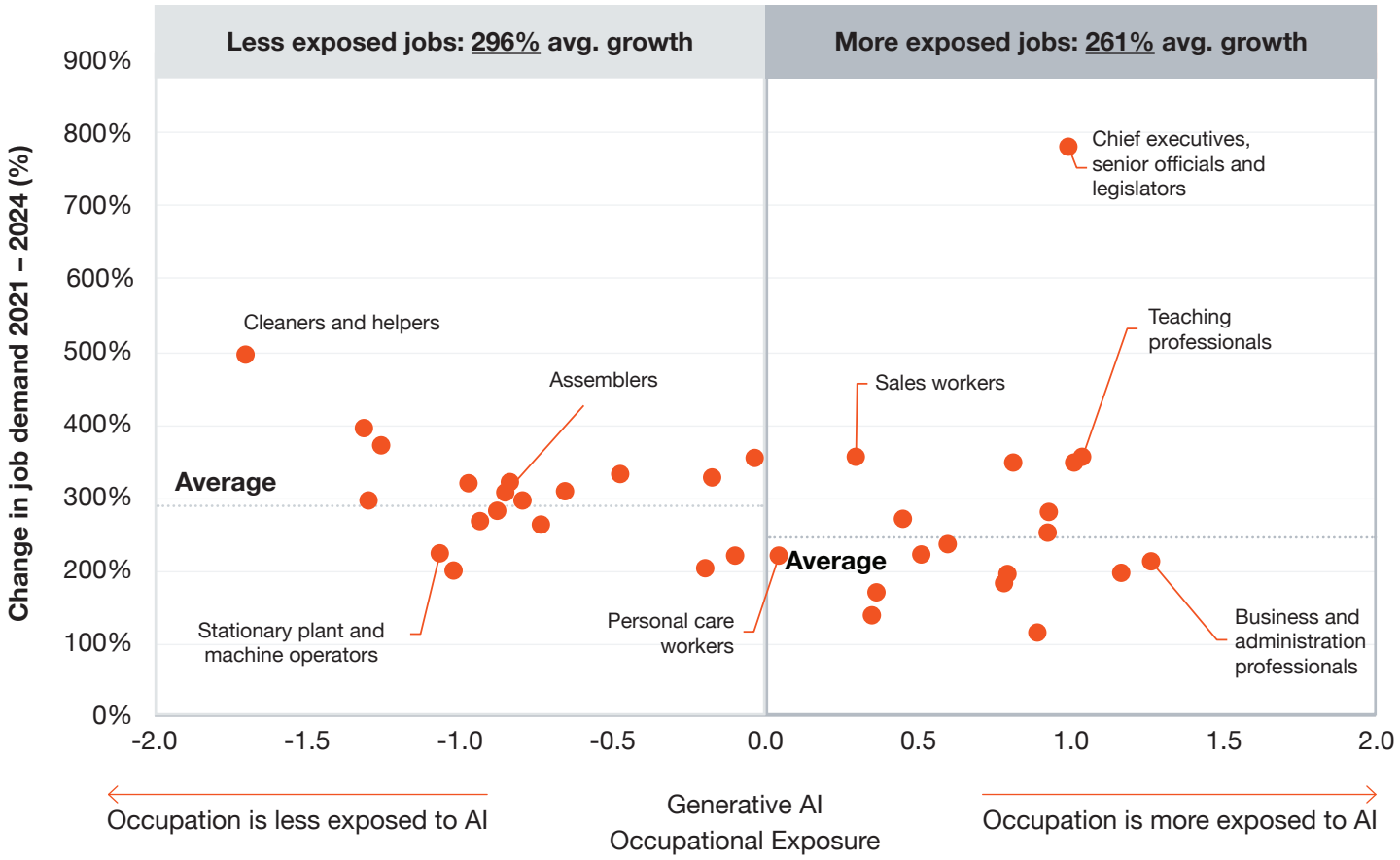
- The correlation coefficient of -0.21 suggests a moderate negative relationship between AI occupation exposure and growth in job postings (2021-2024). This indicates that occupations with higher AI exposure tend to experience slower job posting growth, but the effect is not very strong.
- Despite the negative trend, some highly AI-exposed occupations still exhibit strong growth, suggesting AI's impact on job demand is not uniform.

Notes

- This metric uses ISCO codes at the 2-digit level, whereas the remainder of our analysis uses the 4-digit level
- We remove all errors and observations with zeros to filter the data

Job numbers in GenAI exposed occupations have grown 261% since 2021 - including positive growth in every type of occupation

Cumulative growth rate in all job postings against the projected exposure to Generative AI, Brazil, 2021-2024



Sources: PwC analysis, Lightcast data

Key findings

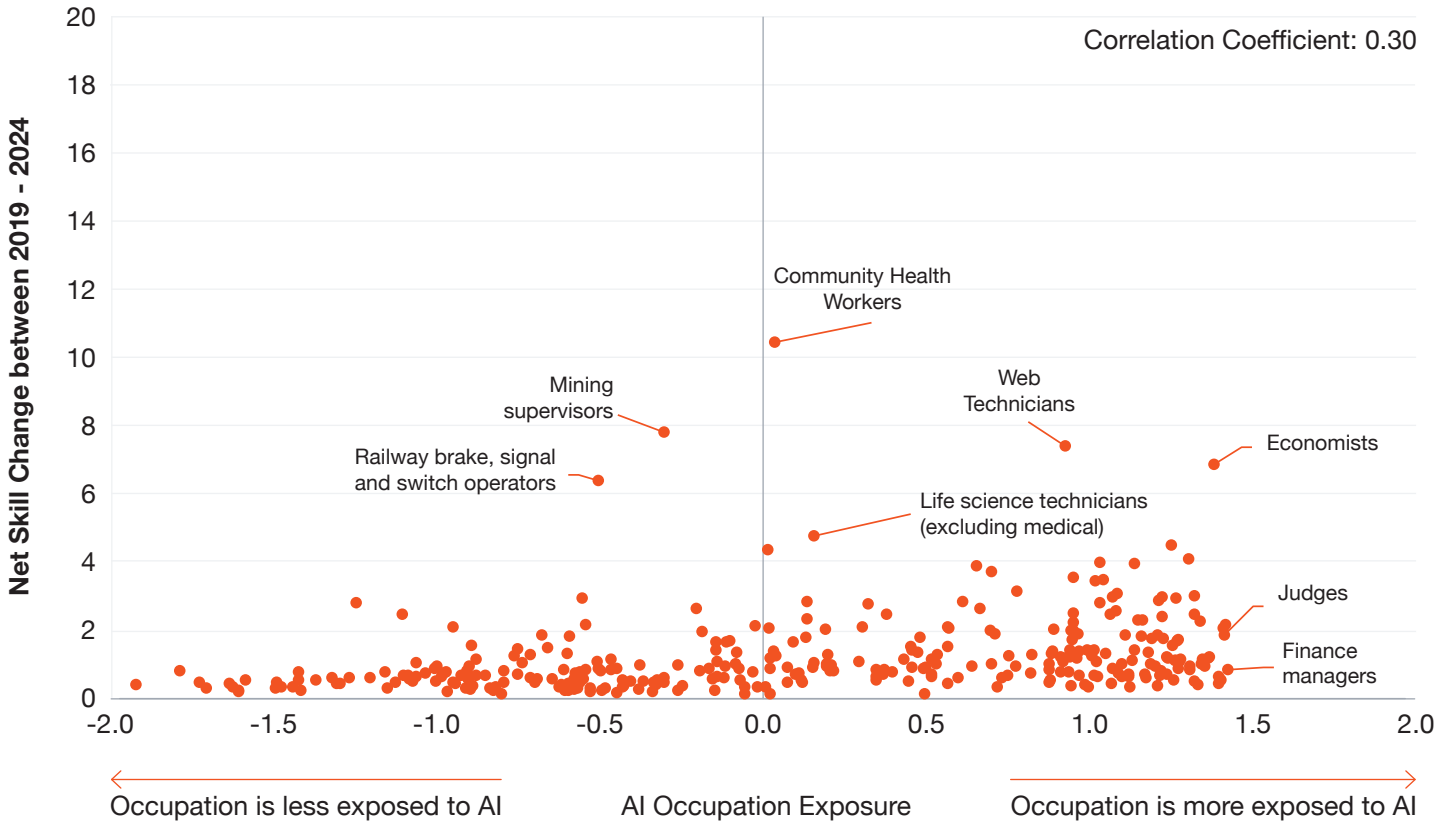
- The correlation coefficient of -0.15 suggests a weak negative relationship between Generative AI occupation exposure and growth in job postings (2021-2024). This indicates that occupations with higher Generative AI exposure tend to experience slightly slower job posting growth, but the effect is minor.
- Both low and high AI-exposure occupations show a broad range of job posting growth rates, meaning AI exposure alone does not determine demand shifts.

Notes

- This metric uses ISCO codes at the 2-digit level, whereas elsewhere uses the 4-digit level.
- We remove all errors and remove all observations with zeros to filter the data.

Top quartile of AI-exposed jobs experience 135% higher net skill change, reflecting greater adaptation to evolving skill demands.

Net change in the number of skills demanded against AI exposure, Brazil, 2021-2024



Sources: PwC analysis, Lightcast data

Key findings

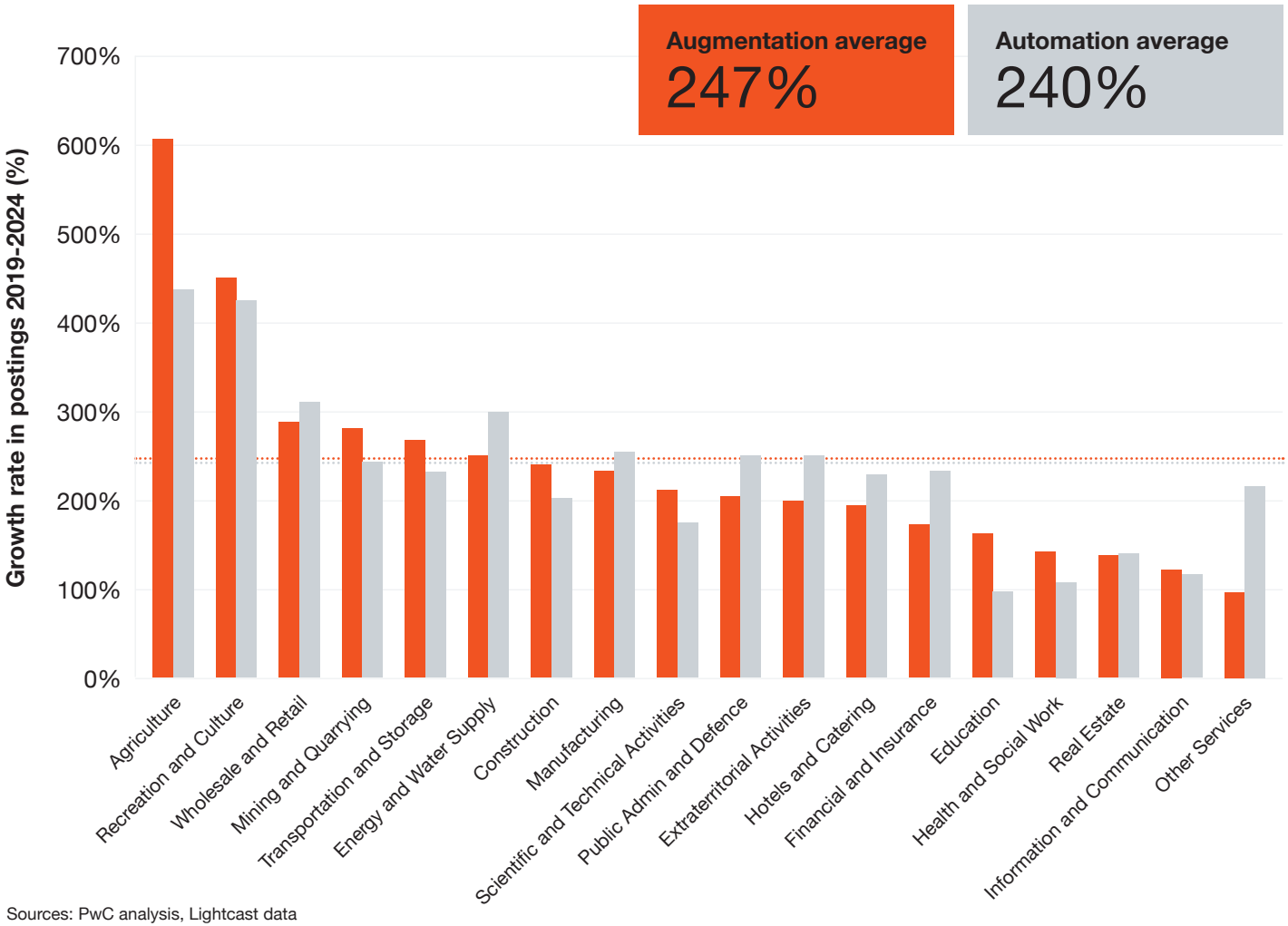
- The correlation coefficient of 0.30 indicates a moderate positive relationship between AI occupation exposure and net skill change. This suggests that jobs more exposed to AI tend to experience greater skill changes, likely due to evolving role requirements.
- Jobs in the top quartile of AI exposure have an average net skill change of 1.6, compared to 0.7 for the bottom quartile. This represents a 135% higher net skill change in AI-exposed occupations, indicating greater adaptation and evolving skill demands in these roles.

Notes

- We remove all errors and remove all observations with zeros to filter the data.
- Net skill change is measured as the change in frequency of skills required in the job posting
- Most exposed and least exposed are defined as the top and bottom quartiles

Brazil's AI job growth is highest in Agriculture, Retail, and Mining, while Health, Education, and Information and Communication lag

Growth rate in postings by sector for augmented and automated jobs, Brazil, 2021-2024



Sources: PwC analysis, Lightcast data

Key findings

- Agriculture has seen the highest growth in job postings, with augmentation exceeding 600% and automation surpassing 400%. This suggests a significant push towards both AI-driven augmentation and automation in the agricultural sector, likely driven by advancements in precision farming and smart agriculture.
- Wholesale and Retail indicate a strong demand for technology-driven processes, possibly due to the rise of e-commerce and AI-driven customer service solutions.

Notes

- After filtering, observations are categorised by Augmented, Automated, or Neither. We remove observations labelled as Neither.
- We remove the sector labelled Unknown from the graph.

Due to data limitations these metrics are not presented for Brazil

Unavailable metrics:

- Number of jobs postings relative to 2012 split by quartile AI exposure is unavailable due to data not being available from 2012
- Degree requirements as a percentage of postings for AI jobs and all jobs is unavailable as it is potentially misleading due to insufficient data
- Net skill change for automated and augmented jobs by sector is unavailable due to many sectors not having a significant sample size
- Degree requirements as a percentage of postings for the top 50% of most exposed jobs and the bottom 50% of least exposed jobs is unavailable as it is potentially misleading due to insufficient data
- Degree requirements as a percentage of postings for Automated and Augmented roles is unavailable as it is potentially misleading due to insufficient data

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