The Fearless Future: 2025 Global AI Jobs Barometer

Canada 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.

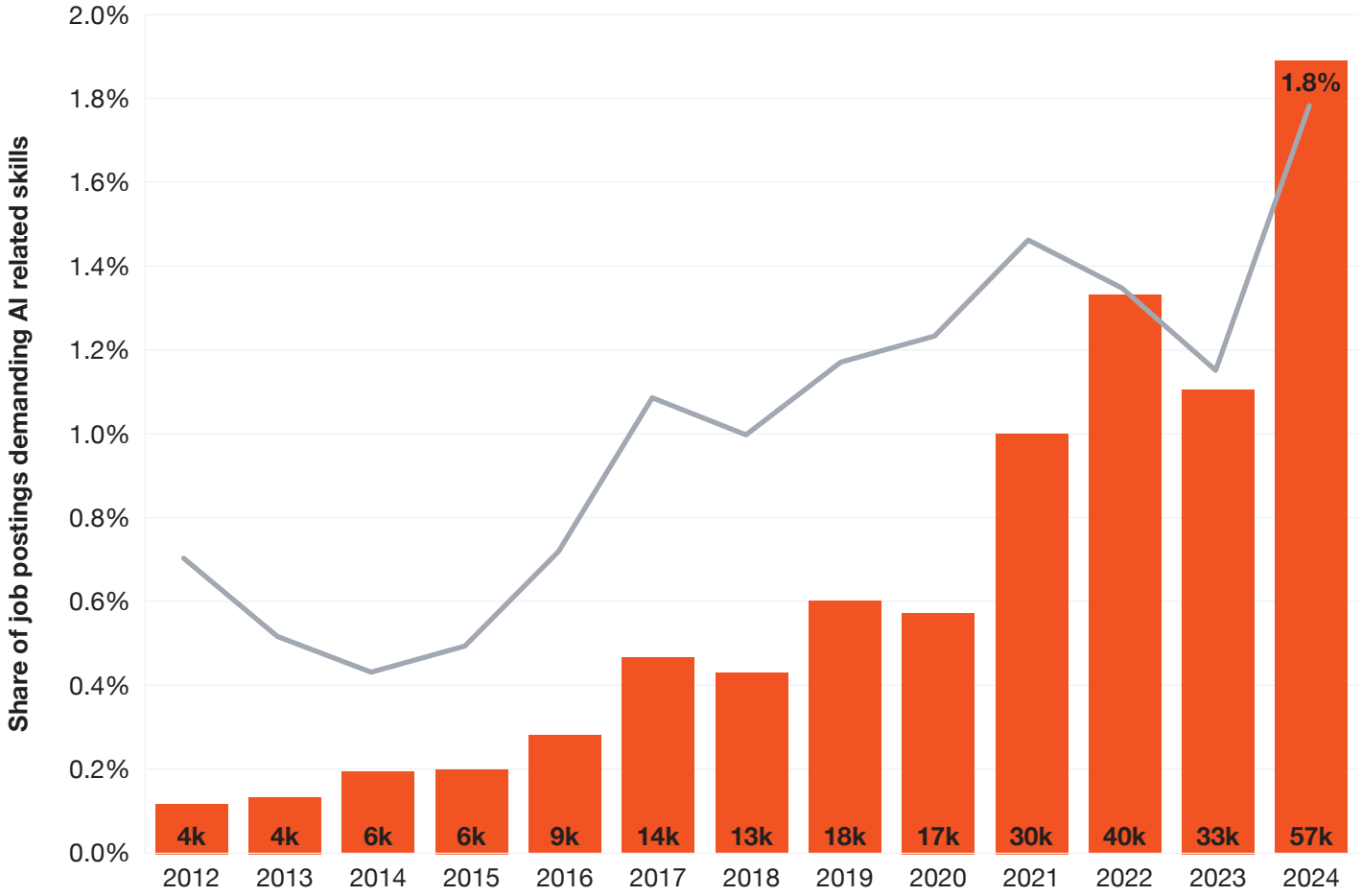
AI is helping to democratise opportunity for people who lack the time or resources to obtain formal degrees. Employer demand for formal degrees is declining particularly quickly for jobs exposed to AI, especially jobs more highly automated by AI.

Please see the global findings report for more insights.

Canada Insights

AI job demand has surged over time, with fluctuations but a strong rebound in 2024, reaching its highest share at 1.8%.

Total number and share of job postings requiring AI related skills, Canada, 2012-2024



Sources: PwC analysis, Lightcast data

Key findings

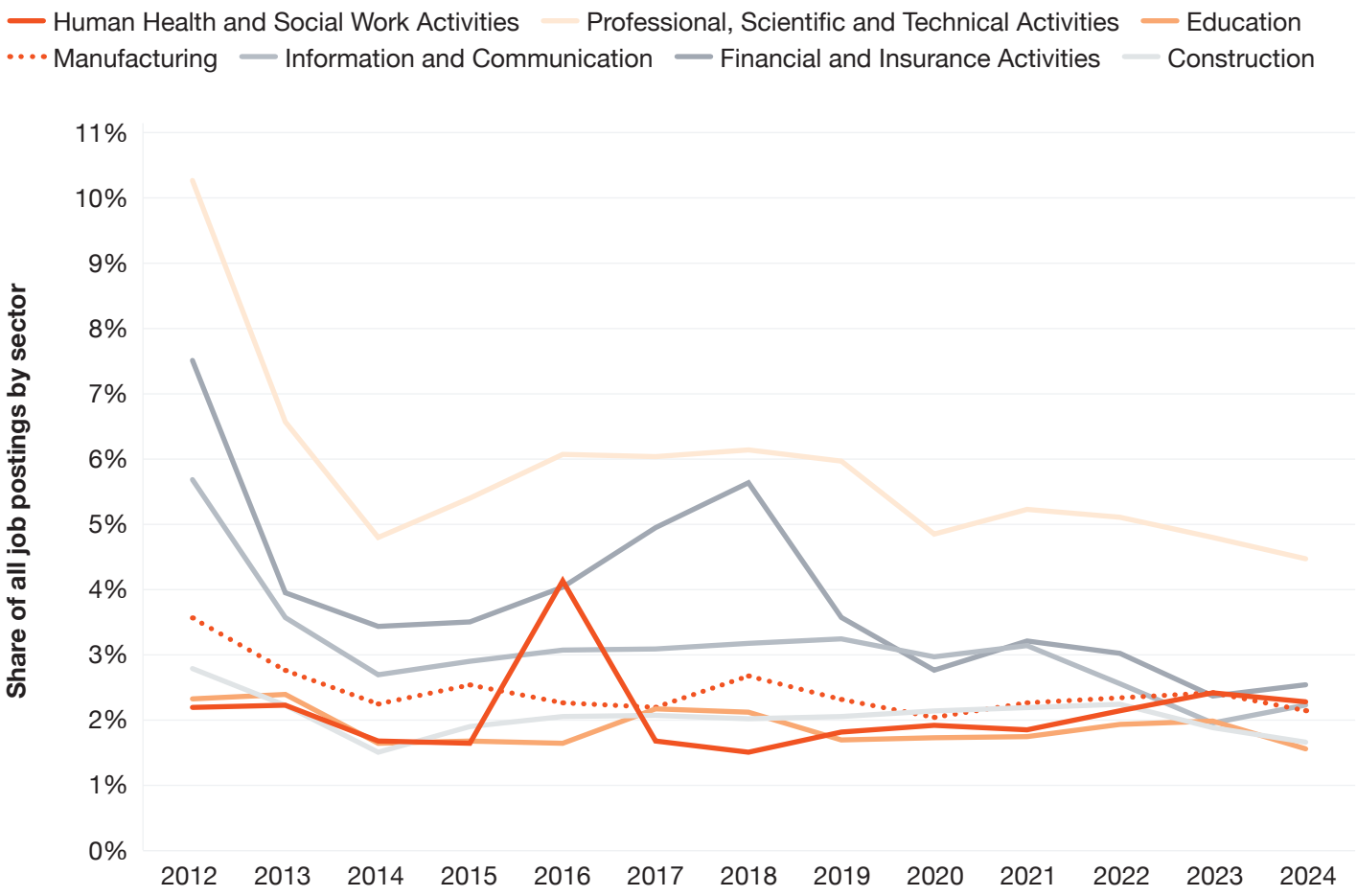
- **Strong Growth in AI Job Demand:** AI-related job postings increased from 4k in 2012 to 57k in 2024, showing a 15x increase over twelve years with the largest jump occurring between 2023 (33k) and 2024 (57k), signalling renewed momentum.
- **Increasing Share of AI Job Postings:** The share of job postings demanding AI skills reached 1.8% in 2024, the highest in the dataset.

Notes

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

Professional and Financial activities declined from early highs, whilst other sectors show plateauing trends

Share of all job postings by sector, Canada, 2012-2024



Sources: PwC analysis, Lightcast data

Key findings

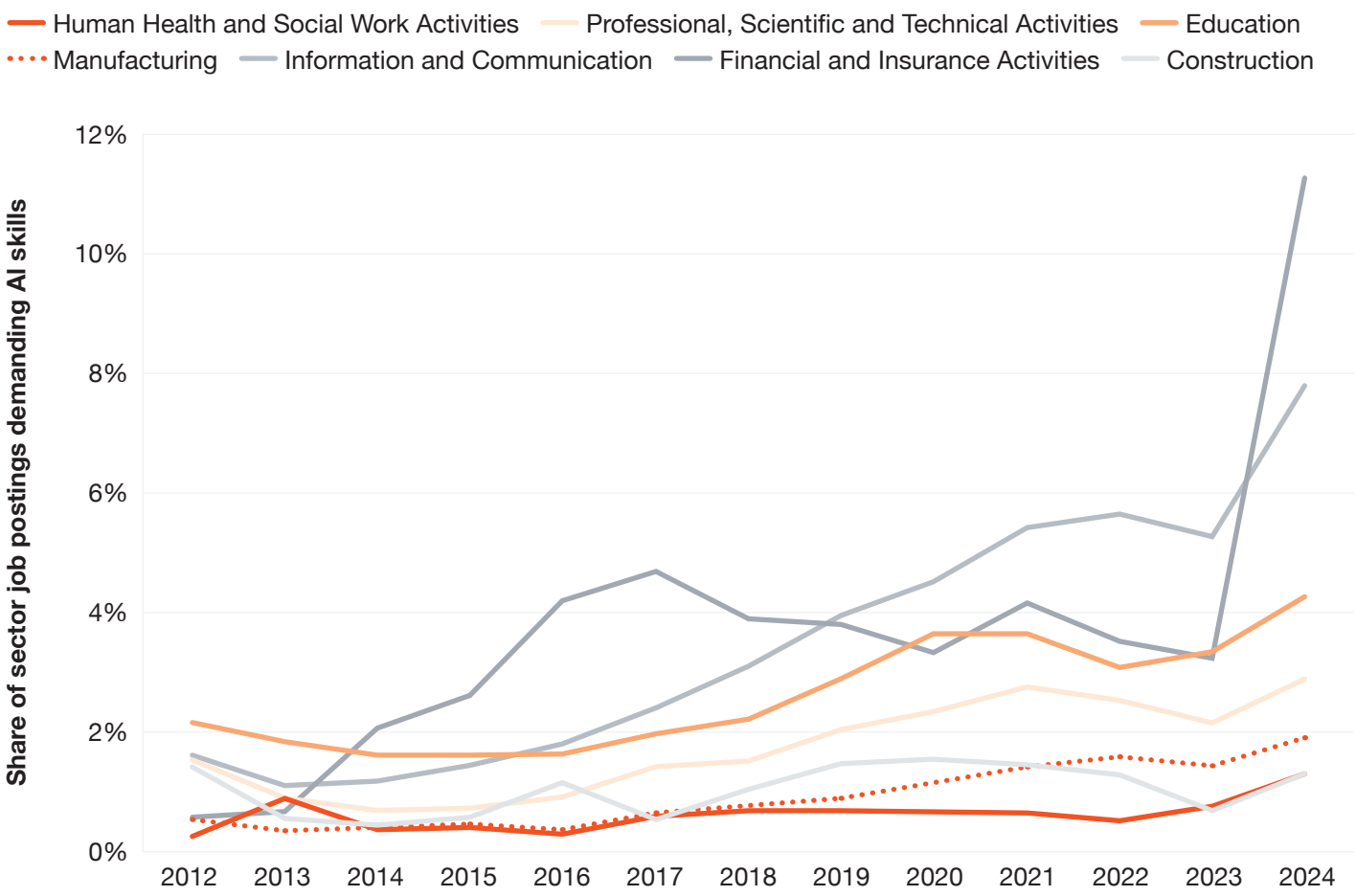
- Professional, Scientific, and Technical Activities had the highest share of job postings historically but has gradually declined to 4.5% in 2024 after peaking in the early 2010s.
- Financial and Insurance Activities saw fluctuations but maintained a relatively stable share, emerging as the second-largest sector in recent years, at 2.5% share in 2024.
- Construction and Education consistently had the lowest share of job postings, with a slight decline over time.

Notes

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

AI jobs are booming in Finance and Tech, rising in Education and Professional Services, but barely making a dent in other sectors

Share of AI job postings by sector, Canada, 2012-2024



Sources: PwC analysis, Lightcast data

Key findings

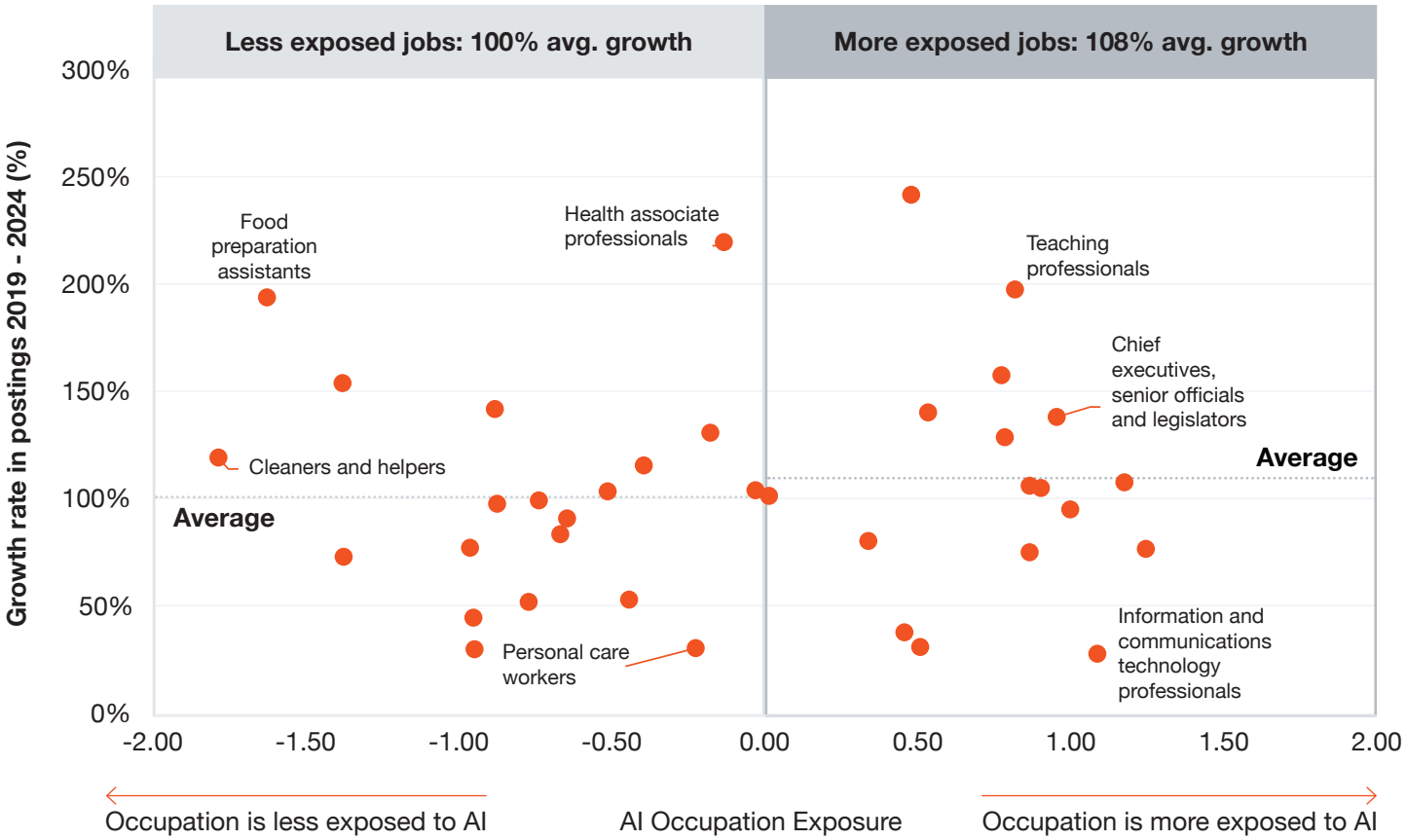
- Financial and Insurance Activities saw a sharp surge in AI-skilled job postings, peaking dramatically at 11.4% in 2024.
- Information and Communication also experienced significant growth, becoming another leading sector for AI demand, peaking at 7.9% in 2024.
- Education (4.3% in 2024) and Professional, Scientific, and Technical Activities (2.9% in 2024) steadily increased their AI-skilled job share, with noticeable acceleration in recent years.

Notes

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

Job numbers in AI-exposed occupations have grown 108% since 2019 - including positive growth in every type of occupation

Cumulative growth rate in all job postings against exposure to AI, Canada, 2019-2024



Sources: PwC analysis, Lightcast data

Key findings

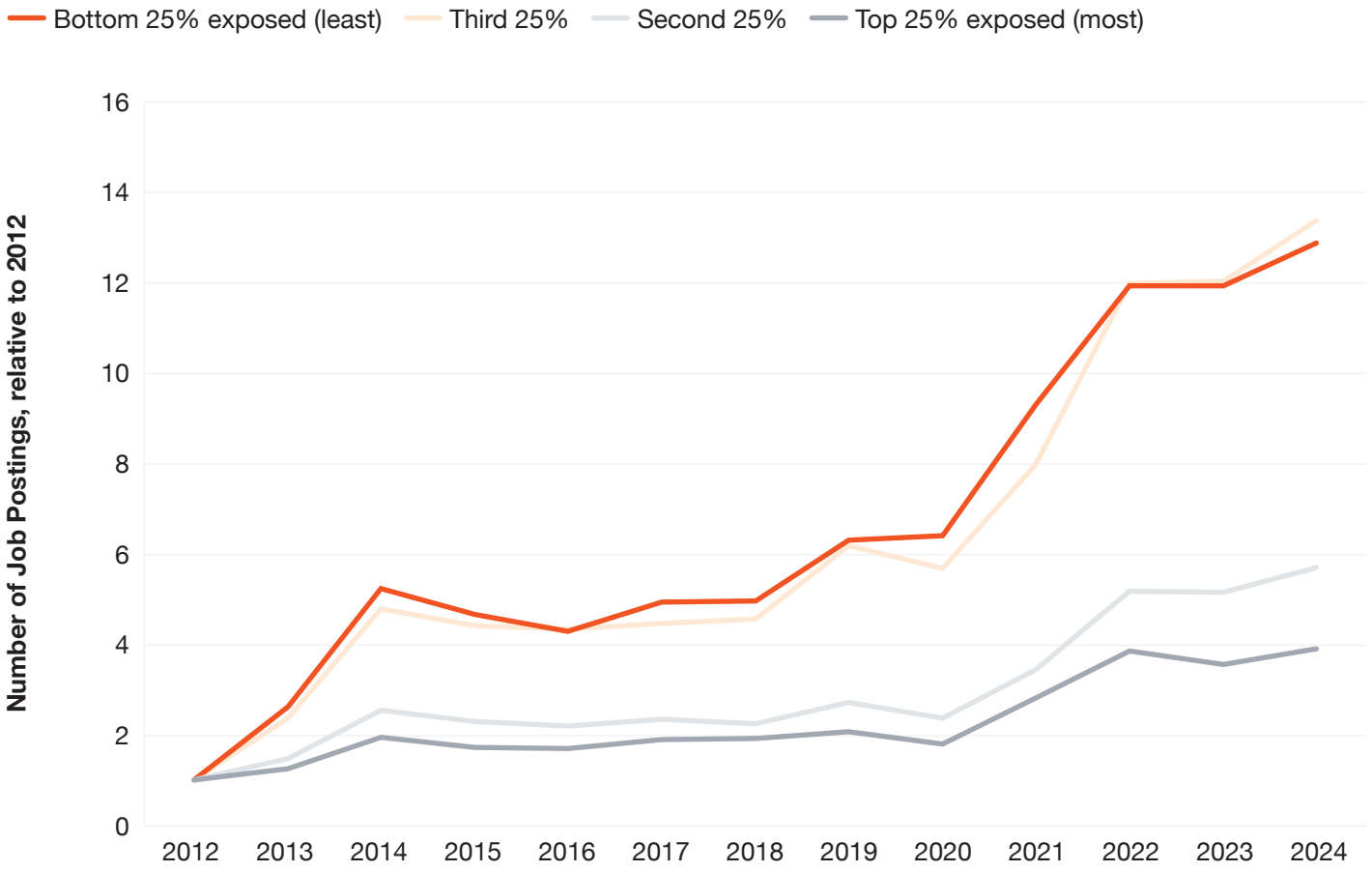
- The correlation coefficient of 0.03 indicates almost no relationship between AI occupation exposure and growth in job postings (2019-2024). This suggests that AI exposure has had little to no systematic effect on job posting growth across occupations.
- Both low and high AI-exposure occupations exhibit a broad range of growth rates, indicating that factors other than AI exposure are driving job demand changes.

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

Vacancies for jobs most exposed to AI are growing more slowly – and this jobs gap is growing over time

Number of jobs postings relative to 2012 split by quartile AI exposure, Canada, 2012-2024, indexed at 2012



Sources: PwC analysis, Lightcast data

Key findings

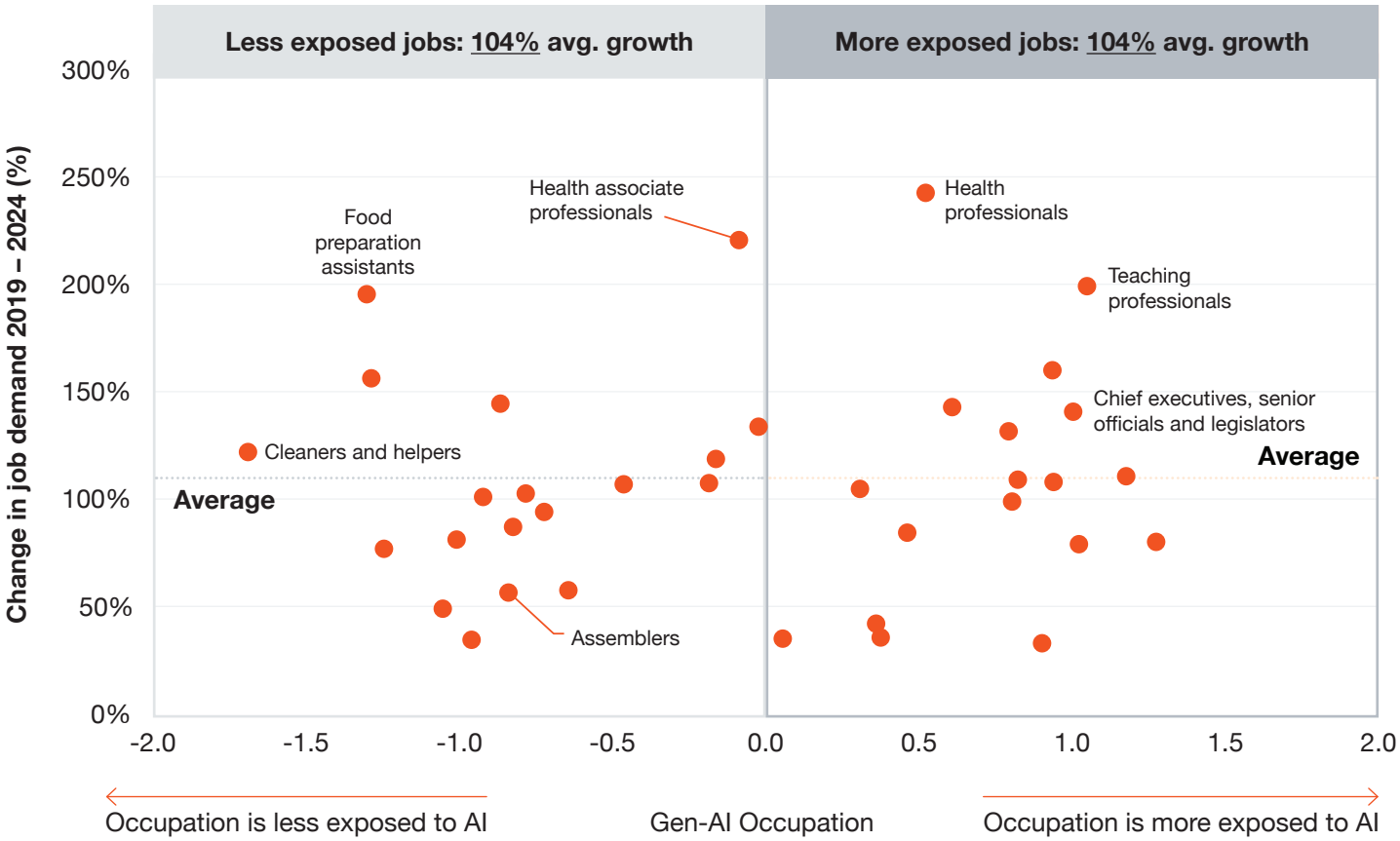
- Since 2012, job postings for occupations with higher AI exposure (top and second quartiles) have grown at a slower pace compared to those with lower exposure.
- The gap between the most and least AI-exposed occupations has widened significantly, particularly after 2020. Job postings for the least exposed (bottom and third quartiles) have surged, while growth in the most exposed jobs has been more subdued.

Notes

- We group occupations using ISCO codes and then split them up into quartiles by AIOE
- Quartiles are indexed to 2012, with the graph showing relative growth since then

Job numbers in GenAI exposed occupations have grown 104% since 2019 - including positive growth in every type of occupation

Cumulative growth rate in all job postings against the projected exposure to Generative AI, Canada, 2019-2024



Sources: PwC analysis, Lightcast data

Key findings

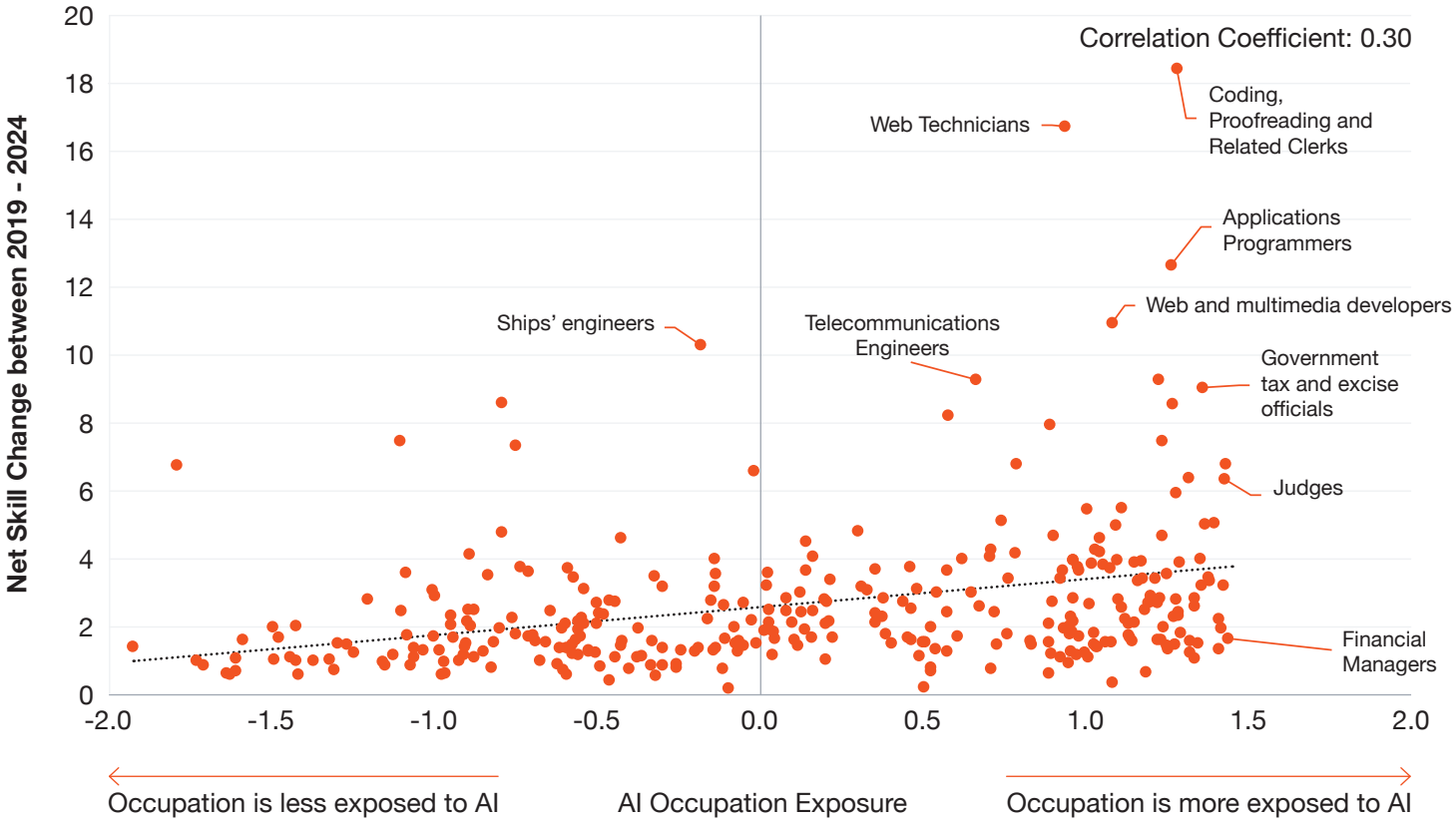
- The correlation coefficient of 0.09 indicates a very weak positive relationship between Generative AI occupation exposure and growth in job postings (2019-2024). This suggests that higher AI exposure is slightly associated with increased job posting growth, but the effect is minimal.
- Job postings grew across both low and high AI-exposure occupations, indicating other factors are likely driving employment trends more than AI exposure itself.

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 78% higher net skill change (3.6 vs. 2.0), reflecting greater adaptation to evolving role demands

Net change in the number of skills demanded against AI exposure, Canada, 2019-2024



Sources: PwC analysis, Lightcast data

Key findings

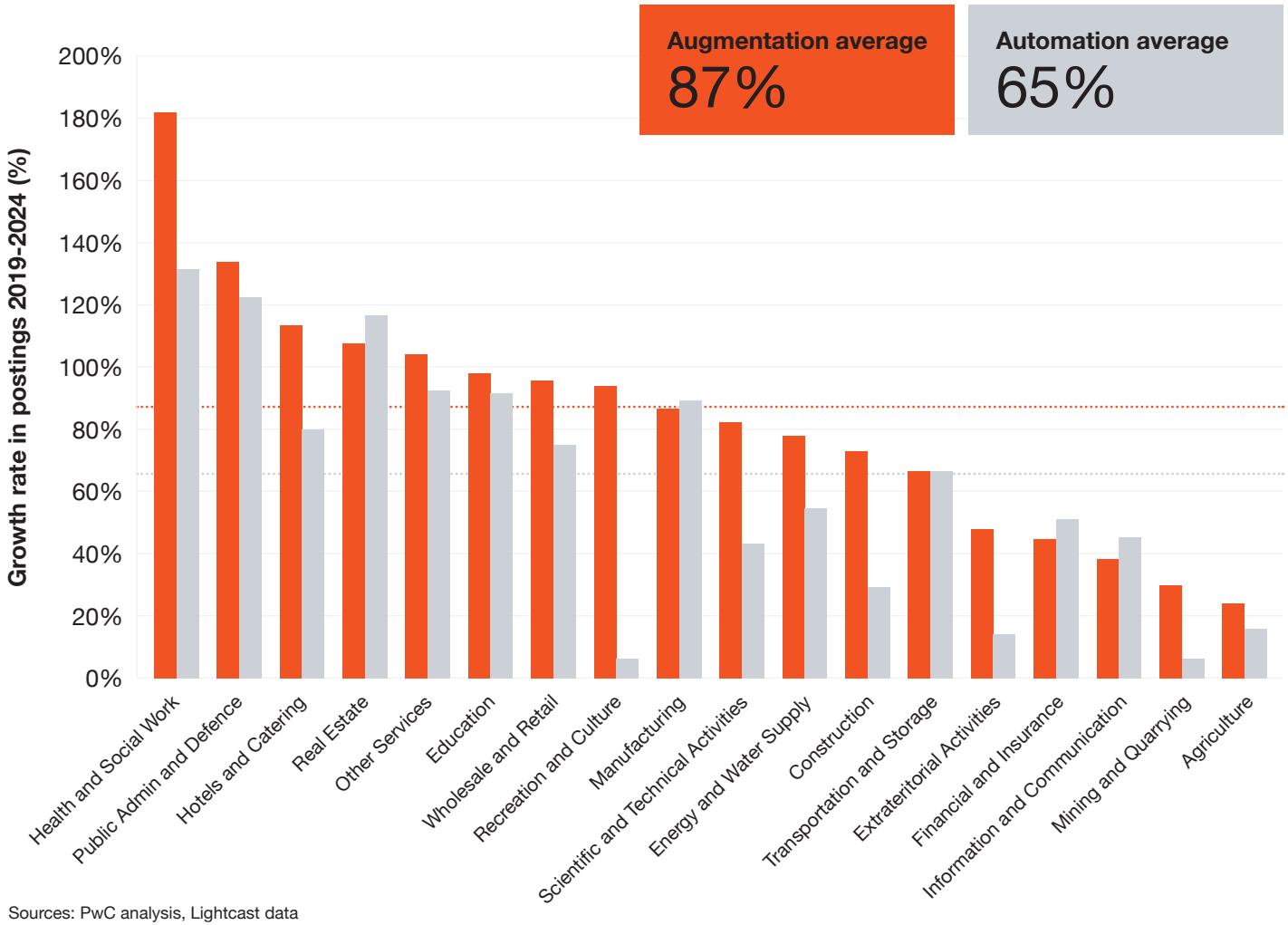
- The correlation coefficient of 0.30 indicates a positive relationship between AI occupation exposure and net skill change. This suggests that jobs more exposed to AI tend to experience greater skill changes, likely reflecting adaptation to evolving job demands.
- Jobs in the top quartile of AI exposure have an average net skill change of 3.6, compared to 2.0 for the bottom quartile. This represents a 78% 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

Canada's AI job growth is strongest in Health, Public Administration, and Hospitality, while Finance, Tech, and Agriculture lag behind

Growth rate in postings by sector for augmented and automated jobs, Canada, 2019-2024



Sources: PwC analysis, Lightcast data

Key findings

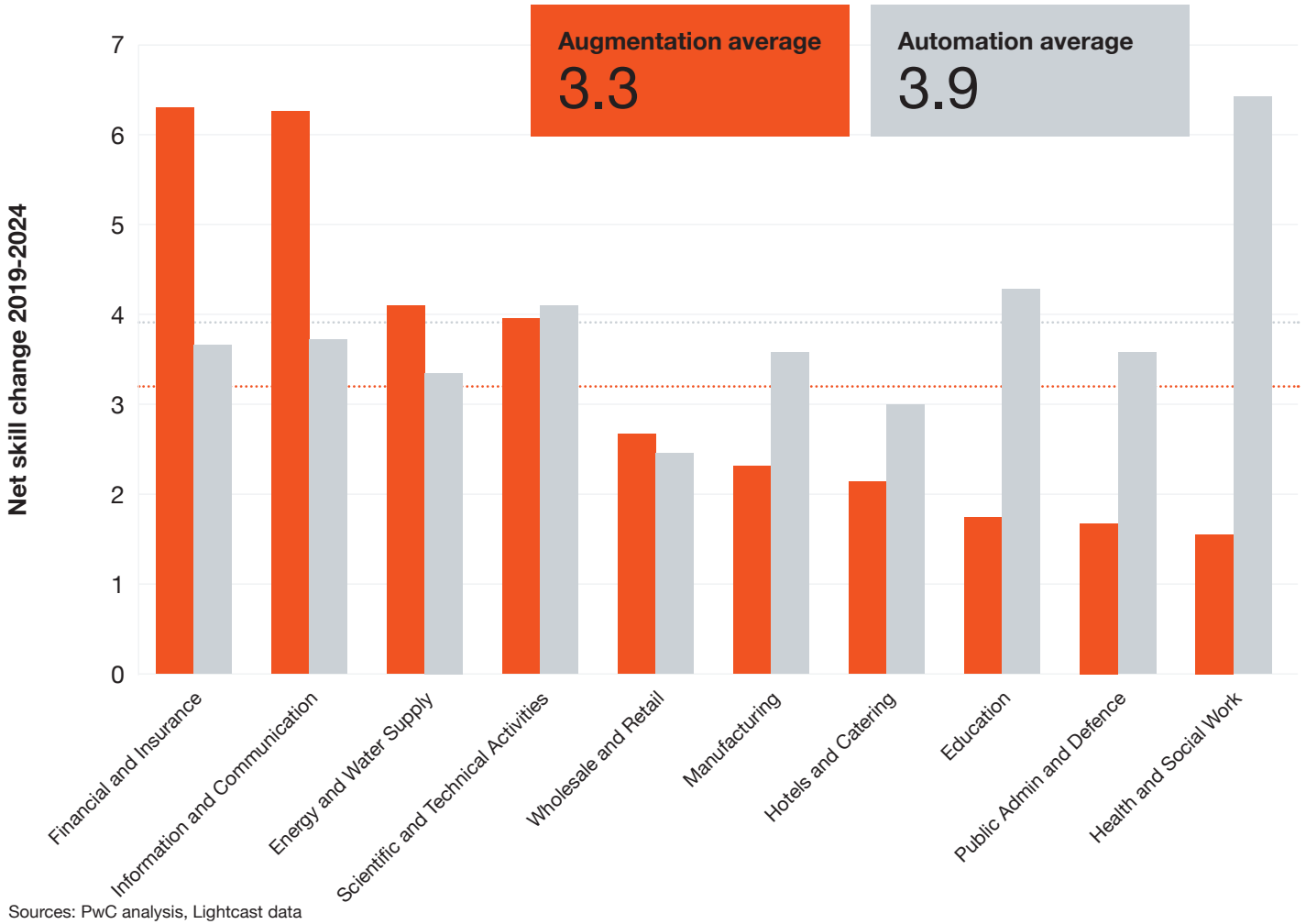
- Health & Social Work leads in AI job growth, with augmentation above 180% and automation above 130%, significantly exceeding the national averages (87% for augmentation, 65% for automation). This suggests strong AI-driven transformation in healthcare roles.
- Financial & Insurance, Information & Communication, and Mining & Quarrying lag, showing below-average AI job growth, suggesting slower automation adoption in finance, tech, and extractive industries.
- Agriculture has the lowest AI-driven job growth, with both augmentation and automation well below national averages, indicating minimal AI transformation.

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.

Canada's AI-driven skill growth is highest in Finance and Insurance, Information and Communication, and Energy and Water supply

Net skill change for automated and augmented jobs by sector, Canada, 2019-2024



Sources: PwC analysis, Lightcast data

Key findings

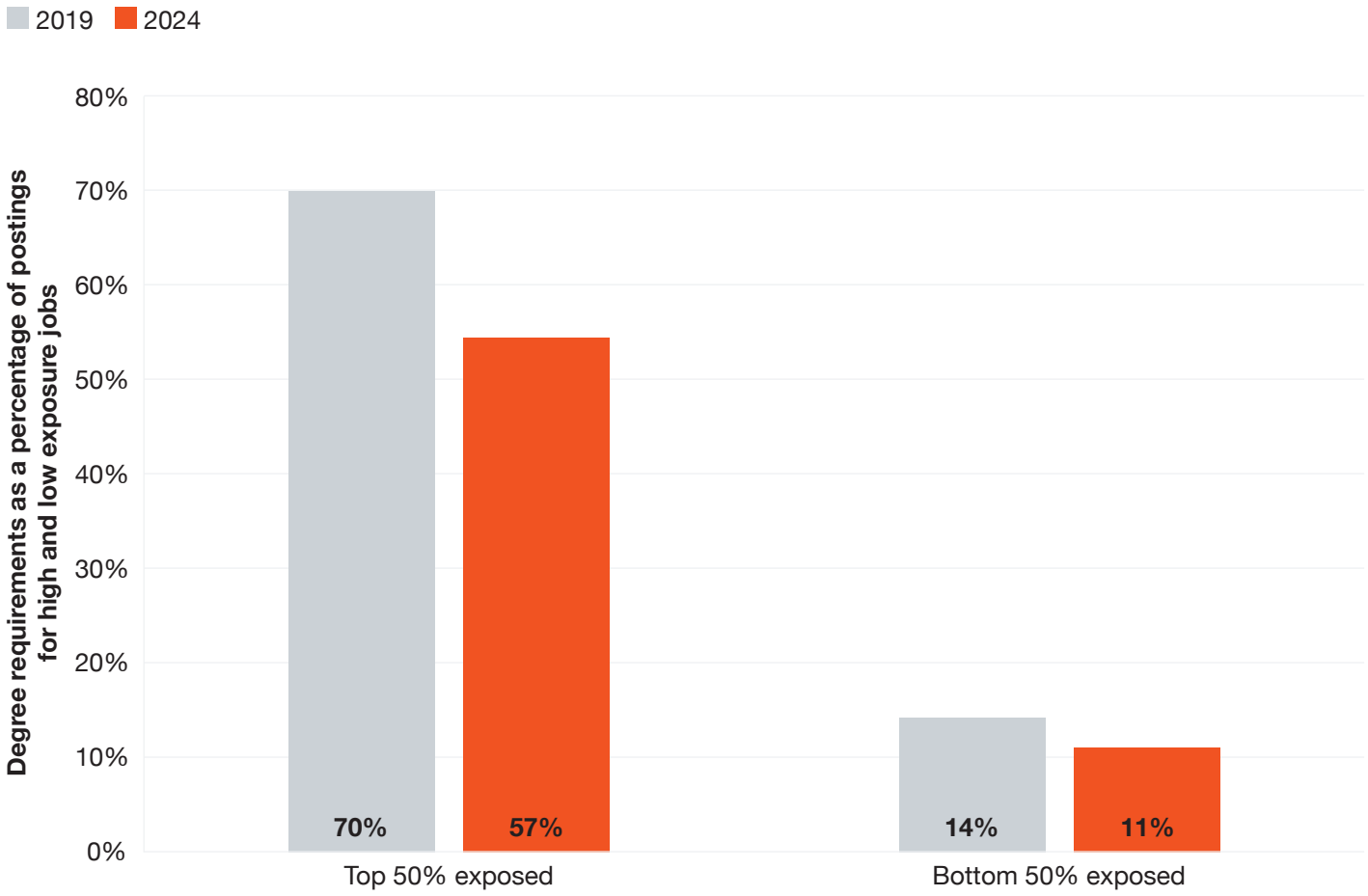
- Finance and Insurance leads AI-driven skill transformation, with augmentation net skill change of 6.3 and automation of 3.7, suggesting a high demand for AI-related skills in financial roles.
- Health and social work has a very high net skill change for roles exposed to automation, suggesting that AI may have high penetration within this industry forcing workers to re-skill.

Notes

- After filtering, observations are categorised by Augmented, Automated, or Neither. We remove observations labelled as Neither.
- We remove sectors with fewer than 50 AI job postings and with the AI:non-AI job posting ratio of less than 0.05% from the graph.

In Canada, degree requirements remain significantly higher for the top 50% most exposed jobs

Degree requirements for jobs with high and low AI exposure, Canada, 2019-2024



Sources: PwC analysis, Lightcast data

Key findings

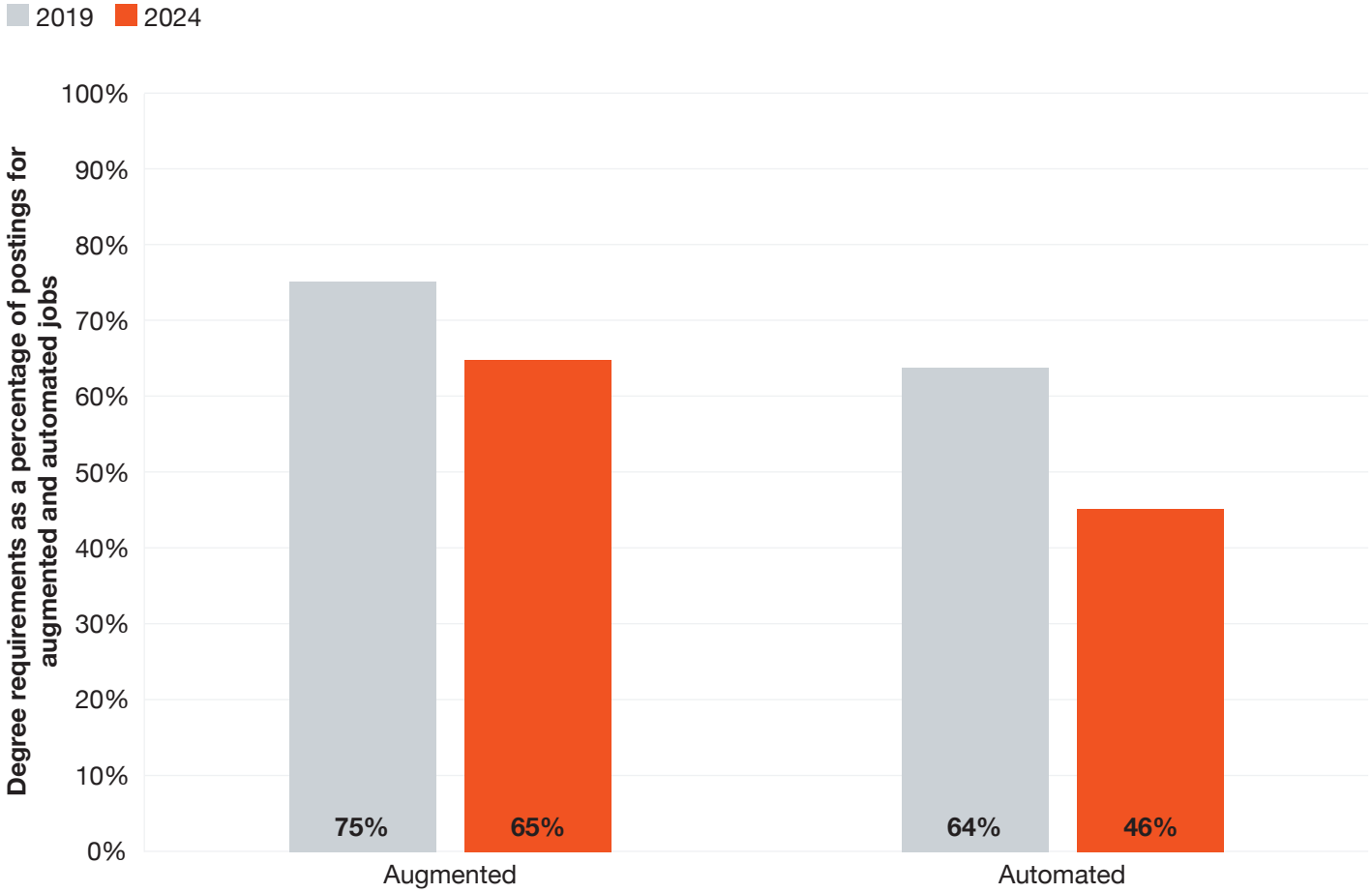
- Jobs with high AI exposure in Canada have seen a decline in degree requirements, falling 13pp from 70% in 2019 to 57% in 2024.
- Jobs with lower AI exposure have experienced a decline in degree requirements, dropping 3pp from 14% in 2019 to 11% in 2024.
- The gap between high and low AI-exposure jobs has fallen with jobs in the top half of exposure still requiring a degree over five times as often.

Notes

- Job postings are only classified as degree jobs if it is explicitly listed in the posting
- High exposure (top 50% exposed) is defined as jobs in the top half by AIOE

Degree requirements in Canada have fallen for both augmented and automated roles

Degree requirements for jobs more exposed to Augmentation and Automation, Canada, 2019-2024



Sources: PwC analysis, Lightcast data

Key findings

- Jobs exposed to augmentation have seen falling degree requirements between 2019 and 2024, falling from 75% of postings to 65%
- Similarly, jobs exposed to automation now require degrees less often (46%) than they did in 2019 (64%)
- The majority of augmented and automated jobs in Canada still list degree requirements, however this has declined for both augmented and automated roles

Notes

- After filtering, observations are categorised by Augmented, Automated, or Neither. We remove observations labelled as Neither.
- Job postings are only classified as degree jobs if it is explicitly listed in the posting

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