The Fearless Future: 2025 Global AI Jobs Barometer

Italy 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.

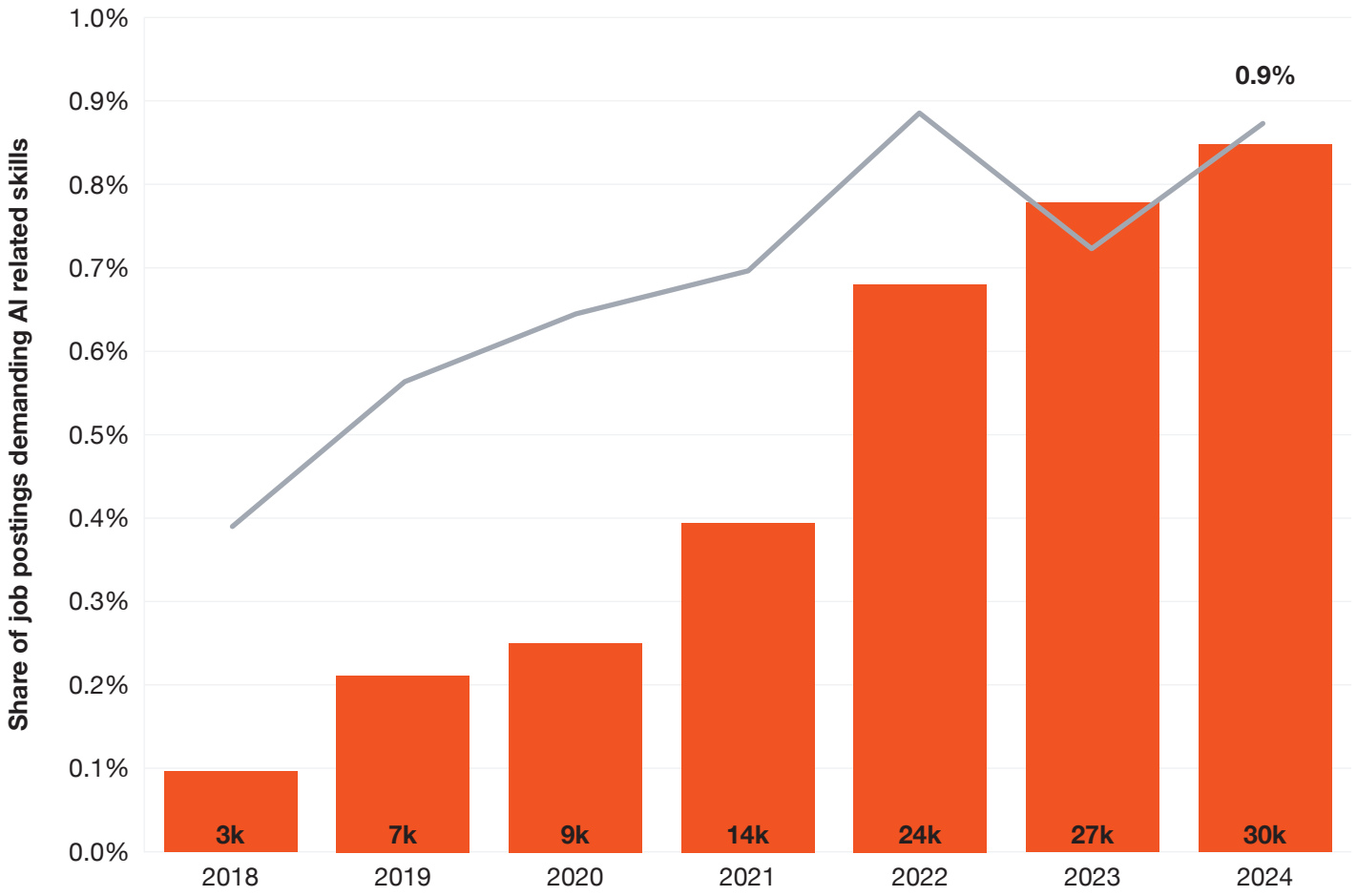
AI is helping to democratise opportunity for people who lack the time or resources to obtain formal degrees. Employer demand for formal degrees is declining particularly quickly for jobs exposed to AI, especially jobs more highly automated by AI.

Please see the global findings report for more insights.

Italy Insights

Italy showed a strengthening of their labour market in 2024, with more job postings overall and increased demand for roles requiring AI skills

Total number and share of job postings requiring AI related skills, Italy, 2018-2024



Sources: PwC analysis, Lightcast data

Key findings

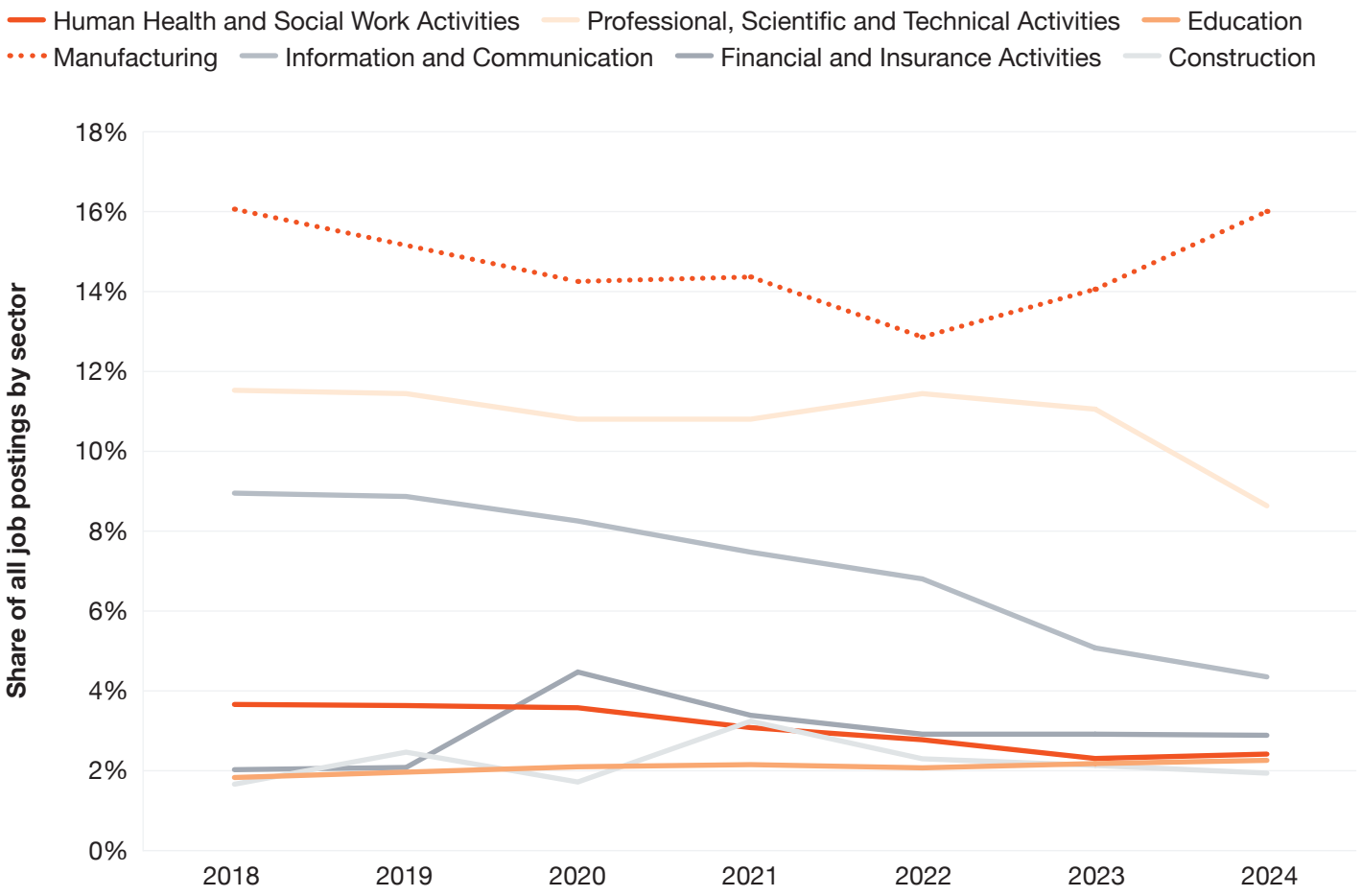
- The share of job postings requiring AI-related skills steadily increased from 0.4% in 2018 to 0.9% in 2024.
- This was also the case for the total number of AI jobs, which peaked at 30k in 2024.

Notes

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

Since 2018, the manufacturing sector has remained the leading employer, exhibiting the highest demand for workers

Share of all job postings by sector, Italy, 2018-2024



Sources: PwC analysis, Lightcast data

Key findings

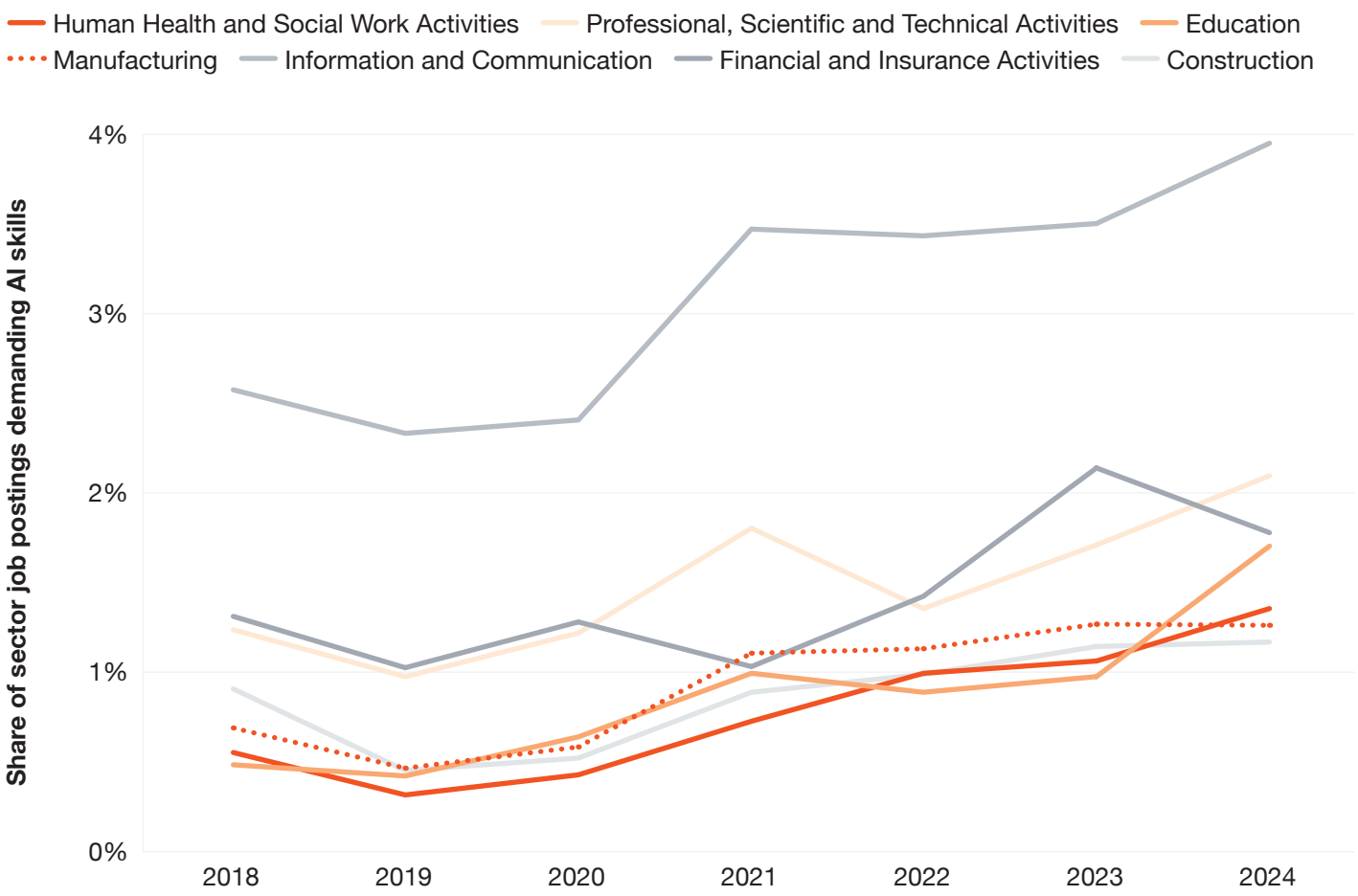
- The proportion of job vacancies in the manufacturing sector has increased from 12.8% in 2022 to 16% in 2024, with manufacturing remaining the leading sector in job postings.
- The Professional, Scientific and Technical Activities sector is the second highest in demand for new workers, however, has been declining from 11.5% in 2022 to 8.6% in 2024.

Notes

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

The demand for jobs requiring AI skills has significantly increased across most sectors between 2018 and 2024

Share of AI job postings by sector, Italy, 2018-2024



Sources: PwC analysis, Lightcast data

Key findings

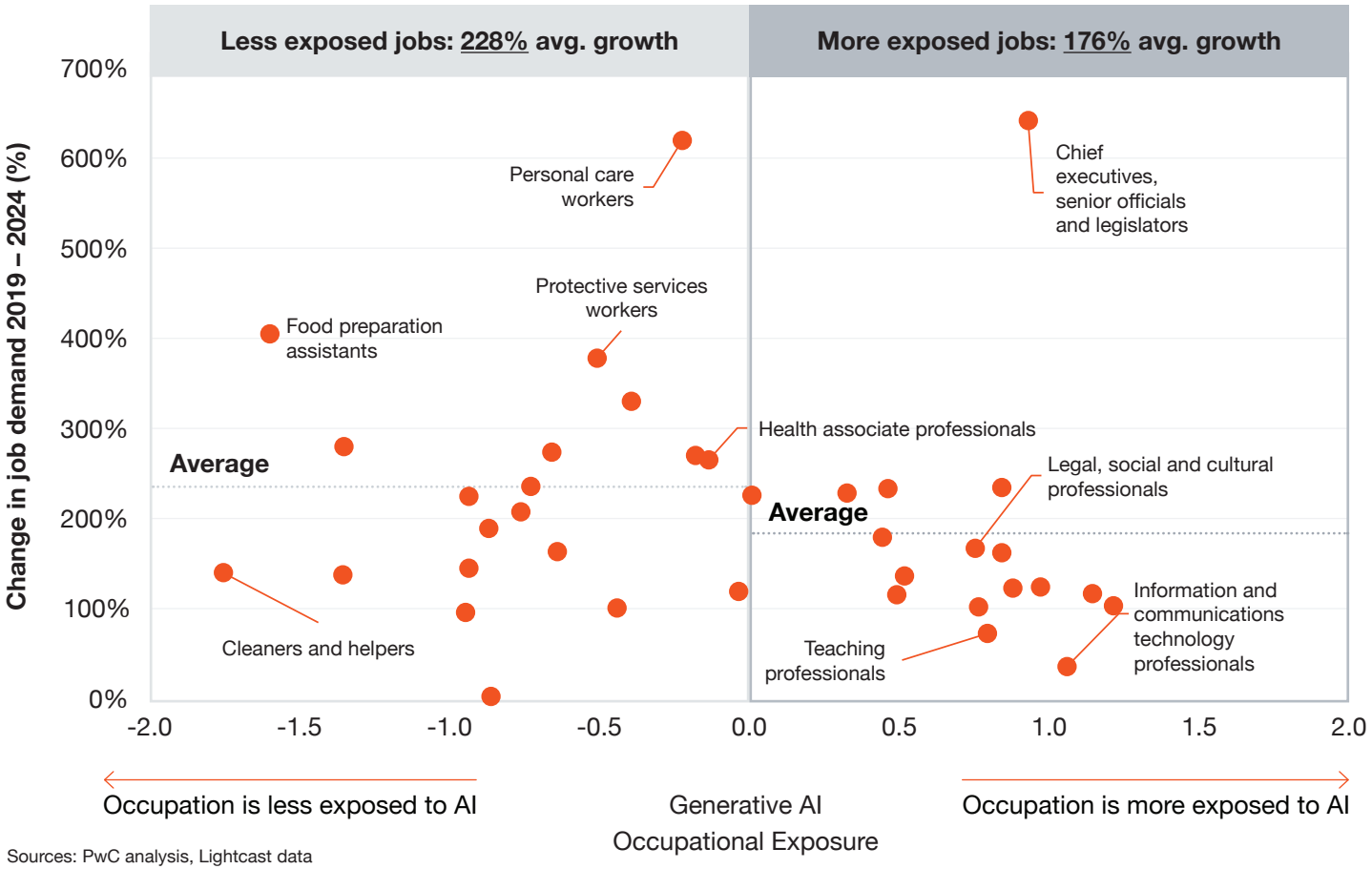
- The Information & Communication sector continues to dominate AI job postings in Italy, surging from around 2.4% in 2018 to 4.6% in 2024.
- The Professional, Scientific and Technical Activities sector overtook the Financial and Insurance Activities in 2024 and became the second highest employer of jobs requiring AI skills.

Notes

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

Job numbers in AI-exposed occupations have grown 176% since 2019 - including positive growth in every type of occupation

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



Sources: PwC analysis, Lightcast data

Key findings

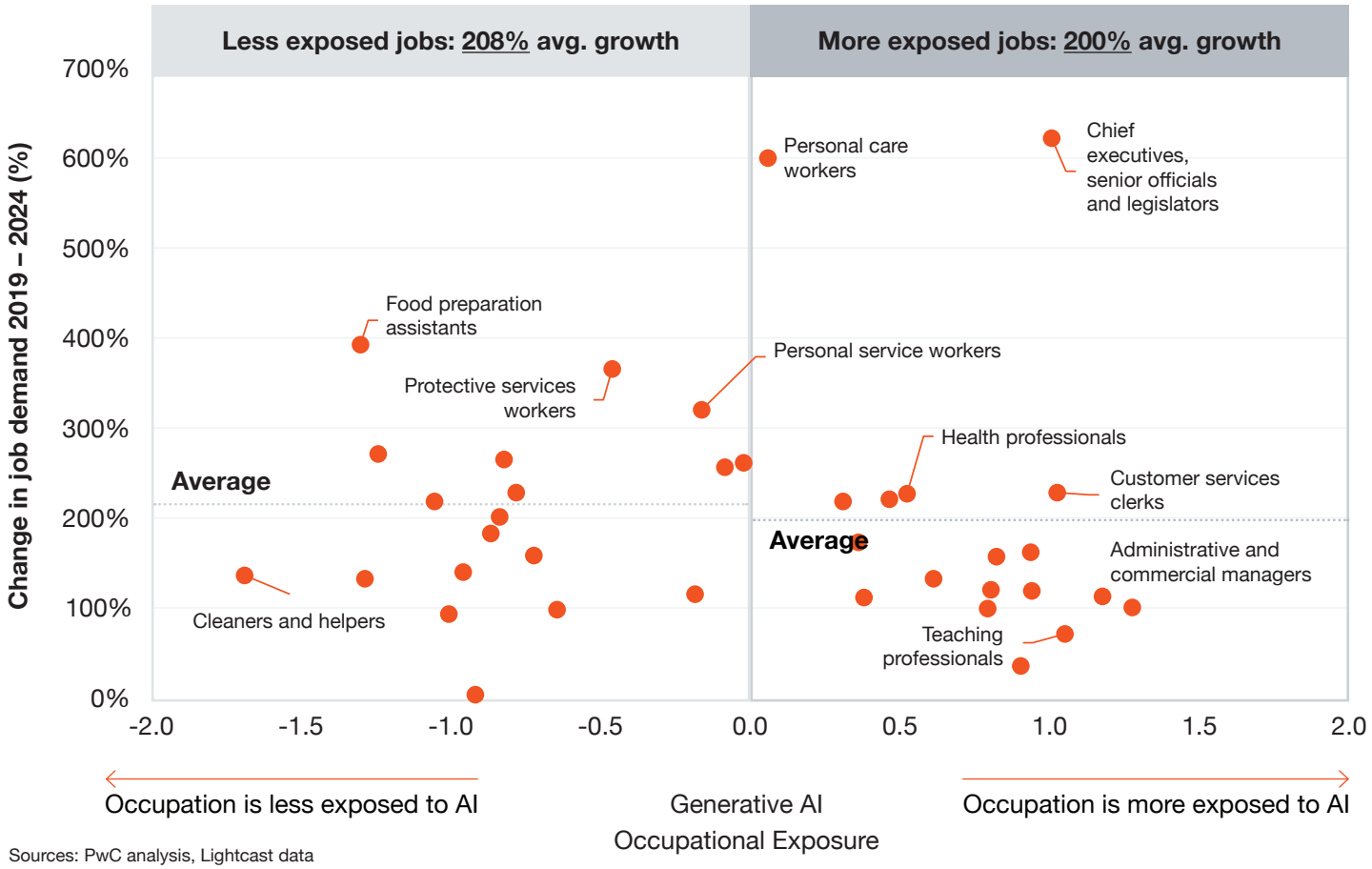
- In Italy, higher AI Occupation Exposure (AIOE) is linked to slower job posting growth between 2019 and 2024.
- However, on average most occupations see an average growth of 204% in the number of job postings of over this period.
- Chief executives, senior officials and legislators saw the highest growth with job postings increasing by 600% over the five years, closely followed by personal care workers.

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 200% since 2019 - including positive growth in every type of occupation

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



Sources: PwC analysis, Lightcast data

Key findings

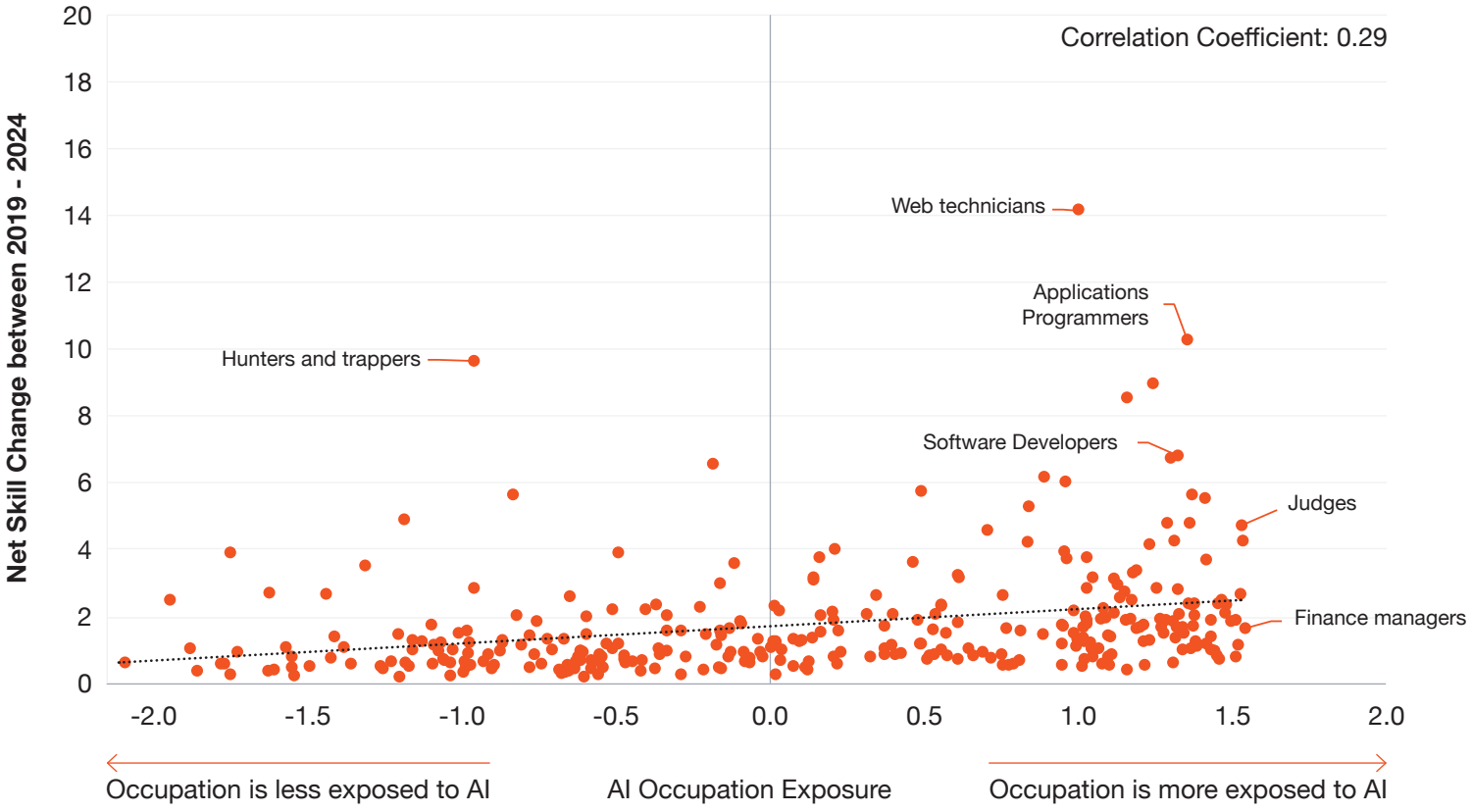
- In Italy, Generative AI Exposure demonstrates a limited relationship with the growth rate in job postings from 2019 to 2024.
- However, all occupations still see positive growth in the number of job postings over this period
- Chief executives, senior officials and legislators saw the highest growth with job postings increasing by more than 600% over the five years

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 occupations exposed to AI have seen a 1.95x greater change in demanded skills compared to the bottom quartile

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



Sources: PwC analysis, Lightcast data

Key findings

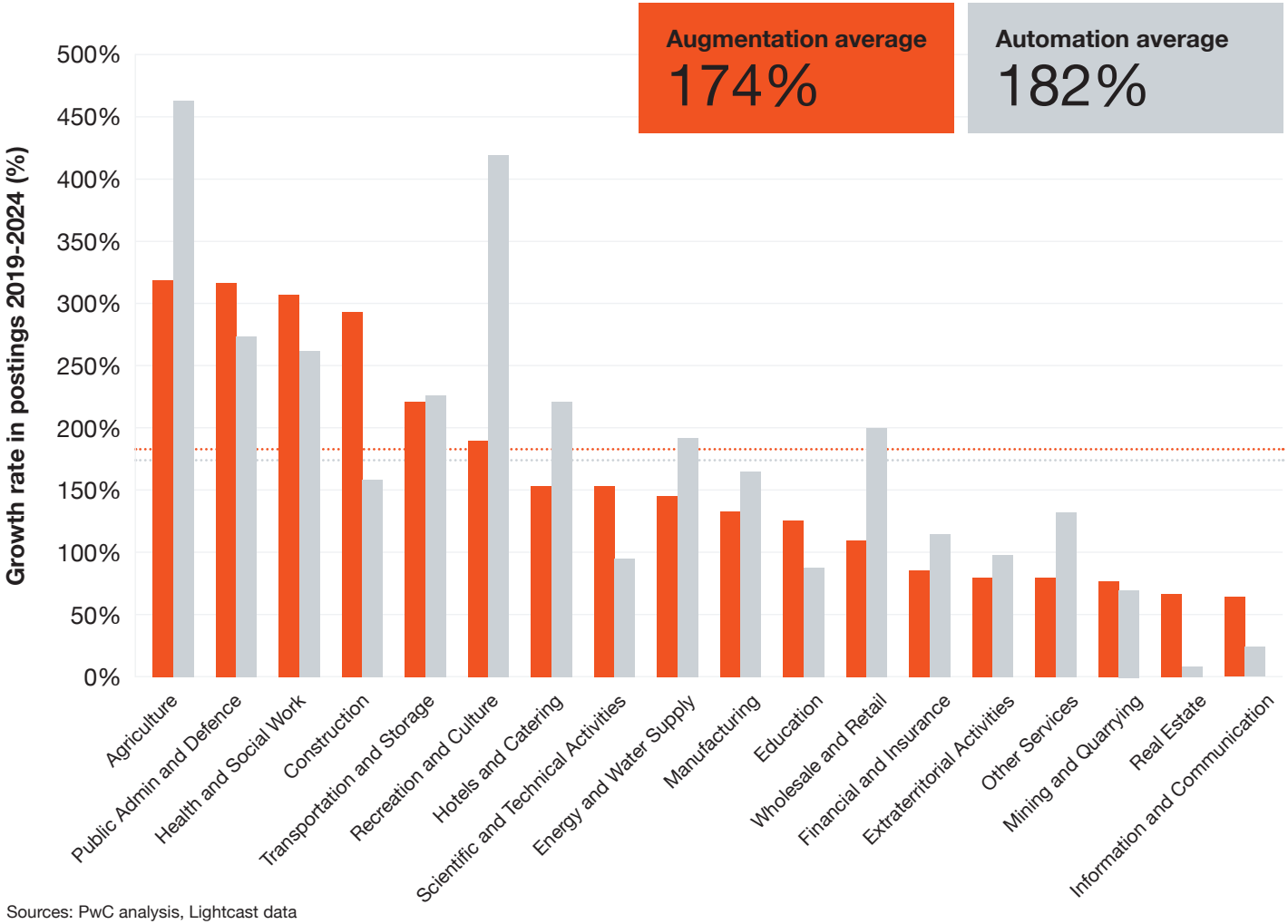
- Occupations with higher AI exposure show a positive correlation with net skill changes from 2019 to 2024.
- Occupations with low AI exposure generally show smaller net skill change with bottom quartile experiencing an average net skill change of 1.2 compared to the top quartile's 2.3 (95% higher) to the top quartile's 2.4 (95% higher) this should be net skill change of 1.2 compared to the top quartile's 2.3 (95% higher).
- The results suggest that AI-exposed occupations are undergoing transformation, requiring workers to reskill and upskill more frequently.

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

Both AI-augmented and AI-automated jobs are growing across industries

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



Sources: PwC analysis, Lightcast data

Key findings

- The average growth rate for augmented jobs is 174%, while automated jobs average 182%, indicating that both AI-driven augmentation and automation are contributing to job expansion in Italy
- Augmentation job growth is driven by sectors with links to the state such as public admin and defence and health and social work and construction
- Automation job growth driven by Agriculture and recreation and culture, industries that are traditionally less exposed to AI.

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 Italy

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 for jobs with high and low AI exposure is unavailable as it is potentially misleading
- Degree requirements for jobs more exposed to Augmentation and Automation is unavailable as it is potentially misleading

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