



The Fearless Future: 2025 Global AI Jobs Barometer

Malaysia 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.

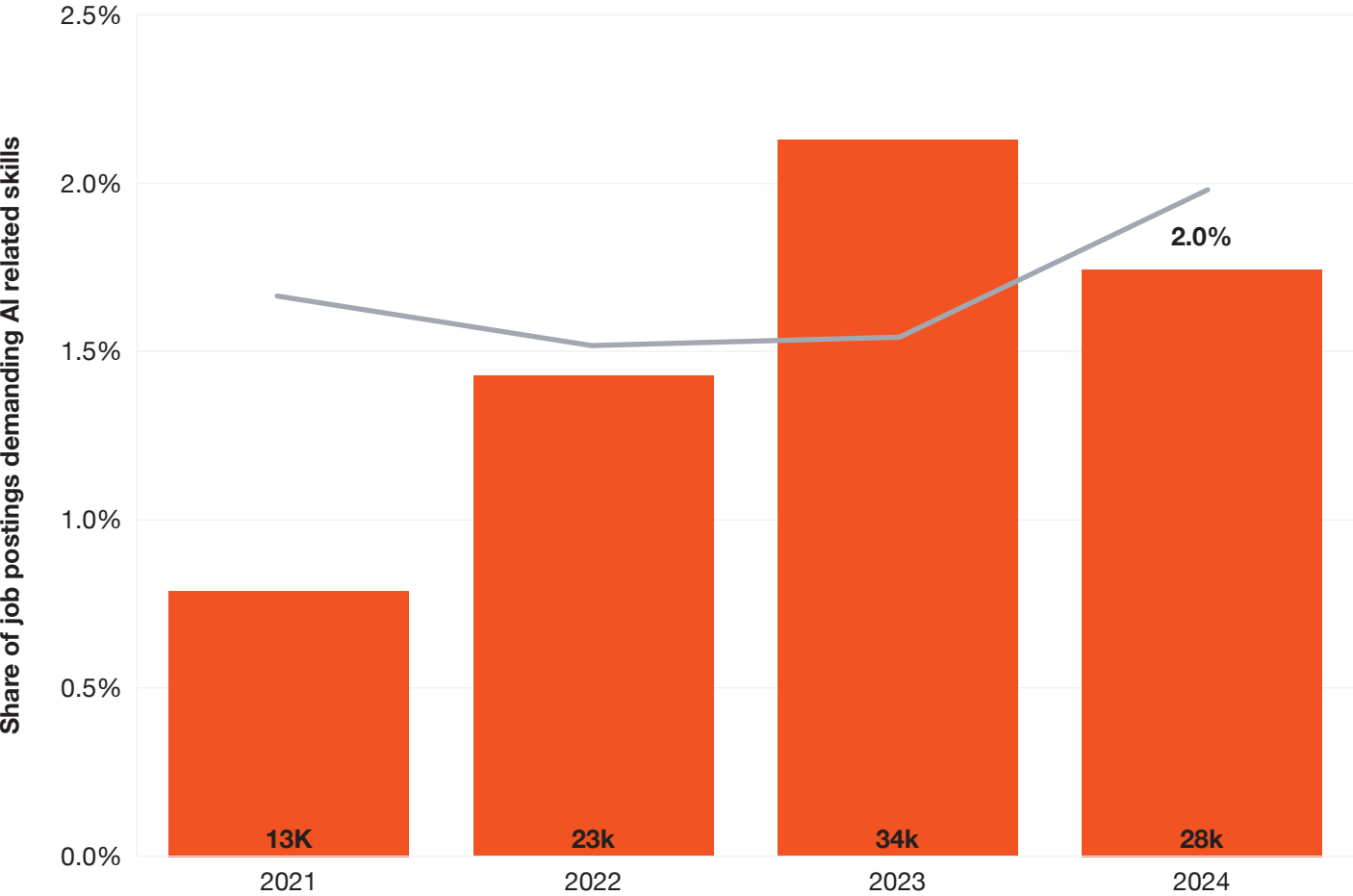
Please see the [global findings report](#) for more insights.

Malaysia Insights



Despite a weakening labour market in 2024, with fewer job postings overall, demand for roles requiring AI-related skills increased

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



Key findings

- The share of job postings requiring AI-related skills remained steady year over year from 2021 to 2023 and peaked at 2.0% in 2024.
- Despite a weaker Malaysian job market with fewer roles being posted, the share of AI-related jobs increased significantly. This indicates relative strength in the demand for AI skills.

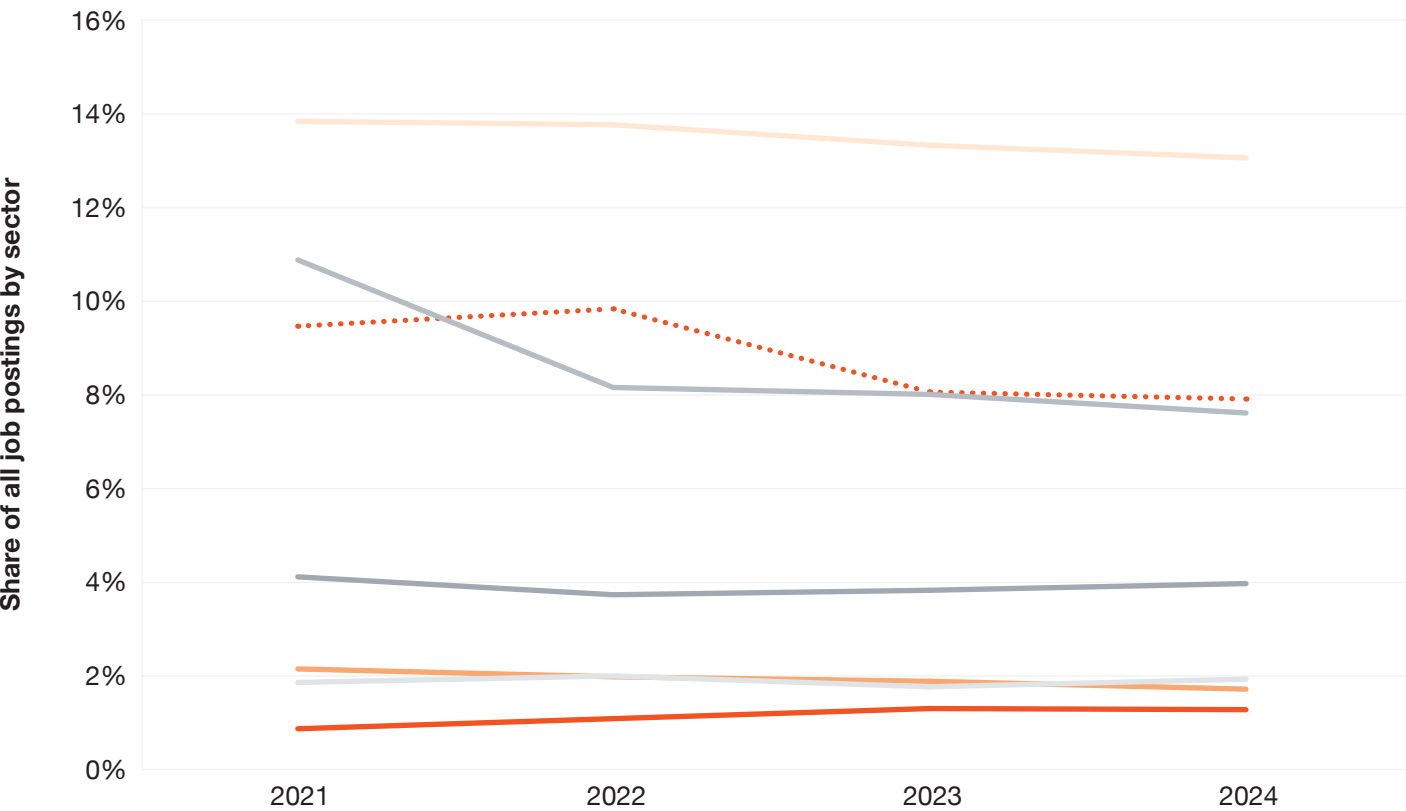
Notes

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

The professional services sector has remained as the leading employer, exhibiting the highest demand for workers

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

Human Health and Social Work Activities Professional, Scientific and Technical Activities Education
Manufacturing Information and Communication Financial and Insurance Activities Construction



Key findings

- Professional, Scientific, and Technical Activities remains the leading sector in job postings, maintaining a relatively stable share (~14%) over time, with a slight decline from 2021 to 2024
- Manufacturing and Information & Communication sectors have declined in job postings with manufacturing seeing one of the steepest declines, dropping from 10.9% in 2021 to below 8% in 2024.

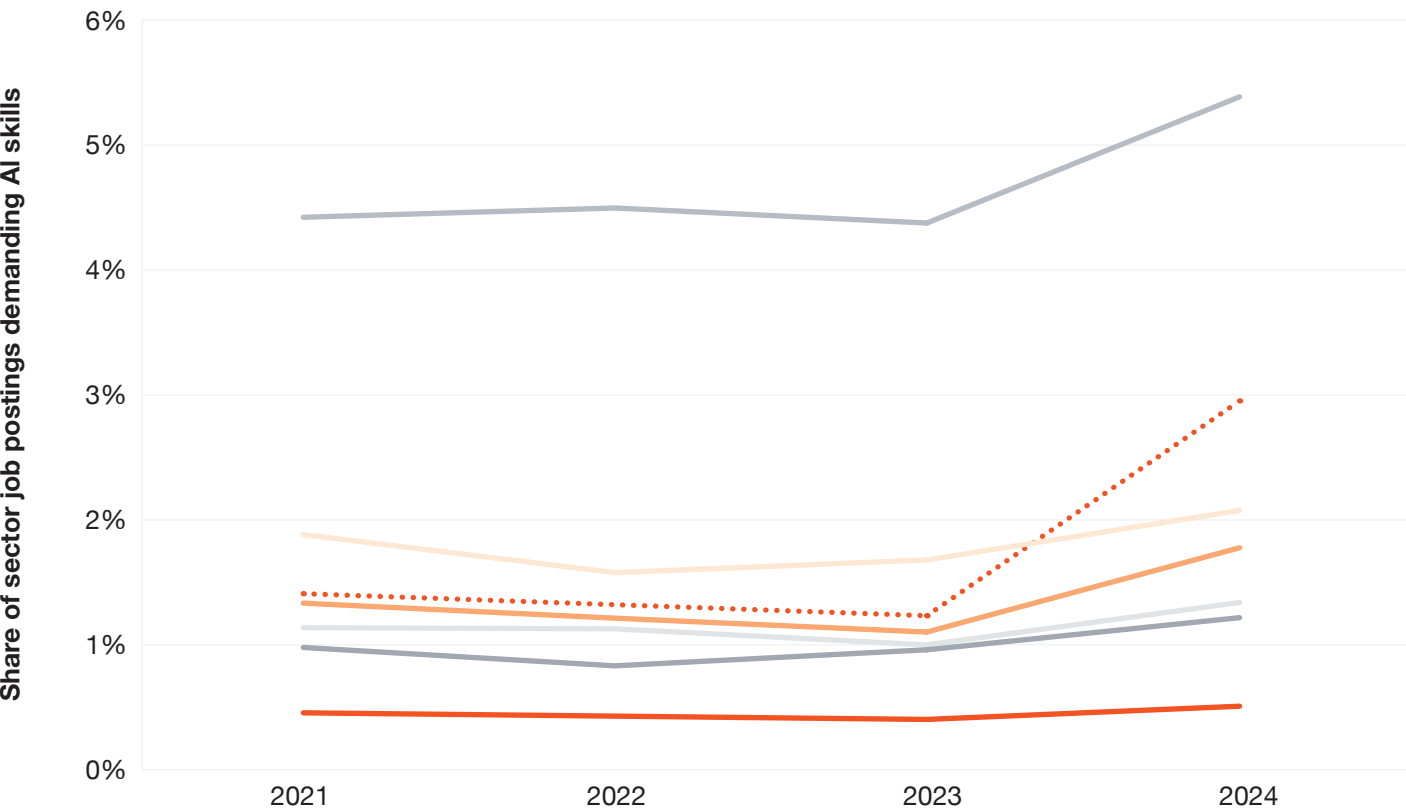
Notes

- 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 2021 and 2024

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

Human Health and Social Work Activities Professional, Scientific and Technical Activities Education
Manufacturing Information and Communication Financial and Insurance Activities Construction



Key findings

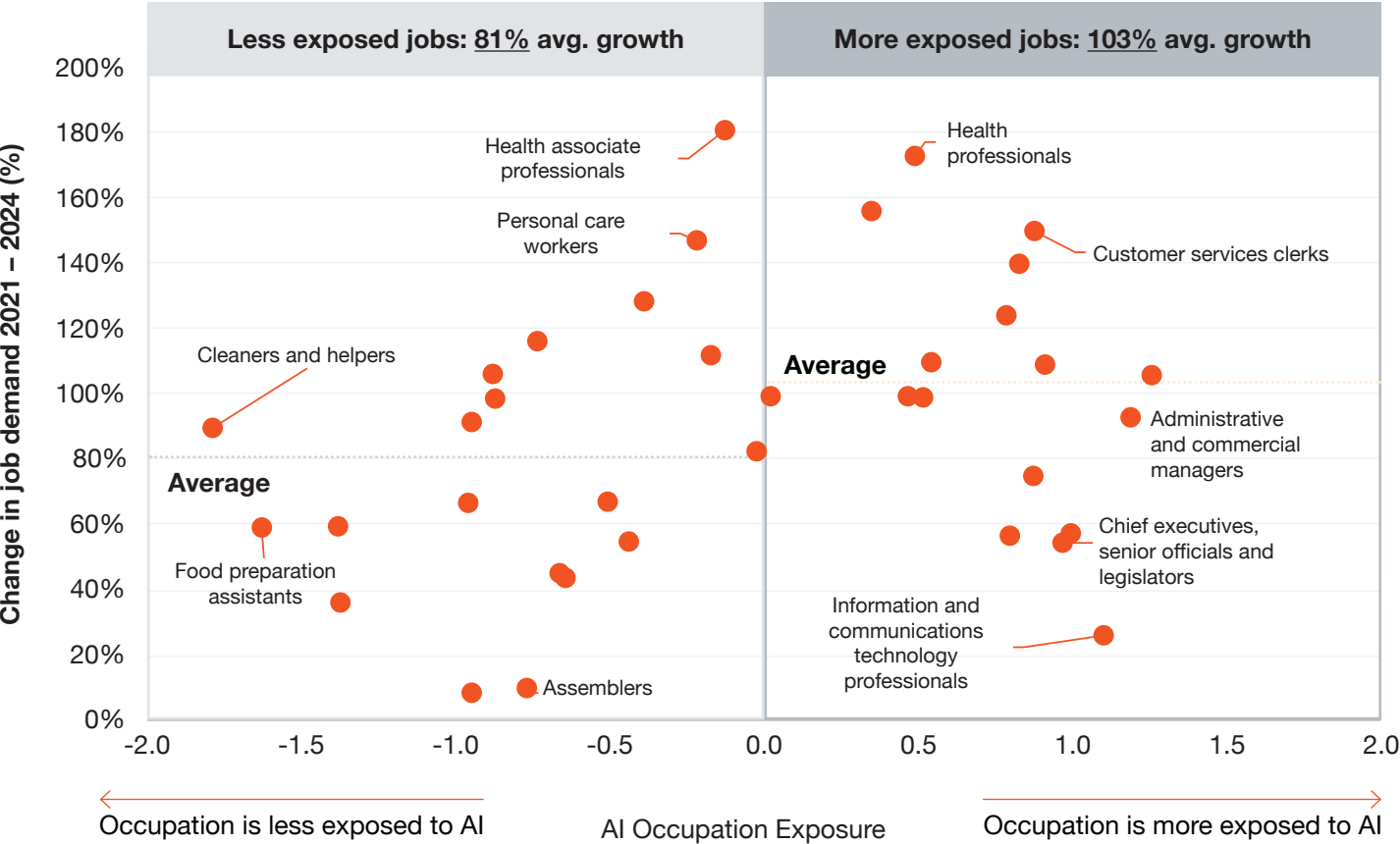
- The Information & Communication sector dominates AI job postings, increasing from 4.4% in 2021 to over 5.4% in 2024, reflecting the country’s growing digital economy and tech-driven initiatives.
- Manufacturing saw a steep increase in their AI job postings between 2023 and 2024, rising from 1.4% to 2.9%.

Notes

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

Job numbers in AI-exposed occupations have grown 103% since 2021 - including positive growth in every type of occupation

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



Sources: PwC analysis, Lightcast data

Key findings

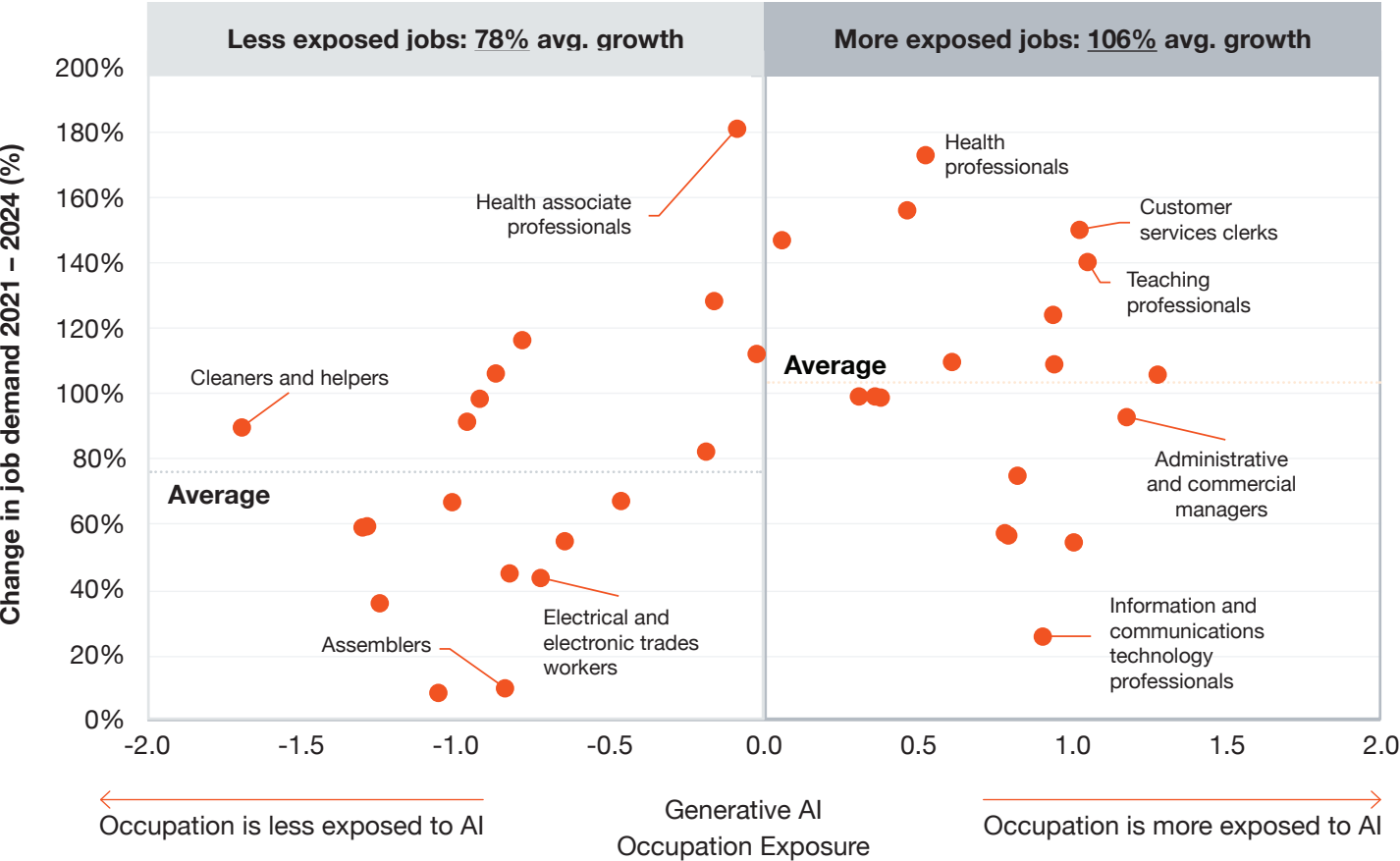
- In Malaysia, higher AI Occupation Exposure (AIOE) is linked to faster job posting growth between 2021 and 2024.
- Highest growth rates in job postings occurred for Health Care professionals and Health professionals.
- Top quartile of the occupations experiences as 39% faster growth rate in job postings compared to the bottom quartile.

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 106% since 2021 - including positive growth in every type of occupation

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



Sources: PwC analysis, Lightcast data

Key findings

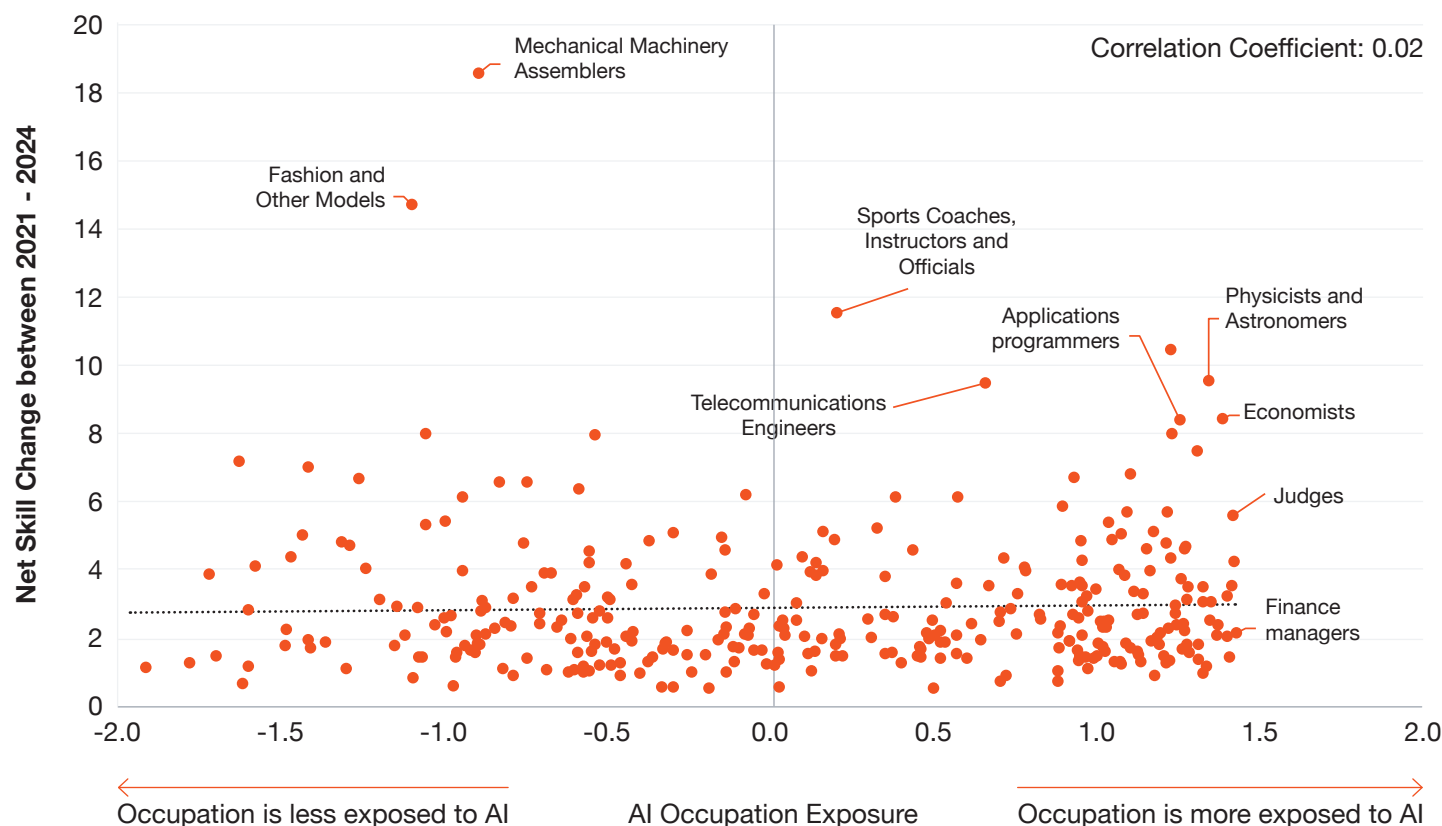
- In Malaysia, greater exposure to Generative AI (Gen-AIOE) is associated with faster job posting growth from 2021 to 2024.
- All occupations see positive growth in the number of job postings over this period.

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.

AI exposure demonstrates a limited relationship with change in skills in Malaysia

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



Sources: PwC analysis, Lightcast data

Key findings

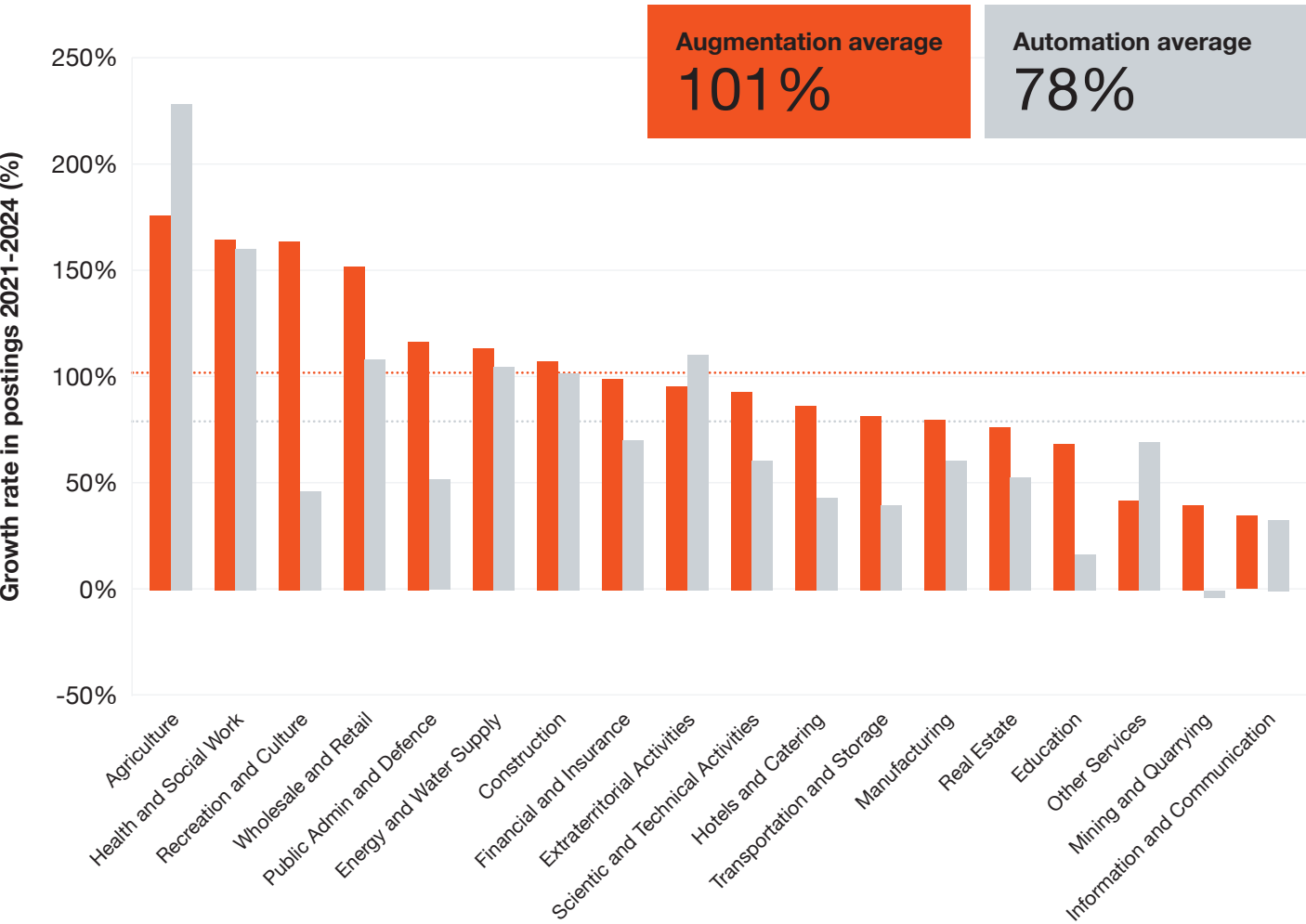
- Occupations with higher AI exposure show a limited relationship with net skill changes from 2021 to 2024.
- Occupations with low AI exposure generally show smaller net skill change with the bottom quartile experiencing an average net skill change of 3.1 compared to the top quartile's 3.2 (only 1% higher).
- The results suggest that AI-exposed occupations are undergoing transformation, requiring workers to reskill and upskill more frequently, but only to a small extent as we see a lot of data variation.

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

Job postings for augmented positions are growing at a faster rate than those for automated roles

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



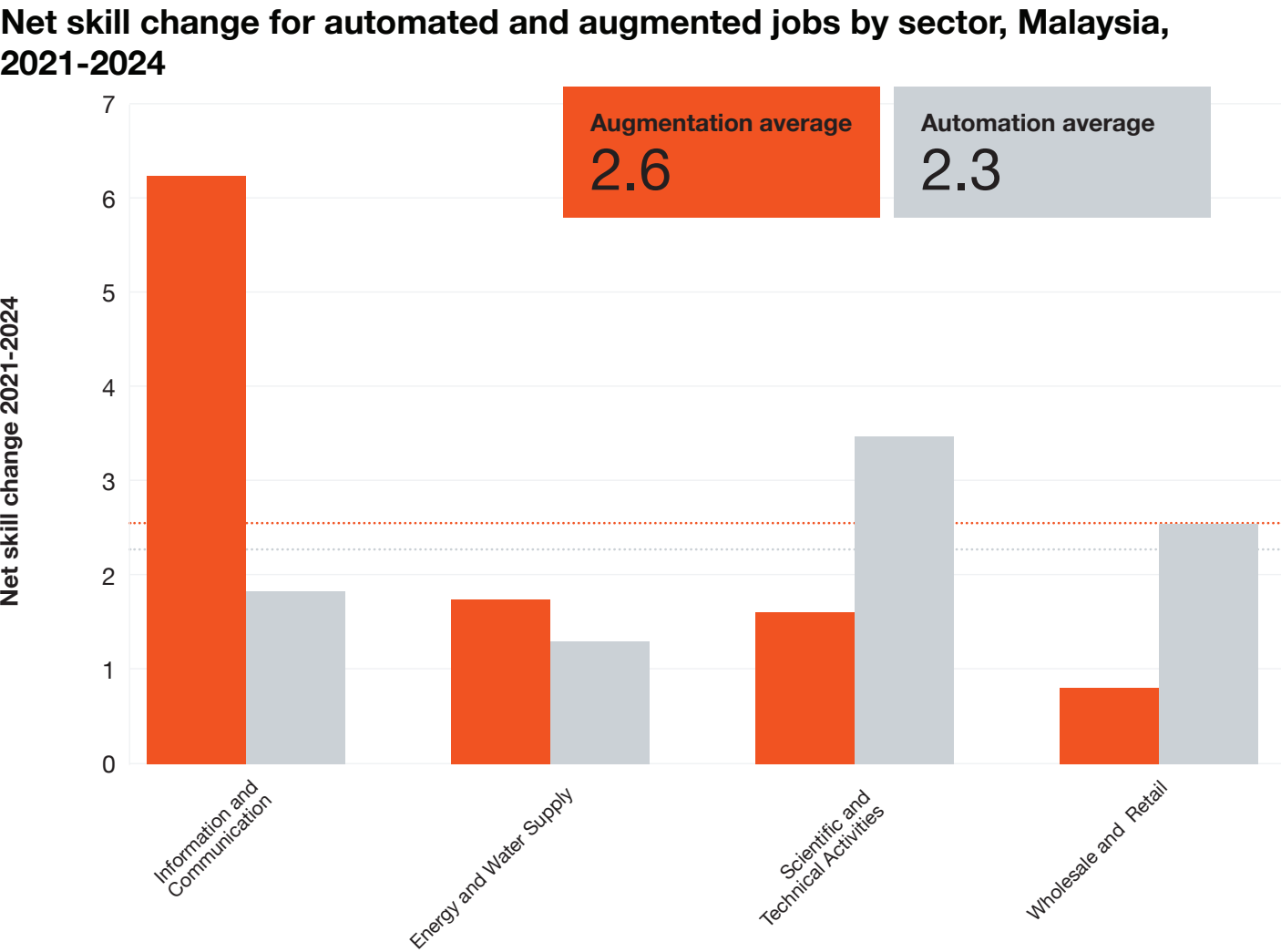
Key findings

- Augmented jobs have a higher average growth rate (101%) compared to automated jobs (78%), indicating that AI augmentation is driving more job expansion in Malaysia.
- The Agriculture sector has experienced the largest growth rate in job postings between 2021 and 2024, with almost 176% more jobs being posted for roles susceptible to augmentation and over 227% for those exposed to automation.

Notes

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

Skills sought by employers are changing faster in AI-augmented jobs



Key findings

- Information and Communication sector exhibits the highest net skill change from 2011 to 2024, significantly surpassing all other industries, highlighting its rapid technological advancements and increasing demand for digital expertise.
- Energy and Water Supply shows a small net skill change from 2021 to 2024, indicating relatively stable skill demands compared to more rapidly evolving industries.

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.

Due to data limitations these metrics are not presented for Malaysia

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

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