



The Fearless Future: 2025 Global AI Jobs Barometer

Mexico 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.

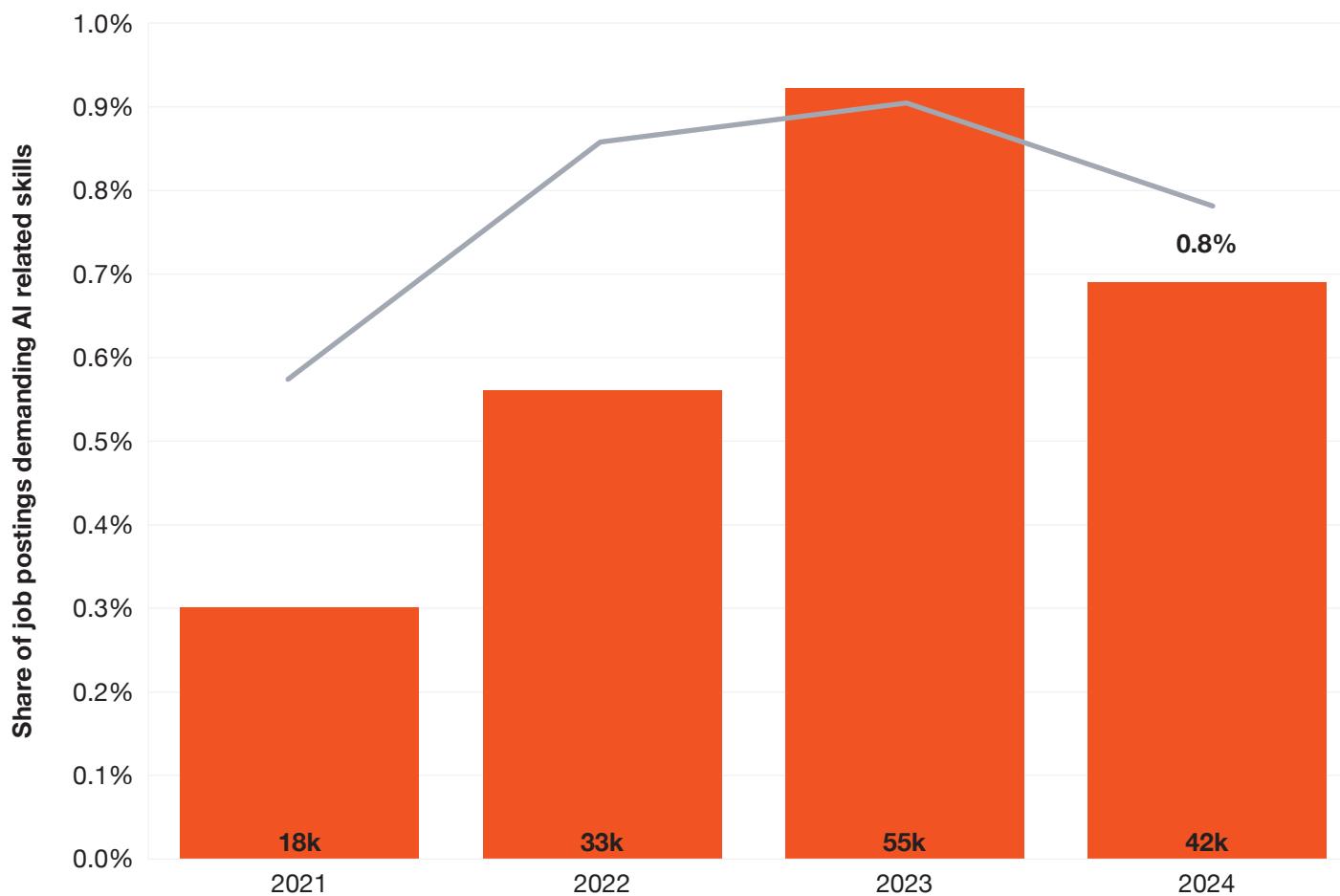
Please see the [global findings report](#) for more insights.

Mexico Insights



Mexico saw a weakening labour market in 2024, with fewer job postings overall, and a falling demand for roles requiring AI-related skills

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



Key findings

- The share of job postings requiring AI-related skills steadily increased year over year from 2021 to 2023, from 0.6% to 0.9%.
- This was also the case for the total number of AI jobs, which peaked at 55k in 2023.
- However, given a weaker Mexican job market with fewer roles being posted, the share of AI job postings decreased between 2023 and 2024 which indicates a drop in the demand for AI skills.

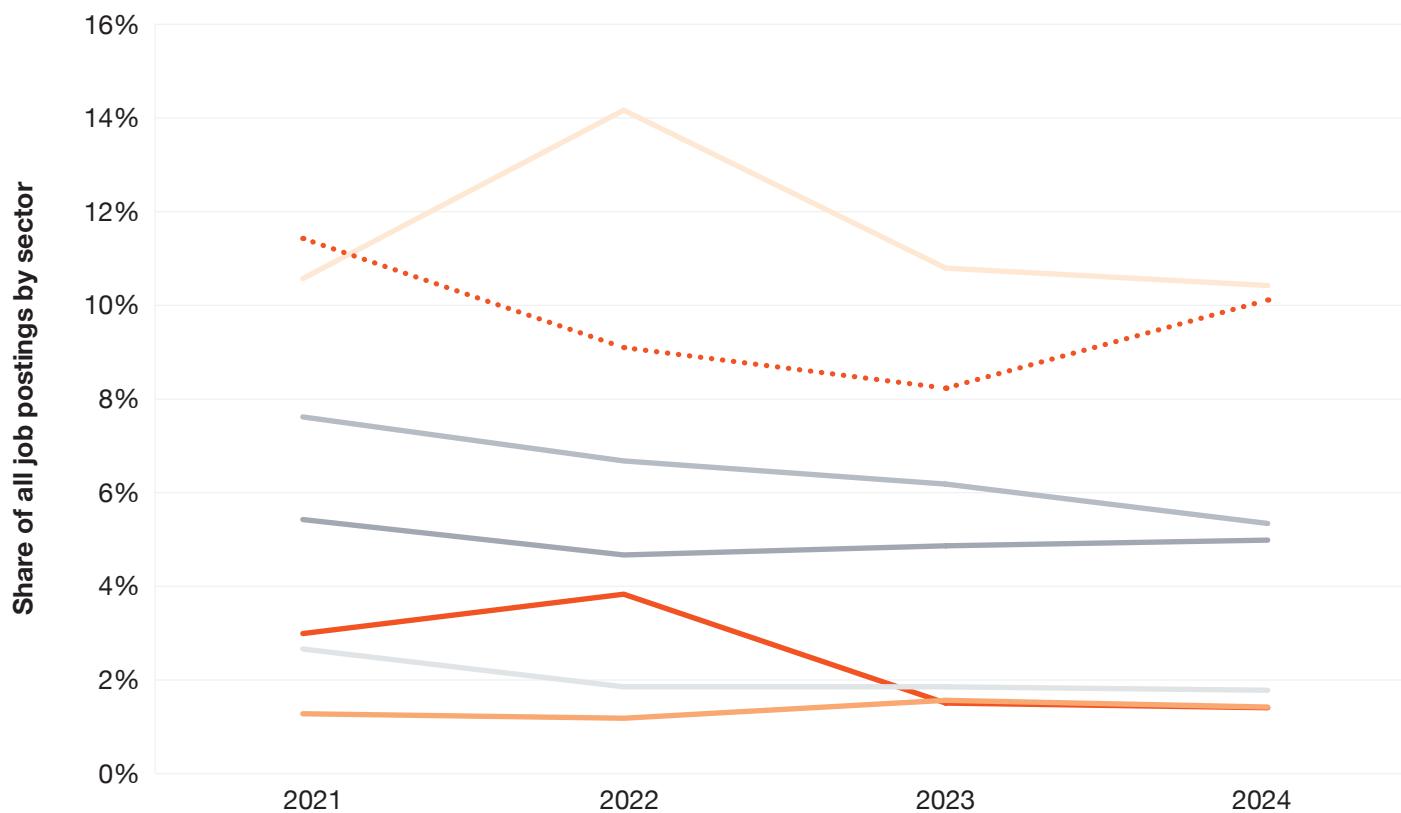
Notes

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

The Professional Services sector continued to be the leading employer in Mexico, exhibiting the highest demand for workers

Share of all job postings by sector, Mexico, 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

- Whilst the proportion of job vacancies in the professional, scientific and technical sector has fallen from 10.6% in 2021 to 10.4% in 2024, the sector remained the leader in new job postings in Mexico.
- The Manufacturing sector is the second largest sector in job postings, exhibiting growth from 8.2% in 2023 to 10.1% in 2024.

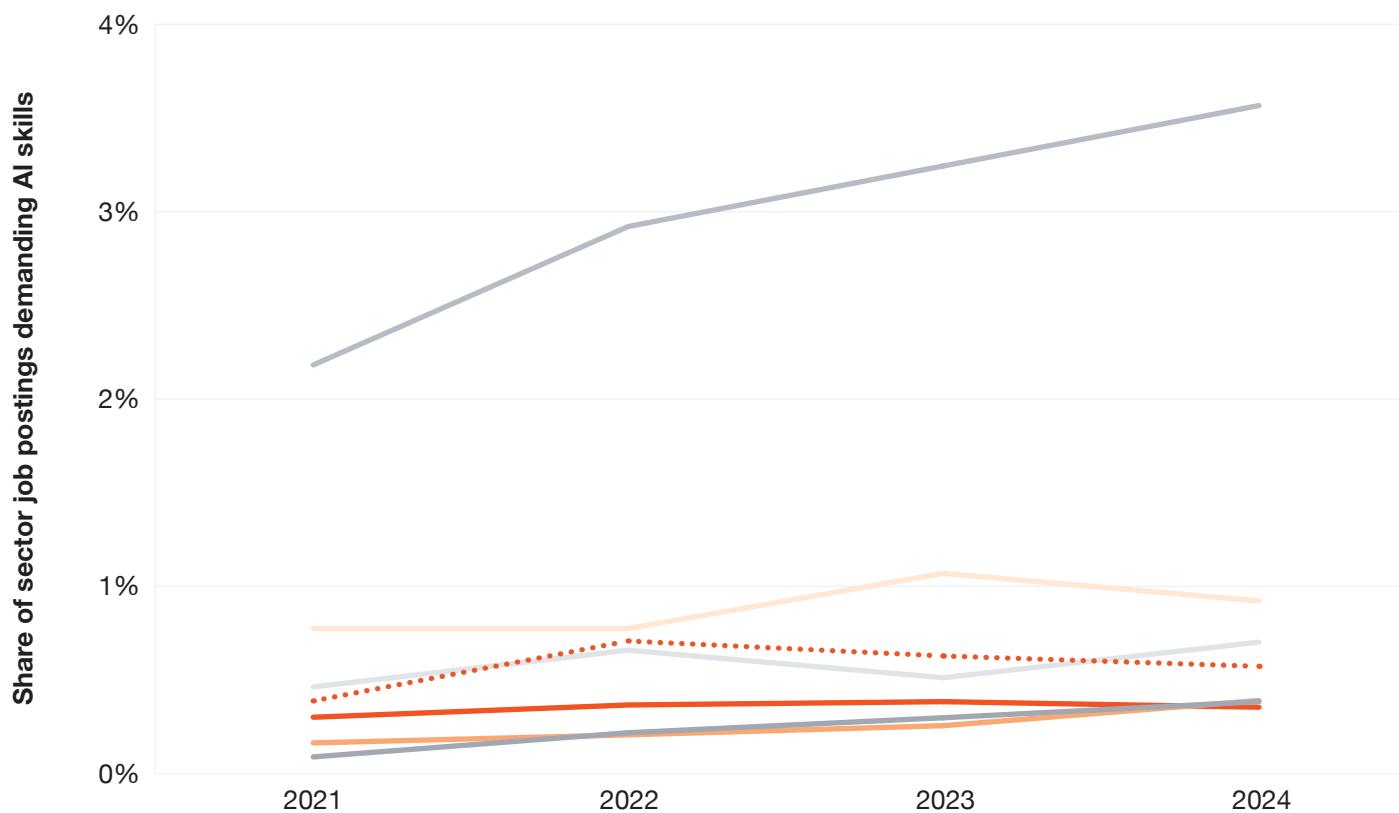
Notes

- 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 in the Information and Communication sector between 2021 and 2024

Share of AI job postings by sector, Mexico, 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

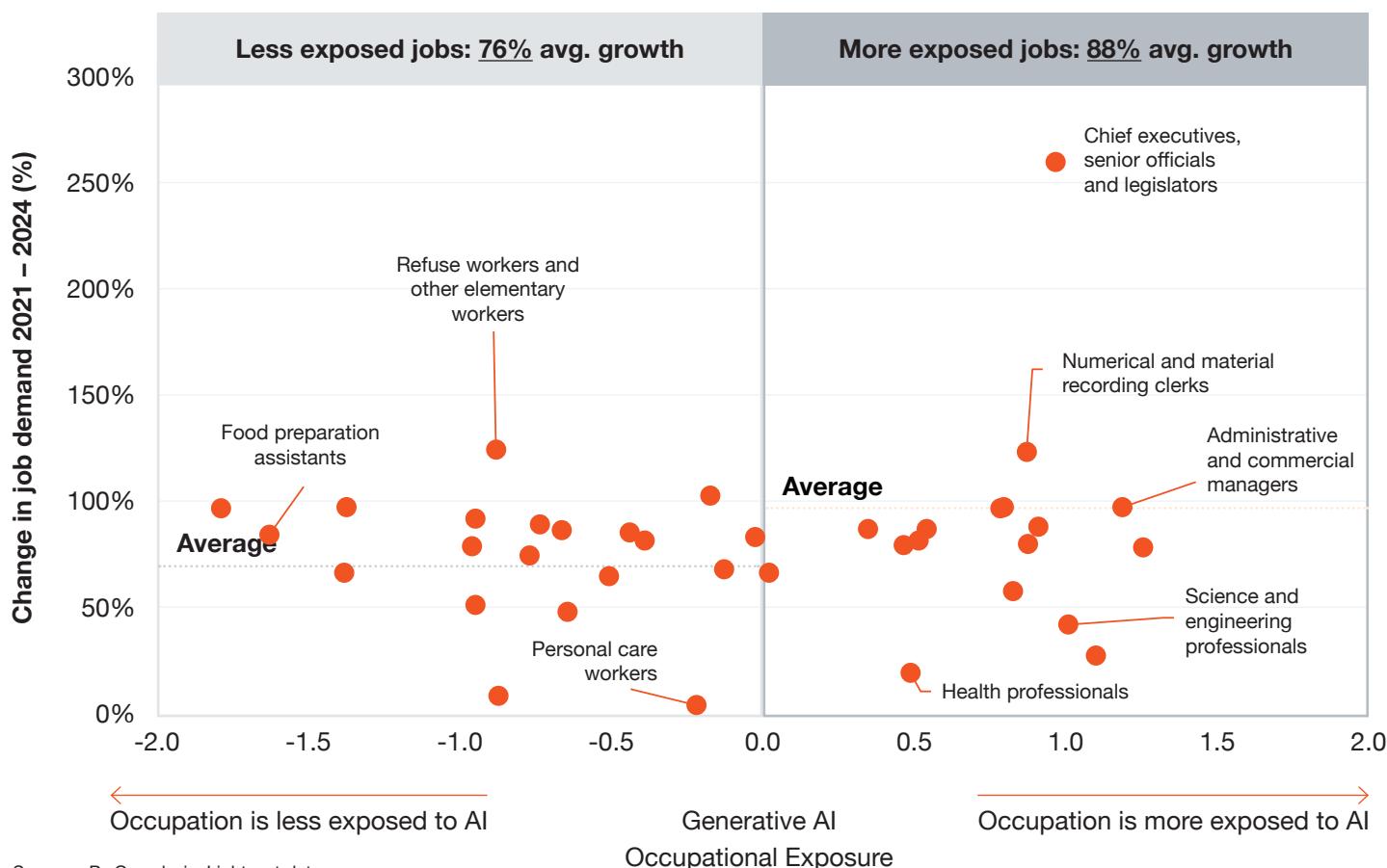
- The Information & Communication sector continues to lead in AI job postings, increasing steadily from 2.2% in 2021 to over 3.6% in 2024.
- Other sectors, such as Finance and insurance, Manufacturing, and Human Health & Social Work, have remained below 1%, indicating slow AI adoption.

Notes

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

Job numbers in AI-exposed occupations have grown 88% since 2021 - including positive growth in every type of occupation

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



Key findings

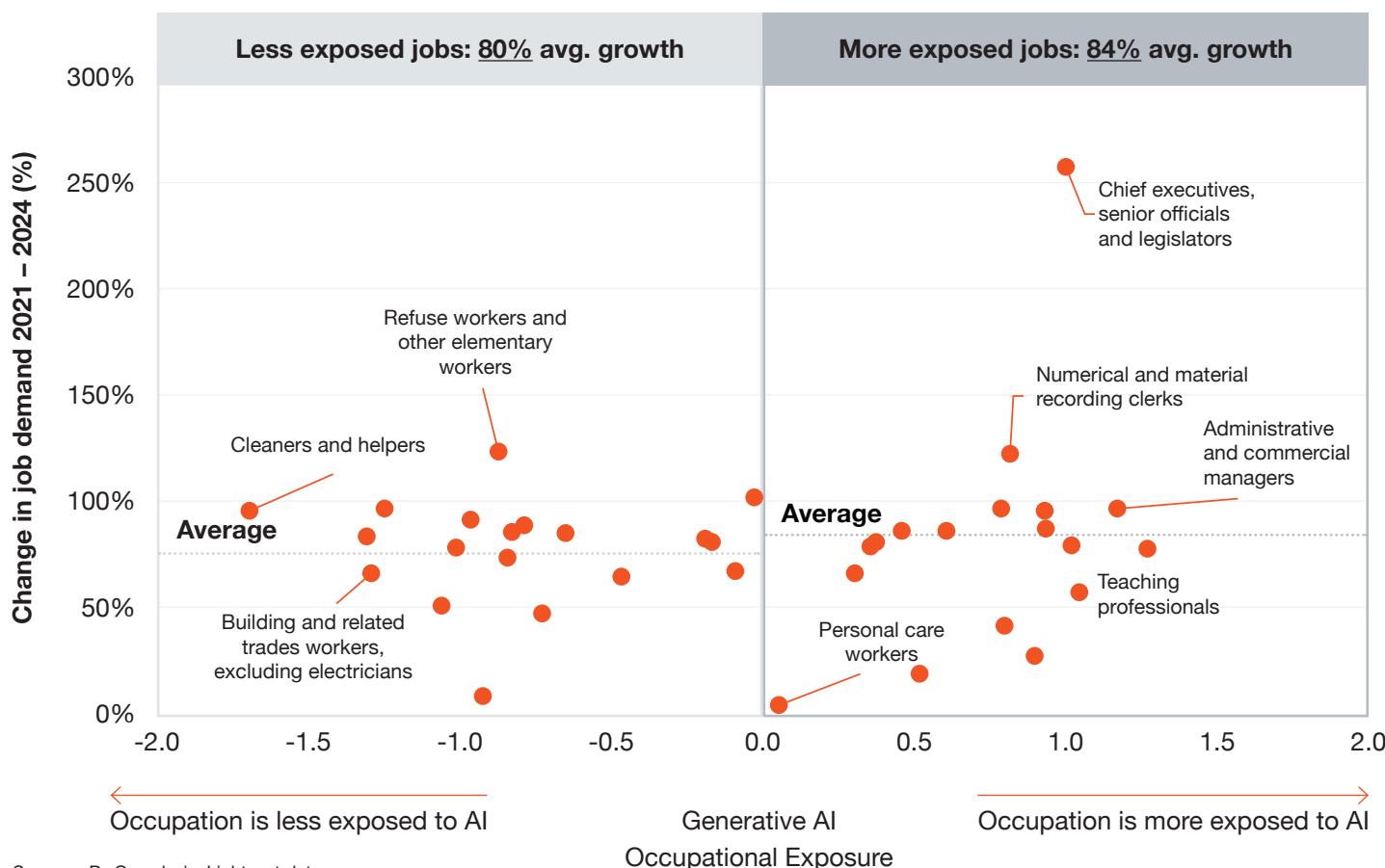
- In Mexico, higher AI Occupation Exposure (AOE) is linked to faster job posting growth between 2021 and 2024.
- These occupations see an average of 82% growth rate in the number of job postings, with the top quartile of occupations growing 23% faster compared to the bottom quartile.
- Chief executives, senior officials and legislators saw the highest growth with job postings increasing by 250% over the five years

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 84% since 2021 - including positive growth in every type of occupation

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



Key findings

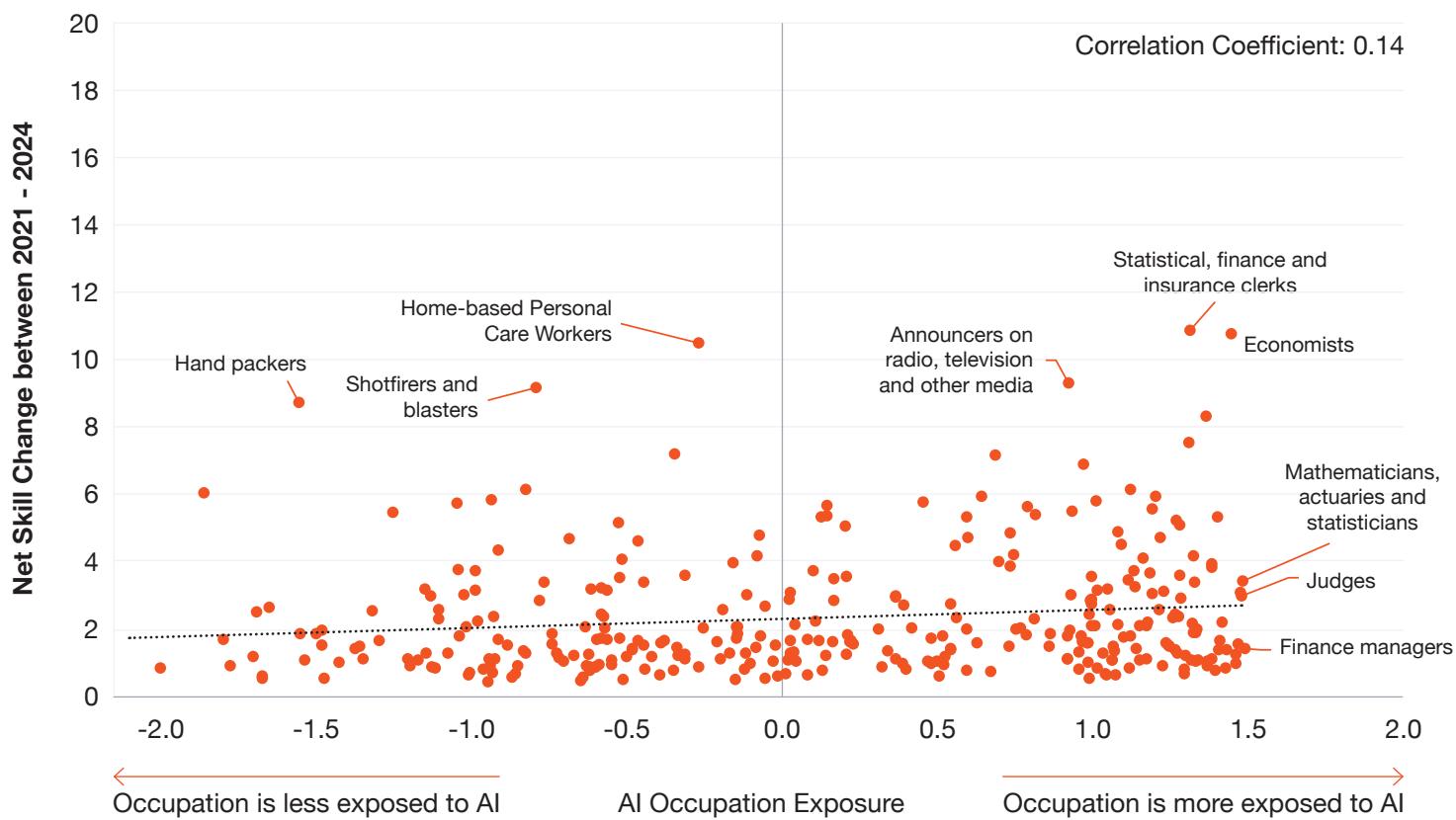
- In Mexico, greater exposure to Generative AI (Gen-AIOE) is associated with faster job posting growth from 2021 to 2024.
- All occupations see positive growth in the number of job postings over this period
- Chief executives, senior officials and legislators saw the highest growth with job postings 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 1.31x greater change in their net skills

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



Sources: PwC analysis, Lightcast data

Key findings

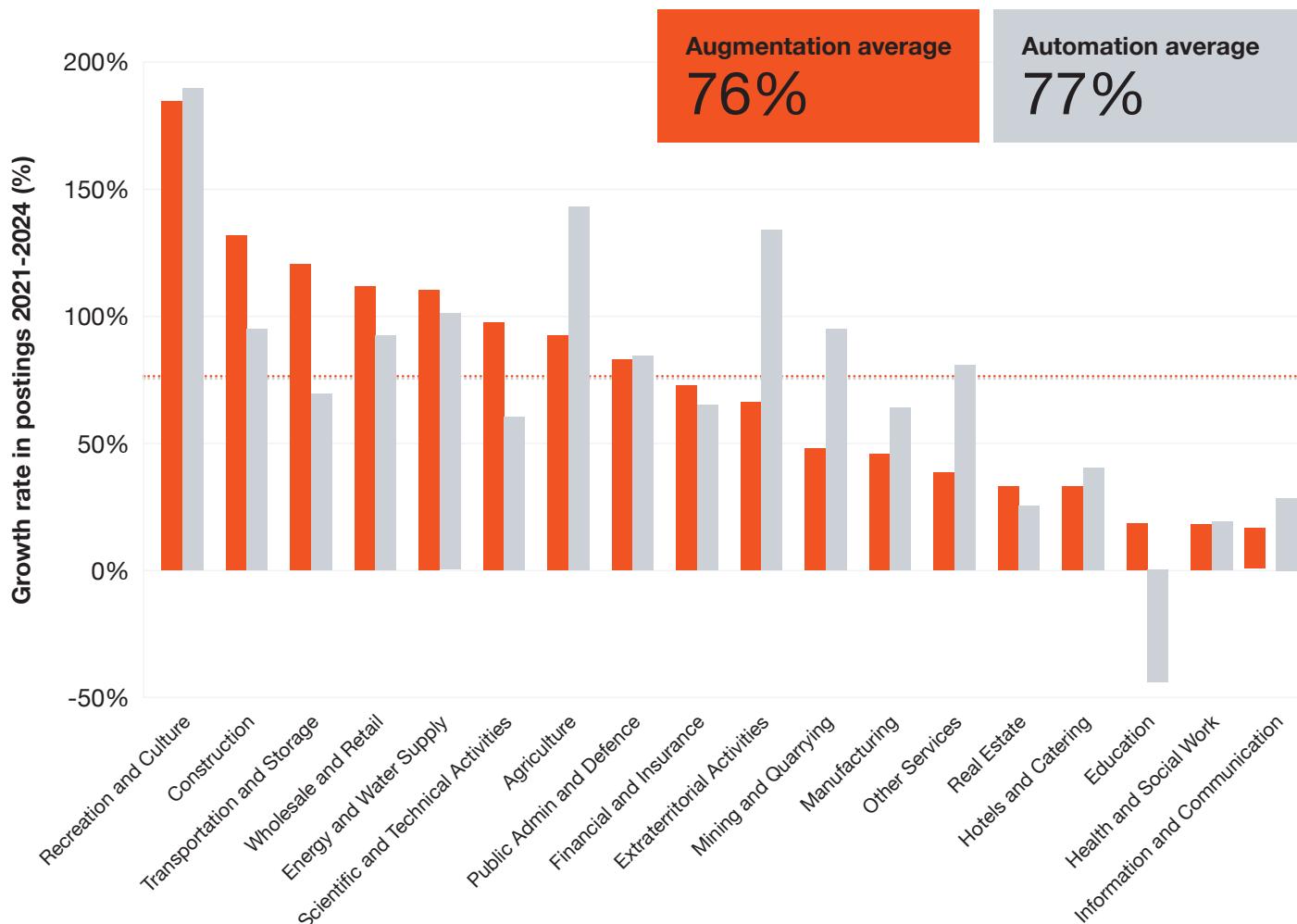
- Occupations with higher AI exposure show a positive correlation with net skill changes from 2021 to 2024.
- Occupations with low AI exposure generally show smaller net skill change with the bottom quartile experiencing an average net skill change of 2.0 compared to the top quartile's 2.6 (31% higher).
- 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

In most industries, both AI-augmented and AI-automated jobs are growing

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



Key findings

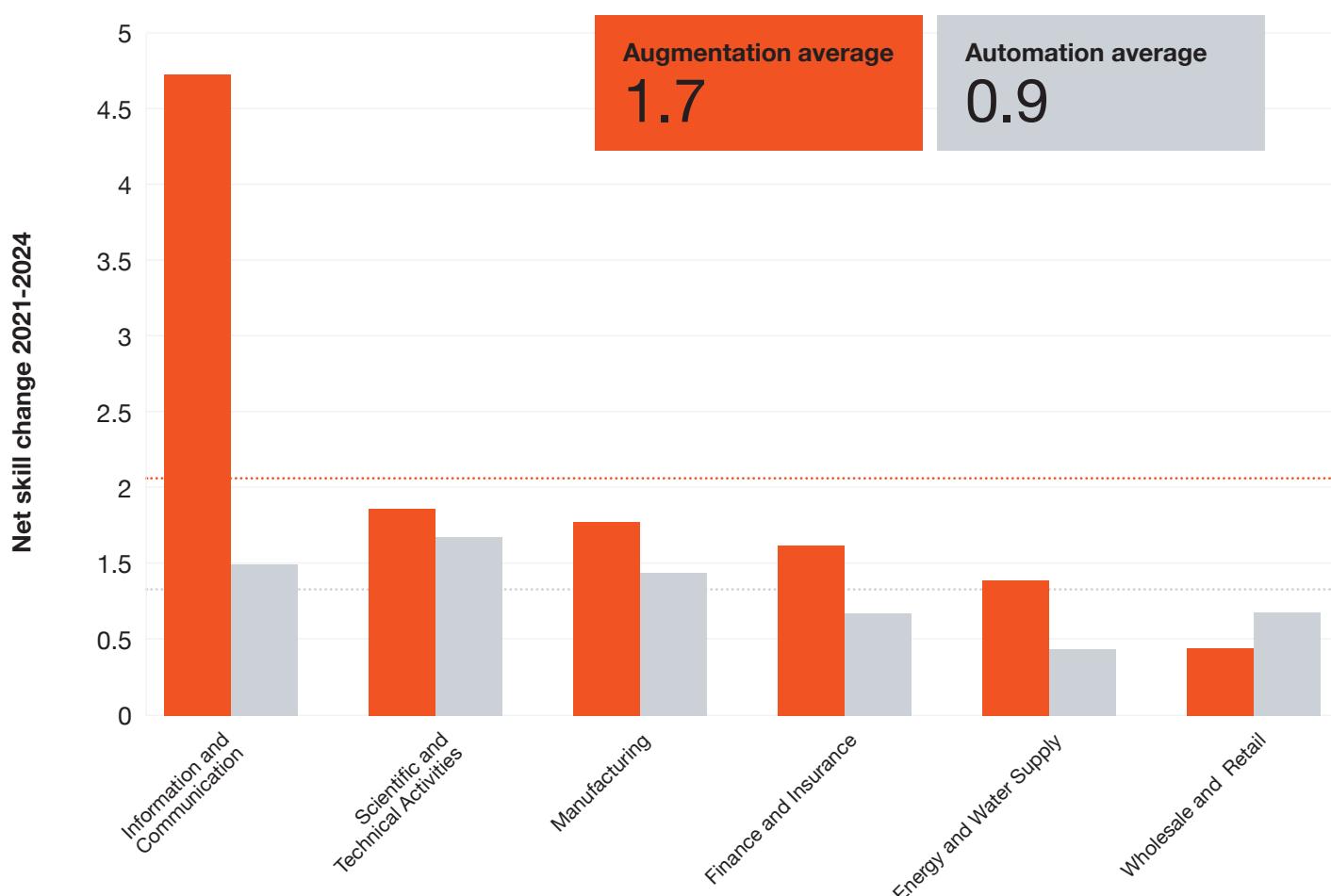
- For most industries growth rates for both automation and augmentation exposed jobs have been broadly similar, with Agriculture, Extraterritorial Activities and Mining and Quarrying much more exposed to automation.

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.

Mexico sees a higher skill change for augmentation jobs, led by the large changes in the information & communication sector

Net skill change for automated and augmented jobs by sector, Mexico, 2021-2024



Key findings

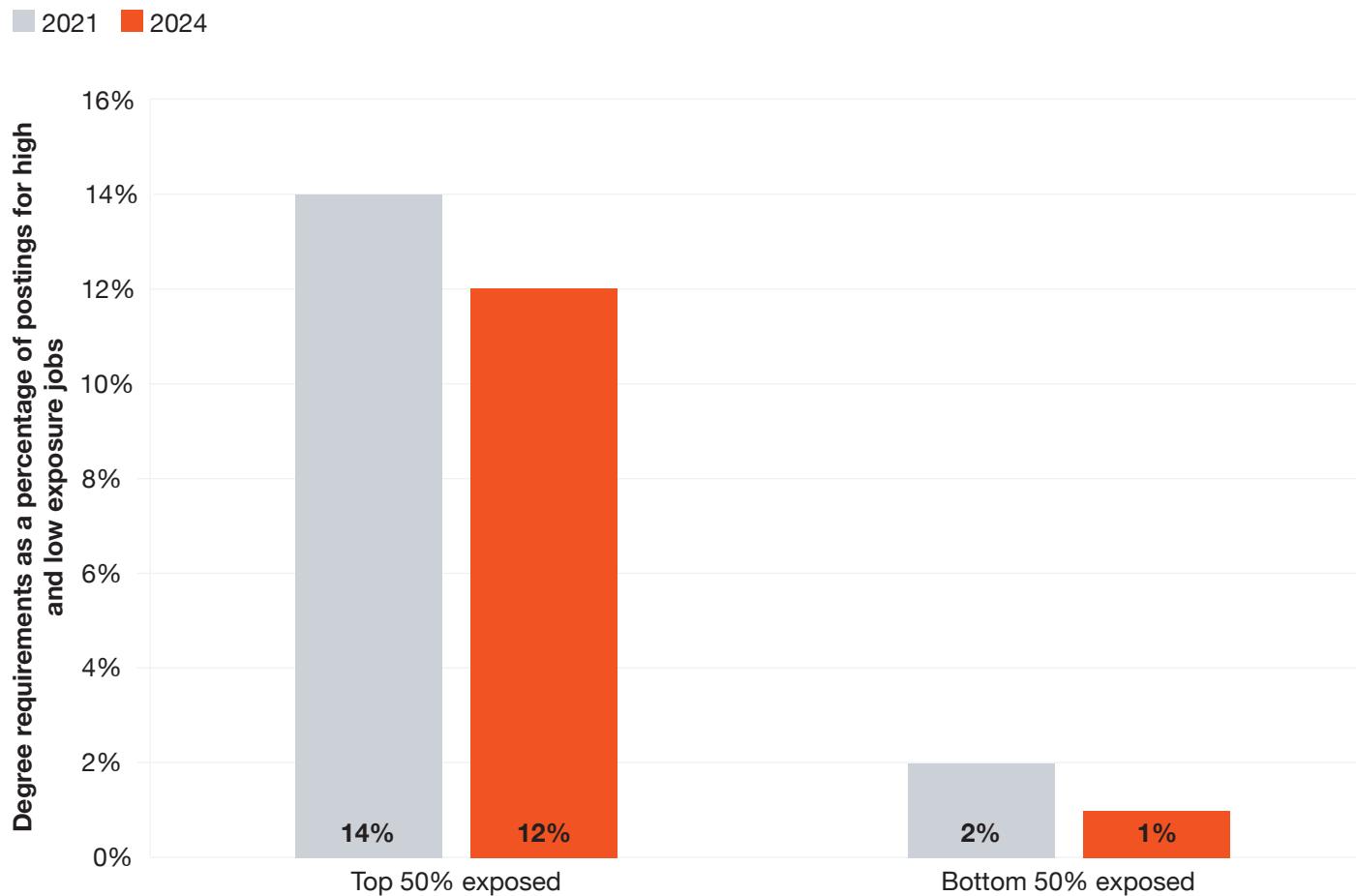
- Augmentation exposed jobs within the Information and Communication sector have seen a large net skill change at 1.7, this suggests that, with high levels of AI uptake, skill demands in the ICT sector are shifting faster compared to the other industries.

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.

Degree requirements for AI exposed jobs have fallen to 12%, but remain higher than requirements in less exposed jobs

Degree requirements for jobs with high and low AI exposure, Mexico, 2021-2024



Key findings

- Jobs with high AI exposure in Mexico have seen a decrease in degree requirements, falling 2pp from 14% in 2021 to 12% in 2024.
- The gap between high and low AI-exposure jobs has fallen by 1pp, however jobs in the top half of exposure require a degree more than six times as often.

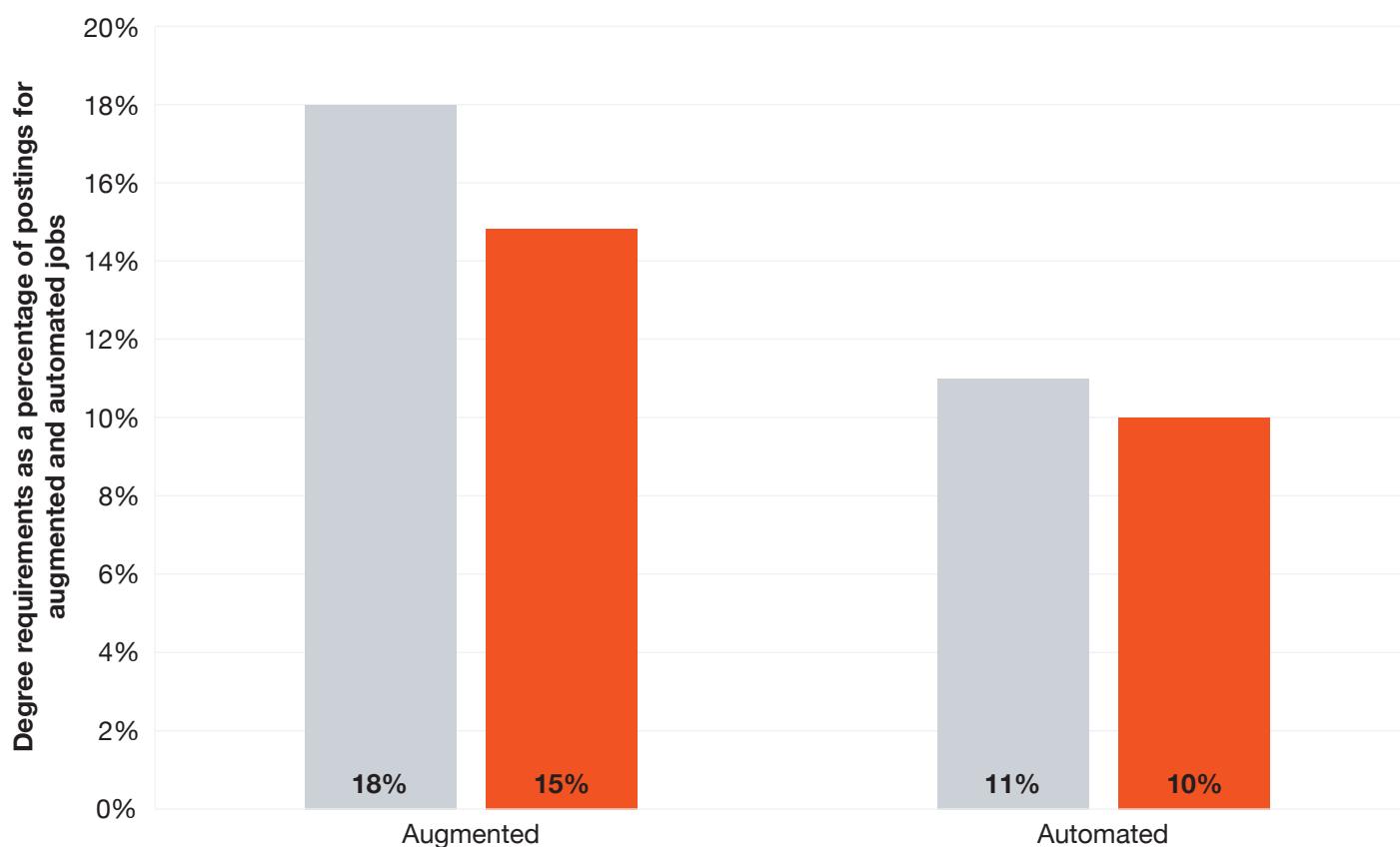
Notes

- 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 for jobs more exposed to augmentation have fallen to 15%, remaining marginally higher than automated jobs

Degree requirements for jobs more exposed to Augmentation and Automation, Mexico, 2021-2024

■ 2021 ■ 2024



Key findings

- Jobs exposed to augmentation have seen falling degree requirements between 2021 and 2024, falling from 18% of postings to 15% of postings.
- Similarly, jobs exposed to automation now require less degrees less often (10%) than they did in 2021 (11%)
- Only a minority of augmented and automated jobs in Mexico list degree requirements, showing strong and growing reliance on formal education.

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

Due to data limitations these metrics are not presented for Mexico

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

Partner Sponsors



Joe Atkinson

Global Chief AI Officer,
PwC US

Peter Brown

Global Workforce Leader,
PwC UK

Contributors



Sarah Brown

Global Corporate Affairs and
Communications, Director,
PwC UK

Barret Kupelian

Chief Economist, Director,
PwC UK

Mehdi Sahneh

Economist, Senior Manager,
PwC UK

Simon Oates

UK Economics Leader,
PwC UK

Justine Brown

Global Workforce, Director,
PwC UK

Adam Deasy

Economics, Manager,
PwC UK

Nabil Taleb

Senior Associate,
Economist, PwC UK



Harry Ingham

Economist, Associate,
PwC UK

Gabriela Grobelny

Economist, Senior
Associate, PwC UK

William Feng

Economist, Associate,
PwC UK

Mia Williams

Economist, Associate,
PwC UK

Wilf Rutter

Economist, Associate,
PwC UK

Josh Gould

Economist, Associate,
PwC UK

Advisors



Scott Likens
Global AI and Innovation
Technology Leader, PwC US



Rusbeh Hashemian
EMEA Chief Information
Officer, PwC Germany



Bivek Sharma
Chief AI Officer, PwC UK



Agnieszka Gajewska
Global Government and
Public Services Leader and
PwC Central and Eastern
Europe Clients & Markets
Leader, PwC Poland



Euan Cameron
AI and Emerging Technology
Leader, PwC UK



Prasun Shah
Global CTO Workforce
Consulting & AI
Transformation Leader,
HR Technology &
Transformation, PwC UK



Bastiaan Starink
Workforce, Partner,
PwC Netherlands



Khaled Bin Braik
Consulting Partner and
Emiratisation Leader,
PwC Middle East



Matt Wood
Global and US Commercial
Technology & Innovation
Officer, PwC US



Marlene de Koning
Workforce AI and Innovation
Technology Leader,
PwC Netherlands



Parul Munshi
APAC Workforce
Transformation Leader,
PwC Singapore



Anthony Abbatello
Workforce Transformation
Practice Leader, PwC US



Vishy Narayanan
Asia Pacific Digital & AI
Leader, PwC Malaysia



Anthony Bruce
Global Health Industries
Leader, PwC UK



Farbod Nassiri
HR Transformation Leader,
PwC Canada



Dan Priest
US Chief AI Officer, PwC US



Dr. Vishalli Dongrie
Workforce Advisory Leader,
PwC India



Julia Lamm
Global Workforce Strategy
Leader, PwC US



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