The Fearless Future: 2025 Global AI Jobs Barometer

Netherlands 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.

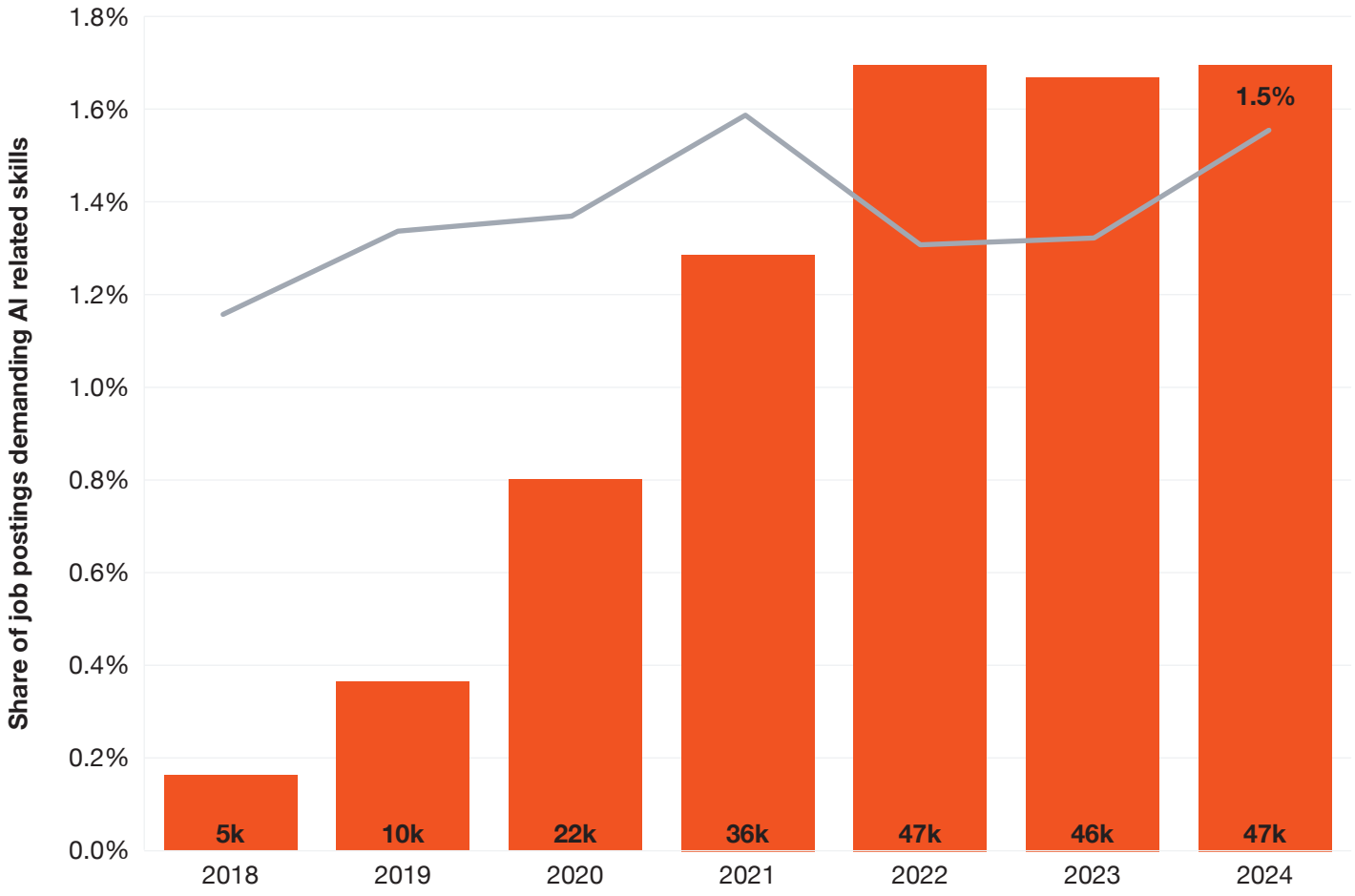
AI is helping to democratise opportunity for people who lack the time or resources to obtain formal degrees. Employer demand for formal degrees is declining particularly quickly for jobs exposed to AI, especially jobs more highly automated by AI.

Please see the global findings report for more insights.

Netherlands Insights

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

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



Sources: PwC analysis, Lightcast data

Key findings

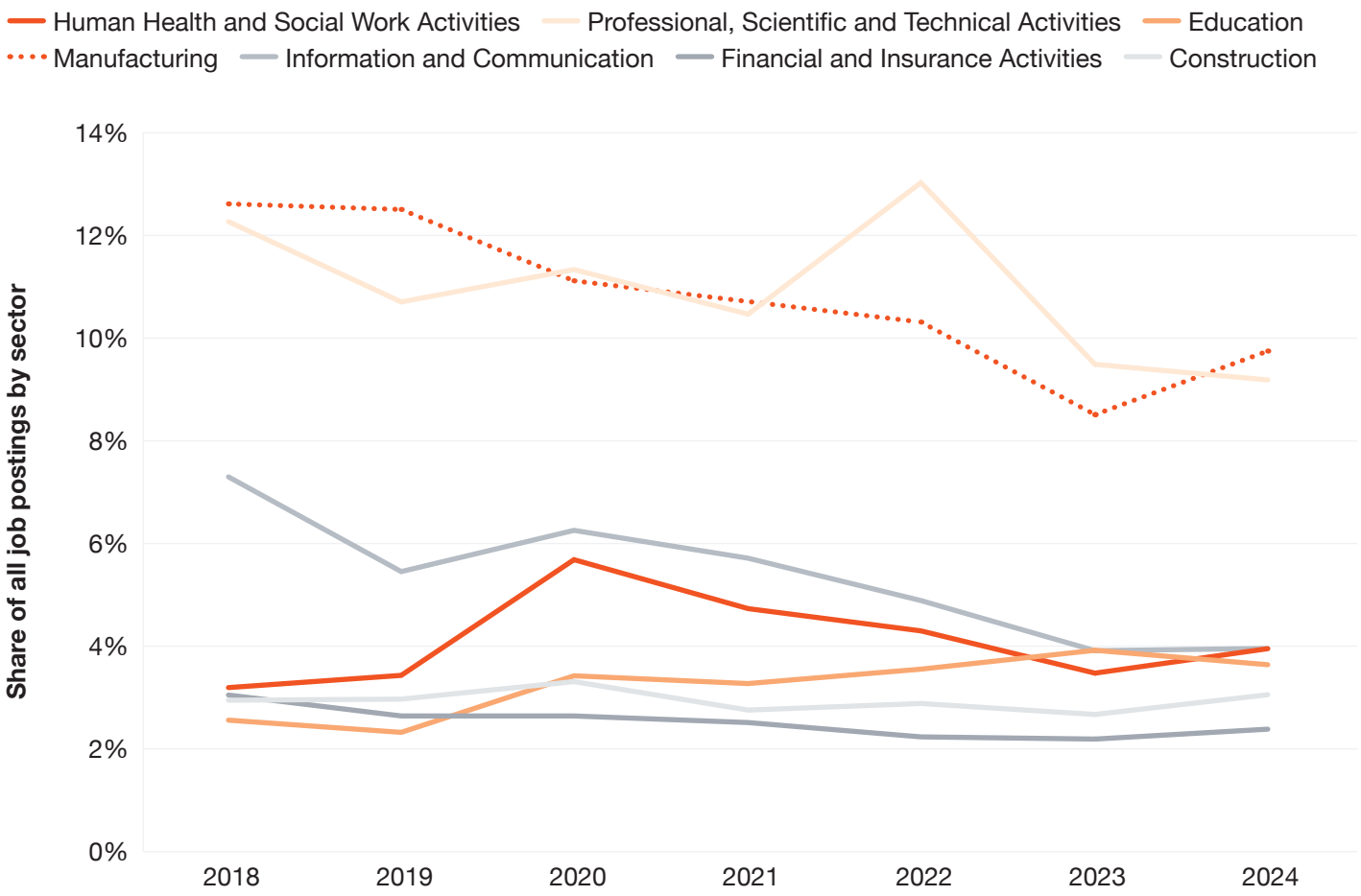
- The share of job postings requiring AI-related skills remained steady year over year from 2018 to 2024.
- The number of AI jobs grew year over year between 2018 and 2022 but appears to have plateaued and has not seen substantial growth since.
- Despite a weaker Dutch job market with fewer roles being posted, AI job postings increased slightly between 2023 and 2024. The share of AI-related jobs increased significantly, this indicates a continued high demand for AI skills.

Notes

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

Since 2021 Manufacturing and Professional Services have maintained a dominant share of job postings in the Netherlands

Share of all job postings by sector, The Netherlands, 2018-2024



Sources: PwC analysis, Lightcast data

Key findings

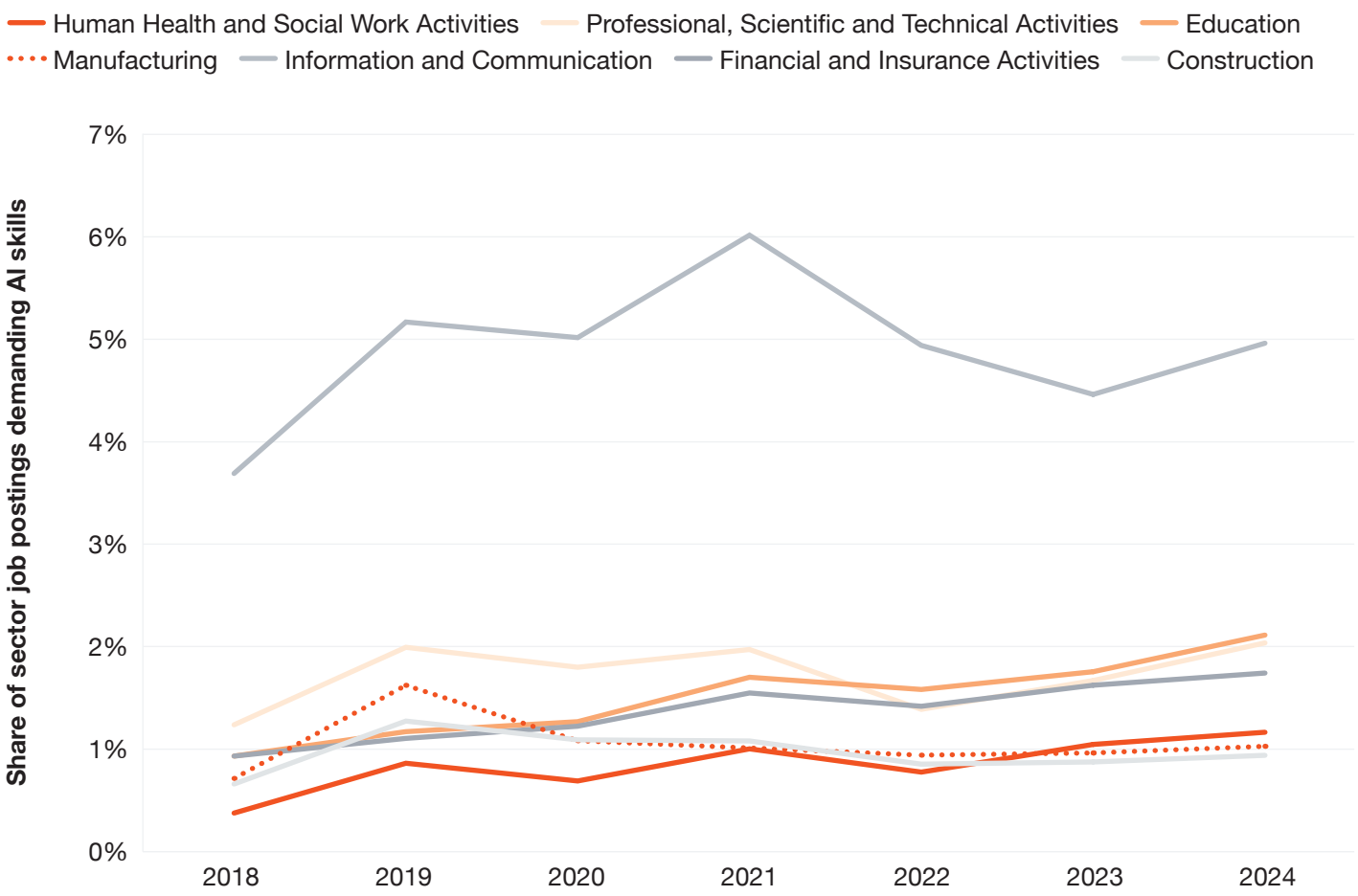
- Manufacturing jobs have the highest share of job postings at 9.8%, marginally exceeding Professional services in 2024 which contracted from 9.5% to 9.2%.
- The job share of the Education sector expanded year over year from 2018 to 2023, however contracted during 2023. This mirrored trends in the ICT and Health & Social sectors which contracted between 2018 and 2023 before increasing marginally in 2024.

Notes

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

The information and communication sector is leading AI adoption in the Netherlands, with 5% of job postings requiring AI skills

Share of AI job postings by sector, The Netherlands, 2018-2024



Sources: PwC analysis, Lightcast data

Key findings

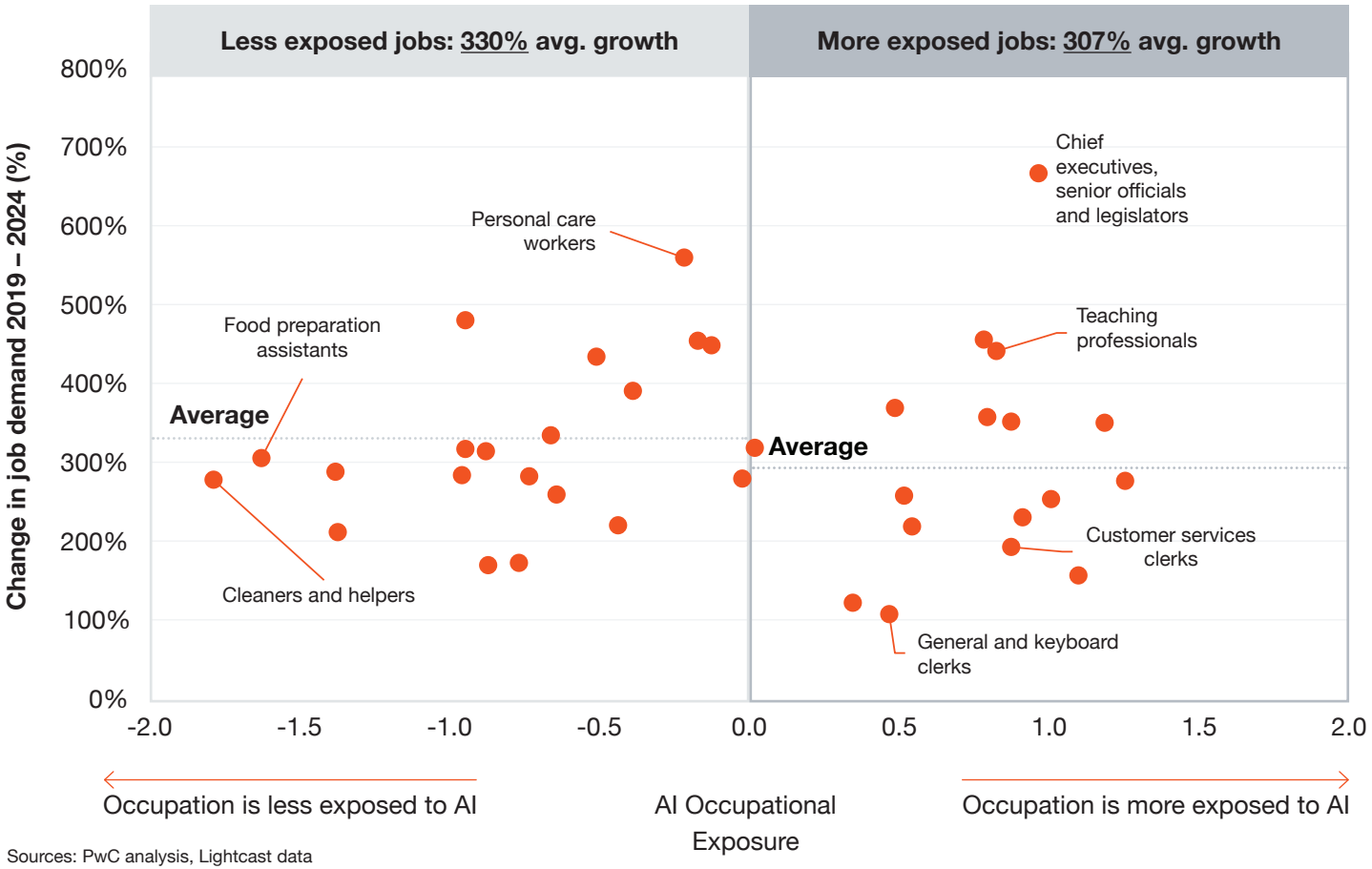
- The Information and Communication sector requires a higher proportion of AI skilled workers than any other sector, yet has seen little growth in requirements since 2018
- AI skill requirements in the Education and Professional services sectors have slowly increased over the last 6 years, with demands in education roughly doubling from 0.9% to 2.1%

Notes

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

Job numbers in AI-exposed occupations have grown 307% since 2019 - including positive growth in every type of occupation

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



Sources: PwC analysis, Lightcast data

Key findings

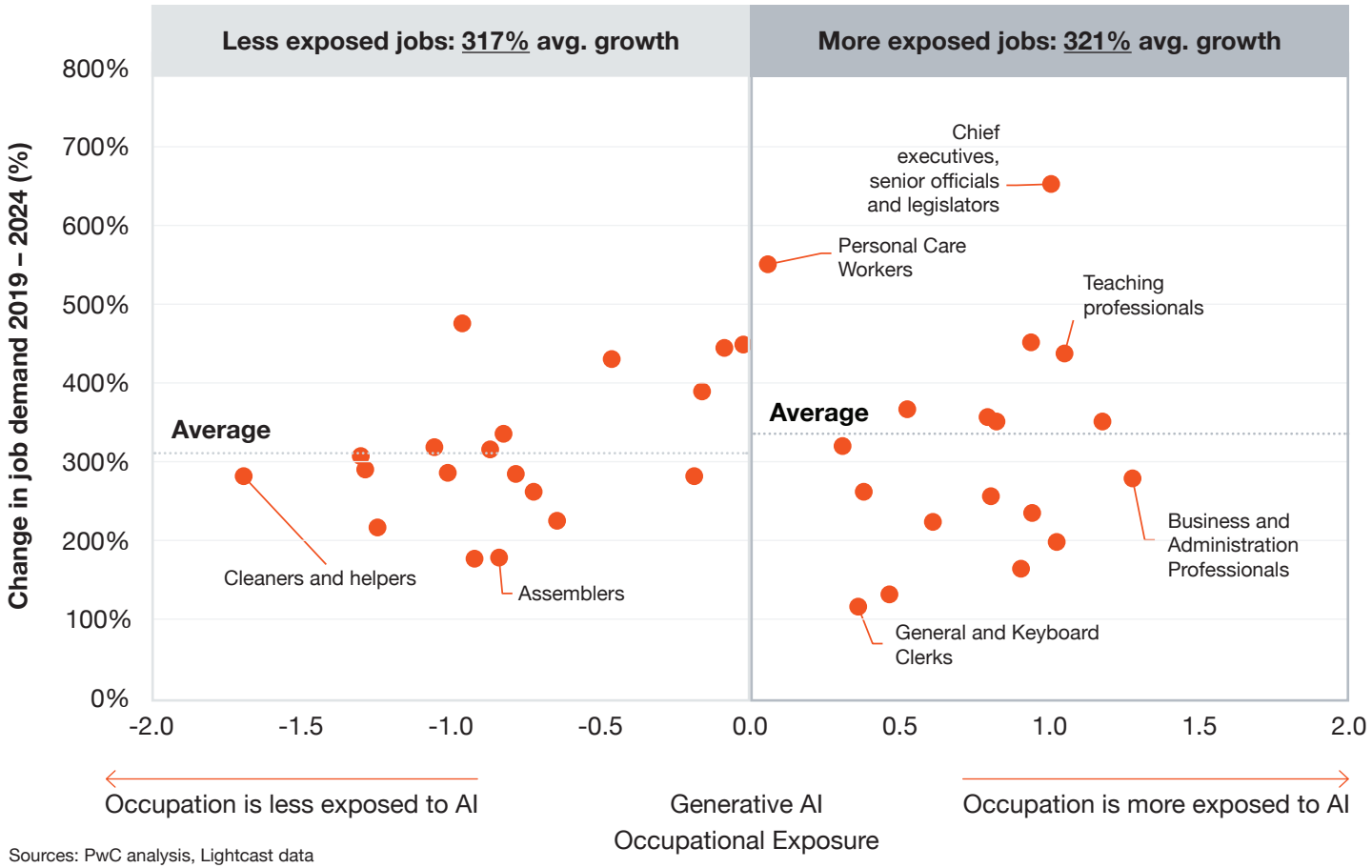
- In the Netherlands, higher AI occupational exposure (AIOE) is linked to slower job posting growth between 2019 and 2024.
- All occupations in the Netherlands have seen positive job growth regardless of their occupational exposure

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 321% since 2019 - including positive growth in every type of occupation

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



Sources: PwC analysis, Lightcast data

Key findings

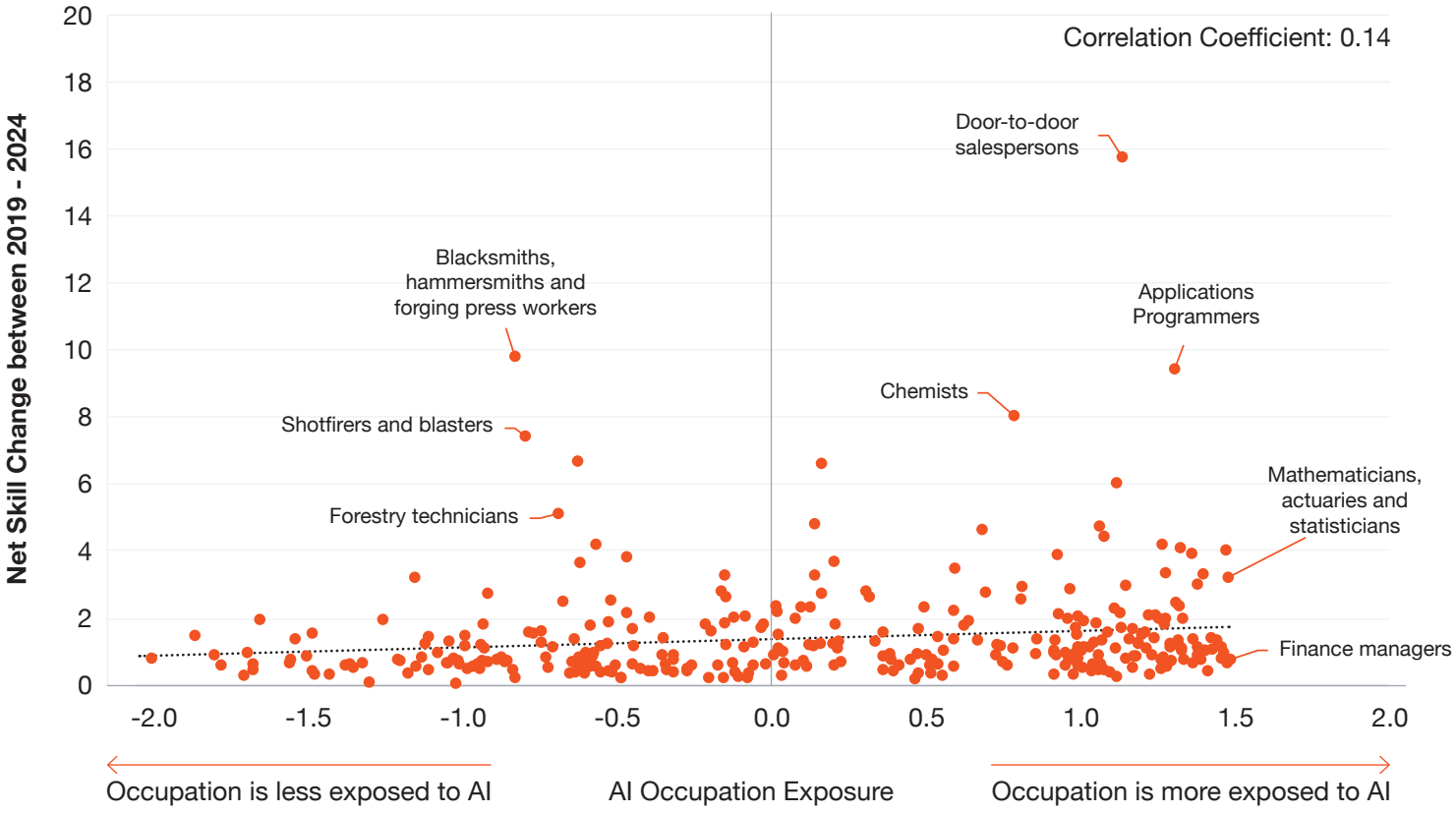
- In the Netherlands, greater exposure to Generative AI (Gen-AIOE) is associated with faster job posting growth from 2019 to 2024.
- Overall, the average change in job postings is positive and while jobs with lower Gen-AIOE have seen a smaller increase, they still grew in aggregate

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.

Occupations which are most exposed to AI have seen a 1.43x greater change in demanded skills

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



Sources: PwC analysis, Lightcast data

Key findings

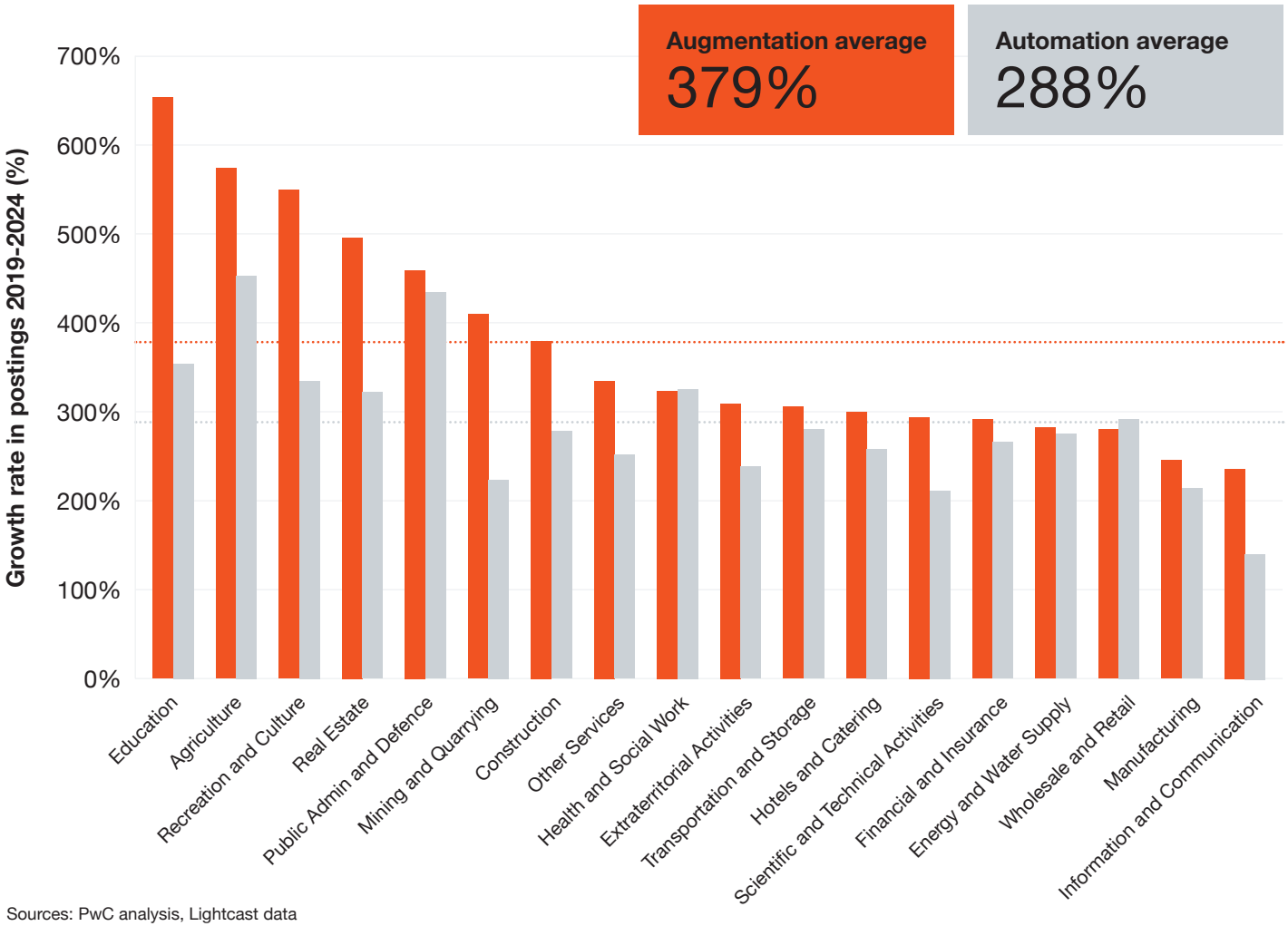
- Occupations with higher AI exposure show a positive correlation with net skill change from 2019 to 2024
- Occupations with low AI exposure experience an average net skill change of 1.3 compared to the top quartile's 1.8, suggesting that roles less affected by AI have remained more stable in their skill requirements
- The top quartile experiences a 43% higher rate of net skill change compared to the bottom quartile, further highlighting the greater impact of AI on skill evolution in highly exposed occupations

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

Jobs exposed to AI augmentation are growing faster than those exposed to AI automation

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



Sources: PwC analysis, Lightcast data

Key findings

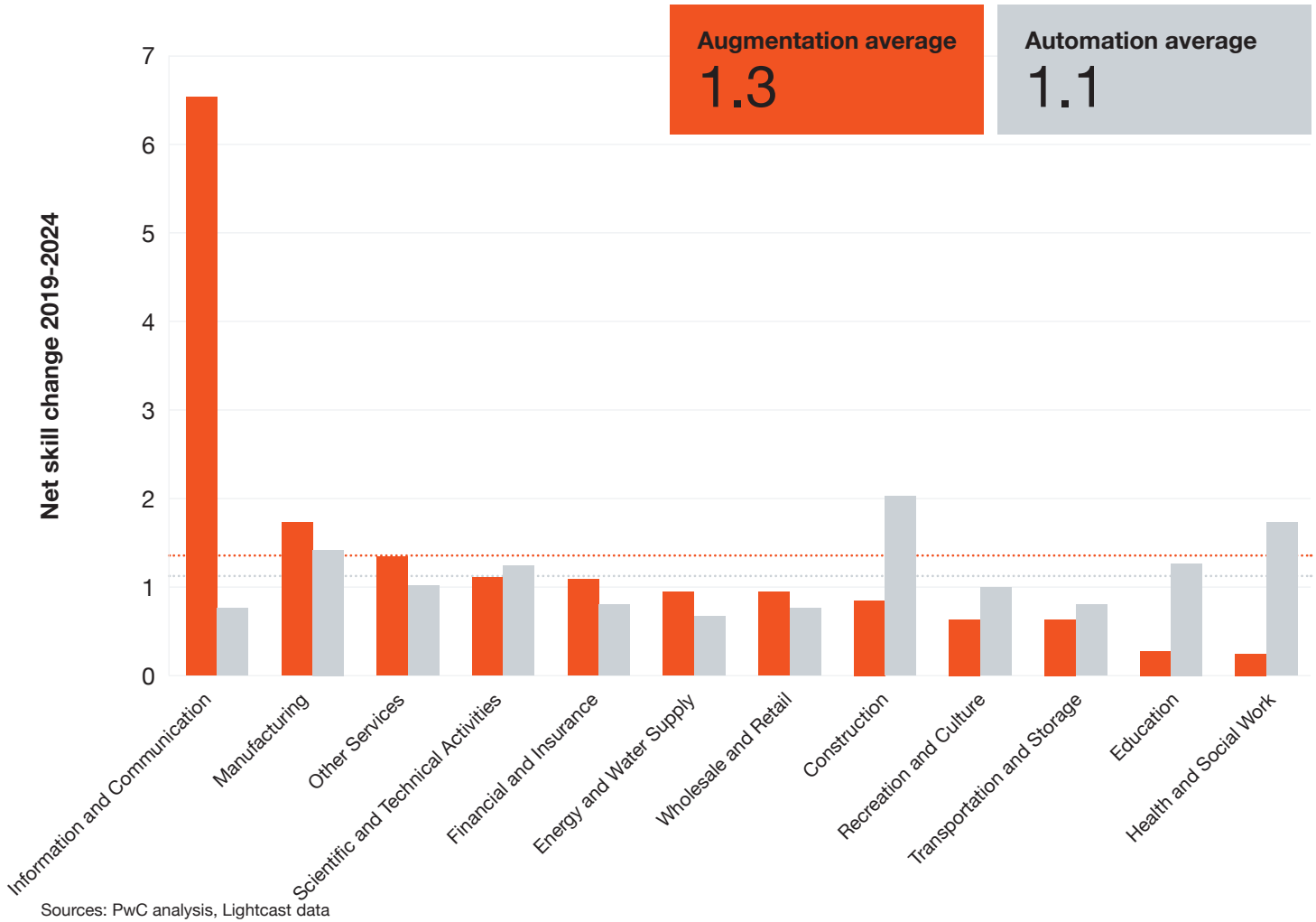
- Augmentation exposed jobs have seen much higher job growth across almost all sectors than automation exposed jobs, reflecting demand for workers who are enhanced by AI.
- Education, Agriculture, and Recreation and Culture show the highest augmentation job posting growth rates, all at above 500% since 2019.

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.

Information and Communication outpaces other sectors for augmentation skills change, while other sectors are less dynamic

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



Sources: PwC analysis, Lightcast data

Key findings

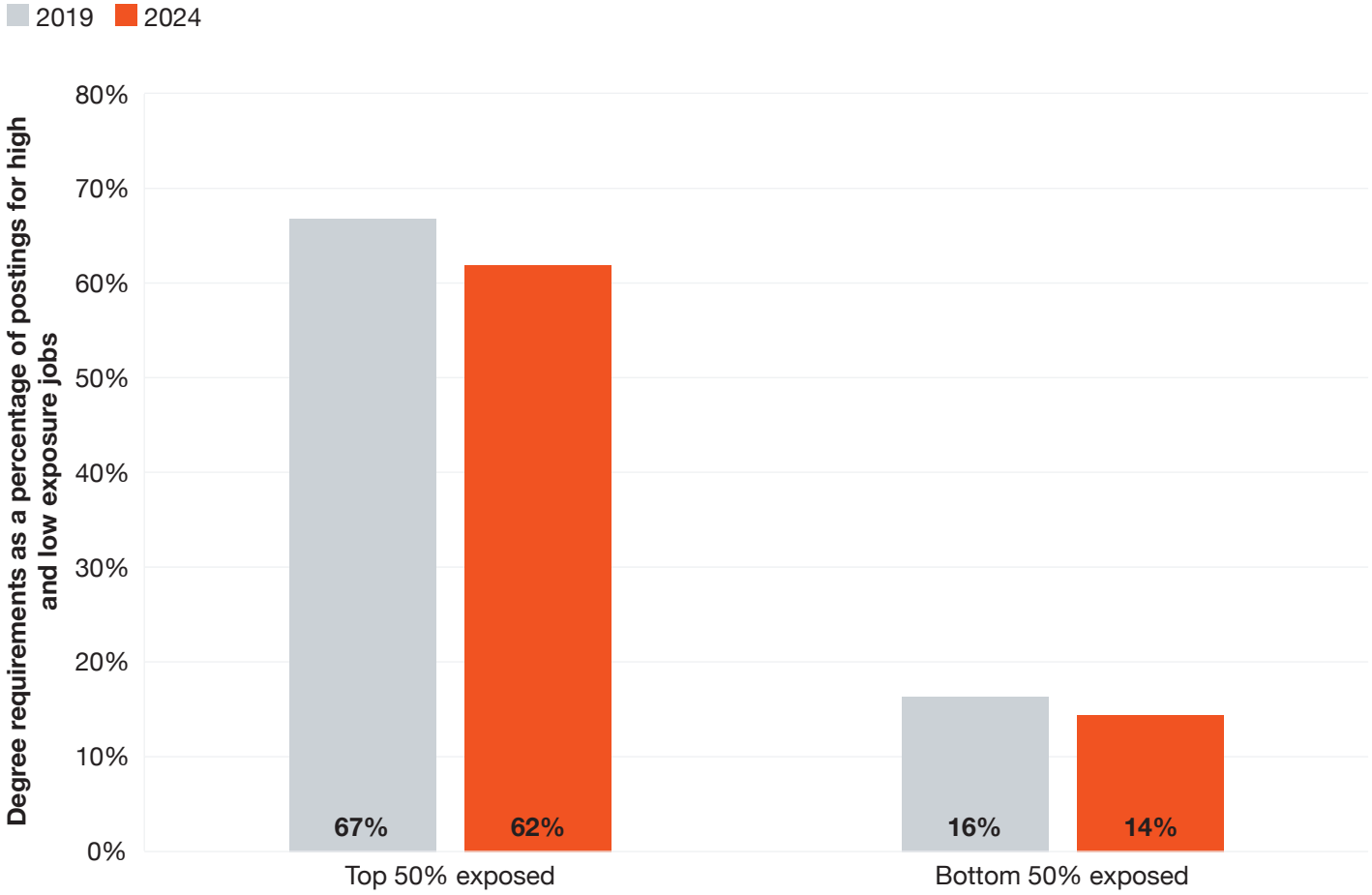
- Augmentation exposed jobs within the Information and Communication sector have seen large net skill change at over 6, this suggests that, with high levels of AI adoption, skill demands in the ICT sector are shifting fast.
- The Education and Health & Social sectors have seen much slower than average augmentation skill change, possibly reflective of their low AI adoption leading to little drive for new skills.

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.

Degree requirements for AI exposed jobs have fallen to 62%, while lower-exposure jobs continue to require degrees much less often

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



Sources: PwC analysis, Lightcast data

Key findings

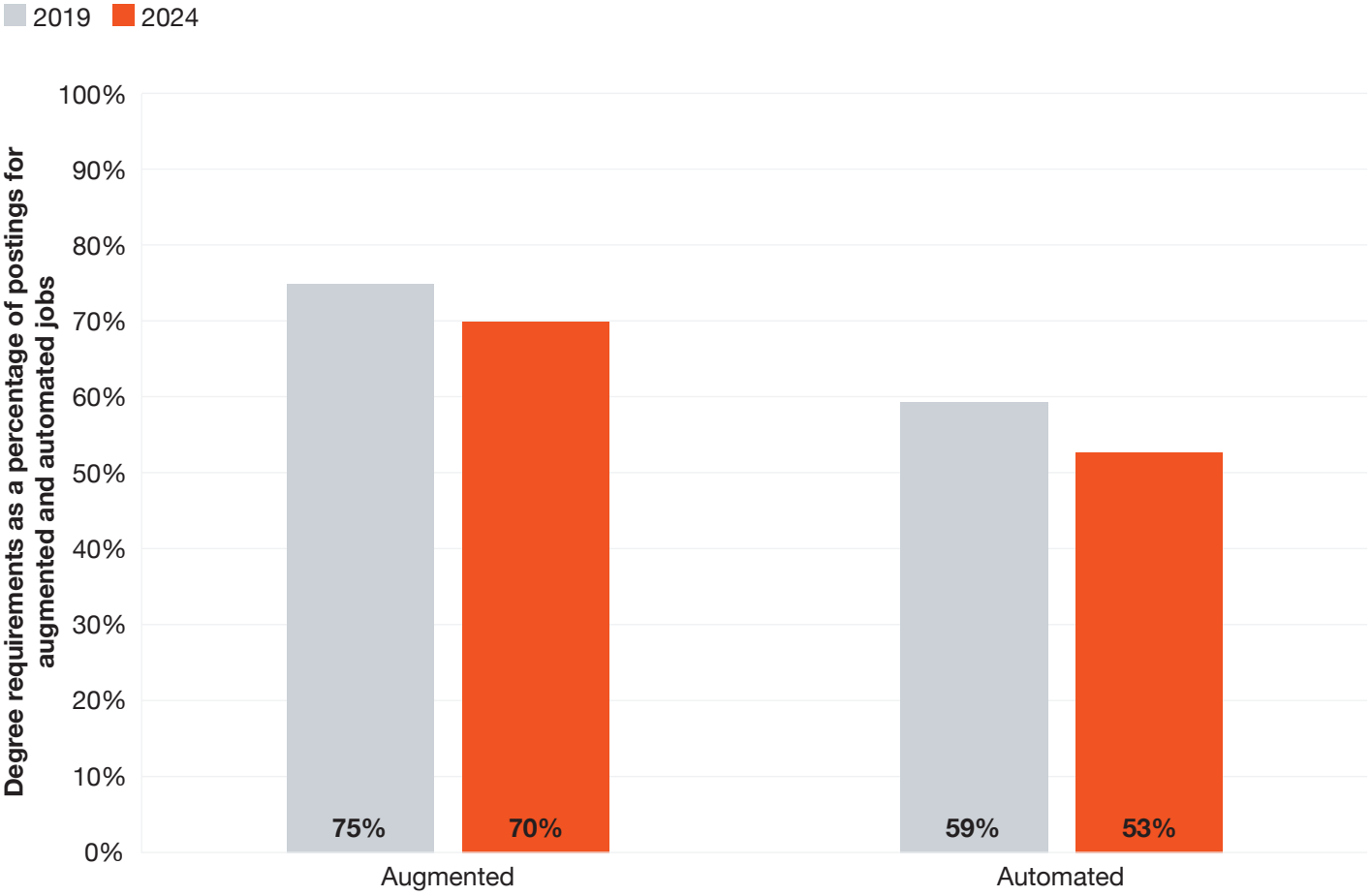
- Jobs with high AI exposure in the Netherlands have seen a decrease in degree requirements, falling 5pp from 67% in 2019 to 62% in 2024.
- Similarly, jobs with lower AI exposure have experienced declining degree requirements, dropping 2pp from 16% in 2019 to 14% in 2024.
- Overall, this shows a shift towards skills-based hiring in the Netherlands, however the top half of exposure still require degrees more than four 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 by 5pp, while automated jobs have fallen 12pp

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



Sources: PwC analysis, Lightcast data

Key findings

- Jobs exposed to augmentation have seen falling degree requirements between 2019 and 2024, declining from 75% of postings to 70% of postings.
- Similarly, jobs exposed to automation now require degrees less often (53%) than they did in 2019 (59%)
- Over half of augmented and automated jobs in the Netherlands still list degree requirements, showing continued 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 the Netherlands

Unavailable metrics:

- Number of jobs postings relative to 2012 split by quartile AI exposure is unavailable due to data not being available from 2012

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