The Fearless Future: 2025 Global AI Jobs Barometer

New Zealand 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.

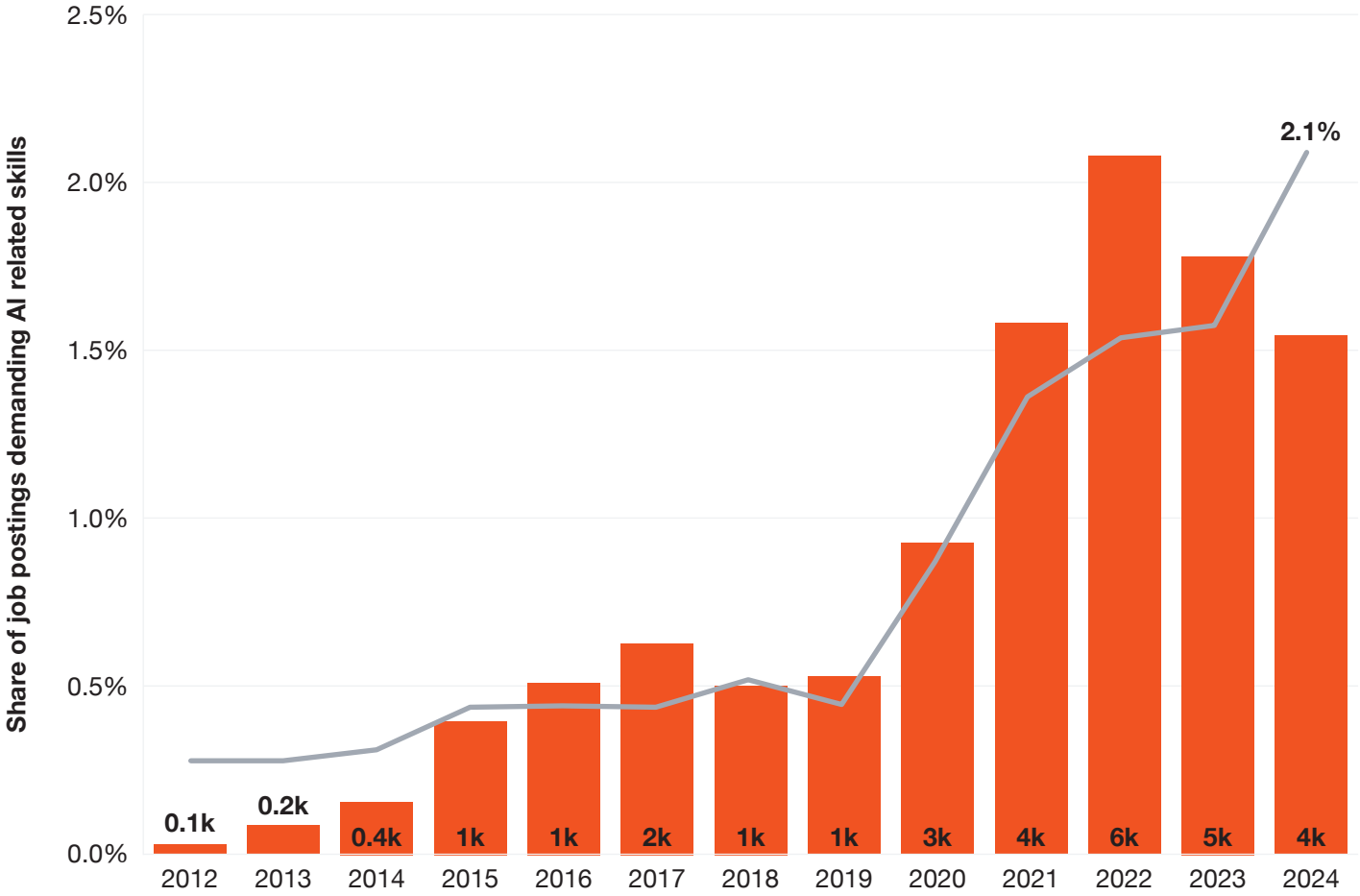
AI is helping to democratise opportunity for people who lack the time or resources to obtain formal degrees. Employer demand for formal degrees is declining particularly quickly for jobs exposed to AI, especially jobs more highly automated by AI.

Please see the global findings report for more insights.

New Zealand Insights

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

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



Sources: PwC analysis, Lightcast data

Key findings

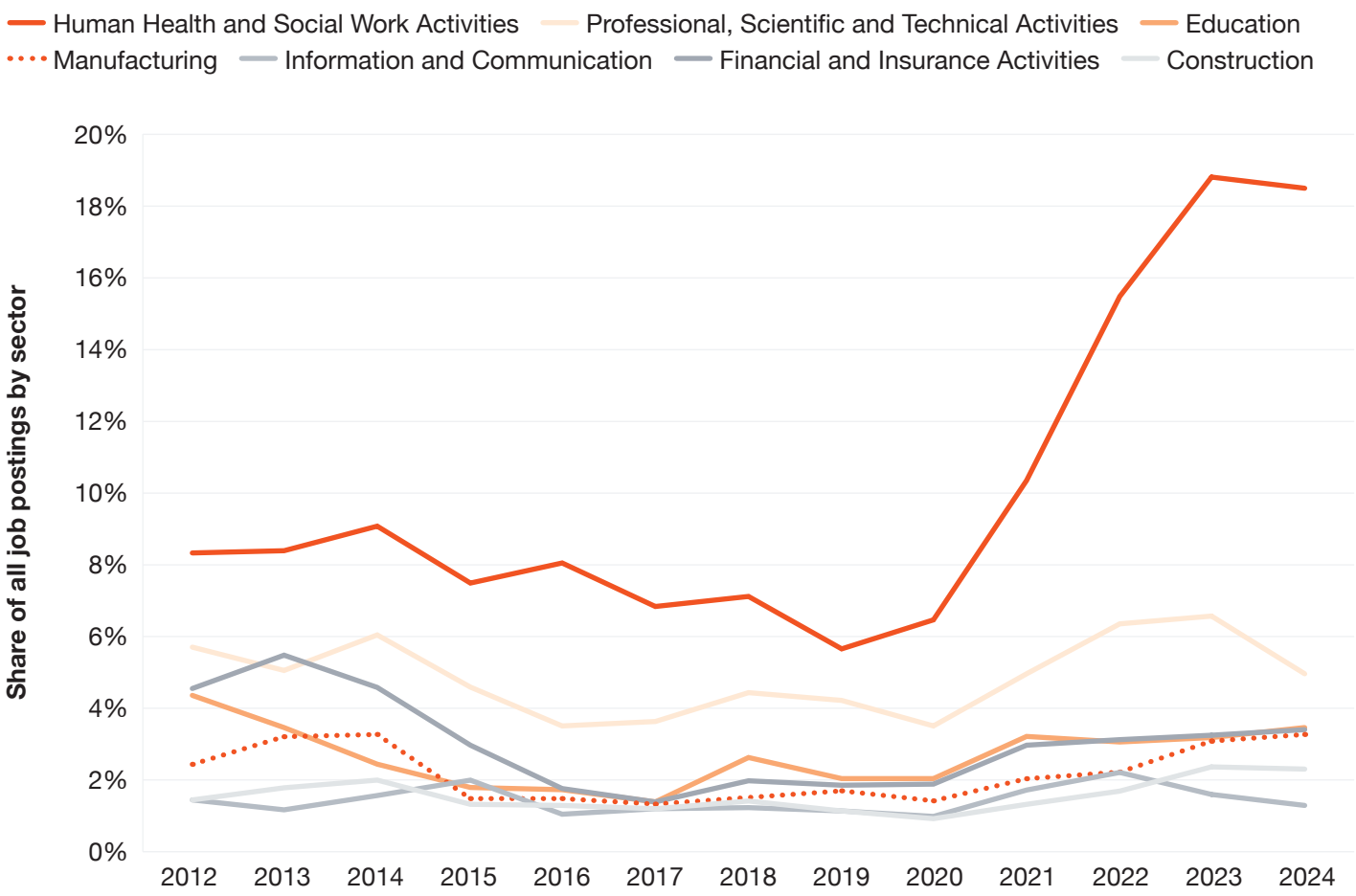
- The share of job postings requiring AI-related skills steadily increased from 2012 to 2024.
- This was also the case for the total number of AI jobs, which peaked at 6k in 2022.
- Despite a weaker job market in New Zealand with fewer roles being posted, the share of AI-related jobs increased significantly, with only a small drop in AI jobs postings. This indicates relative strength in the demand for AI skills

Notes

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

Since 2012, the Health and Social sector has remained the leading employer, exhibiting the highest demand for workers

Share of all job postings by sector, New Zealand, 2012-2024



Sources: PwC analysis, Lightcast data

Key findings

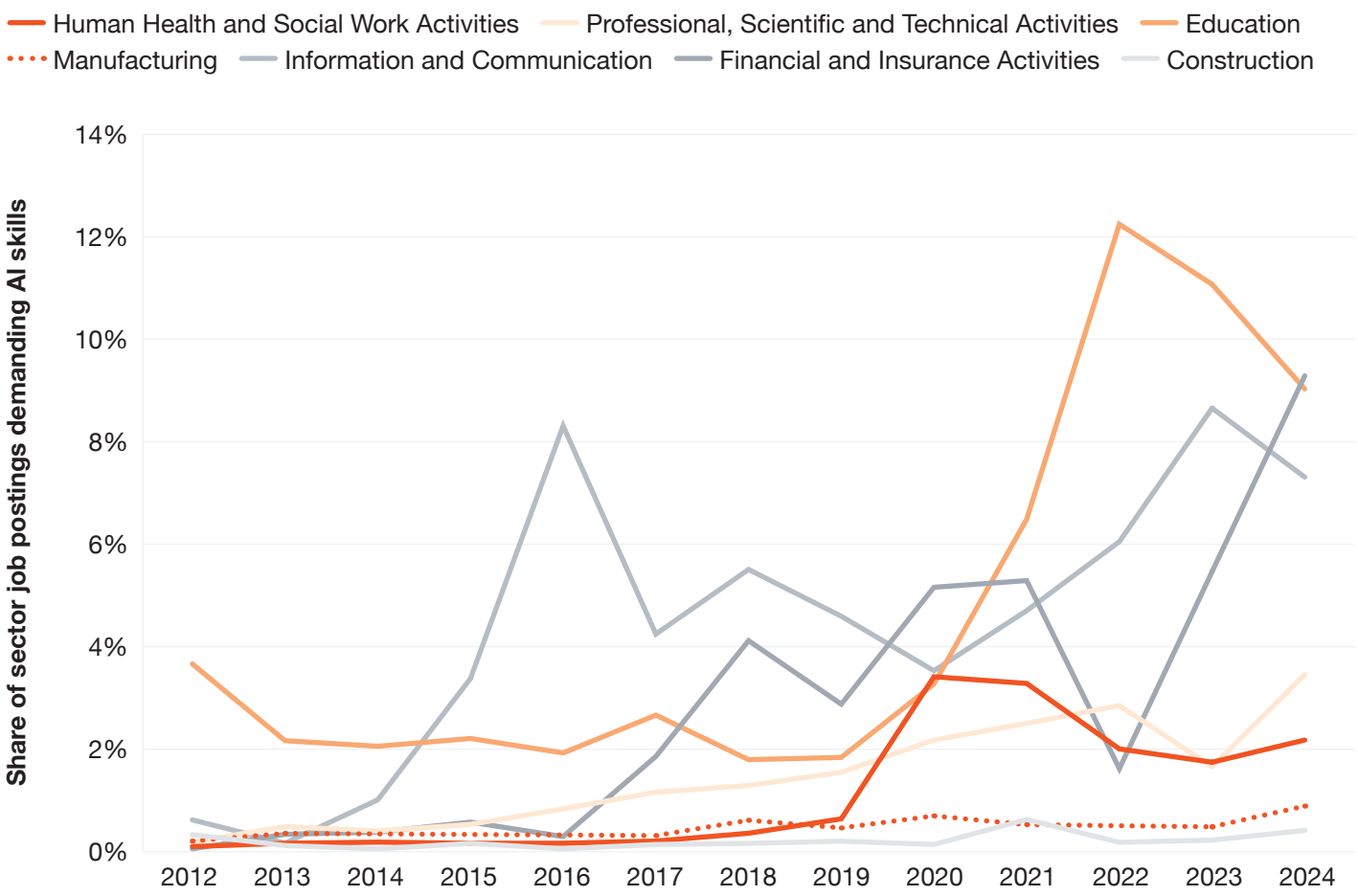
- The proportion of job vacancies in the Health and Social sector decreased year over year between 2012 and 2019, but saw a strong increase afterwards, from 5.6% to 18.5% between 2019 and 2024
- The Professional services sector holds the second-largest share of job postings, shrinking from 5.7% in 2012 to 5.0% in 2024, reflecting a decline in demand for skilled professionals.

Notes

- The number of uncategorised jobs changes over time, causing shifts in the shares of other sectors in our data.
- In this chart we focus on the key 7 economic sectors in New Zealand.

The financial services and education sectors are leading AI adoption in New Zealand, with over 9% of jobs in these sectors requiring AI skills

Share of AI job postings by sector, New Zealand, 2012-2024



Sources: PwC analysis, Lightcast data

Key findings

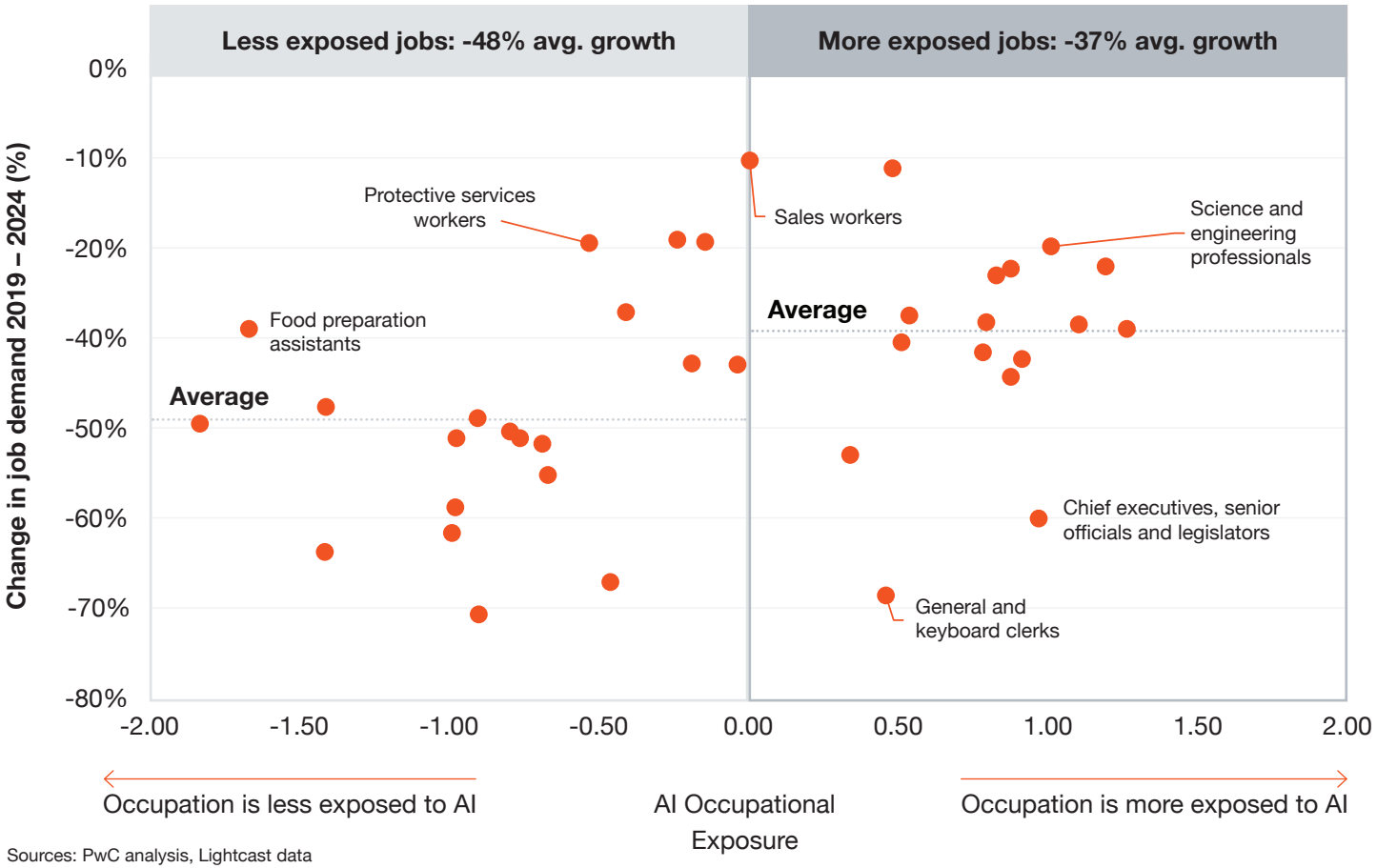
- Financial services overtook education as the leader in AI skills requirements per job posting in 2024 at 9.3% compared to 9.0%, with education still falling from its 2022 peak of 12.3%.
- Professional services and Health and Social have seen gradual AI adoption but are yet to experience the explosive growth seen in other sectors.
- Manufacturing and Construction remain the lowest adopters of AI, with less than 1% of jobs in these sectors requiring AI skills.

Notes

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

There is positive correlation between AI occupational exposure and job posting growth in New Zealand, however all jobs saw falling postings

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



Sources: PwC analysis, Lightcast data

Key findings

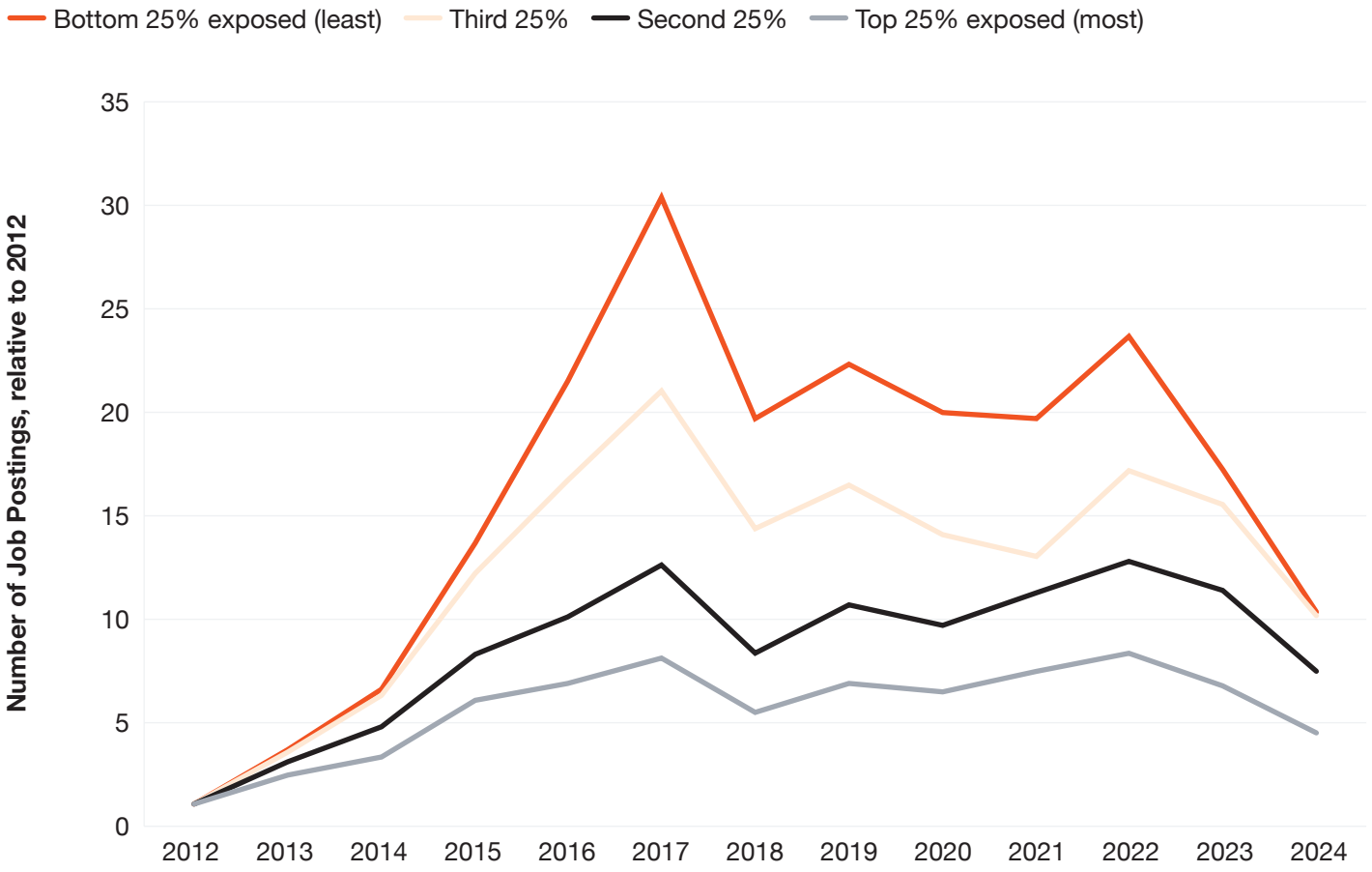
- In New Zealand, higher AI occupational exposure (AIOE) is linked to slower job posting growth between 2019 and 2024.
- Despite the positive trend between AIOE and job posting growth, all occupations have seen a reduction in job postings between 2019 and 2024.

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

The least AI exposed jobs grew the fastest between 2012 and 2017, however since then the gap has closed

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



Sources: PwC analysis, Lightcast data

Key findings

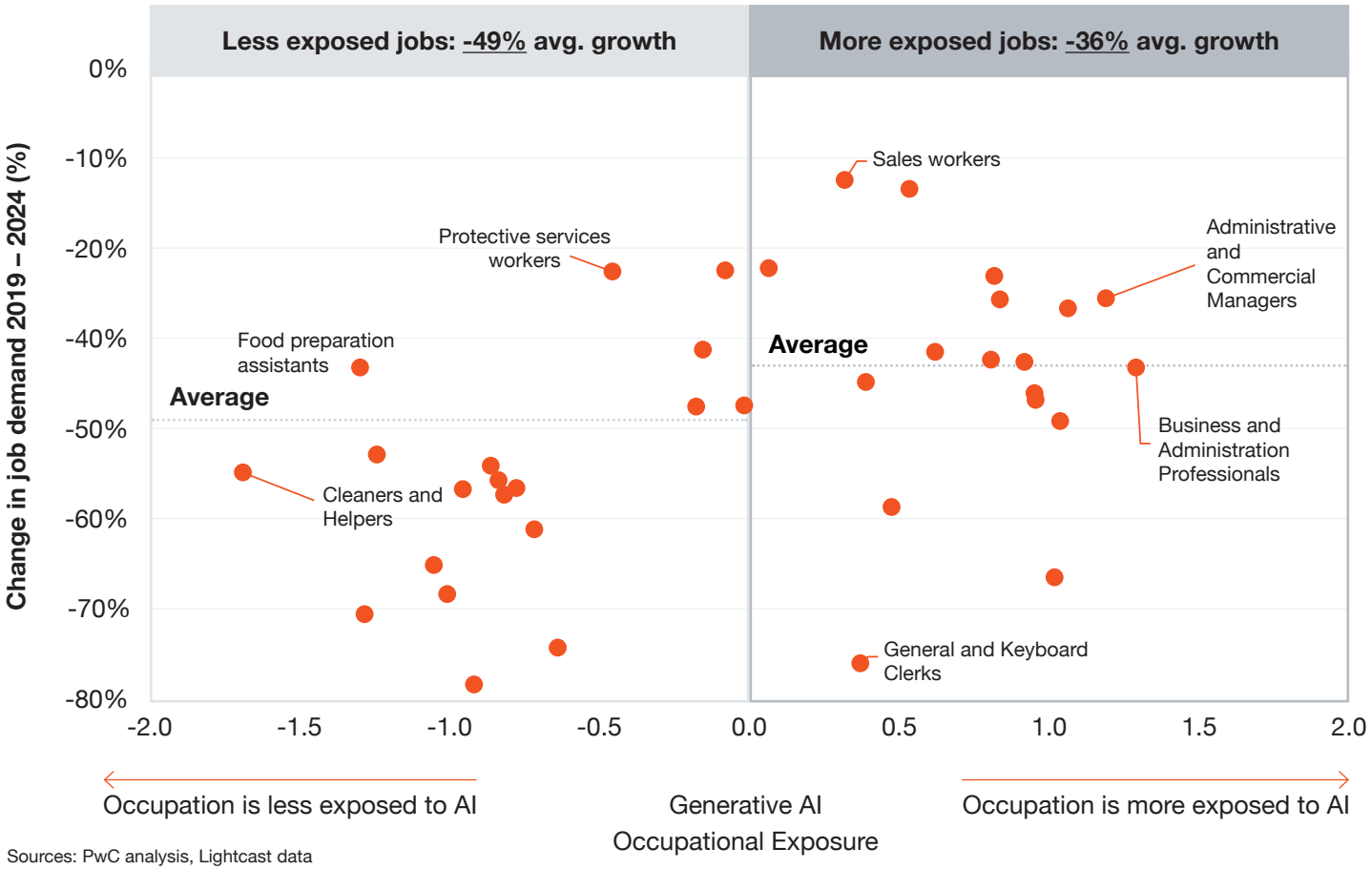
- Between 2012 and 2017 New Zealand saw a widening gap in job posting growth between jobs most and least exposed to AI.
- Since 2017 none of the exposure quartiles have seen sustained growth, with the least exposed quartiles seeing a significant contraction in their number of postings.
- Between 2012 and 2024, the number of postings in the least exposed quartile grew 10.3x, compared to the most exposed quartile which saw 4.5x growth.

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

Occupations which are highly exposed to Generative AI have experienced a smaller decline in their number of job postings

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



Sources: PwC analysis, Lightcast data

Key findings

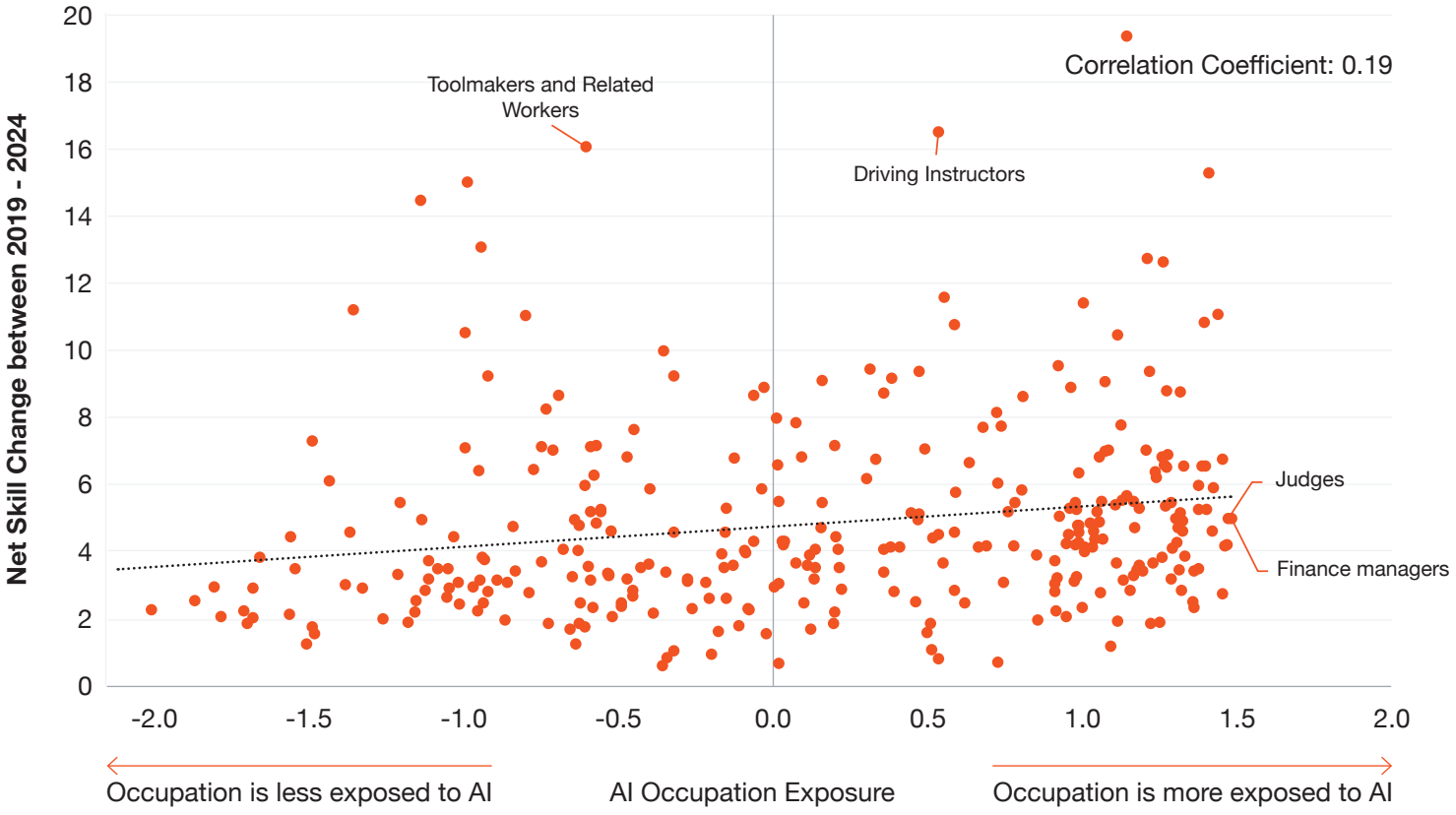
- In New Zealand, greater exposure to Generate AI (Gen-AIOE) is associated with a smaller job posting decline from 2019 to 2024
- Despite the positive trend between Gen-AIOE and job posting growth, all occupations saw a reduction in job postings between 2019 and 2024.

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.

Which are most exposed to AI have seen a 1.27x greater change in demanded skills

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



Sources: PwC analysis, Lightcast data

Key findings

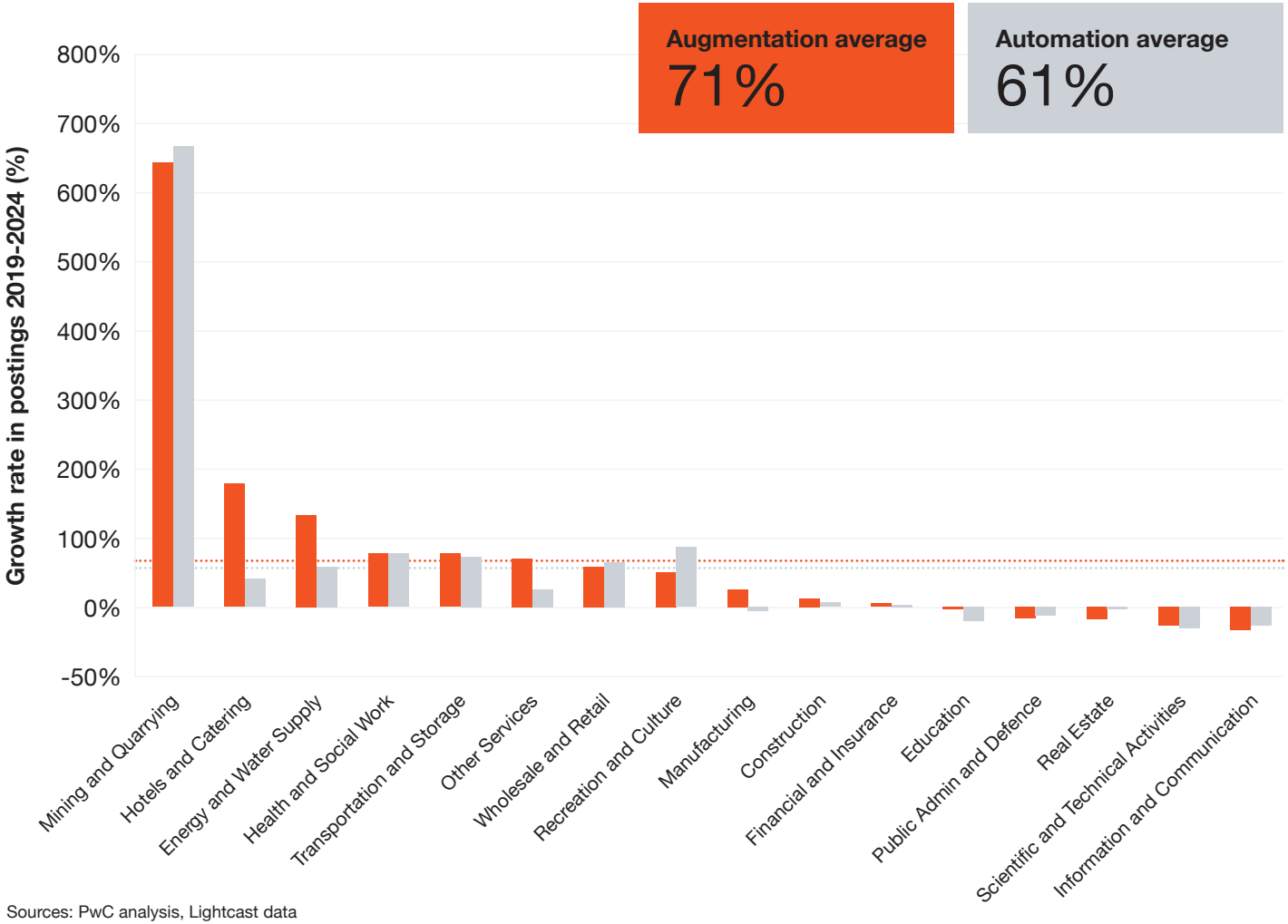
- Occupations with higher AI exposure show a positive correlation with net skill change from 2019 to 2024
- Occupations with low AI exposure experience an average net skill change of 4.5 compared to the top quartile's 5.7, suggesting that roles less affected by AI have remained more stable in their skill requirements
- The top quartile experiences a 27% 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

Mining and Quarrying has dominated job growth in AI exposed jobs, with other sectors having mixed growth

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



Sources: PwC analysis, Lightcast data

Key findings

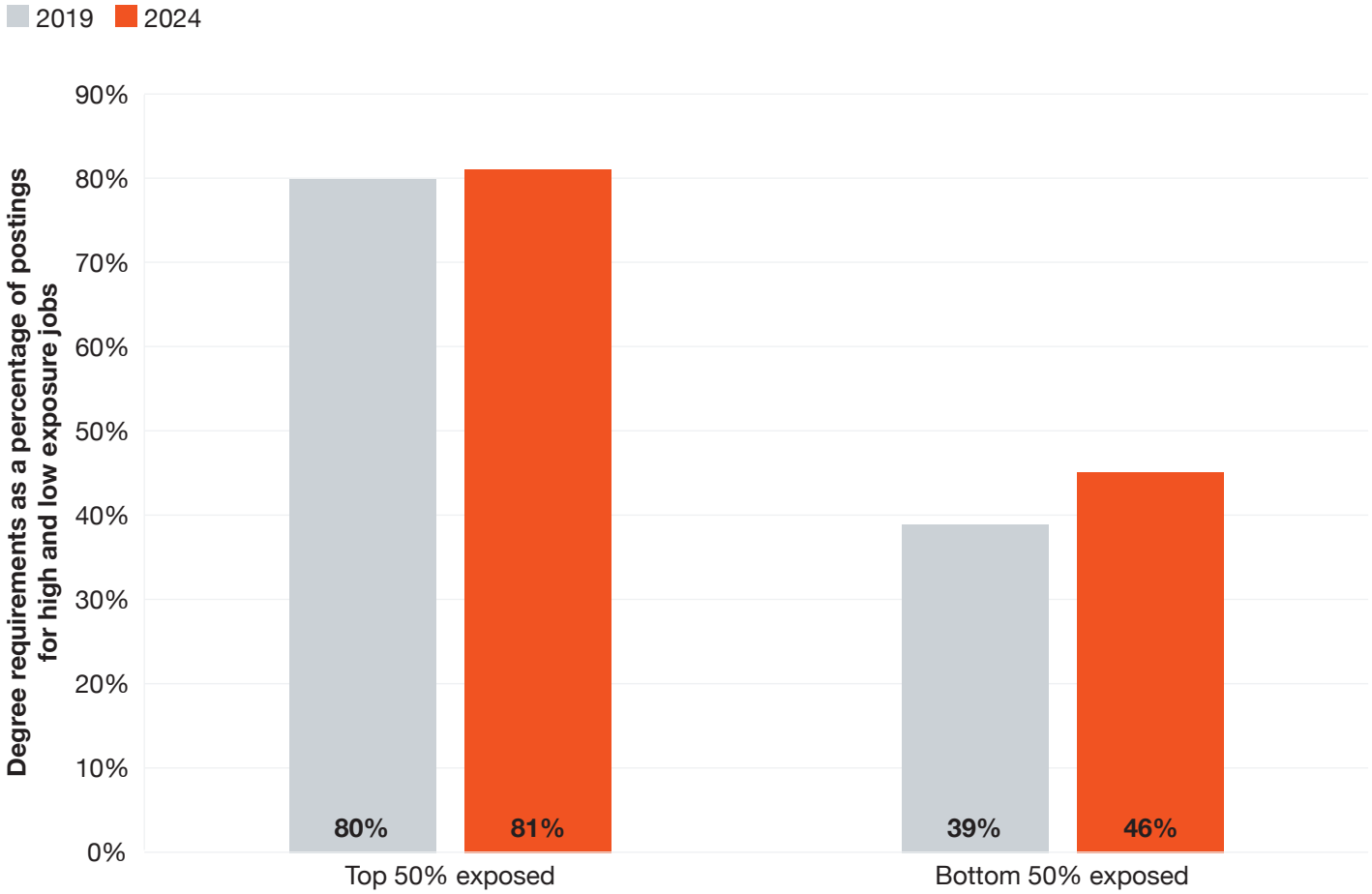
- Mining and quarrying has experienced huge growth rate in jobs postings between 2019 and 2024, with over 600% more jobs being posted for roles exposed to Automation and Augmentation.
- Augmentation exposed jobs have seen higher job growth across almost all sectors than automation exposed jobs, reflecting demand for workers who are enhanced by 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.

Degree requirements for AI-exposed jobs have risen to 81%, but requirements for lower-exposure jobs have been rising faster

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



Sources: PwC analysis, Lightcast data

Key findings

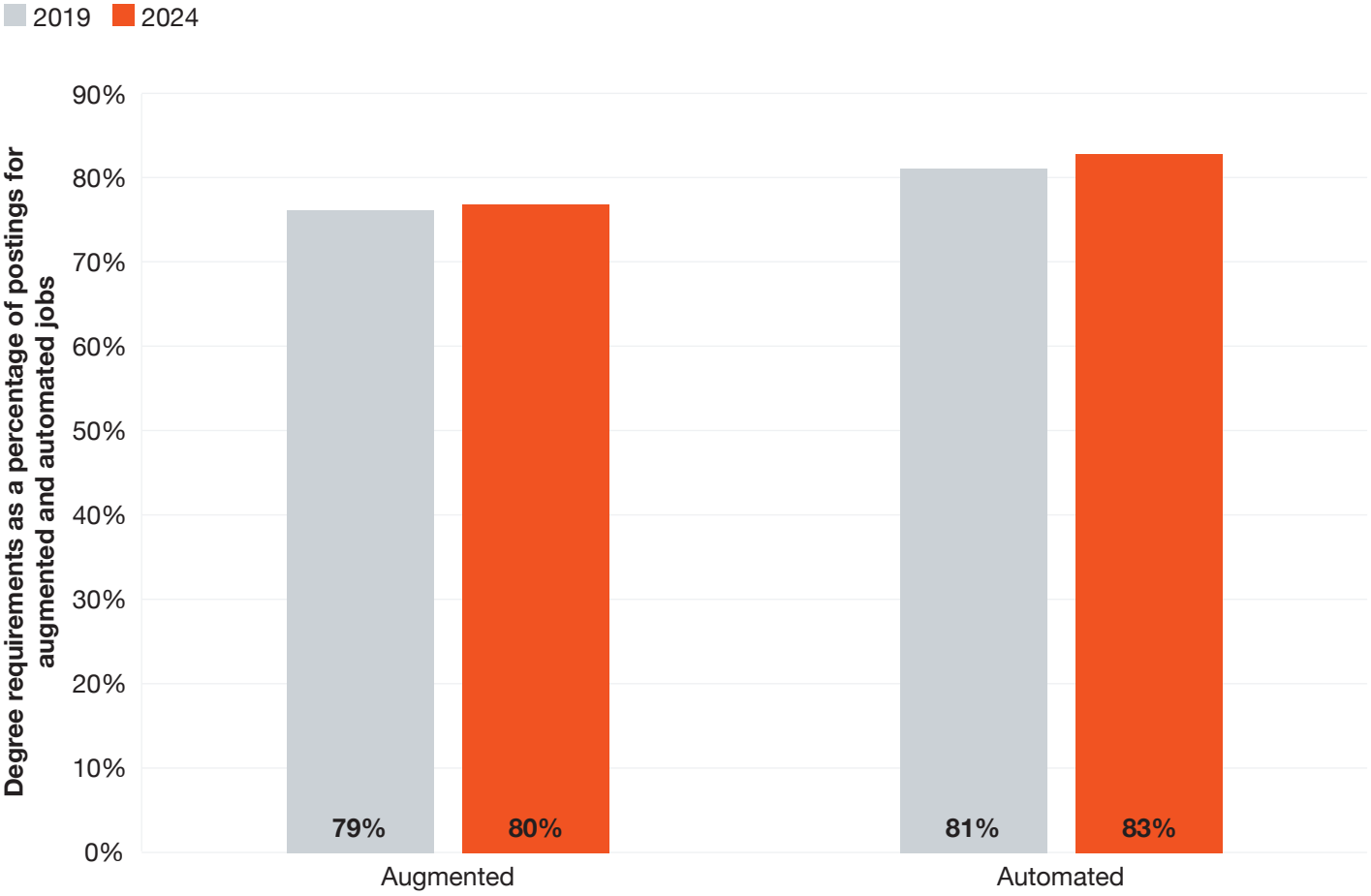
- Jobs with high AI exposure in New Zealand have seen an increase in degree requirements, rising 1pp from 80% in 2019 to 81% in 2024.
- Similarly, jobs with lower AI exposure have experienced a rapid increase in degree requirements, increasing by 7pp from 39% in 2019 to 46% in 2024.
- Due to this the gap between high and low AI-exposure jobs has shrunk by 6pp, with jobs in the top half of exposure now requiring a degree only 1.8 times more 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 risen to 80%, while automated jobs have seen falling requirements

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



Sources: PwC analysis, Lightcast data

Key findings

- Jobs exposed to augmentation have seen rising degree requirements between 2019 and 2024, increasing from 79% of postings to 80% of postings.
- Similarly, jobs exposed to automation also require degrees more often (83%) than they did in 2019 (81%)
- The vast majority of augmented and automated jobs in New Zealand 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 New Zealand

Unavailable metrics:

- Net skill change for automated and augmented jobs by sector is unavailable due to many sectors not having a significant sample size

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