The Fearless Future: 2025 Global AI Jobs Barometer

Norway 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.

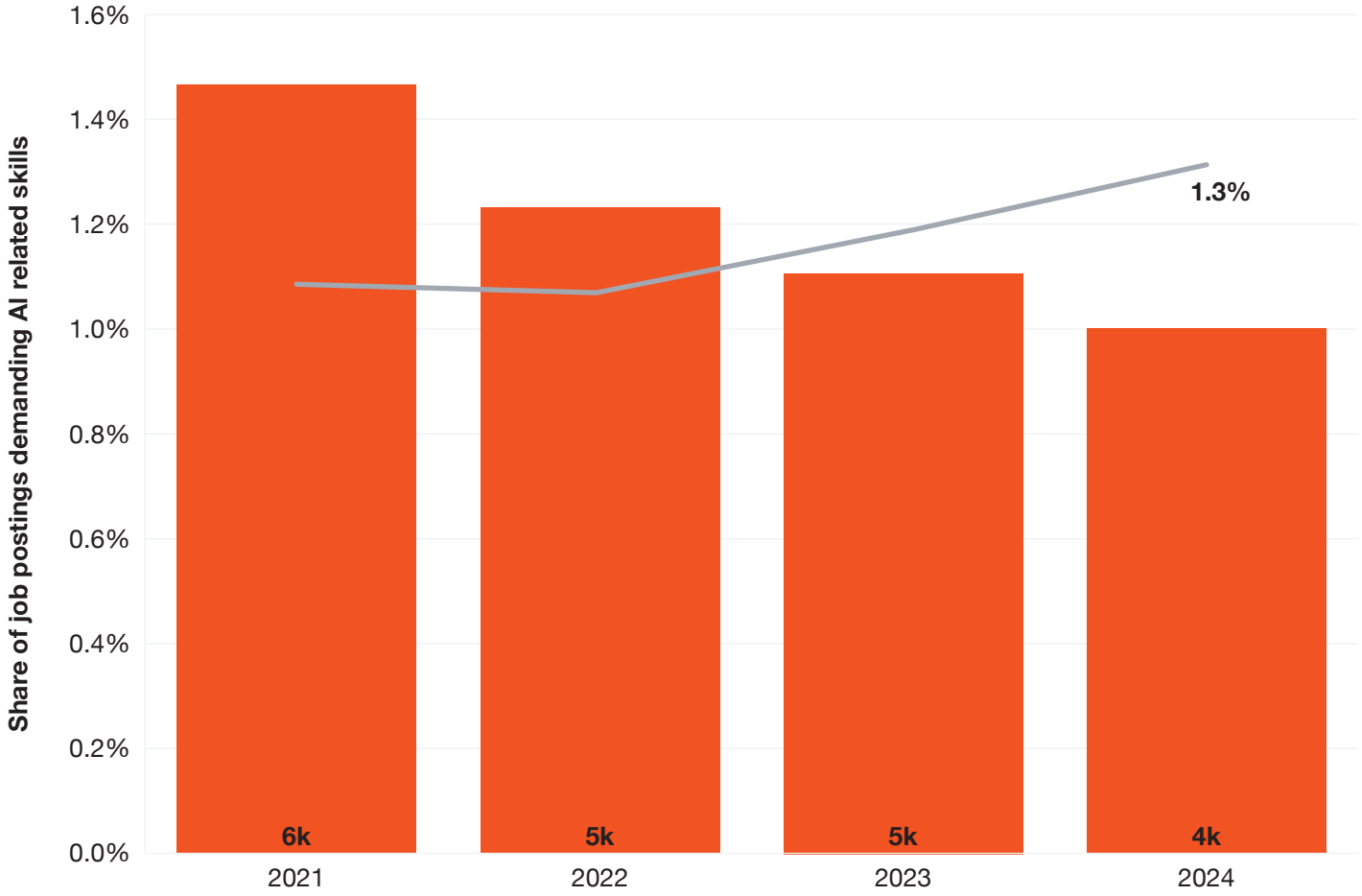
AI is helping to democratise opportunity for people who lack the time or resources to obtain formal degrees. Employer demand for formal degrees is declining particularly quickly for jobs exposed to AI, especially jobs more highly automated by AI.

Please see the global findings report for more insights.

Norway Insights

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

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



Sources: PwC analysis, Lightcast data

Key findings

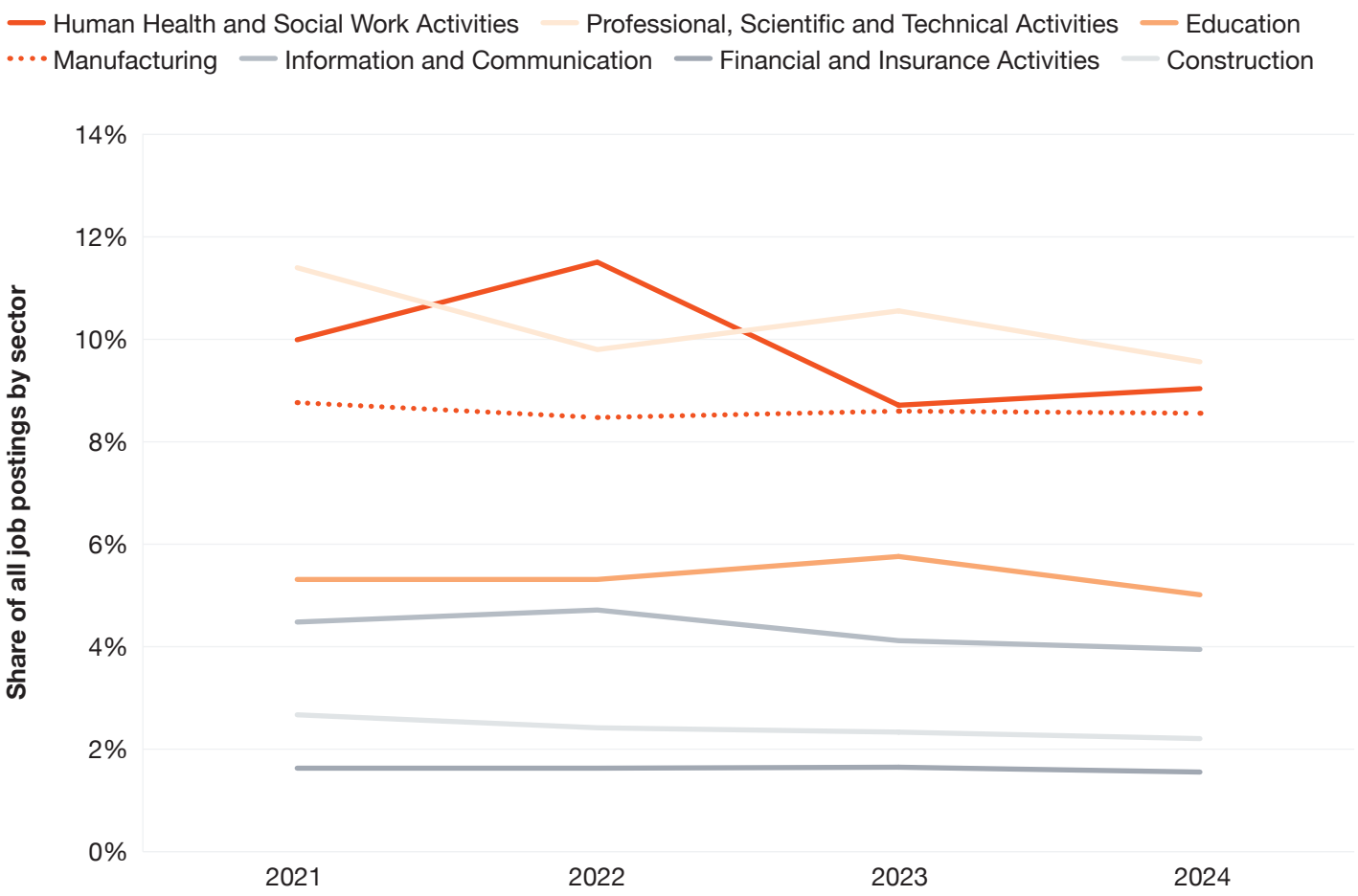
- The share of job postings requiring AI-related skills steadily declined year over year from 2021 to 2024.
- This was also the case for the total number of AI jobs, which peaked at 6k in 2021.
- Despite a weaker Norwegian job market with fewer roles being posted, the share of AI-related jobs increased slightly, 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.

The Health and Social sector remains the leading employer over the Professional Services sector by job postings

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



Sources: PwC analysis, Lightcast data

Key findings

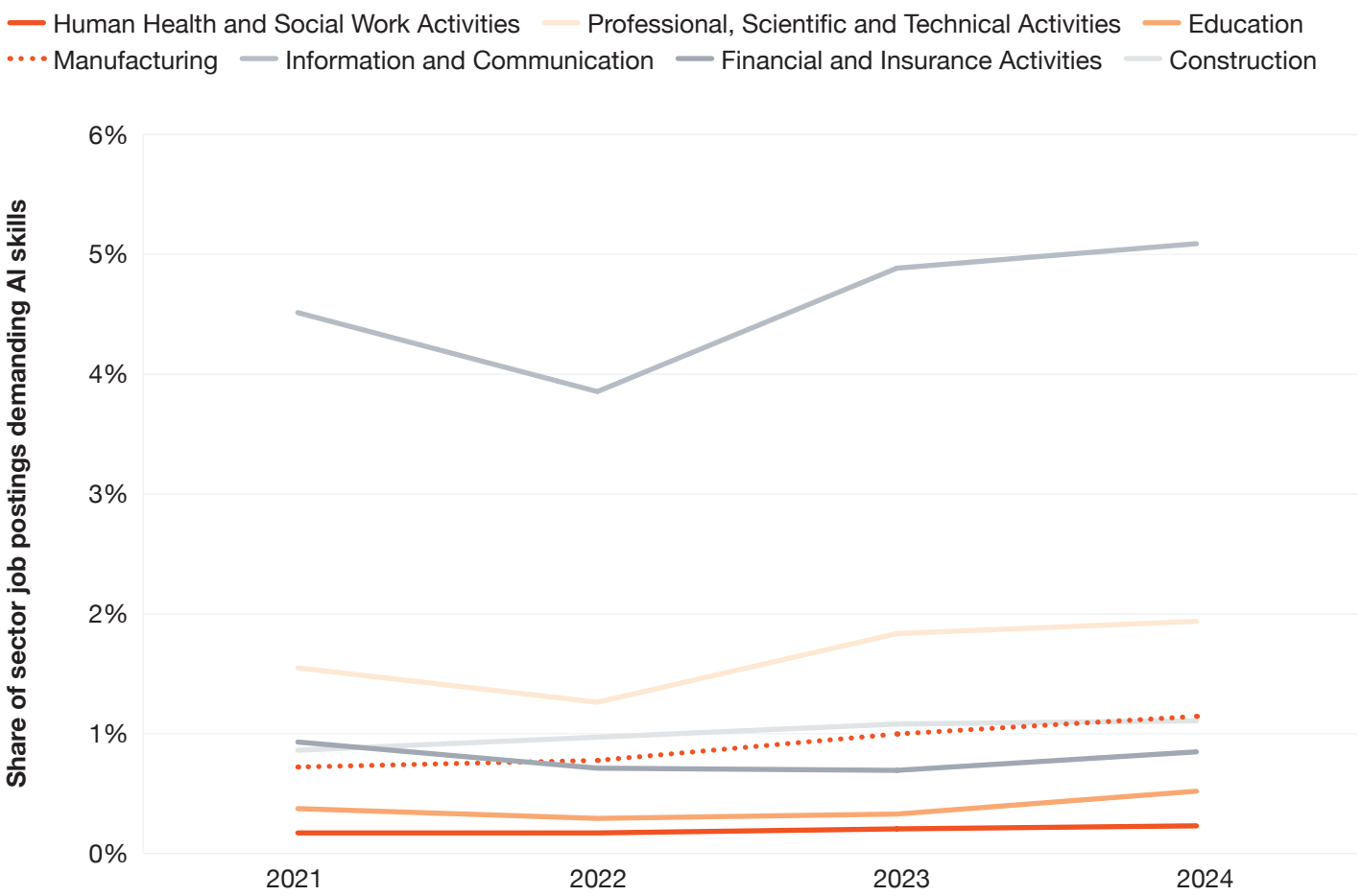
- The proportion of job postings in the Health and Social sector has contracted from 11.4% in 2021 to 9.6% in 2024
- The Professional Services sector holds the second-largest share of job postings, falling from 10.0% in 2021 to 9.0% in 2024, reflecting a decline in demand for skilled professionals.

Notes

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

AI skills requirements are seeing slow but steady growth across most sectors in Norway, with ICT leading the way in adoption

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



Sources: PwC analysis, Lightcast data

Key findings

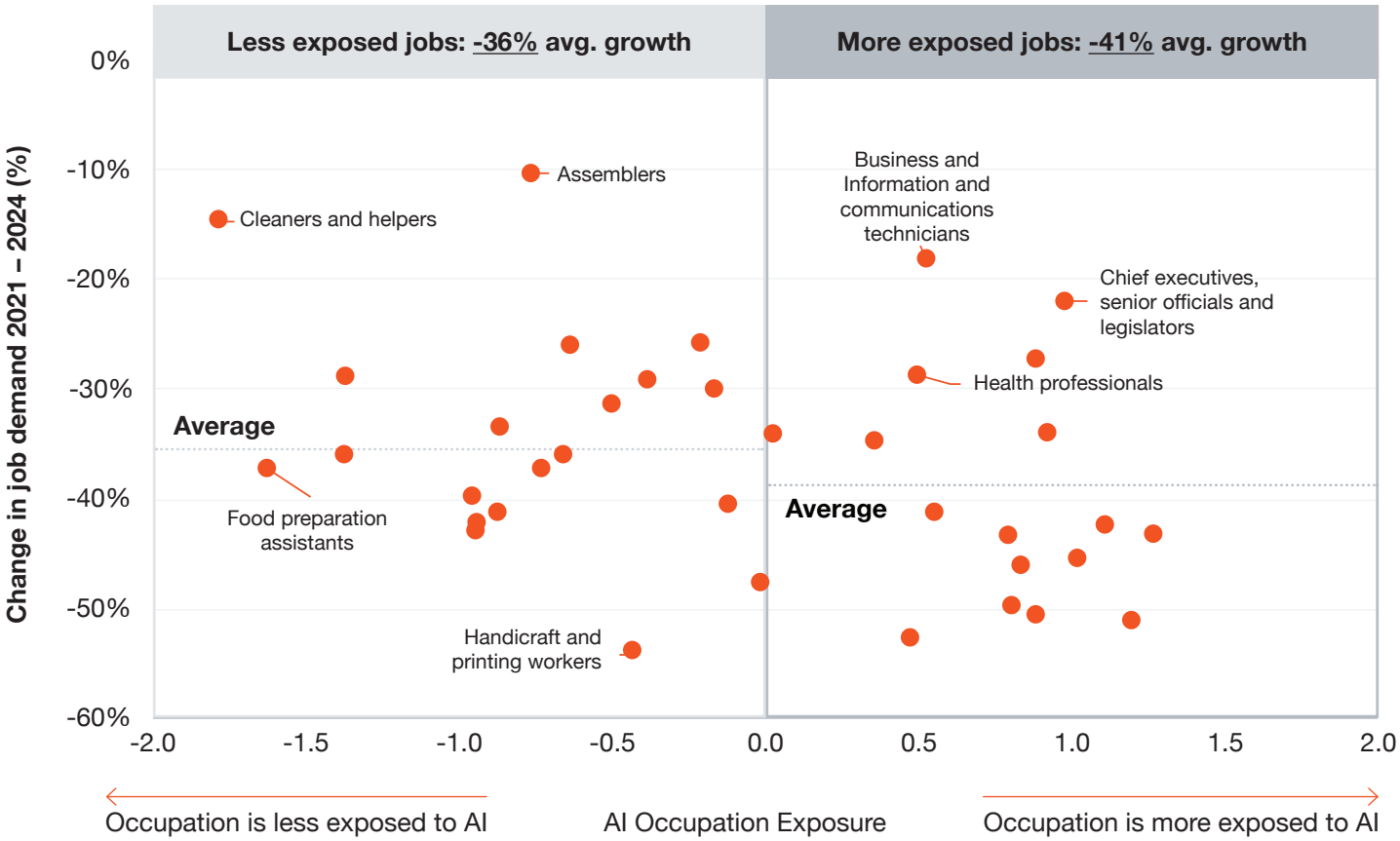
- The information and communication sector continues to have much higher AI skills requirements than any other sector, making up 5.1% of jobs in 2024
- Requirements within the professional services, education, and manufacturing sectors have grown significantly between 2021 and 2024
- Health and Social services continues to have the lowest demand for AI skills, only rising above 0.2% of jobs in 2024

Notes

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

There is negative correlation between AI occupational exposure and job posting growth in Norway, as well as negative jobs postings growth

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



Sources: PwC analysis, Lightcast data

Key findings

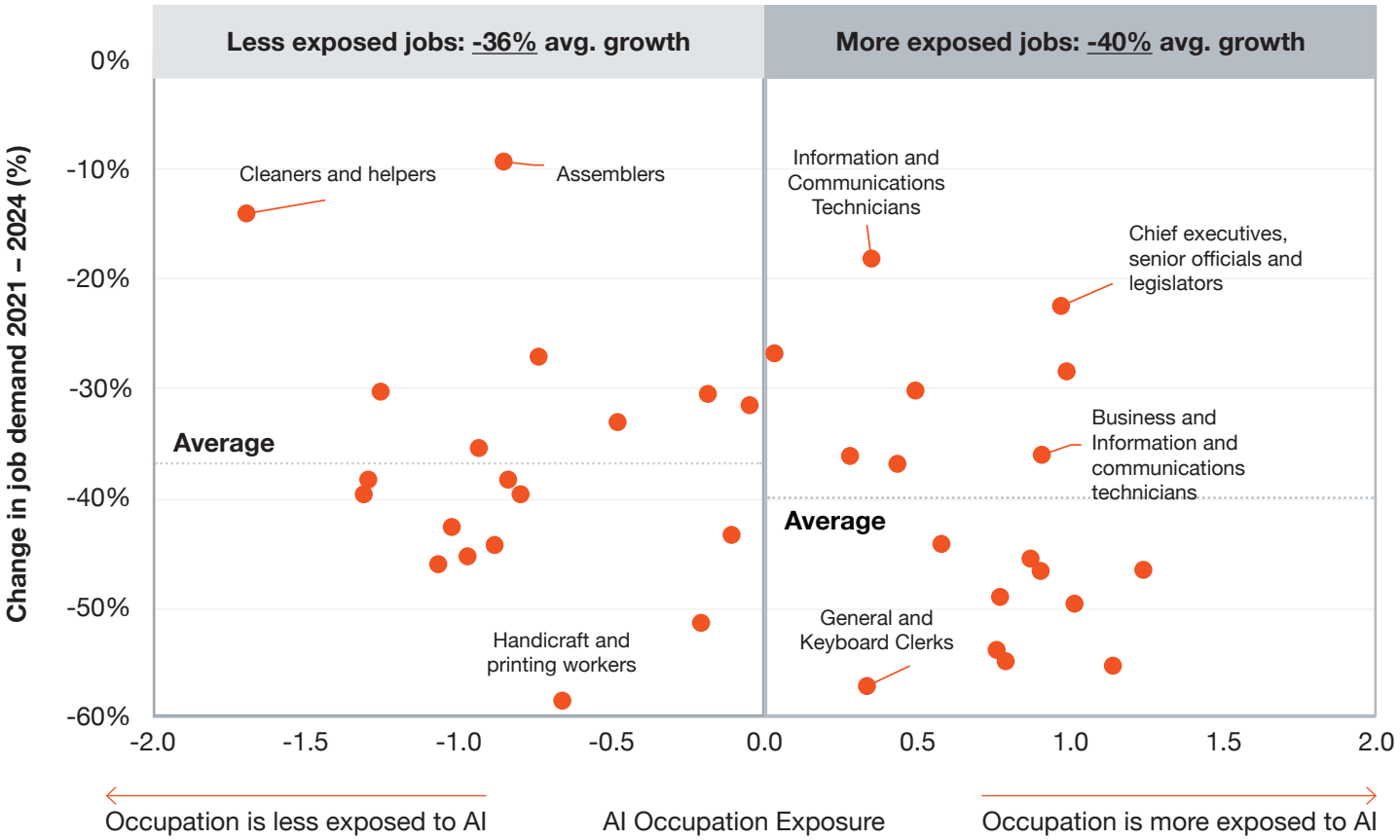
- In Norway, higher AI Occupation Exposure (AIOE) is linked to slower job posting growth between 2021 and 2024.
- All occupations in Norway have seen a reduction in job postings between 2021 and 2024.

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

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

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



Sources: PwC analysis, Lightcast data

Key findings

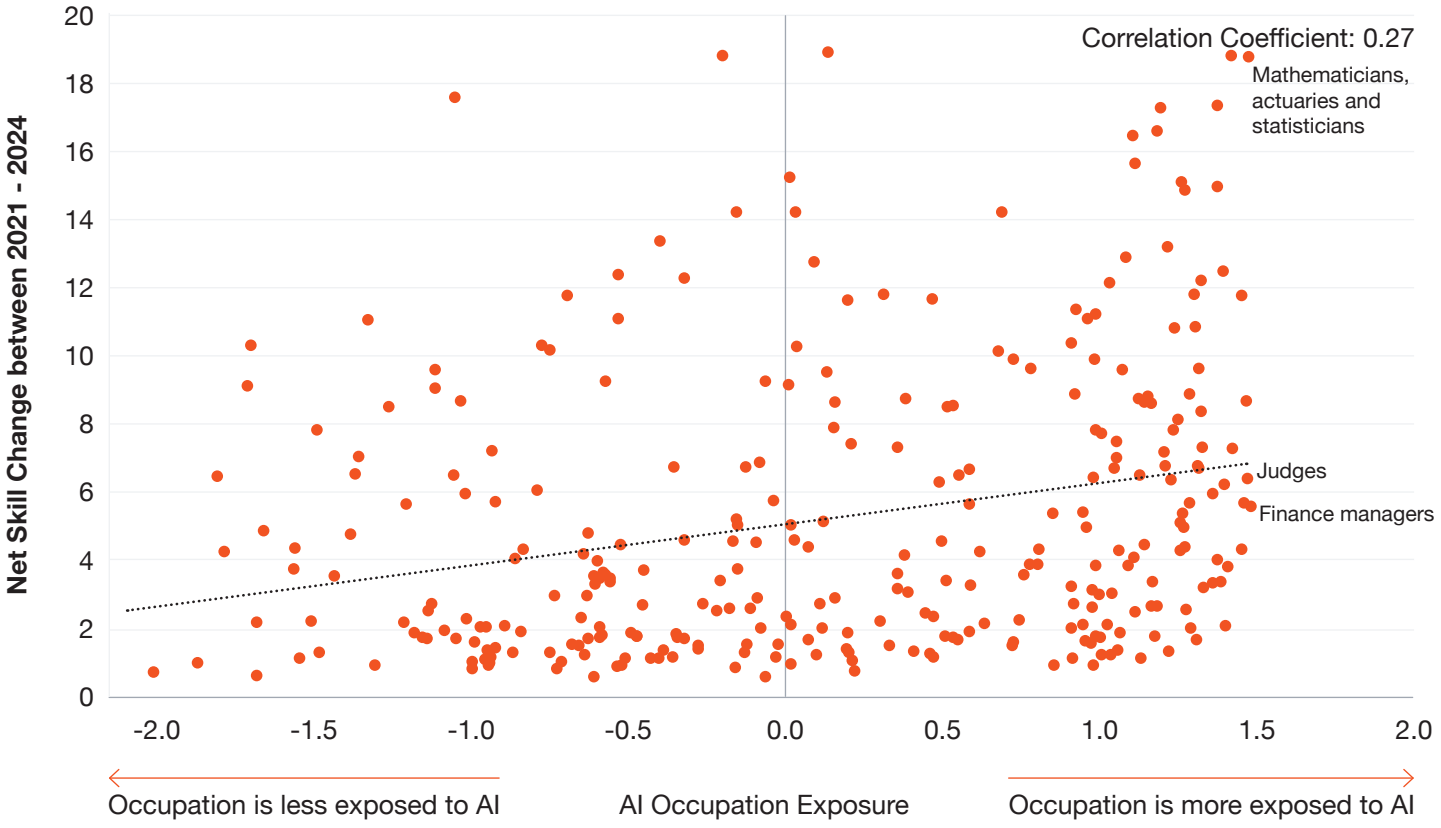
- In Norway, greater exposure to Generative AI (Gen-AIOE) is associated with faster job posting decline from 2021 to 2024.
- Job postings for all jobs have fallen, with those that have the highest Gen-AIOE being affected the most.

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 1.89x greater change in demanded skills

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



Sources: PwC analysis, Lightcast data

Key findings

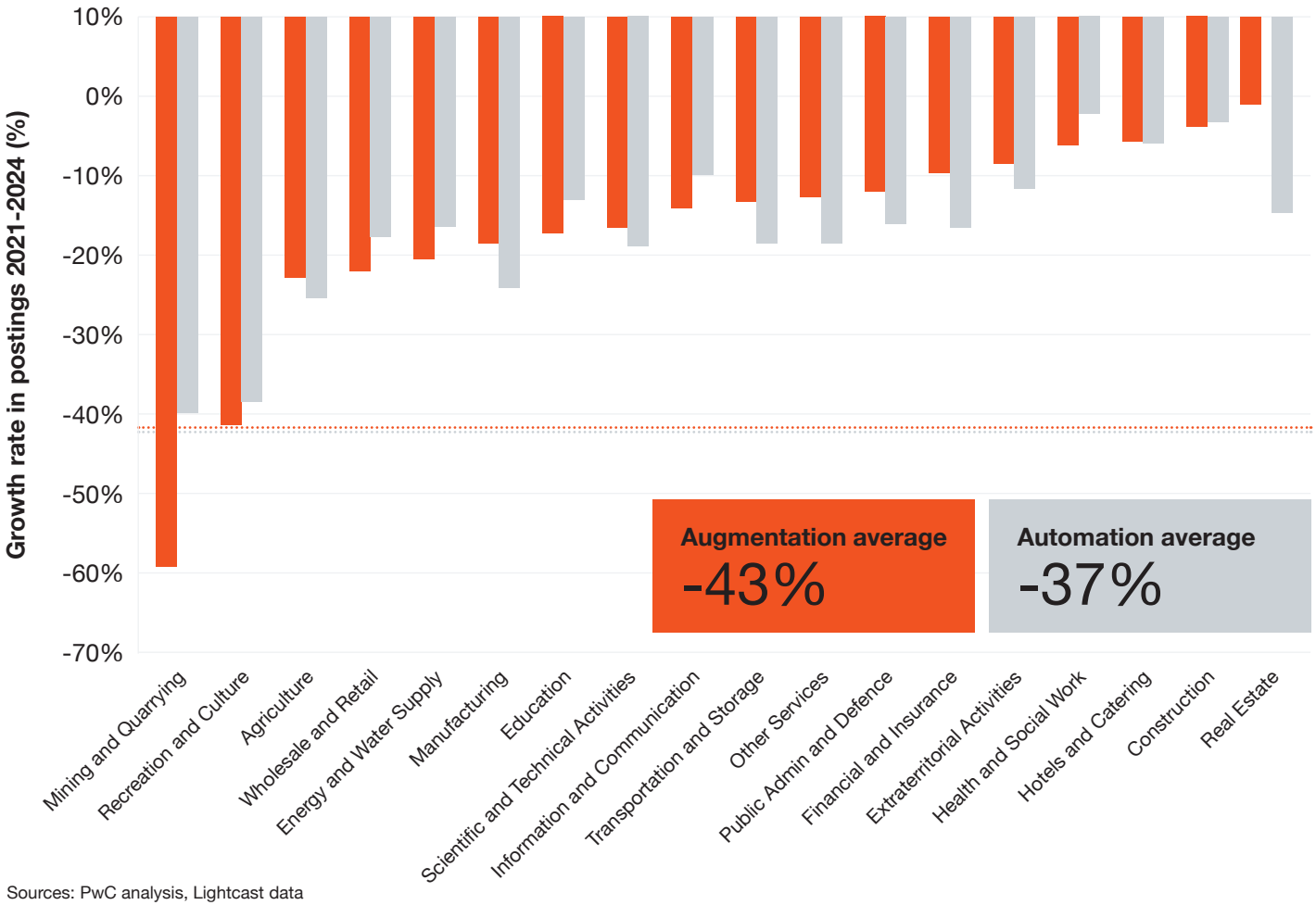
- Occupations with higher AI exposure show a positive correlation with net skill change from 2021 to 2024
- Occupations with low AI exposure experience an average net skill change of 3.9 compared to the top quartile's 7.4, suggesting that roles less affected by AI have remained more stable in their skill requirements
- The top quartile experiences a 89% 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

Occupations which are most exposed to AI have seen a 1.89x greater change in demanded skills

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



Sources: PwC analysis, Lightcast data

Key findings

- Job postings for roles exposed to augmentation and automation have dropped significantly between 2021 and 2024, falling 43% and 37%, respectively.
- Mining and Quarrying is the only sector to have shown slight growth, specifically within jobs exposed to automation, where all other sectors declined.

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 Norway

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 due to data not being available from at least 2019
- Net skill change for automated and augmented jobs by sector is unavailable due to many sectors not having a significant sample size
- Degree requirements as a percentage of postings for the top 50% of most exposed jobs and the bottom 50% of least exposed jobs is unavailable as it is potentially misleading due to insufficient data
- Degree requirements as a percentage of postings for Automated and Augmented roles is unavailable as it is potentially misleading due to insufficient data

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