The Fearless Future: 2025 Global AI Jobs Barometer

Poland 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.

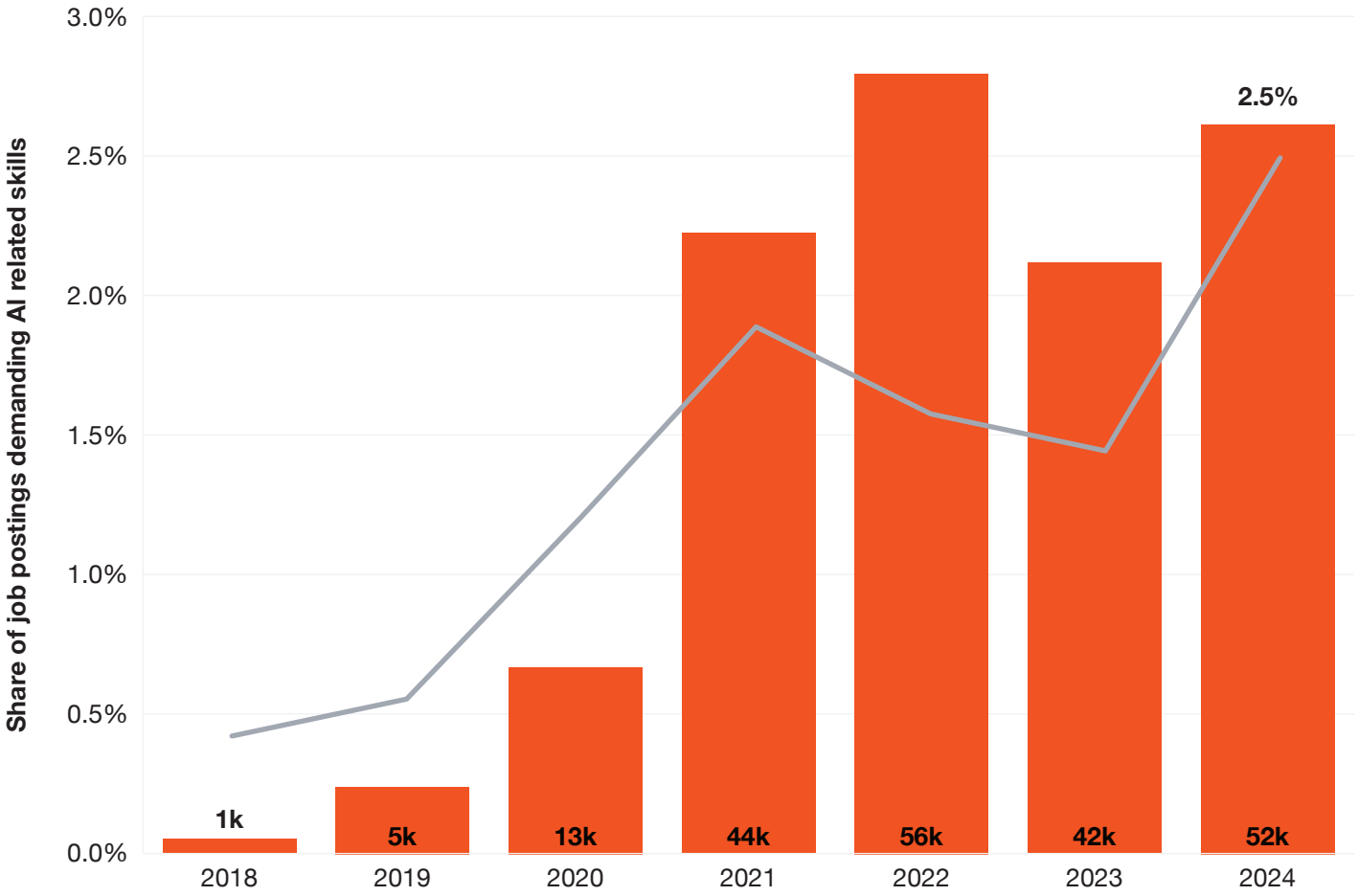
AI is helping to democratise opportunity for people who lack the time or resources to obtain formal degrees. Employer demand for formal degrees is declining particularly quickly for jobs exposed to AI, especially jobs more highly automated by AI.

Please see the global findings report for more insights.

Poland Insights

The share of job postings requiring AI related skills in Poland peaked in 2024, despite a fall from its 2022 raw number peak

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



Sources: PwC analysis, Lightcast data

Key findings

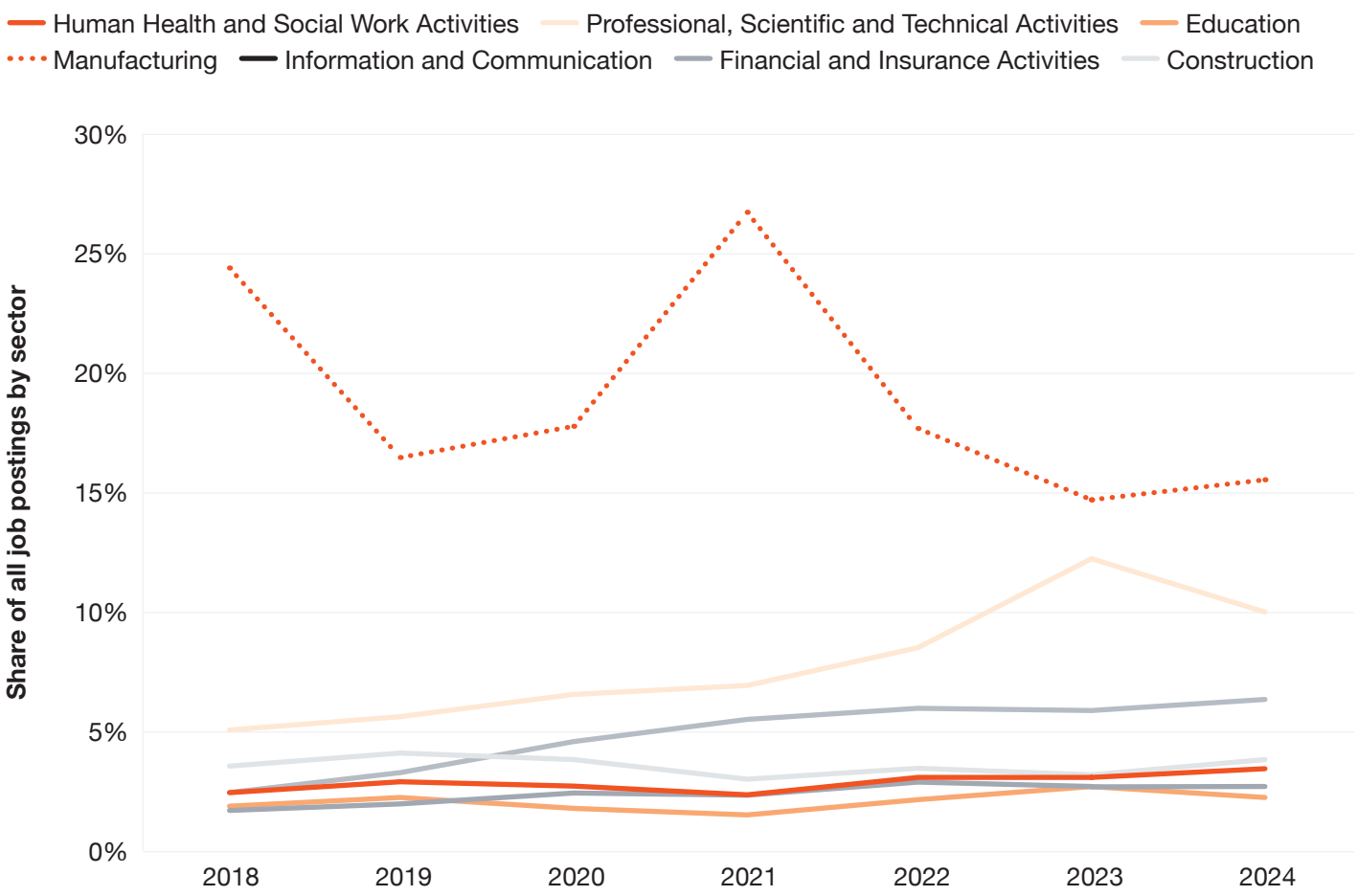
- The share of job postings requiring AI-related skills steadily increased from 2018 to 2021.
- This was also the case for the total number of AI jobs, which peaked at 56k in 2022.
- Despite a weaker Polish job market with fewer roles being posted, AI job postings increased significantly between 2023 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 2018, the Manufacturing sector has remained the leading employer, exhibiting the highest demand for workers

Share of all job postings by sector, Poland, 2018-2024



Sources: PwC analysis, Lightcast data

Key findings

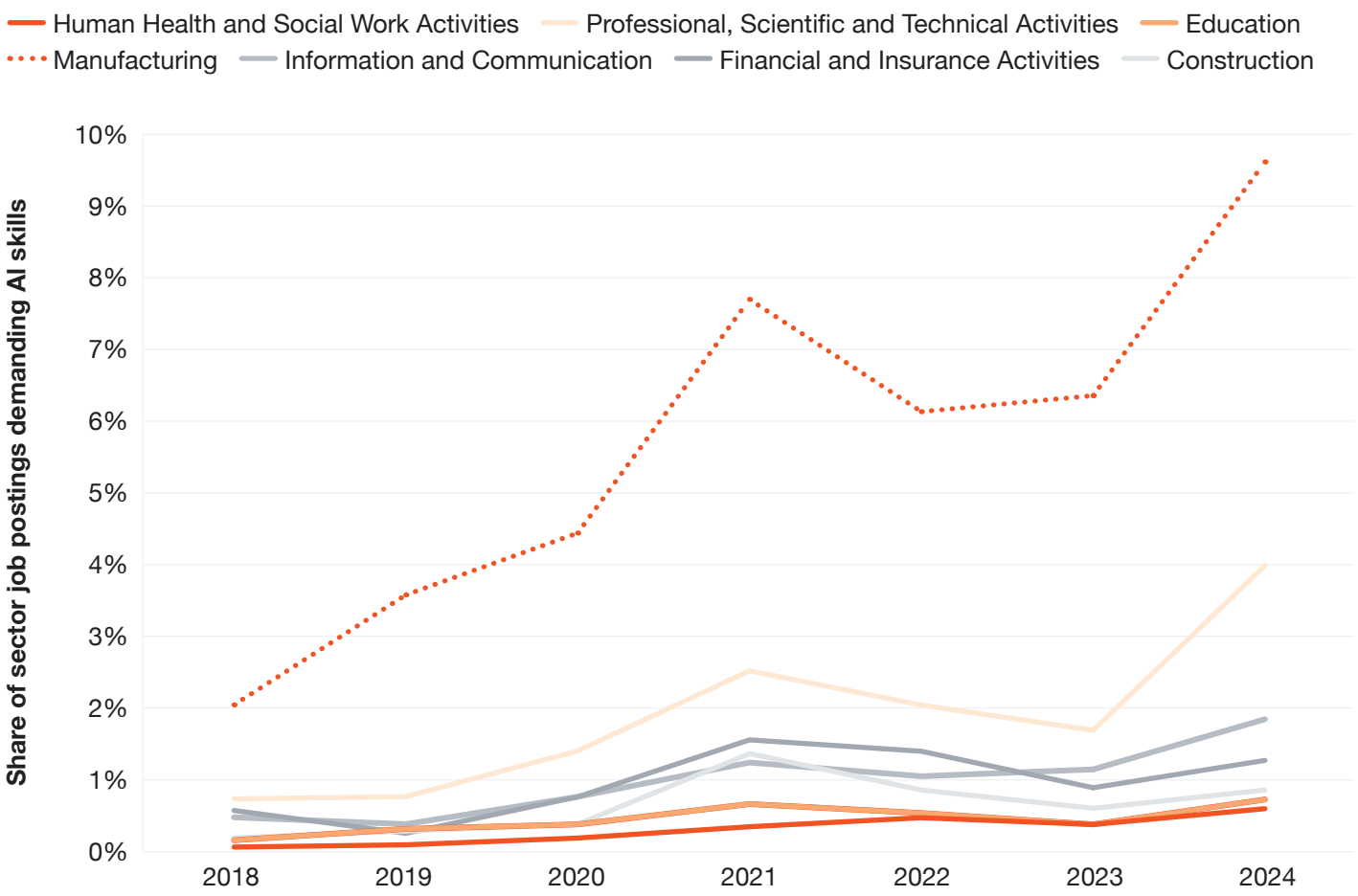
- The proportion of job vacancies in the Manufacturing sector has contracted from 24.5% in 2018 to 15.5% in 2024
- The Professional services sector holds the second-largest share of job postings, rising from 5.1% in 2018 to 10.0% in 2024, reflecting significant growth in demand for skilled professionals.

Notes

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

Demand for AI skills is increasing across all sectors in Poland, largely concentrated in the ICT and professional services sectors

Share of AI job postings by sector, Poland, 2018-2024



Sources: PwC analysis, Lightcast data

Key findings

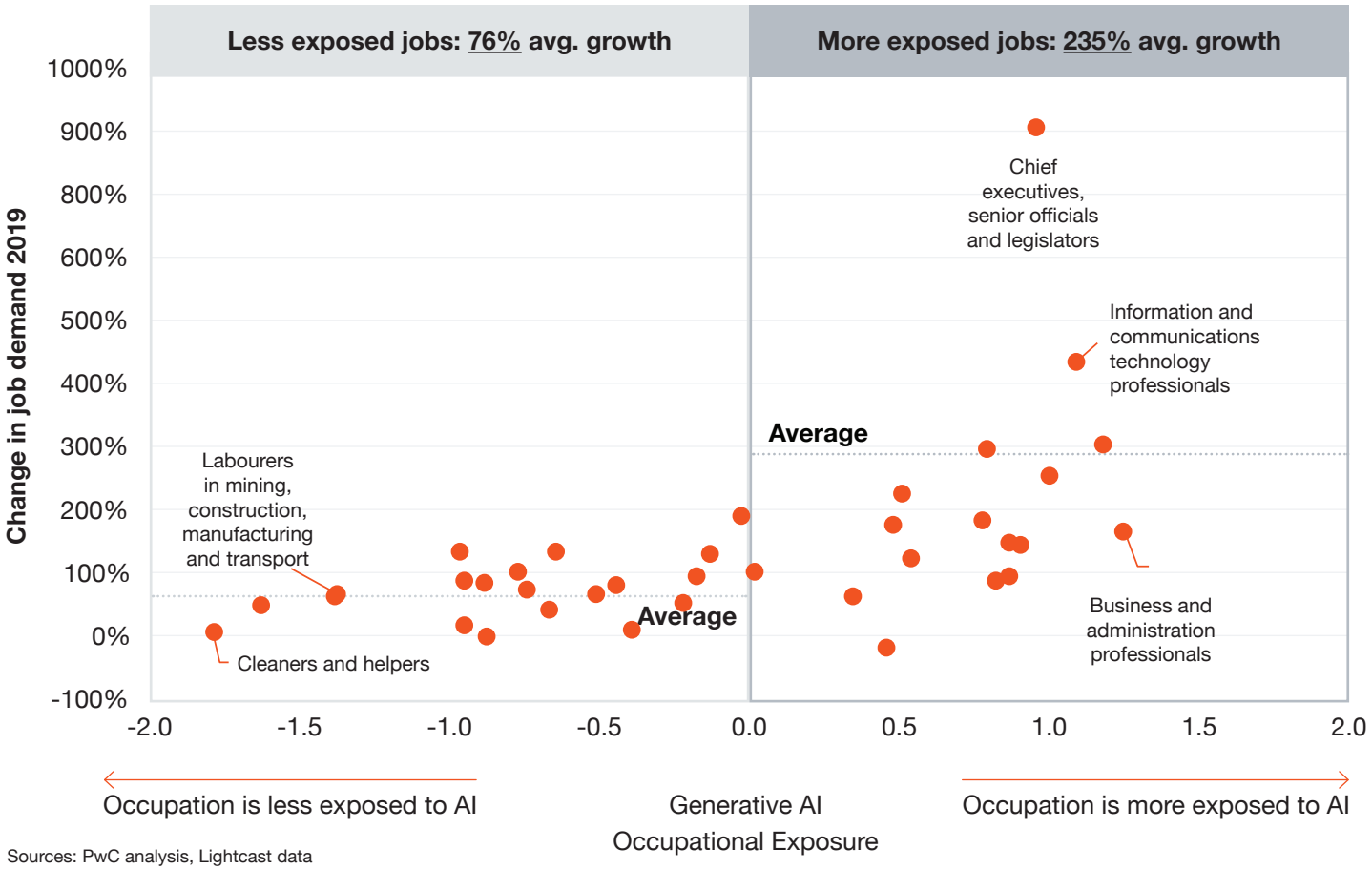
- Most sectors have seen limited demand for AI skills, with only Professional services and ICT being the only two sectors seeing major demand.
- The ICT sectors demand for AI skills increased by almost 5 times between 2018 and 2024, from 2.0% in 2018 to 9.6% in 2024.
- Professional services has seen a similar level of AI skill requirements, increasing from 0.7% to 4.0% over the same period.

Notes

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

Job numbers in AI-exposed occupations have grown 235% since 2019 - including growth in virtually every type of occupation

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



Sources: PwC analysis, Lightcast data

Key findings

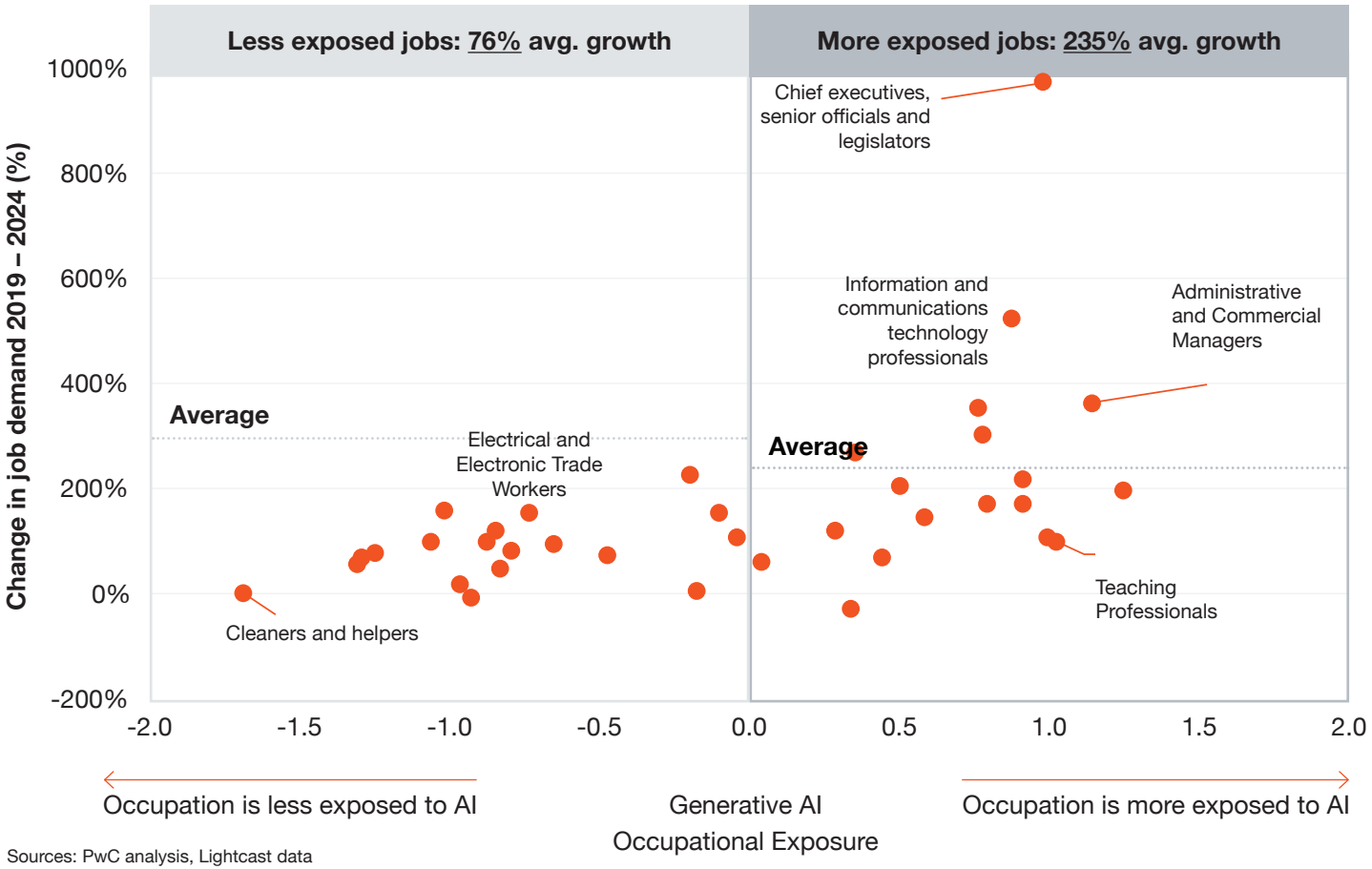
- In Poland, higher AI occupational exposure (AIOE) is linked to faster job posting growth between 2019 and 2024.
- Despite having lower AIOE, the least exposed occupations still saw growth in job postings between 2019 and 2024.
- The largest growth in job postings was seen for chief executives, senior officials and legislators, experiencing a 925% growth 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

Job numbers in GenAI exposed occupations have grown 225% since 2019 - including growth in virtually every type of occupation

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



Sources: PwC analysis, Lightcast data

Key findings

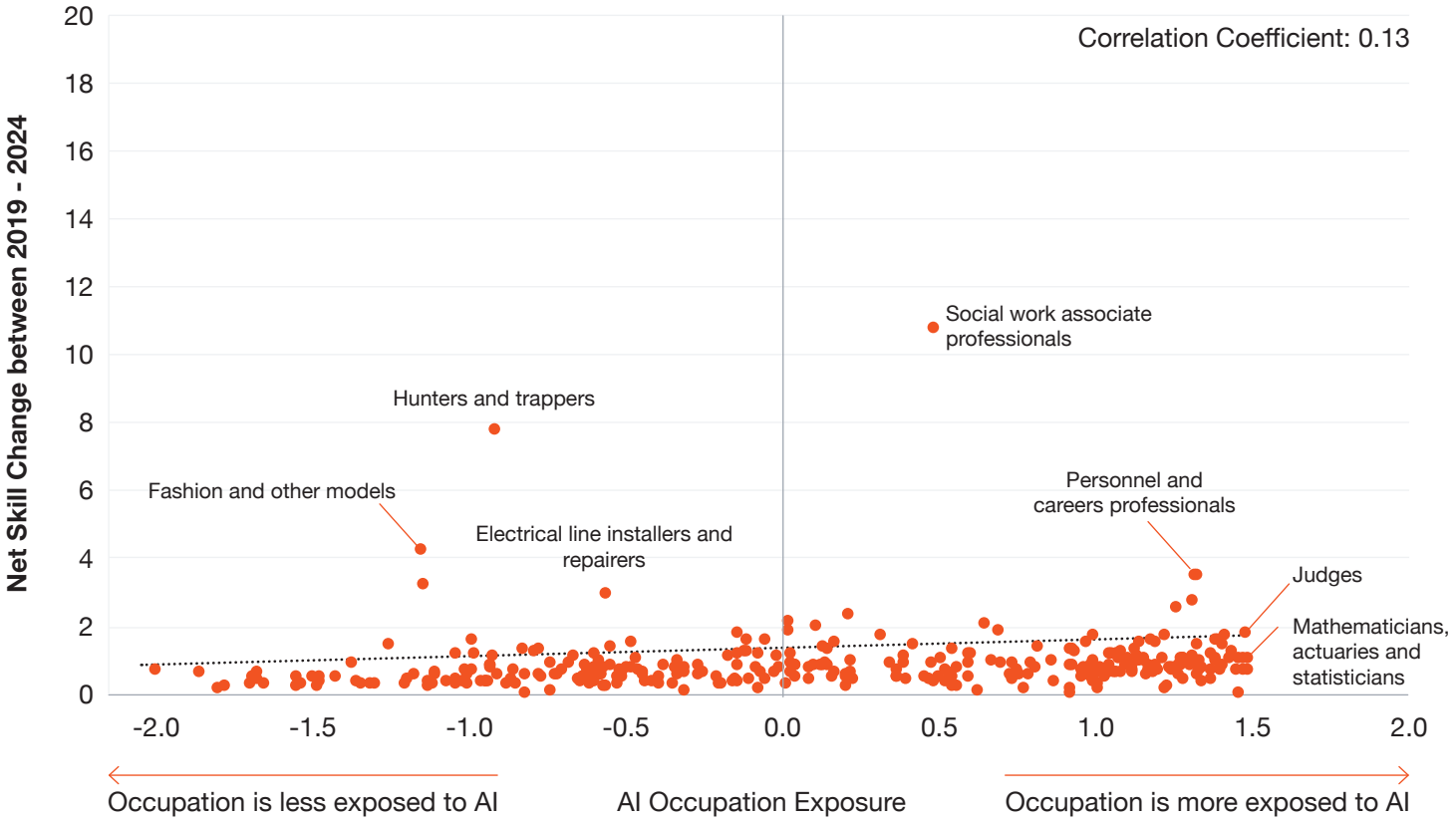
- In Poland, greater exposure to Generative AI (Gen-AIOE) is associated with faster job posting growth between 2019 and 2024.
- While occupations with lower Gen-AIOE have seen lower growth than more exposed to jobs, they have still grown in aggregate

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 1.37x greater change in demanded skills

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



Sources: PwC analysis, Lightcast data

Key findings

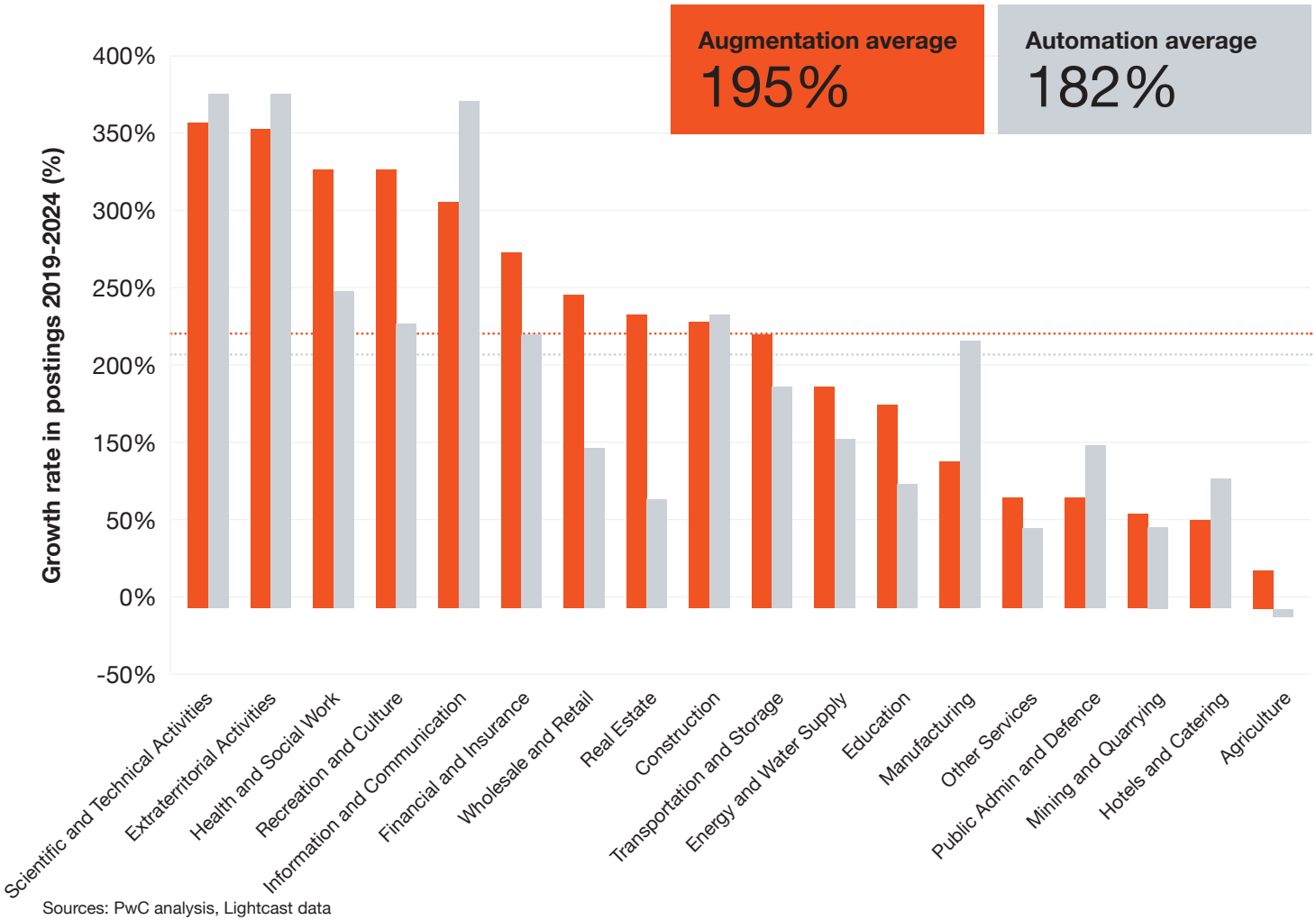
- Occupations with higher AI exposure show a positive correlation with net skill change from 2019 to 2024
- Occupations with low AI exposure experience an average net skill change of 0.8 compared to the top quartile's 1.1, suggesting that roles less affected by AI have remained more stable in their skill requirements
- The top quartile experiences a 37% 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

AI-augmented jobs and AI-automated jobs are growing in almost every industry

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



Sources: PwC analysis, Lightcast data

Key findings

- Augmentation exposed jobs have seen higher job growth on average than automation exposed jobs, reflecting demand for workers who are enhanced by AI.
- In contrast to the average, Information and Communication, Manufacturing, and Construction have seen higher job growth in positions exposed to automation rather than augmentation.

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 Poland

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 a lack of educational share coverage
- 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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