



The Fearless Future: 2025 Global AI Jobs Barometer

Spain 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.

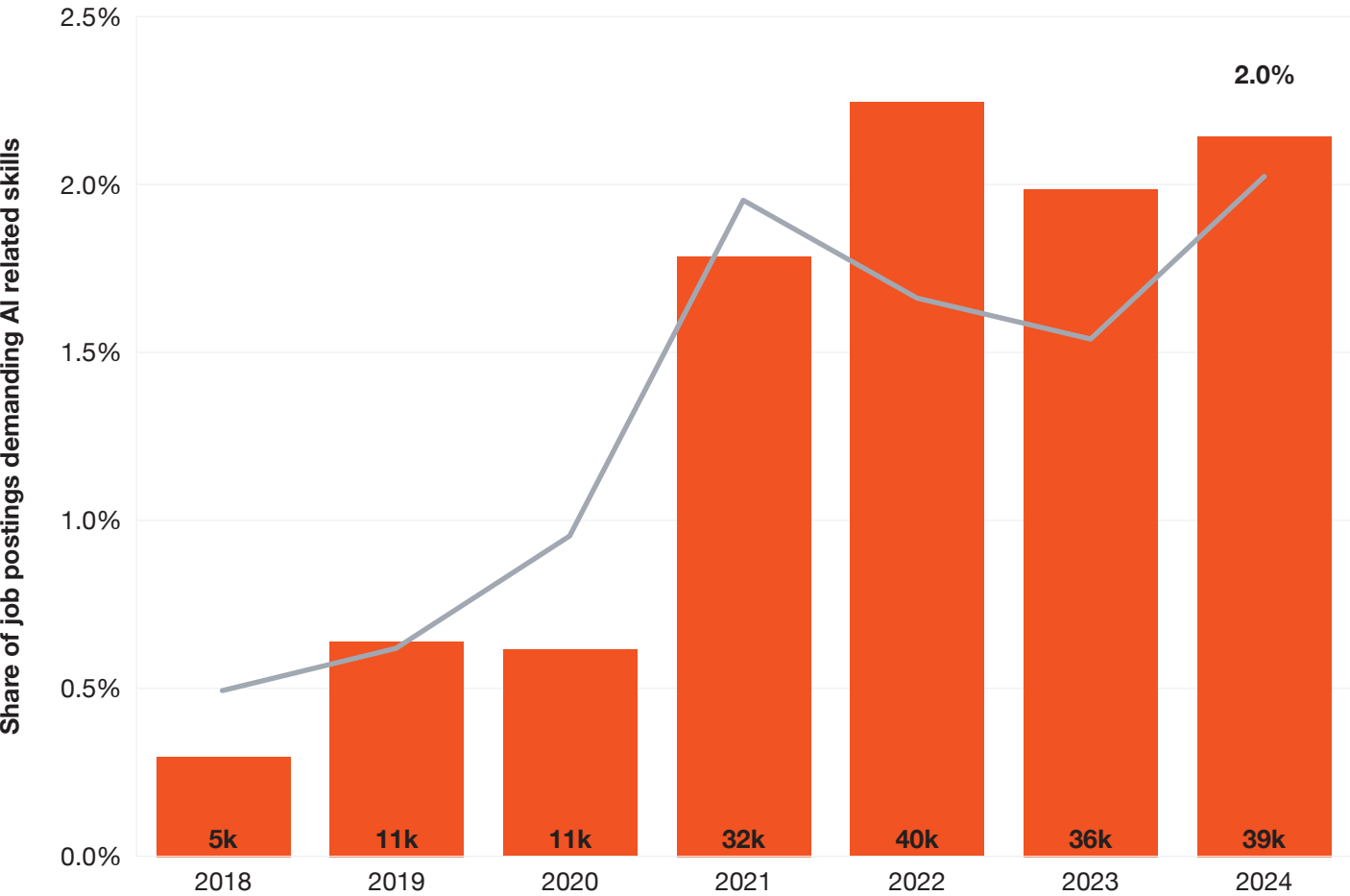
Please see the [global findings report](#) for more insights.

Spain Insights



The share of jobs requiring AI skills continues to rise after a dip in 2023

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



Key findings

- The share of job postings requiring AI-related skills significantly increased between 2018 and 2024, from 0.5% to 2.0% respectively.
- This was also the case for the total number of AI jobs which showed a positive trend across the period, increasing from 5k in 2018 to 39k in 2024.
- AI job postings increased significantly between 2023 and 2024 which indicates an increasingly high demand for AI skills.

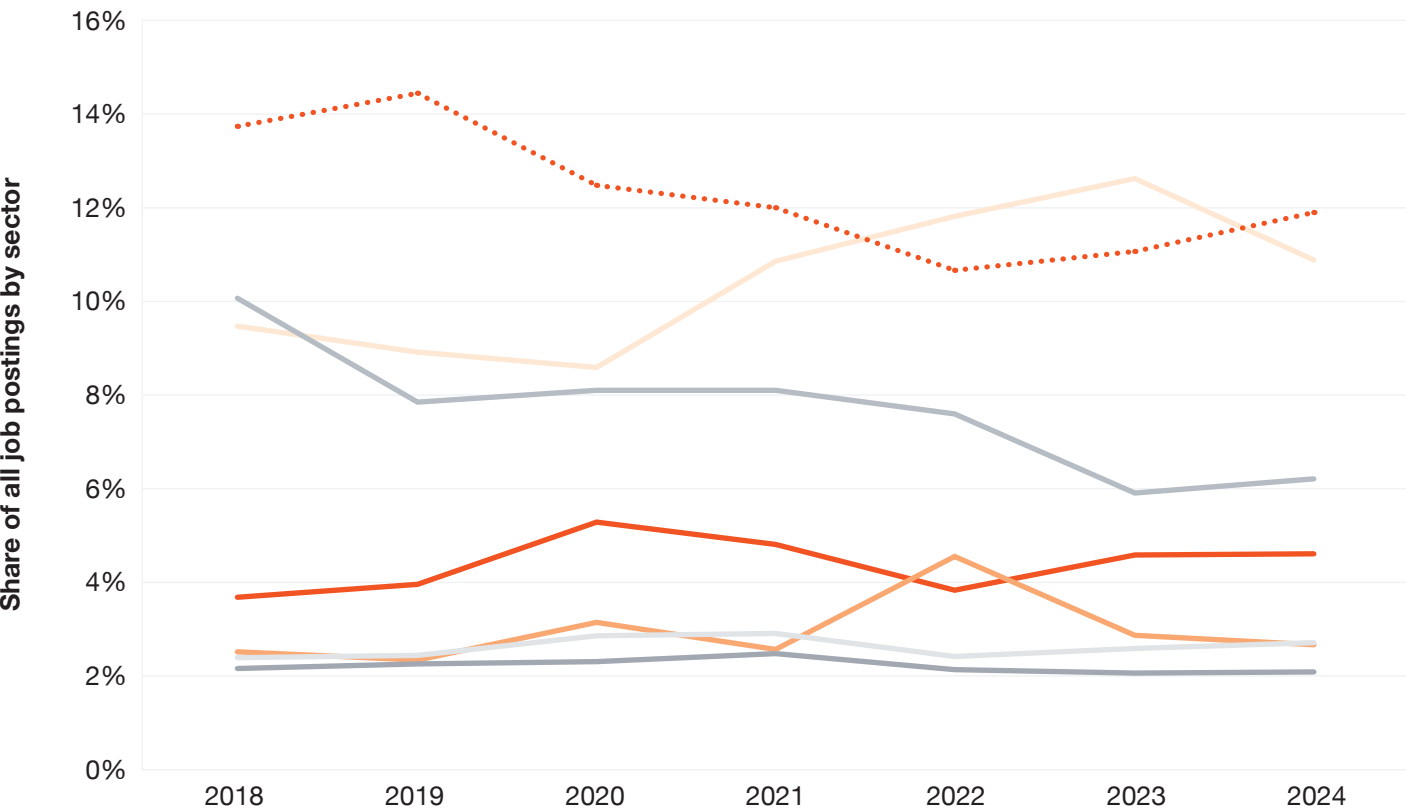
Notes

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

Manufacturing and Professional, Scientific, and Technical Activities sectors are the leading employers with the highest demand for workers

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

Human Health and Social Work Activities Professional, Scientific and Technical Activities Education
Manufacturing Information and Communication Financial and Insurance Activities Construction



Key findings

- The Manufacturing sector remains the leading industry for job postings in Spain, despite its share of total job vacancies declining from 13.8% in 2018 to 11.9% in 2024.
- Professional, Scientific and Technical Activities sector holds the second-largest share of job postings, rising from 9.5% in 2018 to 10.9% in 2024, reflecting growth in demand for skilled professionals.

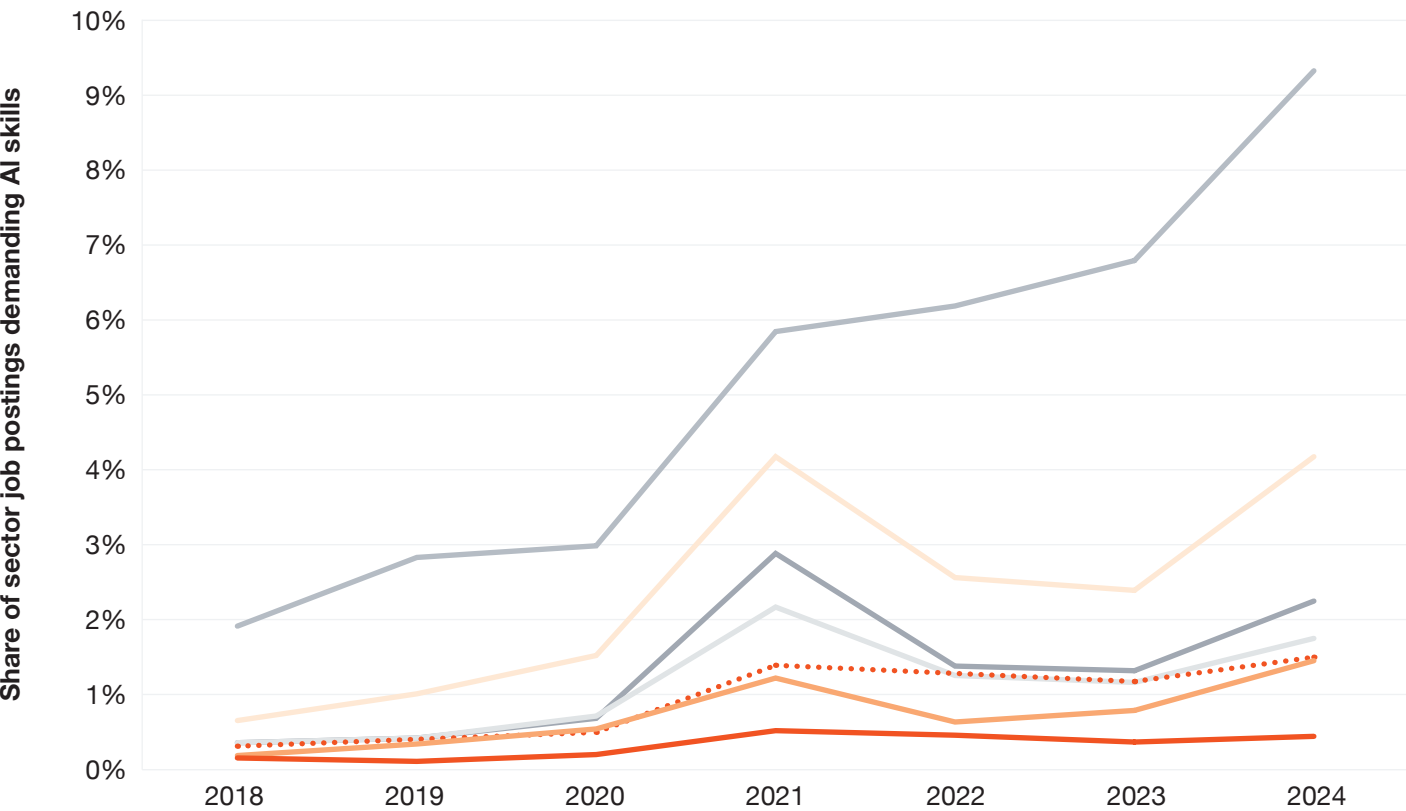
Notes

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

The demand for jobs requiring AI skills has significantly increased across most sectors between 2018 and 2024

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

Human Health and Social Work Activities Professional, Scientific and Technical Activities Education
Manufacturing Information and Communication Financial and Insurance Activities Construction



Key findings

- Industries heavily influenced by AI, such as Information & Communication, Professional, Scientific and Technical Activities, and Financial and Insurance Activities, have seen a sharp rise in AI-related job postings.
- The Information and Communication sector leads AI adoption, with the share of job postings requiring AI skills rising from 1.7% in 2018 to 8.4% in 2024

Notes

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

Job numbers in AI-exposed occupations have grown 14% since 2019

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



Sources: PwC analysis, Lightcast data

Key findings

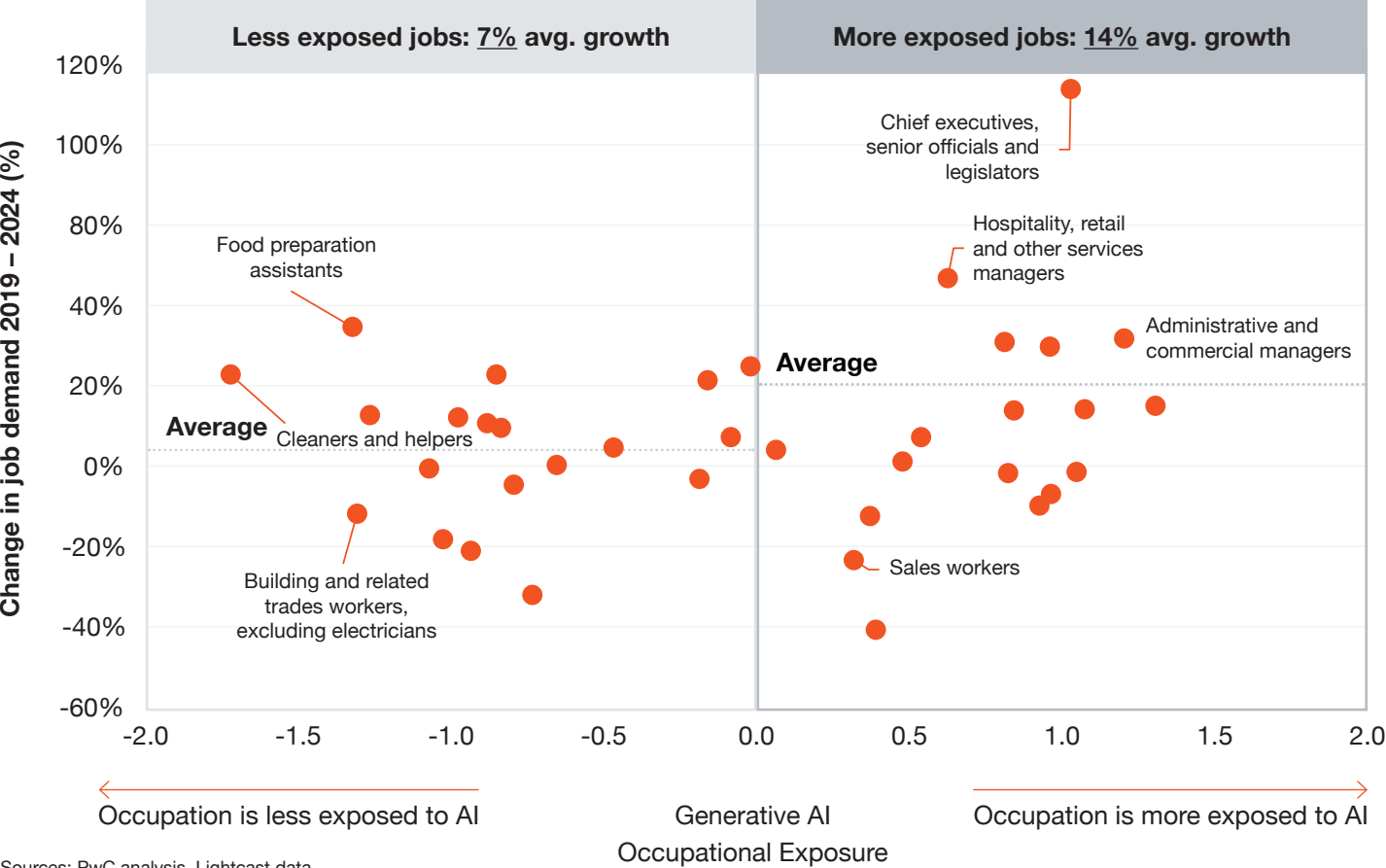
- In Spain, higher AI Occupation Exposure (AIOE) is linked to faster job posting growth between 2019 and 2024.
- Chief executives, senior officials and legislators saw the highest growth with job postings doubling over the five years
- Despite a trend suggesting lower rates of growth of job postings for less AI exposed occupations, we still see strong growing jobs, such as cleaners and food preparation assistants.

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 14% since 2019

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



Sources: PwC analysis, Lightcast data

Key findings

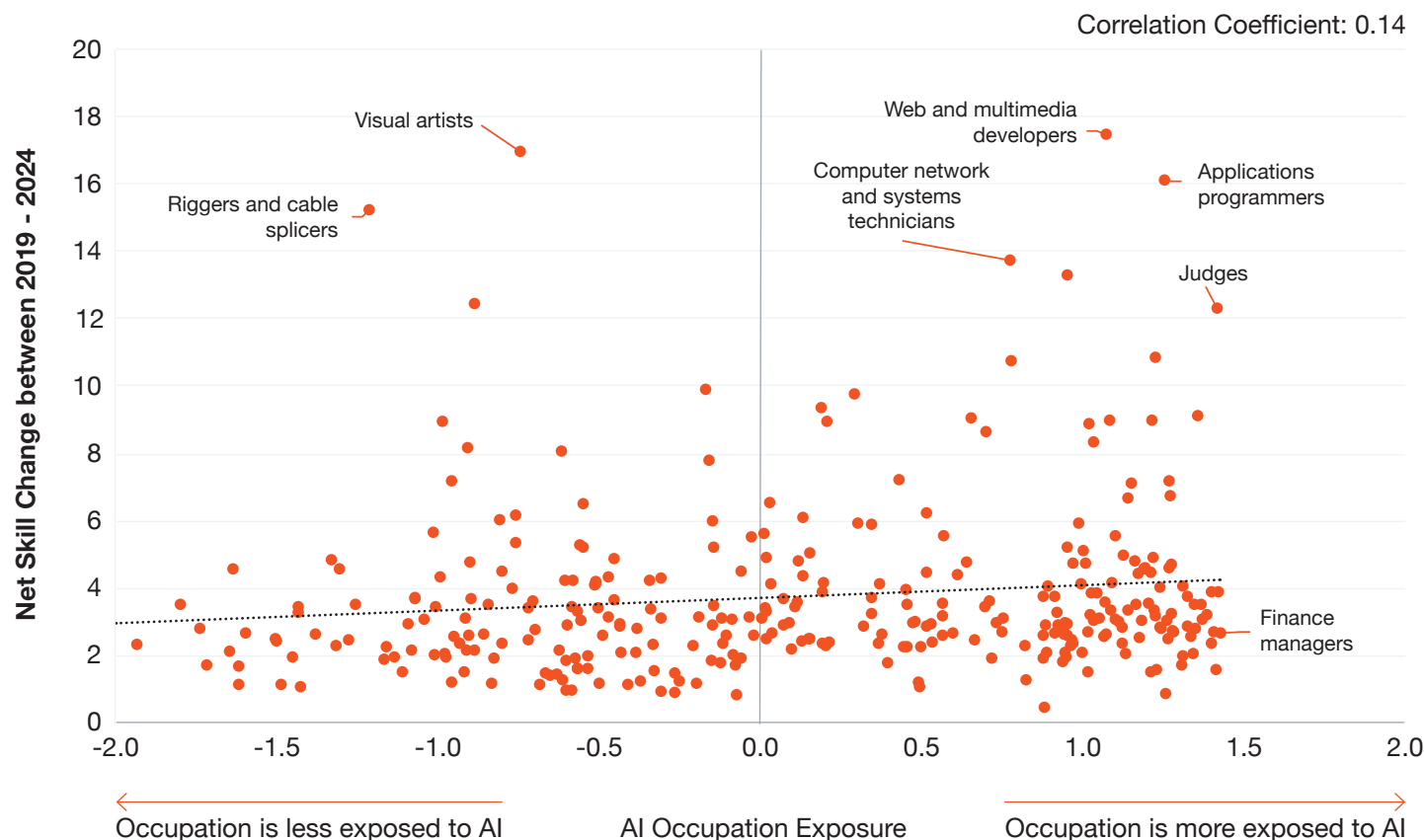
- Gen AI Exposure Impact: Occupations with higher exposure to Generative AI, such as administrative and commercial managers, appear to have faster growth.
- However, this is not a given, as we see occupations with a high Gen AI exposure, such as sales workers, which exhibit negative growth rates in job postings.

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 1.26x greater change in demanded skills compared to the bottom quartile

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



Sources: PwC analysis, Lightcast data

Key findings

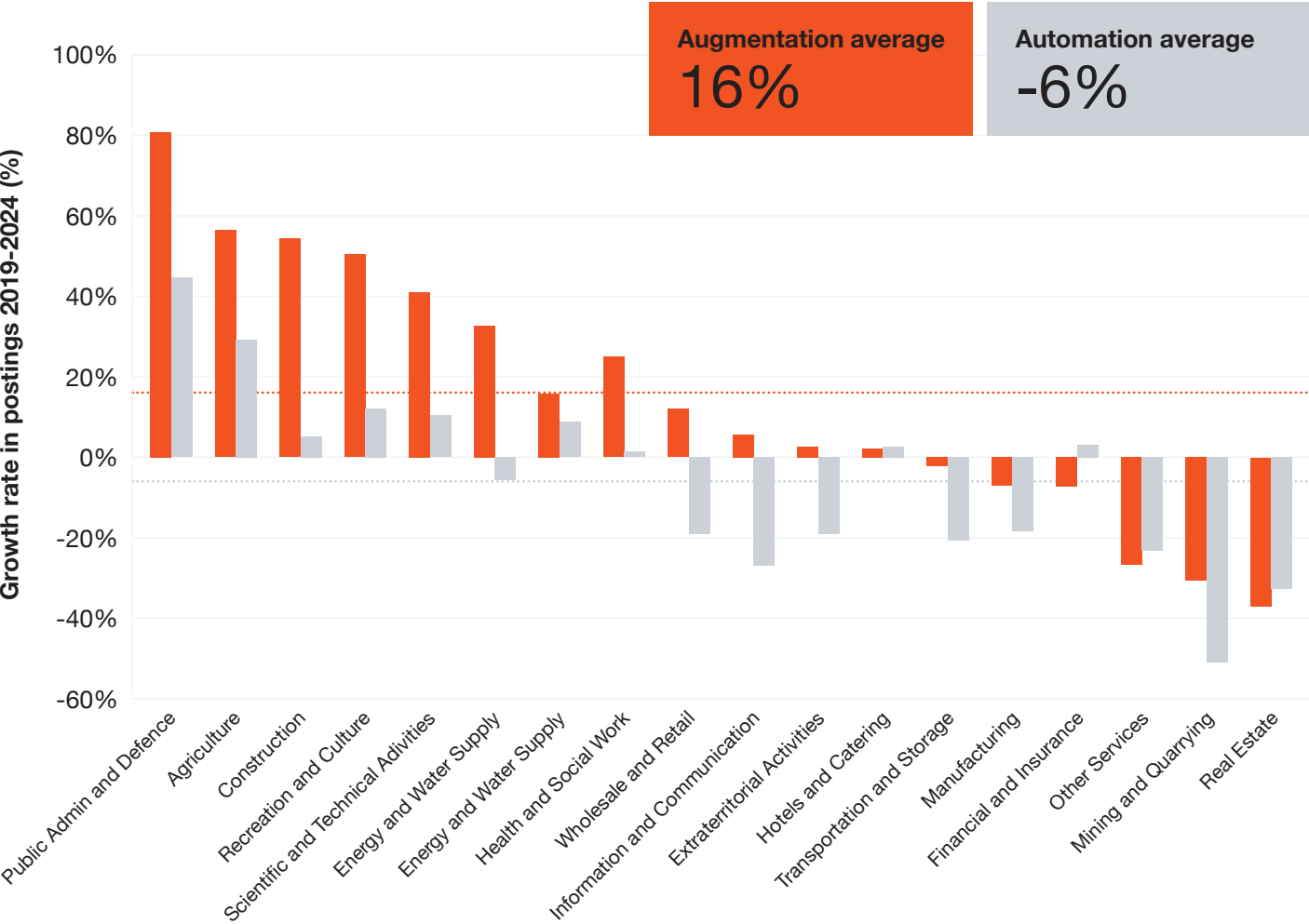
- Occupations with higher AI exposure show a positive correlation with net skill changes from 2019 to 2024.
- Occupations with low AI exposure generally show smaller net skill change with the bottom quartile experiencing an average net skill change of 3.5 compared to the top quartile's 4.3, suggesting that roles less affected by AI have remained more stable in their skill requirements.
- 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

Across industries in Spain, job postings for augmented positions are growing at a faster rate than those for automated roles

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



Key findings

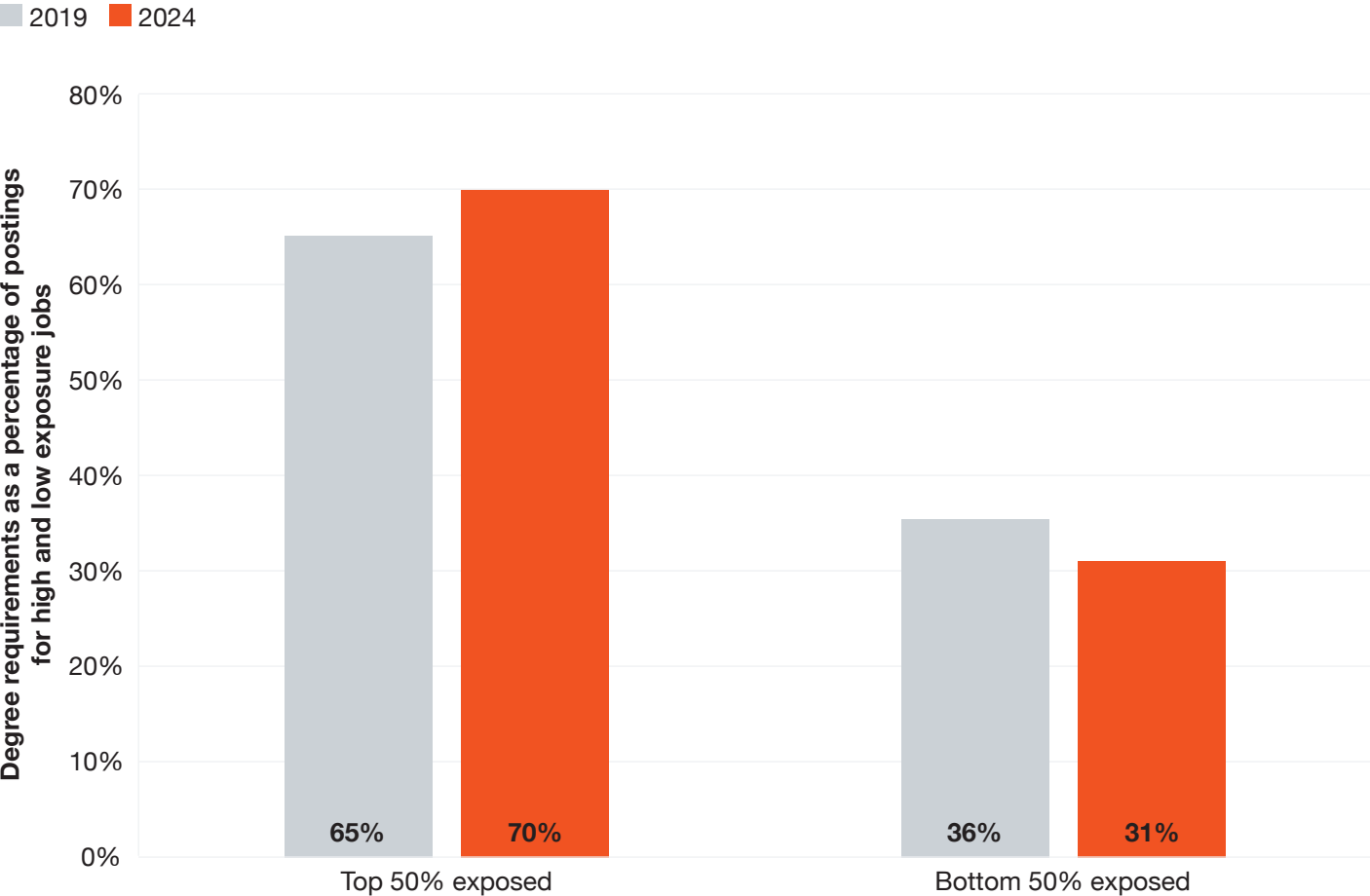
- Augmentation exposed jobs have seen much higher job growth across almost all sectors than automation exposed jobs, reflecting demand for workers who are enhanced, not replaced, by AI.
- Automation jobs have seen an overall fall across sectors, with Mining and Quarrying and Real Estate sectors seeing the highest falls.

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 70%, while lower-exposure jobs now require degrees less often

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



Key findings

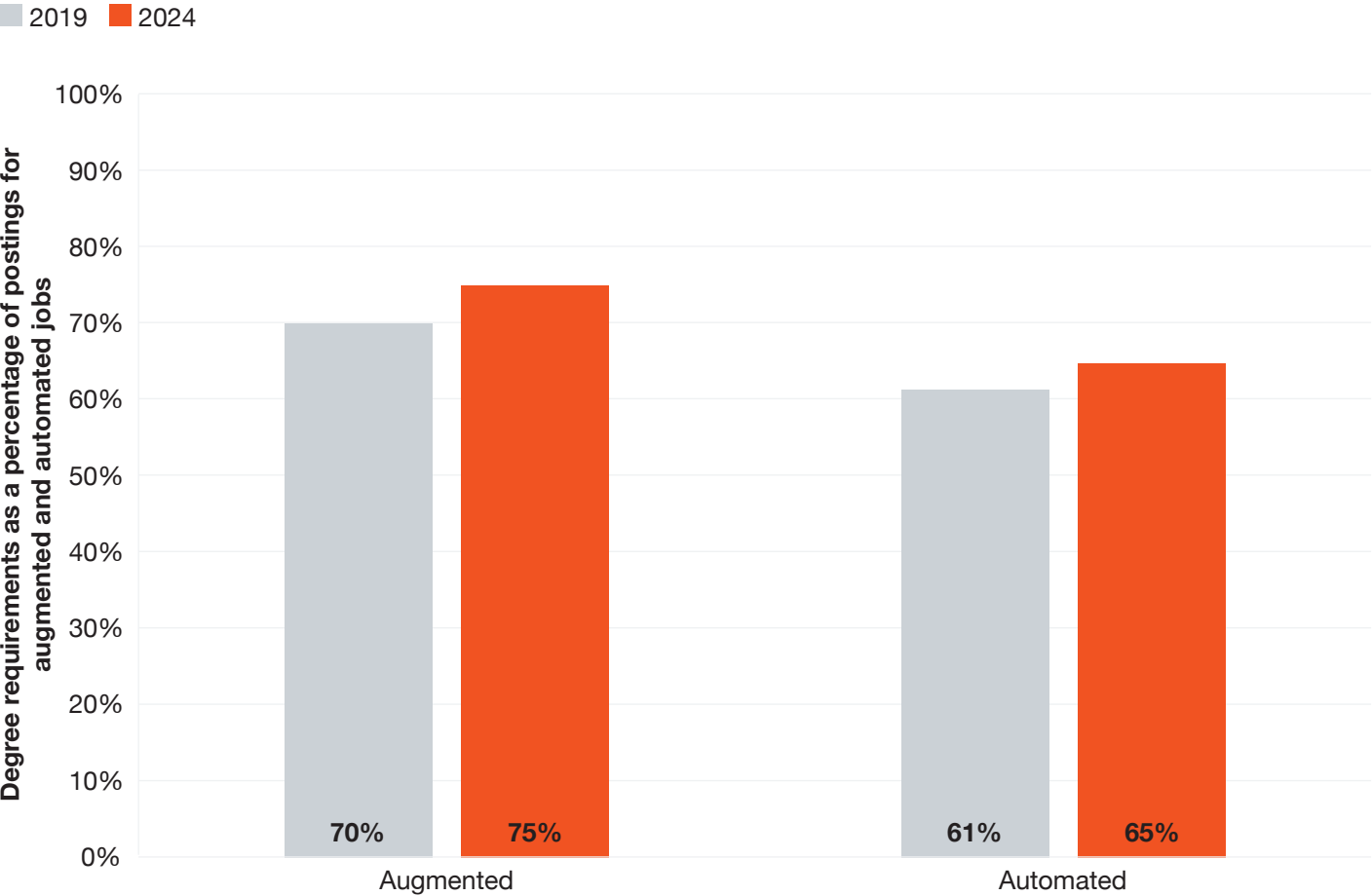
- Jobs with high AI exposure in Spain have seen an increase in degree requirements, rising 5pp from 65% in 2019 to 70% in 2024.
- In contrast, jobs with lower AI exposure have experienced a decline in degree requirements, dropping 5pp from 36% in 2019 to 31% in 2024.
- Therefore, the gap between high and low AI-exposure jobs has widened by 10pp, with jobs in the top half of exposure requiring a degree more than twice 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 risen to 75%, surpassing requirements for automated roles

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



Key findings

- Jobs exposed to augmentation have seen rising degree requirements between 2019 and 2024, increasing from 70% of postings to 75% of postings.
- Similarly, jobs exposed to automation require degrees more often (65%) than they did in 2019 (61%)
- The vast majority of augmented and automated jobs in Spain 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 Spain

Unavailable metrics:

- Number of jobs postings relative to 2012 split by quartile AI exposure is unavailable due to data not being available from 2012
- Net skill change for automated and augmented jobs by sector is unavailable due to many sectors not having a significant sample size

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 Abbatiello

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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