The Fearless Future: 2025 Global AI Jobs Barometer

Sweden 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.

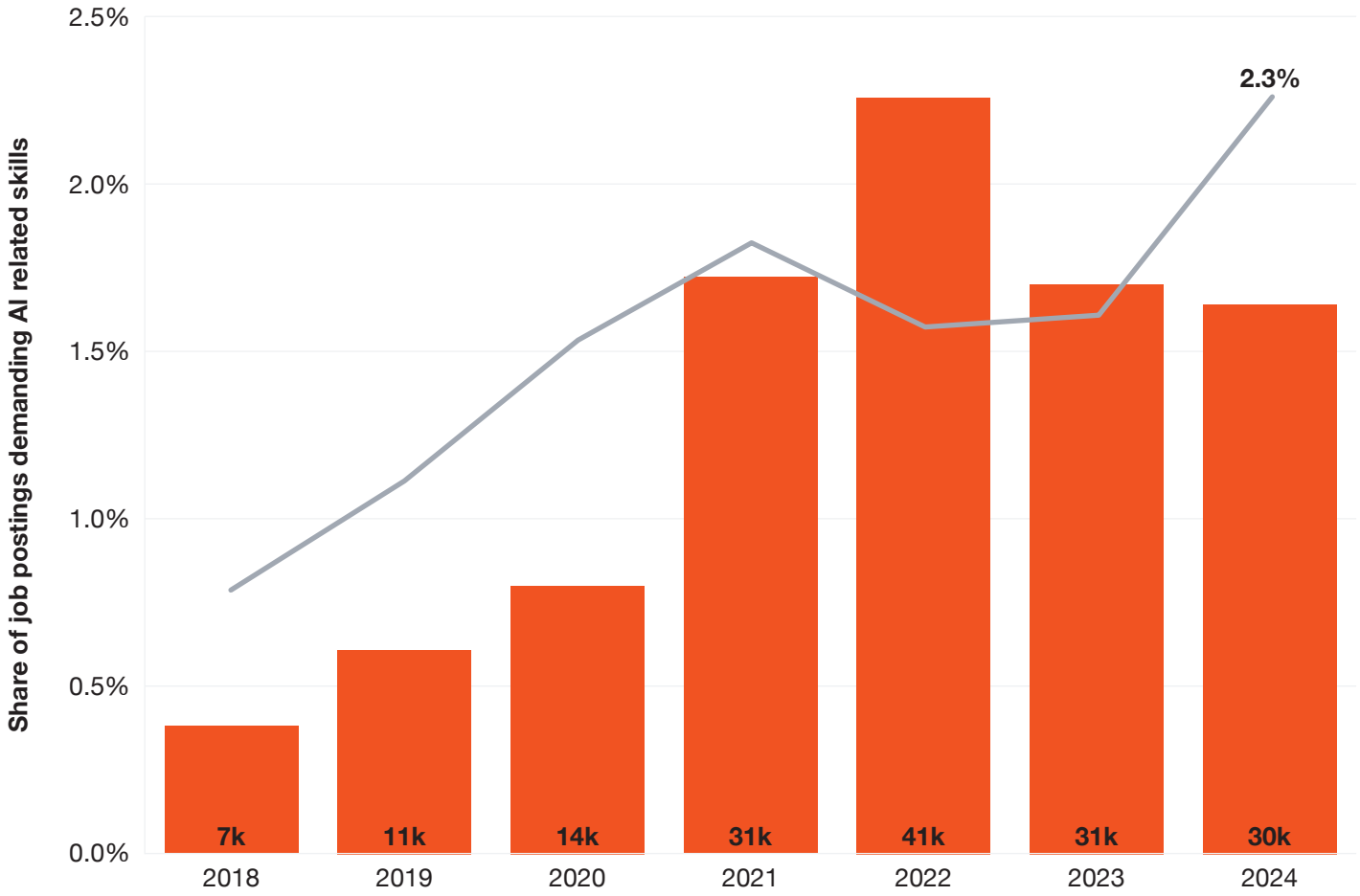
AI is helping to democratise opportunity for people who lack the time or resources to obtain formal degrees. Employer demand for formal degrees is declining particularly quickly for jobs exposed to AI, especially jobs more highly automated by AI.

Please see the global findings report for more insights.

Sweden 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, Sweden, 2018-2024



Sources: PwC analysis, Lightcast data

Key findings

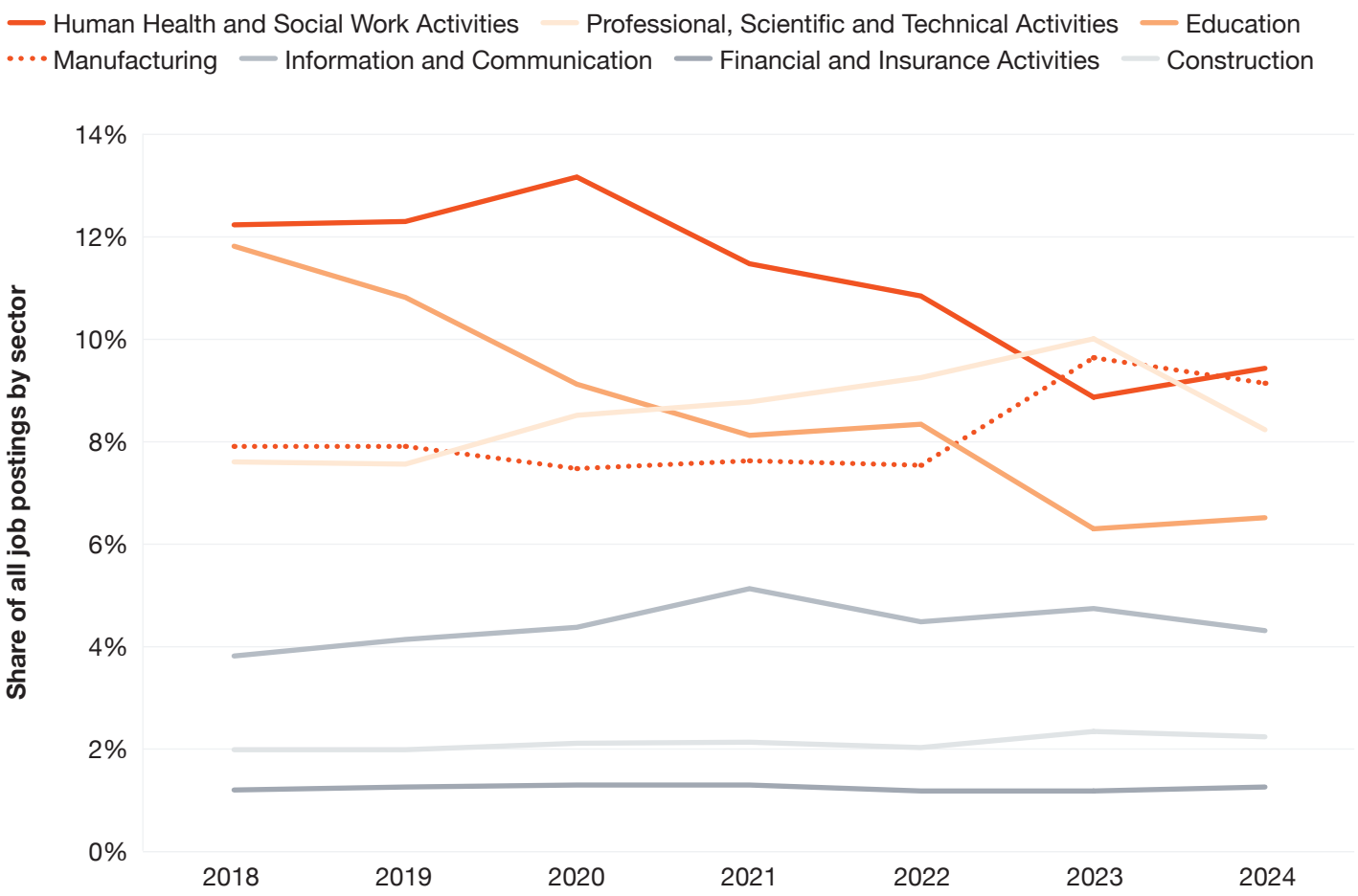
- The share of job postings requiring AI-related skills steadily from 2018 to 2022.
- This was also the case for the total number of AI jobs, which peaked at 41k in 2022.
- Despite a weaker Swedish job market with fewer roles being posted, the share of AI-related jobs increased significantly, with only 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.

Health and Social services leads job postings in Sweden despite dropping in share between 2018 and 2024

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



Sources: PwC analysis, Lightcast data

Key findings

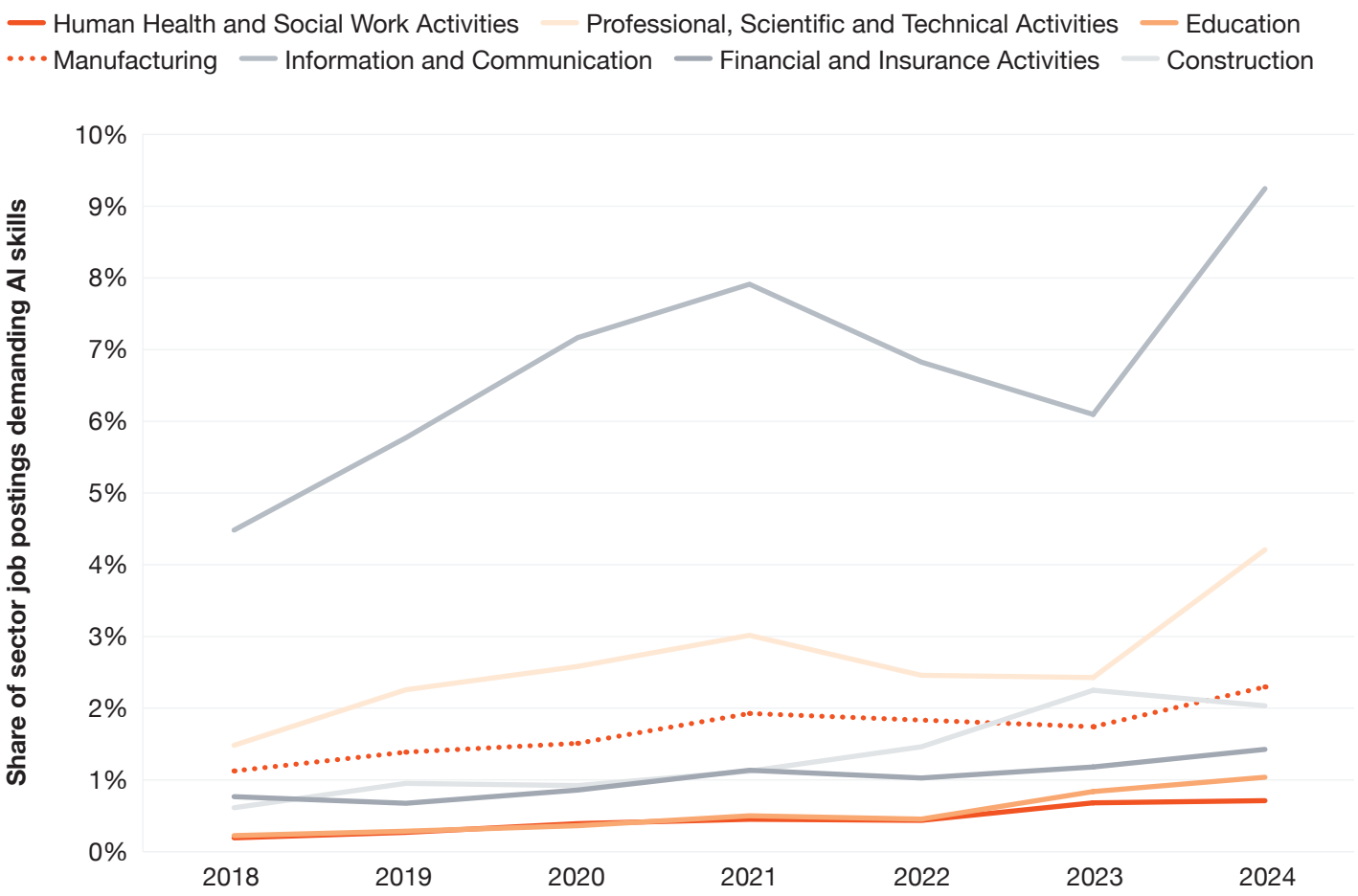
- The proportion of job vacancies in the Health and Social sector has shrunk from 12.3% in 2018 to 9.4% in 2024, however maintained the highest share of job postings in every year other than 2023
- The Manufacturing sector holds the second-largest share of job postings, despite dropping slightly from 9.6% of jobs in 2023 to 9.1% of jobs in 2024
- Financial services and construction have maintained stable but low shares of job postings within Sweden

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 has remained the most AI heavy sector, with almost 10% of jobs postings requiring AI skills

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



Sources: PwC analysis, Lightcast data

Key findings

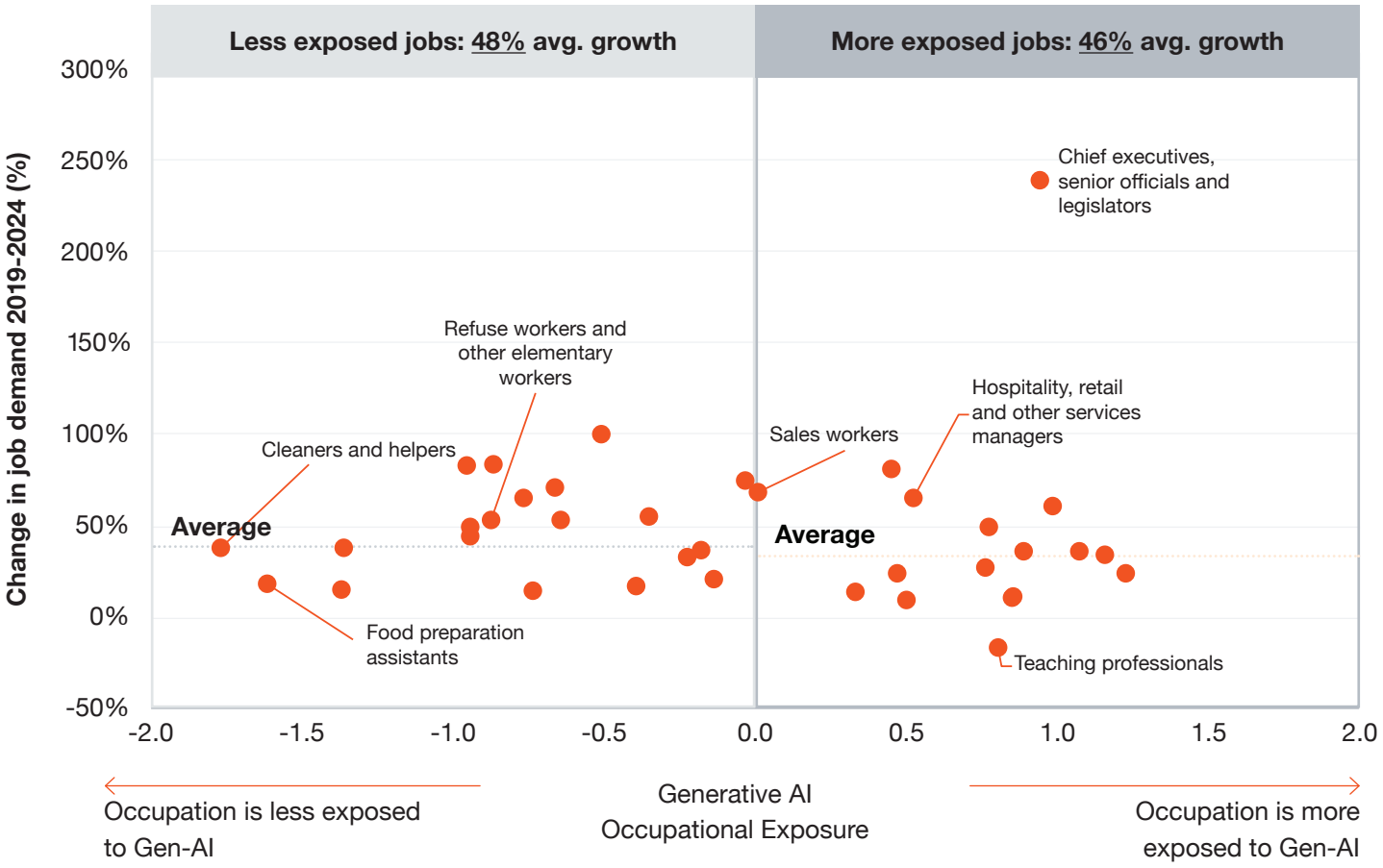
- In the ICT sector jobs postings requiring AI skills increased from 4.5% of jobs in 2018 to 9.3% of jobs in 2024.
- The second highest sector by AI requirements is professional services, at 4.2% of jobs. In all the other sectors under 2.5% of jobs have AI skill requirements, with less than 1% of jobs in the Health and Social sector requiring AI skills.

Notes

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

Job numbers in AI-exposed occupations have grown 46% since 2019 - including growth in virtually every type of occupation

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



Sources: PwC analysis, Lightcast data

Key findings

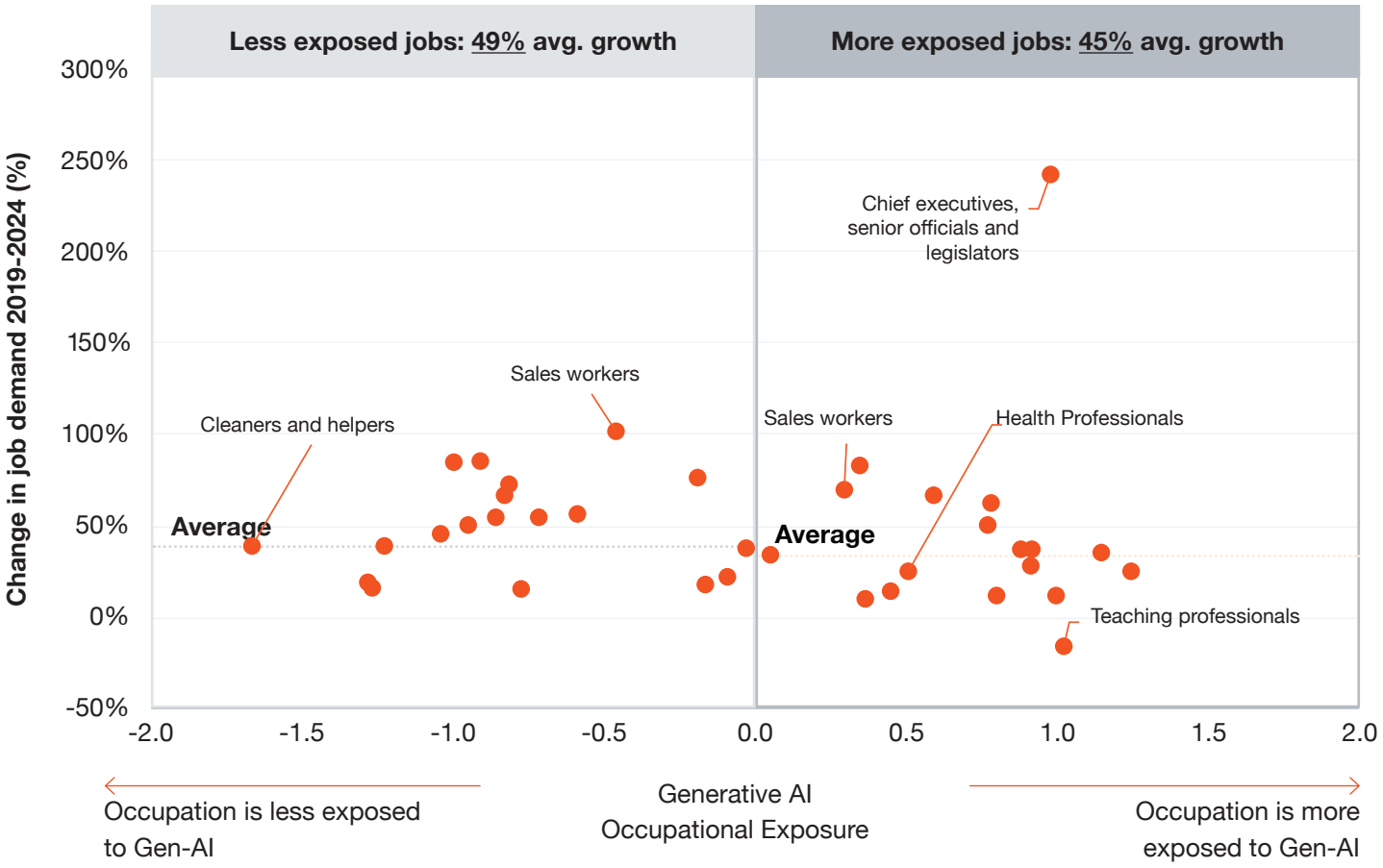
- In Sweden, higher AI Occupational Exposure (AIOE) is not linked to job posting growth between 2019 and 2024.
- Chief executives, senior officials and legislators saw the largest growth rate in jobs postings between 2019 and 2024, exceeding any other job growth rate by over two times.
- The only job category to see a shrink in job postings was teaching professionals, seeing a 17% drop 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

Job numbers in GenAI exposed occupations have grown 45% since 2019 - including growth in virtually every type of occupation

Cumulative growth rate in all job postings against the projected exposure to Generative AI,



Sources: PwC analysis, Lightcast data

Key findings

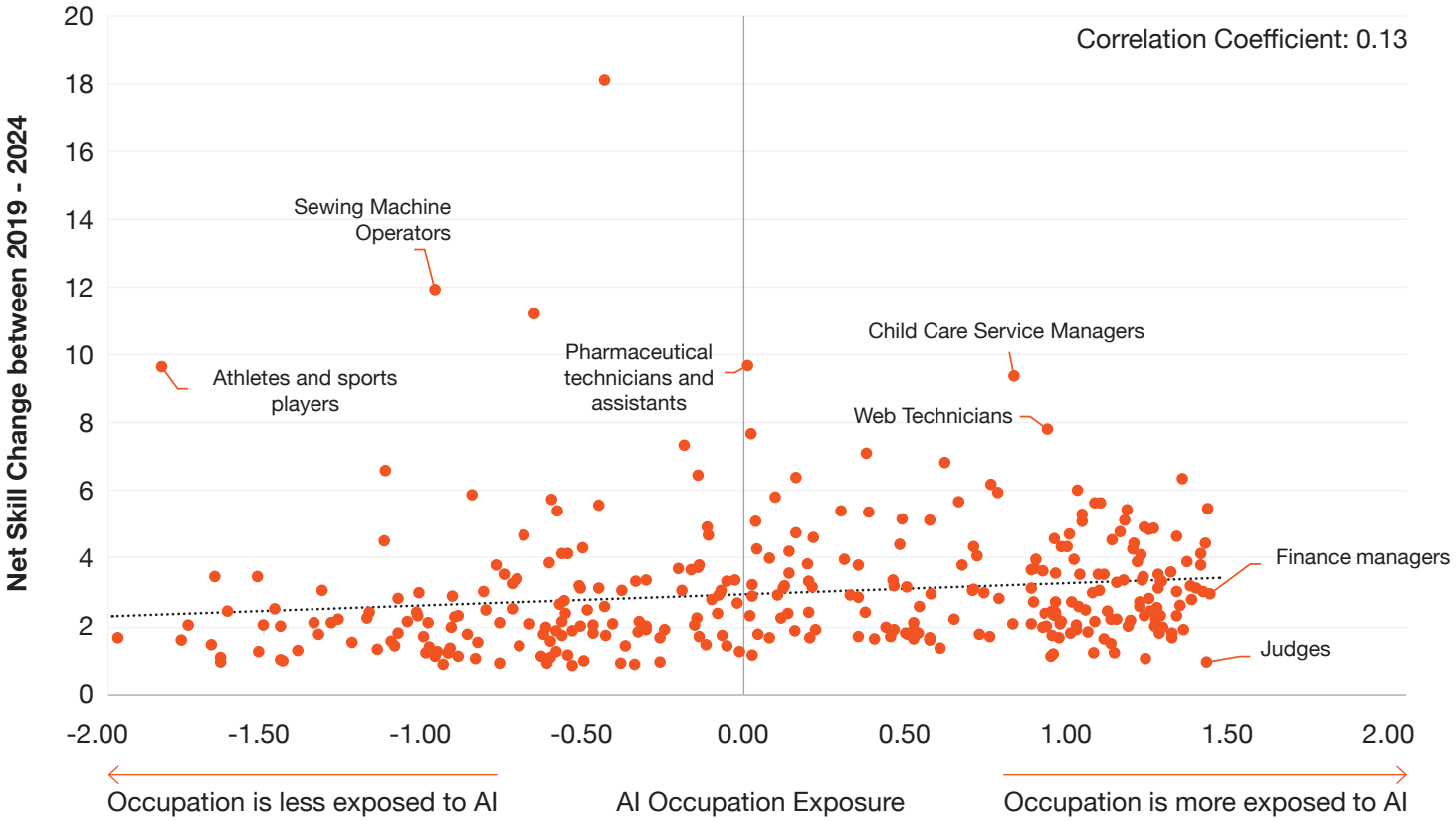
- In Sweden, greater exposure to Generative AI (Gen-AIOE) is not associated with job posting growth between 2019 and 2024.
- Only teaching professionals have had negative job growth, at 17%. The only datapoint which appears significantly off trend is Chief Executives, Senior Officials and Legislators which grew at 240%.

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 1.26x greater change in demanded skills

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



Sources: PwC analysis, Lightcast data

Key findings

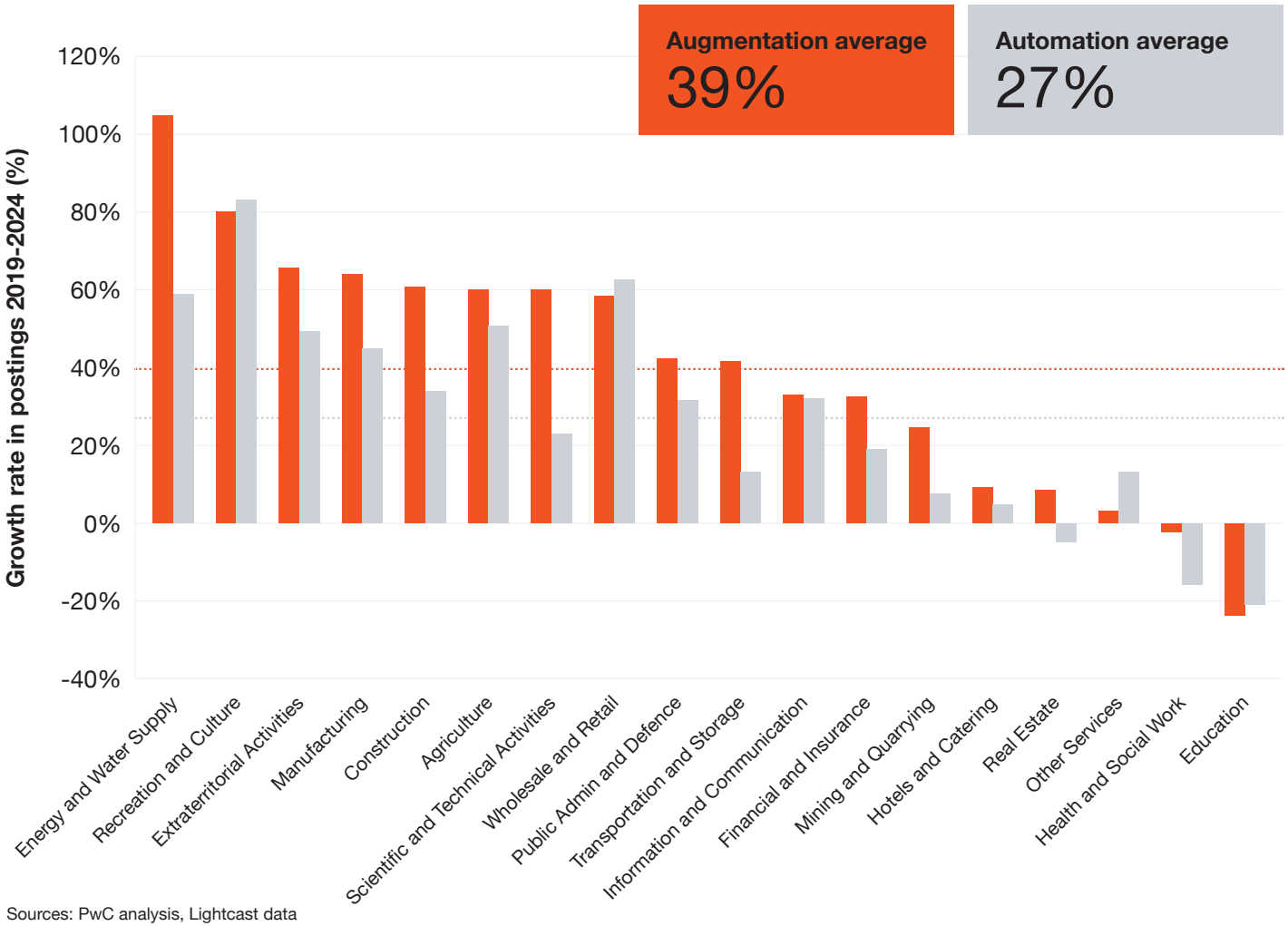
- Occupations with higher AI exposure show a positive correlation with net skill change from 2019 to 2024
- Occupations with low AI exposure experience an average net skill change of 2.6 compared to the top quartile's 3.3, suggesting that roles less affected by AI have remained more stable in their skill requirements
- The top quartile experiences a 26% 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 with greater exposure to augmentation saw greater job posting growth than those exposed to automation

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



Sources: PwC analysis, Lightcast data

Key findings

- Jobs exposed to augmentation have seen much higher job growth across almost all sectors compared to automation exposed jobs, reflecting demand for workers who are enhanced by AI tools.
- The Utilities and Recreation sectors have seen the largest job posting growth rates, exceeding the average rates across all industries.

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 Sweden

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 insufficient educational data 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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