The Fearless Future: 2025 Global AI Jobs Barometer

Switzerland 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.

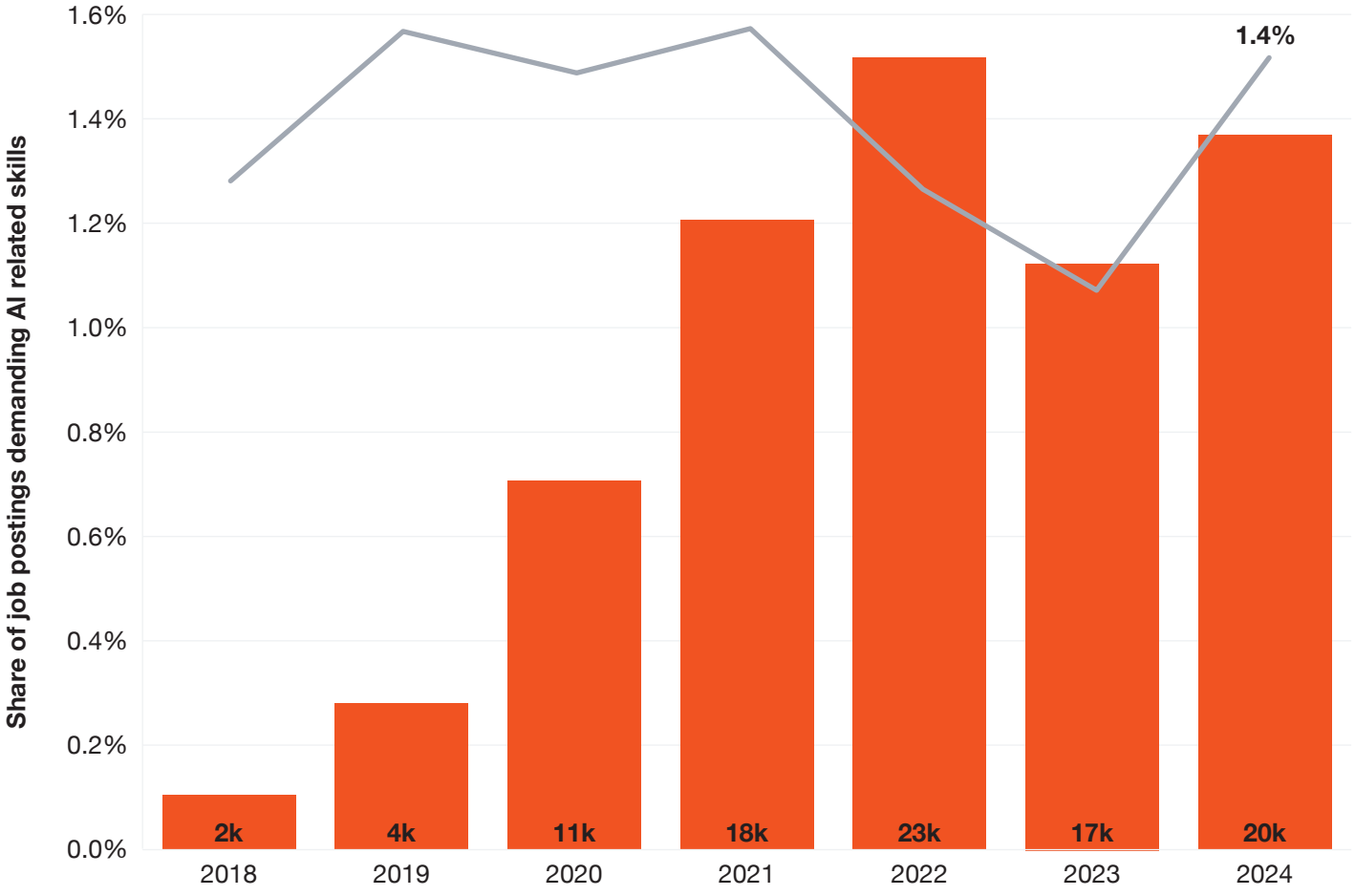
AI is helping to democratise opportunity for people who lack the time or resources to obtain formal degrees. Employer demand for formal degrees is declining particularly quickly for jobs exposed to AI, especially jobs more highly automated by AI.

Please see the global findings report for more insights.

Switzerland Insights

Switzerland's AI job demand grew rapidly until 2022, followed by fluctuations, with signs of stabilisation in 2024.

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



Sources: PwC analysis, Lightcast data

Key findings

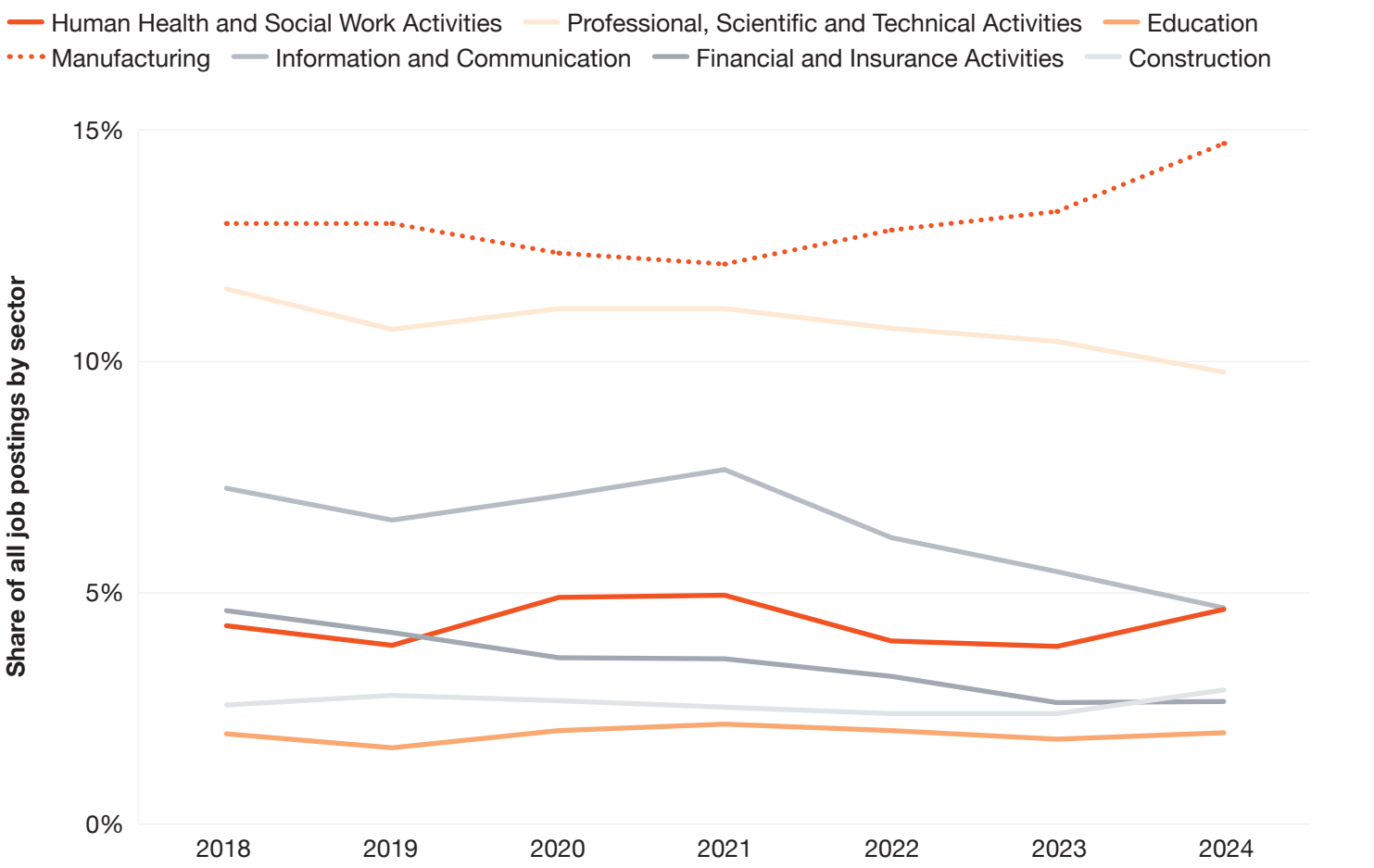
- **Strong Early Growth:** AI-related job postings increased tenfold from 2k in 2018 to 23k in 2022, showing a rapid expansion in demand.
- **Fluctuations and Recent Decline:** After peaking at 23k in 2022, job postings dropped to 17k in 2023, before slightly recovering to 20k in 2024.
- **AI Job Market Share Shows Volatility:** The share of AI-related job postings peaked in 2021but saw a decline in 2023, before rebounding to 1.4% in 2024.

Notes

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

Manufacturing leads job postings, while Professional Services and Information & Communication decline in market share

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



Sources: PwC analysis, Lightcast data

Key findings

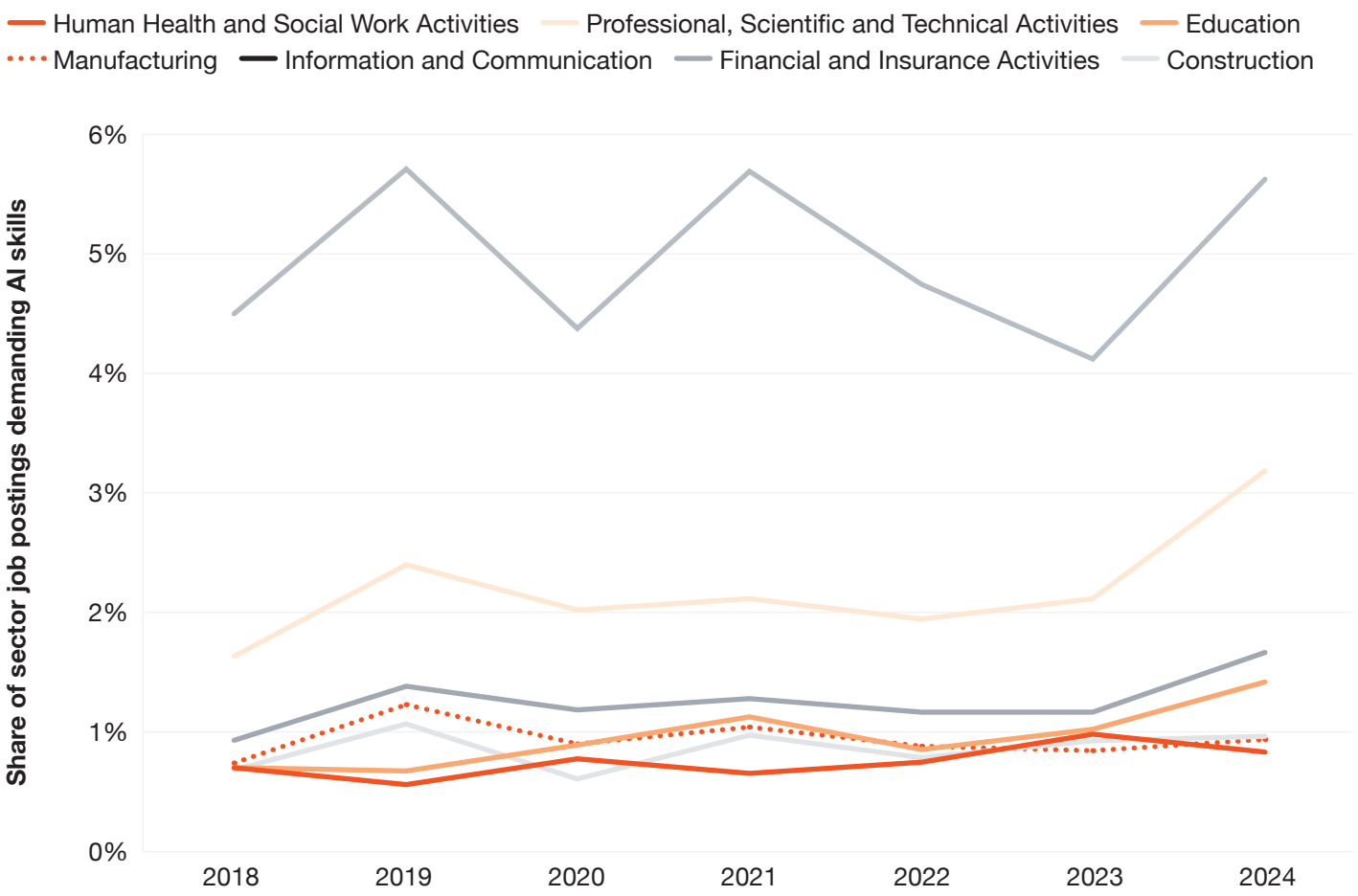
- Professional, Scientific, and Technical Activities remain one of the most dominant job posting sectors, though its share has slightly declined since 2018, to 9.8% in 2024.
- Manufacturing has shown a downward trend over most of the period but experienced an uptick from 2021 onwards, peaking at 14.7% in 2024.
- Information and Communication peaked around 2021 but declined consistently since to 4.6% in 2024 and has shown no sign of recovery.

Notes

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

AI-skilled job demand is highest in Information & Communication and rising in Professional Services, with slower growth elsewhere.

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



Sources: PwC analysis, Lightcast data

Key findings

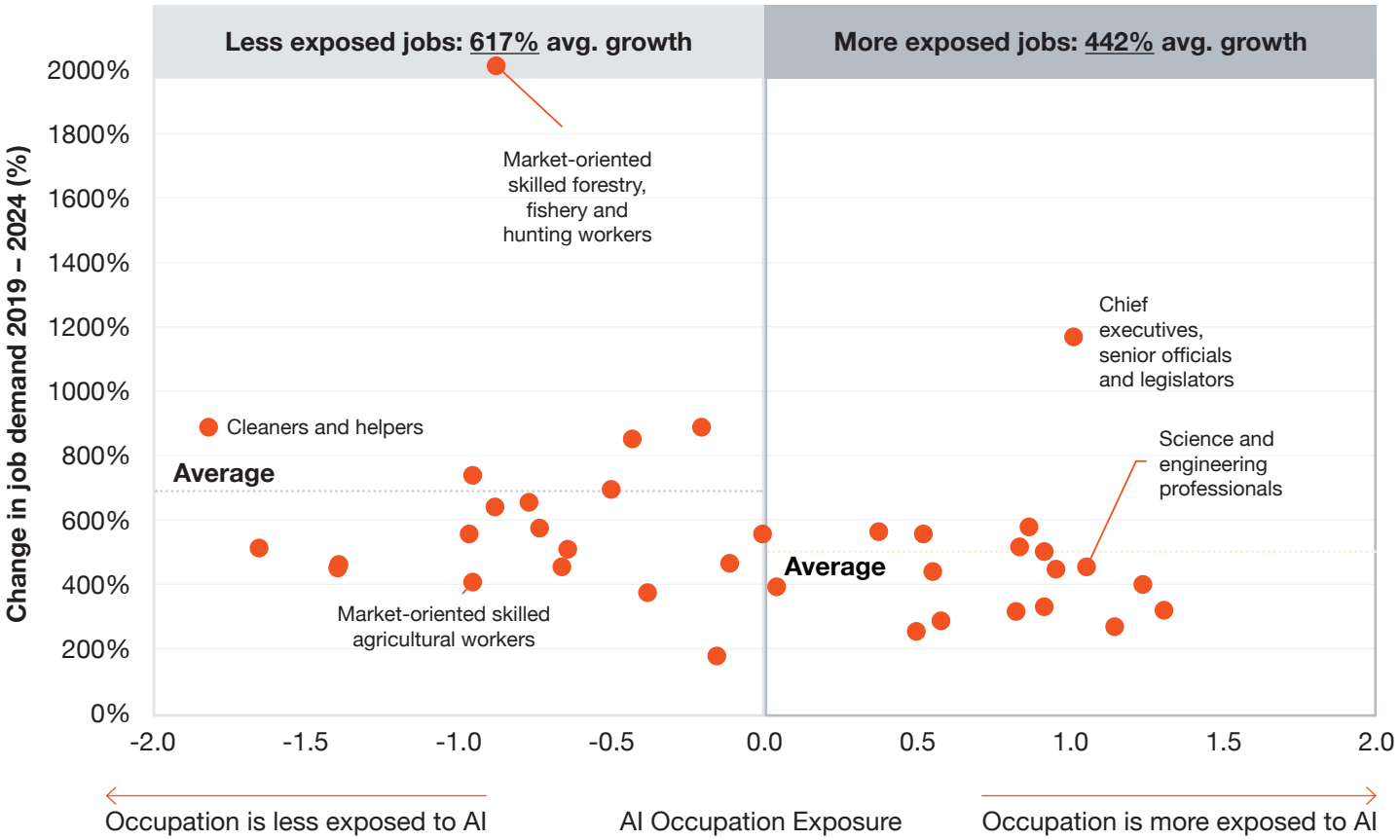
- Information and Communication has the highest share of job postings demanding AI skills, with notable fluctuations but an overall upward trend toward 2024, peaking at 5.6%
- Professional, Scientific, and Technical Activities has seen a significant increase in AI-skilled job postings, particularly from 2023 onward, peaking at 3.2% in 2024.
- Financial and Insurance Activities and Education have experienced steady but moderate growth in AI-skilled job demand to 1.7% in 2024.

Notes

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

Job numbers in AI-exposed occupations have grown 442% since 2019 - including positive growth in every type of occupation

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



Sources: PwC analysis, Lightcast data

Key findings

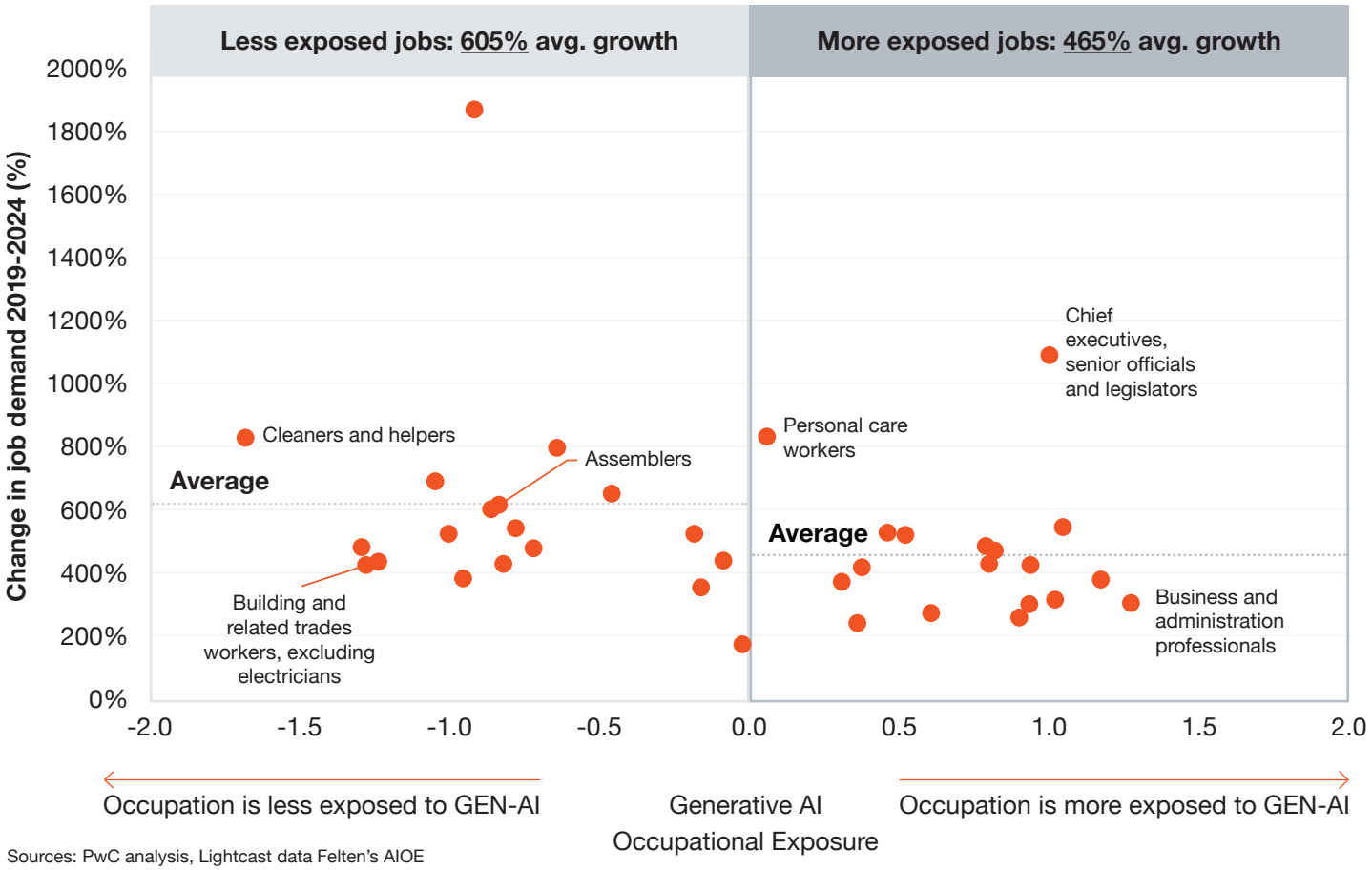
- The correlation coefficient of -0.29 indicates a moderate negative relationship between AI occupation exposure and growth in job postings. This suggests that occupations with higher AI exposure tend to have lower job posting growth over this period.
- While the trend is negative, some AI-exposed occupations still show high job posting growth, suggesting AI is reshaping demand rather than uniformly reducing it.

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 465% since 2019 - including positive growth in every type of occupation

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



Sources: PwC analysis, Lightcast data Felten's AIOE

Key findings

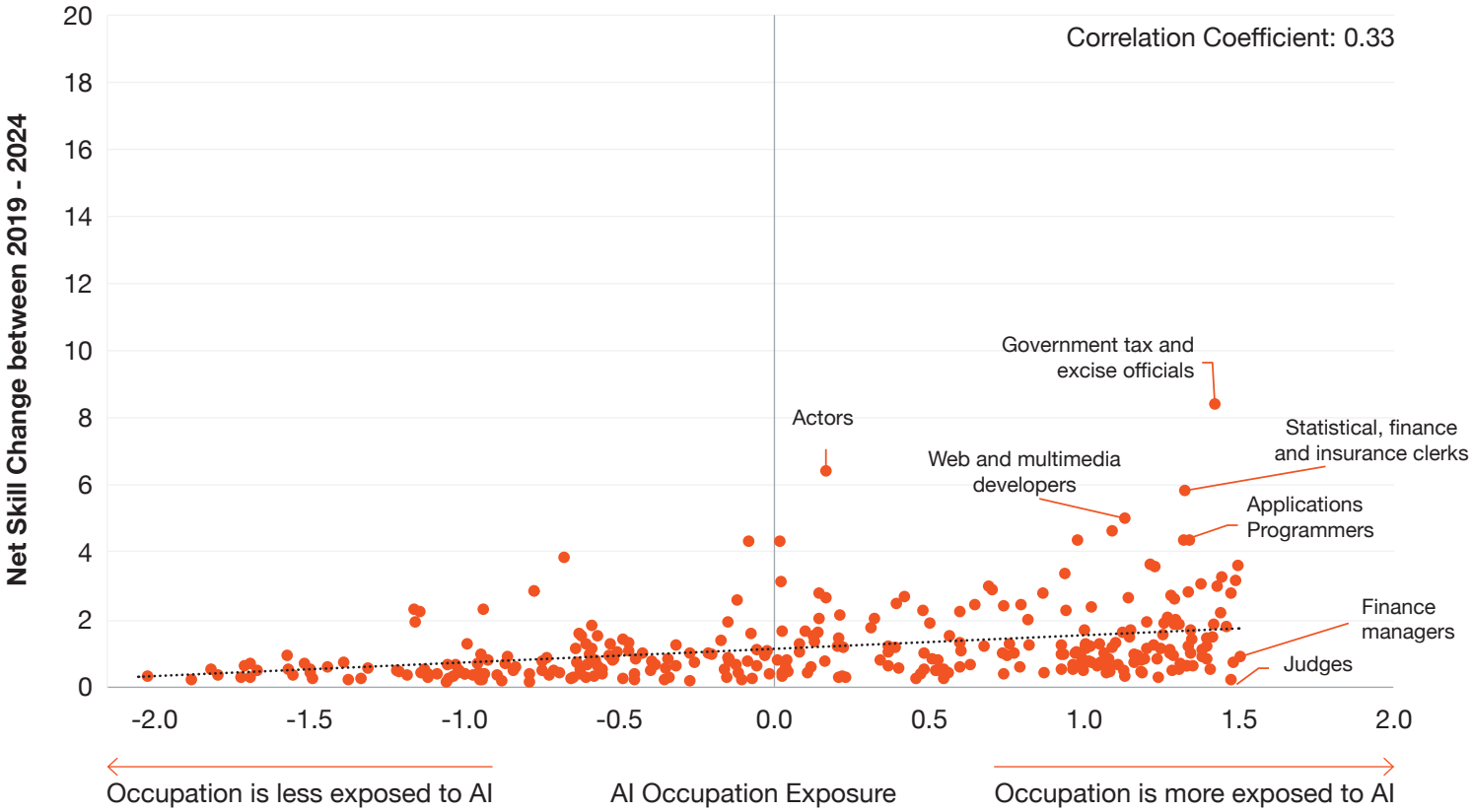
- The correlation coefficient of -0.31 indicates a moderate negative relationship between Generative AI occupation exposure and growth in job postings. This suggests that occupations with higher Generative AI exposure tend to experience slower job posting growth over this period.
- While the overall trend is negative, some highly AI-exposed occupations still show strong job posting growth, suggesting that AI is impacting job demand differently across roles.

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 AI-exposed jobs experience 138% higher net skill change (1.7 vs. 0.7), reflecting greater adaptation to evolving role demands

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



Sources: PwC analysis, Lightcast data Felten's AIOE

Key findings

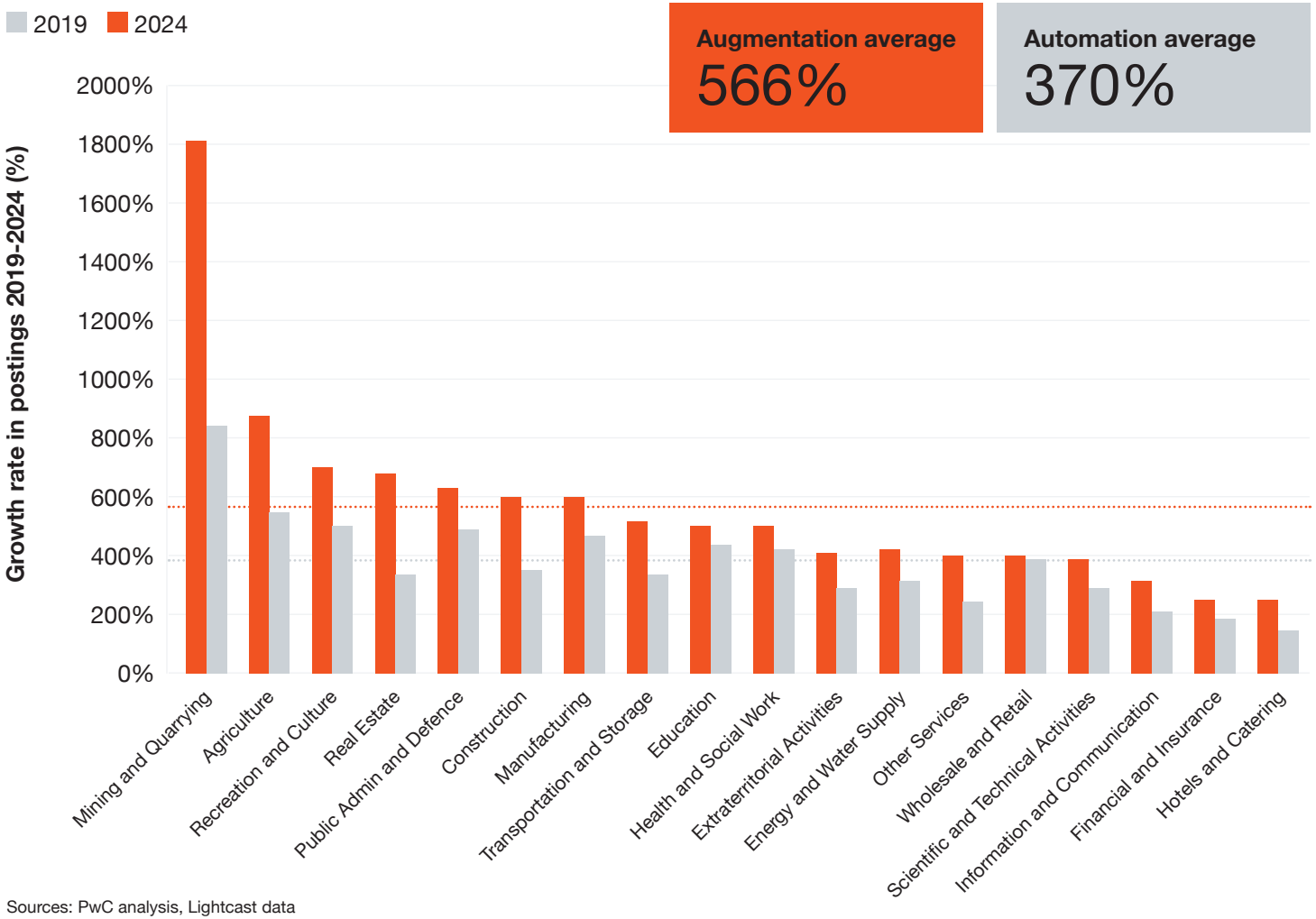
- The correlation coefficient of 0.33 suggests a moderate positive relationship between AI occupation exposure and net skill change. This indicates that jobs more exposed to AI tend to experience greater skill changes, likely due to evolving job requirements.
- Jobs in the top quartile of AI exposure have an average net skill change of 1.7, compared to 0.7 for the bottom quartile. This represents a 138% higher net skill change in AI-exposed occupations, indicating greater adaptation and evolving skill demands in these roles.

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

Switzerland's AI job growth is highest in Mining, Agriculture, and Recreation, while Finance, Tech, and Hospitality lag behind

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



Sources: PwC analysis, Lightcast data

Key findings

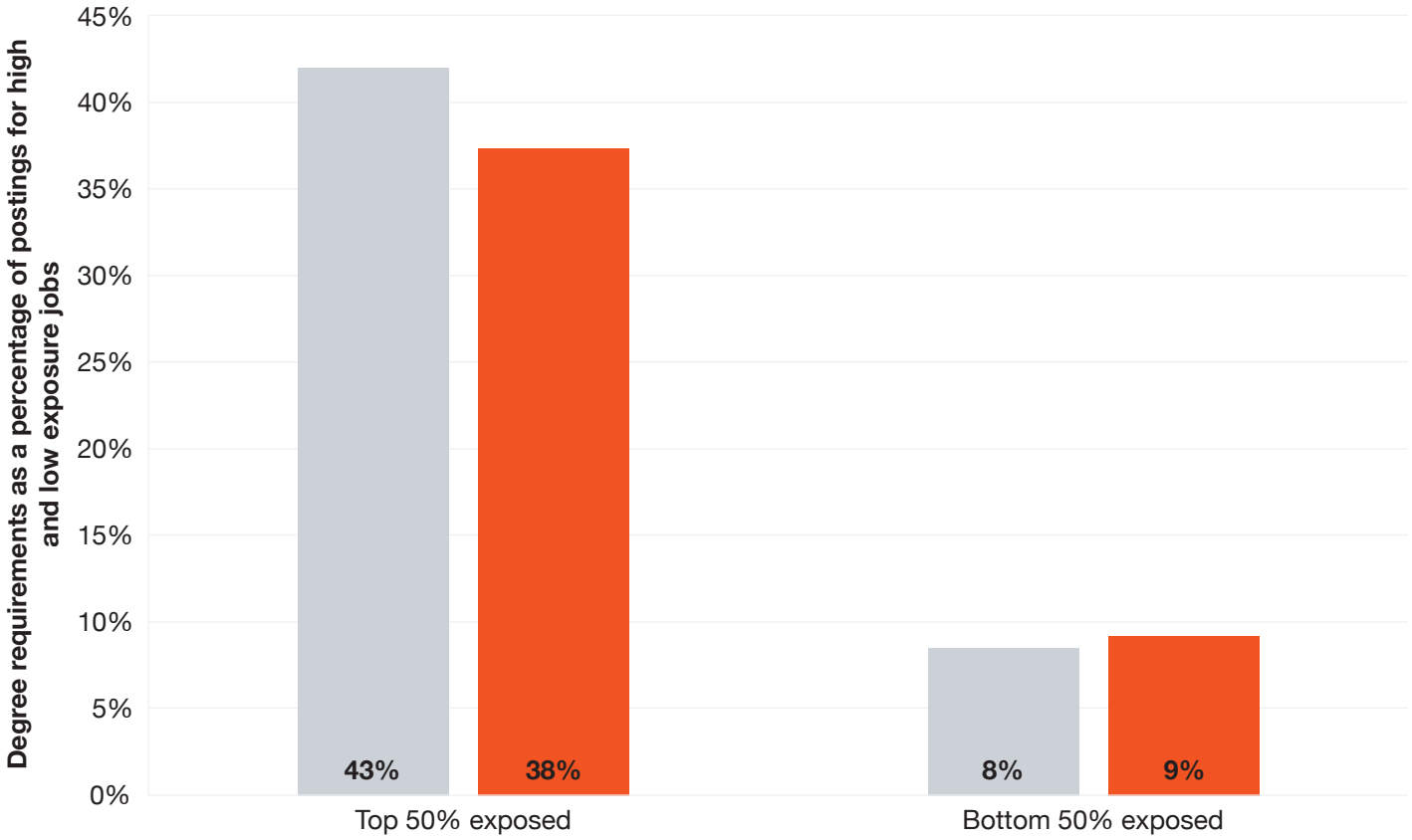
- Mining & Quarrying and Agriculture lead AI-driven job growth, with augmentation exceeding 1800% and 800%, respectively, far surpassing the national average (566% for augmentation, 370% for automation), indicating strong AI adoption in resource extraction and precision farming.
- Financial & Insurance, Information & Communication, and Hotels & Catering lag behind, showing below-average AI job growth, indicating slower automation adoption in finance, tech, and hospitality sectors.

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.

In Switzerland, degree requirements remain significantly higher for the top 50% most AI-exposed jobs

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



Sources: PwC analysis, Lightcast data Felten's AIOE

Key findings

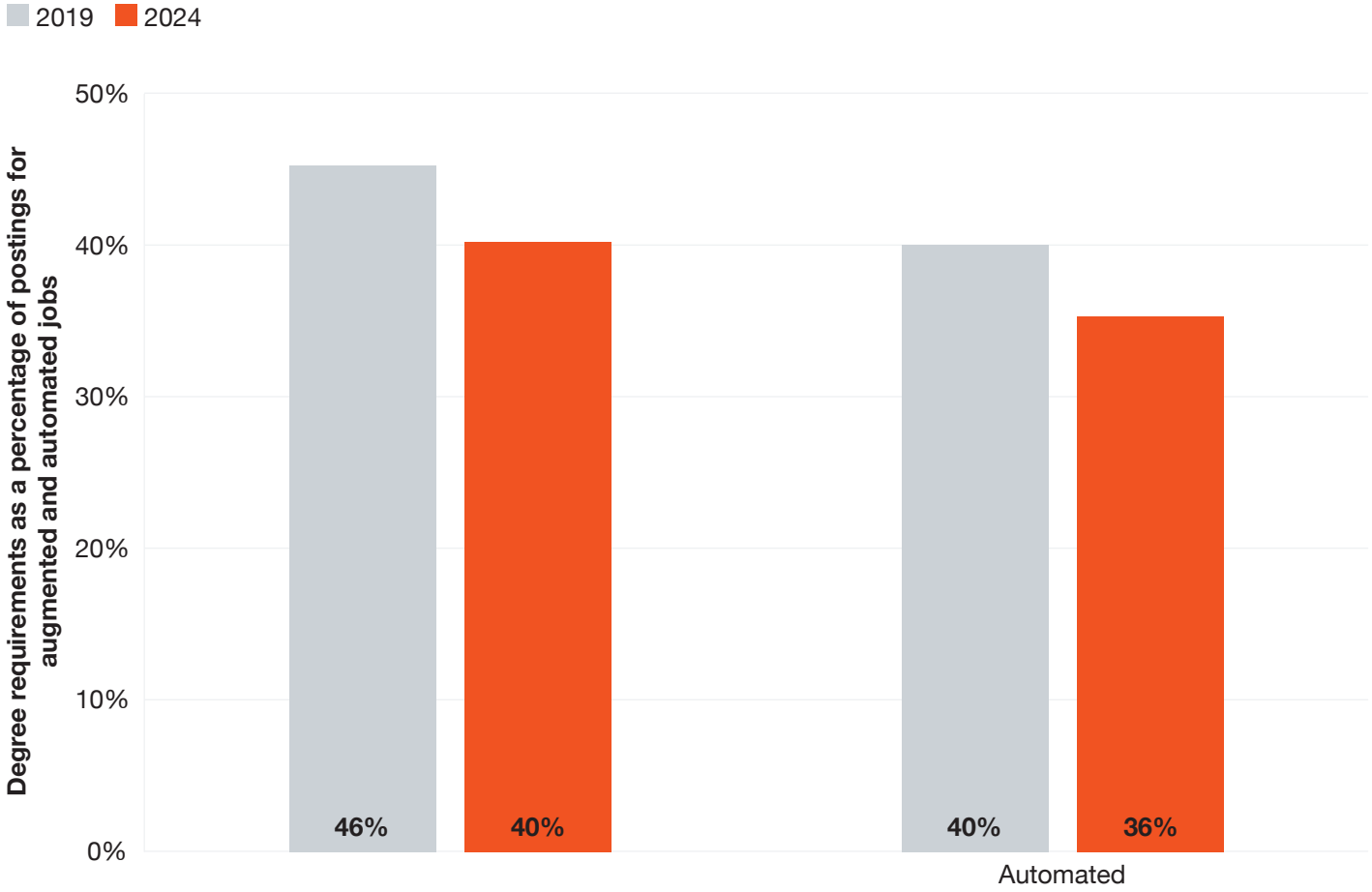
- Jobs with high AI exposure in Switzerland have seen declining degree requirements, falling by 5pp from 43% in 2019 to 38% in 2024.
- Jobs with lower AI exposure have seen an increase in degree requirements, rising by 1pp from 8% in 2019 to 9% in 2024.
- The gap between high and low AI-exposure jobs has fallen, however jobs in the top half of exposure still require a degree just under 4 times 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 in Switzerland have fallen for both augmented and automated roles

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



Sources: PwC analysis, Lightcast data

Key findings

- Jobs exposed to augmentation have seen falling degree requirements between 2019 and 2024, falling from 46% of postings to 40%
- Similarly, Jobs exposed to automation now require degrees less often (36%) than they did in 2019 (40%)
- The majority of augmented and automated jobs in Switzerland don't list degree requirements, indicating skill based hiring is the norm among these roles

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 Switzerland

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

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