The Fearless Future: 2025 Global AI Jobs Barometer

UK 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.

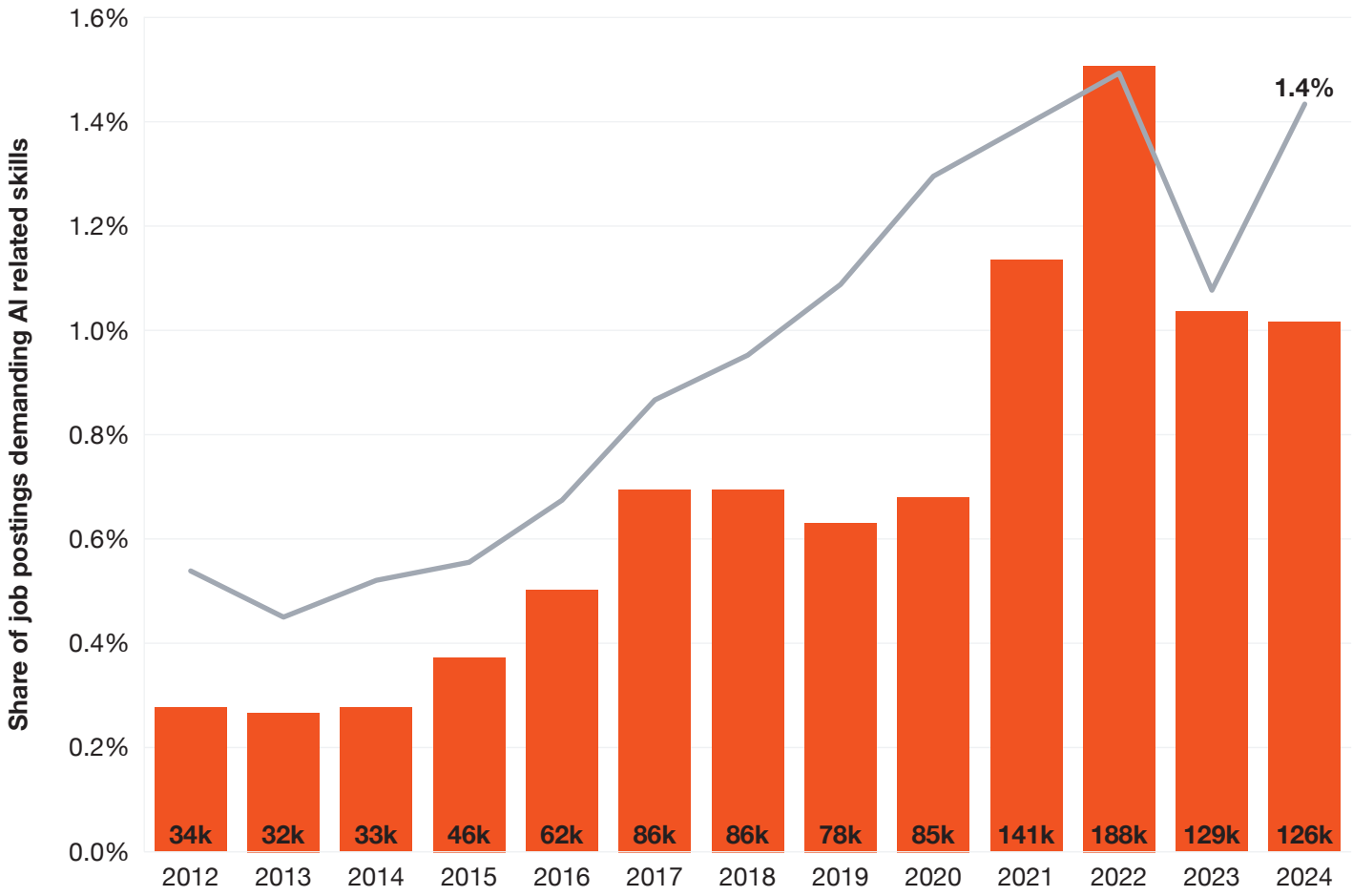
AI is helping to democratise opportunity for people who lack the time or resources to obtain formal degrees. Employer demand for formal degrees is declining particularly quickly for jobs exposed to AI, especially jobs more highly automated by AI.

Please see the global findings report for more insights.

UK 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, UK, 2012-2024



Sources: PwC analysis, Lightcast data

Key findings

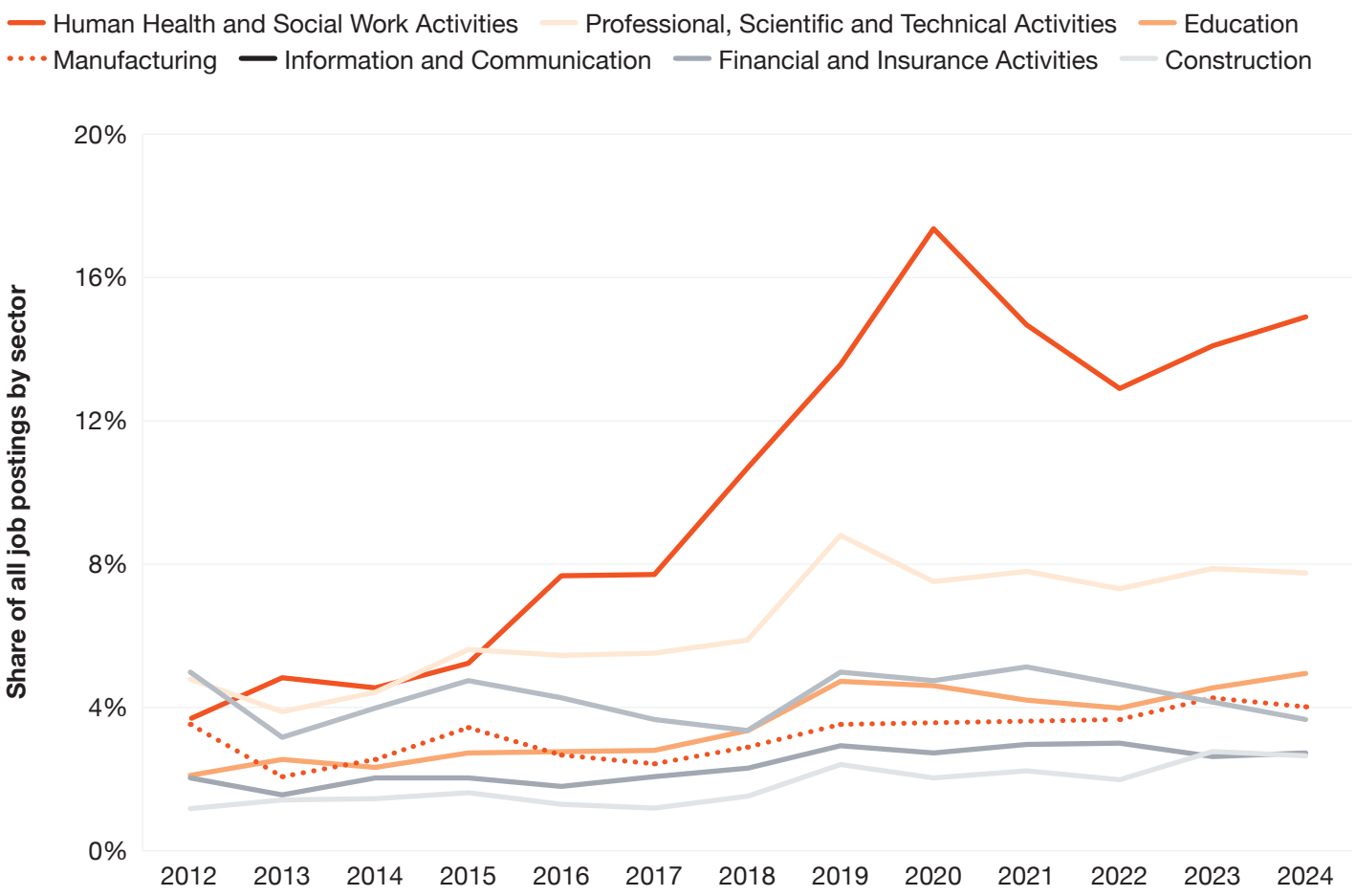
- The share of job postings requiring AI-related skills steadily increased year over year from 2012 to 2022.
- This was also the case for the total number of AI jobs, which peaked at 188k in 2022.
- In a weaker UK job market with fewer roles being posted, AI job postings declined slightly between 2023 and 2024. However, as 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.

The Health sector has significantly more job postings than other sectors

Share of all job postings by sector, UK, 2012-2024



Sources: PwC analysis, Lightcast data

Key findings

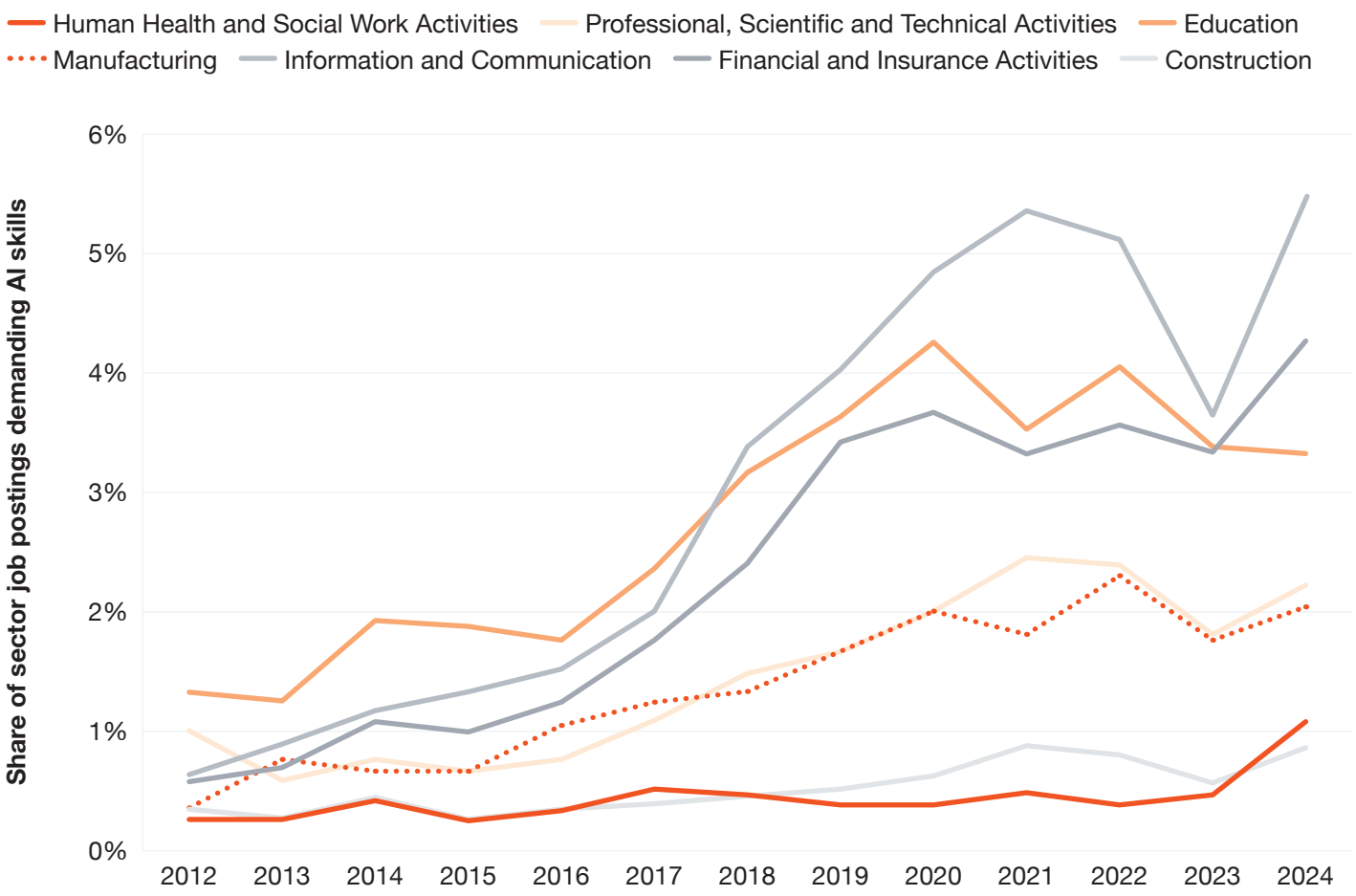
- The proportion of job vacancies in the Health & Social sector has grown from 3.7% in 2012 to 14.9% in 2024
- The Professional Services sector holds the second-largest share of job postings, rising from 4.8% in 2012 to 7.8% in 2024, reflecting significant growth in demand for skilled professionals.

Notes

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

The demand for jobs requiring AI skills has significantly increased across most sectors between 2012 and 2024

Share of AI job postings by sector, UK, 2012-2024



Sources: PwC analysis, Lightcast data

Key findings

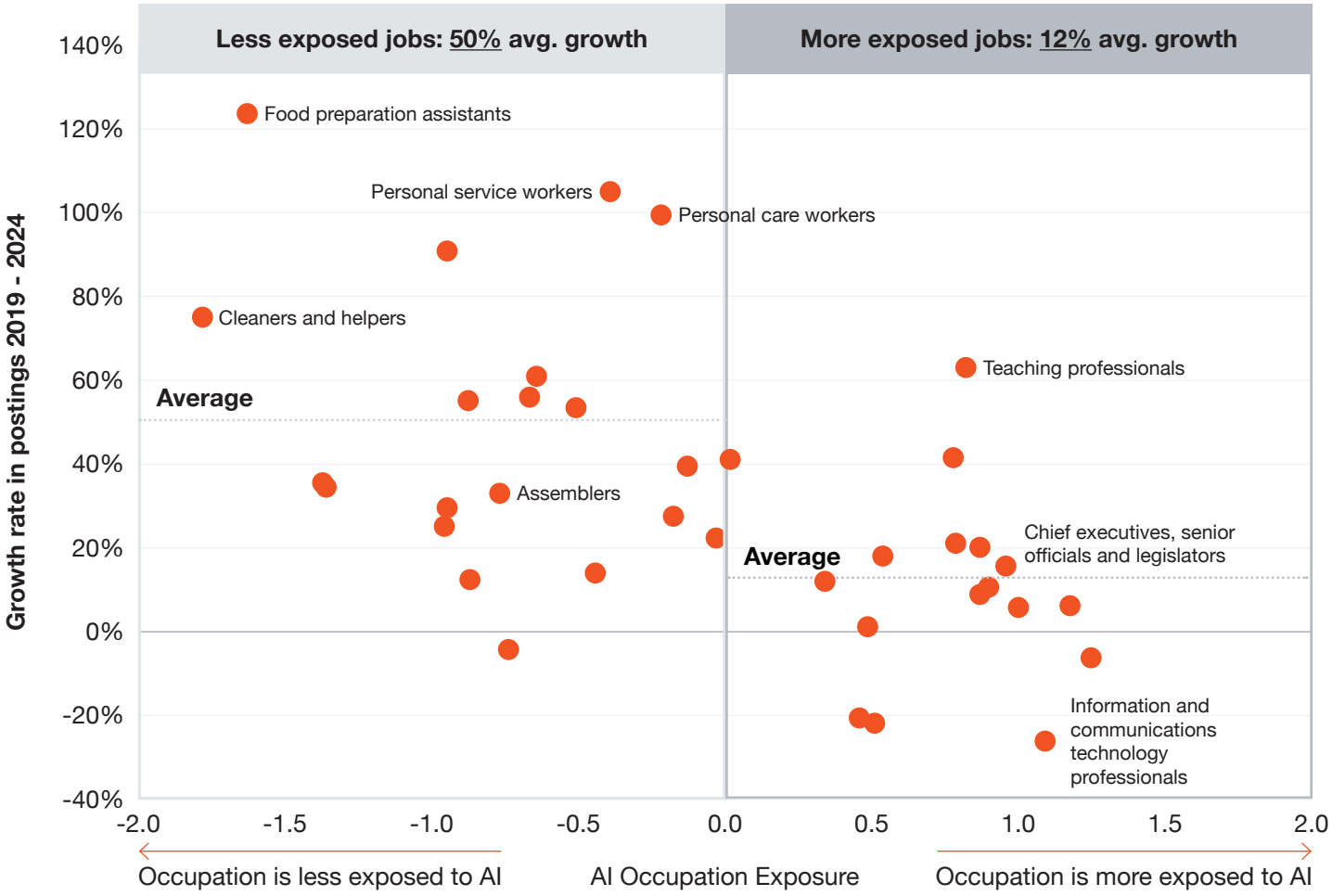
- Industries highly impacted by AI, including Information & Communication, Financial Services, and Professional Services, have seen a substantial rise in job postings requiring AI expertise.
- The Health & Social Care sector experienced a notable surge in demand for AI skills, with job postings rising from 0.5% in 2023 to 1.1% in 2024.

Notes

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

There is a negative correlation between the AI occupation exposure and job posting growth

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



Sources: PwC analysis, Lightcast data

Key findings

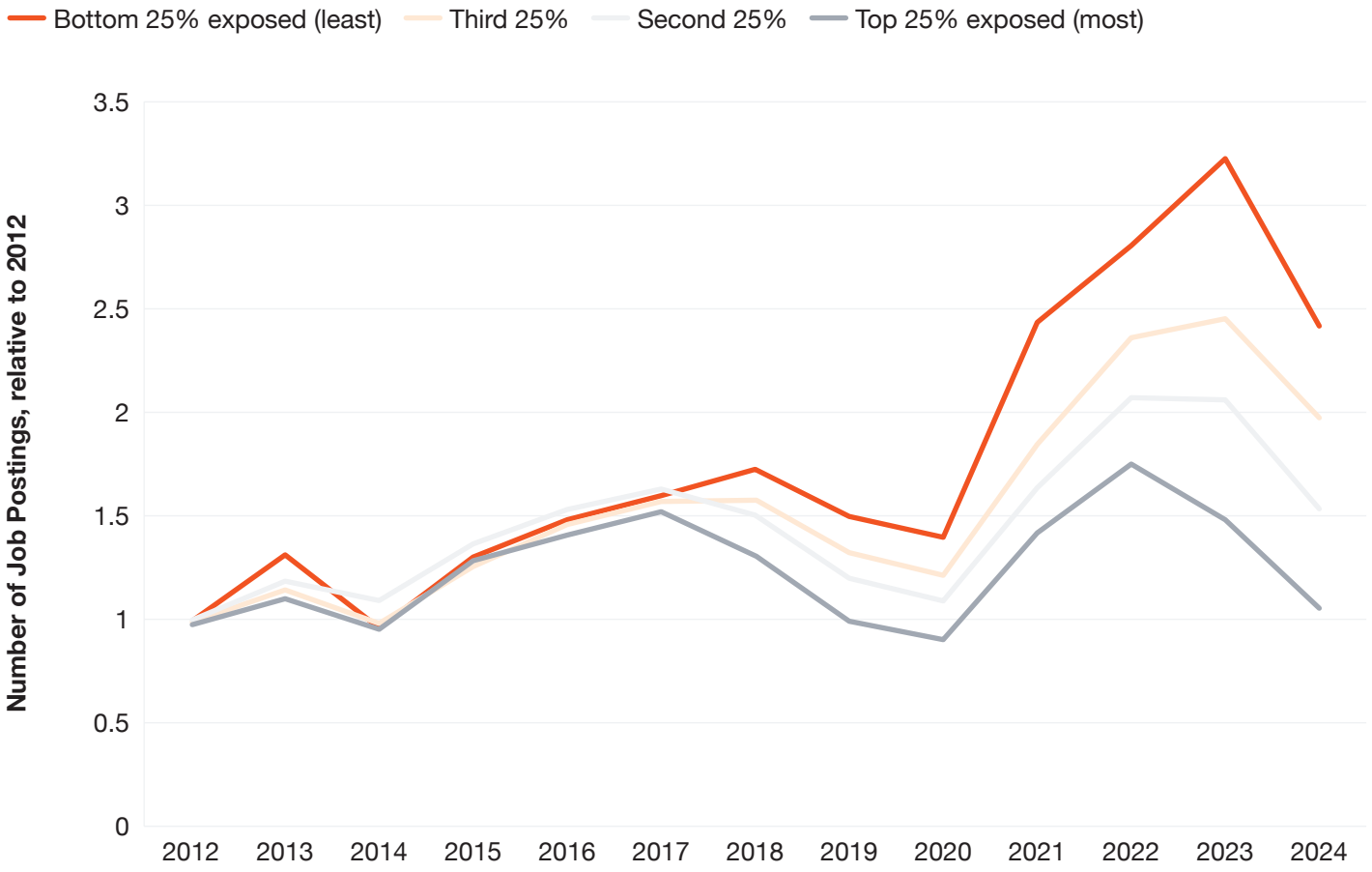
- In the UK, higher AI Occupational Exposure (AIOE) is linked to slower job posting growth between 2019 and 2024.
- Despite the negative trend, most highly exposed occupations continue to see positive growth in job postings.

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

Vacancies for jobs most exposed to AI are growing more slowly – and this jobs gap is expanding over time

Number of jobs postings relative to 2012 split by quartile AI exposure, UK, 2012-2024, indexed at 2012



Sources: PwC analysis, Lightcast data

Key findings

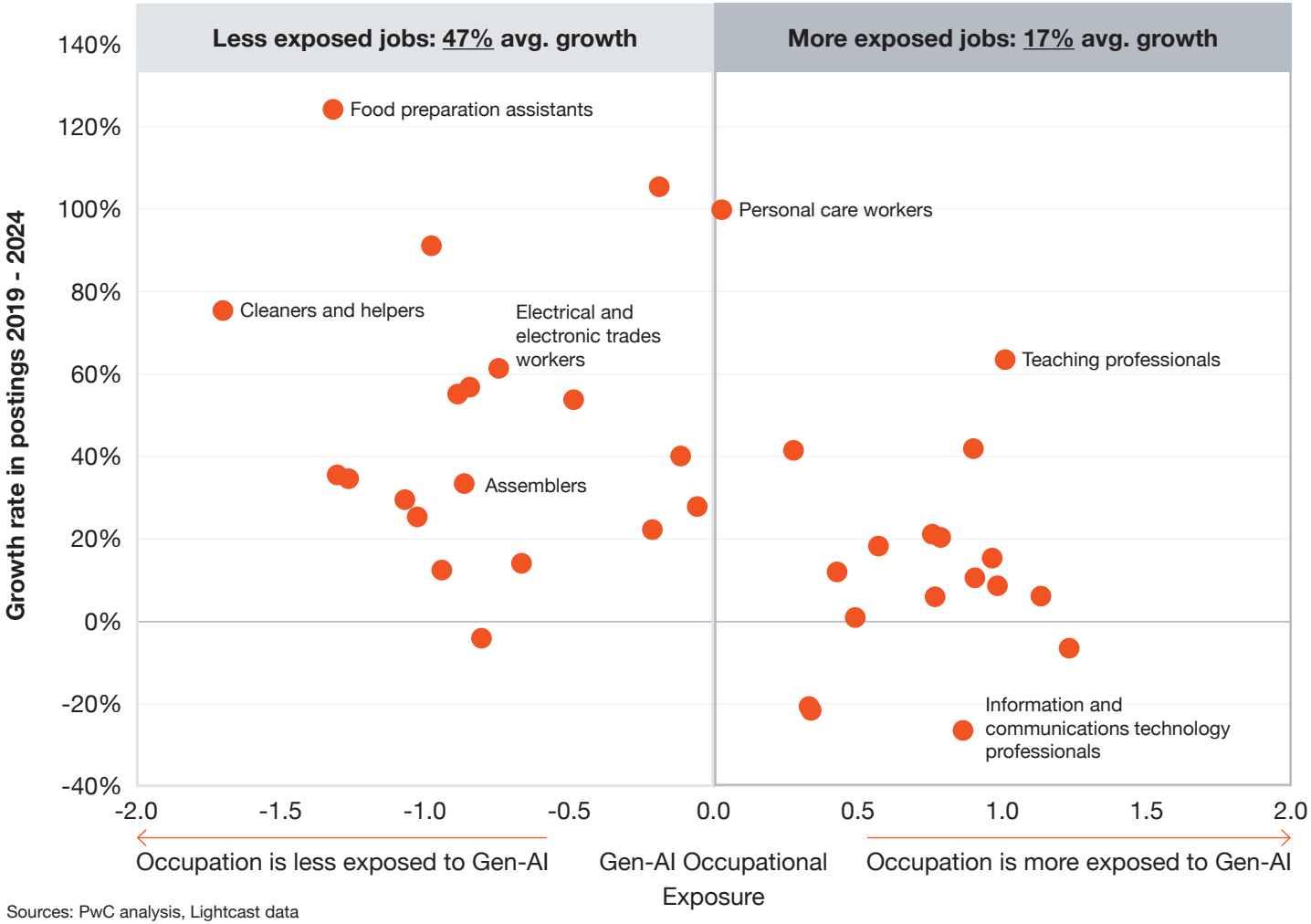
- Since around 2018, job postings for occupations with higher AI exposure (top 25% exposed) have grown at a slower pace compared to those with lower exposure.
- The gap between the most and least AI-exposed occupations has widened significantly, particularly after 2020. Job postings for the least exposed (bottom 25%) have surged, while growth in the most exposed jobs has been more subdued.

Notes

- We group occupations using ISCO codes and then split them up into quartiles by AIOE
- Quartiles are indexed to 2012, with the graph showing relative growth since then

Occupations which are highly exposed to Generative AI have experienced slower growth in their number of job postings

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



Sources: PwC analysis, Lightcast data

Key findings

- In the UK, greater exposure to Generative AI (Gen-AIOE) is associated with slower job posting growth from 2019 to 2024.
- Despite the negative trend, job postings for most highly AI-exposed occupations continue to grow at positive rates.

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 1.6x greater change in demanded skills

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

Sources: PwC analysis, Lightcast data

Key findings

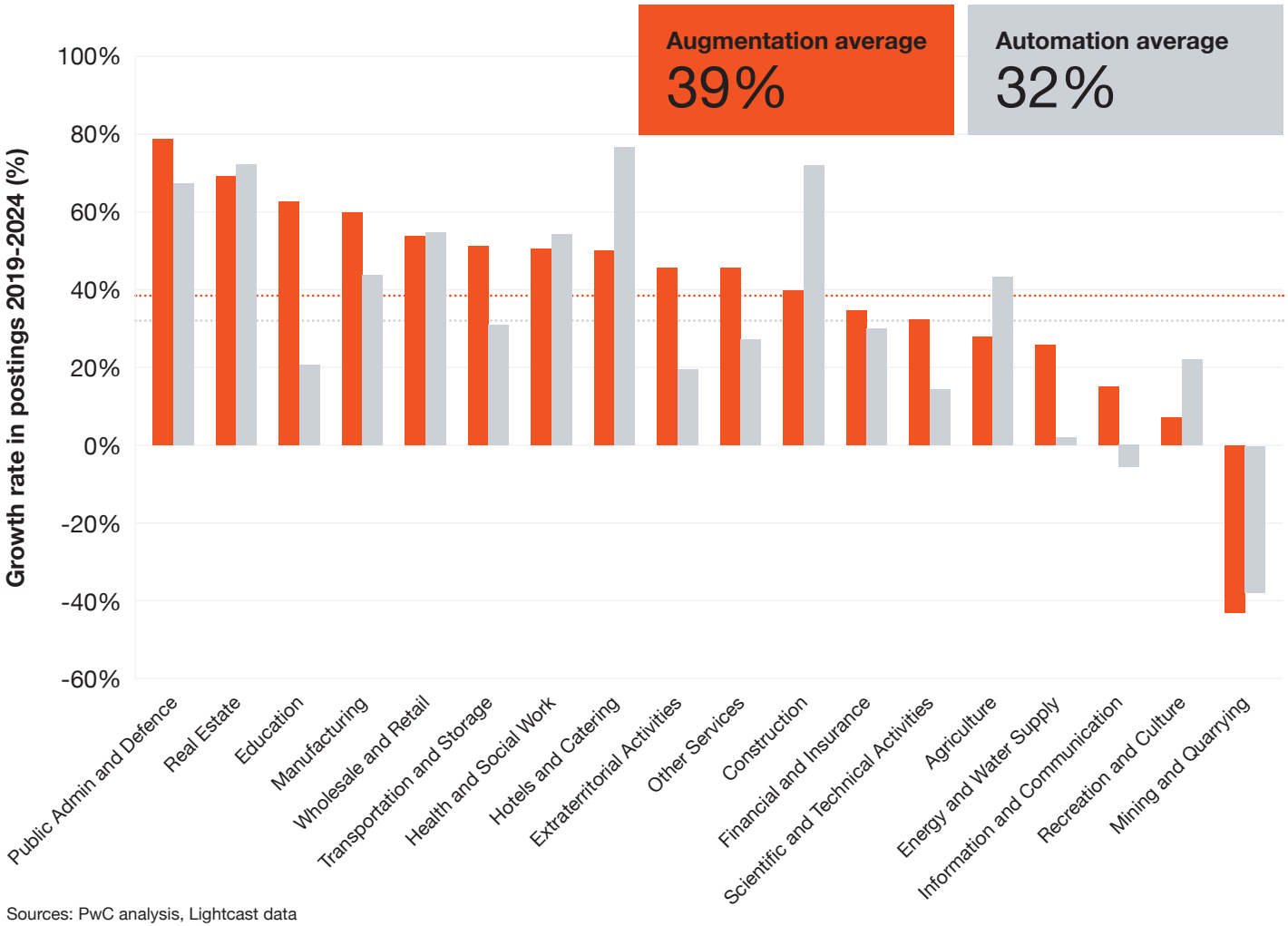
- Occupations with higher AI exposure show a positive correlation with net skill changes from 2019 to 2024.
- Occupations with low AI exposure experience an average net skill change of 2.3 compared to the top quartile's 3.7, suggesting that roles less affected by AI have remained more stable in their skill requirements.
- The top quartile experiences a 59% 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

Across industries in the UK, 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, UK, 2019-2024



Sources: PwC analysis, Lightcast data

Key findings

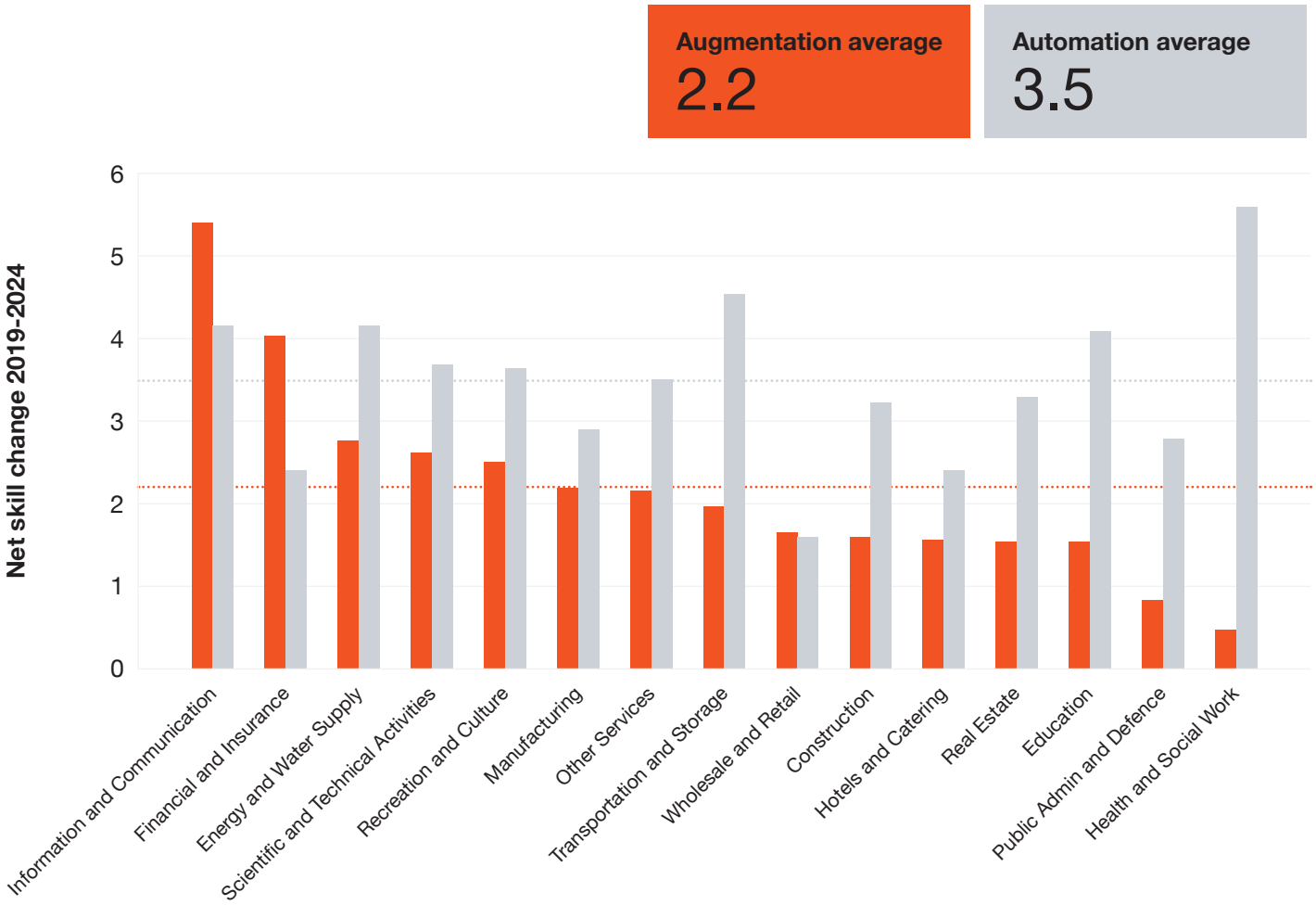
- Public Administration & Defence, Real Estate, and Education show the highest job posting growth rates (above 60%), reflecting increased demand for roles that collate AI with human expertise.
- Manufacturing, Wholesale & Retail, and Health & Social Work see moderate but steady growth (~40-60%), suggesting that while AI is impacting these fields, human expertise remains essential.
- Mining & Quarrying shows the steepest decline (over -50%), likely due to increased automation and a shift toward sustainable energy sources.

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.

On average, net skill change is higher for automated jobs, driven largely by a significant increase in the Health and Social work sector

Net skill change for automated and augmented jobs by sector, UK, 2019-2024



Sources: PwC analysis, Lightcast data

Key findings

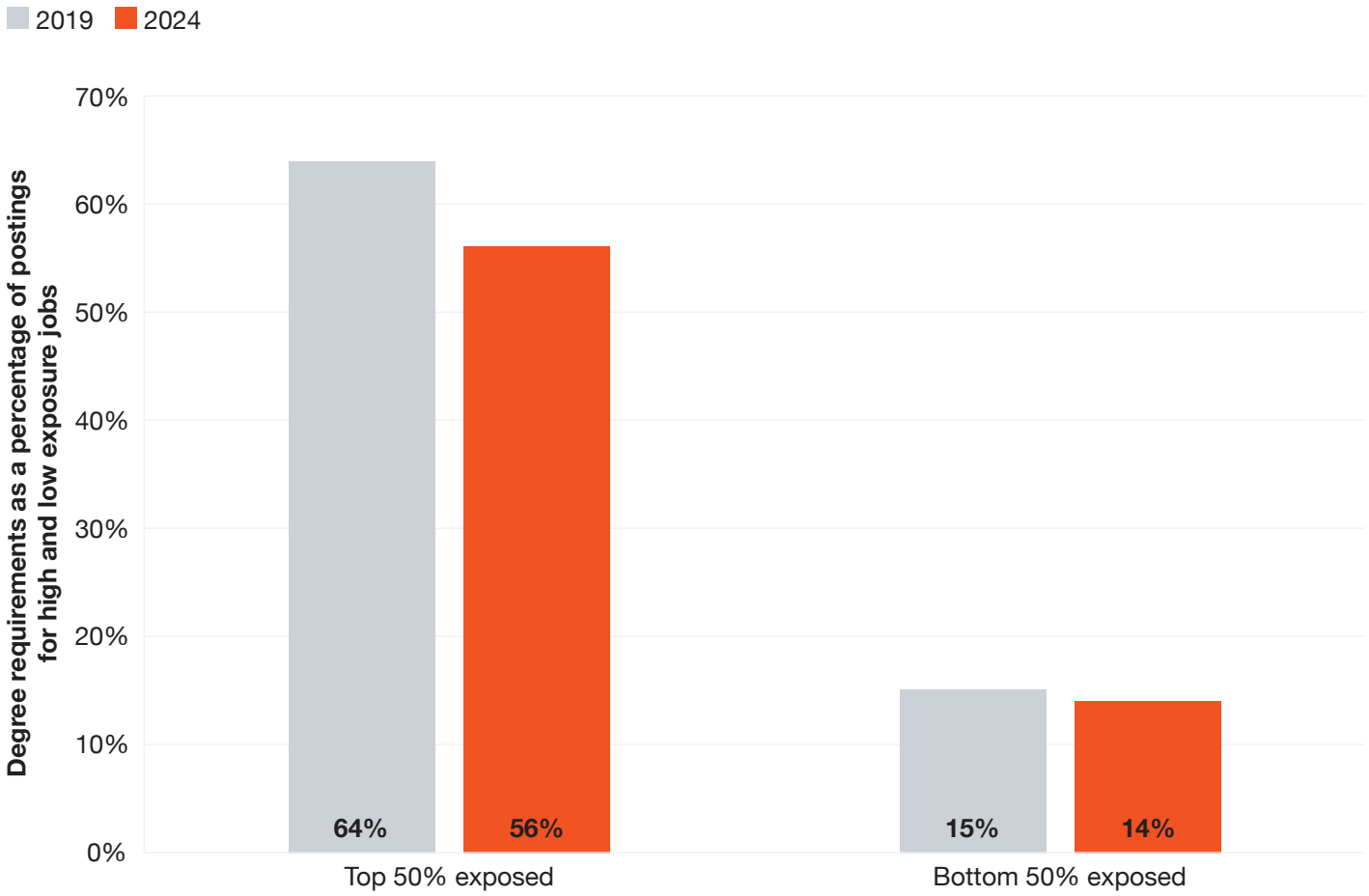
- Jobs exposed to automation in the health and social sector has experienced the highest net skill change of any sector.
- The information and communication sector experiences high net skill change in both jobs more exposed to augmentation and automation, this may be due to AI influencing skills in this sector.

Notes

- After filtering, observations are categorised by Augmented, Automated, or Neither. We remove observations labelled as Neither.
- We remove sectors with fewer than 50 AI job postings and with the AI:non-AI job posting ratio of less than 0.05% from the graph.

Degree requirements are falling faster for jobs more exposed to AI

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



Sources: PwC analysis, Lightcast data

Key findings

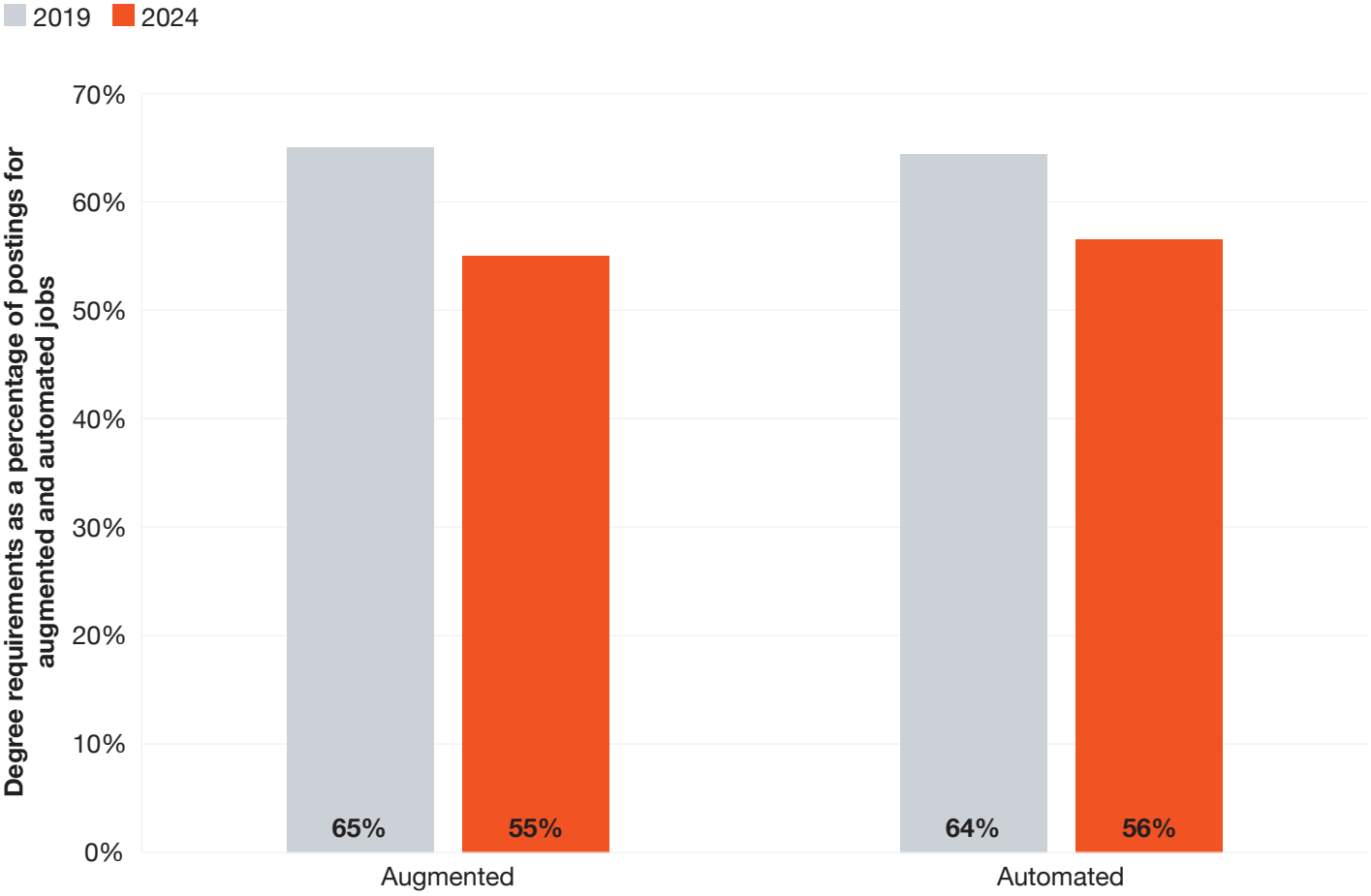
- Jobs with high AI exposure in the UK have seen falling degree requirements, dropping 8pp from 64% in 2019 to 56% in 2024.
- Similarly, jobs with lower AI exposure have experienced a small decline in degree requirements, dropping 1pp from 14% in 2019 to 13% in 2024.
- Despite both groups having reducing requirements and the gap between them reducing by 7pp, jobs within the top half of exposure continue to require degrees four 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 are falling especially quickly for jobs automated by AI

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



Sources: PwC analysis, Lightcast data

Key findings

- Jobs exposed to augmentation have seen falling degree requirements between 2019 and 2024, decreasing from 65% of postings to 55% of postings.
- Similarly, jobs exposed to automation now require degrees less often (40%) than they did in 2024 (55%)
- Degree requirements within the UK are falling for both augmented and automated jobs, showing a shift towards skills-based hiring.

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

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

2025 Global AI Jobs Barometer

pwc.com/aijobsbarometer