The Fearless Future: 2025 Global AI Jobs Barometer

US 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.

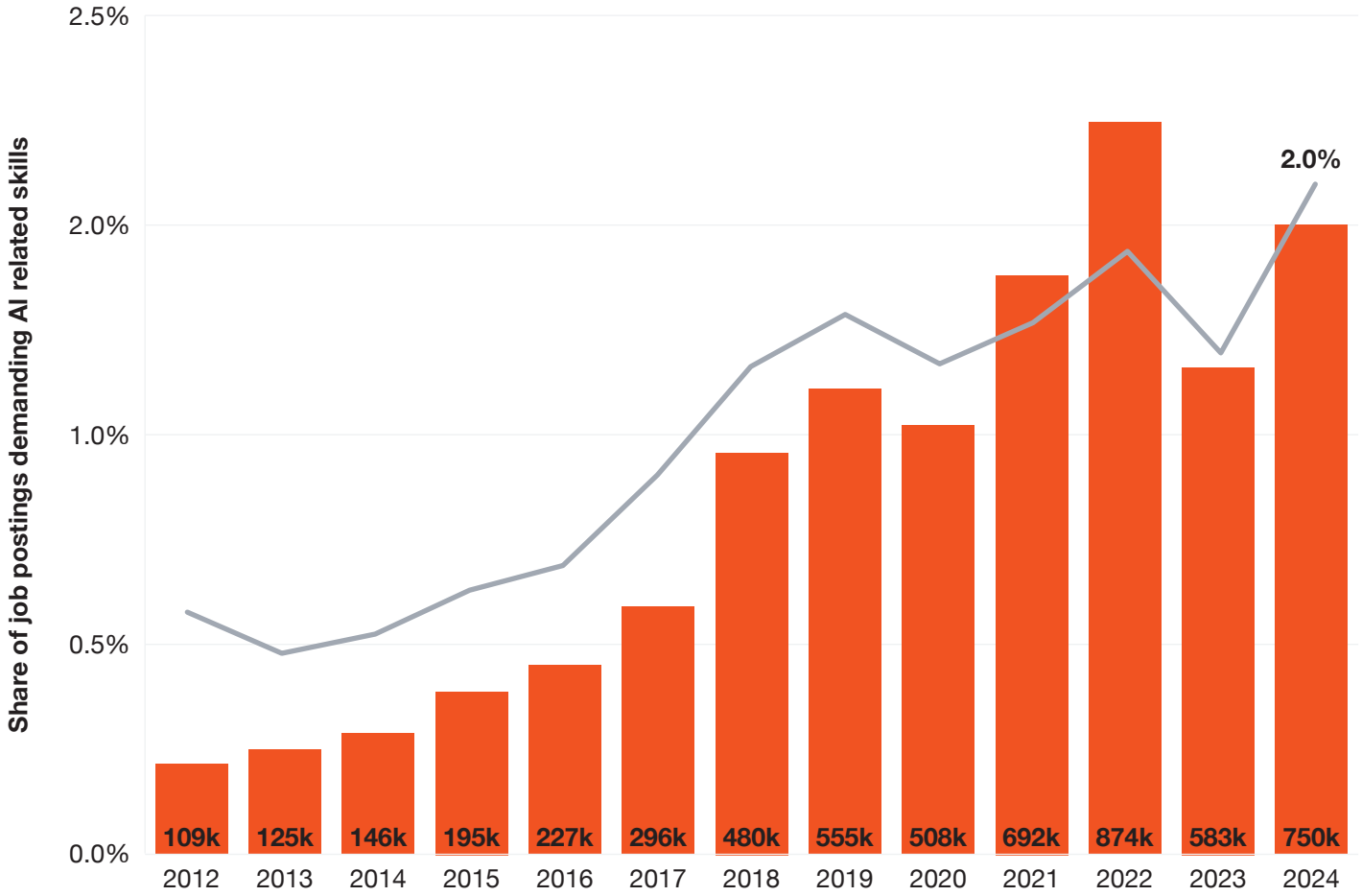
AI is helping to democratise opportunity for people who lack the time or resources to obtain formal degrees. Employer demand for formal degrees is declining particularly quickly for jobs exposed to AI, especially jobs more highly automated by AI.

Please see the global findings report for more insights.

US Insights

Despite a weakening labor 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 skills, US, 2012-2024



Sources: PwC analysis, Lightcast data

Key findings

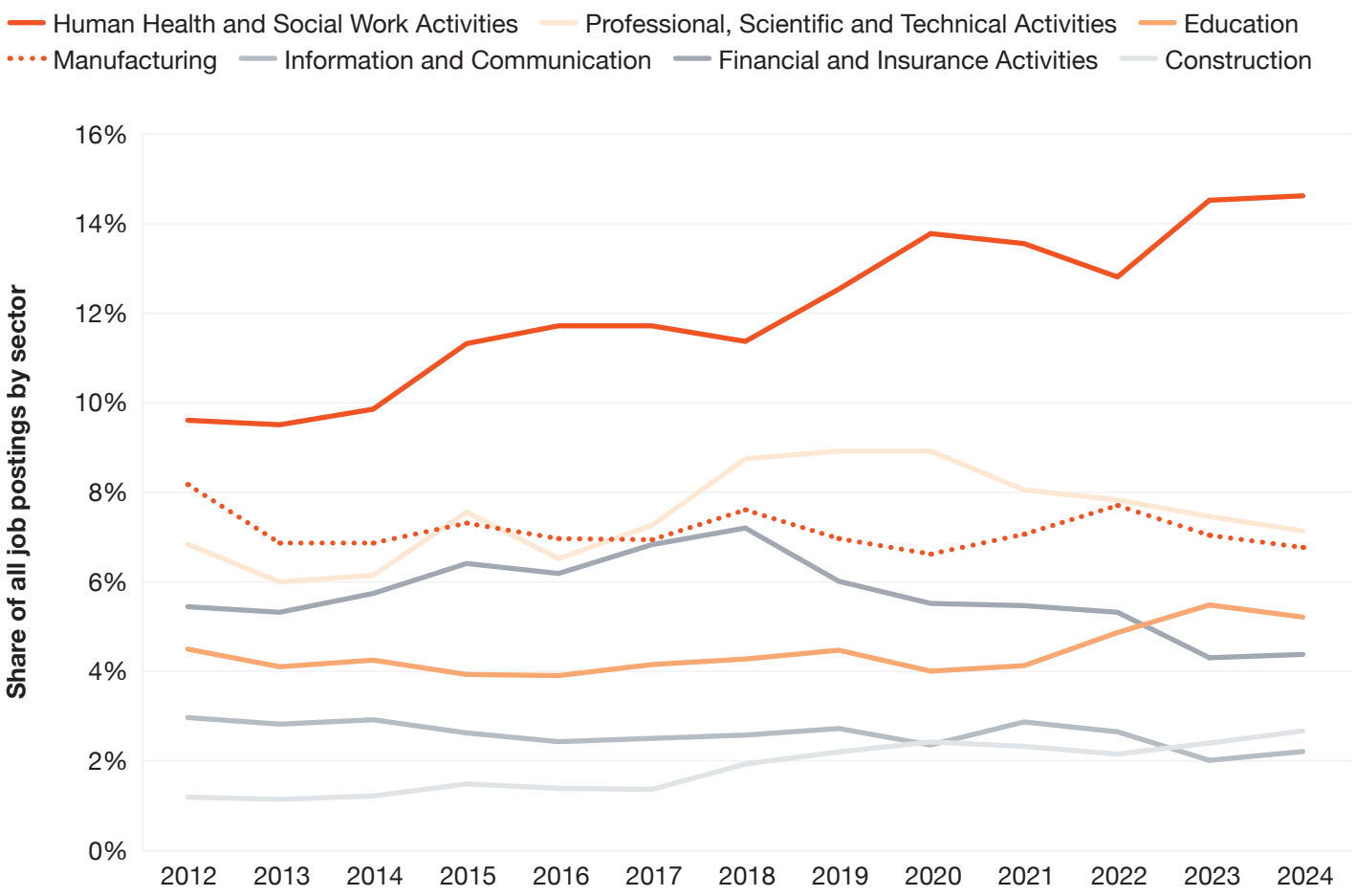
- The share of job postings requiring AI-related skills steadily increased year over year from 2012 to 2022.
- This was also the case for the total number of AI jobs, which peaked at 874k in 2022.
- Despite a weaker US job market with fewer roles being posted, AI job postings increased significantly 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.

Over the past decade, the Health and Social sector has remained the leading employer, exhibiting the highest demand for workers

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



Sources: PwC analysis, Lightcast data

Key findings

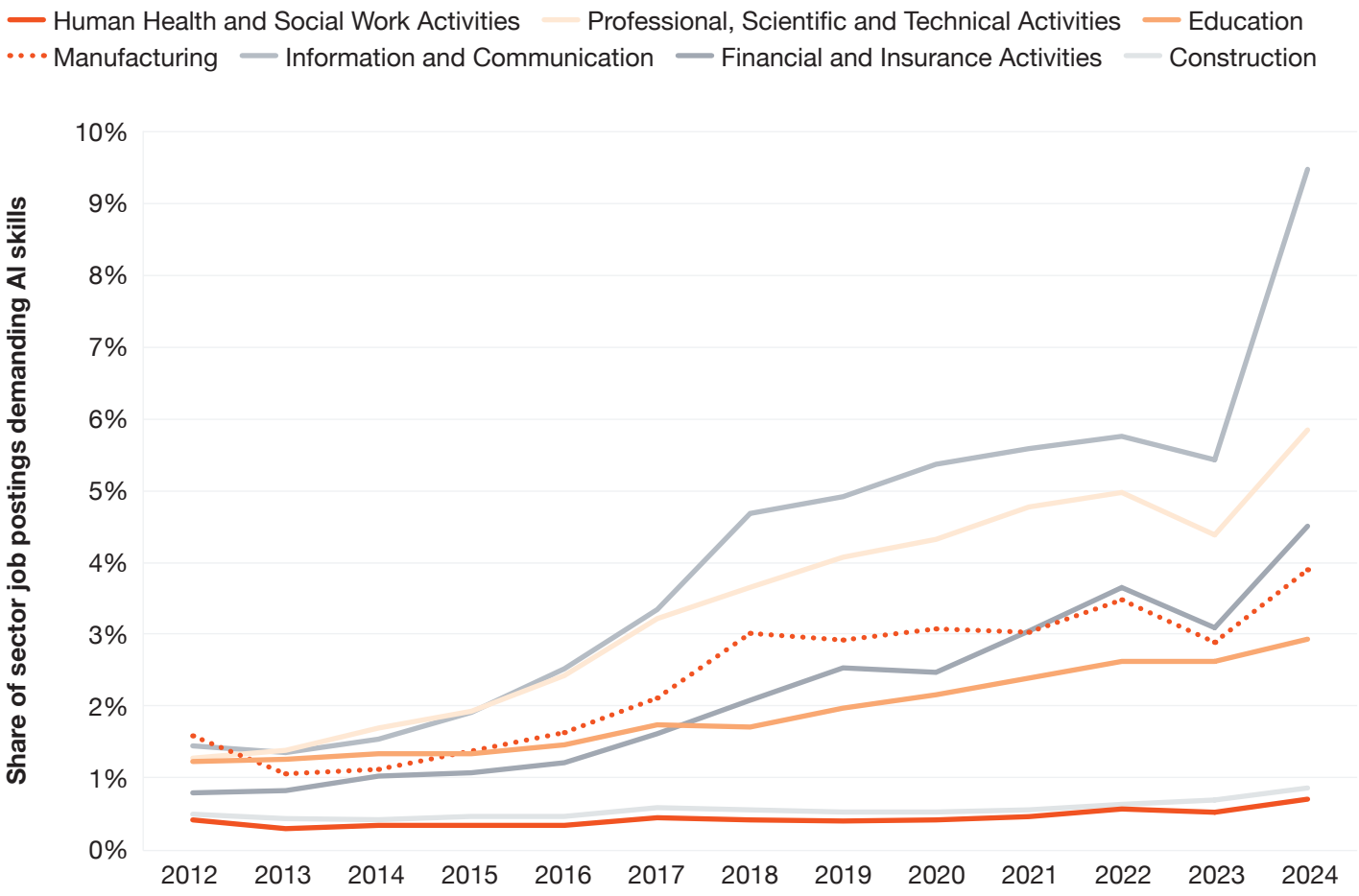
- The proportion of job vacancies in the Health and Social sector has grown from 9.6% in 2012 to 14.7% in 2024
- The Professional services sector holds the Second-largest share of job postings, rising from 6.8% in 2012 to 7.1% in 2024, reflecting growth in demand for skilled professionals.

Notes

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

Demand for AI skills has accelerated in all sectors in recent years, with Information and Communications Technology, Professional Services, and Financial Services leading the way

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



Sources: PwC analysis, Lightcast data

Key findings

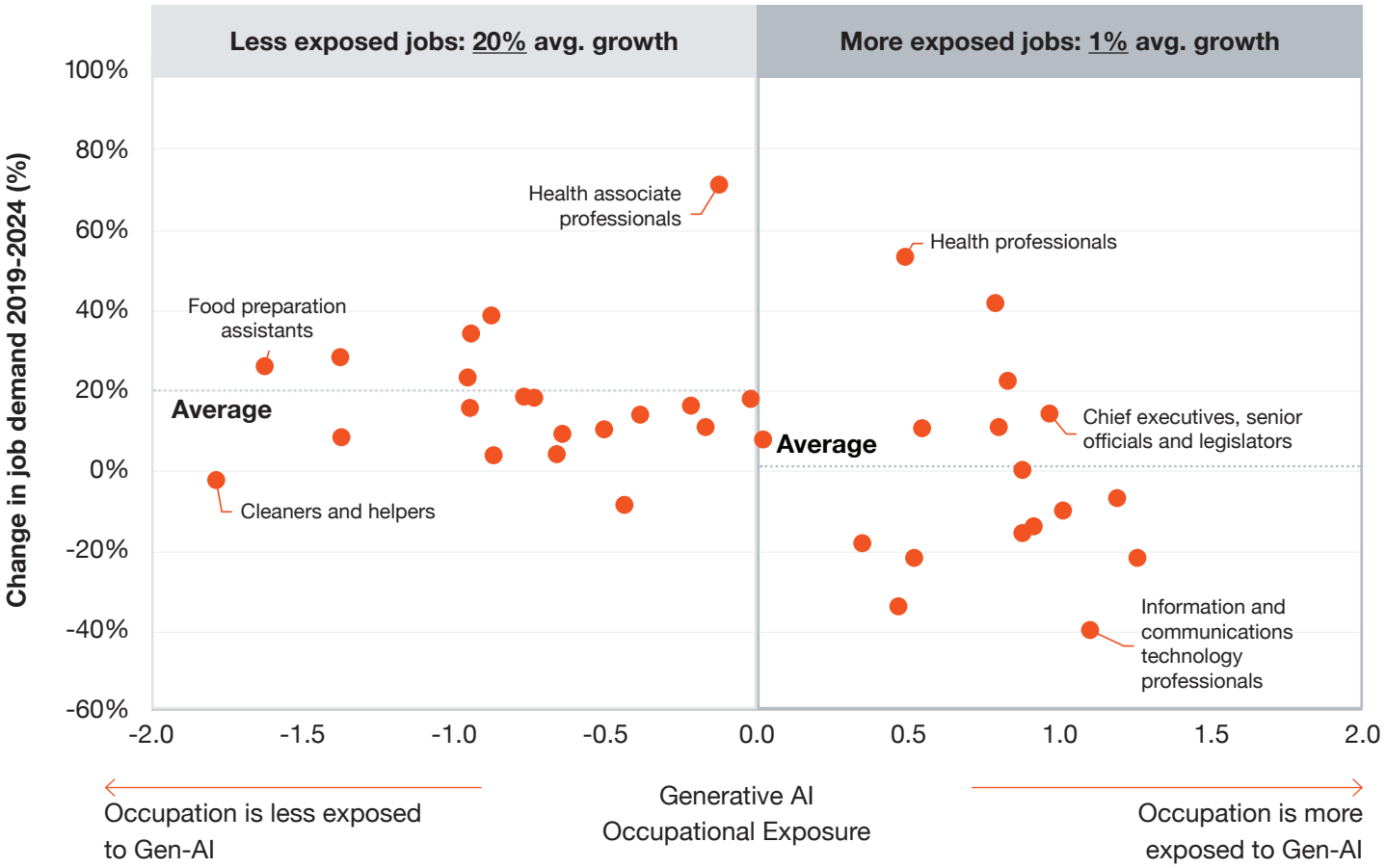
- The information and communication sector has experienced the highest growth in demand for AI related skills, rising from 1.4% in 2012 to 9.5% in 2024.
- AI skills requirements are lagging behind in the Construction and Health and Social care sectors, with neither exceeding 1% of job postings with such requirements in 2024.

Notes

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

Jobs less exposed to AI are growing faster than more exposed jobs

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



Sources: PwC analysis, Lightcast data

Key findings

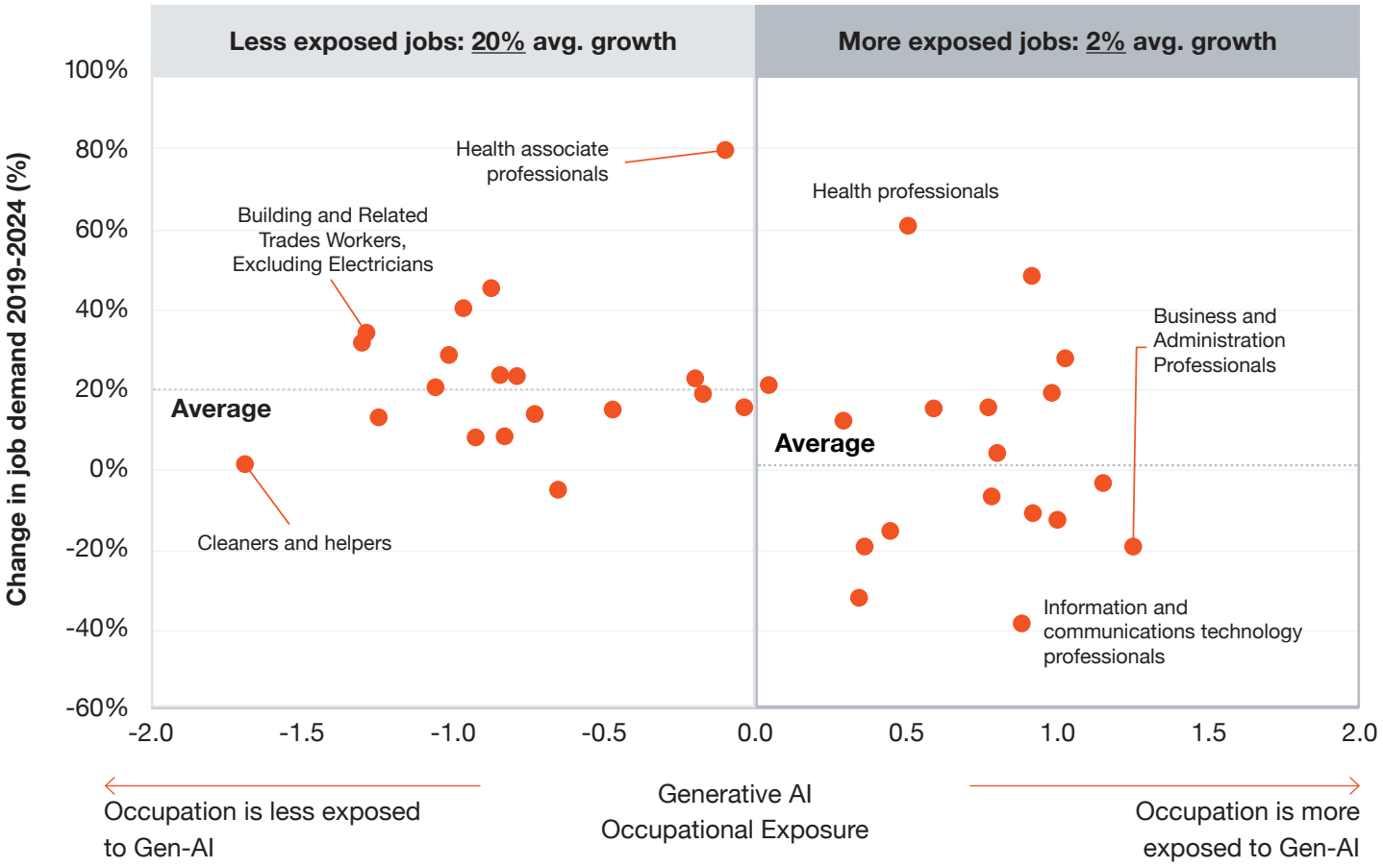
- In the US, higher AI Occupational Exposure (AIOE) is linked to slower job posting growth between 2019 and 2024.
- The most exposed occupations, on average, see little to no net growth in job postings, with strong growth being concentrated in sectors with AIOE around 0-1 and the least exposed sectors mostly seeing moderate growth.

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.

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, US, 2019-2024



Sources: PwC analysis, Lightcast data

Key findings

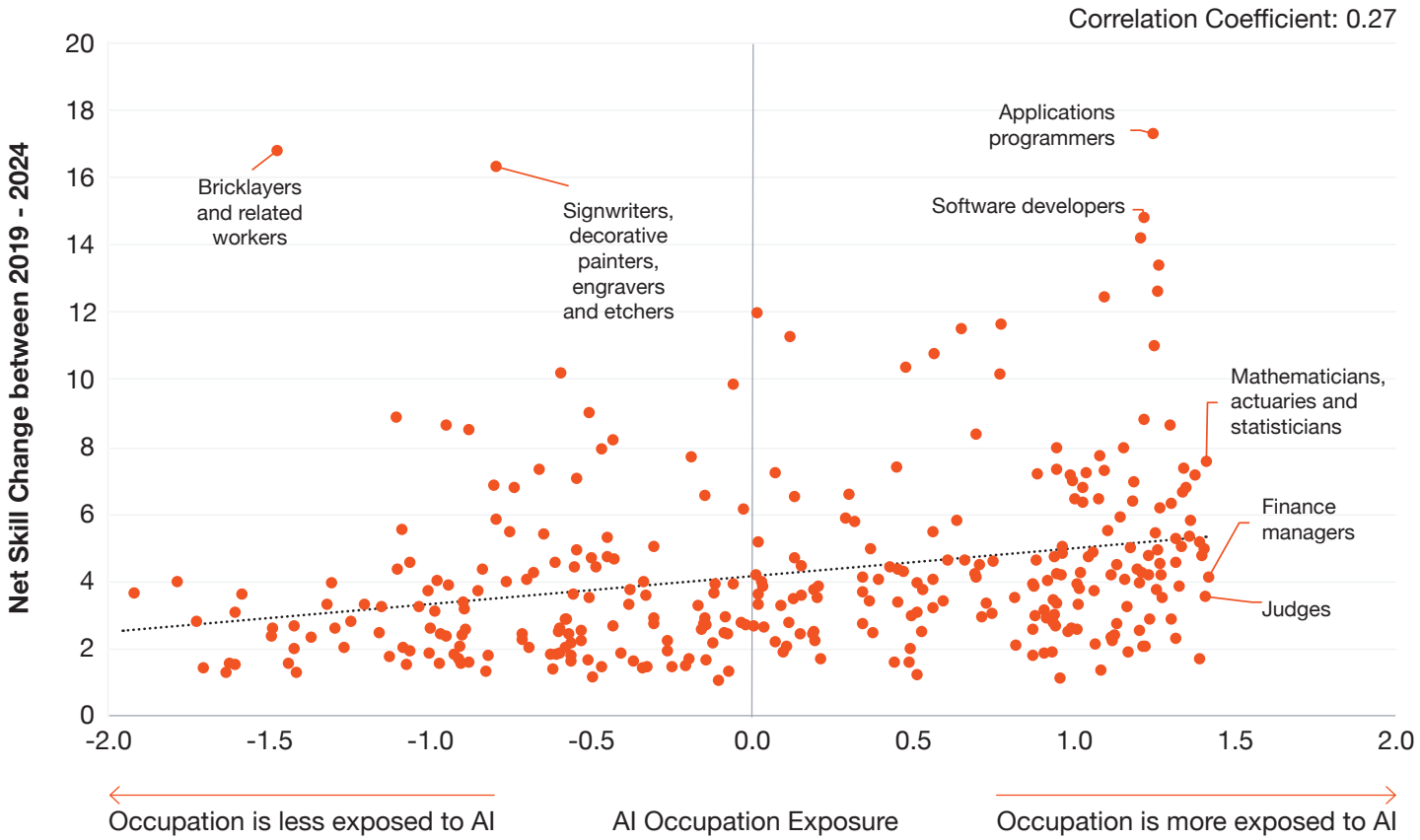
- In the US, greater exposure to Generative AI (Gen-AIOE) is associated with slower job posting growth from 2019 to 2024.
- Many of the occupations with the highest Gen-AIOE have experienced negative job posting growth between 2019 and 2024. Whereas only 2 occupations that have negative Gen-AIOE have negative job posting growth.

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 1.54x greater change in demanded skills

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



Sources: PwC analysis, Lightcast data

Key findings

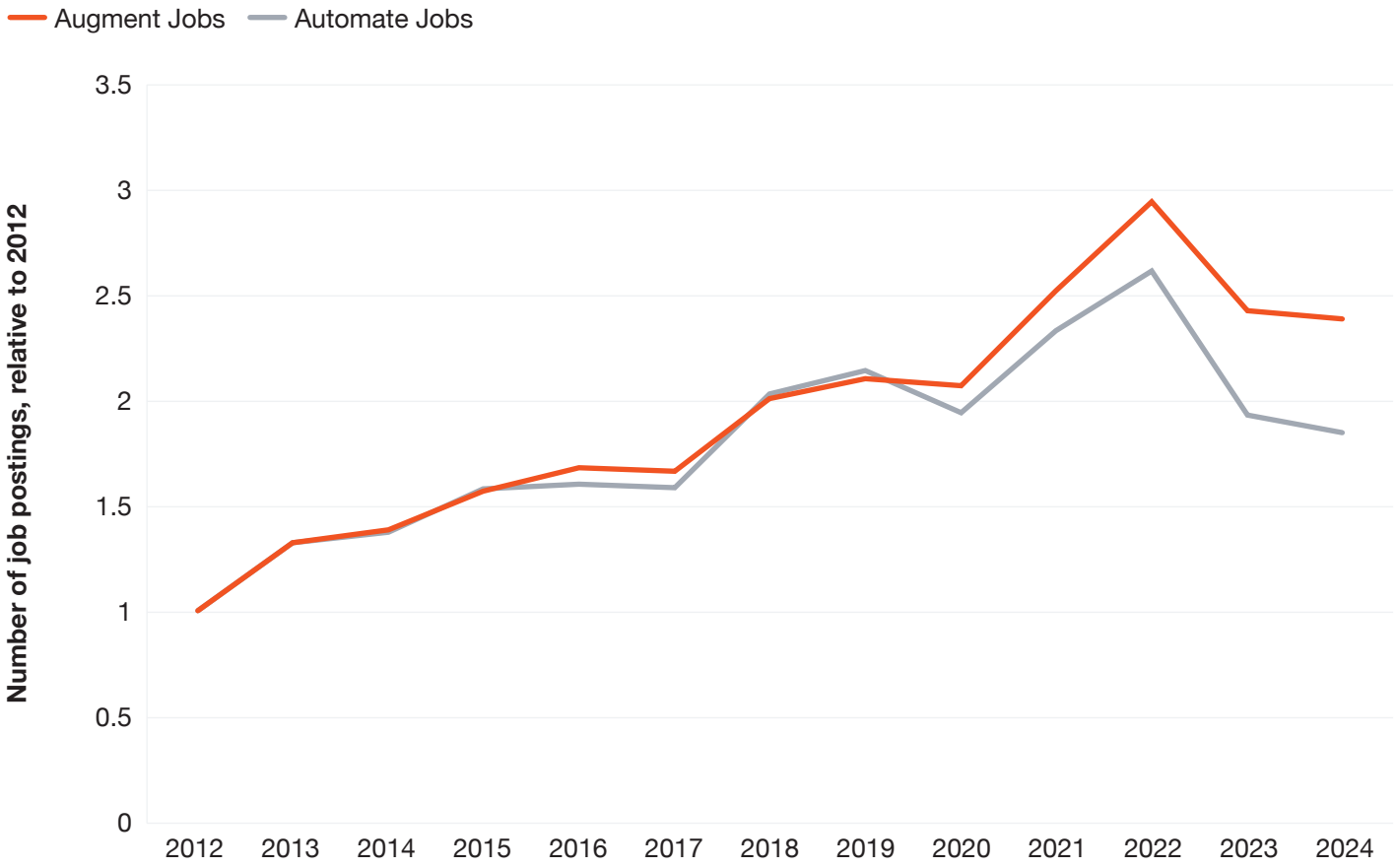
- Occupations with higher AI exposure show a positive correlation with net skill change from 2019 to 2024.
- Occupations with low AI exposure experience an average net skill change of 3.6 compared to the top quartile's 5.5, suggesting that roles less affected by AI have remained more stable in their skill requirements.
- The top quartile experiences 55% 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.

AI-augmented jobs are growing faster than AI-automated jobs, and the gap is widening

Relative growth in Augment and Automate job postings, 2012 to 2024, US



Sources: PwC analysis, Lightcast data

Key findings

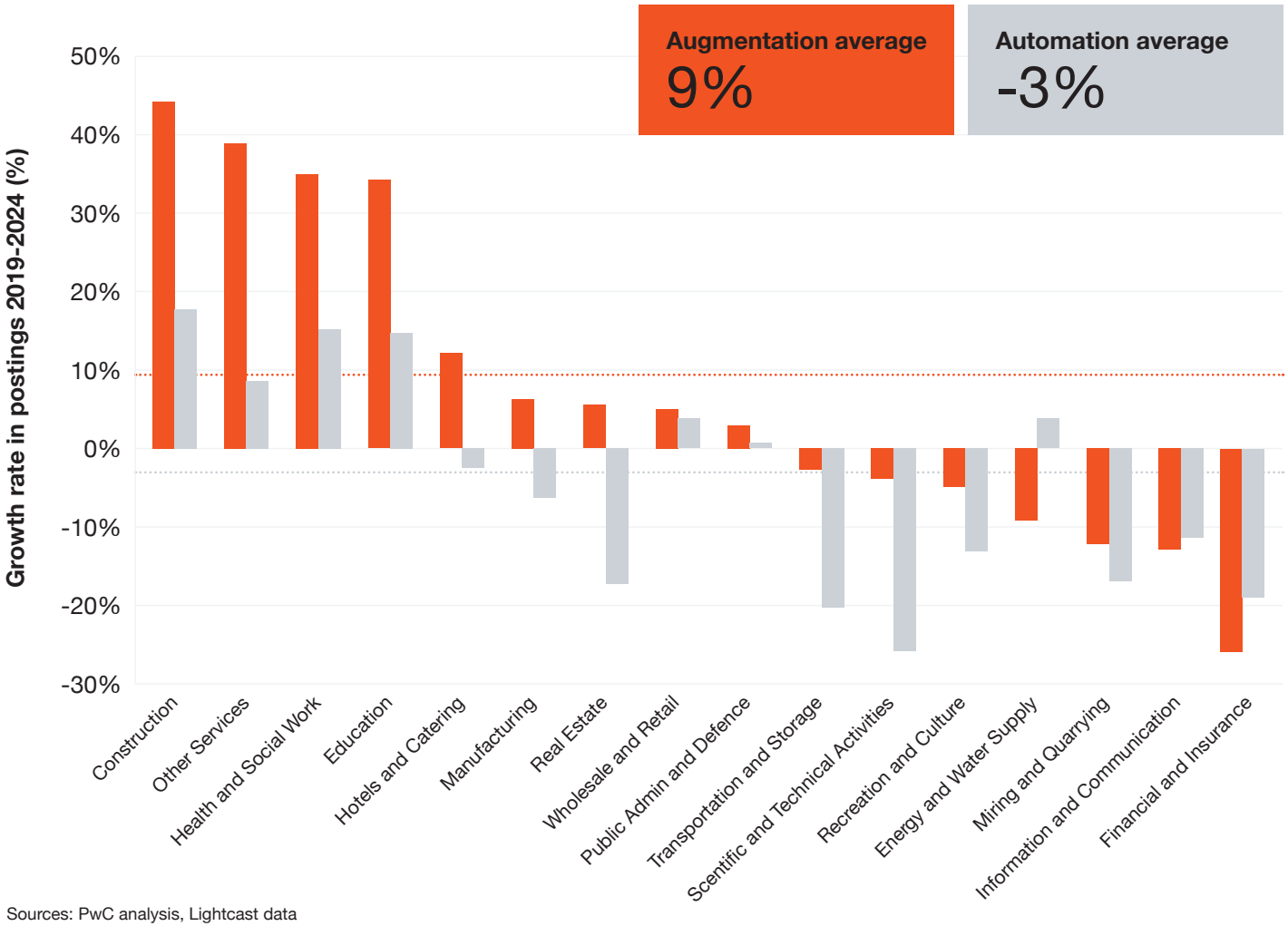
- Jobs susceptible to augmentation have grown at a faster rate than those susceptible to automation, with augmentation roles peaking at around 1.9x their 2012 baseline, while automation roles peaked at approximately 1.6x in 2022.
- Both augmentation and automation trends followed a similar pattern, showing steady growth from 2012 to 2018, a sharp increase between 2020 and 2022, and a subsequent decline from 2022 onward.
- As of 2024, augmentation jobs remain higher than automation jobs, with augmentation roles stabilizing just below 2.4x their 2012 base, while automation roles have declined further, sitting closer to 1.05x.

Notes

- All job postings are categorised as one of either Augmented, Automated, or Neither. We remove observations categorised as Neither.
- Total Augment and Automate job postings for the UK are indexed to 2012, with the graph showing relative growth since then.

There is significant variation across industries in growth rates of AI-augmented and AI-automated jobs

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



Sources: PwC analysis, Lightcast data

Key findings

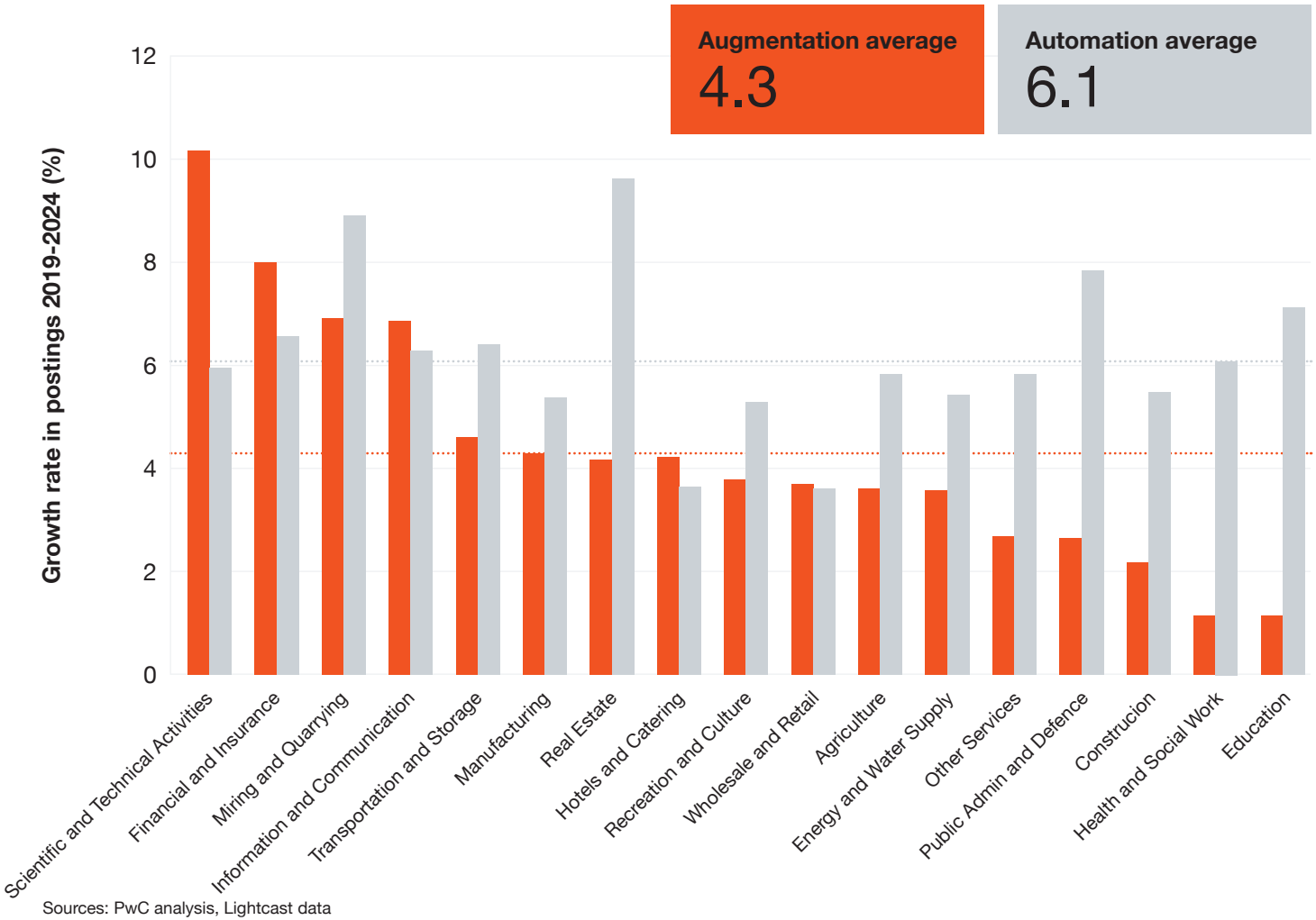
- Augmentation exposed jobs have seen more job growth / less job loss than those exposed to automation, reflecting demand for workers who are enhanced by AI tools.
- The Financial & Insurance and Information and Communications Technology sectors have seen the largest reduction in Job postings for Augmentation exposed roles, this may be due to a general slowdown in hiring within these industries post-COVID growth.

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.

Skills sought by employers are changing faster in AI-automated roles

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



Sources: PwC analysis, Lightcast data

Key findings

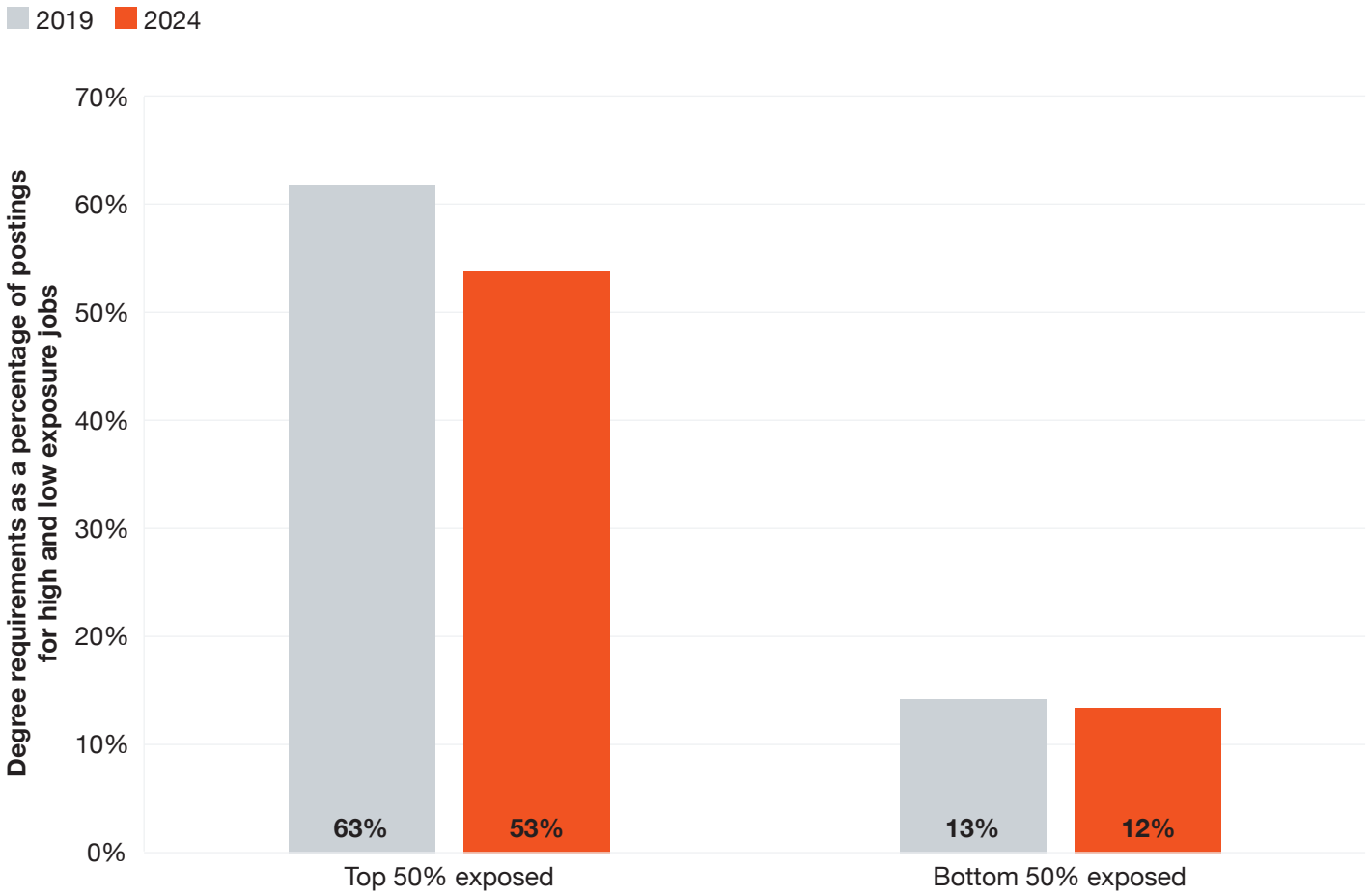
- Augmentation exposed jobs within the Scientific & Technical activities sector have experienced large net skill change, both at over 10 skills per posting. This suggests that these jobs are quickly adapting requirements, possibly due to the adoption of AI tools.
- The Education and Health & Social sectors have seen much slower than average augmentation skill change, possibly reflective of their low AI adoption rates leading to lower pressure for workers to have skills needed to leverage AI tools.

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 the US, degree requirements remain significantly higher for more AI-exposed jobs, but the difference has fallen since 2019

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



Sources: PwC analysis, Lightcast data

Key findings

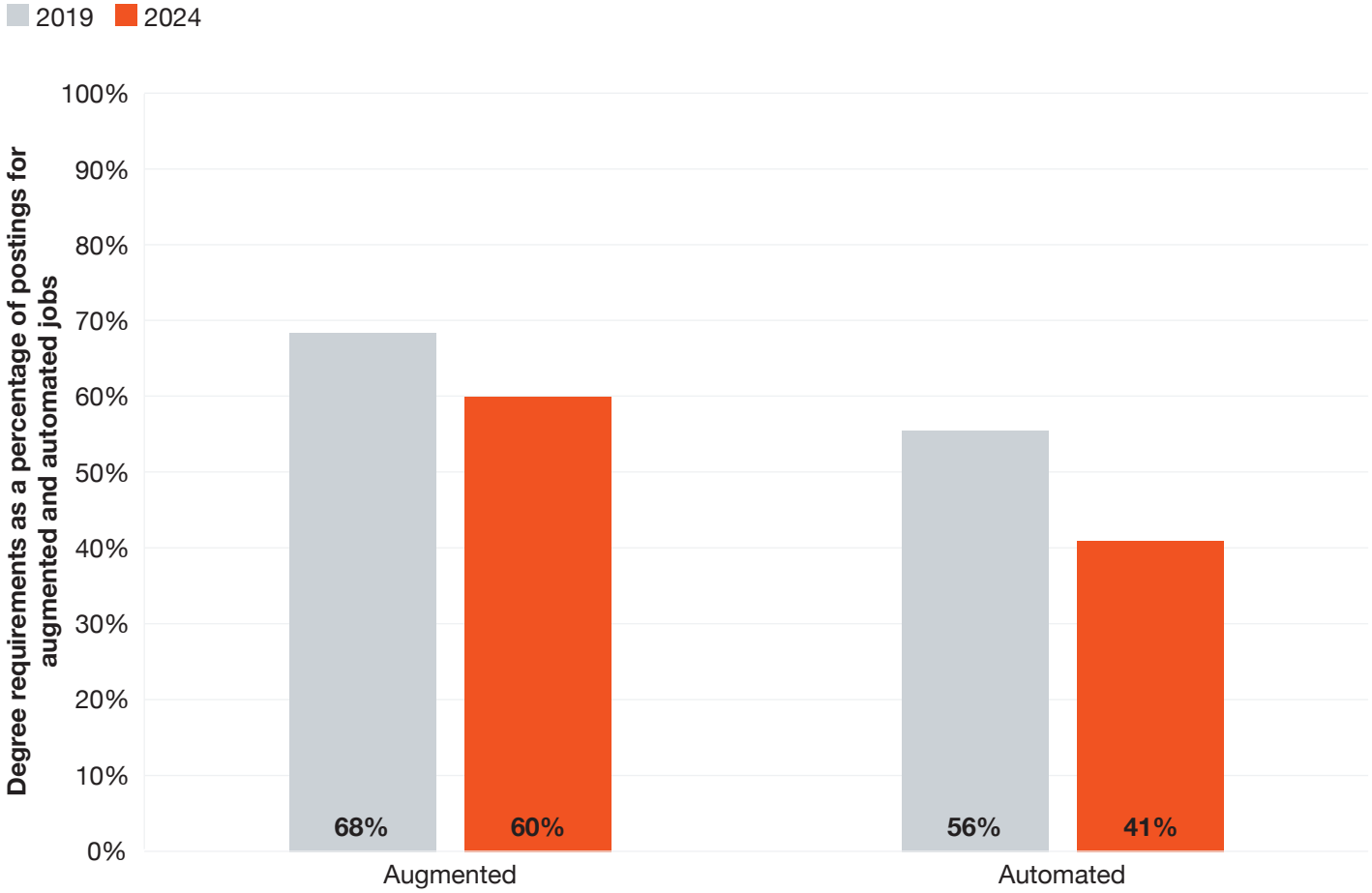
- Jobs with high AI exposure in the US have seen an increase in degree requirements, falling 10pp from 63% in 2019 to 53% in 2024.
- Jobs with lower AI exposure have seen a small decrease in degree requirements, falling 1pp from 13% in 2019 to 12% in 2024.
- Jobs in the top half of exposure now require a degree four times as often as those in the bottom half.

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 particularly quickly for AI-automated jobs

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



Sources: PwC analysis, Lightcast data

Key findings

- Jobs exposed to augmentation have seen declining degree requirements between 2019 and 2024, falling from 68% of postings to 60% of postings.
- Jobs exposed to automation now require degrees less often (41%) than they did in 2019 (56%).
- The majority of augmented and automated jobs in the US 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.

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