



Two Futures for Jobs in an AI era

2026 Global AI Jobs Barometer

Canada Analysis



Key findings

AI is driving productivity, accelerating skills change and starting to create a redesign of entry level work

AI is strongly linked to significant productivity gains

Since 2022 when AI use soared, companies in the sectors most exposed to AI have tripled their lead in workforce productivity growth over the least AI-exposed companies.

Companies achieving the biggest productivity gains are boosting wages and headcount

Rather than replacing jobs at scale, leading organisations are using AI to amplify human performance and create value.

Harnessing AI is accelerating skills transformation

Skills required for the most AI exposed jobs are changing twice as fast as in least exposed roles - a 75% increase over last year's gap.

Redesigned entry level pathways

AI exposed junior roles are 7x more likely (than the least AI exposed junior roles) to demand traditionally senior skills like leadership and strategic thinking.

A two-track labour market

Jobs professionalised by AI – where AI does the basic work leaving more expert tasks for people (22% of advertised jobs) - are thriving while jobs democratised by AI – where AI takes on the complex work (52% of advertised jobs) - fall behind.

40%

Productivity growth is 40% higher at most vs least AI exposed companies.

52%

The most AI exposed companies see faster headcount growth than the least AI exposed (52% vs 36%) and higher wage growth (24% vs 17%).

2.5x

The most AI exposed jobs are adding tasks that rely on human-intensive skills like empathy, judgment and creativity 2.5x faster - than the least AI exposed roles.

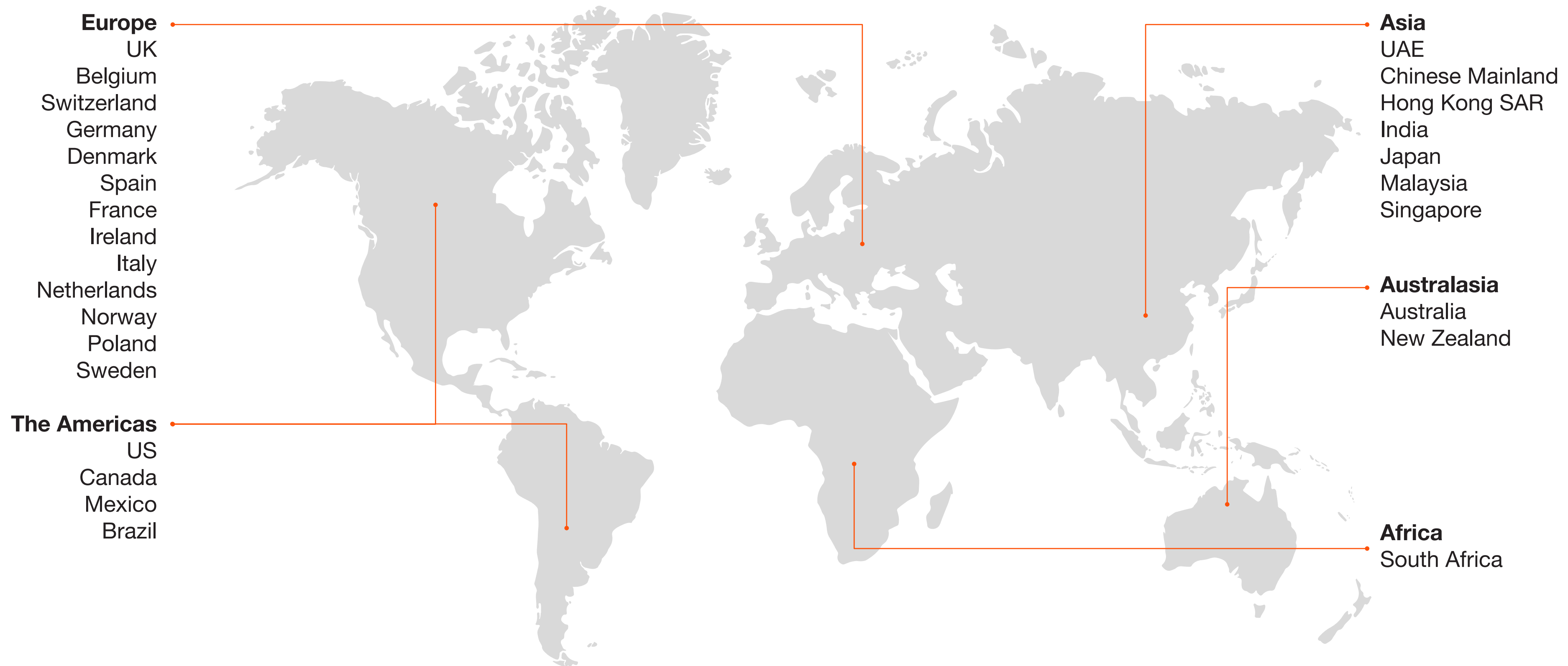
35%

AI-exposed 'seniorised' entry level roles are thriving with 35% growth since 2019 while other entry level roles decline in number.

42%

Professionalised jobs are growing twice as fast as Democratised jobs with 42% higher wage growth since 2021.

The 2026 AI Jobs Barometer examines over one billion job ads from 6 continents to reveal how AI is affecting jobs, skills, wages, and labour productivity

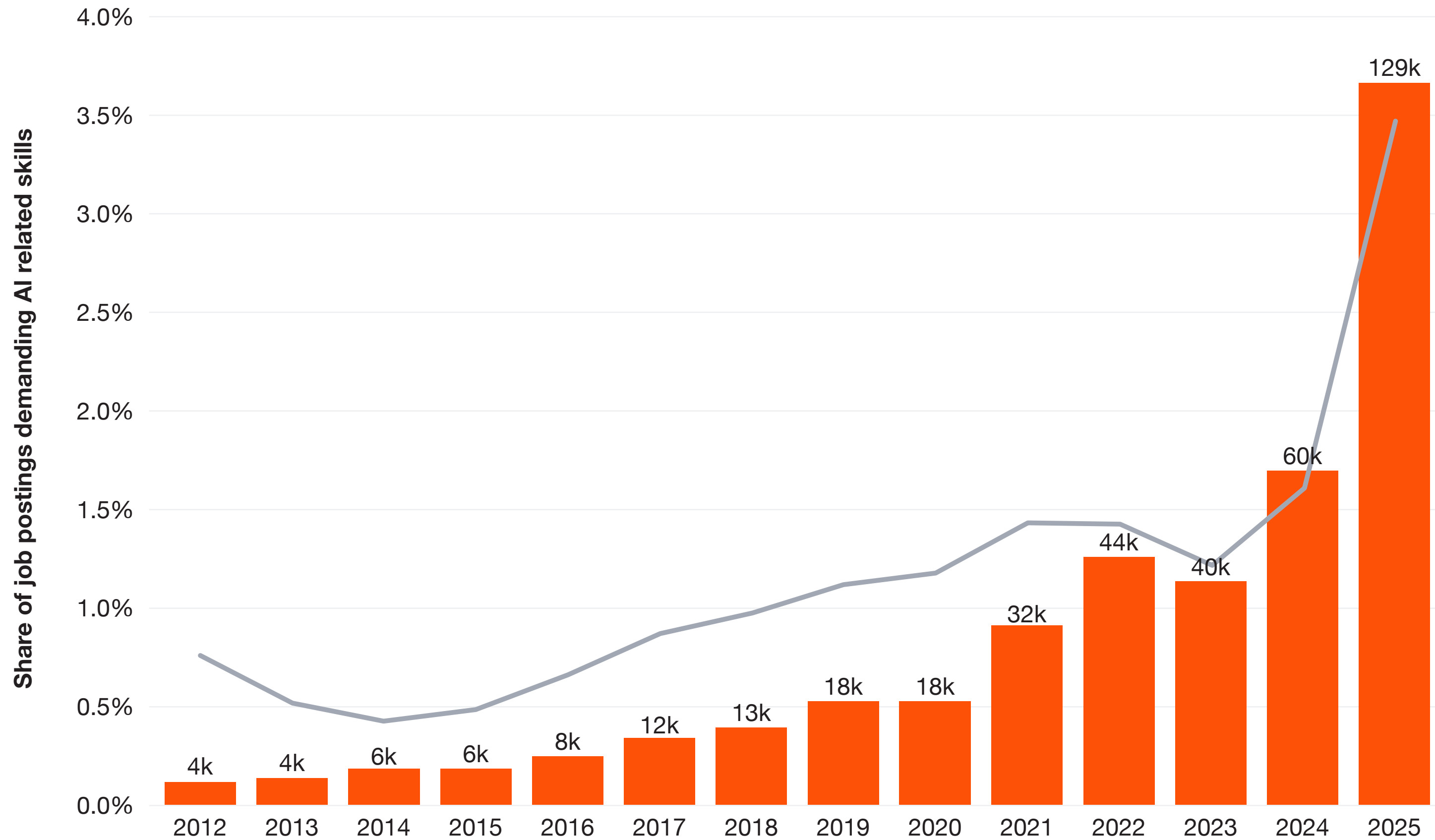


Canada Insights



AI hiring in Canada increased sharply in 2025, with the share of AI jobs rising to 3.5%

Total number and share of job postings requiring AI related skills, Canada, 2012-2025



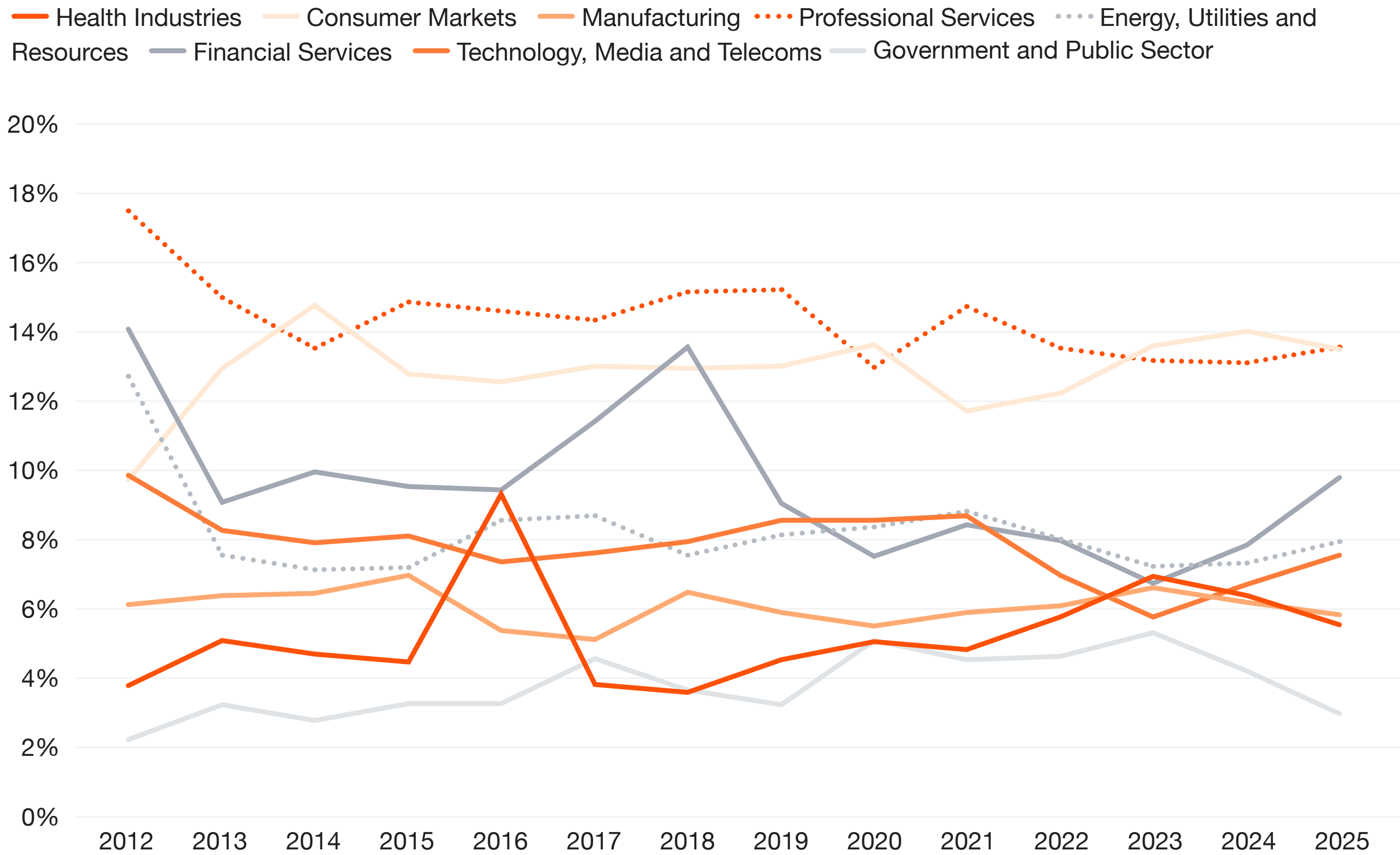
Source: PwC analysis, Lightcast data

Findings

- The number of job postings in Canada requiring AI skills increased by around 69k in 2025, a sharp increase from the previous years.
- As a result, the share of job postings requiring AI skills more than doubled from 1.6% in 2024 to 3.5% in 2025.

Professional Services and Consumer Markets account for the largest shares of hiring in Canada

Share of all job postings by sector, Canada, 2012-2025



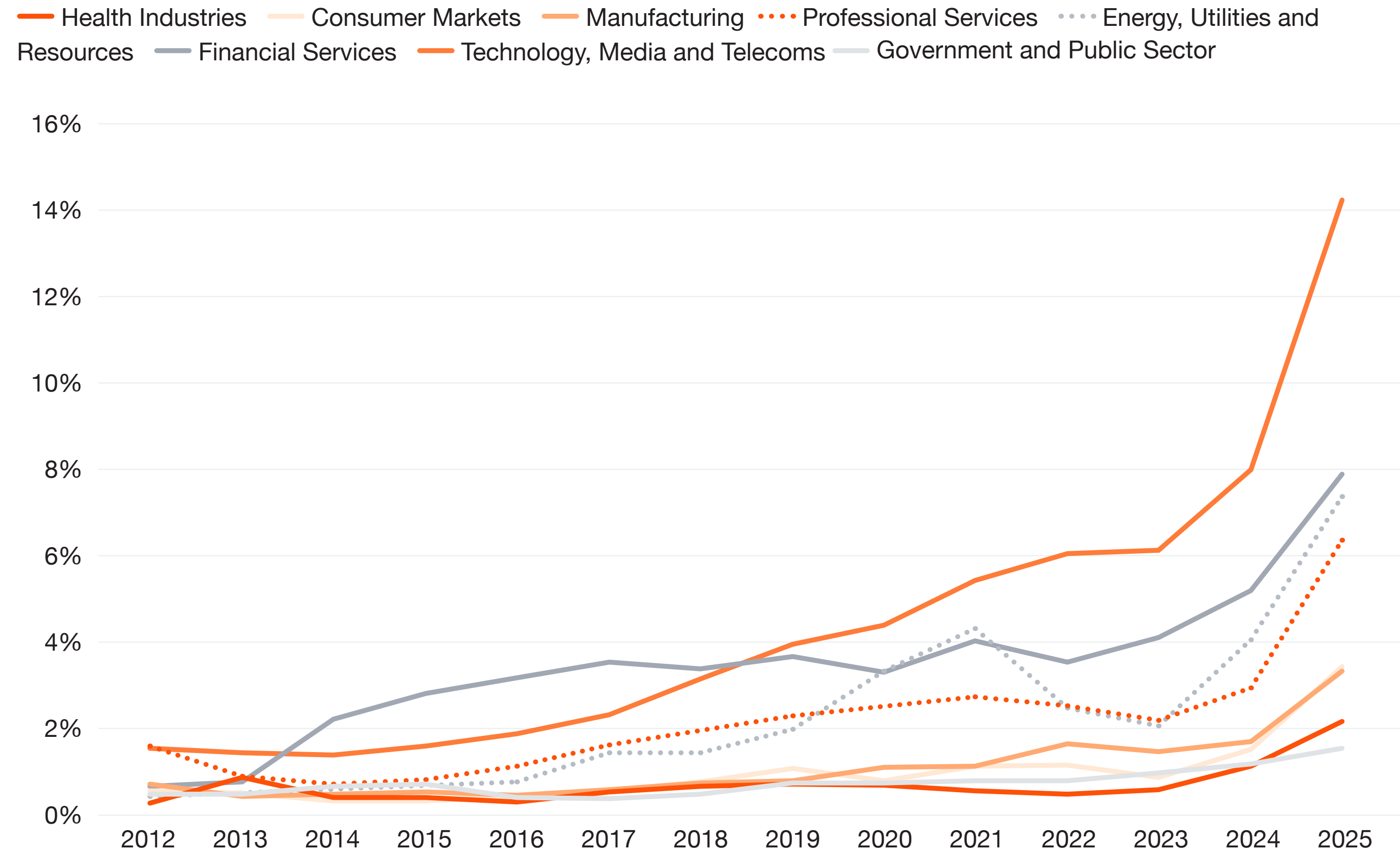
Source: PwC analysis, Lightcast data

Findings

- Professional Services and Consumer Markets are the largest sources of labour demand, each accounting for around 13.5% of total job postings in Canada.
- Despite being the largest, their relatively modest shares highlight a broadly balanced labour market, with no single sector disproportionately driving hiring. Most other sectors account for between 5-10% of job postings.
- Government and Public Sector records a smaller share at around 3%.

AI hiring intensity is rising across all sectors in Canada and is led by TMT

Share of AI job postings within each sector, Canada, 2012-2025



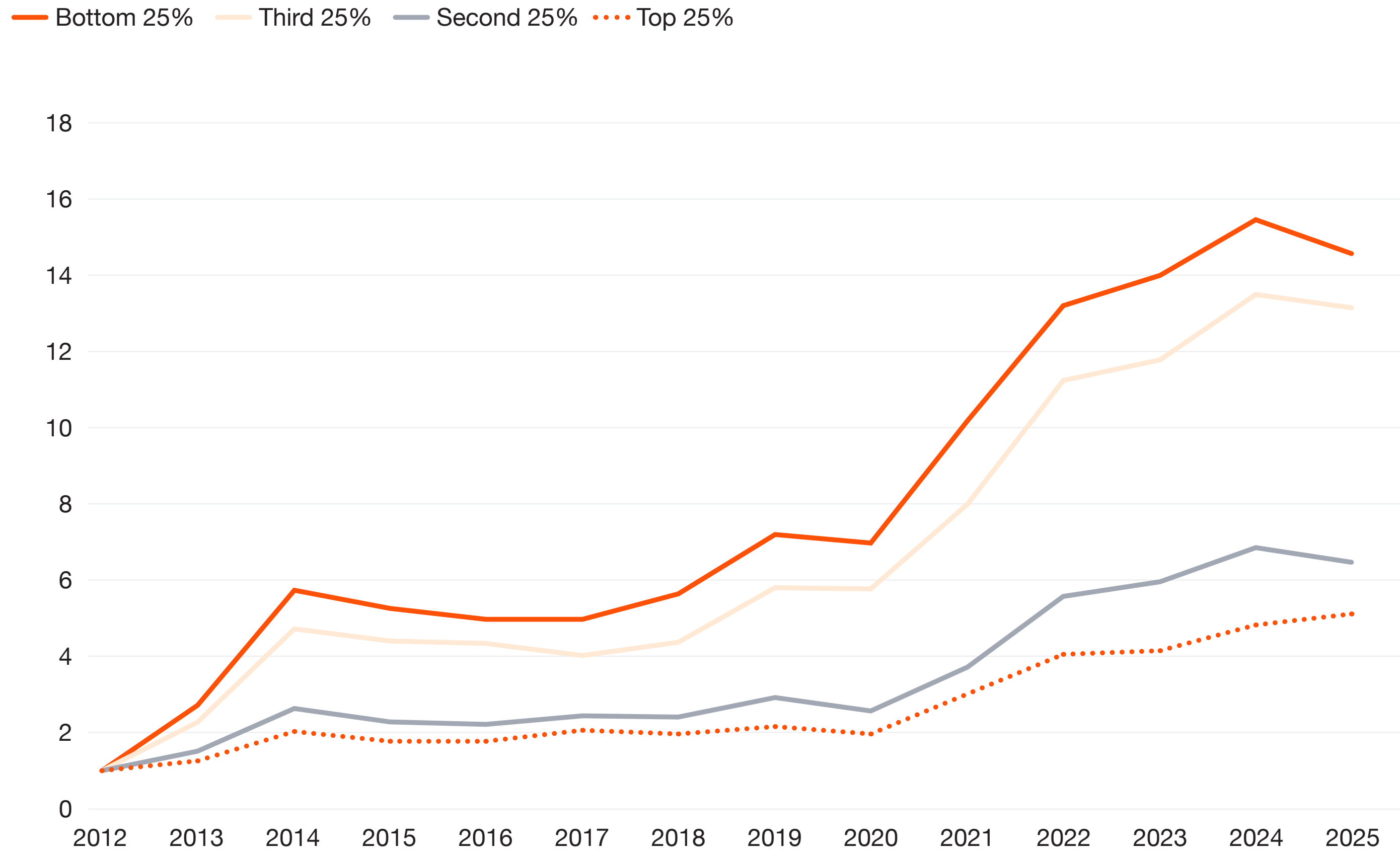
Source: PwC analysis, Lightcast data

Findings

- Technology, Media and Telecoms (TMT) records the highest share of AI job postings in Canada, consistent with its role as the most digitally intensive sector.
- All sectors saw an increase in AI job share in 2025, pointing to broad-based growth in AI hiring.
- This suggests AI adoption in Canada is expanding across the economy, rather than being concentrated in a small set of industries.

In Canada, occupations less exposed to AI have seen stronger job postings growth since 2012

Number of job postings relative to 2012 by AI exposure quartile, Canada, 2012-2025



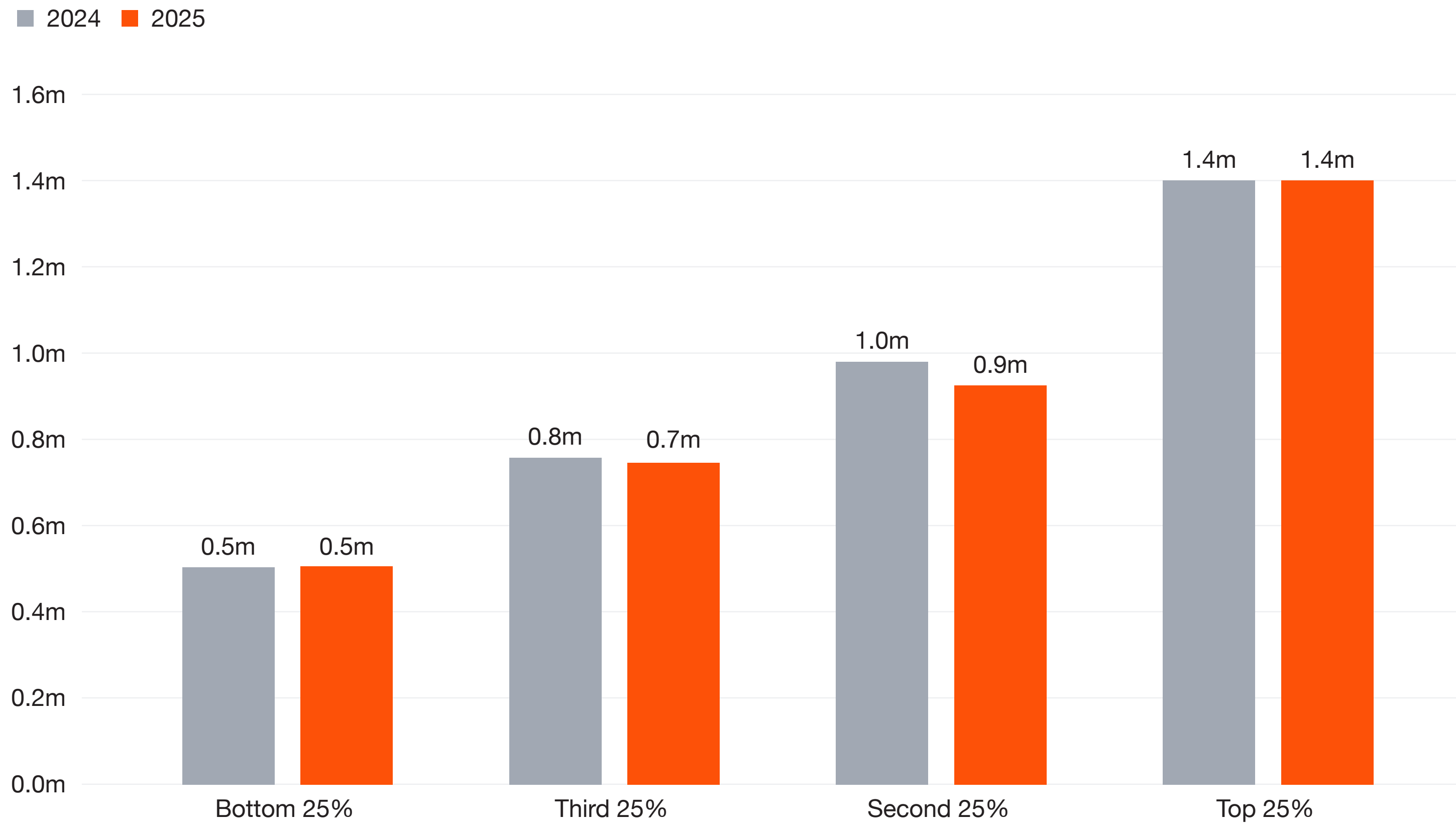
Source: PwC analysis, Lightcast data

Findings

- When grouped by AI exposure, less exposed occupations show stronger growth in job postings. By 2025, the lowest exposure quartile has around 14.5 postings for every posting in 2012, compared to 5.1 in the highest exposure quartile.
- The quartiles split into two groups: the lower exposure quartiles show the strongest growth, while the higher exposure quartiles track more closely together at lower levels.
- All quartiles saw a dip in postings in 2025, with the exception of the highest exposure quartile, though posting levels remain well above earlier years.

However, the top quartile of AI exposed occupations still accounts for the largest number of job postings

Total number of job postings by AI exposure quartile, Canada, 2024 and 2025



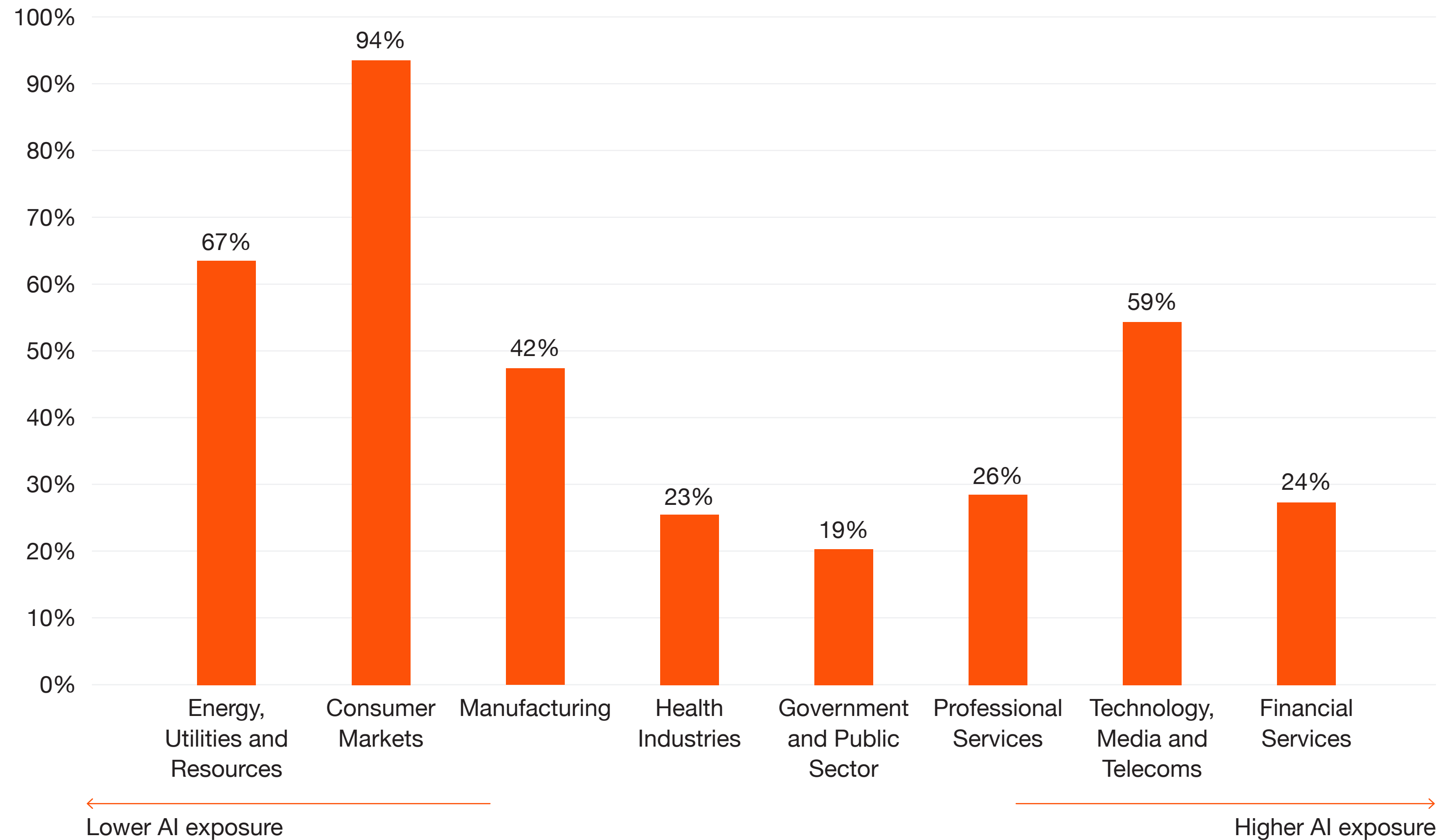
Source: PwC analysis, Lightcast data

Findings

- While job postings have grown faster in less AI-exposed occupations over the long term, highly exposed roles still account for the largest share in absolute terms.
- In 2025, the most AI-exposed quartile recorded around 1.4 million job postings, substantially higher than lower exposure groups.
- Between 2024 and 2025, only the highest exposure quartile saw an increase in job postings, rising by around 85,000.

AI wage premiums in Canada are highest in lower exposure sectors, with more mixed outcomes among highly exposed industries

Wage premium by sector, Canada, 2025



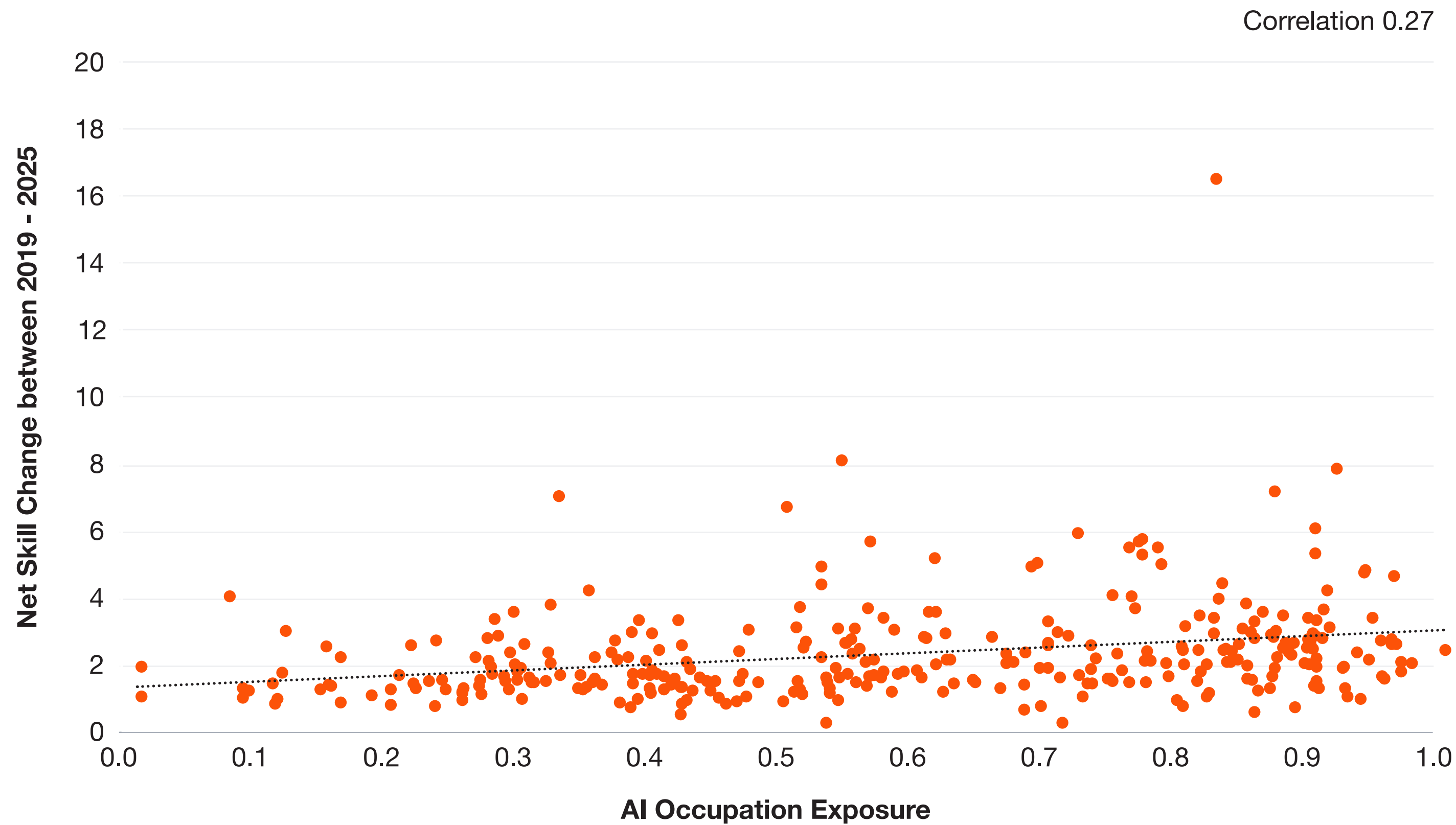
Source: PwC analysis, Lightcast data

Findings

- AI wage premiums in Canada follow a U-shaped pattern across sectors, with higher premiums observed in both lower and higher AI exposure industries.
- In lower exposure sectors, Consumer Markets and Energy stand out with particularly high premiums, reflecting the value placed on AI skills in more specialised roles where they remain relatively scarce.
- In more AI-exposed sectors, Technology, Media and Telecoms (TMT) also shows elevated premiums, driven by both high value and widespread adoption of AI skills. In contrast, Financial Services records a comparatively lower premium despite high exposure, suggesting that the value placed on AI skills varies across highly exposed sectors.

In Canada, more AI-exposed occupations tend to experience faster rates of skills transformation

Net skill change from 2019 to 2025 for 4-digit ISCO code occupations by AI occupation exposure, Canada



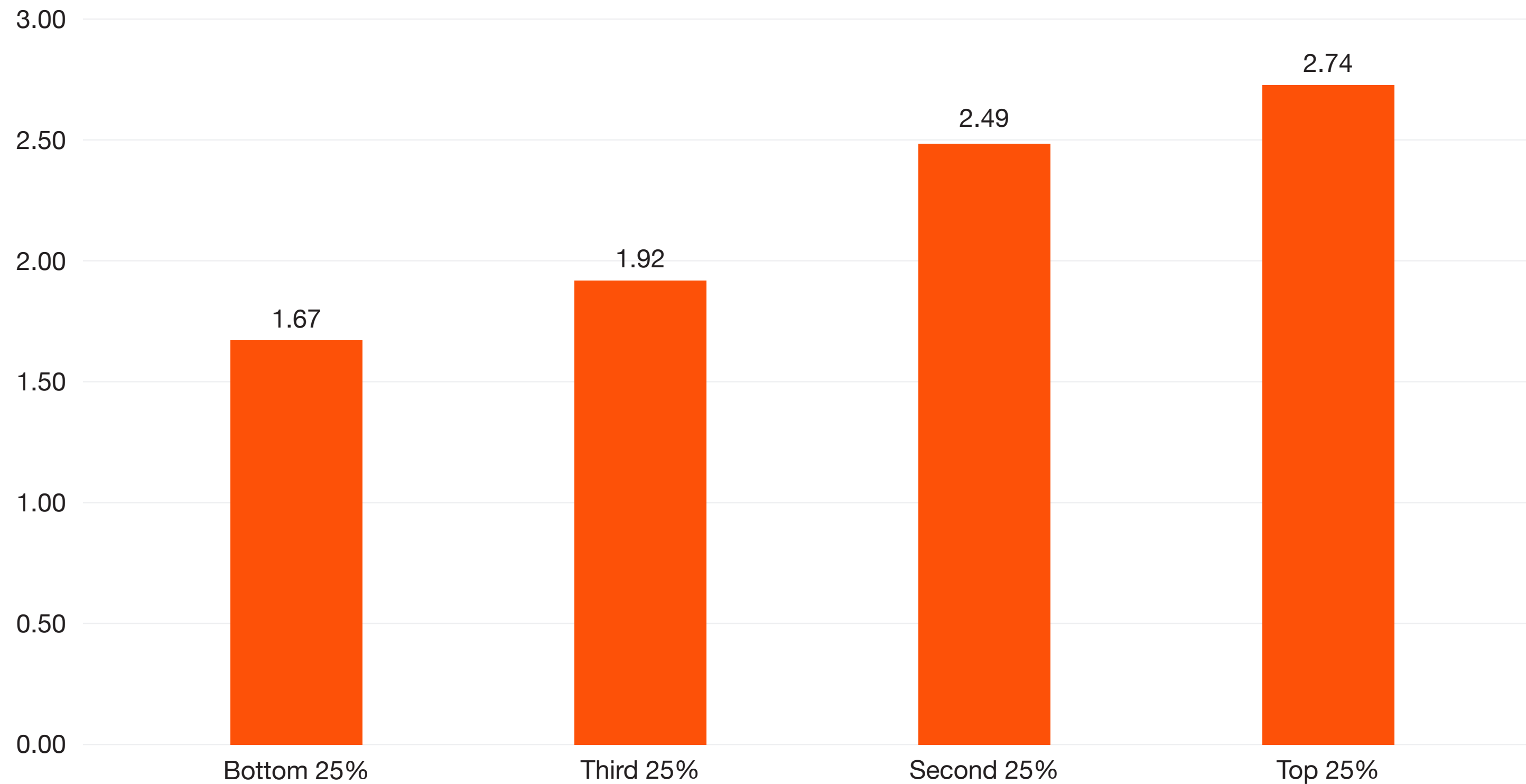
Findings

- There is a positive correlation of 0.27 between AI exposure and net skills change between 2019 and 2025, indicating a moderate relationship between exposure and shifts in skill requirements.
- This suggests that more AI-exposed occupations in Canada tend to see faster skill transformation, although the relationship is less pronounced than in stronger-correlation markets.

Source: PwC analysis, Lightcast data

This is evident across exposure quartiles, where the most AI-exposed occupations show the largest skill shifts

Average net skill change from 2019 to 2025 for 4-digit ISCO code occupations by AI occupation exposure quartile, Canada



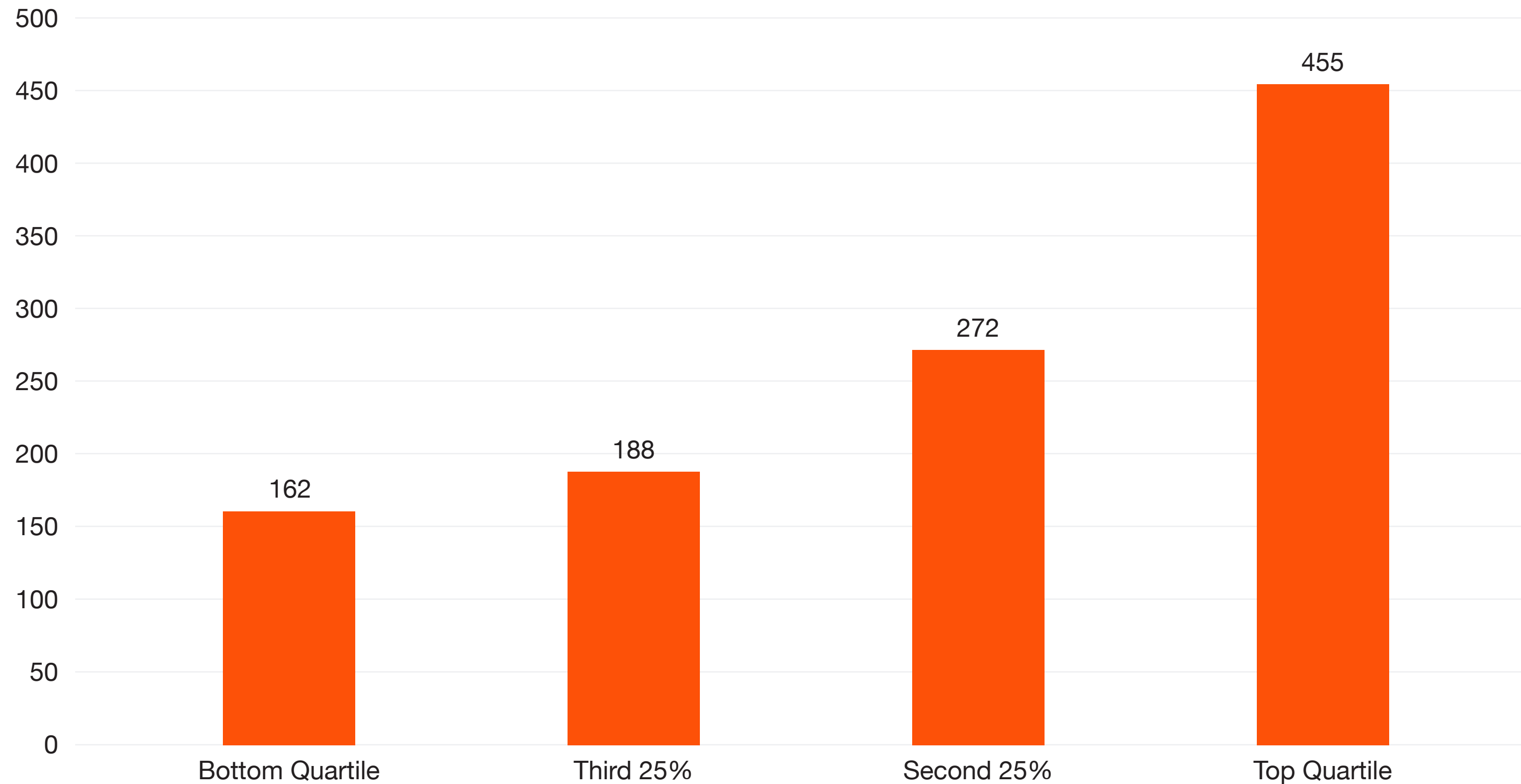
Source: PwC analysis, Lightcast data

Findings

- The same pattern observed earlier is reflected across exposure quartiles: occupations in the highest AI exposure group show the fastest skills transformation between 2019 and 2025, although at slower rates than some other countries.
- Lower exposure quartiles also show a step-up in average net skill change, with each successive quartile recording a higher level.
- This reinforces the earlier finding of a positive relationship between AI exposure and skills change in Canada, where more exposed occupations tend to evolve faster as task requirements shift.

In line with this, the most AI-exposed occupations see greater expansion in the average number of new skills per occupation

Average number of “new” skills per occupation, by AI exposure quartile, Canada, 2025 relative to 2019



Source: PwC analysis, PwC AI Occupational Exposure Index, Lightcast data

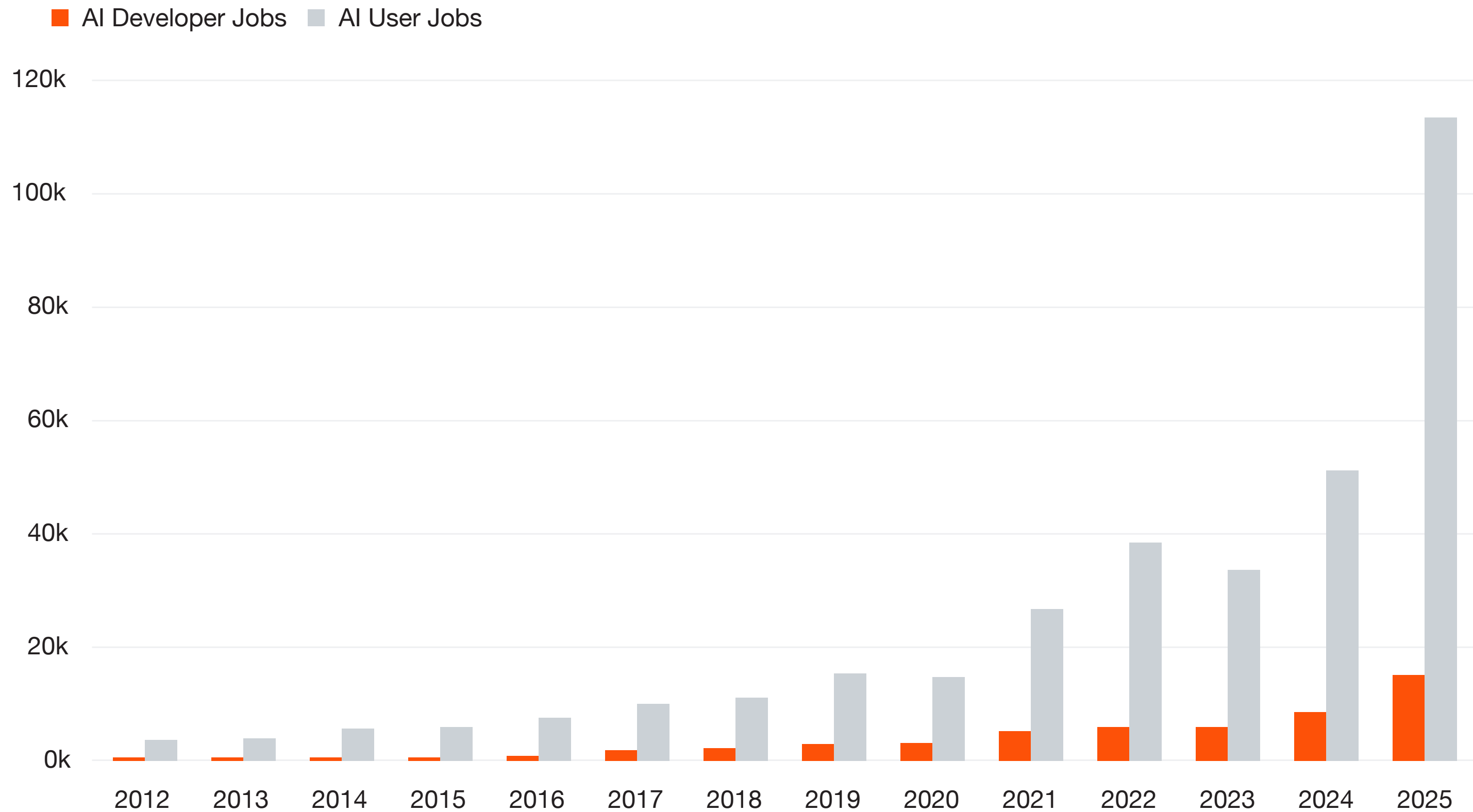
Notes: We define a ‘new skill’ as any skill that has greater than 10 mentions in an occupation in 2025, but five or less mentions in that same occupation in 2019. Across all postings for an occupation in a given country, we count the number of ‘new skills’ required for that occupation.

Findings

- We find a clear positive relationship between AI exposure and the number of new skills required within occupations. Specifically, occupations in higher AI exposure quartiles exhibit a greater average number of newly emerging skills between 2019 and 2025.
- Importantly, this metric reflects the average number of new skills per occupation within each exposure quartile, rather than the total number of new skills observed.
- While the bottom and third quartiles show relatively modest differences, there is a more pronounced increase at higher exposure levels, with the top quartile averaging 455 new skills per occupation. This suggests that skill expansion accelerates as AI exposure increases.
- While some of this increase reflects higher posting volumes in more exposed occupations, this is consistent with underlying job growth and evolution, as expanding roles require a broader and more diverse set of skills.

AI job demand in Canada is dominated by user roles, with strong growth across both user and developer roles over time

Total number of AI user and AI developer job roles, Canada, 2012-2025



Source: PwC analysis, Lightcast data

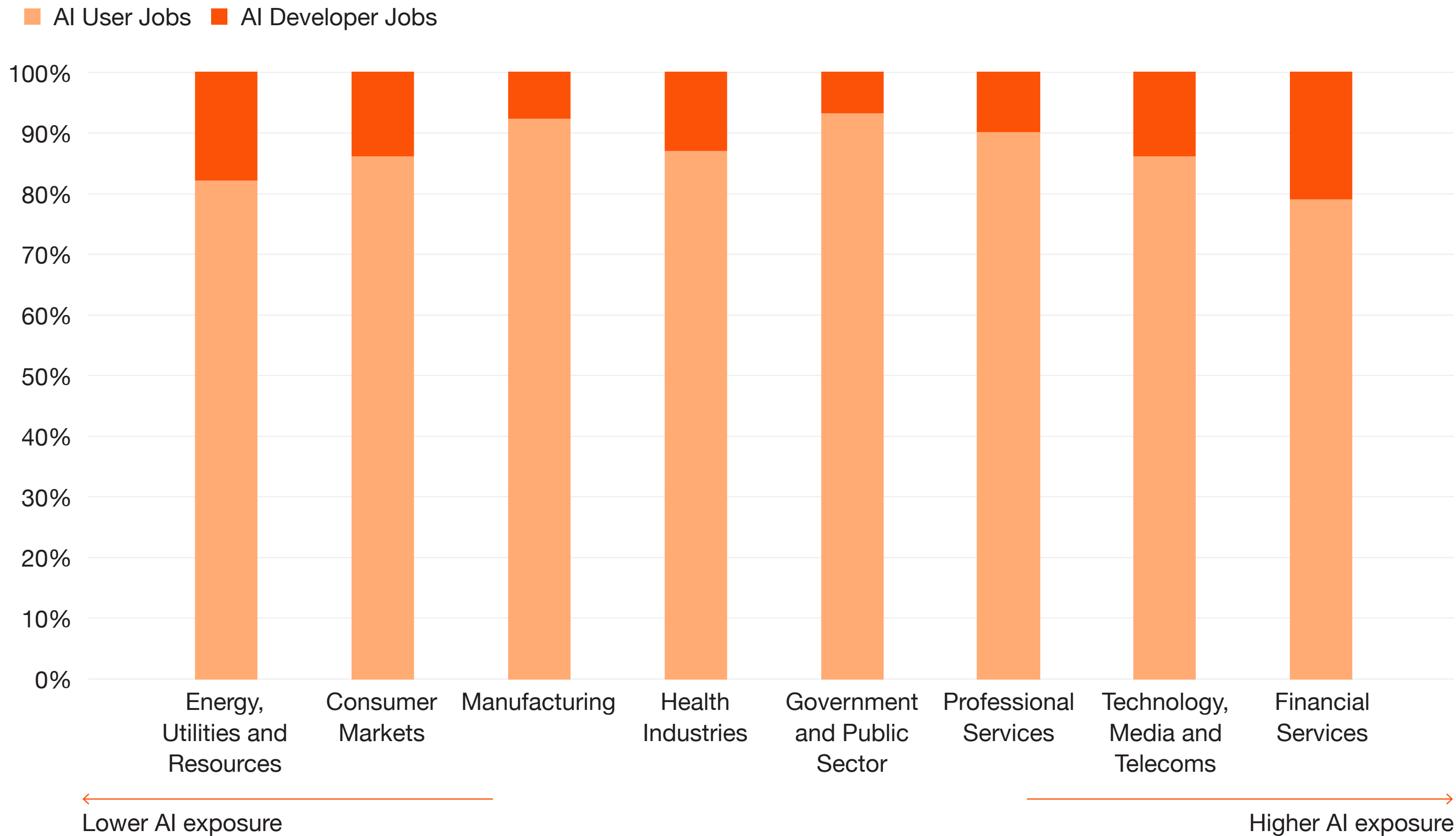
Notes: AI user and AI developer job roles are determined as jobs requiring Tier 0 or 1 skills (AI literacy and applied AI skills) for AI user jobs and Tier 2 skills (advanced AI skills) for AI developer jobs. AI developer jobs are tagged as such if there are any skills in the job postings data requiring Tier 2 skills for a specific job role.

Findings

- AI user roles account for the majority of AI-related jobs and continue to drive overall demand, increasing by around **62k** roles in 2025, despite a slight dip in 2023.
- AI developer roles remain smaller in volume, but also increased in 2025, rising by around **6.4k** roles, continuing their longer-term upward trend.
- Overall, this points to strong momentum across both categories in 2025, with AI user roles **more than doubling** and AI developer roles increasing by **74.4%**, indicating continued expansion in both AI adoption and development capabilities.

Across sectors, AI job postings in Canada remain concentrated in capabilities related to the use of AI rather than its development

Within sector shares of AI user and AI developer job roles of all AI related roles, Canada, 2025



Findings

- AI user roles account for the largest share across most sectors, indicating a strong focus on deploying and integrating AI into existing workflows.
- **Financial Services** shows the highest share of **AI developer roles (21%)**, consistent with its rank as the most exposed sector.
- **Government and Public Sector** records the highest share of **AI user roles (93.2%)**, reflecting broad-based adoption of AI across operational roles rather than in-house development.

Source: PwC analysis, Lightcast data

Notes: AI user and AI developer job roles are determined as jobs requiring Tier 0 or 1 skills (AI literacy and applied AI skills) for AI user jobs and Tier 2 skills (advanced AI skills) for AI developer jobs. AI developer jobs are tagged as such if there are any skills in the job postings data requiring Tier 2 skills for a specific job role.

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