



Two Futures for Jobs in an AI era

2026 Global AI Jobs Barometer

Denmark 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.

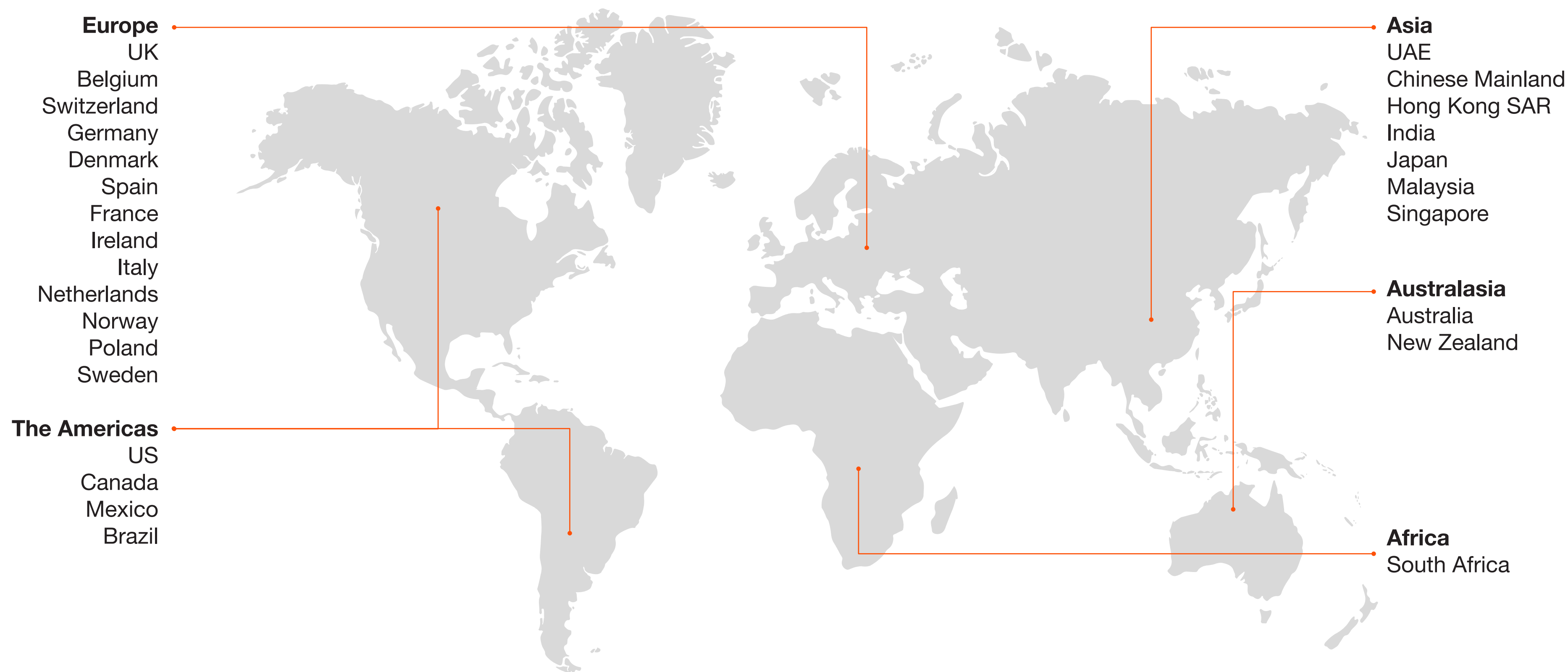
35%

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



Lightcast Job Postings Data Methodology

- 01 Collection of Job Advertisements**
Lightcast collects publicly available job advertisements from a wide range of online sources, including company career sites, national and local job boards, online vacancy portals, aggregators and other public recruitment sites.
- 02 Removal of Duplicates**
Because the same role may be advertised across multiple platforms, Lightcast applies a two-step deduplication process using fields such as job title, company and location.
- 03 Cleaning of Data**
Once collected, job postings are processed to identify details such as job title, occupation, employer, industry, location, skills, qualifications, salary where available etc.
- 04 Usage in PwC AI Jobs Barometer**
The AI Jobs Barometer then uses Lightcast postings data to analyse online hiring demand, including which postings require AI-related skills and how demand varies across occupations, sectors and countries.

Source: PwC analysis, Lightcast

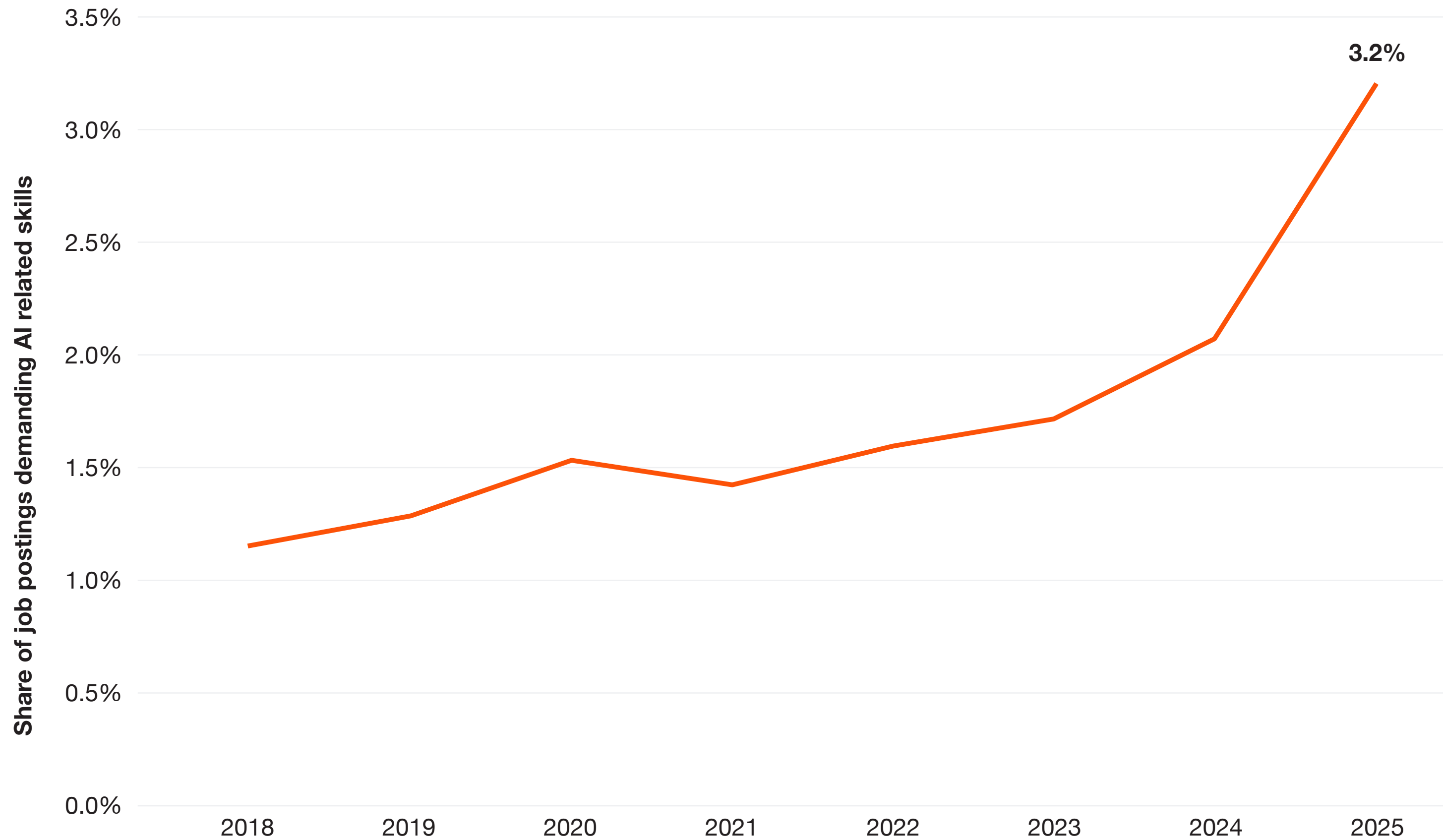
Notes: Lightcast job postings measure online recruitment advertising activity and are not equivalent to official vacancies or openings. Lightcast notes that postings can represent an upper-bound or “ceiling” of demand where employers actively advertise online, while openings/vacancy measures tend to take a more conservative view of demand. True labour demand is therefore likely to sit somewhere between postings and openings, and comparisons across sources should be interpreted with this distinction in mind.

Denmark Insights



The share of AI job postings in Denmark has continued to increase in recent years

Share of job postings requiring AI related skills, Denmark, 2018-2025



Source: PwC analysis, Lightcast data

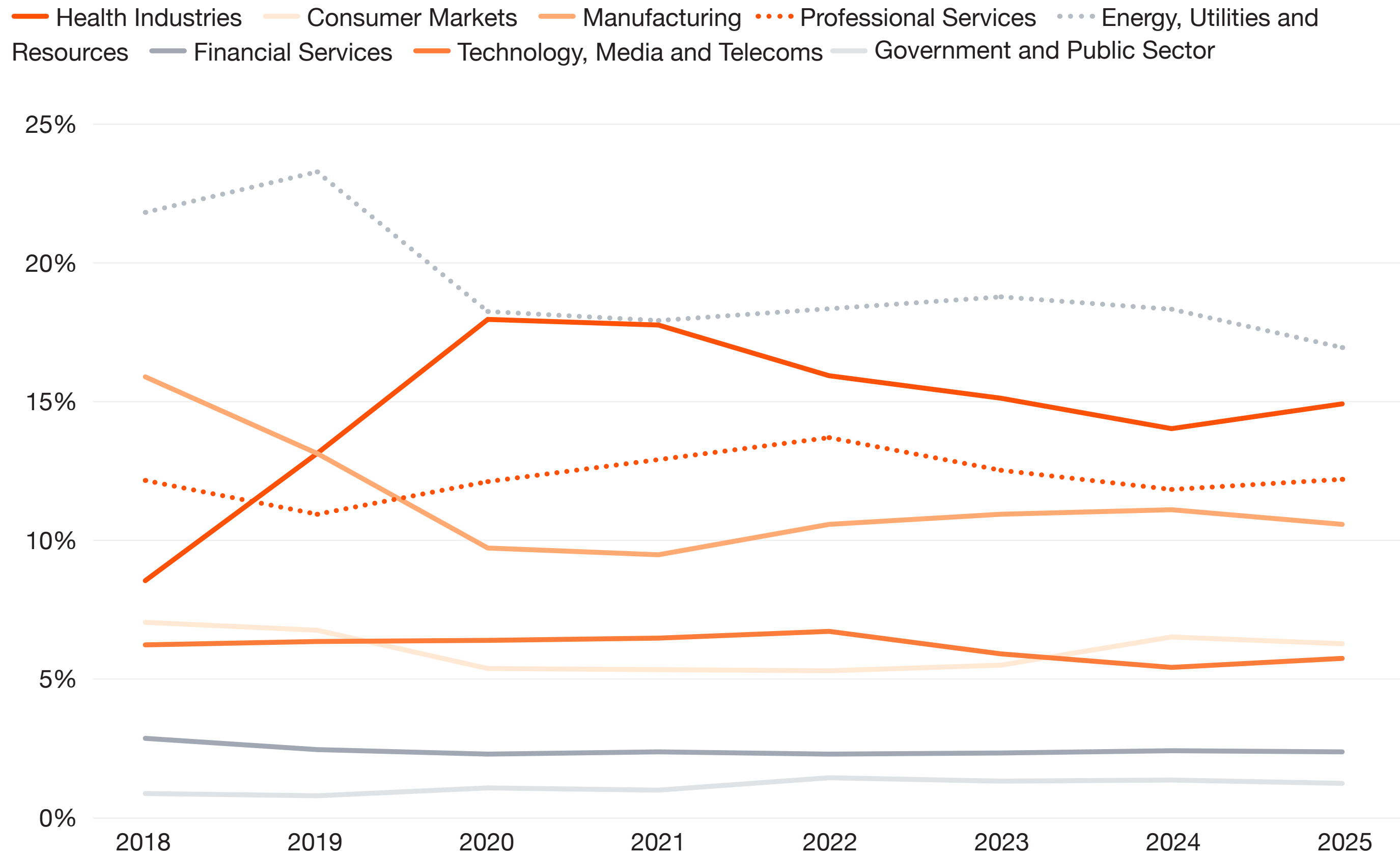
Note: AI-related skills are identified using Lightcast's AI Skills Taxonomy, which includes 405 skills linked to artificial intelligence capabilities, tools and applications. A job posting is counted as AI-related if it explicitly requires at least one of those skills, based on Lightcast's skills tagging of the posting text.

Findings

- The share of job postings in Denmark requiring AI skills has continued to edge upwards, reaching 3.2% in 2025.
- This is a sizeable uptick of 1.1% in Denmark's share of AI job postings, up from 2.1% in 2024.
- This resilience in AI demand mirrors the global pattern: companies are prioritising AI-capable talent to drive productivity and pursue growth.

Energy, Utilities and Resources accounts for the largest share of hiring in Denmark's labour market

Share of all job postings by sector, Denmark, 2018-2025



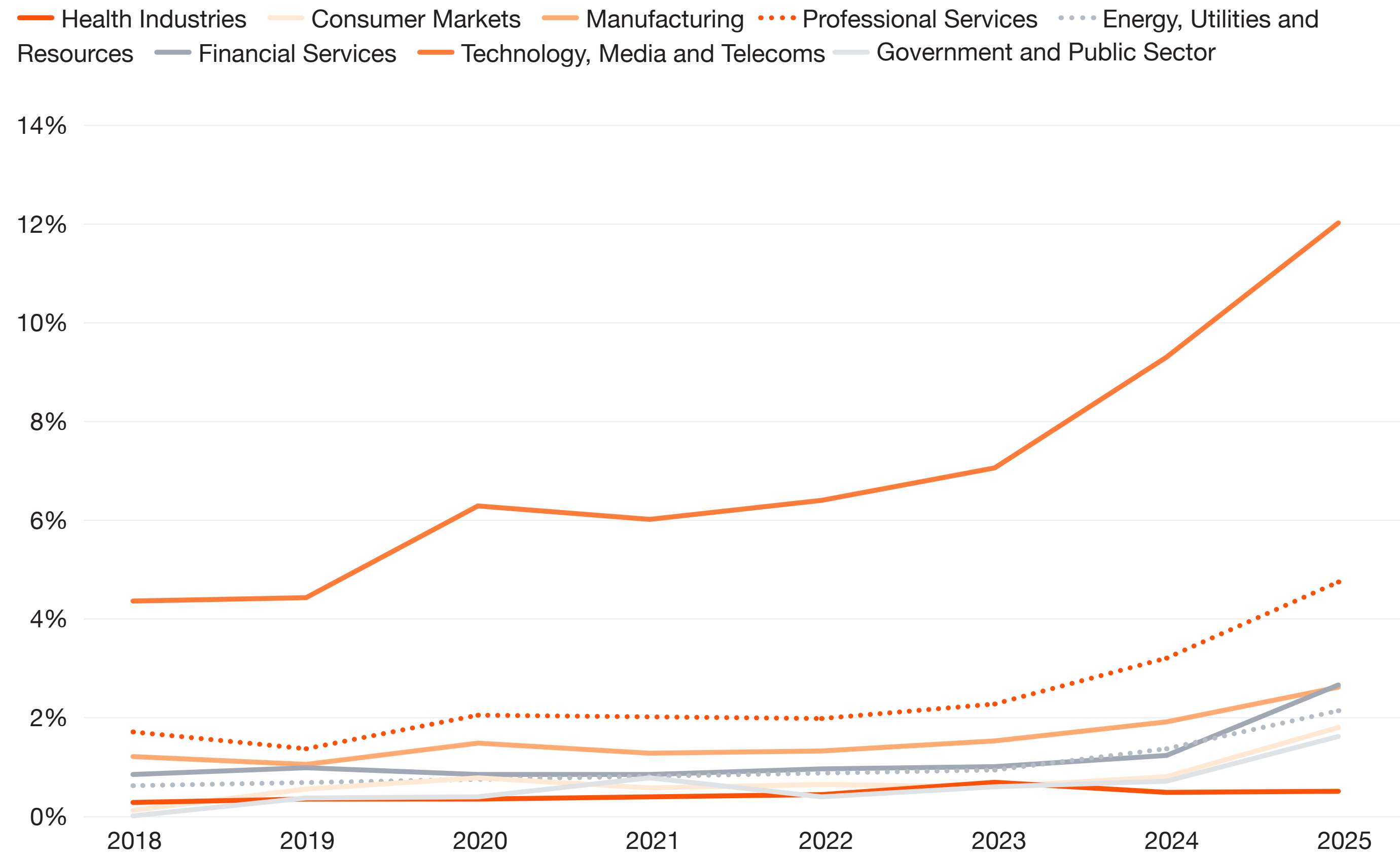
Findings

- Energy, Utilities and Resources is the largest source of labour demand in Denmark, accounting for 17% of total job postings.
- Health Industries (14.9%), Professional Services (12.2%) and Manufacturing (10.6%) also represent significant shares of hiring.
- Despite being the largest, their relatively modest shares highlight a broadly balanced labour market, with no single sector disproportionately driving hiring.

Source: PwC analysis, Lightcast data

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

Share of AI job postings within each sector, Denmark, 2018-2025



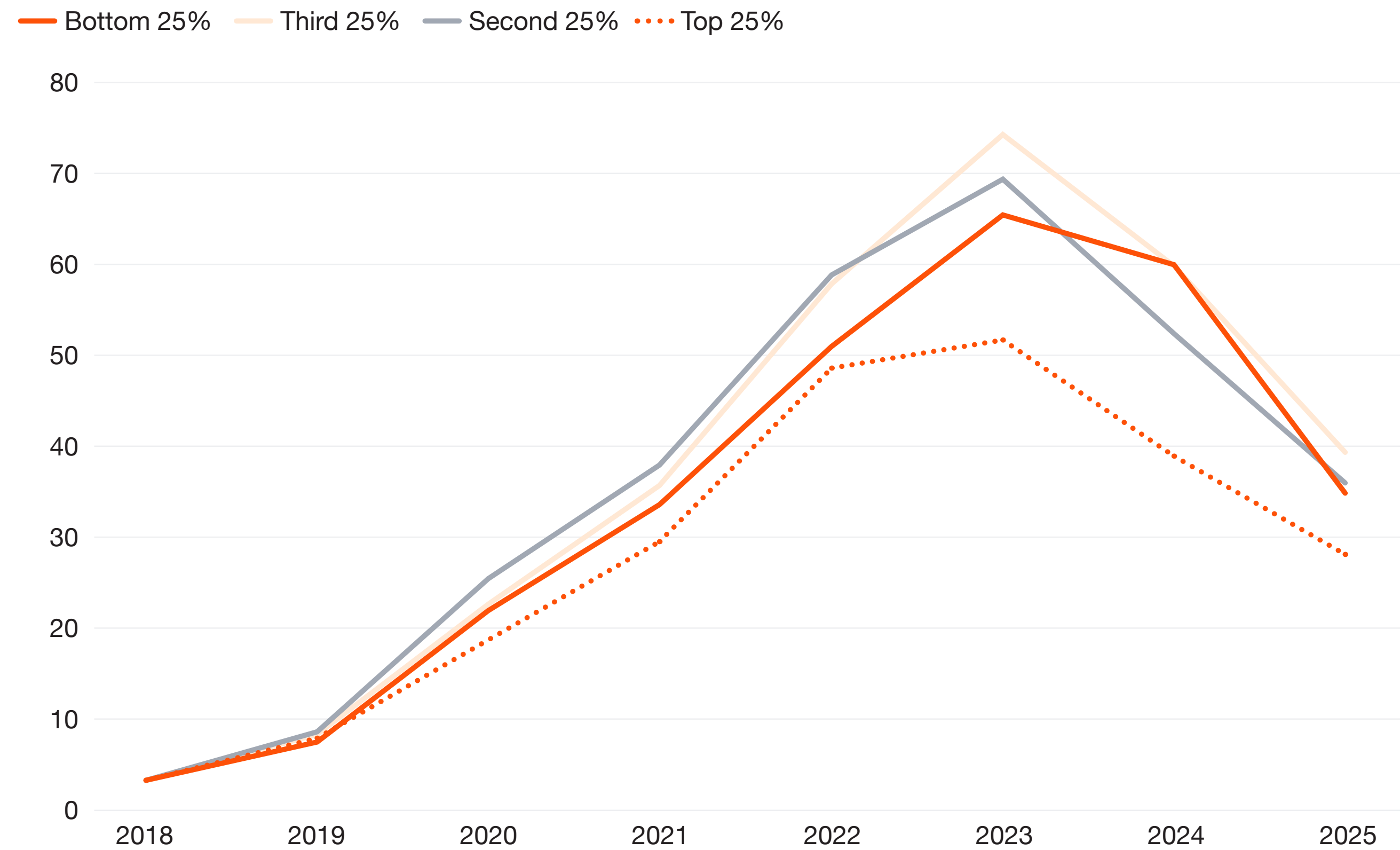
Source: PwC analysis, Lightcast data
 Notes: AI job postings are defined as those requiring at least one AI-related skill.

Findings

- Technology Media and Telecoms (TMT) records the highest share of AI job postings in Denmark, 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.
- AI hiring intensity is measured as the share of job postings requiring AI-related skills, so the increase is meaningful even if the absolute number of total job postings is affected by wider labour market conditions.
- In Denmark, the rise from 2024 to 2025 appears broad-based, with 7 of the 8 key sectors seeing an increase and Health Industries remaining flat. The strongest increases are concentrated in more digitally intensive sectors such as TMT and Professional Services, which is consistent with these sectors being earlier adopters of AI capabilities. More moderate increases in sectors such as Consumer Markets, Energy and Government suggest AI skills are also beginning to diffuse beyond the core technology and advisory sectors, supporting the narrative that Denmark is moving from niche AI hiring toward broader AI integration across the labour market.

In Denmark, job postings have increased significantly relative to the 2018 baseline

Number of job postings relative to 2018 by AI exposure quartile, Denmark, 2018-2025



Findings

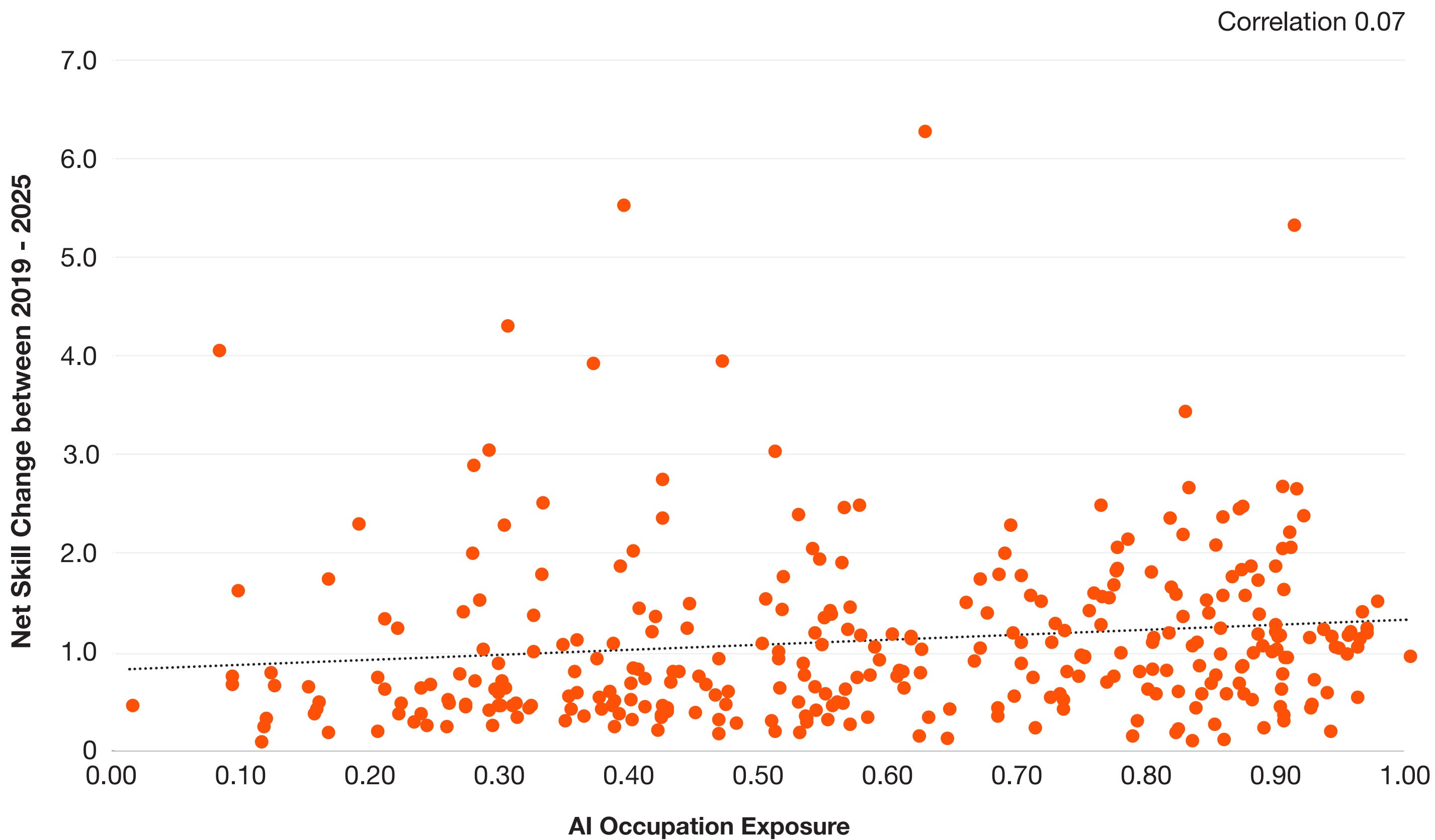
- Denmark has seen strong growth in job postings relative to 2018. By 2025, the lowest exposure quartile has around 32.6 postings for every posting in 2018, compared to 25.9 in the highest exposure quartile.
- When grouped by AI exposure, less exposed occupations show slightly stronger growth than more exposed roles.
- Growth across all quartiles has slowed since the 2023 peak.

Source: PwC analysis, Lightcast data.

Notes: We group occupations using ISCO codes and then split them up into quartiles by AI Occupational Exposure (AIOE). Quartiles are indexed to 2018, with the graph showing relative growth since then.

In Denmark, the relationship between AI exposure and the rate of skills transformation appears limited

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



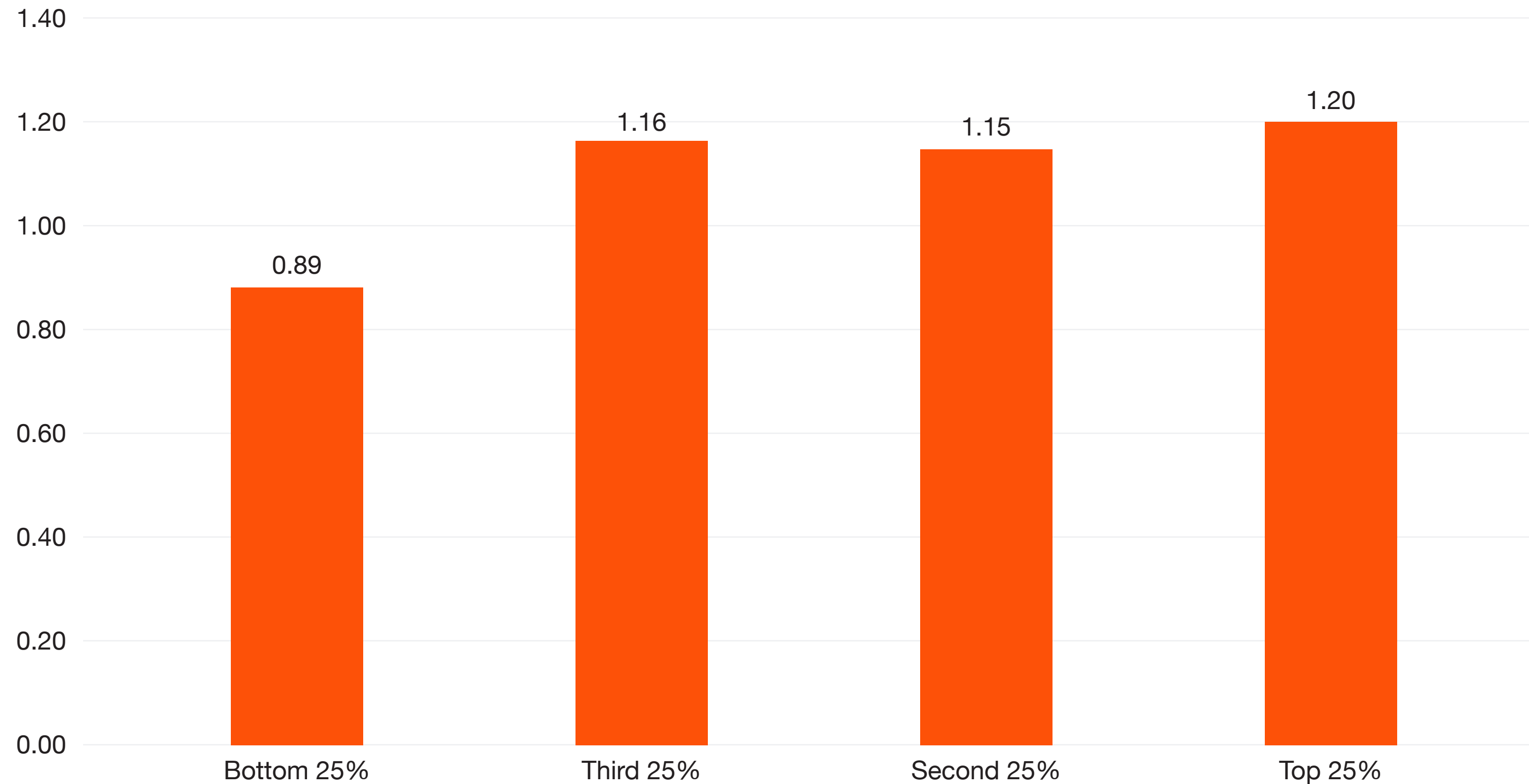
Source: PwC analysis, Lightcast data
 Notes: Net skill change is measured as the change in frequency of skills required in job postings. Errors and observations with zeros were removed to filter the data.
 Analysis uses 4-digit ISCO code occupations.

Findings

- There is a weak positive correlation of 0.07 between AI exposure and net skills change between 2019 and 2025, indicating that skill transformation in occupations in Denmark are at least partly driven by non-AI factors.
- This means we should be cautious about over-interpreting the occupation-level relationship: AI exposure is not the only factor shaping how skills are changing, and in a market like Denmark, results can be more sensitive to occupation mix, sector composition and year-to-year variation in job postings. However, the quartile comparison still points in the expected direction. Occupations in the top quartile of AI exposure recorded an average Net Skill Change score of 1.20, compared with 0.89 for the least exposed quartile (around 1.36x higher).
- This suggests that AI-exposed roles in Denmark are seeing somewhat faster skills transformation, but the effect is more modest than the global pattern. The Denmark story should therefore be framed less as a sharp divergence by occupation, and more as evidence of gradual skills transformation as AI becomes embedded across the labour market.

Meanwhile, skills transformation is limited across the quartiles and shows little variation by AI exposure

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



Source: PwC analysis, Lightcast data

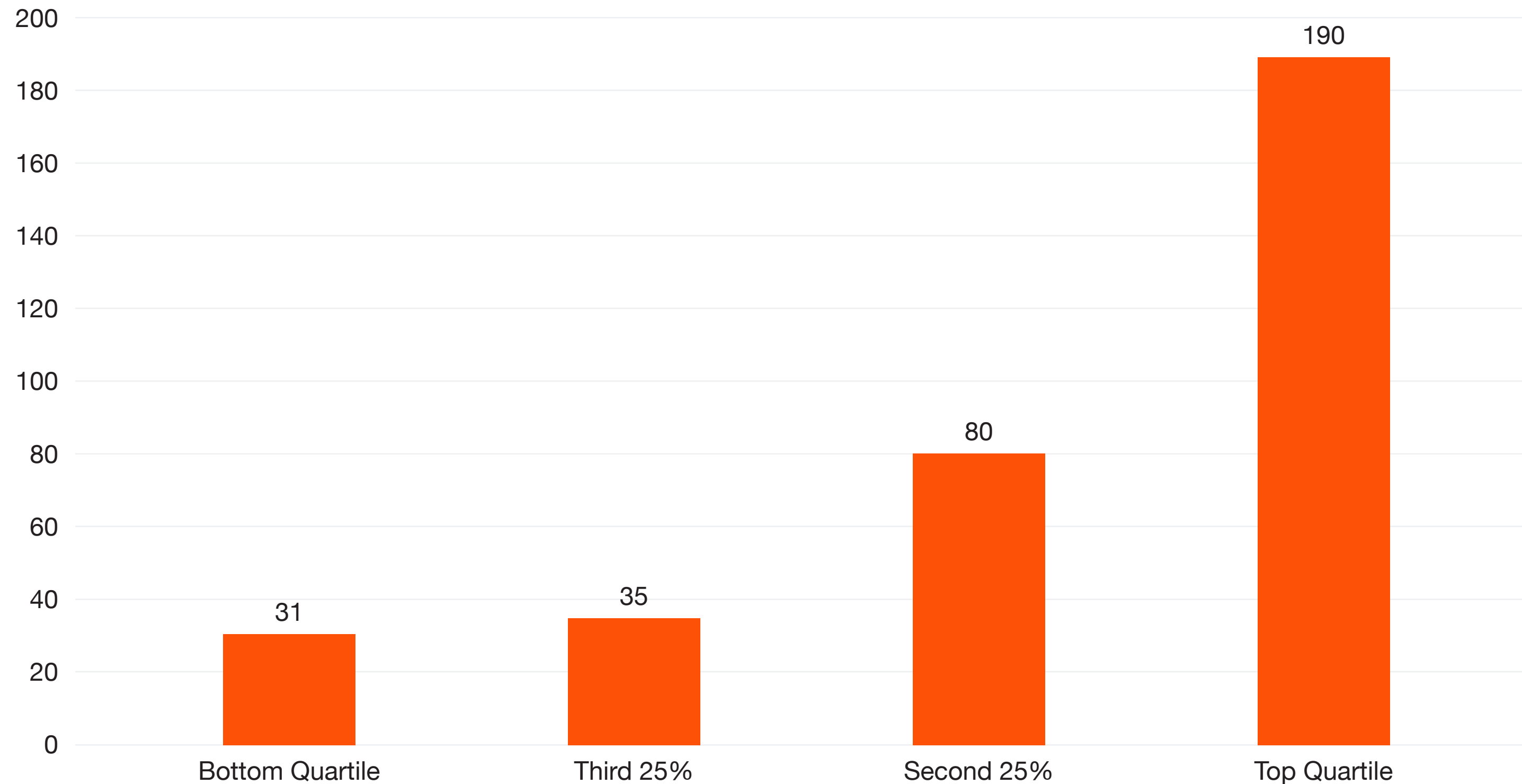
Notes: Most exposed and least exposed are defined as the top and bottom quartiles by AIOE. Net skill change is measured as the change in frequency of skills required in job postings between 2021 and 2025.

Findings

- Across higher exposure quartiles, net skills change is relatively similar, with no clear gradient by AI exposure.
- The overall level of change is also comparatively low to other economies, indicating limited shifts in skill requirements between 2019 and 2025.
- This suggests that in Denmark, skills transformation is likely being driven more by broader, non-AI factors, rather than differences in AI exposure across occupations.

However, 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, Denmark, 2025 relative to 2019



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

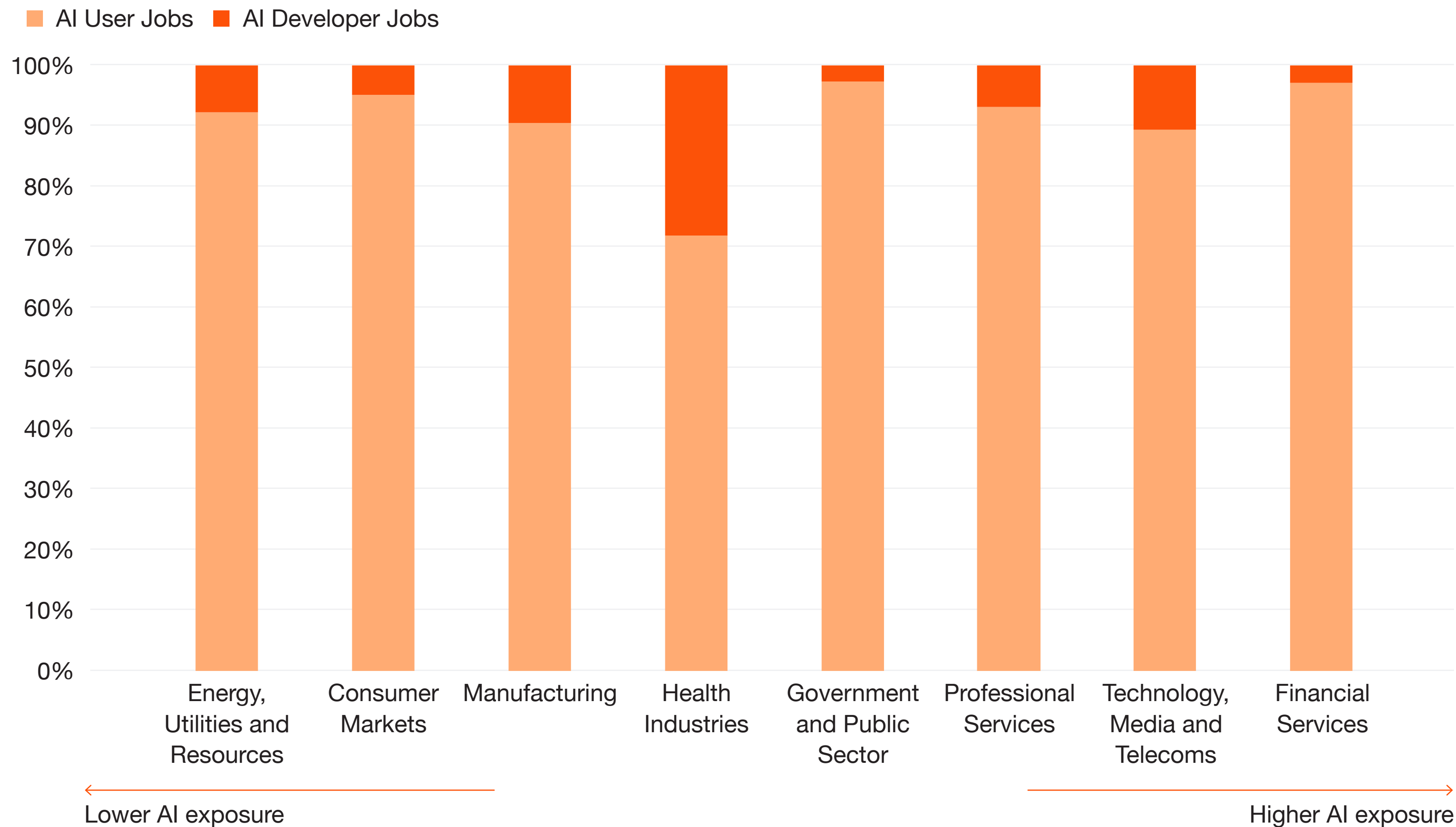
Notes: We define a ‘new skill’ as any skill that has greater than 10 mentions in an occupation in 2025, but five or less mentions in that same occupation in 2021. This metric reflects the average number of new skills per occupation within each exposure quartile, rather than the total number of new skills observed.

Findings

- We find that occupations in the highest AI exposure quartile exhibit a much greater average number of newly emerging skills between 2019 and 2025 than lower exposure groups.
- 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.
- This pattern is notably clearer than in the earlier net skill change analysis, where variation across exposure quartiles was limited. Here, the increase becomes pronounced at higher exposure levels, with the top quartile reaching 190 new skills per occupation.
- Some of this increase may reflect higher posting volumes in more exposed occupations, but it is also consistent with underlying job growth and evolution, as expanding roles require a broader and more diverse set of skills.

Across sectors, AI job postings in Denmark 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, Denmark, 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.
- **Health Industries** shows the highest share of **AI developer** roles (**28.1%**), indicating greater focus in the development of sector specific advanced AI tools.
- **Financial Services** records the highest share of **AI user** roles (**97.2%**), reflecting broad-based adoption of AI across operational roles rather than in-house development.
- AI user and developer roles are classified based on the highest-proficiency AI skill mentioned in each posting. Roles mentioning advanced Tier 2 AI skills are tagged as AI developer roles; roles mentioning only Tier 0 or Tier 1 AI skills are tagged as AI user roles. In Denmark, Financial Services' 97.2% AI user share suggests AI demand is focused on applying AI within business roles, while Health Industries' 28.1% developer share likely reflects a smaller number of more specialist AI-related postings and should be interpreted cautiously given lower sector volumes.

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. Chart shows within-sector shares of AI user and AI developer roles as a proportion of all AI-related roles in that sector, 2025.

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