



Two Futures for Jobs in an AI era

2026 Global AI Jobs Barometer

France 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.

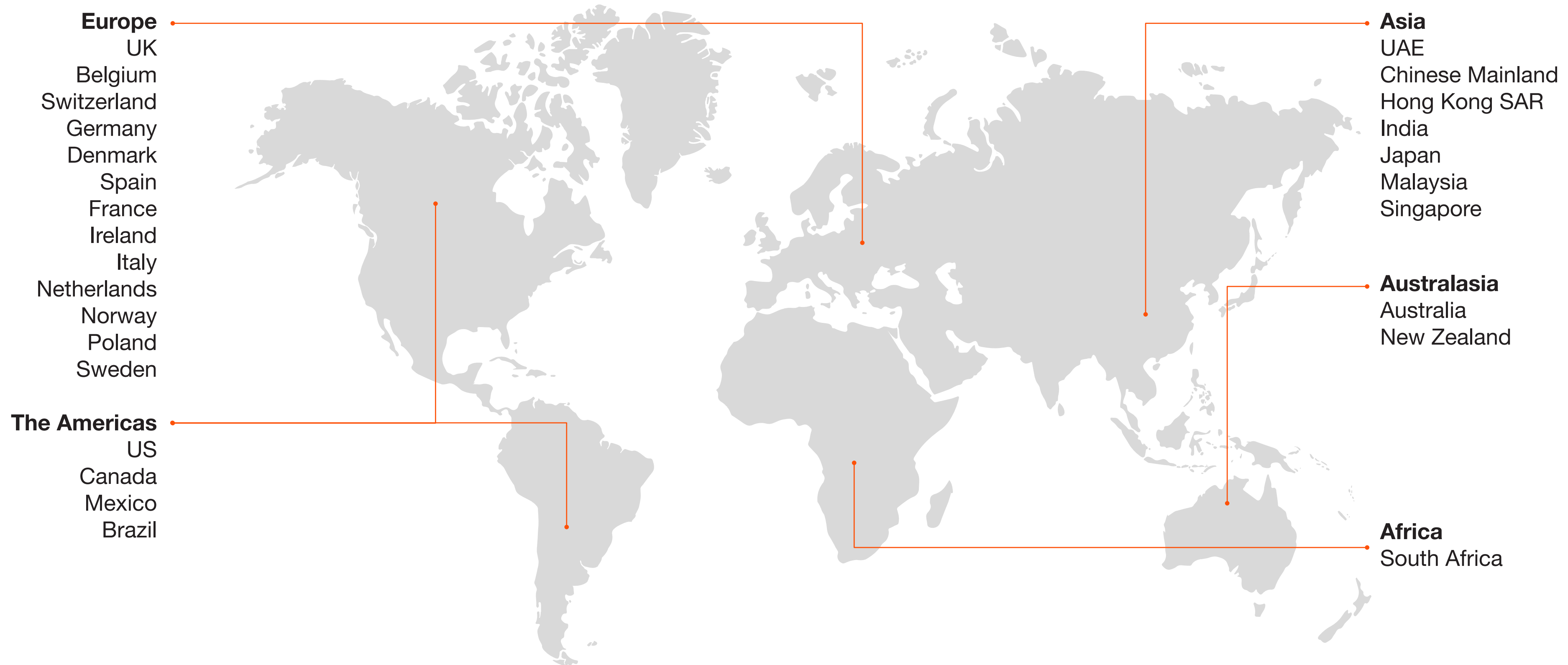
42%

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

France Insights

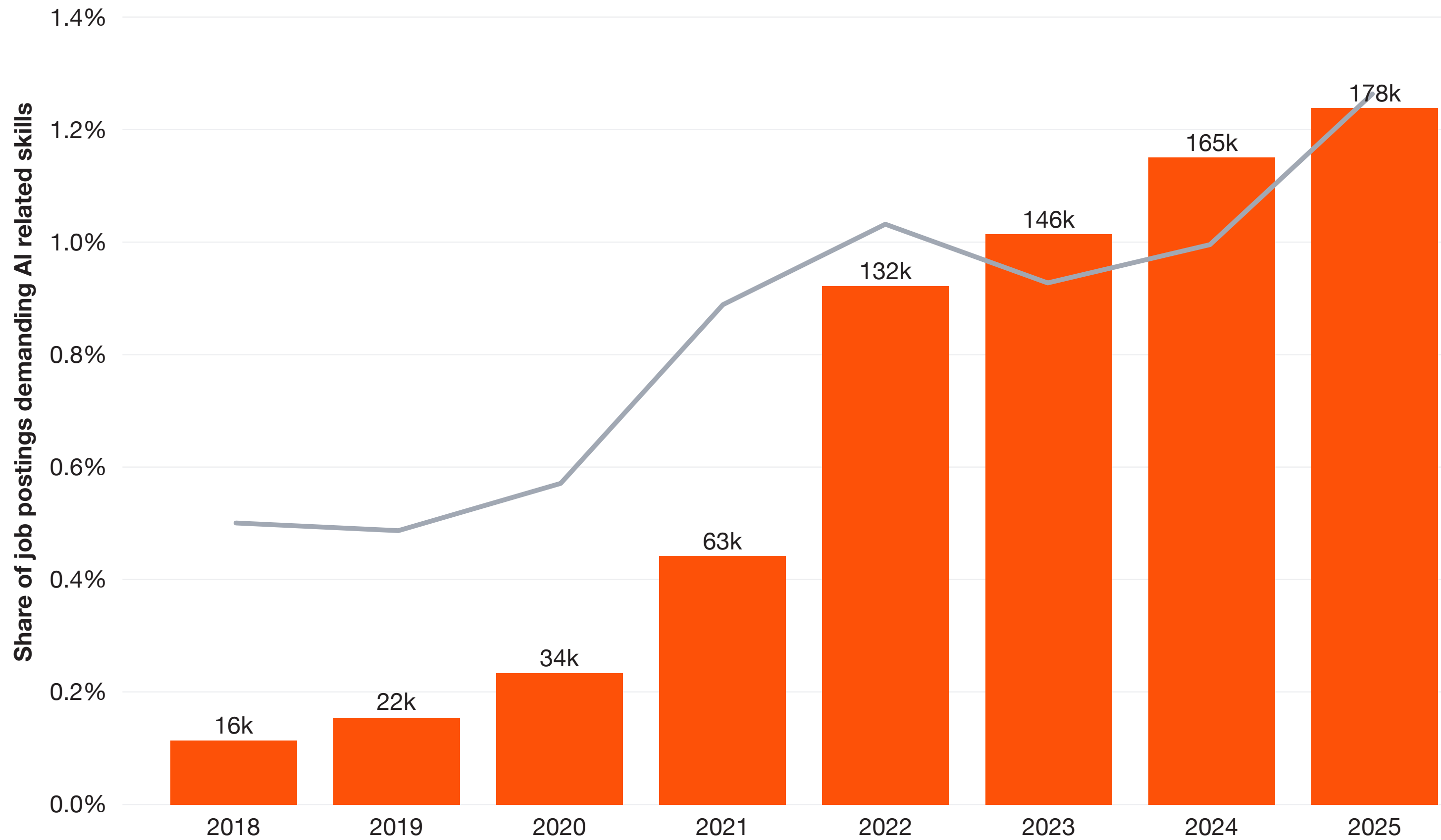


The 2026 AI Jobs Barometer examines over one billion job ads from 6 continents to reveal how AI is affecting jobs, skills, wages, and labour productivity



AI hiring in France has continued to steadily increase in recent years

Total number and share of job postings requiring AI related skills, France, 2018-2025



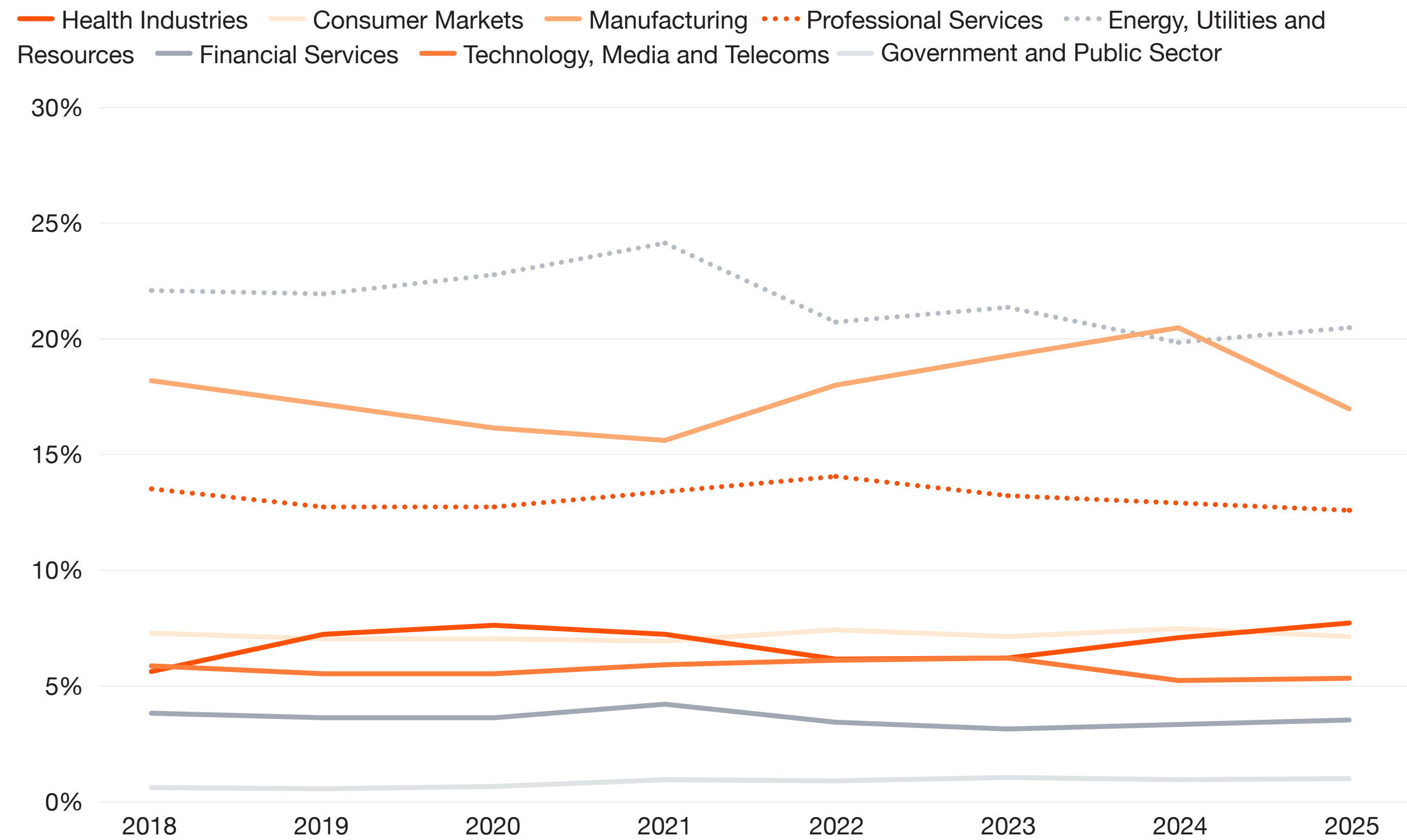
Findings

- The number of job postings in France requiring AI skills increased by around 13k in 2025.
- As a result, the share of job postings requiring AI skills reached 1.3% in 2025.

Source: PwC analysis, Lightcast data

Energy and Manufacturing account for the largest shares of hiring in the French labour market

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



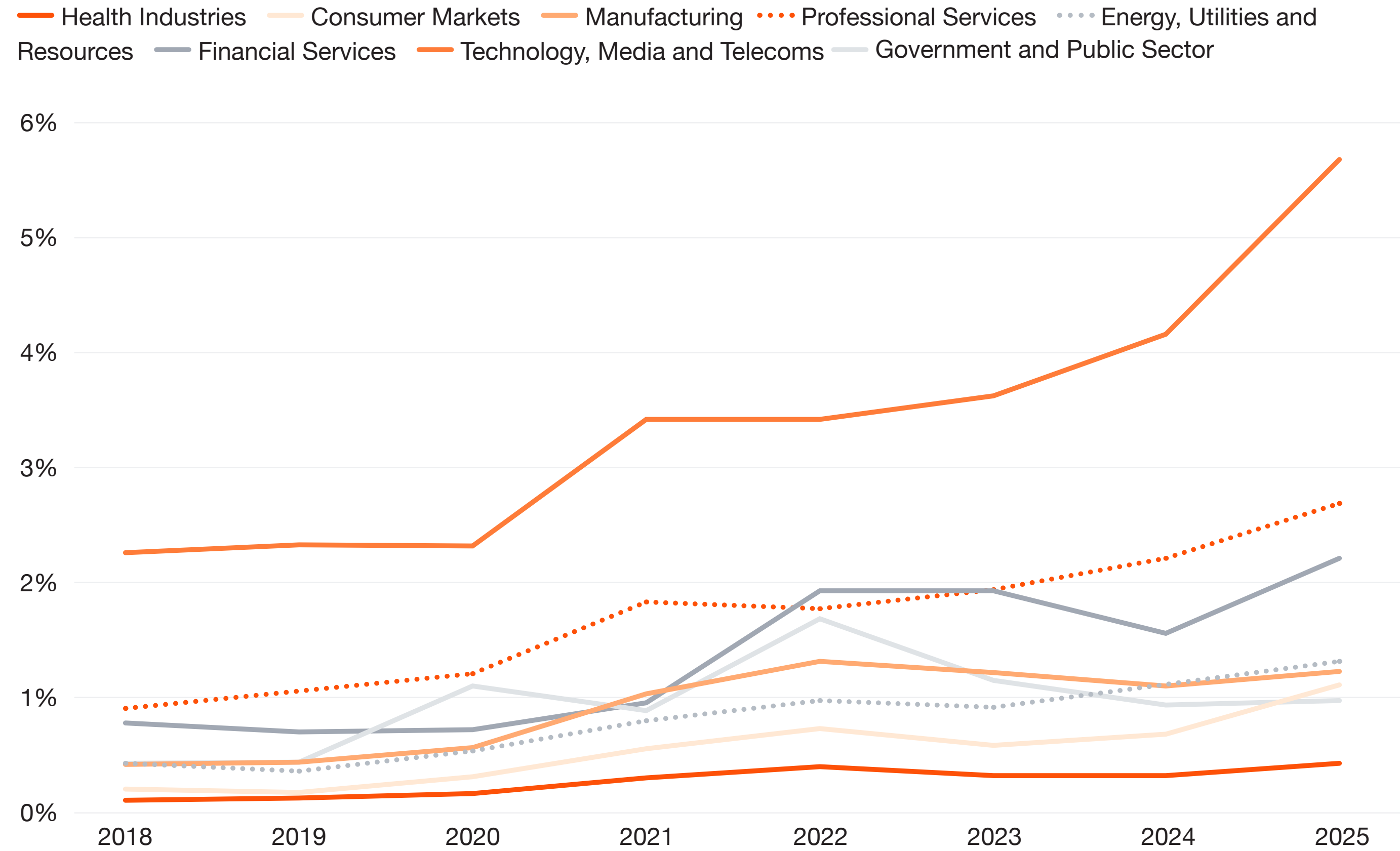
Findings

- Energy, Utilities and Resources and Manufacturing stand out as the largest sources of labour demand, accounting for 20.5% and 17% of total French job postings, respectively.
- Financial Services and Government & Public Sector record the smallest shares, at 3.5% and 1% respectively.

Source: PwC analysis, Lightcast data

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

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



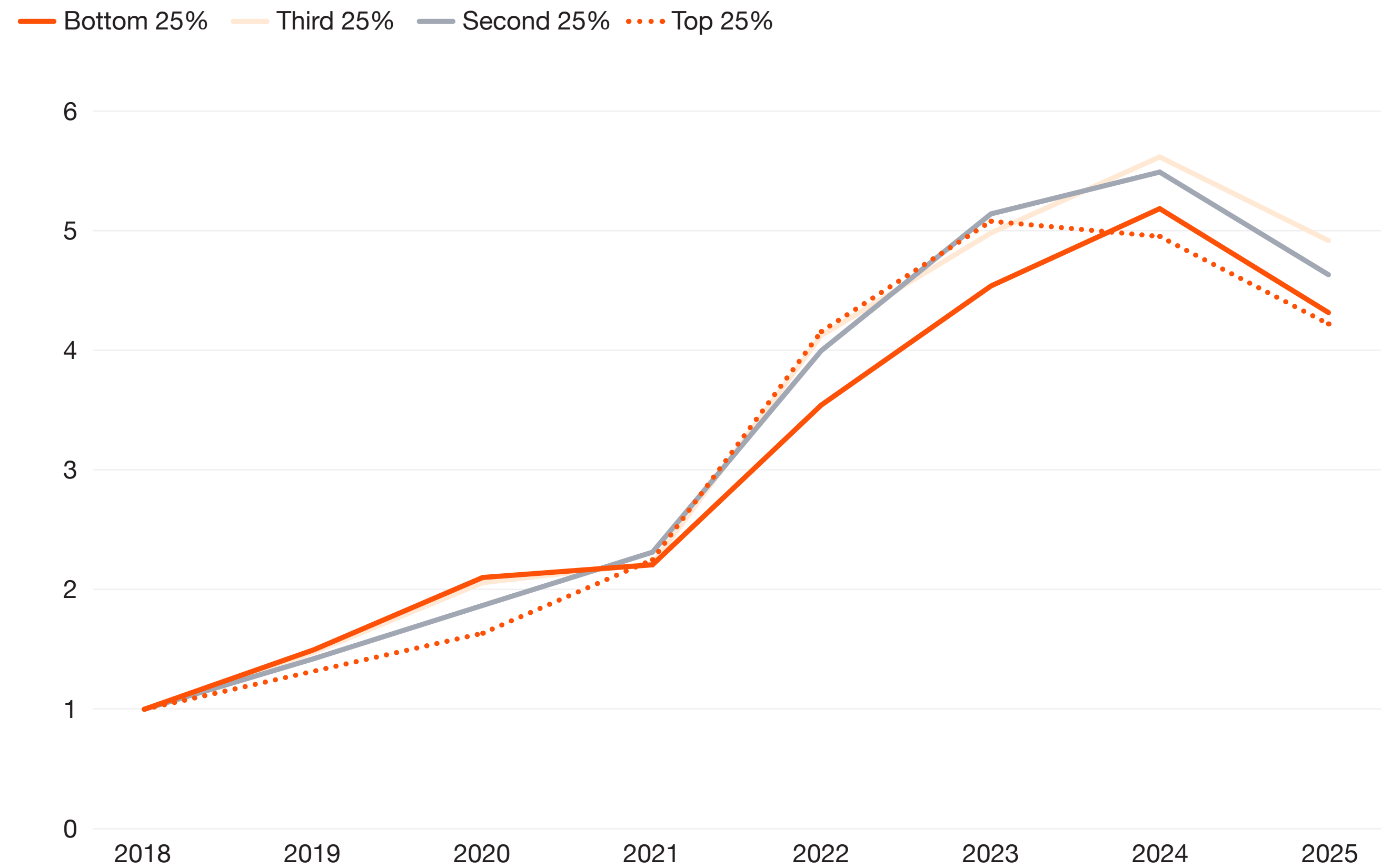
Source: PwC analysis, Lightcast data

Findings

- Technology, Media and Telecoms (TMT) records the highest share of AI job postings in France, 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.

In France, growth in hiring demand has been broadly similar across AI exposure groups

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



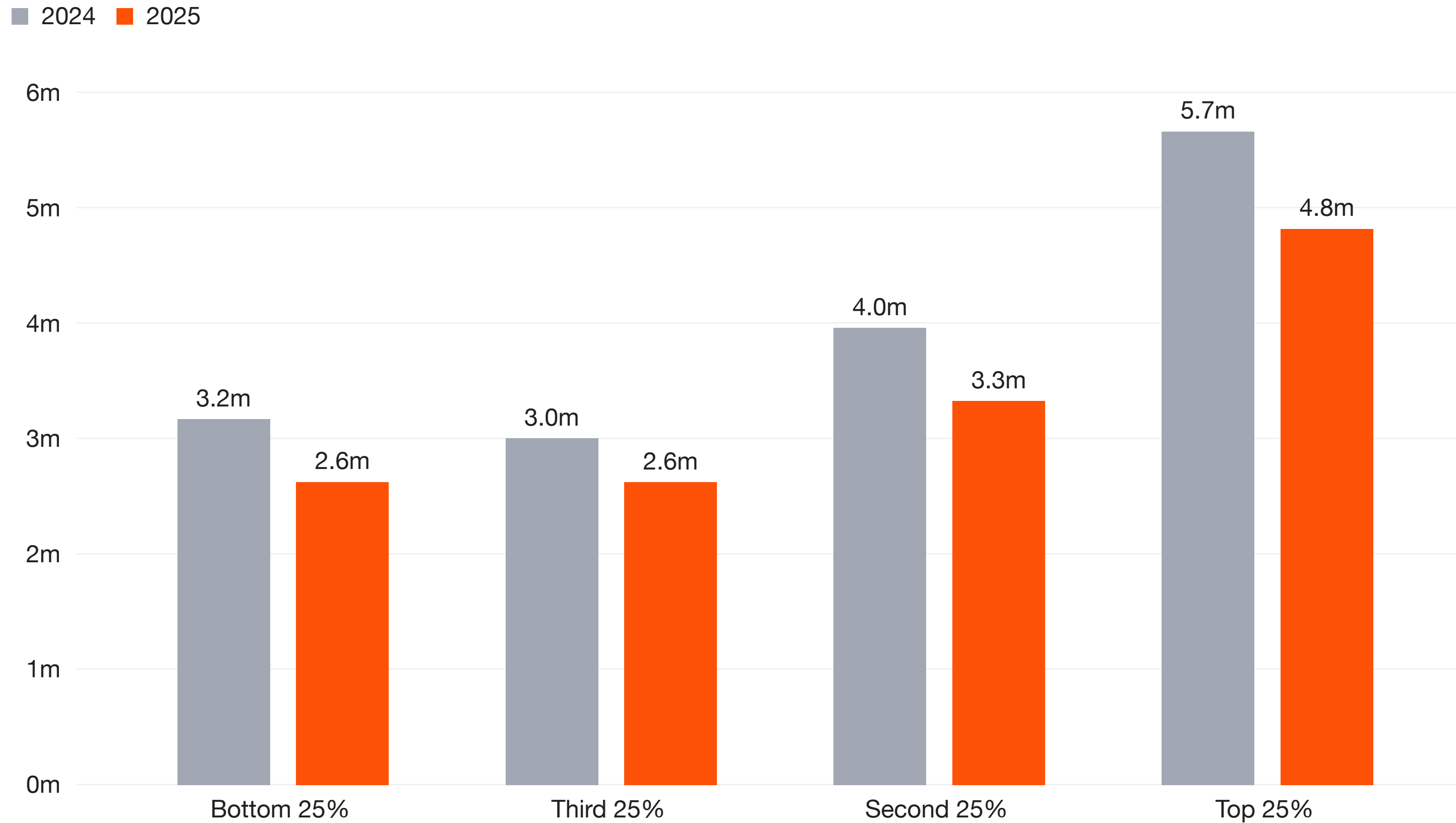
Source: PwC analysis, Lightcast data

Findings

- When grouped by AI exposure, job postings are similar across quartiles, with no clear relationship between exposure and growth. Posting levels have also remained broadly stable in recent years.
- In 2025, all quartiles show a slight decline from recent peaks but remain above 2018 levels.

The top quartile of AI exposed occupations still accounts for the largest number of job postings in France

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



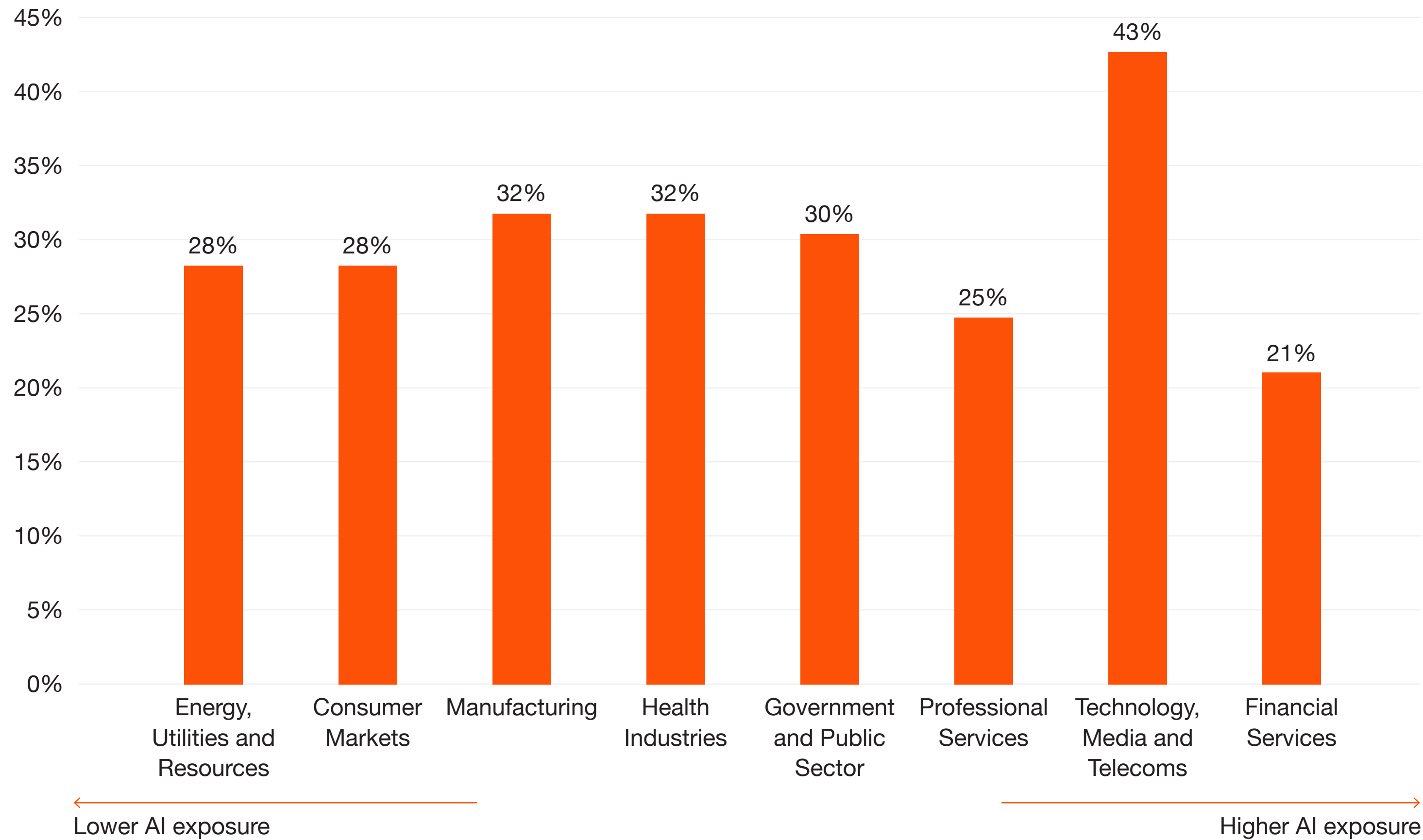
Source: PwC analysis, Lightcast data

Findings

- In 2025, the most AI-exposed quartile recorded around 4.8 million job postings, down from 5.7 million in 2024, but substantially higher than the lower exposure groups.
- However, all quartiles saw a dip in the total number of job postings from 2024 to 2025, indicating a more general slowdown in hiring across the economy.

AI wage premiums in France are high across all sectors, with TMT standing out with the highest premium

Wage premium by sector, France, 2025



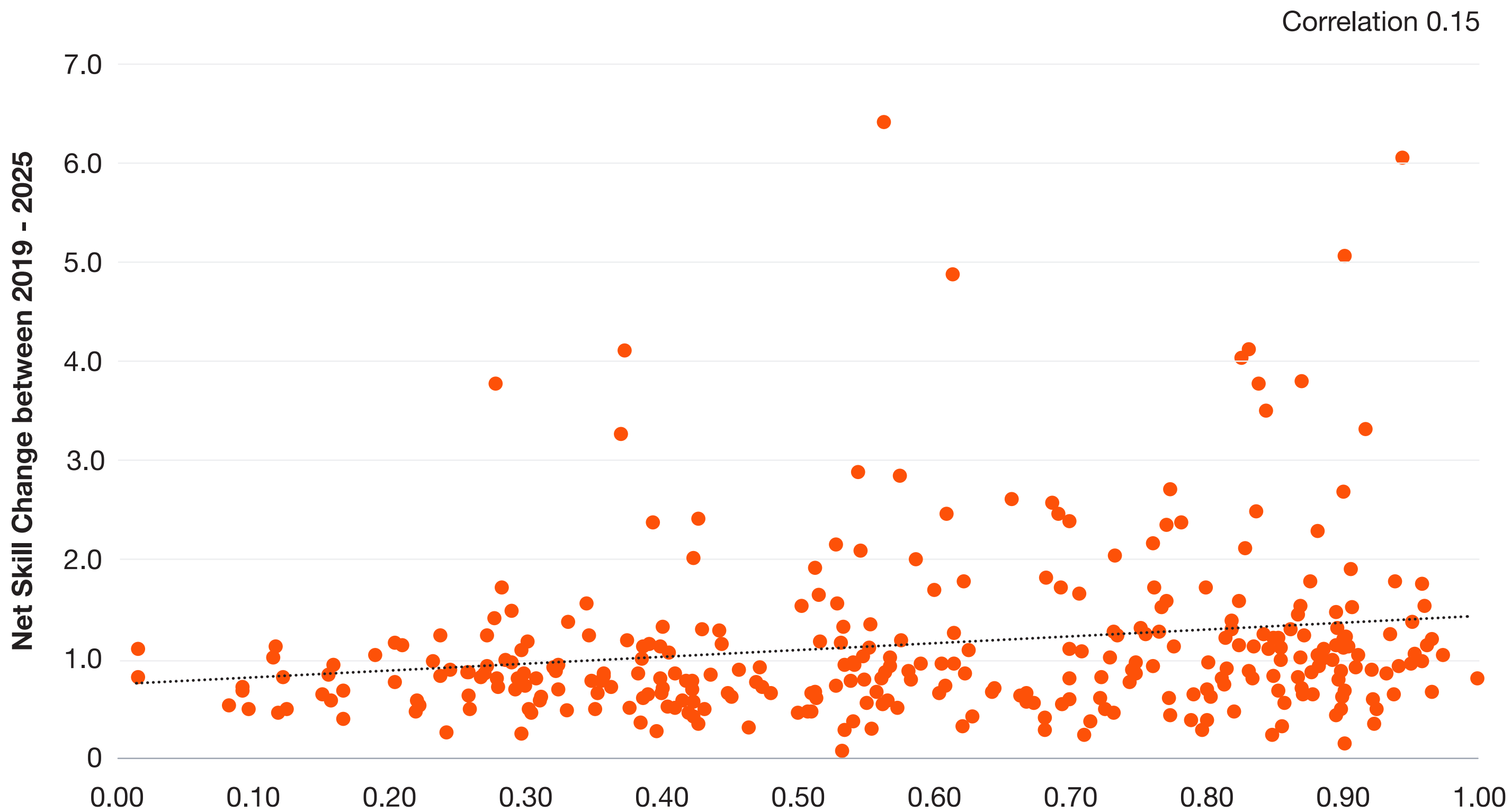
Findings

- AI wage premiums are high across most sectors in France, indicating strong demand for AI skills.
- Technology, Media and Telecoms (TMT) leads with a premium of 43%, reflecting both high investment in AI and strong demand for AI skills within roles.

Source: PwC analysis, Lightcast data

In France, more AI-exposed occupations show a slight tendency towards faster rates of skills transformation

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



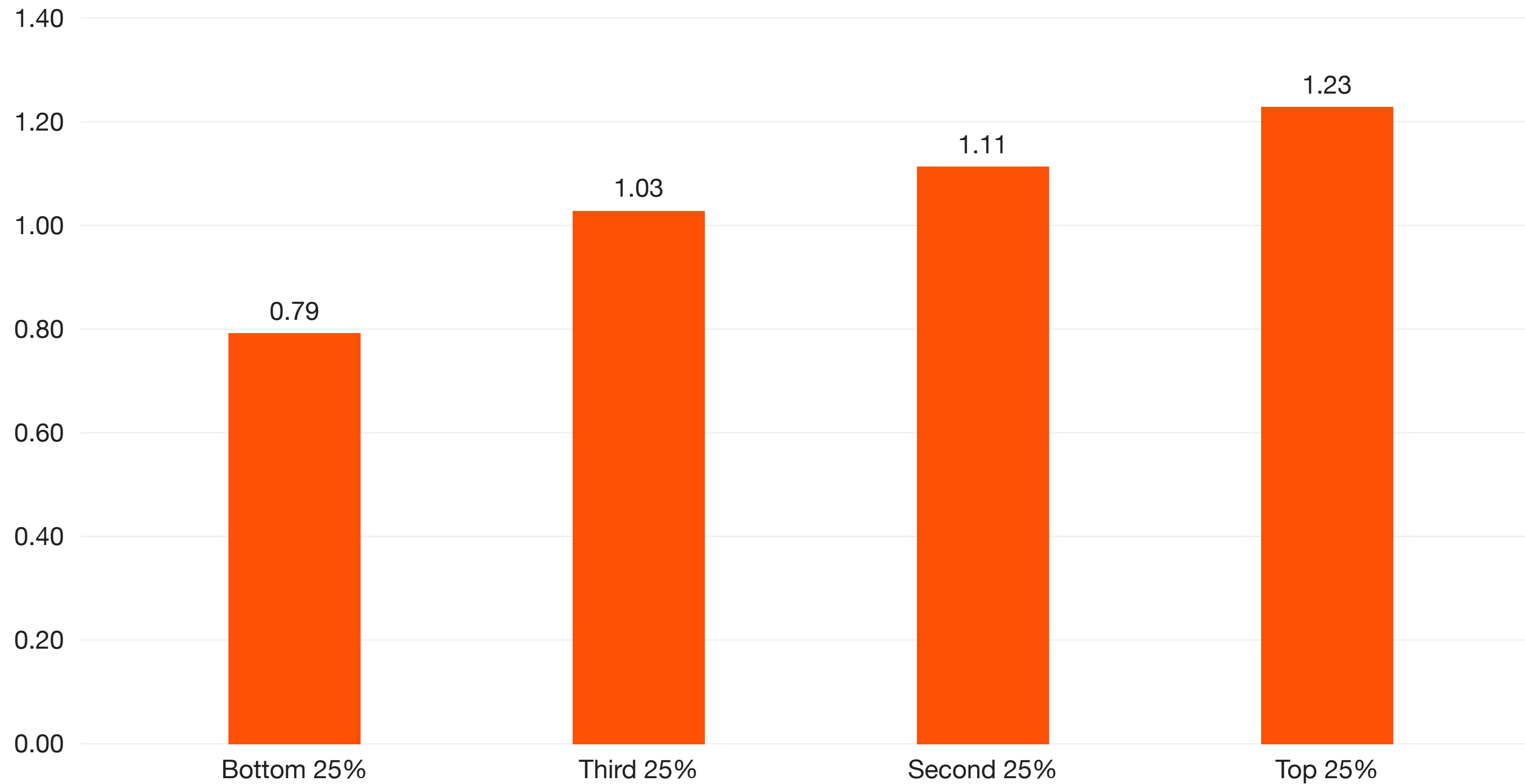
Findings

- There is a positive correlation between AI exposure and net skills change between 2019 and 2025, indicating that more exposed occupations tend to see slightly greater shifts in skill requirements.
- This suggests that AI-exposed roles in France show a slight tendency towards faster skills transformation, although the relationship is less pronounced than in stronger-correlation markets.

Source: PwC analysis, Lightcast data

This is also 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, France



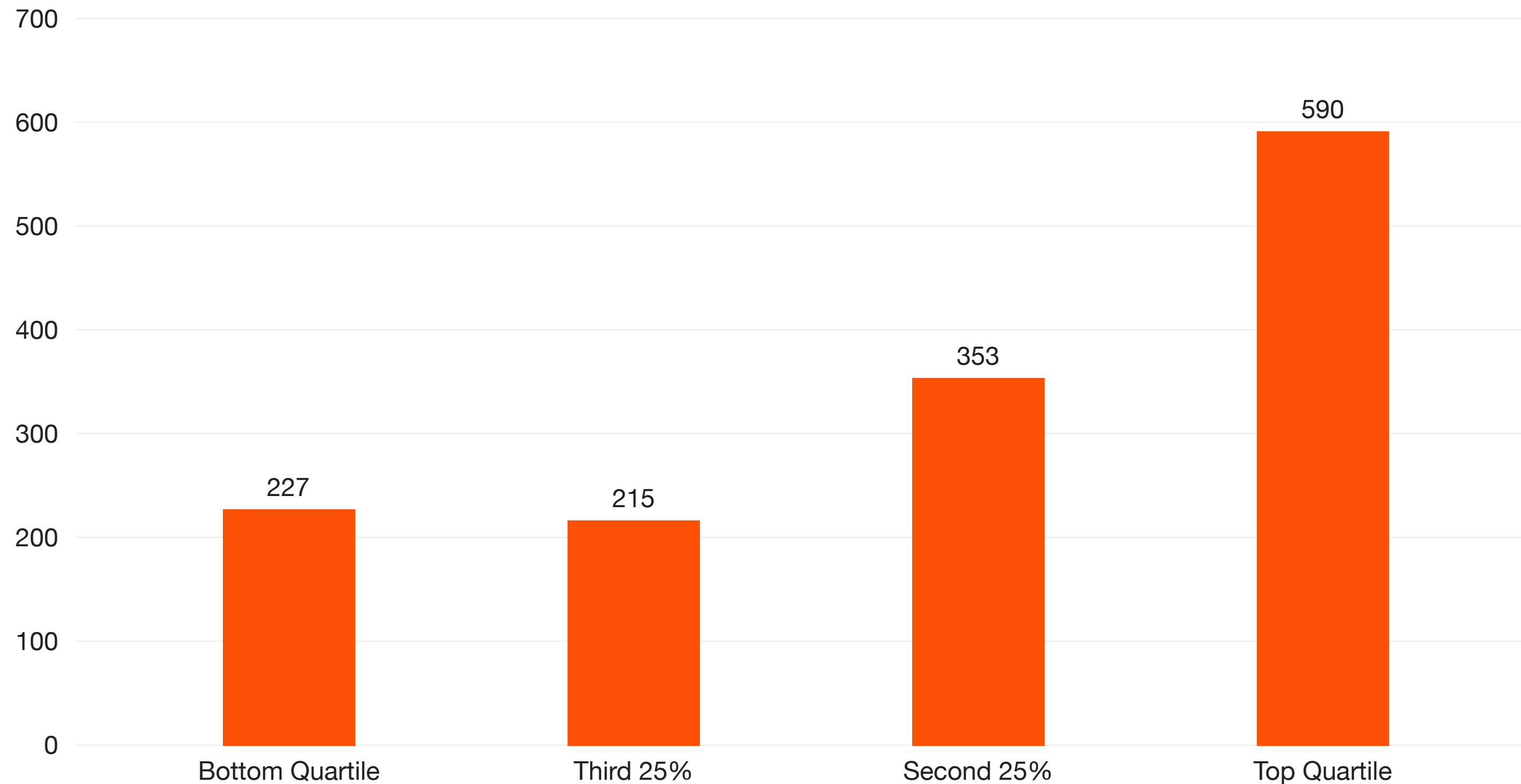
Source: PwC analysis, Lightcast data

Findings

- Occupations in the highest AI exposure group show the fastest skills transformation between 2019 and 2025.
- Lower exposure quartiles also follow a gradual upward progression, with each successive quartile seeing higher average net skill change.
- This reinforces the earlier finding that more exposed occupations in France tend to see faster skills transformation, although the pattern remains more modest than in stronger-correlation markets.

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, France, 2025 relative to 2019



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

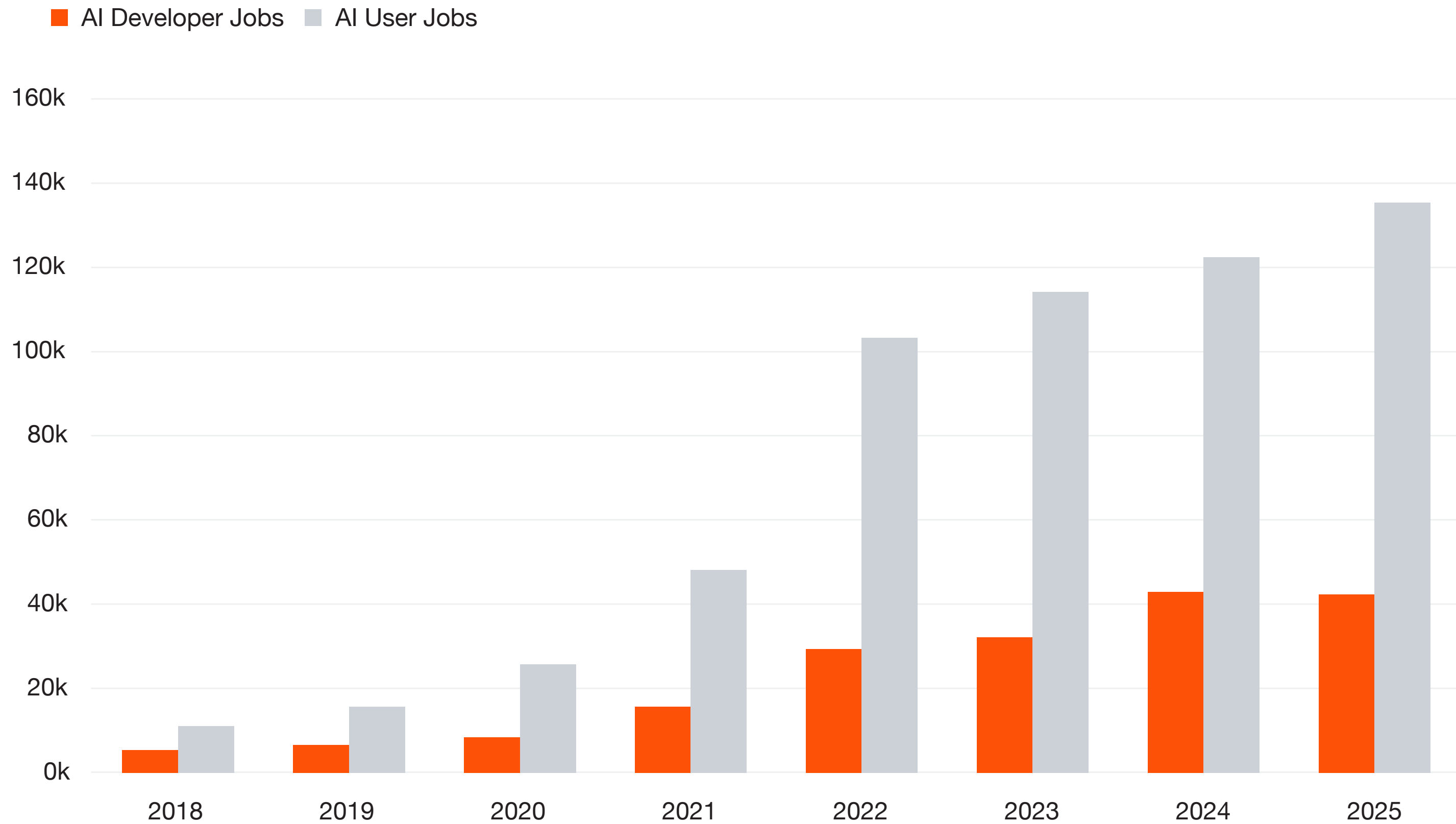
Notes: We define a ‘new skill’ as any skill that has greater than 10 mentions in an occupation in 2025, but five or less mentions in that same occupation in 2019. Across all postings for an occupation in a given country, we count the number of ‘new skills’ required for that occupation.

Findings

- A positive relationship exists 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.
- Although the lower quartiles show relatively modest differences, the increase becomes more pronounced at higher exposure levels, with the top quartile averaging 590 new skills per occupation. This suggests that more AI-exposed occupations in France tend to see greater skill expansion, although the pattern remains more modest than in stronger-correlation markets.
- 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.

AI job demand in France is dominated by user roles, with strong growth across both user and developer roles over the period

Total number of AI user and AI developer job roles, France, 2018-2025



Source: PwC analysis, Lightcast data

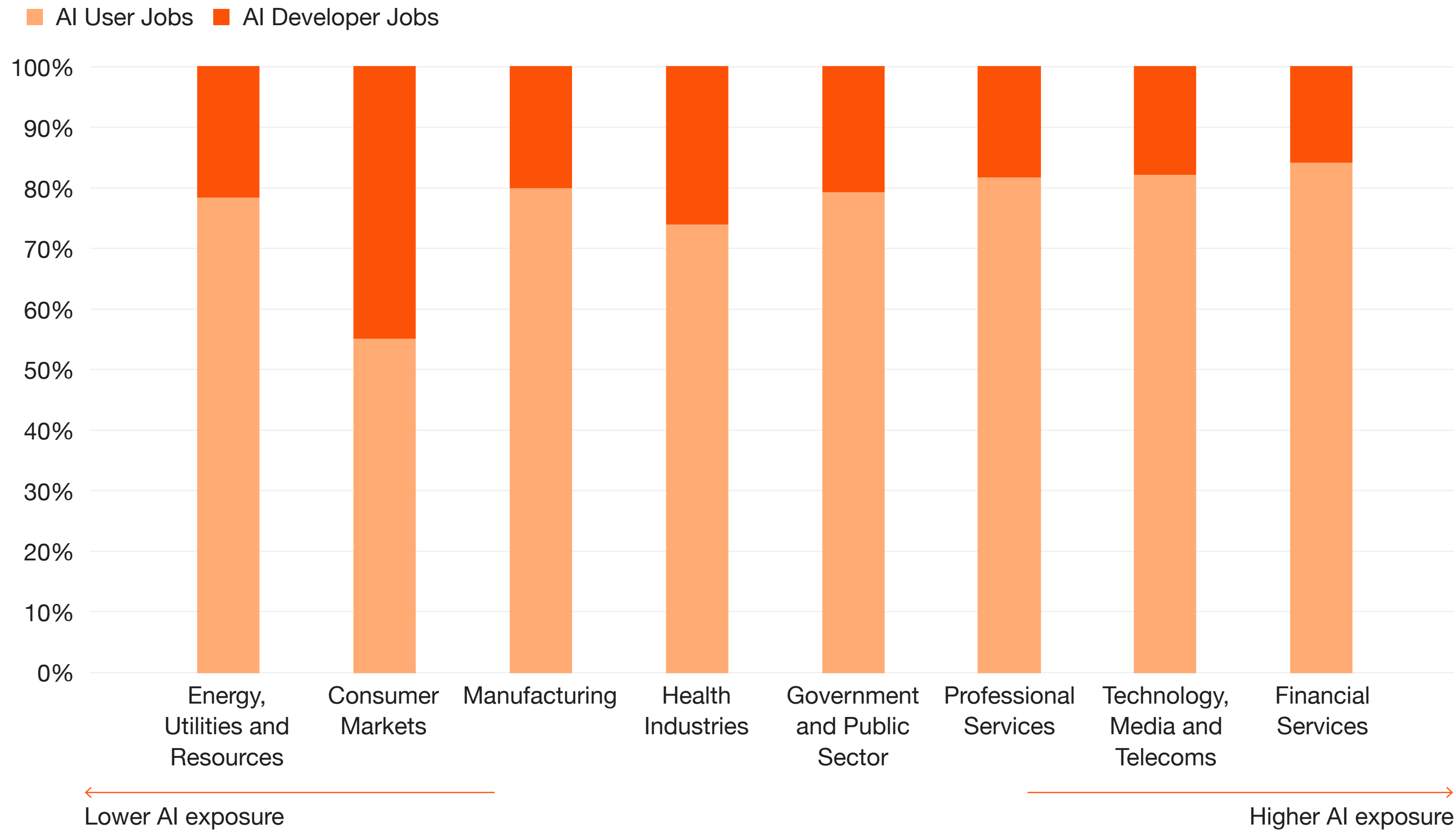
Notes: AI user and AI developer job roles are determined as jobs requiring Tier 0 or 1 skills (AI literacy and applied AI skills) for AI user jobs and Tier 2 skills (advanced AI skills) for AI developer jobs. AI developer jobs are tagged as such if there are any skills in the job postings data requiring 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 **~13k** roles in 2025.
- In contrast, AI developer roles remain lower and contracted slightly, falling by **261** roles in 2025.
- Growth has been modest in the last year, with AI user roles increasing by **10.6%** and AI developer roles contracting by **0.6%**.

Across sectors, AI job postings in France largely 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, France, 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.
- **Consumer Markets** shows the highest share of **AI developer** roles (**44.8%**), indicating greater focus in the development of sector specific advanced AI tools.
- **Financial Services** records the highest share of **AI user** roles (**84.1%**), 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.

Contacts



Oliver Dupont
Change and HR Transformation,
Partner, PwC France & Maghreb



Bouchra Roby
Head of Workforce, Partner,
PwC France & Maghreb



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