



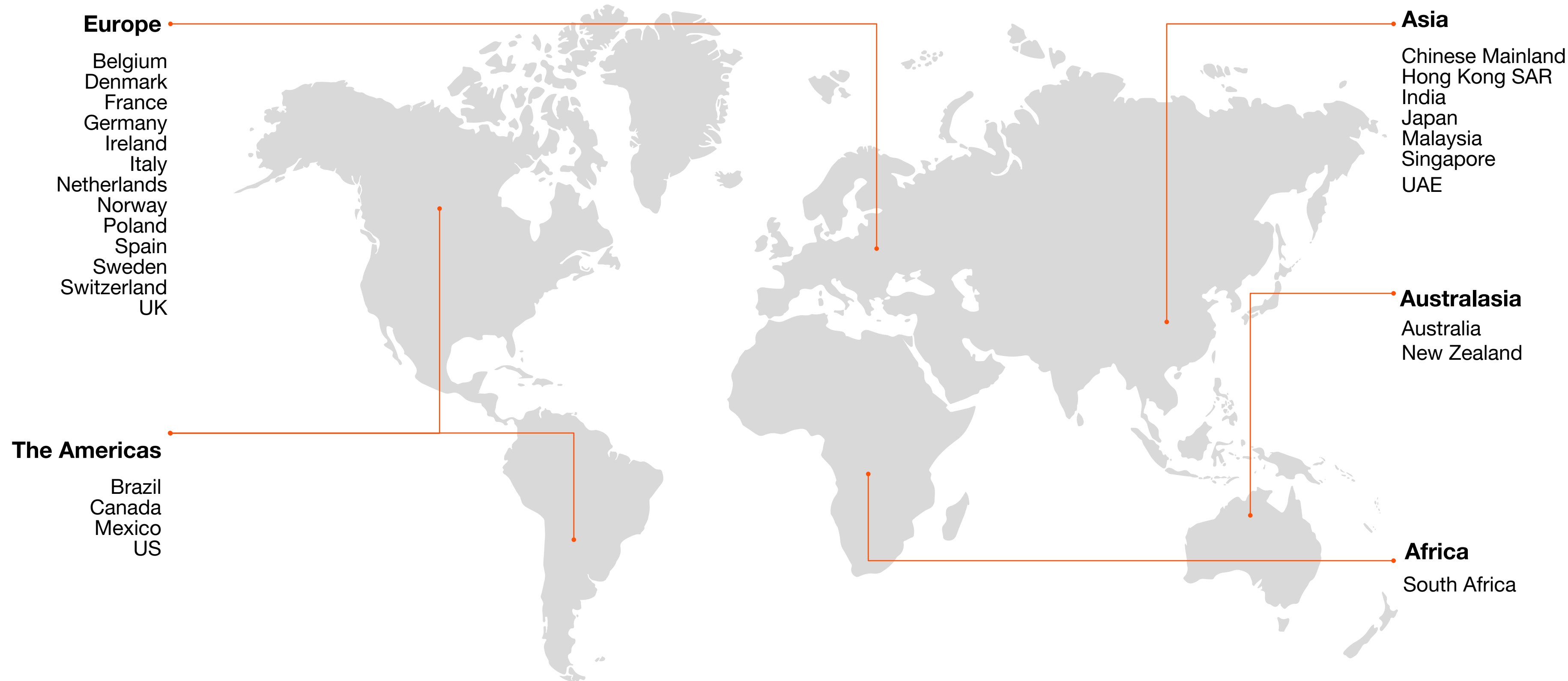
Two Futures for Jobs in an AI era

2026 Global AI Jobs Barometer

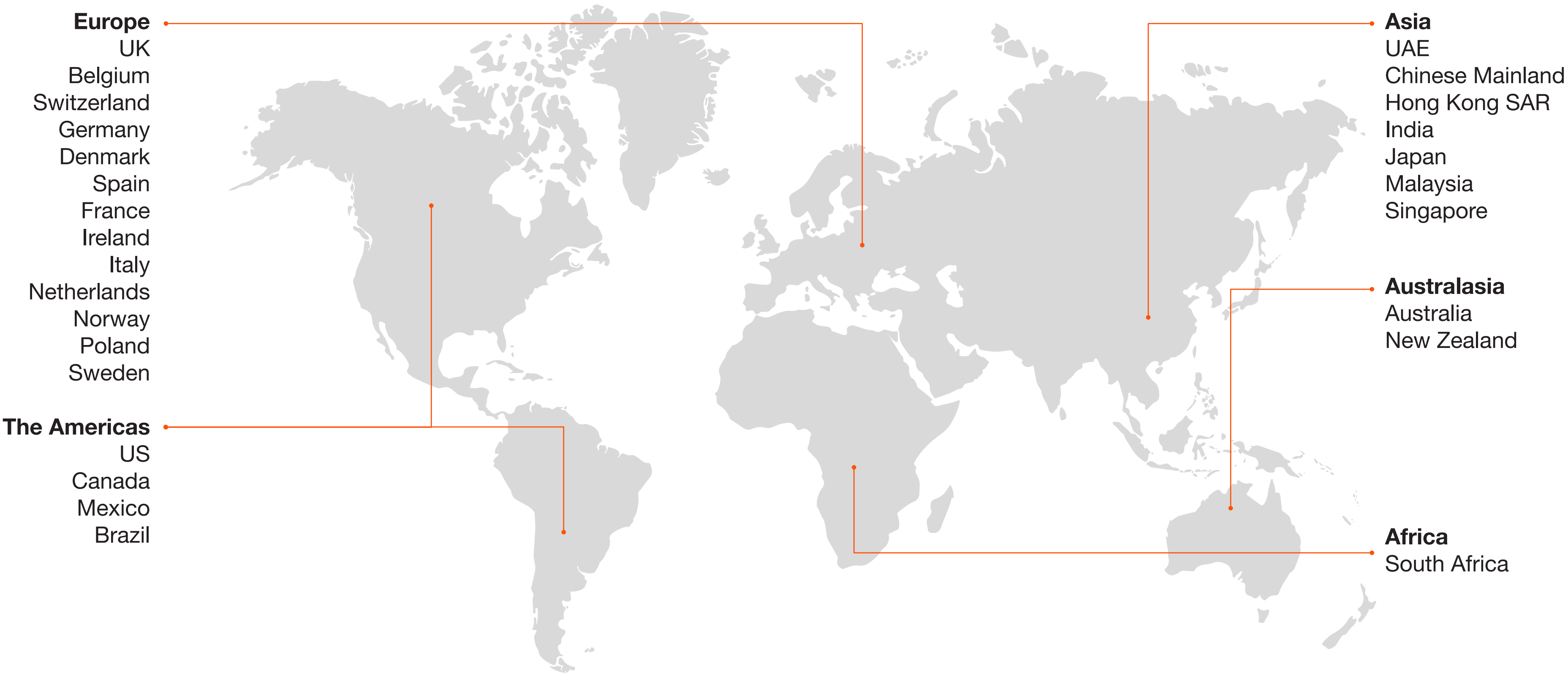
Mexico Analysis



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



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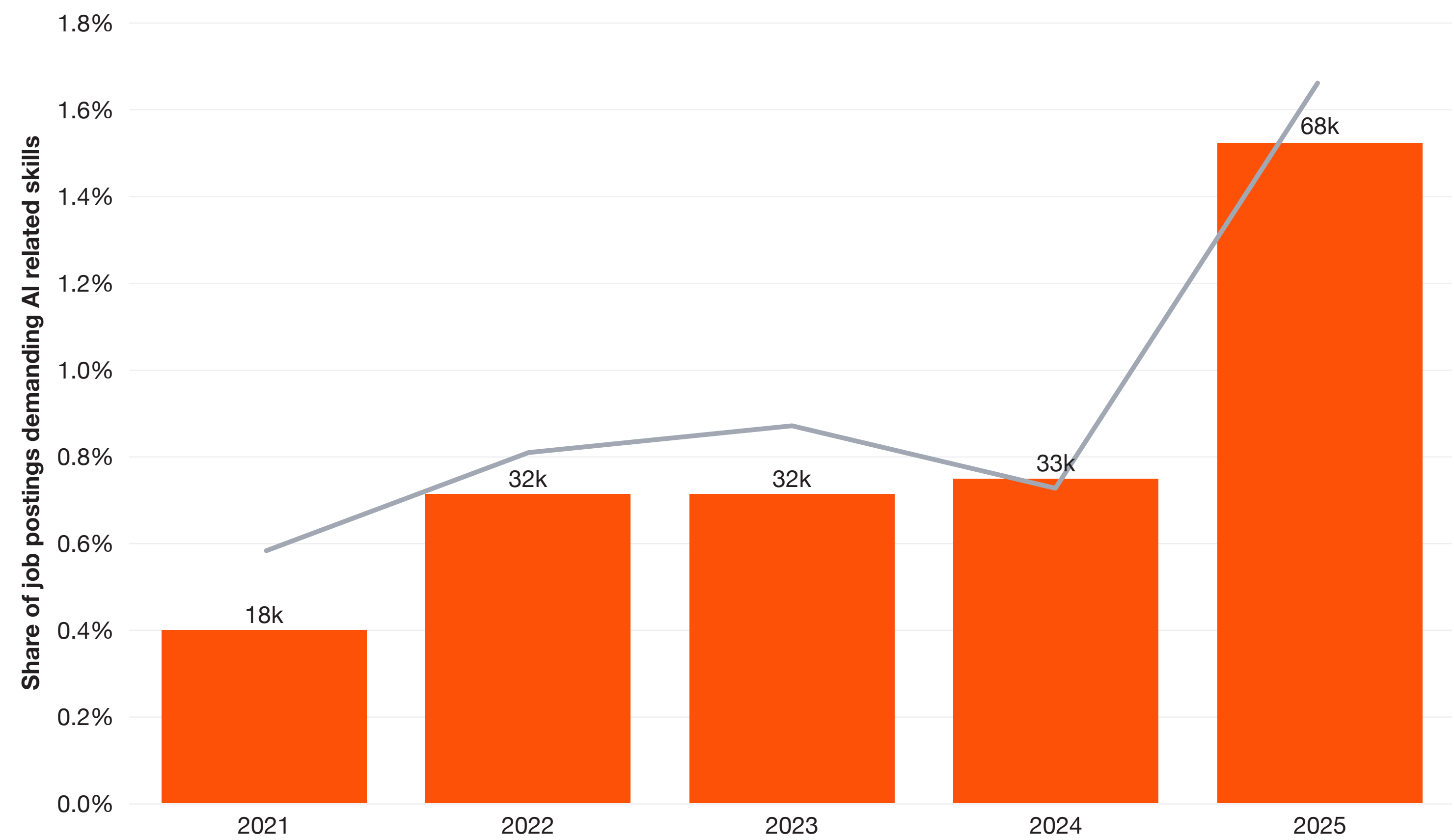


Mexico Insights



AI hiring in Mexico increased sharply in 2025, reflecting increased AI adoption in the workforce

Total number and share of job postings requiring AI related skills, Mexico, 2021-2025



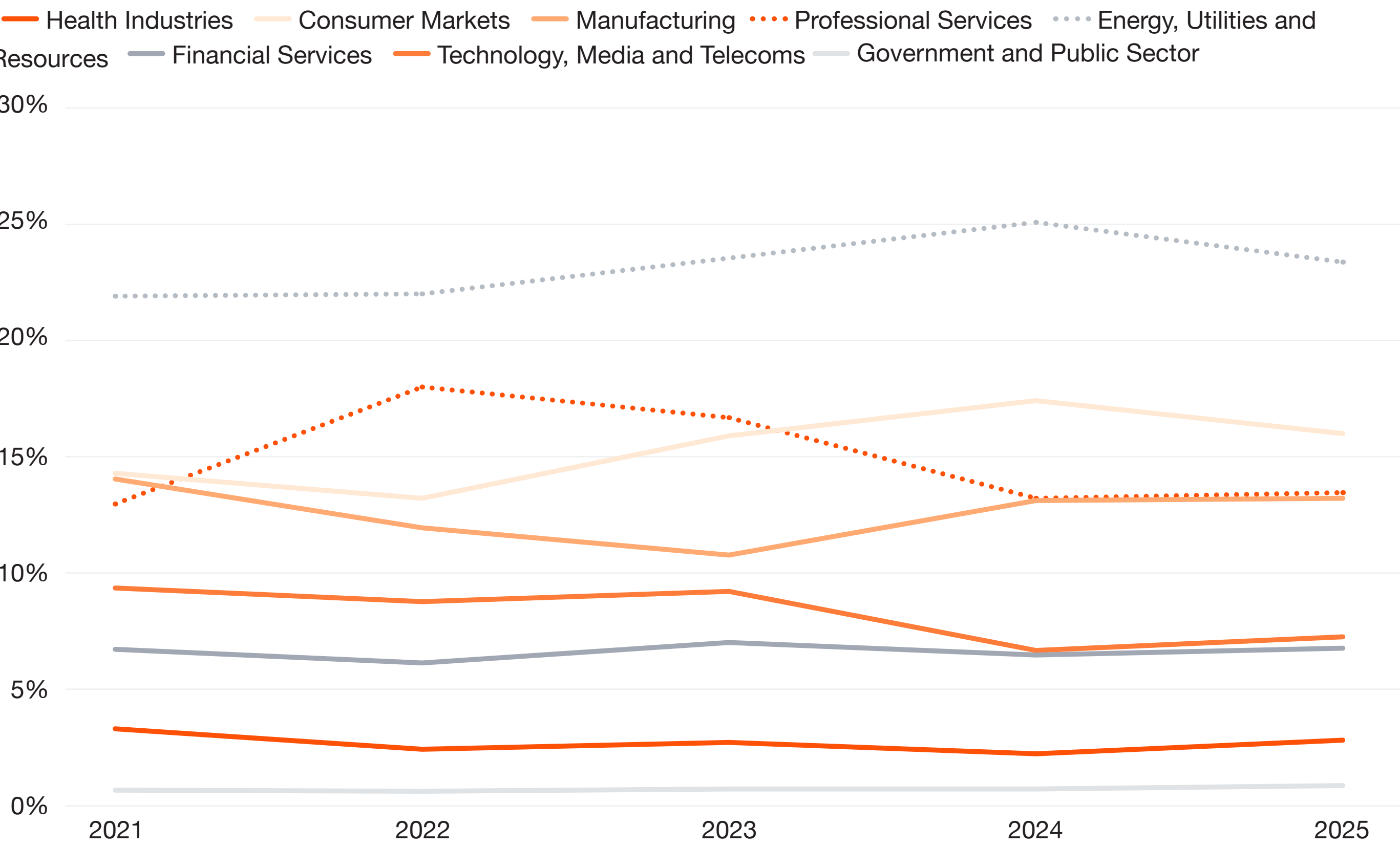
Source: PwC analysis, Lightcast data

Findings

- The number of job postings in Mexico requiring AI skills increased by around 35k in 2025.
- As a result, the share of job postings requiring AI skills reached 1.7% in 2025.

Energy accounts for the largest share of hiring in the Mexican labour market

Share of all job postings by sector, Mexico, 2021-2025



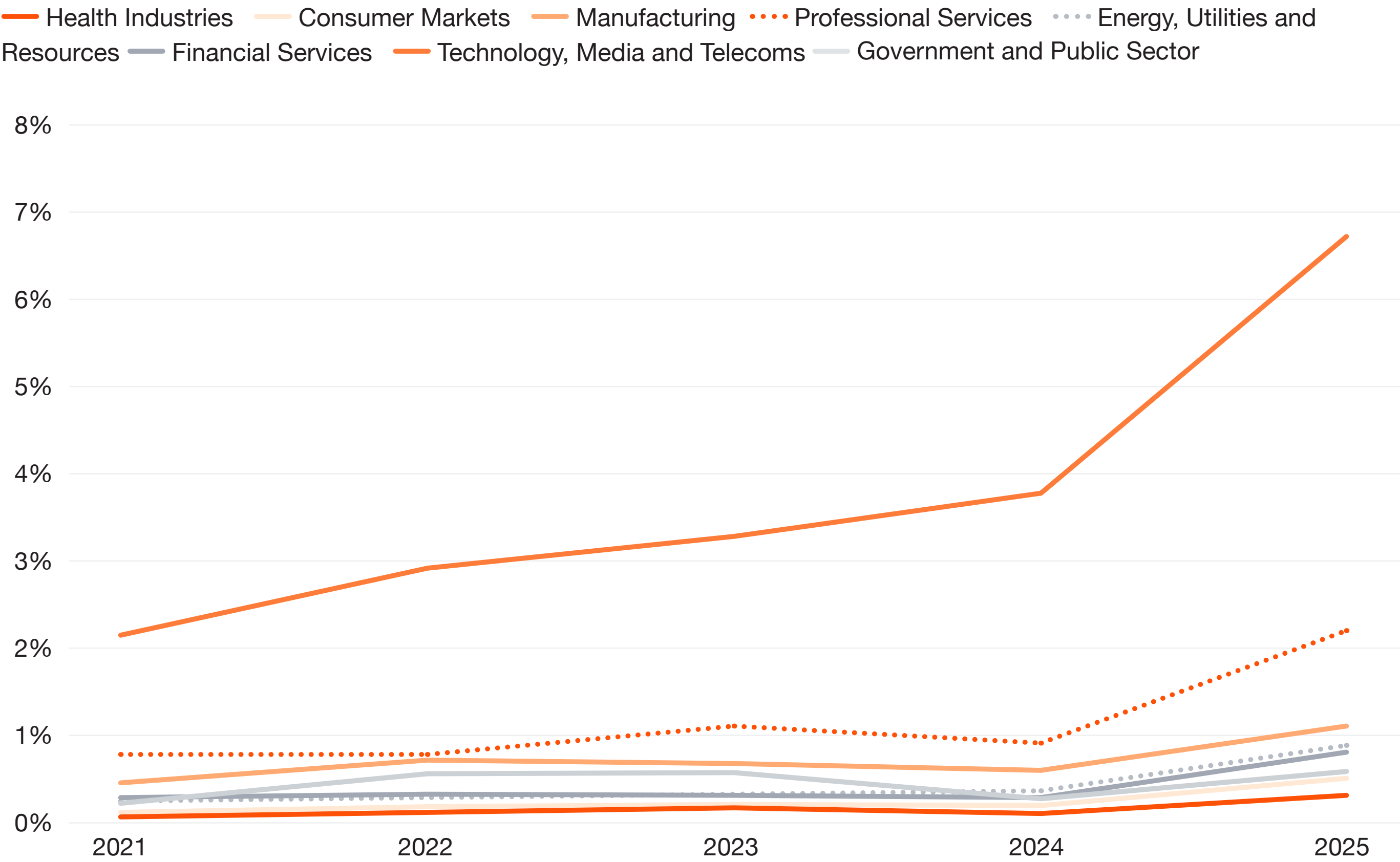
Source: PwC analysis, Lightcast data

Findings

- Energy, Utilities and Resources stands out as the largest source of labour demand in Mexico, accounting for 23.3% of total job postings.
- Consumer Markets (15.9%), Professional Services (13.4%) and Manufacturing (13.2%) follow closely.
- Health and Government and Public Sector record the smallest shares, at 2.8% and 0.8% respectively.

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

Share of AI job postings within each sector, Mexico, 2021-2025



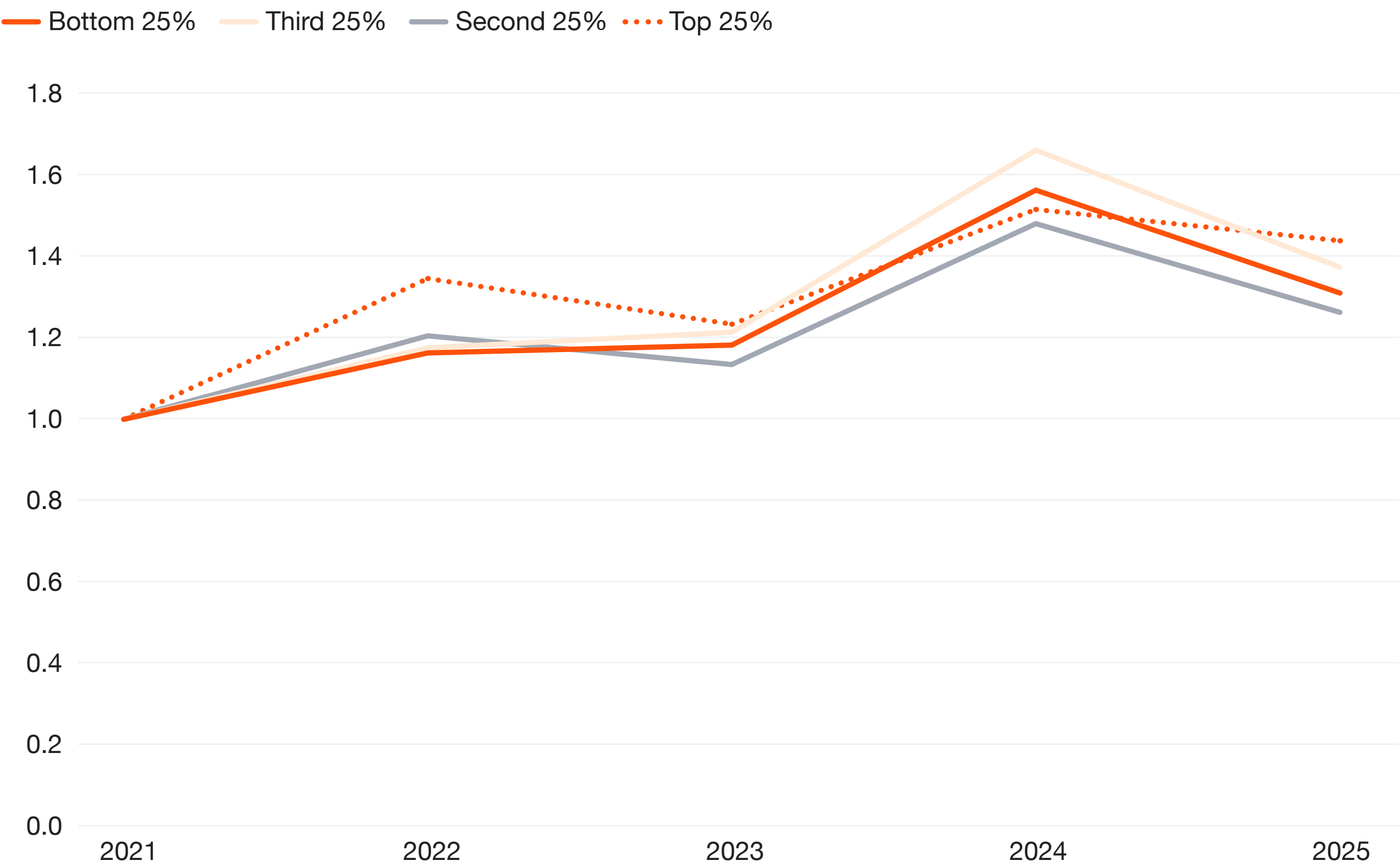
Source: PwC analysis, Lightcast data

Findings

- Technology, Media and Telecoms (TMT) records the highest share of AI job postings in Mexico, consistent with its role as the most digitally intensive sector.
- While AI job share increased across all sectors in 2025, the majority still account for less than 1% of total postings.

In Mexico, occupations have seen roughly similar growth in postings since 2021 regardless of AI exposure

Number of job postings relative to 2021 by AI exposure quartile, Mexico, 2021-2025



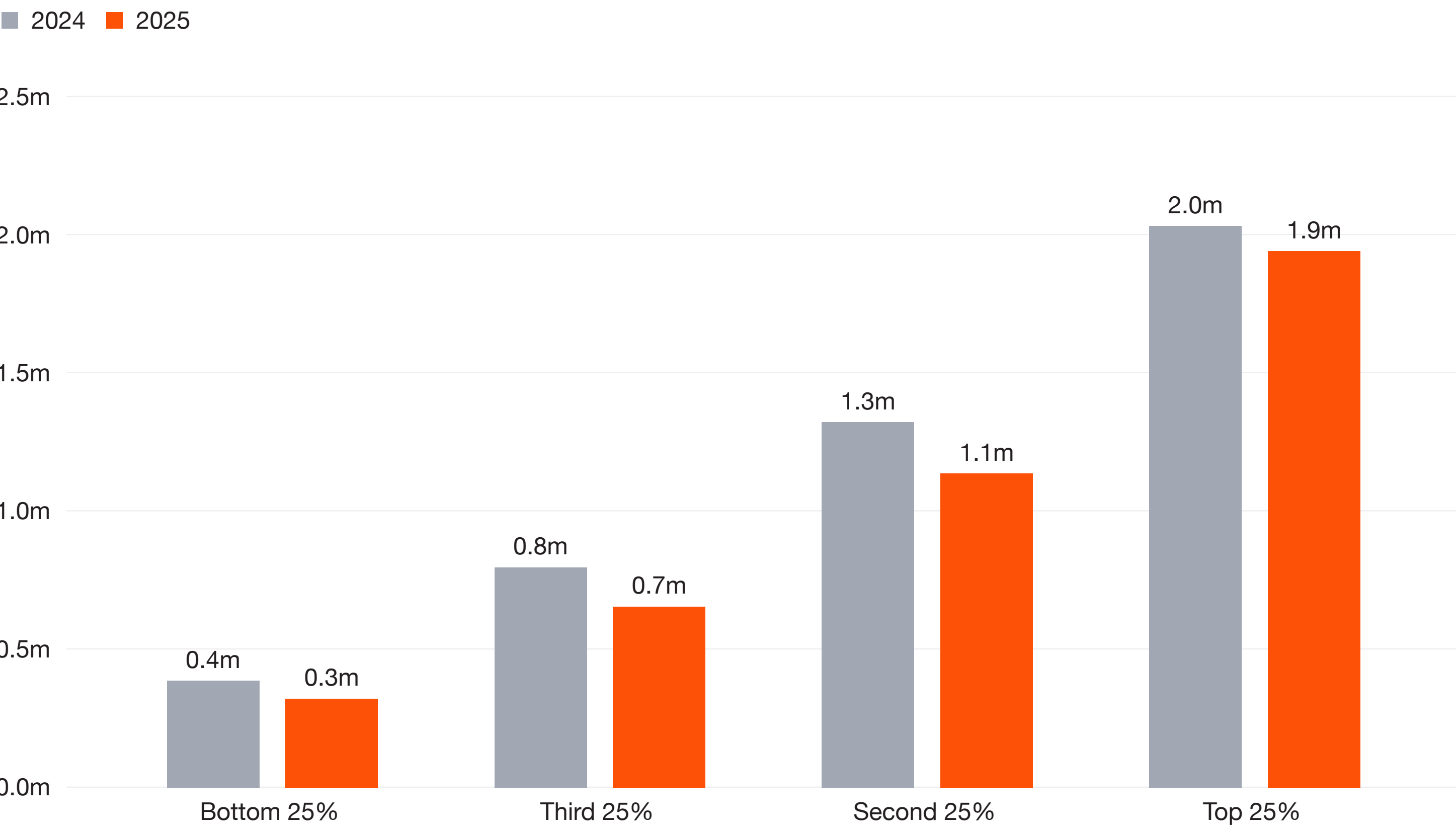
Source: PwC analysis, Lightcast data

Findings

- When grouped by AI exposure, job postings growth is broadly similar across quartiles, with no clear relationship to exposure. By 2025, both the lowest and highest exposure quartiles have around 1.3 to 1.4 postings for every posting in 2021.
- All quartiles have shown some volatility in recent years, with a slight dip in 2025.

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

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



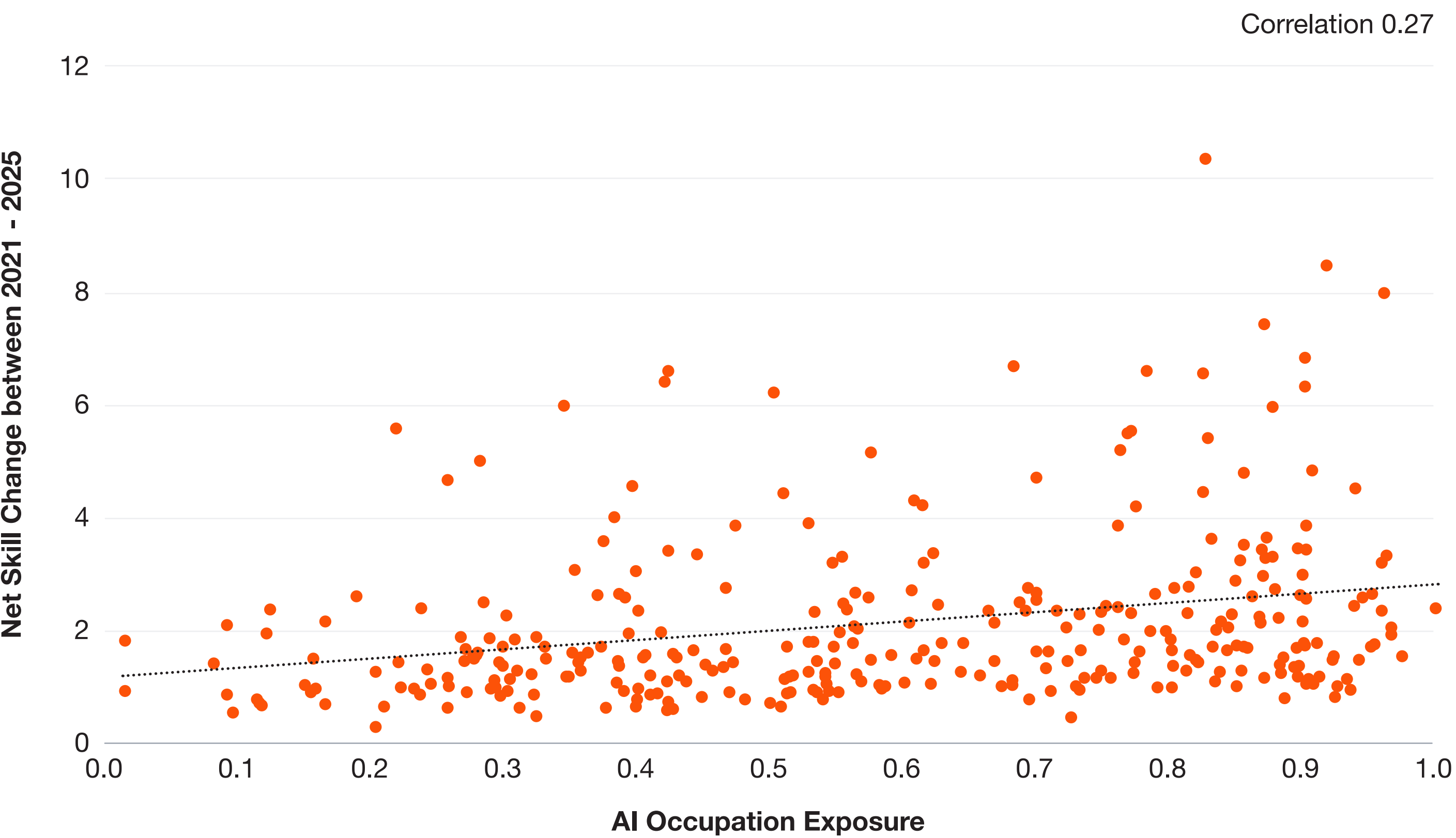
Source: PwC analysis, Lightcast data

Findings

- While job postings growth is broadly similar across AI exposure quartiles, the highest exposure quartile accounts for the largest share in absolute terms. In 2025, the most AI-exposed quartile recorded around 1.9 million job postings.
- All quartiles saw a slight decline in job postings between 2024 and 2025, indicating a contraction in hiring.
- While overall job postings fell between 2024 and 2025 across all AI exposure quartiles, this chart reflects all job postings, not only postings requiring AI skills. This broader labour market softness sits alongside the rise in AI-related postings shown earlier, indicating that explicit demand for AI skills increased even as total postings declined.

In Mexico, AI exposure shows a modest positive relationship with skills transformation

Net skill change from 2021 to 2025 for 4-digit ISCO code occupations by AI occupation exposure, Mexico



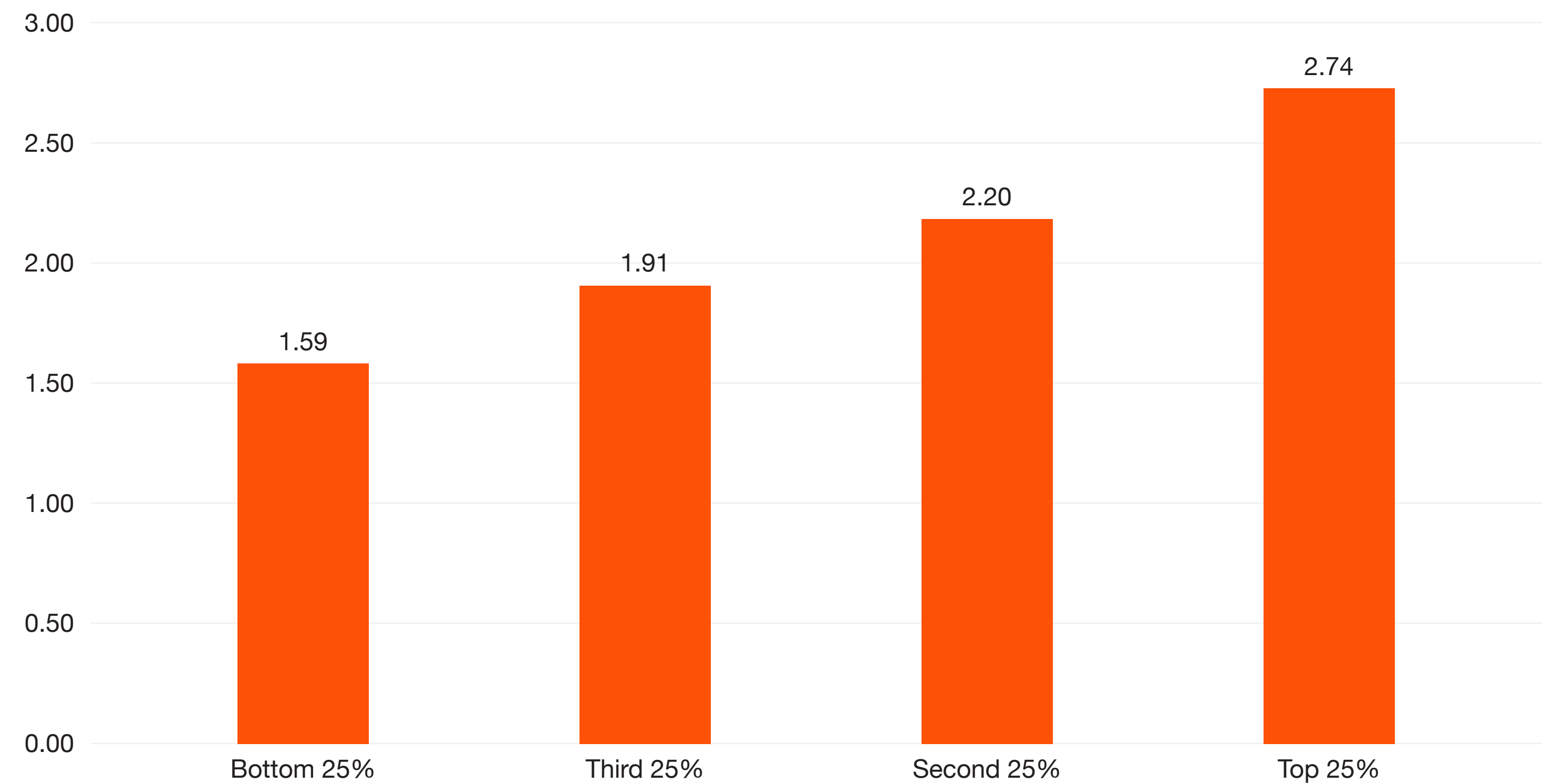
Source: PwC analysis, Lightcast data

Findings

- There is a positive correlation of 0.27 between AI exposure and net skills change between 2021 and 2025, suggesting that more exposed occupations tend to see somewhat greater shifts in skill requirements.
- This is consistent with AI-exposed roles in Mexico experiencing greater changes in advertised skill requirements, although wider labour market and sector-specific factors are also likely to influence the pattern.

This can be seen across exposure quartiles, where the most AI-exposed occupations show greater skill shifts

Average net skill change from 2021 to 2025 for 4-digit ISCO code occupations by AI occupation exposure quartile, Mexico



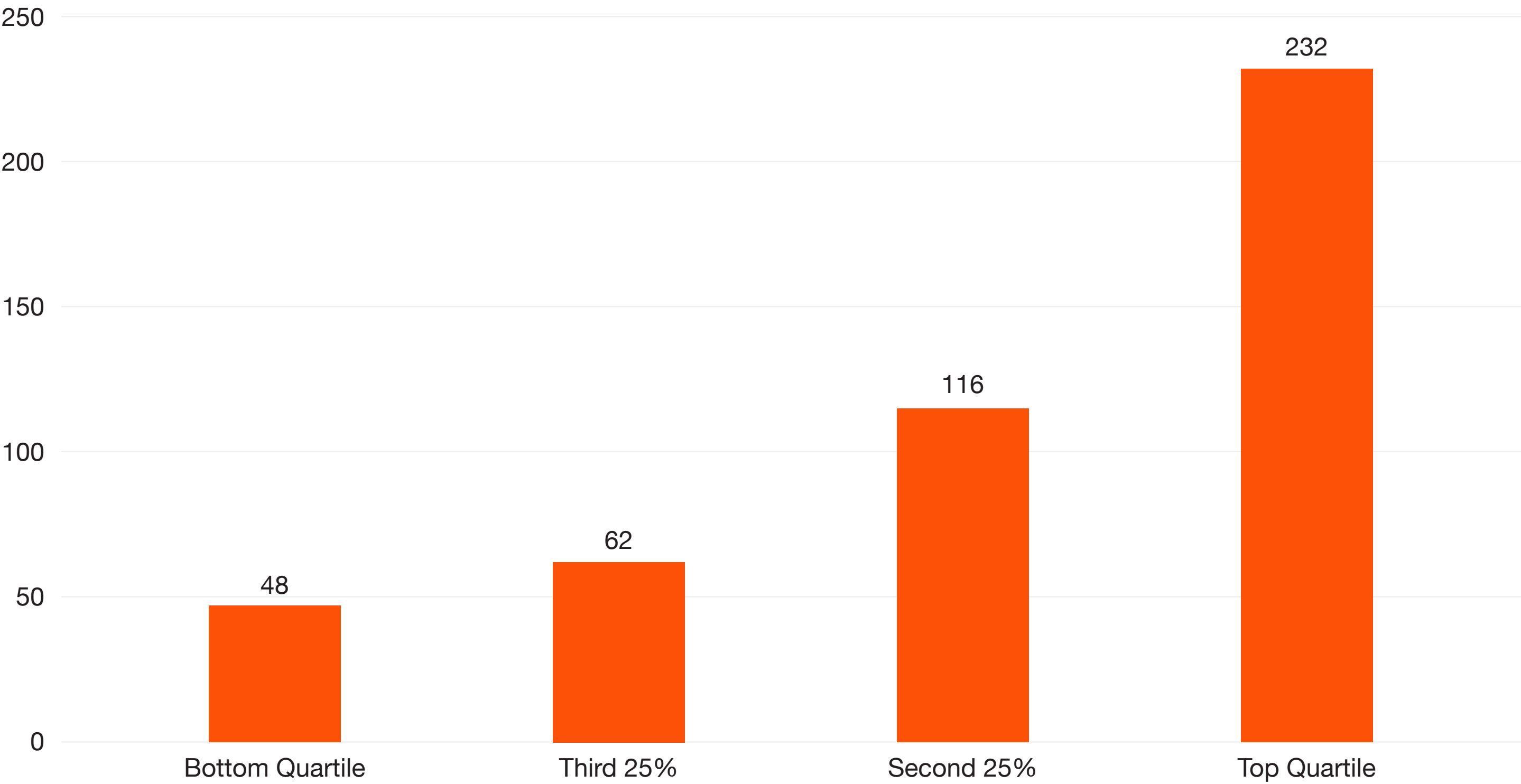
Source: PwC analysis, Lightcast data

Findings

- Occupations in the highest AI exposure group show faster skills transformation between 2021 and 2025 compared to lower exposure quartiles.
- Lower exposure quartiles also follow a gradual upward progression, with each successive quartile seeing higher average net skill change.
- This reinforces the earlier finding of a positive relationship between AI exposure and skills change in Mexico, 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, Mexico, 2025 relative to 2021



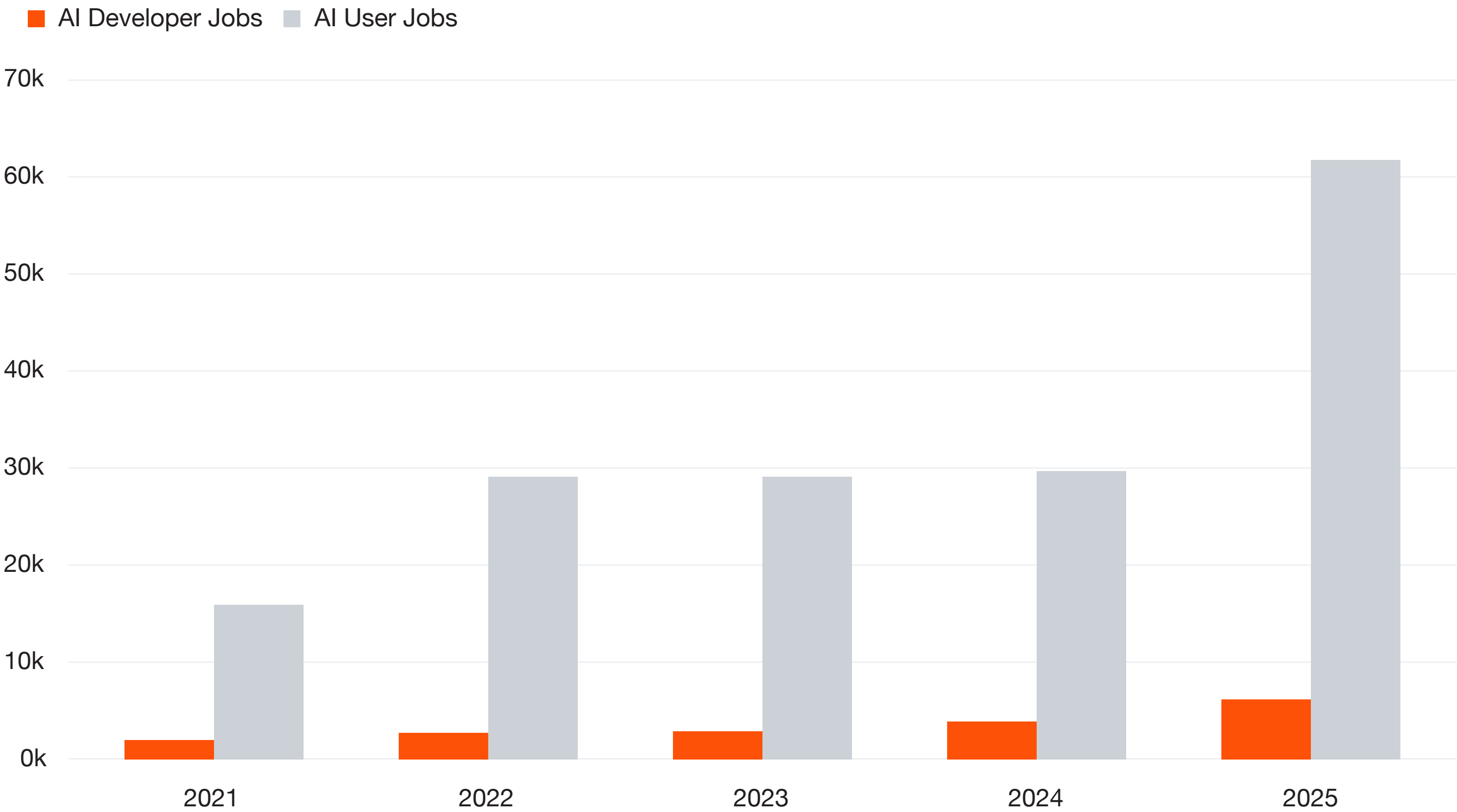
Source: PwC analysis, PwC AI Occupational Exposure Index, Lightcast data
Notes: We define a ‘new skill’ as any skill that has greater than 10 mentions in an occupation in 2025, but five or less mentions in that same occupation in 2021. Across all postings for an occupation in a given country, we count 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 2021 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 232 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 Mexico is dominated by user roles, with strong growth across both user and developer roles

Total number of AI user and AI developer job roles, Mexico, 2021-2025



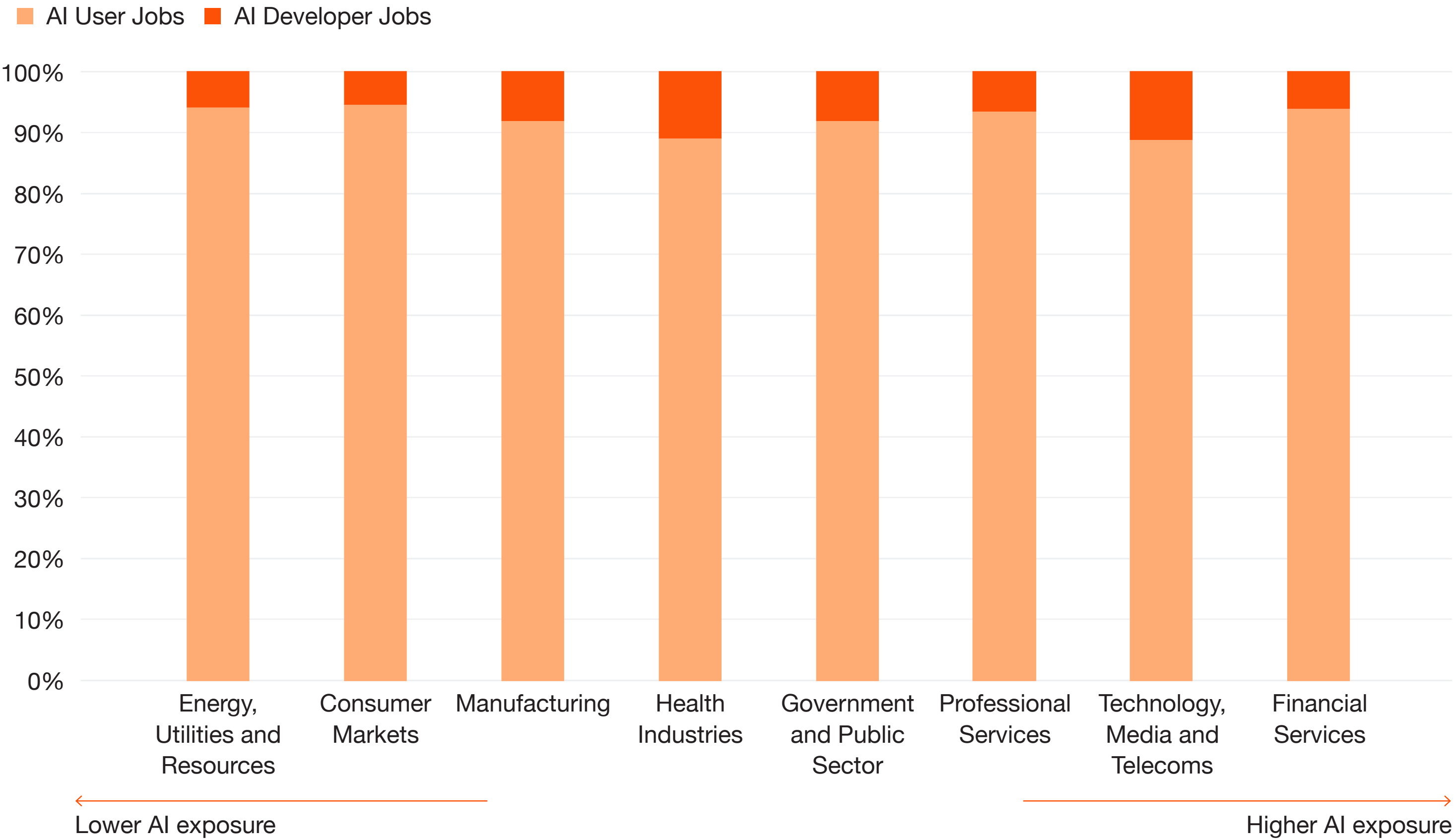
Source: PwC analysis, Lightcast data
Notes: AI user and AI developer job roles are determined as jobs requiring Tier 0 or 1 skills (AI literacy and applied AI skills) for AI user jobs and Tier 2 skills (advanced AI skills) for AI developer jobs. AI developer jobs are tagged as such if there are any skills 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 **~32.3k** roles in 2025.
- In contrast, AI developer roles remain lower but stable, growing by around **2.2k** in 2025.
- Growth has been strong across both categories in the last year, with AI user roles increasing by more than **double** and AI developer roles by **59.5%**, indicating continued expansion in both adoption and development of AI capabilities.

Across sectors, AI job postings in Mexico 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, Mexico, 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. Sectors are ordered from lower to higher AI exposure based on PwC’s sector AI exposure ranking. The bars show the composition of AI-related postings within each sector and should not be interpreted as the sector exposure score itself.

Findings

- AI user roles account for the largest share across most sectors, indicating a strong focus on deploying and integrating AI into existing workflows.
- **Technology, Media and Telecoms (TMT)** shows the highest share of **AI developer** roles (**11.3%**), consistent with its role in developing and advancing AI technologies.
- **Consumer Markets** records the highest share of **AI user** roles (**94.5%**), reflecting broad-based adoption of AI across operational roles rather than in-house development.

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