



Two Futures for Jobs in an AI era

2026 Global AI Jobs Barometer

Norway 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.

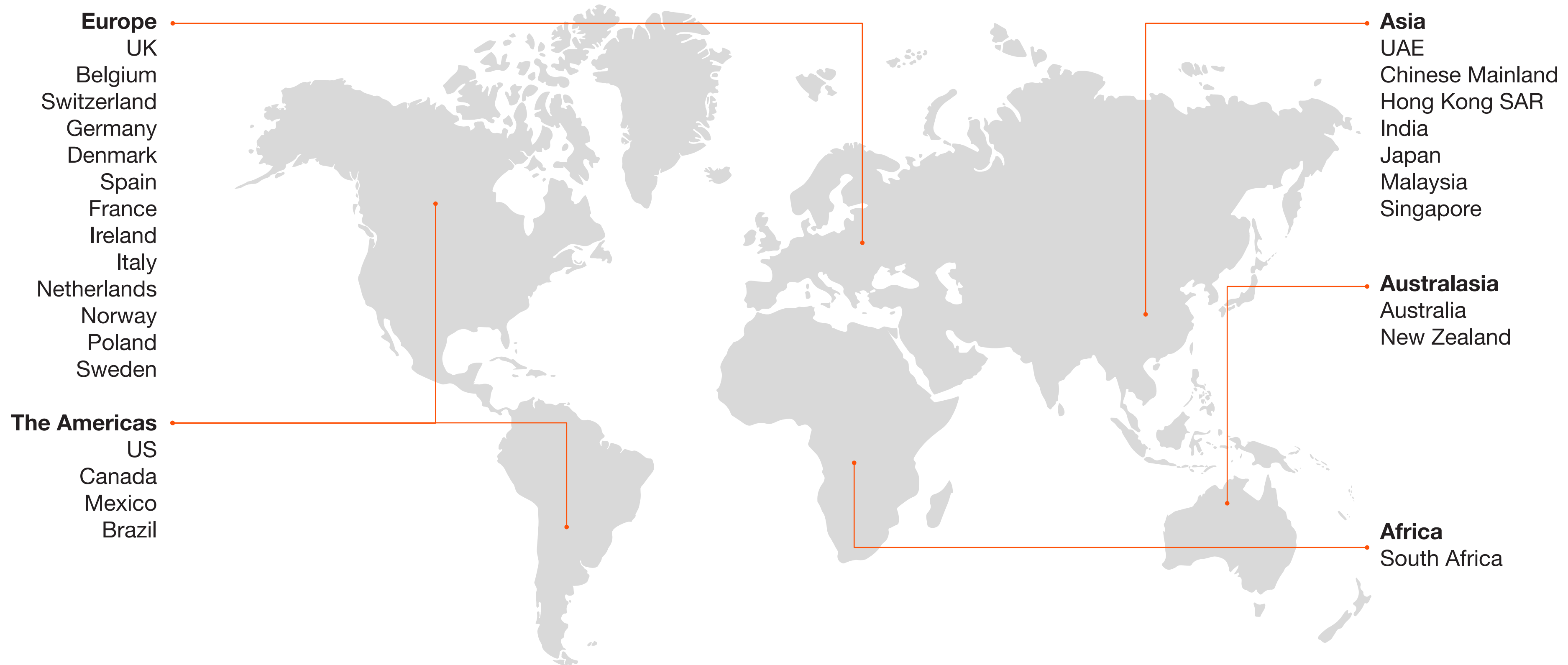
35%

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

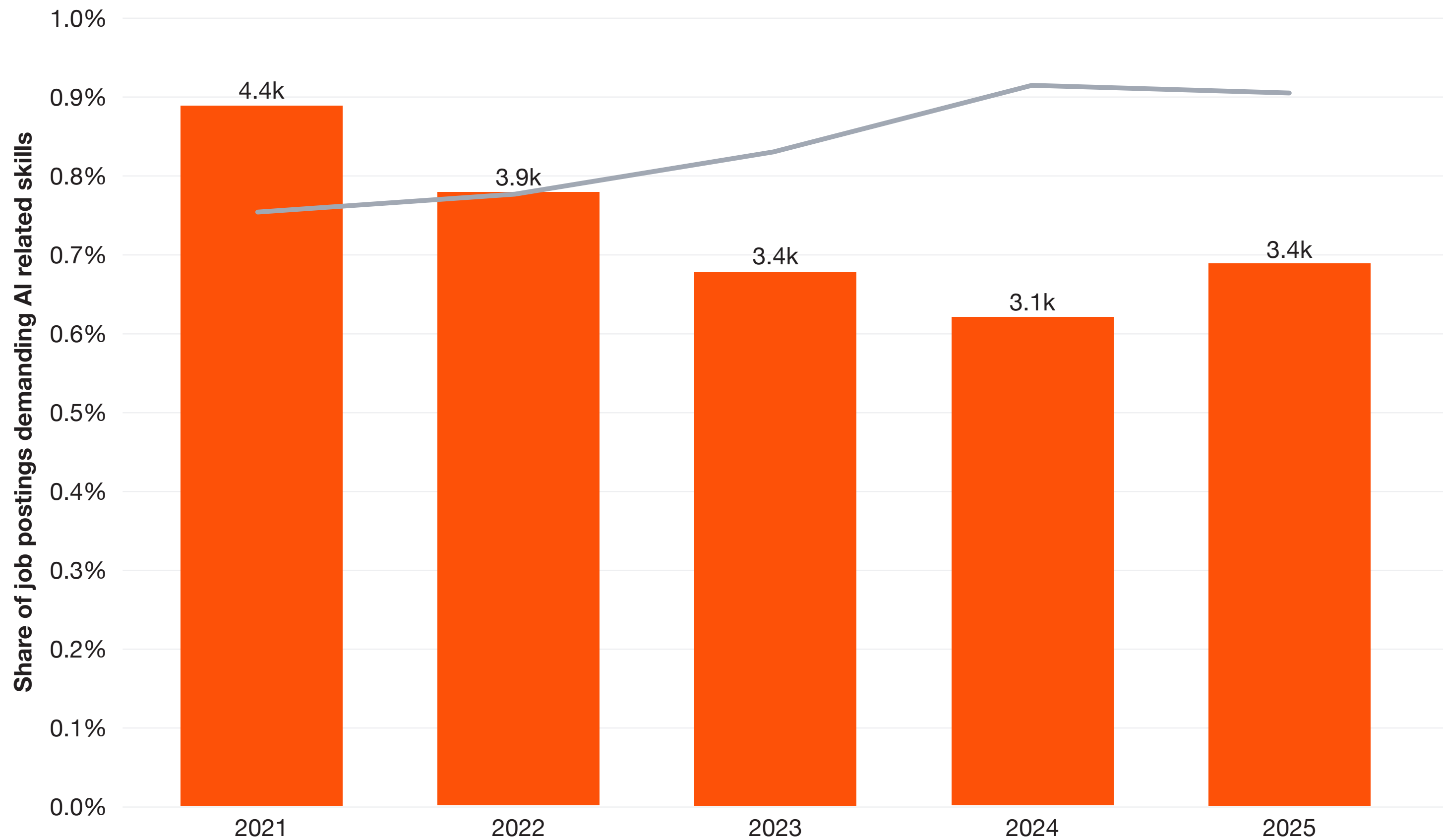


Norway Insights



AI hiring in Norway has remained steady in recent years

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



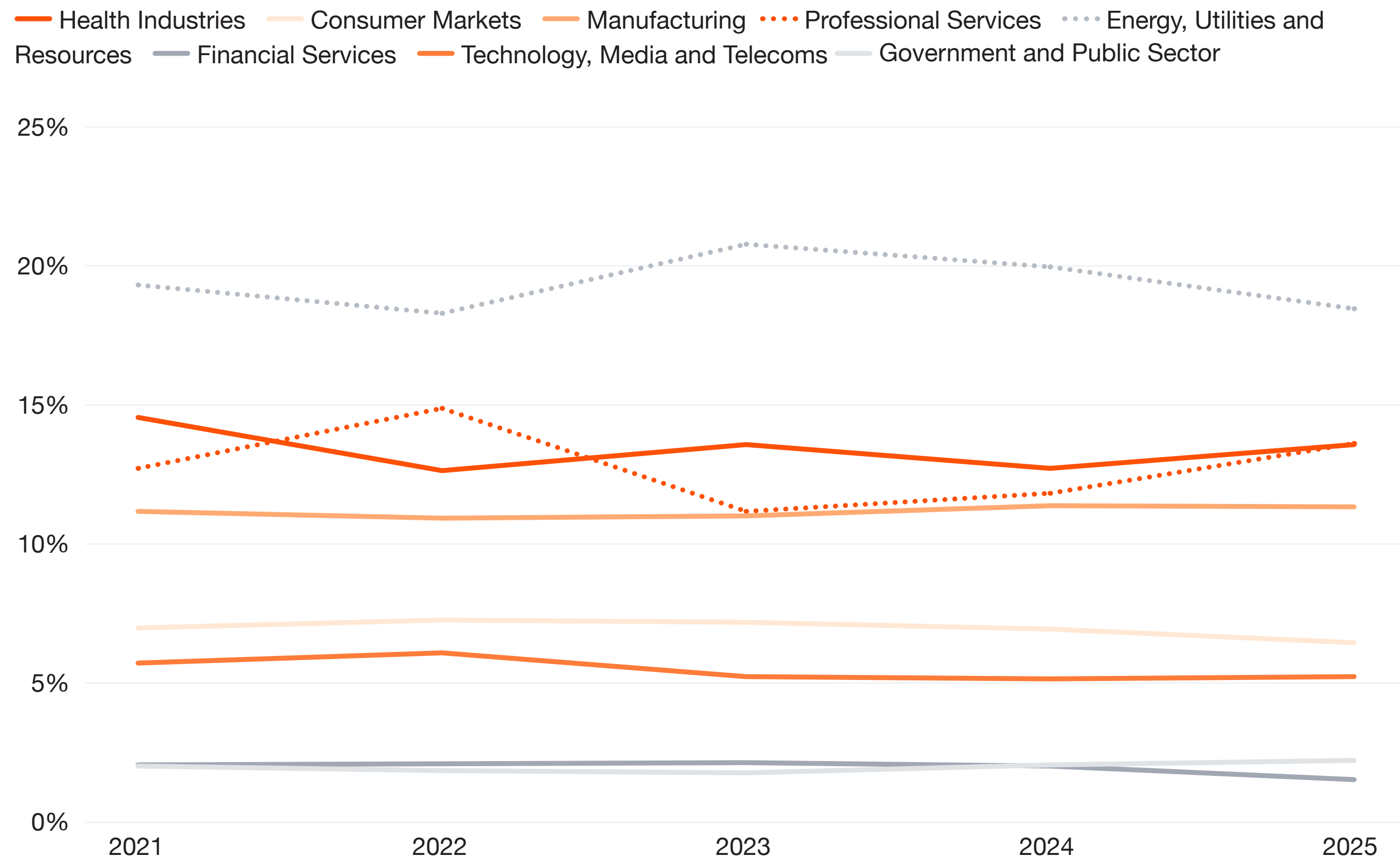
Source: PwC analysis, Lightcast data

Findings

- The number of job postings in Norway requiring AI skills increased by around 300 in 2025. The volume of job postings has remained relatively stable, fluctuating around the 3.4k mark since the 2021 peak.
- Similarly, the share of AI job postings has also remained steady between 0.8% and 0.9%.

Energy accounts for the largest share of hiring in Norway's labour market, with Healthcare and Professional Services following closely

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



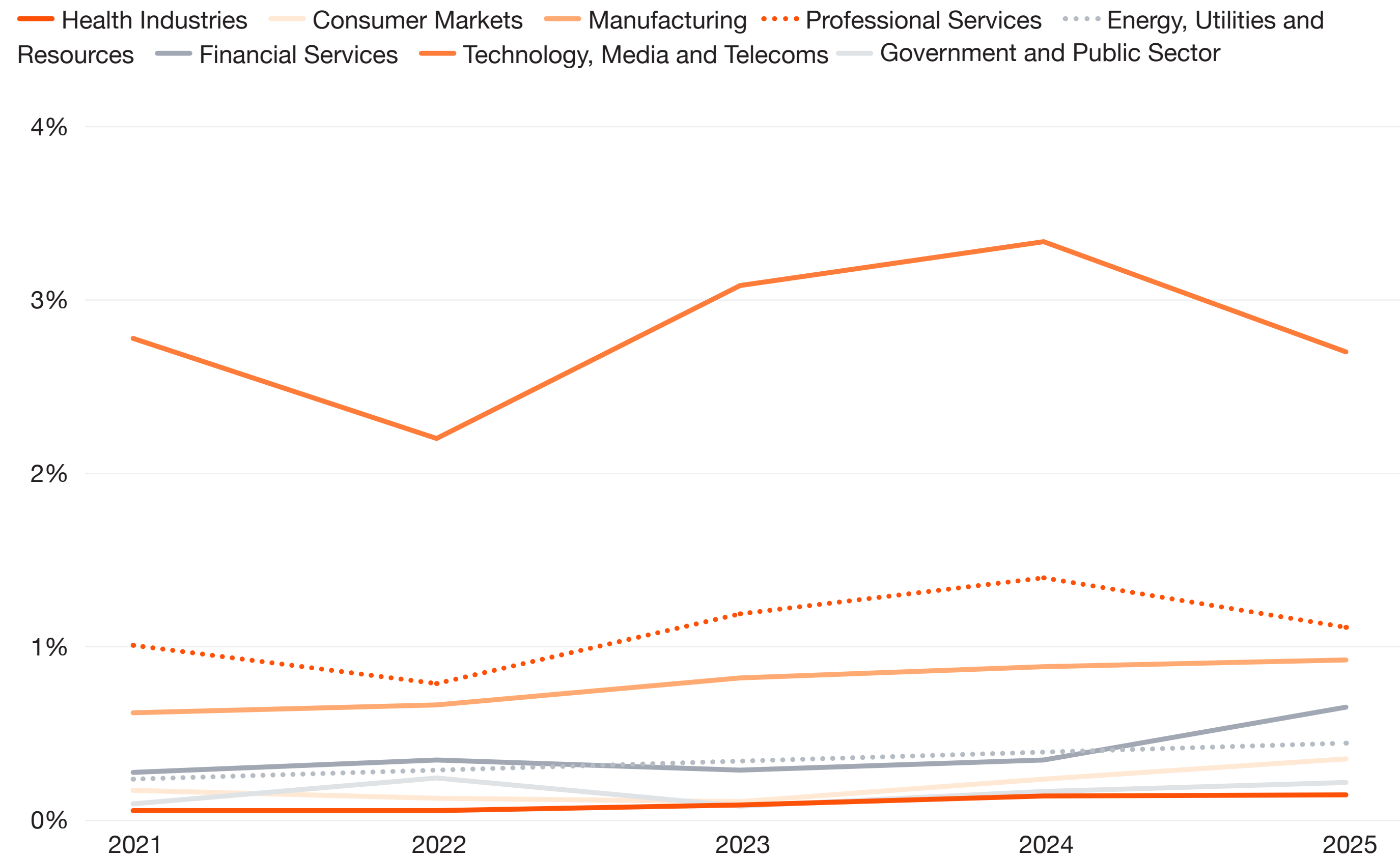
Findings

- Energy, Utilities and Resources stands out as the largest source of labour demand in Norway, accounting for 18.4% of total job postings.
- Health Industries and Professional Services follow closely behind at 13.6% each.
- Government and Public Sector and Financial Services record the smallest shares, at 2.2% and 1.5% respectively.

Source: PwC analysis, Lightcast data

AI hiring intensity in Norway remains broadly stable across sectors, with limited growth in recent years

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



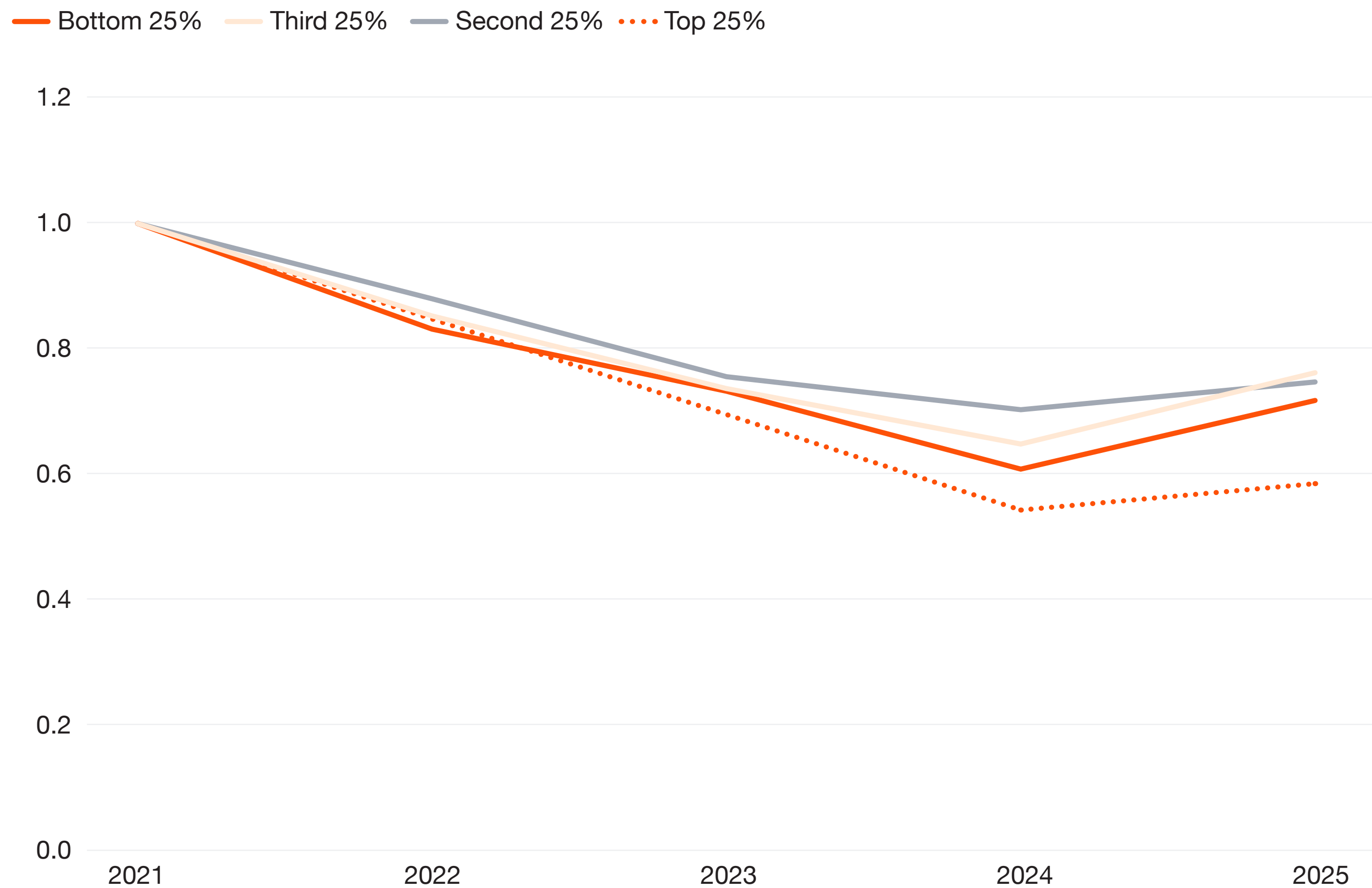
Source: PwC analysis, Lightcast data

Findings

- Technology, Media and Telecoms (TMT) continues to record the highest share of AI job postings, consistent with its role as the most digitally intensive sector.
- However, most sectors including TMT have seen flat or declining AI job shares between 2024 and 2025, indicating a slowdown in momentum.

In Norway, occupations across all exposure groups have seen a decline in job postings growth relative to 2021 levels

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



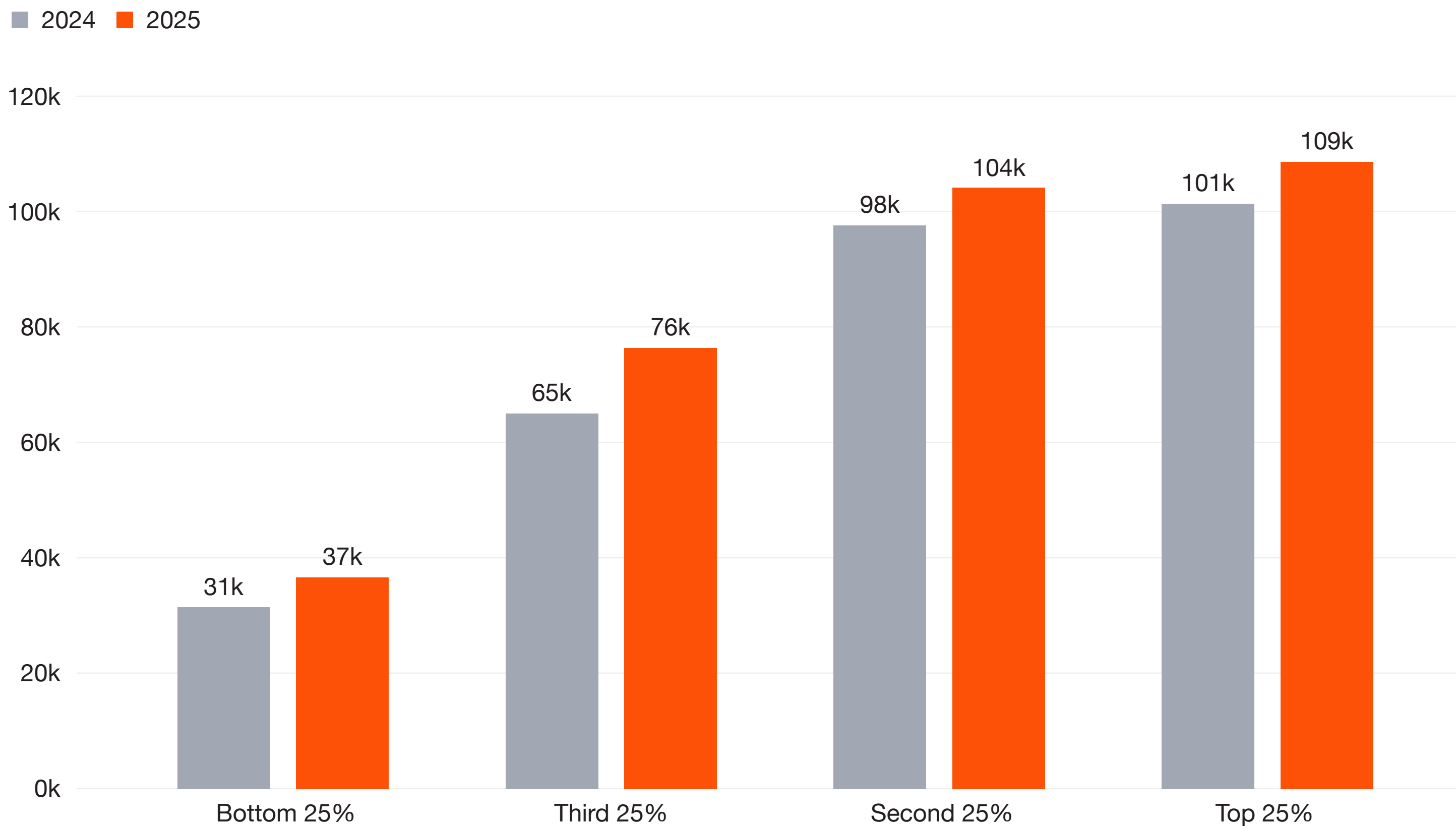
Source: PwC analysis, Lightcast data

Findings

- When grouped by AI exposure, less exposed occupations show relatively stronger growth in job postings, though all quartiles are below 2021 levels.
- By 2025, the lowest exposure quartile has around 0.7 postings for every posting in 2021, compared to 0.6 in the highest exposure quartile.
- Posting levels have stabilised in 2025 following declines in recent years.

However, all quartiles of AI exposure saw a modest growth in the volume of job postings in 2025

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



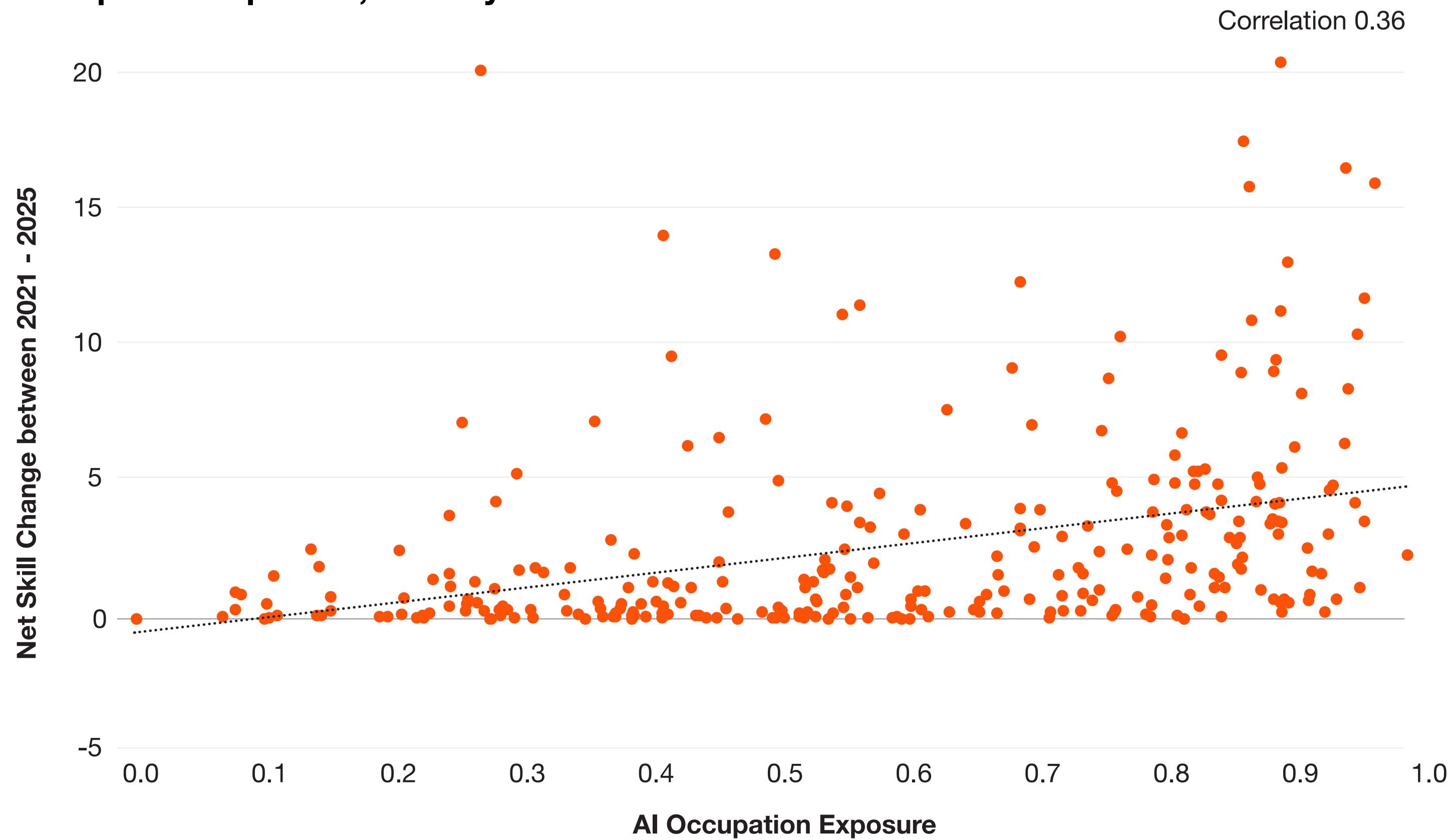
Source: PwC analysis, Lightcast data

Findings

- The highest exposure quartile accounts for more job postings than lower exposure groups in absolute terms.
- In 2025, the most AI-exposed quartile recorded the highest volume of postings, remaining above the least exposed quartile.
- All quartiles saw an increase in job postings between 2024 and 2025, indicating a broad-based rise in demand.

In Norway, more AI-exposed occupations are experiencing faster rates of skills transformation

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



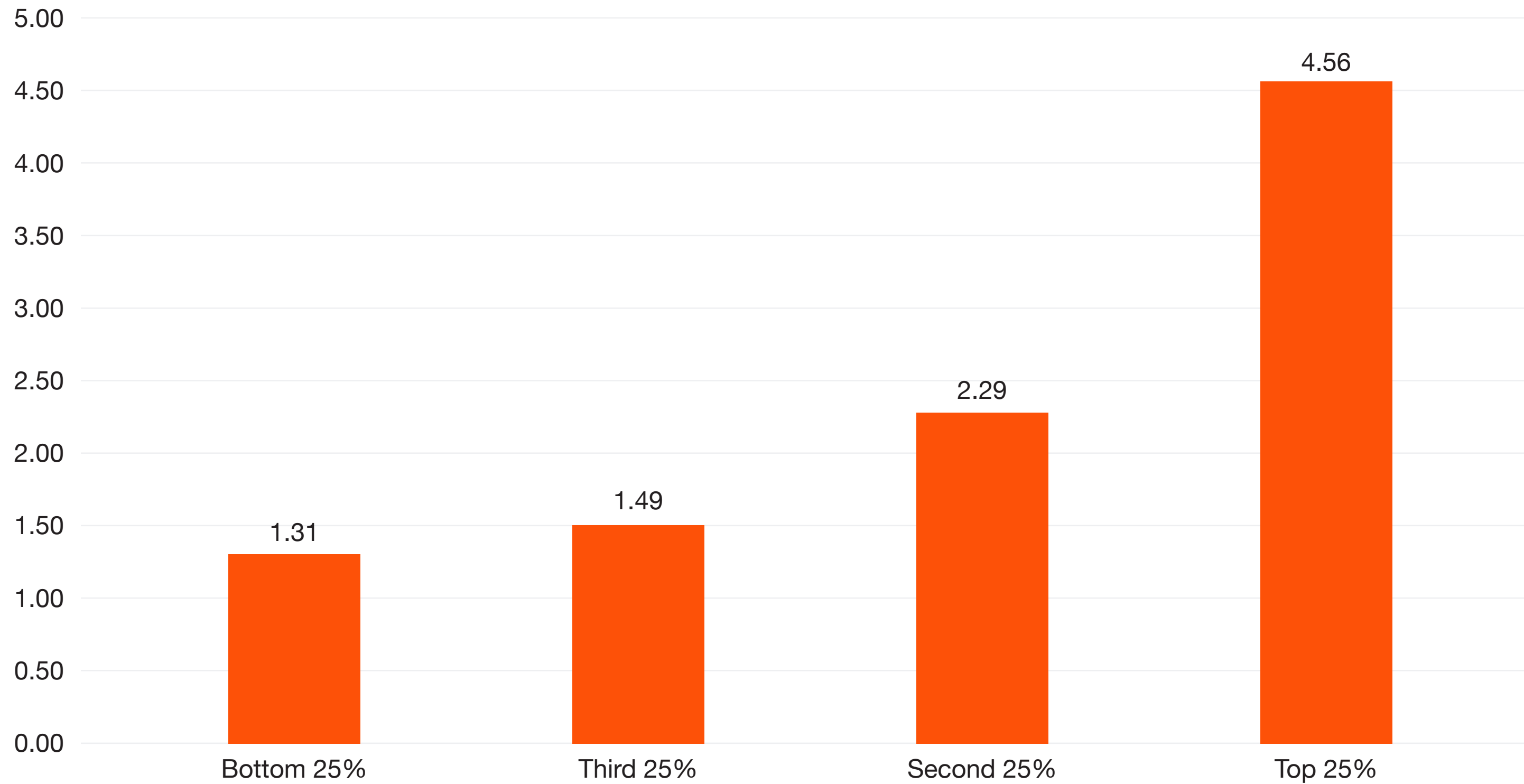
Findings

- There is a positive correlation of 0.36 between AI exposure and net skills change between 2021 and 2025, indicating that more exposed occupations tend to see greater shifts in skill requirements.
- This suggests that AI-exposed roles are adapting more rapidly, with evolving task demands reshaping the capabilities required.

Source: PwC analysis, Lightcast data

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, Norway



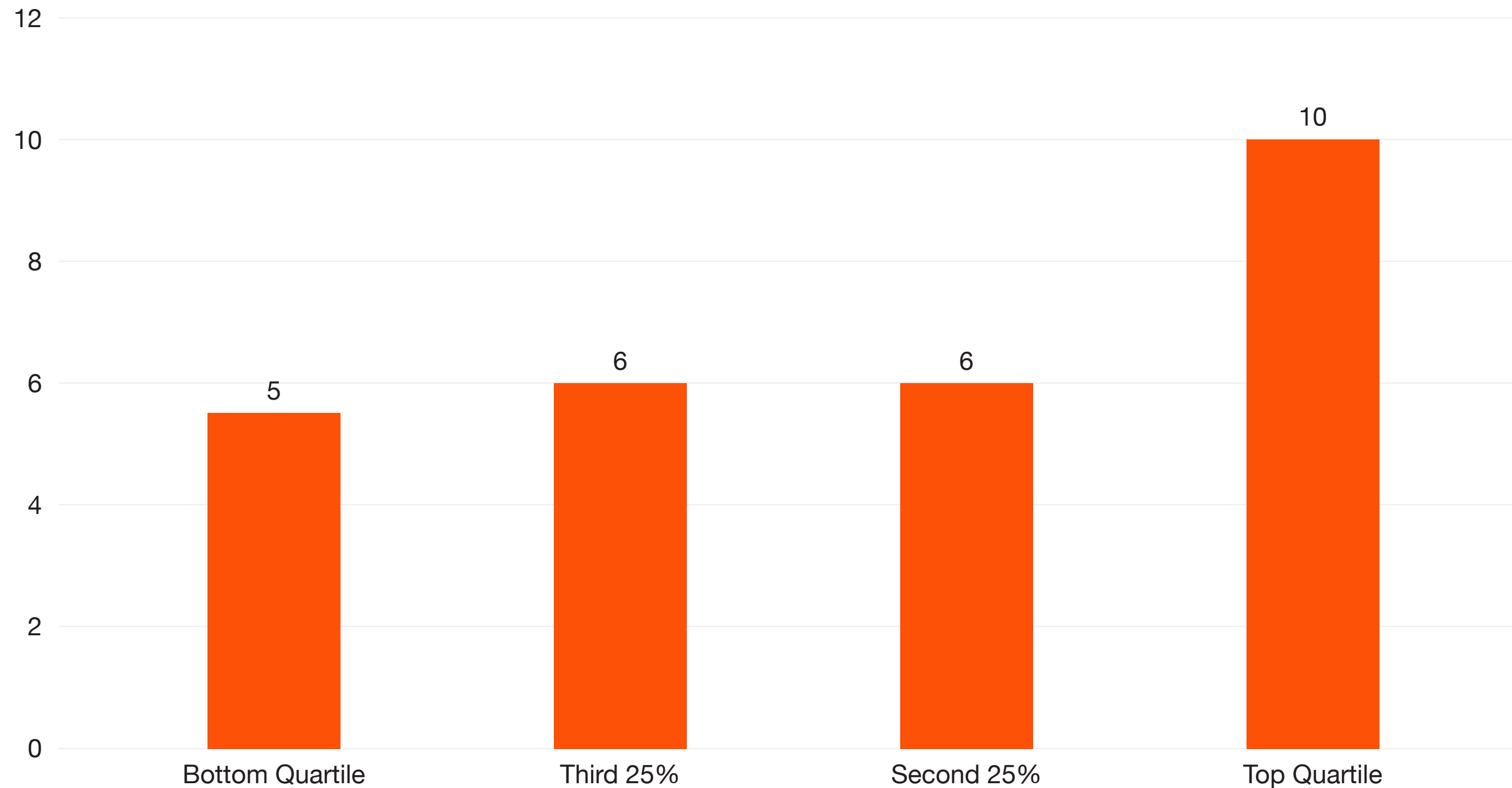
Source: PwC analysis, Lightcast data

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 Norway, 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, Norway, 2025 relative to 2021



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

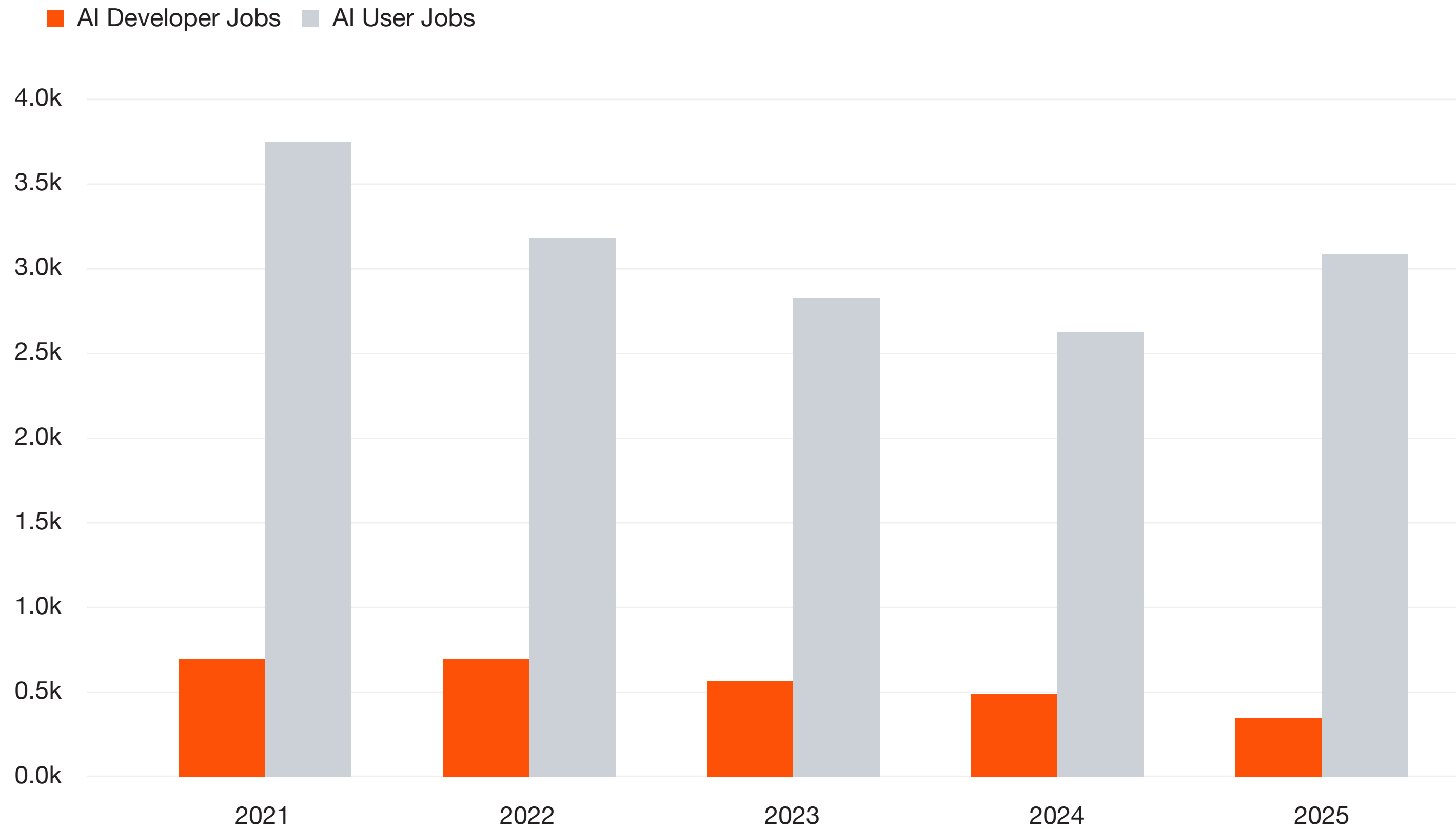
Notes: We define a ‘new skill’ as any skill that has greater than 10 mentions in an occupation in 2025, but five or less mentions in that same occupation in 2021. Across all postings for an occupation in a given country, we count the number of ‘new skills’ required for that occupation.

Findings

- We find a 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.
- The increase is most pronounced in the top exposure quartile, which averages 10 new skills per occupation, while the middle quartiles remain relatively similar. This suggests that skill expansion is strongest among the most AI-exposed occupations.
- 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 Norway is dominated by user roles, with user roles returning to growth while developer roles continued to decline

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



Source: PwC analysis, Lightcast data

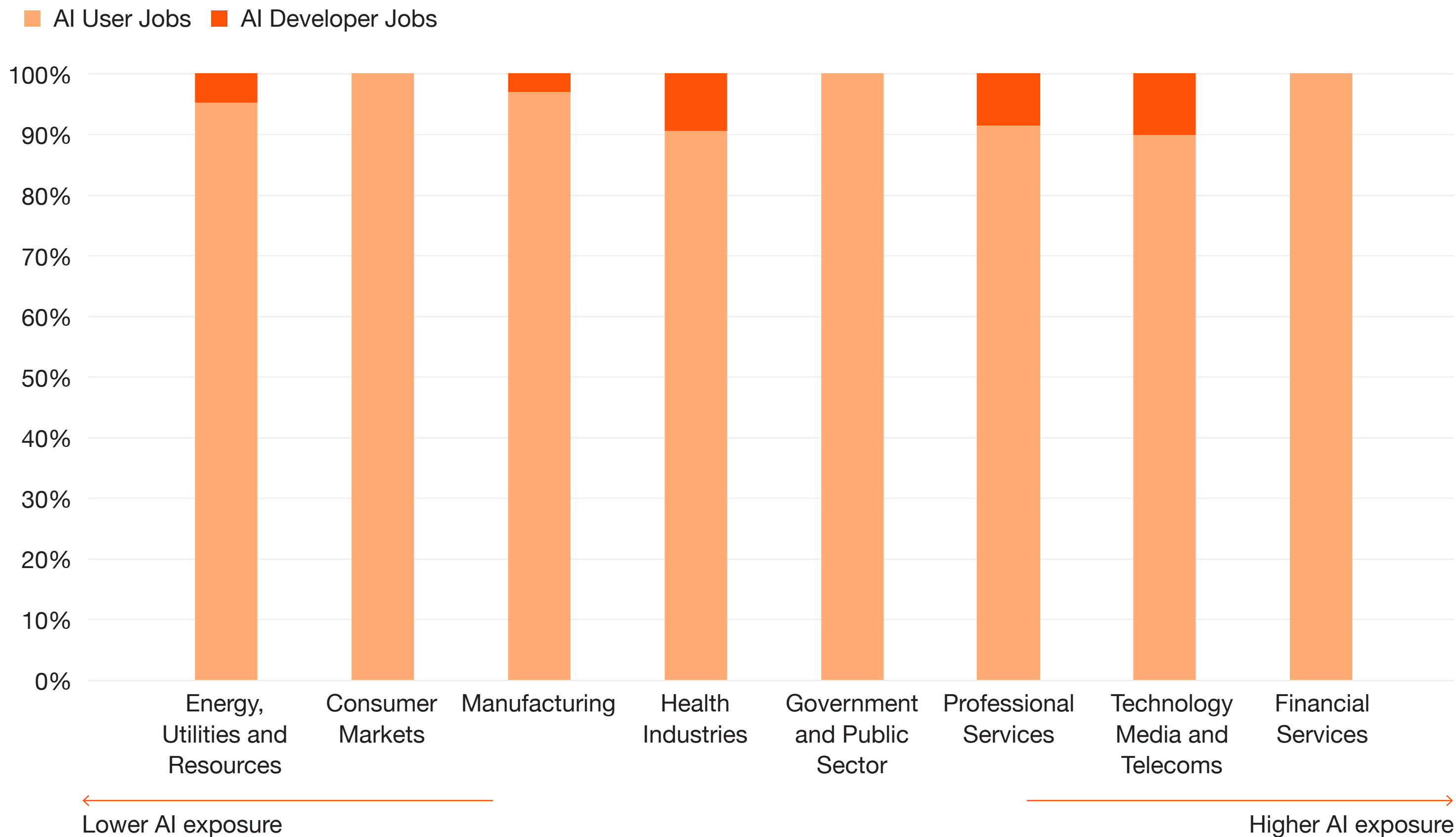
Notes: AI user and AI developer job roles are determined as jobs requiring Tier 0 or 1 skills (AI literacy and applied AI skills) for AI user jobs and Tier 2 skills (advanced AI skills) for AI developer jobs. AI developer jobs are tagged as such if there are any skills in the job postings data requiring 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 **464** roles in 2025, despite a dip in 2023.
- In contrast, AI developer roles remain lower and contracted by **123** roles in 2025, continuing their downward trend and falling below their starting level in the period shown.
- Overall, this points to mixed momentum in the last year, with AI user roles increasing by **17.7%** while AI developer roles contracted by **25.7%**, indicating renewed demand for AI adoption but continued weakening in developer roles.

Across sectors, AI job postings in Norway 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, Norway, 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.
- **Technology, Media and Telecoms (TMT)** shows the highest share of **AI developer** roles (**10.2%**), consistent with its role in developing and advancing AI technologies.
- **Consumer Markets, Government and Public Sector** and **Financial Services** record the highest share of **AI user** roles, with close to no AI developer roles reflected in job postings data, indicating 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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