Two Futures for Jobs in an AI era

2026 Global AI Jobs Barometer

Sweden 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.

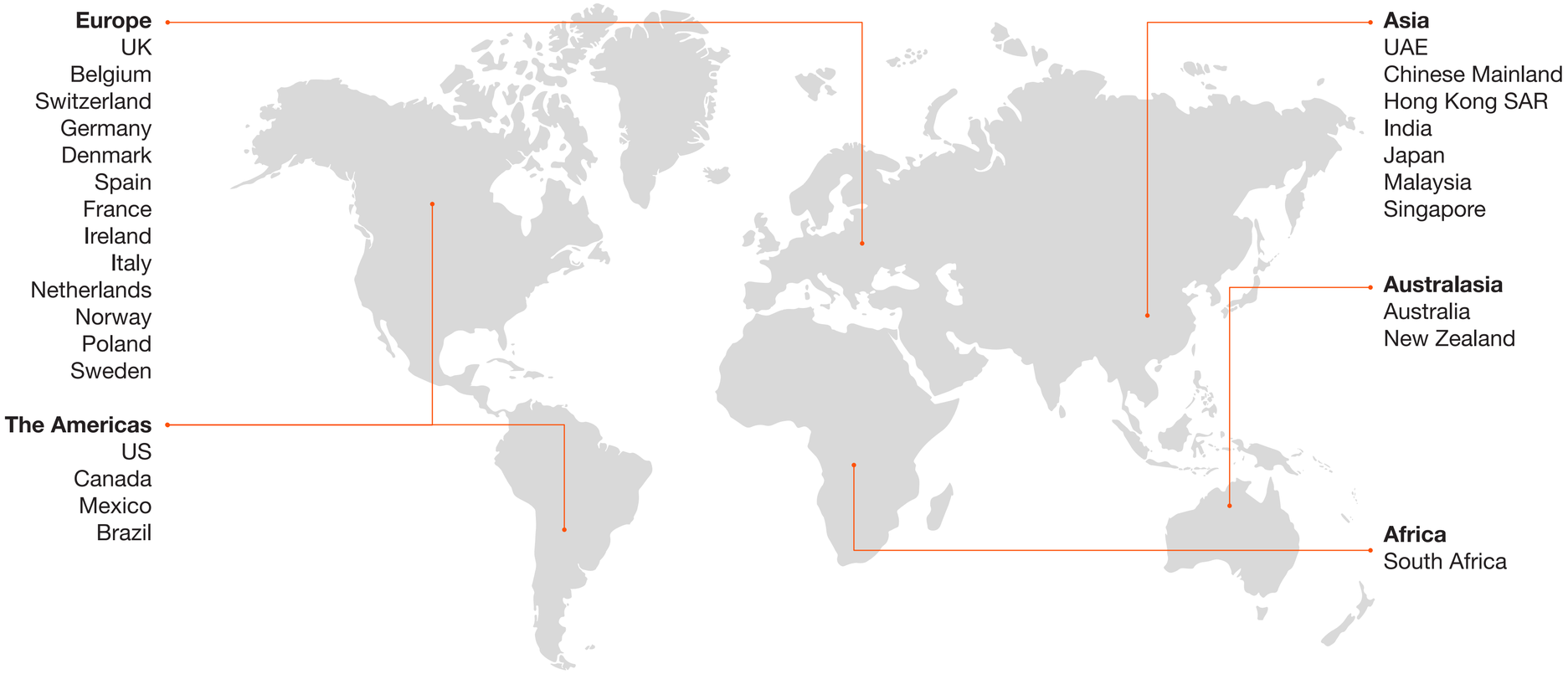
35%

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.

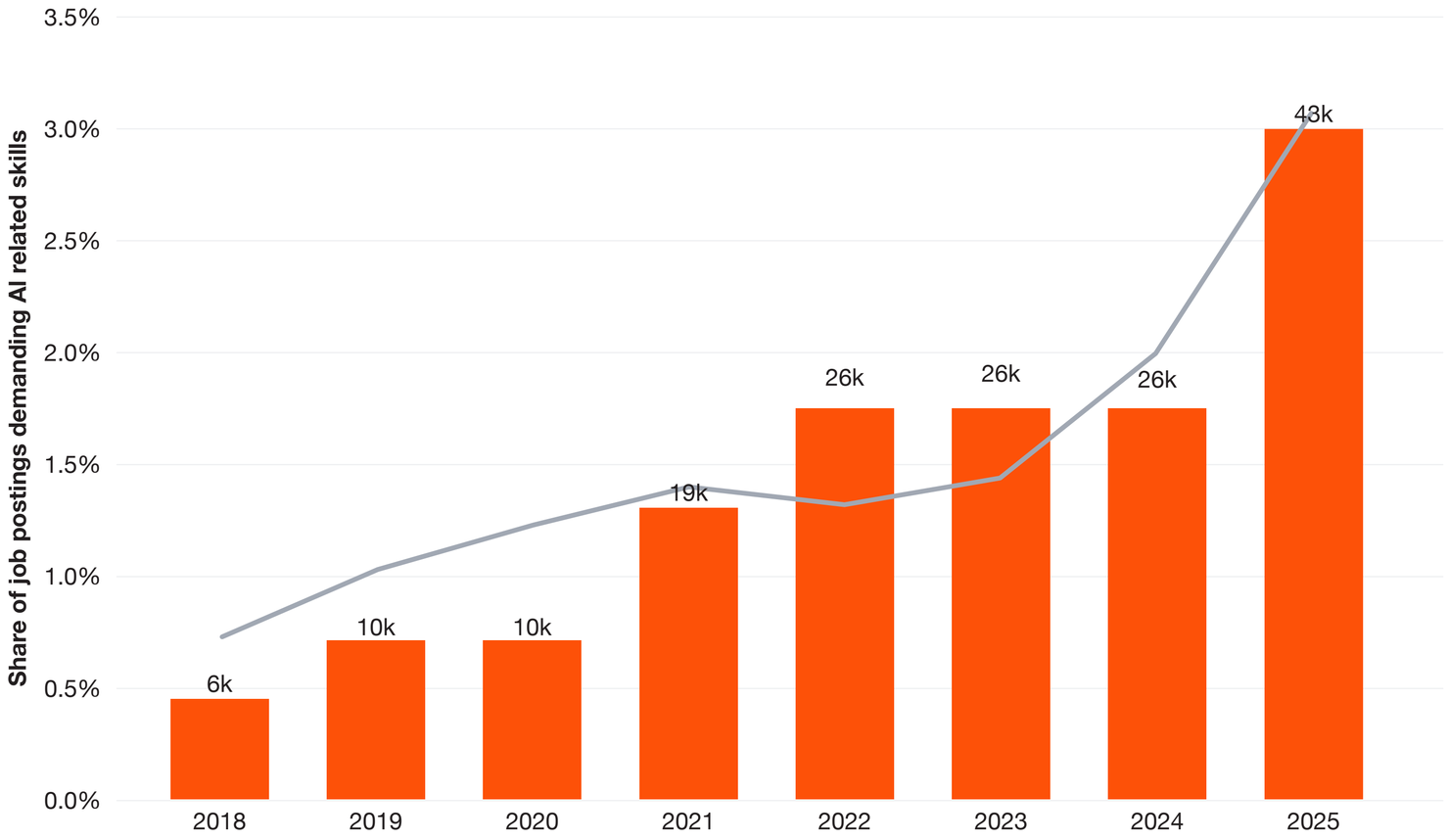
The 2026 AI Jobs Barometer examines over one billion job ads from 6 continents to reveal how AI is affecting jobs, skills, wages, and labour productivity



Sweden Insights

AI hiring in Sweden has increased sharply in 2025 relative to 2024, indicating increased AI adoption in the workforce

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



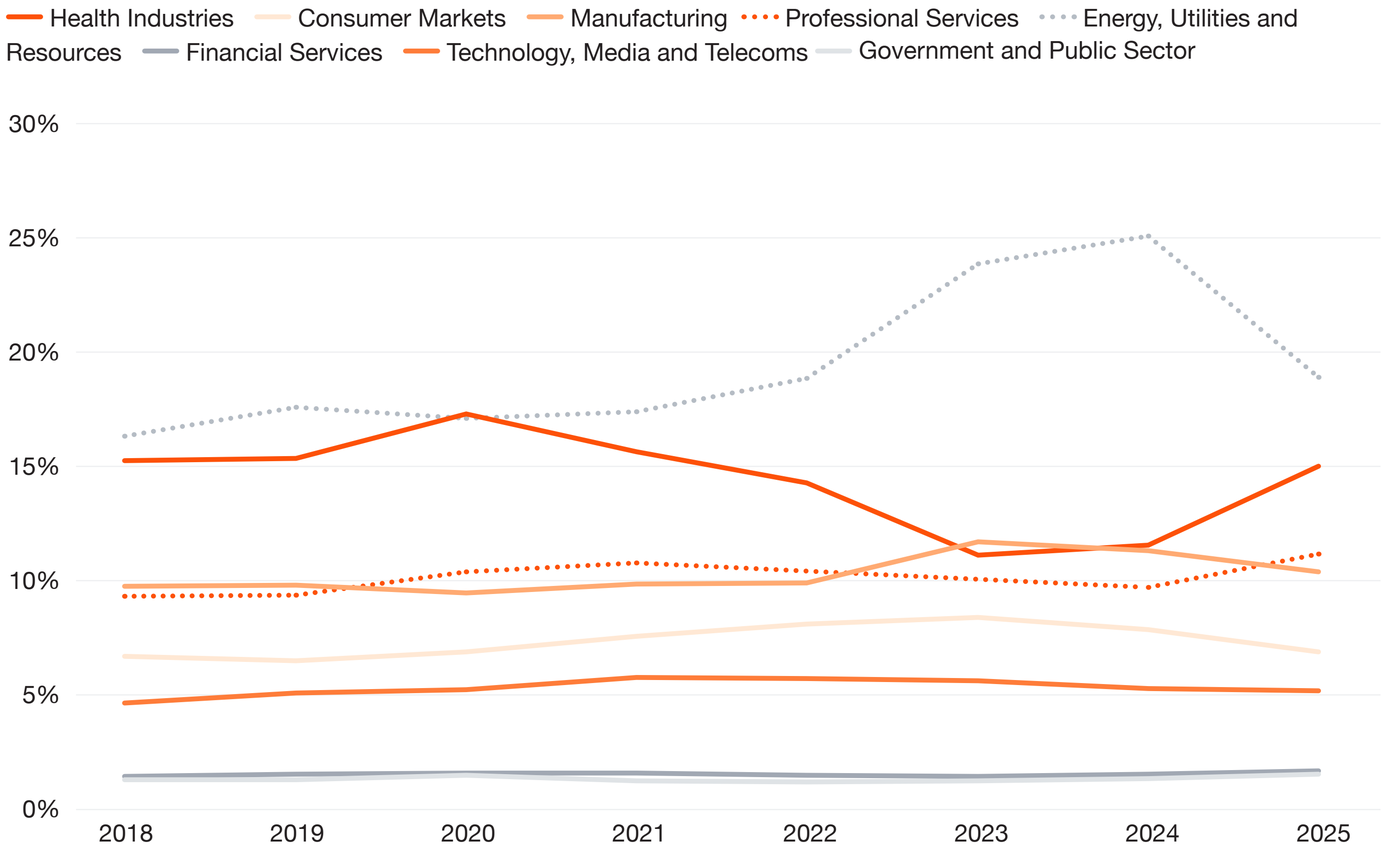
Source: PwC analysis, Lightcast data

Findings

- The number of job postings in Sweden requiring AI skills increased by around 17k in 2025.
- As a result, the share of job postings requiring AI skills reached 3.1% in 2025.

Energy and Healthcare account for the largest shares of hiring in the Swedish labour market

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



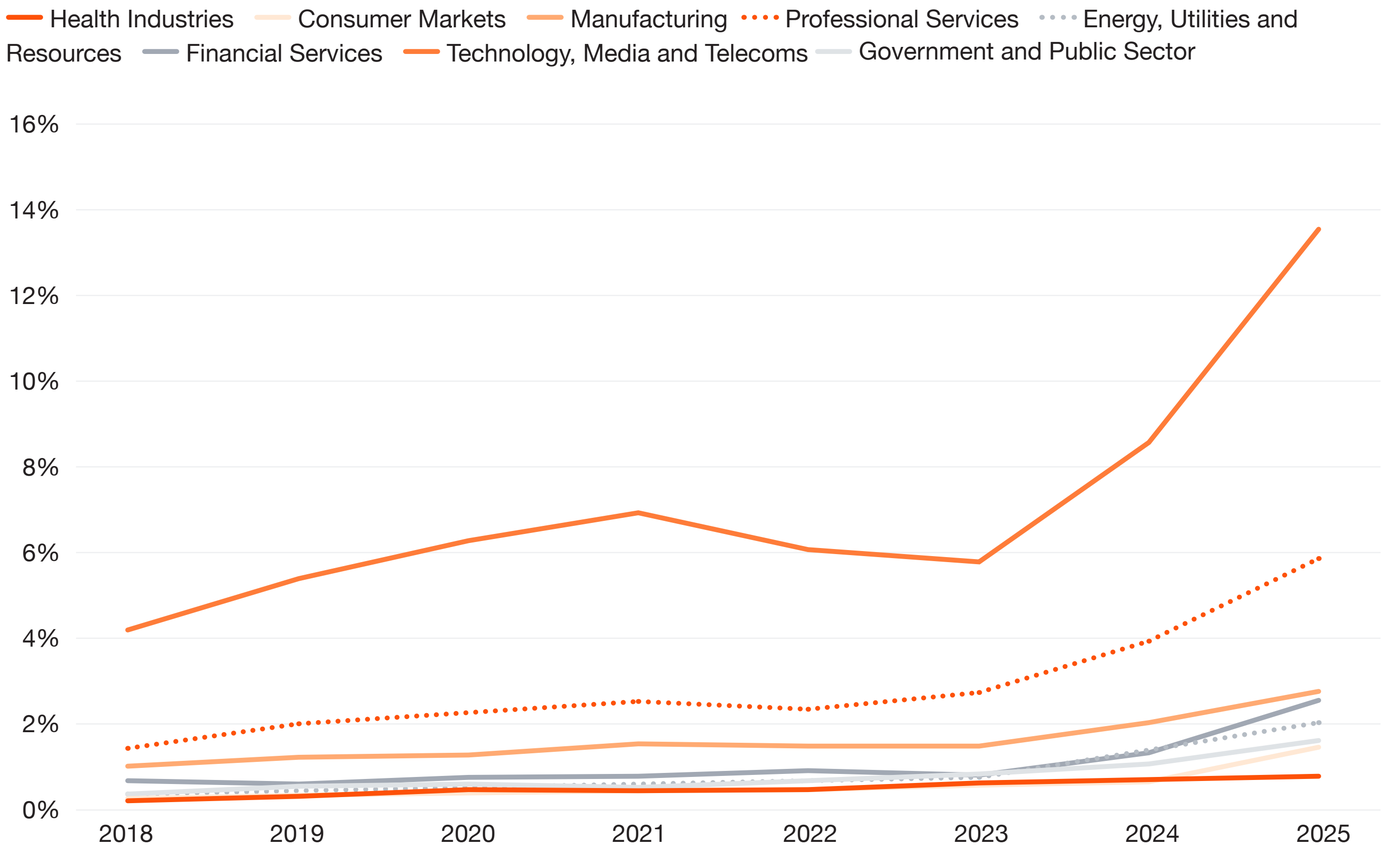
Source: PwC analysis, Lightcast data

Findings

- Energy, Utilities and Resources and Healthcare stand out as the largest sources of labour demand, accounting for 18.9% and 15% of total Swedish job postings respectively.
- This highlights the central role of these sectors in overall employment demand in Sweden.
- Financial Services and Government and Public Sector record the smallest shares, at 1.7% and 1.5% respectively.

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

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



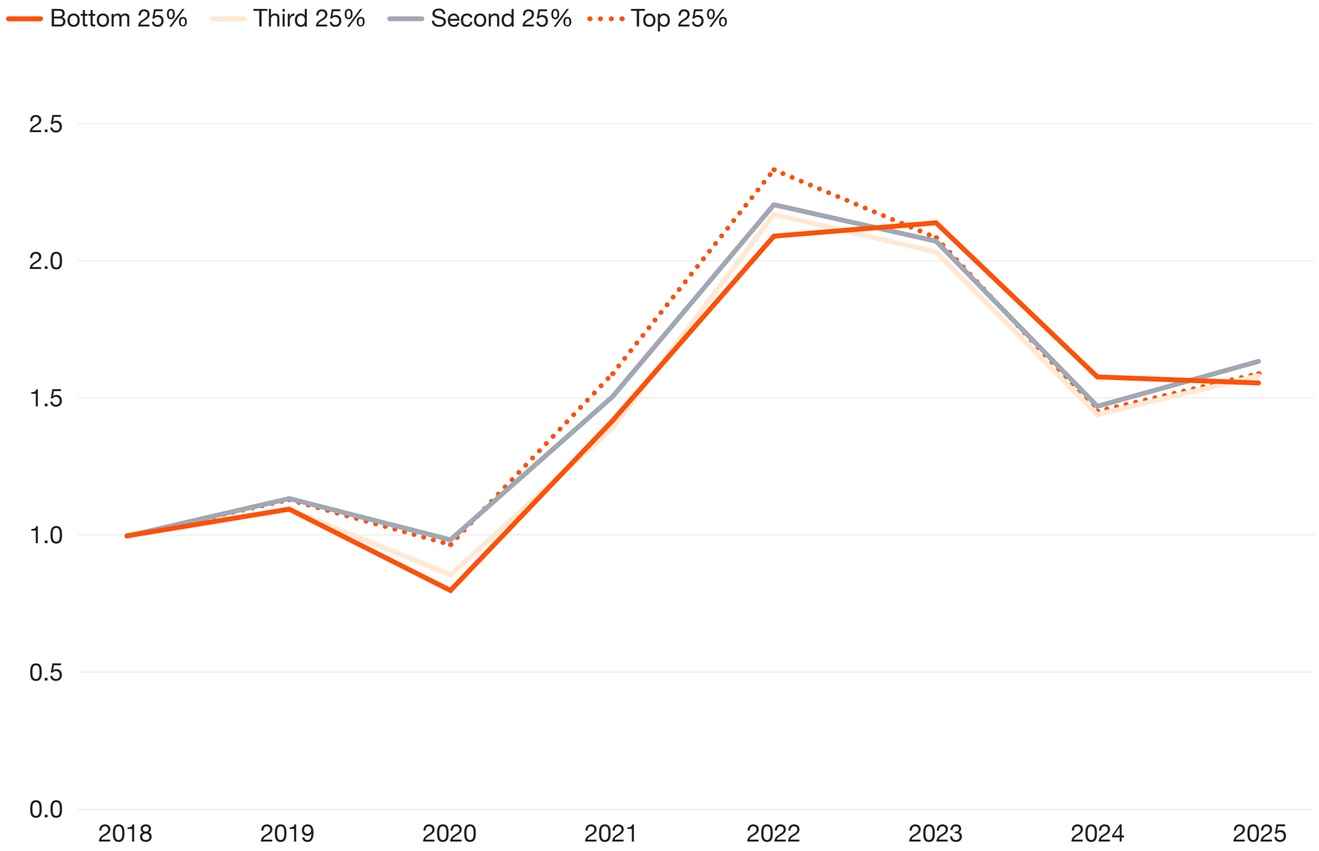
Source: PwC analysis, Lightcast data

Findings

- Technology, Media and Telecoms (TMT) records the highest share of AI job postings in Sweden, consistent with its role as the most digitally intensive sector.
- All sectors saw an increase in AI job share in 2025 compared to 2024, pointing to broad-based growth in AI hiring.

In Sweden, job postings have grown at a similar pace across AI exposure groups since 2018

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



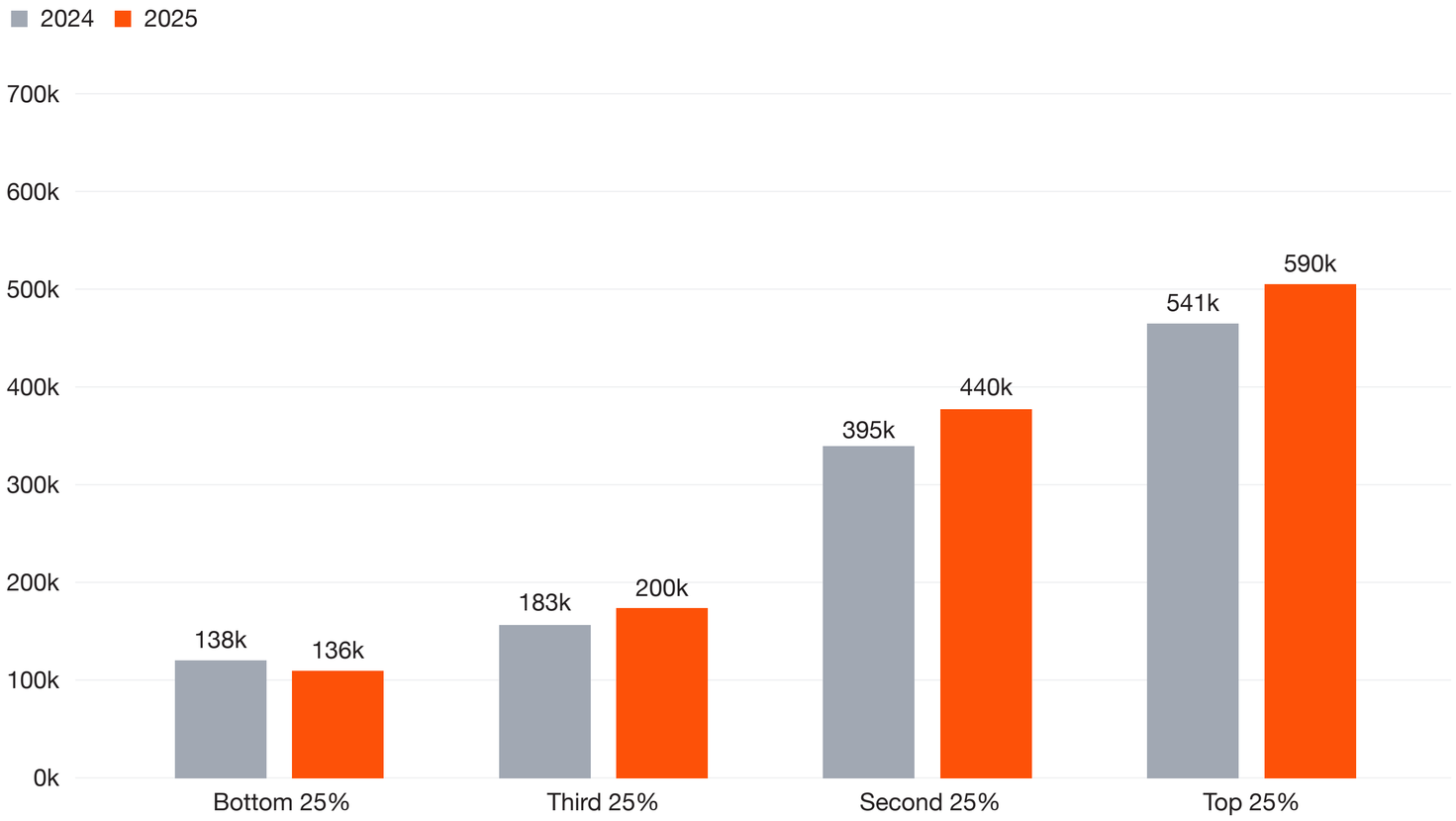
Source: PwC analysis, Lightcast data

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 1.6 postings for every posting in 2018.
- This suggests that job postings growth has been relatively similar across occupations with different levels of AI exposure.
- All quartiles experienced a dip around 2024, but posting levels have since stabilised by 2025.

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

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



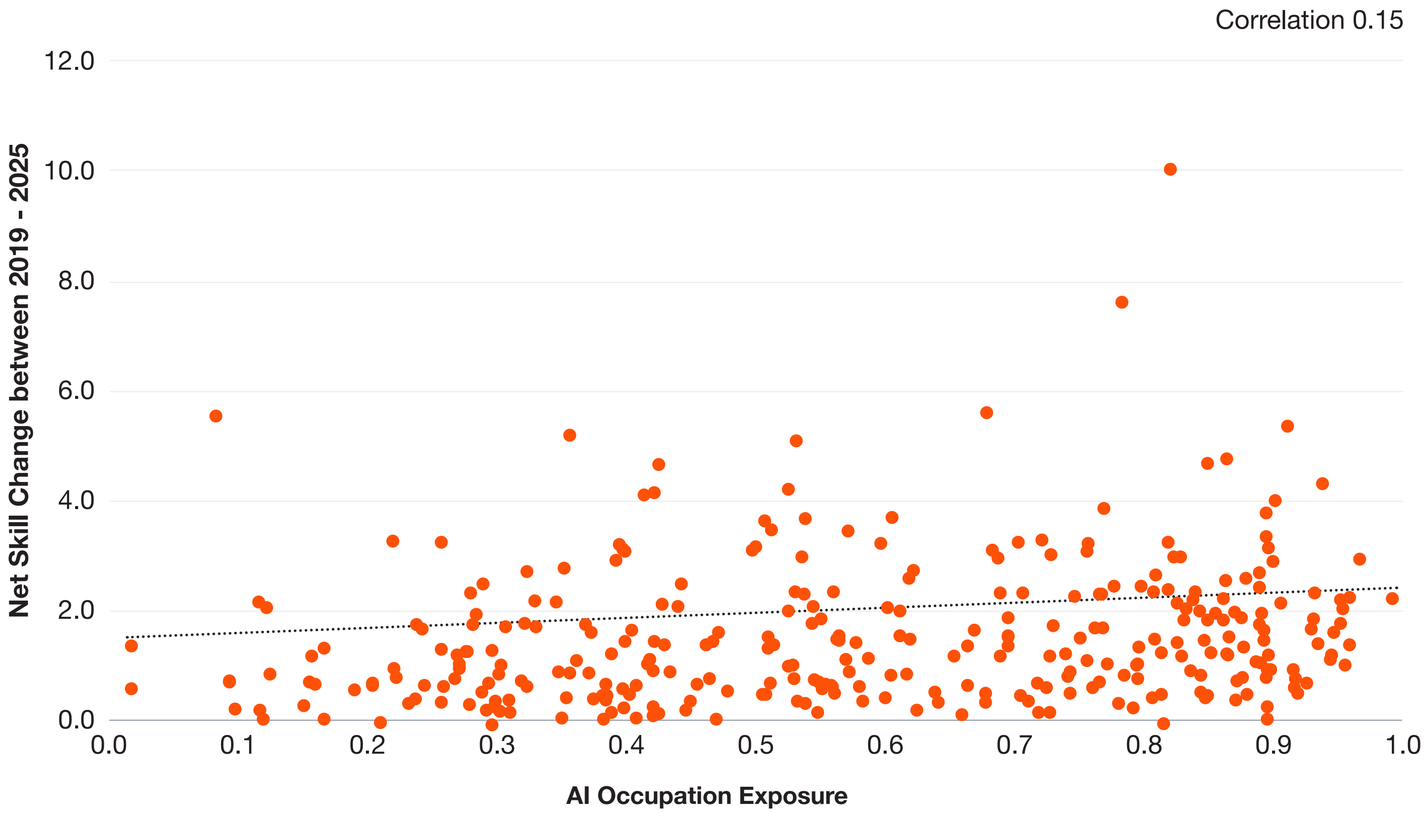
Source: PwC analysis, Lightcast data

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 590,000 job postings, higher than the lower exposure groups in absolute terms.
- Between 2024 and 2025, most quartiles saw an increase in job postings, while the lowest exposure quartile saw a slight decline.

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

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



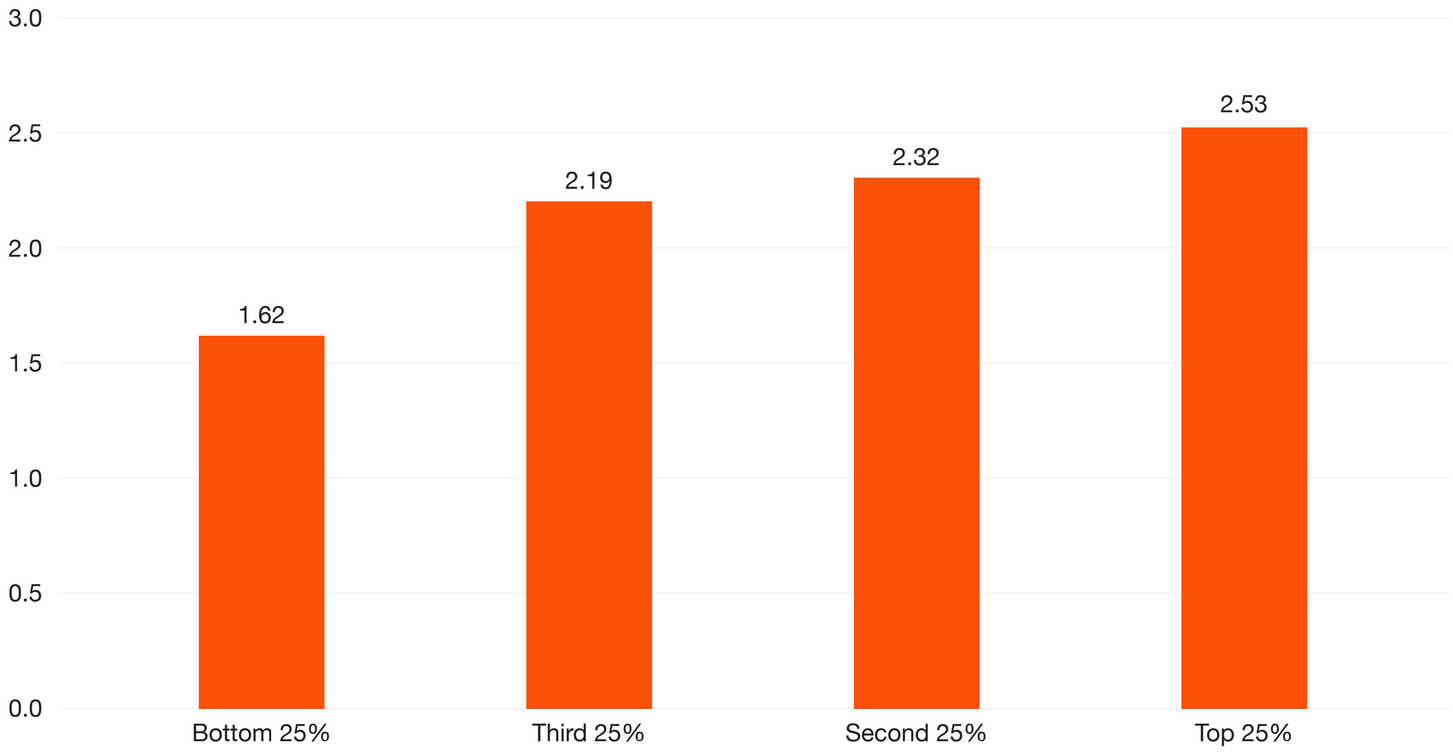
Source: PwC analysis, Lightcast data

Findings

- There is a positive correlation of 0.15 between AI exposure and net skills change between 2019 and 2025, suggesting that more exposed occupations tend to see slightly greater shifts in skill requirements.
- This may suggest that more AI-exposed roles in Sweden are experiencing somewhat faster changes in skill requirements, although many non-AI factors are also likely influencing this pattern.

This pattern is also reflected across exposure quartiles, where the most AI-exposed occupations show somewhat larger skill shifts

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



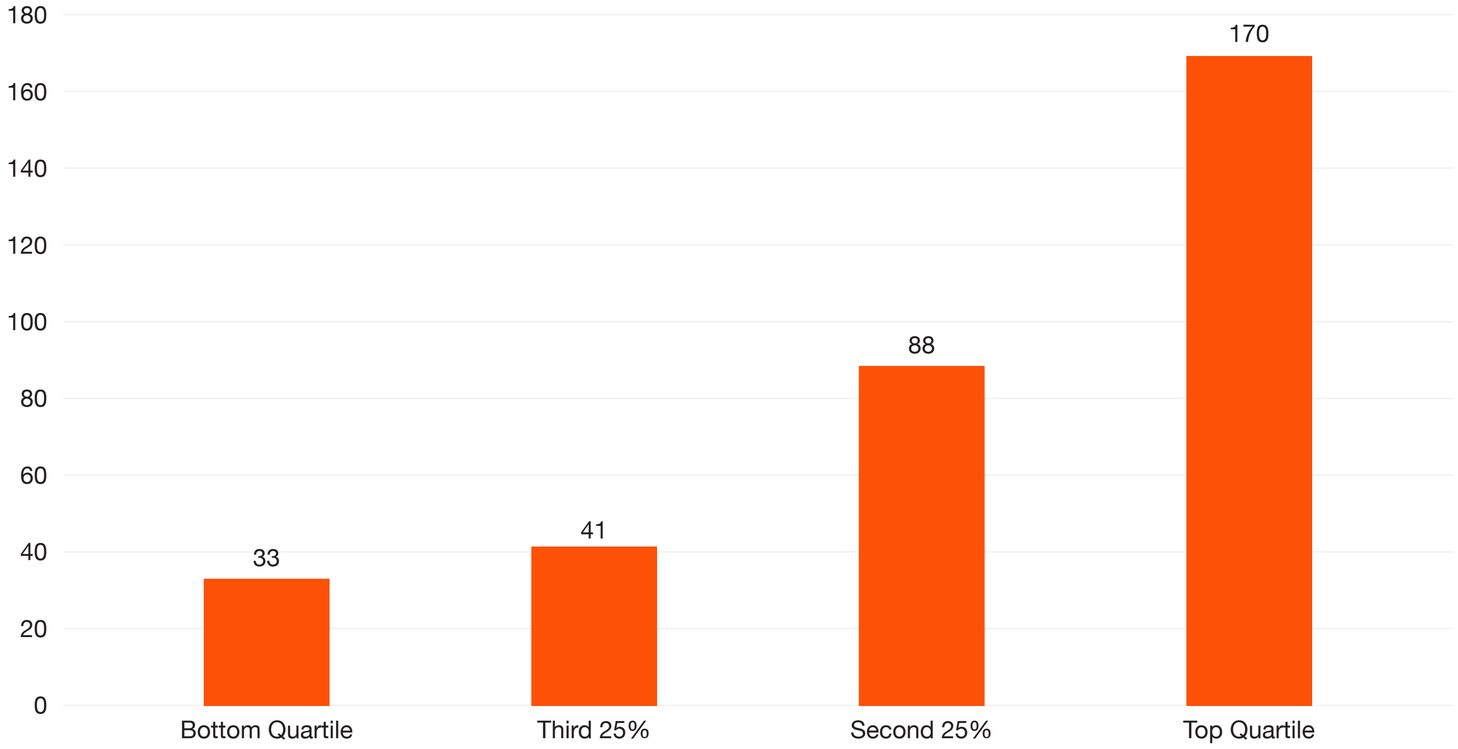
Source: PwC analysis, Lightcast data

Findings

- Occupations in the highest AI exposure group show somewhat greater skills transformation between 2019 and 2025 than lower exposure quartiles.
- Average net skill change increases across the quartiles overall, although the differences between the middle and top exposure groups are relatively modest.
- This supports the earlier finding that more AI-exposed occupations in Sweden tend to see slightly faster skills transformation, although non-AI factors are also likely influencing the pattern.

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, Sweden, 2025 relative to 2019



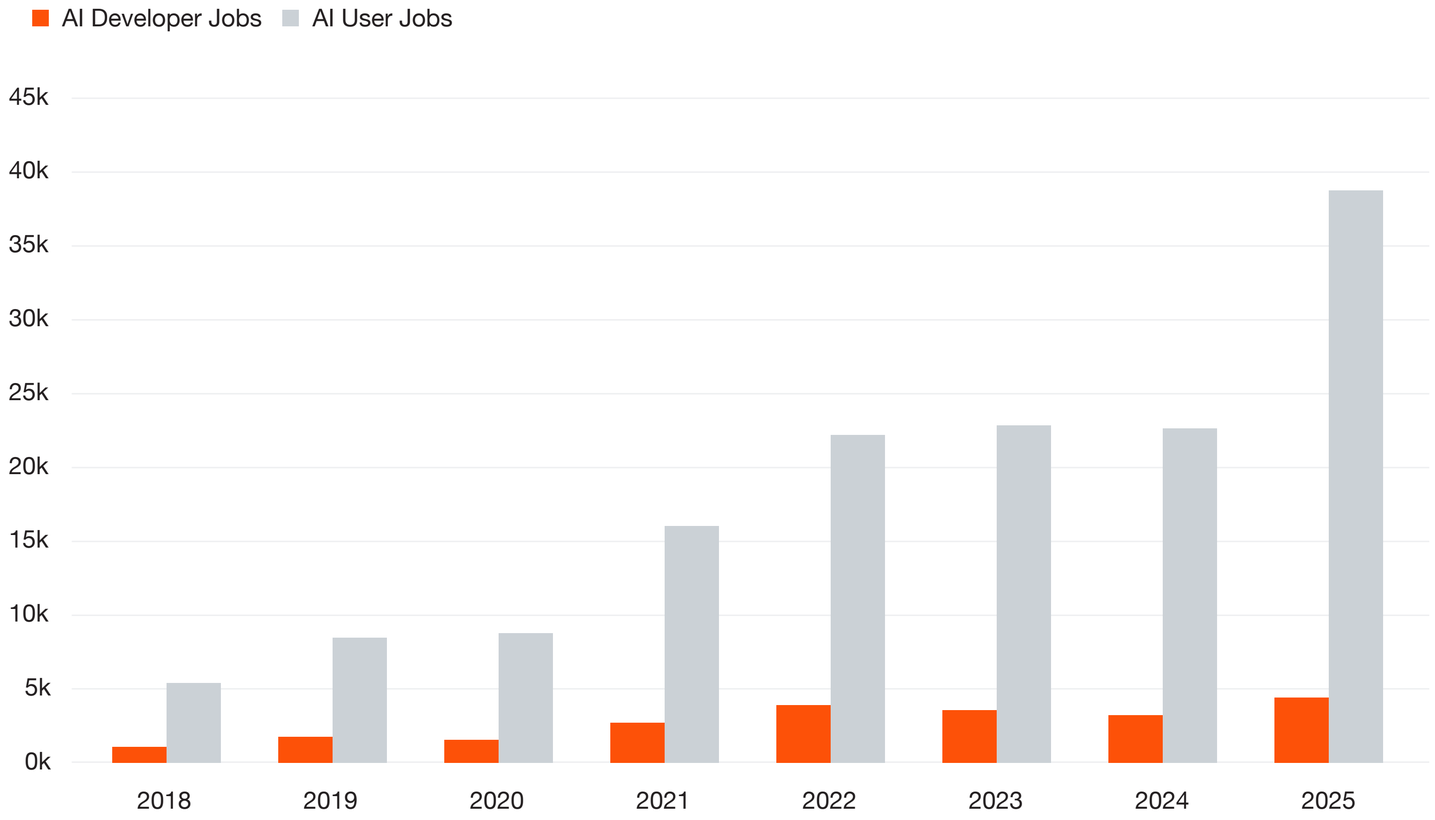
Source: PwC analysis, PwC AI Occupational Exposure Index, Lightcast data
Notes: We define a ‘new skill’ as any skill that has greater than 10 mentions in an occupation in 2025, but five or less mentions in that same occupation in 2019. Across all postings for an occupation in a given country, we count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

Findings

- We find a 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.
- The increase becomes more pronounced at higher exposure levels, with the top quartile averaging 170 new skills per occupation. This suggests that more AI-exposed occupations in Sweden 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 Sweden is dominated by user roles, with strong growth across both user and developer roles

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



Source: PwC analysis, Lightcast data

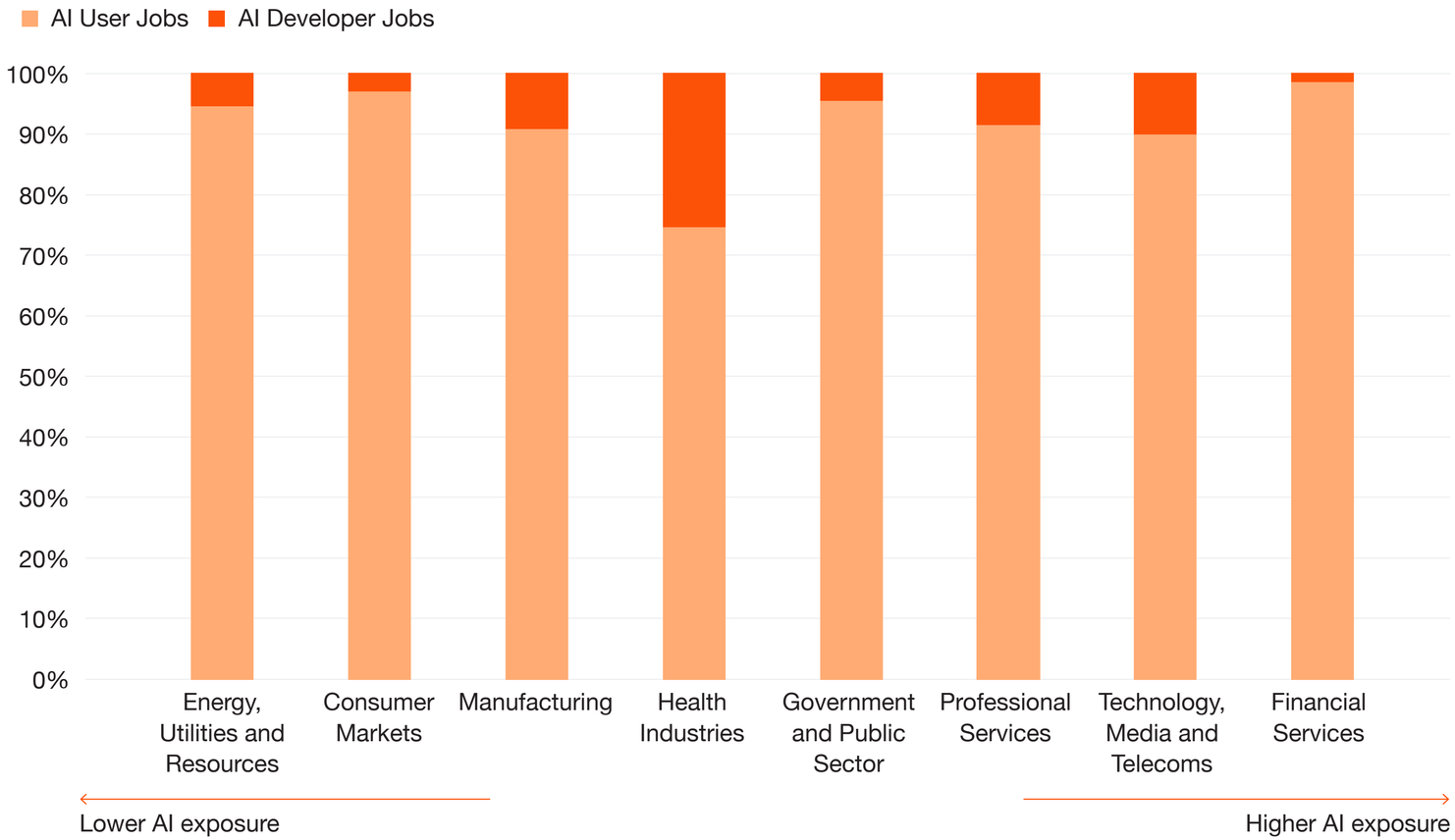
Notes: AI user and AI developer job roles are determined as jobs requiring Tier 0 or 1 skills (AI literacy and applied AI skills) for AI user jobs and Tier 2 skills (advanced AI skills) for AI developer jobs. AI developer jobs are tagged as such if there are any skills in the job postings data requiring Tier 2 skills for a specific job role. The total number of all job postings in Sweden was 1,290,874 in 2024, and 1,398,150 in 2025.

Findings

- AI user roles account for the majority of AI-related jobs and continue to drive overall demand, increasing by **~16k** roles in 2025.
- In contrast, AI developer roles remain lower but stable, growing by around **1.1k** in 2025.
- Growth has been strong across both categories in the last year, with AI user roles increasing by **71.4%** and AI developer roles by **34.5%**, indicating continued expansion in both adoption and development of AI capabilities.
- For context, total job postings in Sweden grew by around **8.3%** between 2024 and 2025. Against this backdrop, both AI user and AI developer roles expanded materially faster, highlighting continued momentum in AI-related hiring demand.

Across sectors, AI job postings in Sweden 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, Sweden, 2025



Source: PwC analysis, Lightcast data
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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 **(25.3%),** indicating greater focus in the development of sector specific advanced AI tools.
- **Financial Services** records the highest share of **AI user** roles **(98.5%),** reflecting broad-based adoption of AI across operational roles rather than in-house development.

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