# The Fearless Future: 2025 Global AI Jobs Barometer

Malaysia Analysis

Despite a weakening labour market in 2024, with fewer job postings overall, demand for roles requiring AI-related skills increased

Total number and share of job postings requiring AI related skills, Malaysia, 2021-2024

Share of job postings demanding AI related skills (y-axis)

- 2021: 13K
- 2022: 23k
- 2023: 34k
- 2024: 28k

2.0%
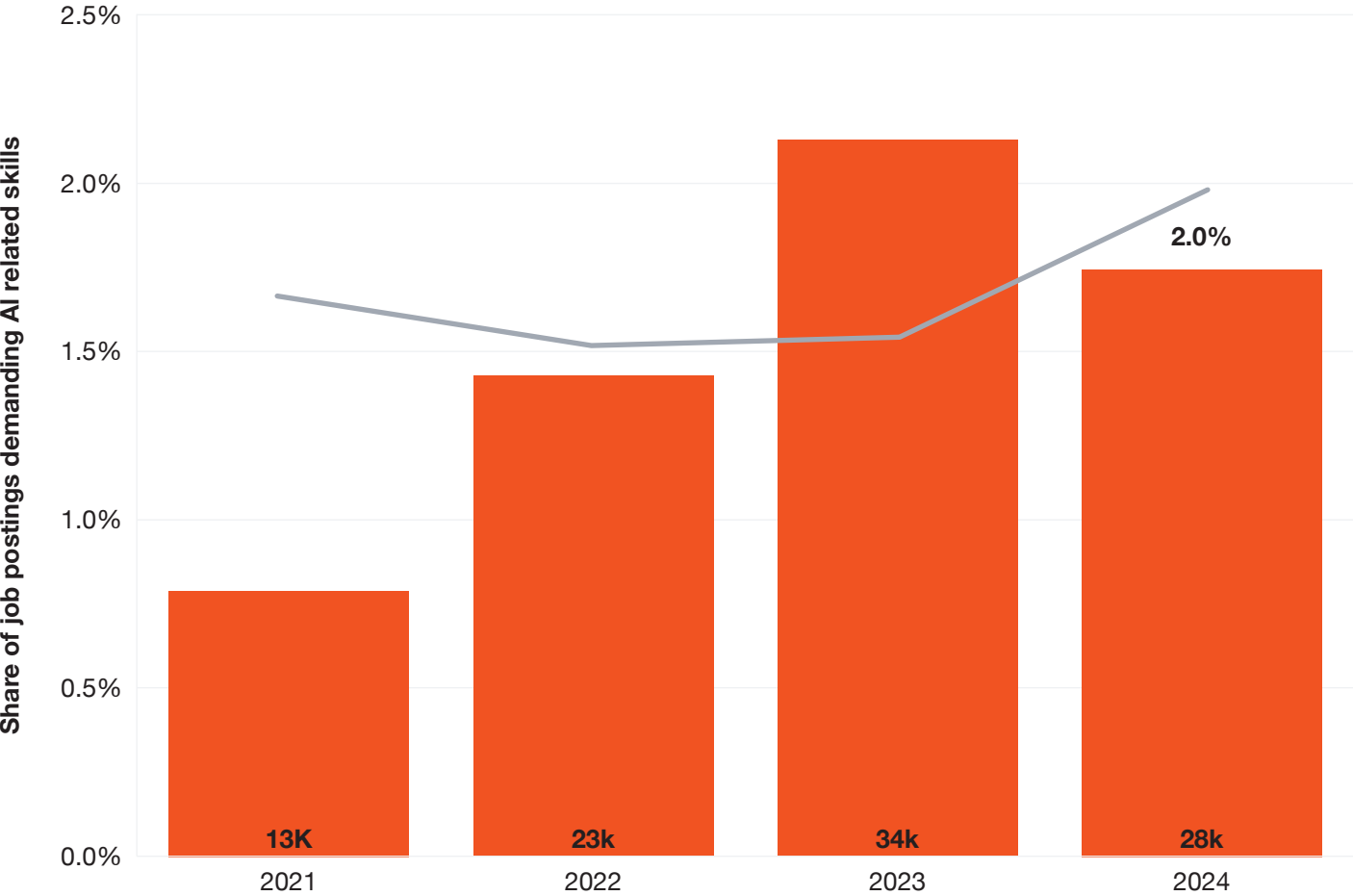
Key findings

- The share of job postings requiring AI-related skills remained steady year over year from 2021 to 2023 and peaked at 2.0% in 2024.

- Despite a weaker Malaysian job market with fewer roles being posted, the share of AI-related jobs increased significantly. This indicates relative strength in the demand for AI skills.

Notes

- We use Lightcast data for jobs postings, including associated skills.

Sources: PwC analysis, Lightcast data

The professional services sector has remained as the leading employer, exhibiting the highest demand for workers

Share of all job postings by sector, Malaysia, 2021-2024

Legend:
- Human Health and Social Work Activities
- Professional, Scientific and Technical Activities
- Education
- Manufacturing
- Information and Communication
- Financial and Insurance Activities
- Construction

Y-axis: Share of all job postings by sector (0% to 16%)
X-axis: 2021, 2022, 2023, 2024
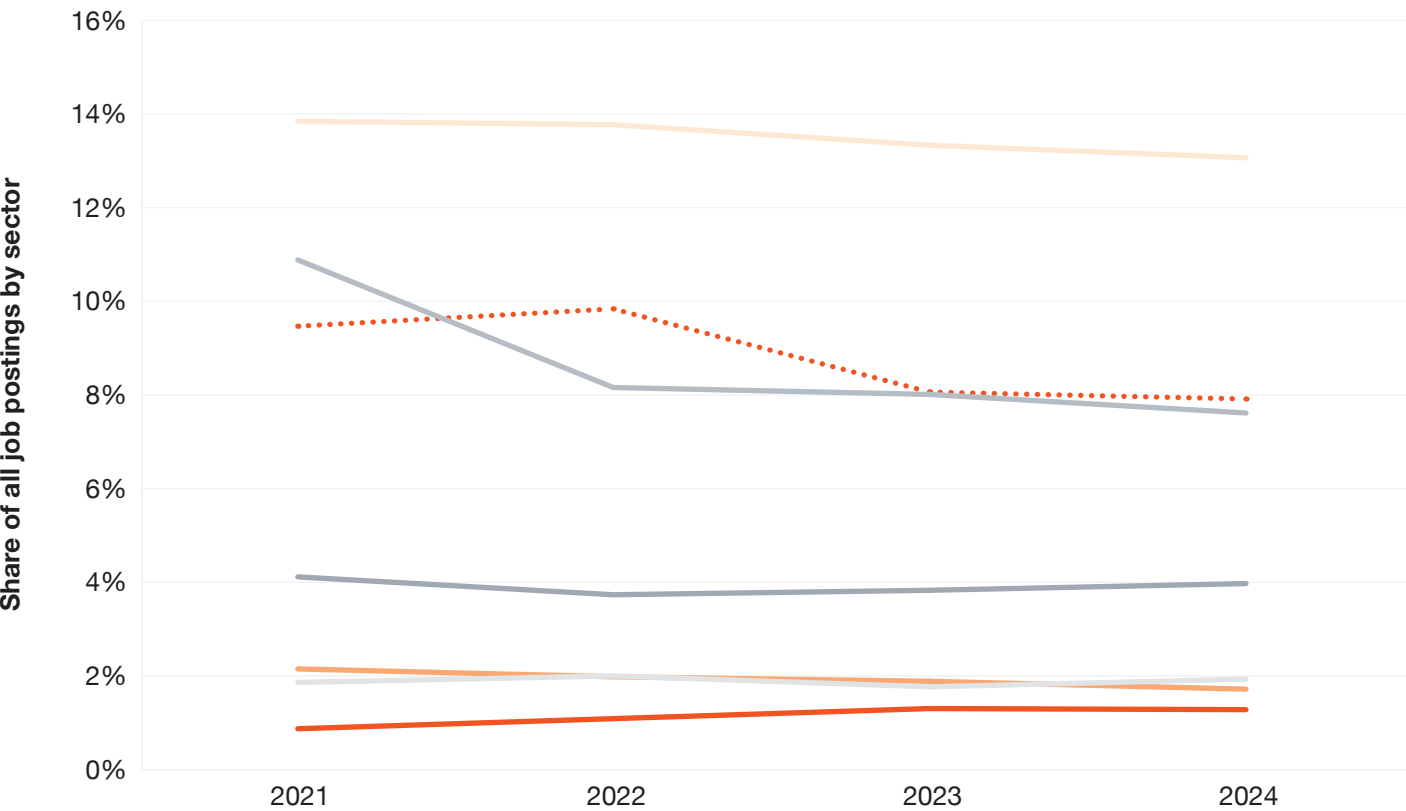
Key findings

- Professional, Scientific, and Technical Activities remains the leading sector in job postings, maintaining a relatively stable share (~14%) over time, with a slight decline from 2021 to 2024

- Manufacturing and Information & Communication sectors have declined in job postings with manufacturing seeing one of the steepest declines, dropping from 10.9% in 2021 to below 8% in 2024.

Notes

- The number of uncategorised jobs changes over time, causing shifts in the shares of other sectors in our data.

Sources: PwC analysis, Lightcast data

The demand for jobs requiring AI skills has significantly increased across most sectors between 2021 and 2024

Share of AI job postings by sector, Malaysia, 2021-2024

Legend:
- Human Health and Social Work Activities
- Professional, Scientific and Technical Activities
- Education
- Manufacturing
- Information and Communication
- Financial and Insurance Activities
- Construction

Y-axis: Share of sector job postings demanding AI skills (0% – 6%)
X-axis: 2021, 2022, 2023, 2024
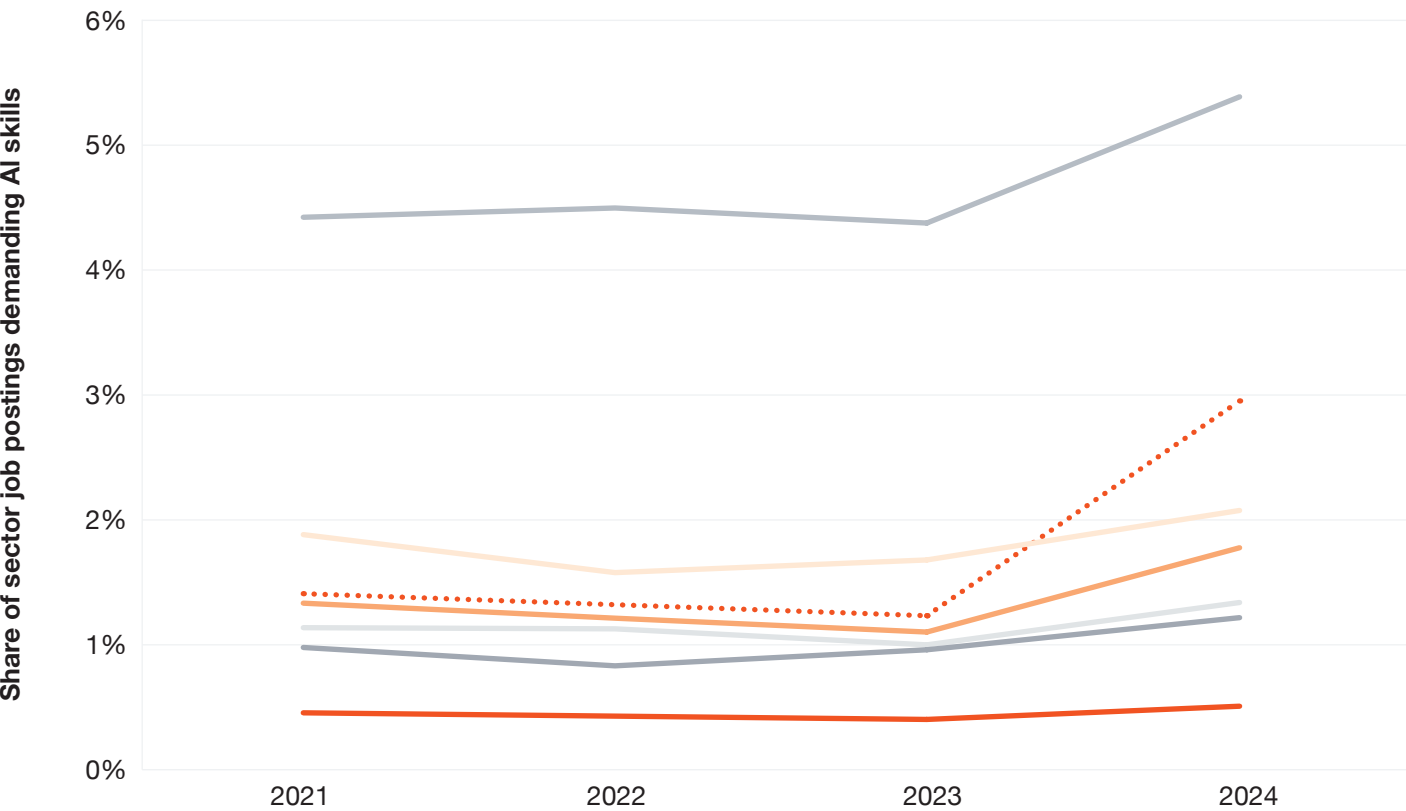
Key findings

- The Information & Communication sector dominates AI job postings, increasing from 4.4% in 2021 to over 5.4% in 2024, reflecting the country's growing digital economy and tech-driven initiatives.

- Manufacturing saw a steep increase in their AI job postings between 2023 and 2024, rising from 1.4% to 2.9%.

Notes

- We use Lightcast data for jobs postings, including associated skills and sectors

Sources: PwC analysis, Lightcast data

Job numbers in AI-exposed occupations have grown 103% since 2021 - including positive growth in every type of occupation

Cumulative growth rate in all job postings against exposure to AI, Malaysia, 2021-2024
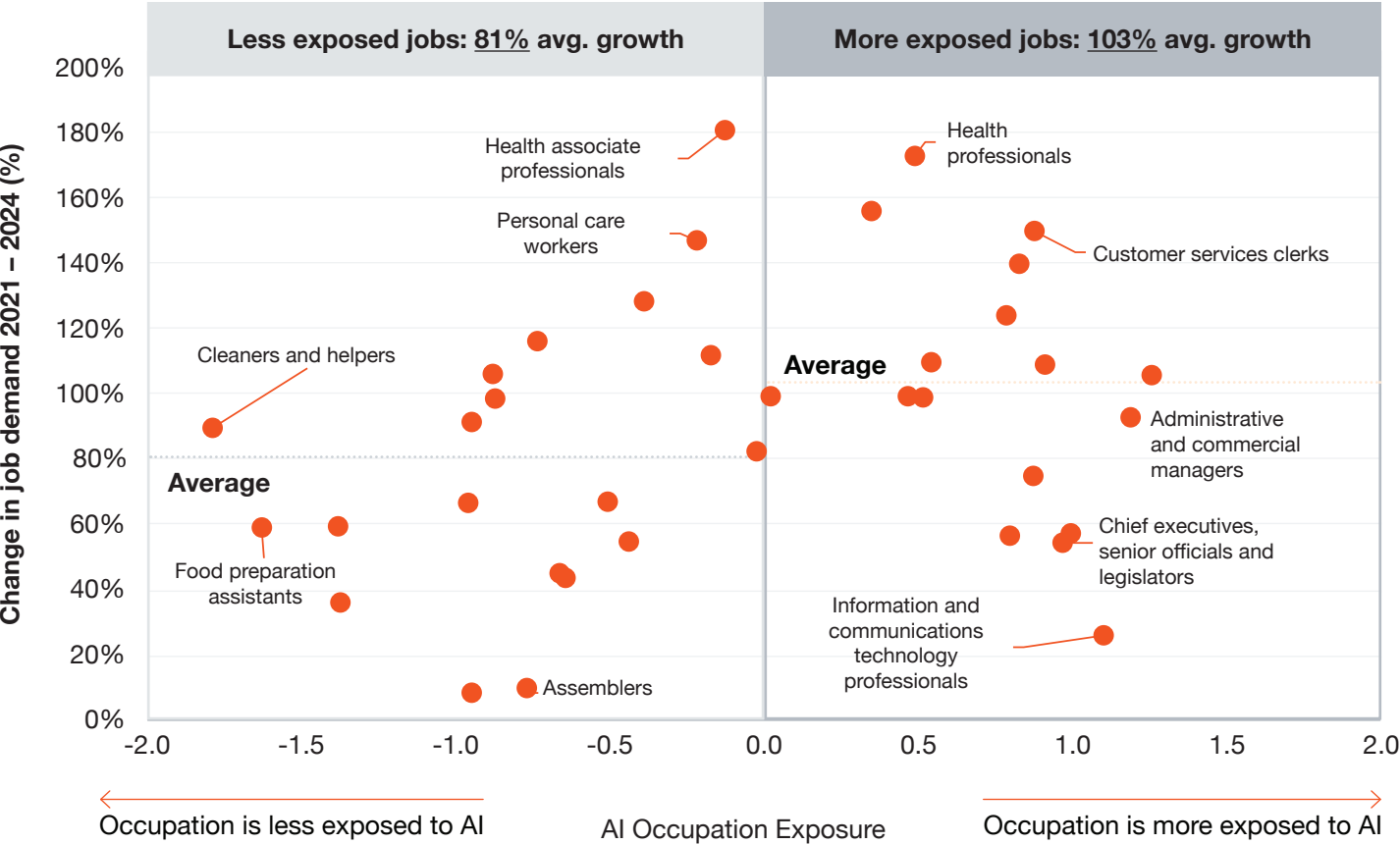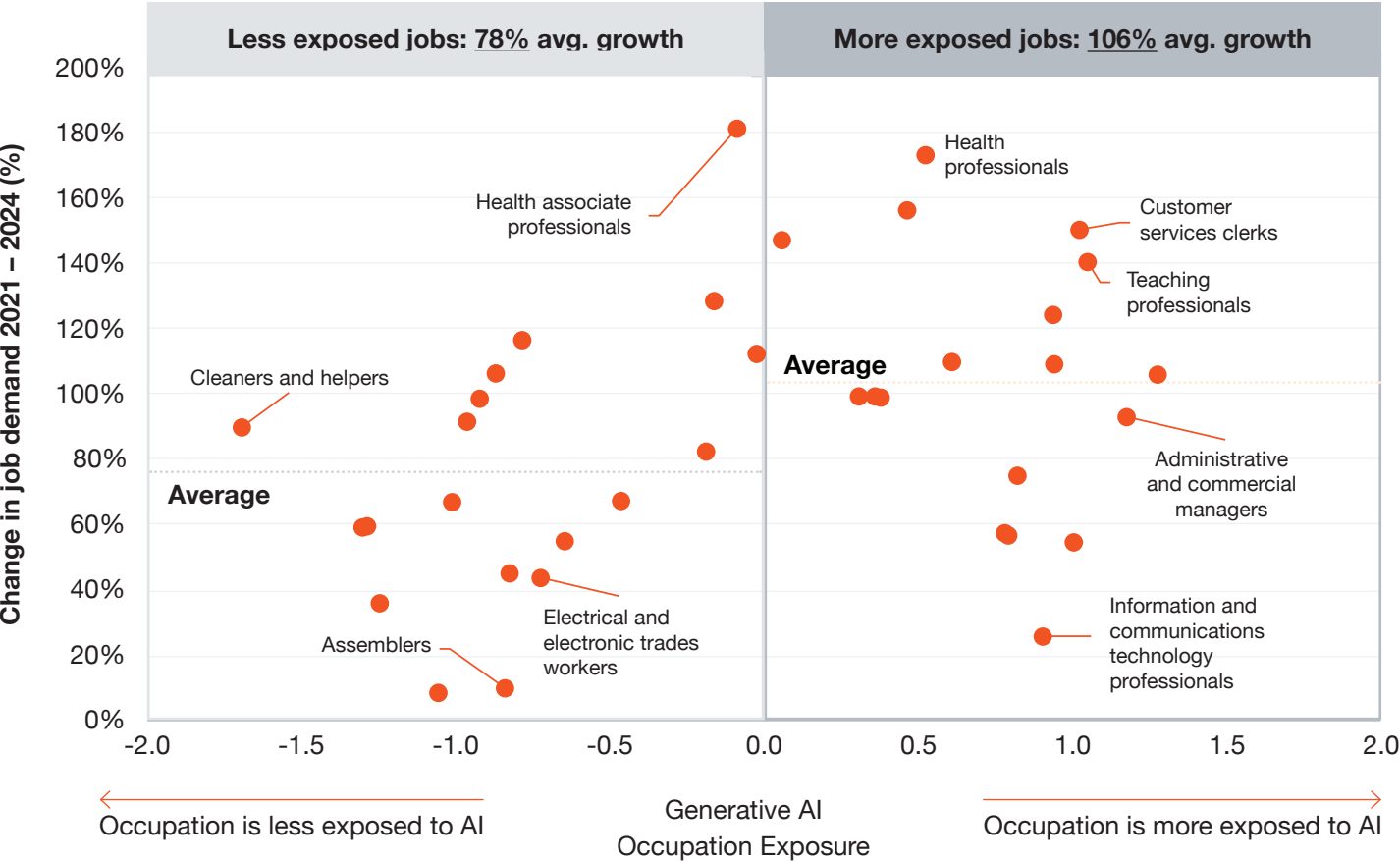

Key findings

- In Malaysia, higher AI Occupation Exposure (AIOE) is linked to faster job posting growth between 2021 and 2024.

- Highest growth rates in job postings occurred for Health Care professionals and Health professionals.

- Top quartile of the occupations experiences as 39% faster growth rate in job postings compared to the bottom quartile.

Notes

- This metric uses ISCO codes at the 2-digit level, whereas the remainder of our analysis uses the 4-digit level

- We remove all errors and observations with zeros to filter the data

Sources: PwC analysis, Lightcast data

Job numbers in GenAI exposed occupations have grown 106% since 2021 - including positive growth in every type of occupation

Cumulative growth rate in all job postings against the projected exposure to Generative AI, Malaysia, 2021-2024

Less exposed jobs: 78% avg. growth

More exposed jobs: 106% avg. growth

Health associate professionals

Cleaners and helpers

Average

Assemblers

Electrical and electronic trades workers

Change in job demand 2021 – 2024 (%)

Health professionals

Customer services clerks

Teaching professionals

Average

Administrative and commercial managers

Information and communications technology professionals

Occupation is less exposed to AI

Generative AI Occupation Exposure

Occupation is more exposed to AI

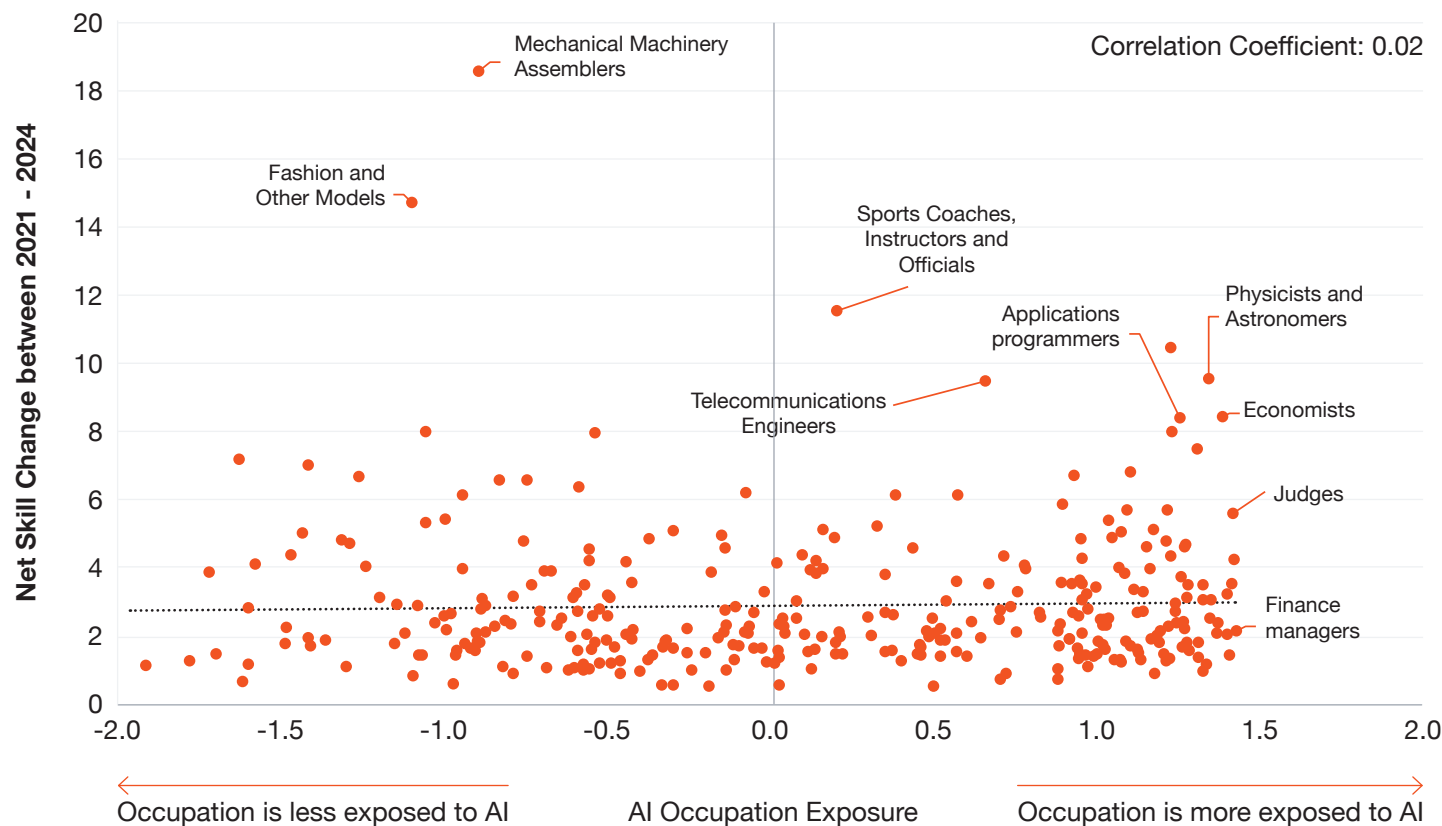Sources: PwC analysis, Lightcast data

Key findings

- In Malaysia, greater exposure to Generative AI (Gen-AIOE) is associated with faster job posting growth from 2021 to 2024.

- All occupations see positive growth in the number of job postings over this period.

Notes

- This metric uses ISCO codes at the 2-digit level, whereas elsewhere uses the 4-digit level.

- We remove all errors and remove all observations with zeros to filter the data.

AI exposure demonstrates a limited relationship with change in skills in Malaysia

Net change in the number of skills demanded against AI exposure, Malaysia, 2021-2024

Correlation Coefficient: 0.02

Y-axis: Net Skill Change between 2021 - 2024

X-axis labels: Occupation is less exposed to AI | AI Occupation Exposure | Occupation is more exposed to AI

Labelled points: Mechanical Machinery Assemblers, Fashion and Other Models, Sports Coaches, Instructors and Officials, Applications programmers, Telecommunications Engineers, Physicists and Astronomers, Economists, Judges, Finance managers

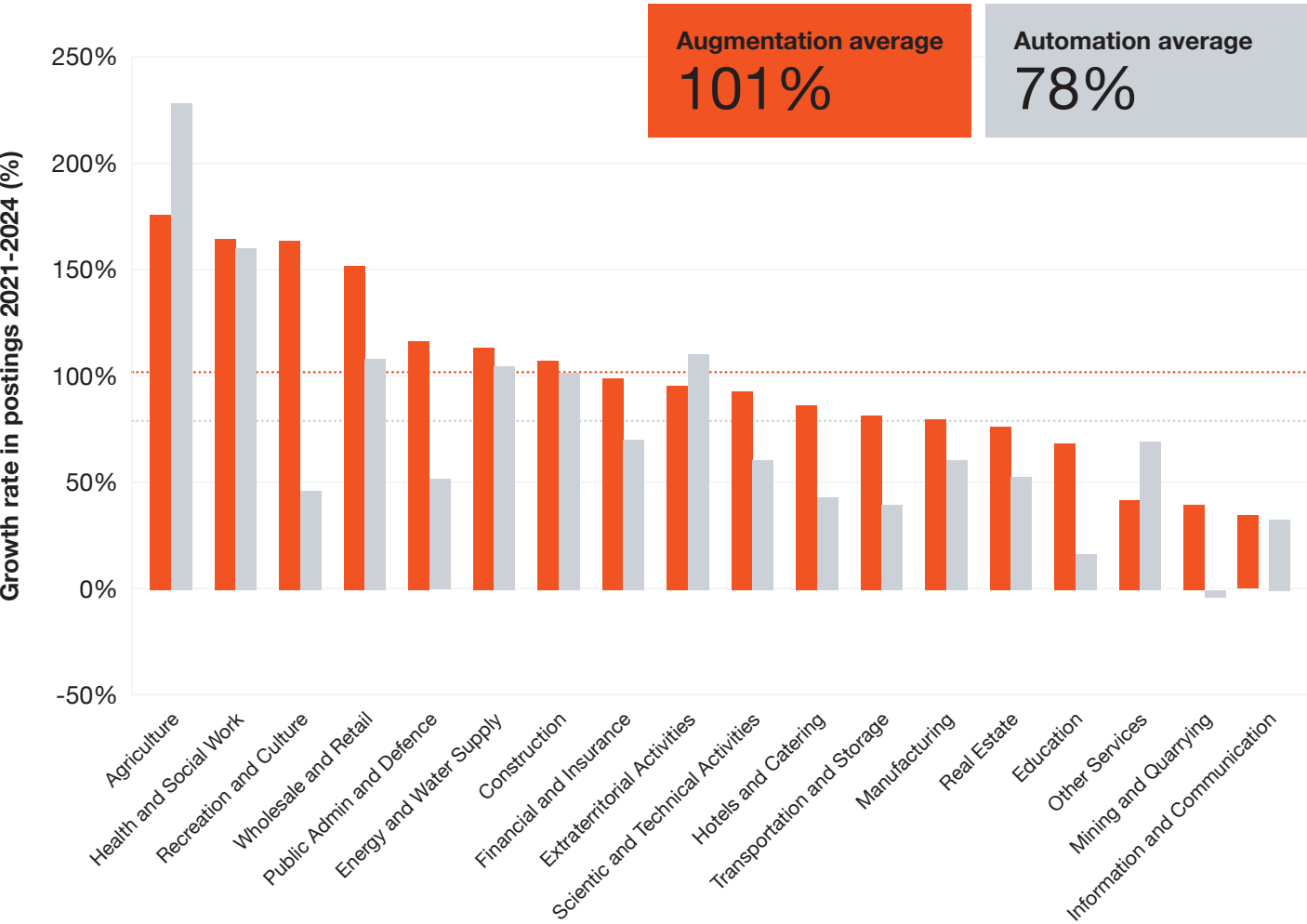Sources: PwC analysis, Lightcast data

Key findings

- Occupations with higher AI exposure show a limited relationship with net skill changes from 2021 to 2024.

- Occupations with low AI exposure generally show smaller net skill change with the bottom quartile experiencing an average net skill change of 3.1 compared to the top quartile's 3.2 (only 1% higher).

- The results suggest that AI-exposed occupations are undergoing transformation, requiring workers to reskill and upskill more frequently, but only to a small extent as we see a lot of data variation.

Notes

- We remove all errors and remove all observations with zeros to filter the data.

- Net skill change is measured as the change in frequency of skills required in the job posting

- Most exposed and least exposed are defined as the top and bottom quartiles

Job postings for augmented positions are growing at a faster rate than those for automated roles

Growth rate in postings by sector for augmented and automated jobs, Malaysia, 2021-2024

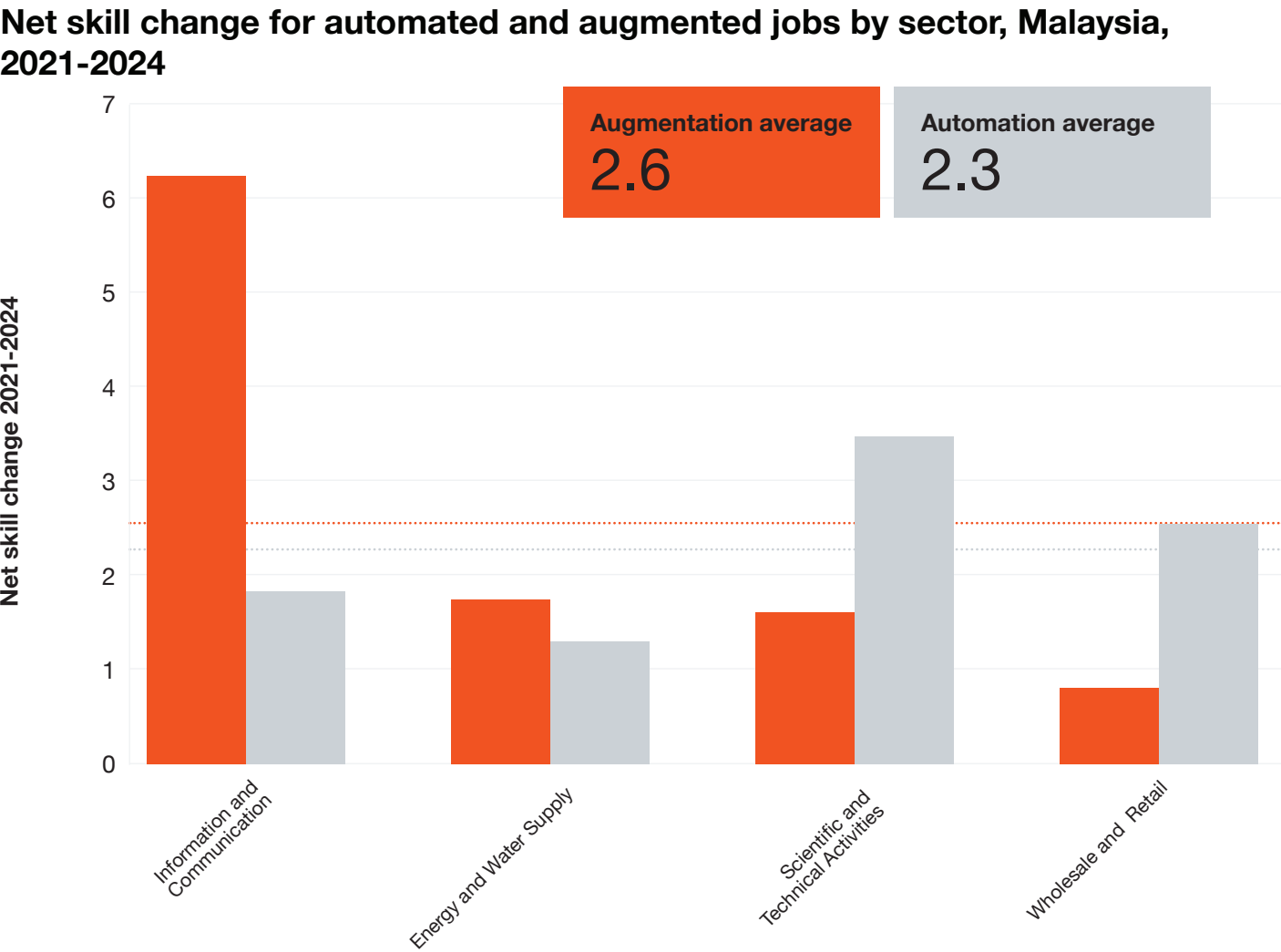Augmentation average
101%

Automation average
78%

Y-axis: Growth rate in postings 2021-2024 (%)

Sectors (x-axis): Agriculture, Health and Social Work, Recreation and Culture, Wholesale and Retail, Public Admin and Defence, Energy and Water Supply, Construction, Financial and Insurance, Extraterritorial Activities, Scientific and Technical Activities, Hotels and Catering, Transportation and Storage, Manufacturing, Real Estate, Education, Other Services, Mining and Quarrying, Information and Communication

Sources: PwC analysis, Lightcast data

Key findings

■ Augmented jobs have a higher average growth rate (101%) compared to automated jobs (78%), indicating that AI augmentation is driving more job expansion in Malaysia.

■ The Agriculture sector has experienced the largest growth rate in job postings between 2021 and 2024, with almost 176% more jobs being posted for roles susceptible to augmentation and over 227% for those exposed to automation.

Notes

■ After filtering, observations are categorised by Augmented, Automated, or Neither. We remove observations labelled as Neither.

■ We removed the sector labelled Unknown from the graph

Skills sought by employers are changing faster in AI-augmented jobs

Net skill change for automated and augmented jobs by sector, Malaysia, 2021-2024

Augmentation average	Automation average
2.6	2.3

Net skill change 2021-2024 (y-axis, 0 to 7)

Sectors (x-axis): Information and Communication, Energy and Water Supply, Scientific and Technical Activities, Wholesale and Retail

Sources: PwC analysis, Lightcast data

Key findings

■ Information and Communication sector exhibits the highest net skill change from 2011 to 2024, significantly surpassing all other industries, highlighting its rapid technological advancements and increasing demand for digital expertise.

■ Energy and Water Supply shows a small net skill change from 2021 to 2024, indicating relatively stable skill demands compared to more rapidly evolving industries.

Notes

■ After filtering, observations are categorised by Augmented, Automated, or Neither. We remove observations labelled as Neither.

■ We remove sectors with fewer than 50 AI job postings and with the AI:non-AI job posting ratio of less than 0.05% from the graph.

Global Insights

The AI Jobs Barometer reveals AI's global impact on jobs, wages, skills, and productivity by examining close to a billion job ads from six continents.

Our data suggests:

The AI revolution is accelerating in all industries including industries less obviously exposed to AI such as agriculture and construction.

AI is redefining job roles faster and faster. Skills sought by employers for AI-exposed jobs are changing 66% faster than for other jobs – up from 25% last year.

AI is associated with gentler growth – but not sharp declines - in job numbers. Like electricity, AI has the potential to create more jobs than it displaces if it is used to pioneer new forms of economic activity. Our data suggests that companies are indeed using AI to help people create more value rather than simply reduce headcount.

AI is helping to democratise opportunity for people who lack the time or resources to obtain formal degrees. Employer demand for formal degrees is declining particularly quickly for jobs exposed to AI, especially jobs more highly automated by AI.

Please see the global findings report for more insights.

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