



The Fearless Future: Global AI Jobs Barometer 2025

AI makes people more valuable



Key conclusions

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:

AI is making workers significantly more productive and creating value for companies

- Industries most able to use AI have 3x higher growth in revenue generated by each employee
- Since 2022 when awareness of AI's power surged, productivity growth in industries best positioned to adopt AI has nearly quadrupled (while falling slightly in industries least exposed to AI)
- Workers with AI skills like prompt engineering command a 56% wage premium (up from 25% last year), suggesting the value these workers bring
- 100% of industries are expanding their usage of AI (even industries less obviously exposed to AI such as mining and construction), indicating that business leaders see value in AI investments

Companies are using AI to make workers more valuable and productive, not just to streamline headcount

- Contrary to fears about job losses, jobs – and wages – are growing in virtually every AI-exposed occupation, including the most highly automatable jobs

AI is creating deep change in the skills workers need to succeed

- Skills sought by employers are changing 66% faster in occupations most exposed to AI (like financial analyst) versus least exposed (like physical therapist) – up from 25% last year

Headline numbers

3x

**Higher growth in revenue
per worker**

In industries more exposed to AI

100%

**Of industries are increasing
AI usage**

Including industries less obviously exposed to AI,
such as mining and agriculture

66%

**Faster skill change in
AI-exposed jobs**

Up from 25% last year. Change is fastest in
automatable jobs

56%

Wage premium for AI skills

Comparing workers in the same job with and without
AI skills—up from 25% last year

2x

**Faster wage growth in
AI-exposed industries**

Rising wages for *both* automatable and
augmentable roles

AI myth-busting

Topic	Perception	Our data shows
Productivity	AI has not yet had a significant impact on productivity.	Industries most able to use AI are achieving 3x higher productivity growth using a productivity measure that goes straight to a company’s bottom line—growth in revenue per employee.
Wages	AI can have a negative impact on workers’ wages and bargaining power.	Wages are rising 2x faster in industries most exposed to AI vs least.
Job numbers	AI may lead to a decrease in job numbers.	Job openings are growing across AI-exposed occupations, albeit more slowly than in less exposed occupations.
Inequality	AI may exacerbate inequalities in opportunities and wages for workers.	Wages and employment numbers are rising for jobs augmentable and jobs automatable by AI. Employer demand for formal degrees is declining especially quickly in AI-exposed jobs, helping to democratise opportunity for millions. However, as skills in these roles evolve rapidly, it’s crucial to support all workers in acquiring competencies needed to thrive.
Skills	AI may ‘deskill’ jobs that it automates.	AI may be enriching automatable jobs, requiring more complex skills and decision-making.
Automation	AI may devalue jobs that it highly automates.	Wages are rising for both jobs automatable by AI and augmentable by AI. AI may be skilling up automatable roles at an even faster rate than augmentable roles, making automatable jobs more complex and creative.

Five implications for business leaders

1



Use AI for enterprise-wide transformation.

Our data suggests businesses are starting to see benefits from AI measurable in revenue per employee. To compete, business leaders should have a plan to capture that opportunity. Many organisations are starting to use AI for isolated use cases. But the real benefit comes when AI is used to transform value creation at an enterprise-wide level, generating new revenue streams and gaining competitive advantage.

2



Treat AI as a growth strategy, not just an efficiency strategy.

Our data makes clear that companies are using AI not just to control headcount but rather to help workers create more value. Companies who use AI only to reduce staff numbers may miss out on the much bigger opportunities to use AI to claim new markets or generate new revenue streams.

3



Prioritise Agentic AI which is an exponential workforce multiplier.

Imagine how much your people could achieve with cadres of AI agents at their command. Business leaders who adopt agents early won't just cut costs – they can create organisations that think, adapt, and execute faster than competitors. Get the greatest value from your agents by enabling them to work as a team – sharing context, operating across platforms, and learning from one another – with PwC's [agent OS](#).

Five implications for business leaders

4



Enable your workforce to have the skills to make the most of AI's power.

As AI creates huge churn in the skills workers need, build a clear, data-based picture of skills gaps and create a plan for closing them.

5



Unlock AI's transformative potential by building trust.

Our research suggests the growth dividend from AI is not guaranteed and depends on more than just technical success – it also hinges on responsible deployment, clear governance and public and organisational trust.

Partner Sponsors



Joe Atkinson
Global Chief AI Officer,
PwC US



Peter Brown
Global Workforce Leader,
PwC UK

Contributors



Sarah Brown
Global Corporate Affairs and
Communications, Director,
PwC UK



Barret Kupelian
Chief Economist, Director,
PwC UK



Mehdi Sahneh
Economist, Senior Manager,
PwC UK



Simon Oates
UK Economics Leader,
PwC UK



Justine Brown
Global Workforce, Director,
PwC UK



Adam Deasy
Economics, Manager,
PwC UK



Nabil Taleb
Senior Associate,
Economist, PwC UK



Harry Ingham
Economist, Associate,
PwC UK



Gabriela Grobelny
Economist, Senior
Associate, PwC UK



William Feng
Economist, Associate,
PwC UK



Mia Williams
Economist, Associate,
PwC UK



Wilf Rutter
Economist, Associate,
PwC UK



Josh Gould
Economist, Associate,
PwC UK

Advisors



Scott Likens

Global AI and Innovation
Technology Leader, PwC US



Rusbeh Hashemian

EMEA Chief Information
Officer, PwC Germany



Bivek Sharma

Chief AI Officer, PwC UK



Agnieszka Gajewska

Global Government and
Public Services Leader and
PwC Central and Eastern
Europe Clients & Markets
Leader, PwC Poland



Euan Cameron

AI and Emerging Technology
Leader, PwC UK



Prasun Shah

Global CTO Workforce
Consulting & AI
Transformation Leader,
HR Technology &
Transformation, PwC UK



Bastiaan Starink

Workforce, Partner,
PwC Netherlands



Khaled Bin Braik

Consulting Partner and
Emiratisation Leader,
PwC Middle East



Matt Wood

Global and US Commercial
Technology & Innovation
Officer, PwC US



Marlene de Koning

Workforce AI and Innovation
Technology Leader,
PwC Netherlands



Parul Munshi

APAC Workforce
Transformation Leader,
PwC Singapore



Anthony Abbatiello

Workforce Transformation
Practice Leader, PwC US



Vishy Narayanan

Asia Pacific Digital & AI
Leader, PwC Malaysia



Anthony Bruce

Global Health Industries
Leader, PwC UK



Farbod Nassiri

HR Transformation Leader,
PwC Canada



Dan Priest

US Chief AI Officer, PwC US



Dr. Vishalli Dongrie

Workforce Advisory Leader,
PwC India



Julia Lamm

Global Workforce Strategy
Leader, PwC US



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