



The Fearless Future: 2025 Global AI Jobs Barometer

AI makes people more valuable



Key Findings

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 construction

66%

Faster skill change in AI-exposed jobs

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

Our analysis of close to a billion job ads and thousands of company financial reports across six continents 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, job numbers – 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

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.

With AI agents at their command, workers can achieve much more. 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.

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.