The Fearless Future: 2025 Global AI Jobs Barometer

Denmark Analysis

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.

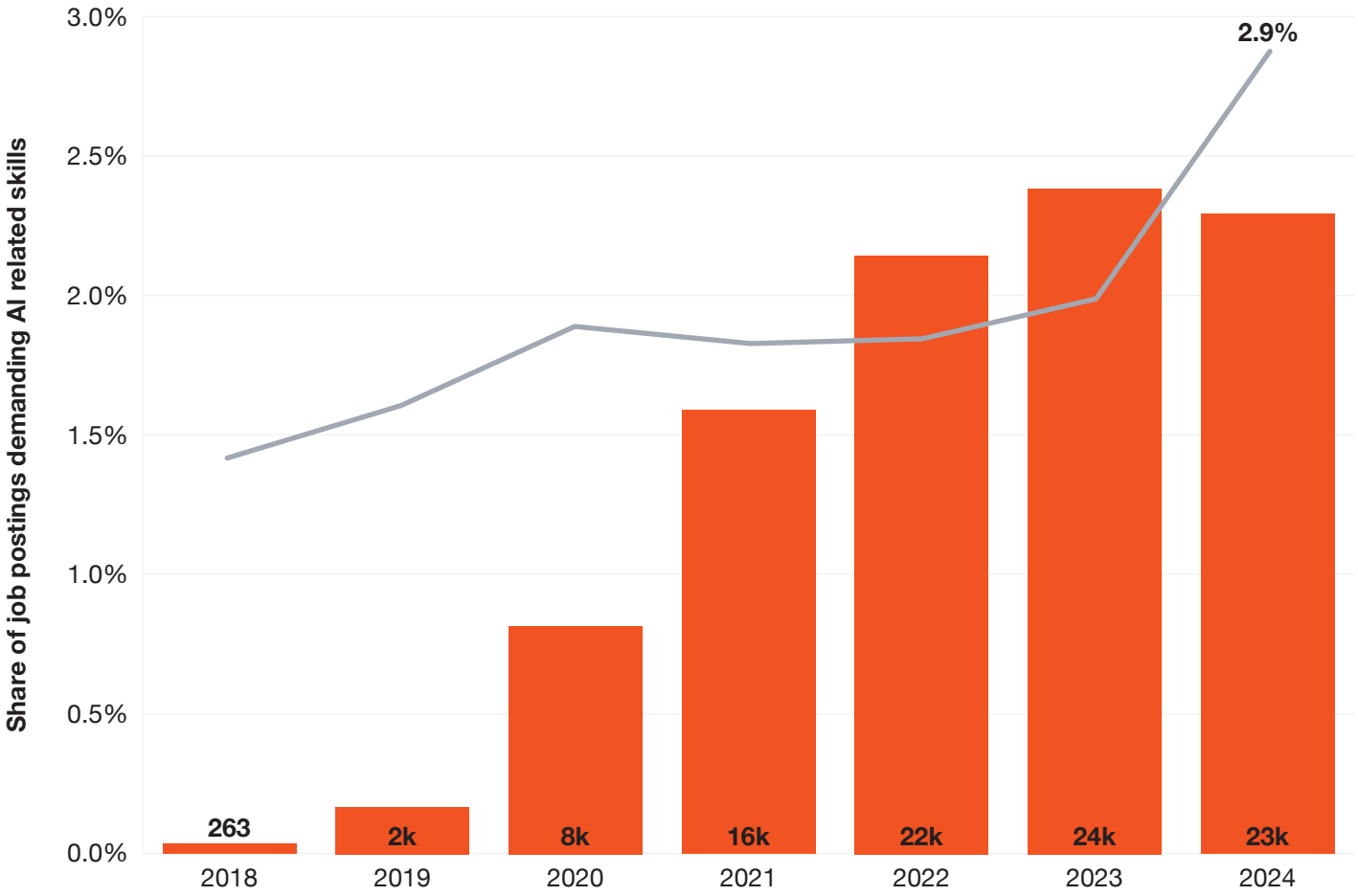
AI is helping to democratise opportunity for people who lack the time or resources to obtain formal degrees. Employer demand for formal degrees is declining particularly quickly for jobs exposed to AI, especially jobs more highly automated by AI.

Please see the global findings report for more insights.

Denmark Insights

AI job demand has grown significantly, reaching a record-high 2.9% share in 2024

Total number and share of job postings requiring advanced AI skills, Denmark, 2018-2024



Sources: PwC analysis, Lightcast data

Key findings

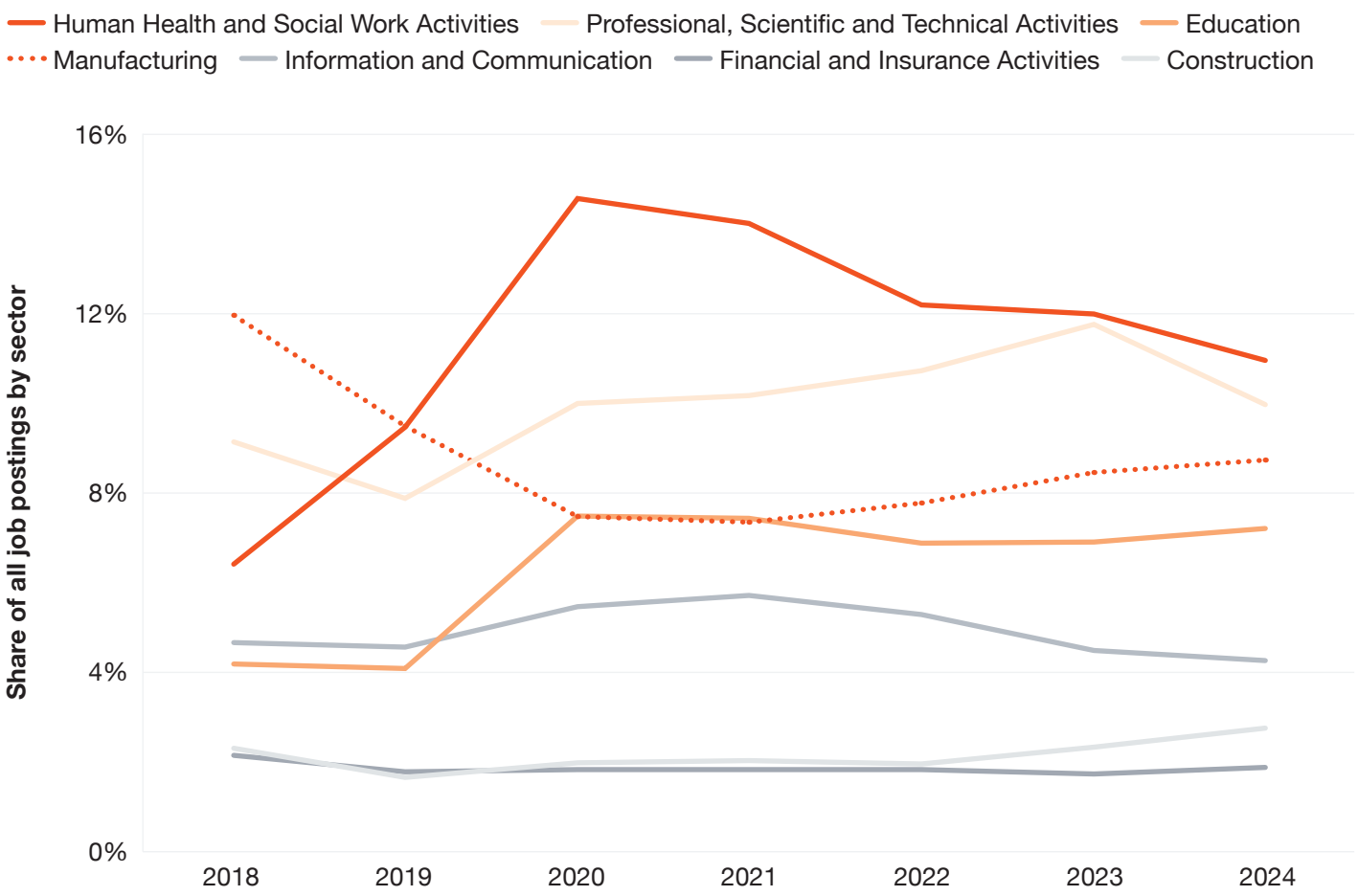
- **Steady Growth in AI Job Postings:** AI-related job postings increased significantly from 0.3k in 2018 to 23k in 2024, showing strong demand growth.
- **AI Job Share Reaches a New High in 2024:** The share of job postings demanding AI skills rose steadily, reaching 2.9% in 2024, the highest in the dataset.

Notes

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

Healthcare and professional services lead job demand and sectors like education and finance show recent steady growth.

Share of all job postings by sector, Denmark, 2018-2024



Sources: PwC analysis, Lightcast data

Key findings

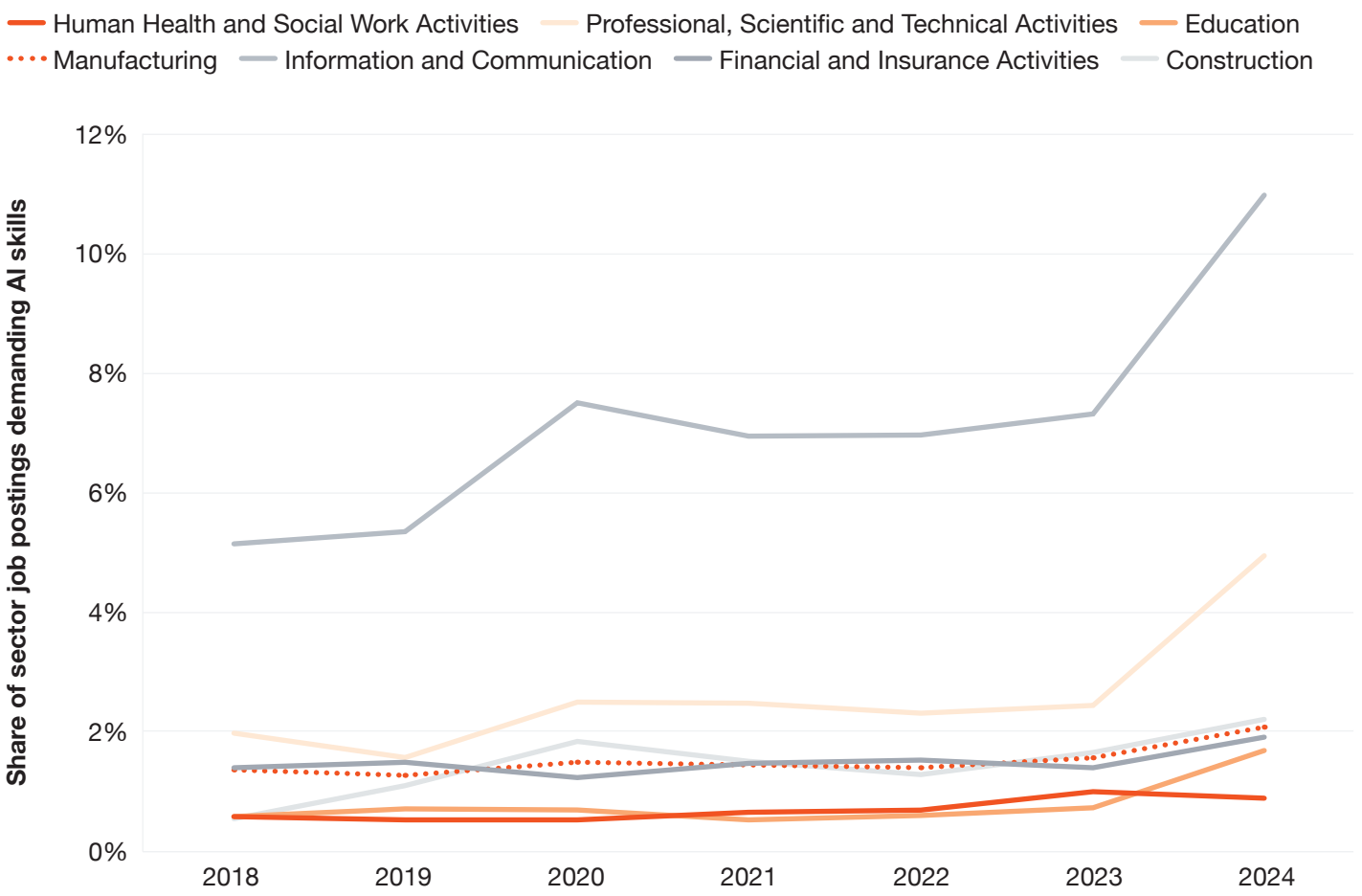
- Construction (2.8% in 2024) and Financial and Insurance Activities (1.9% in 2024) had the lowest share but showed a slight upward trend in recent years.
- Information and Communication Sector experienced a slight increase initially but then saw a gradual decline in job posting share from 5.7% in 2021 to 4.3% in 2024.
- Human Health and Social Work Activities saw the highest share of job postings in 2020, after which it was a consistent decline to 11% in 2024.

Notes

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

The Information and Communication sector leads AI job demand, with consistent growth in professional, scientific and technical industries

Share of AI job postings by sector, Denmark, 2018-2024



Sources: PwC analysis, Lightcast data

Key findings

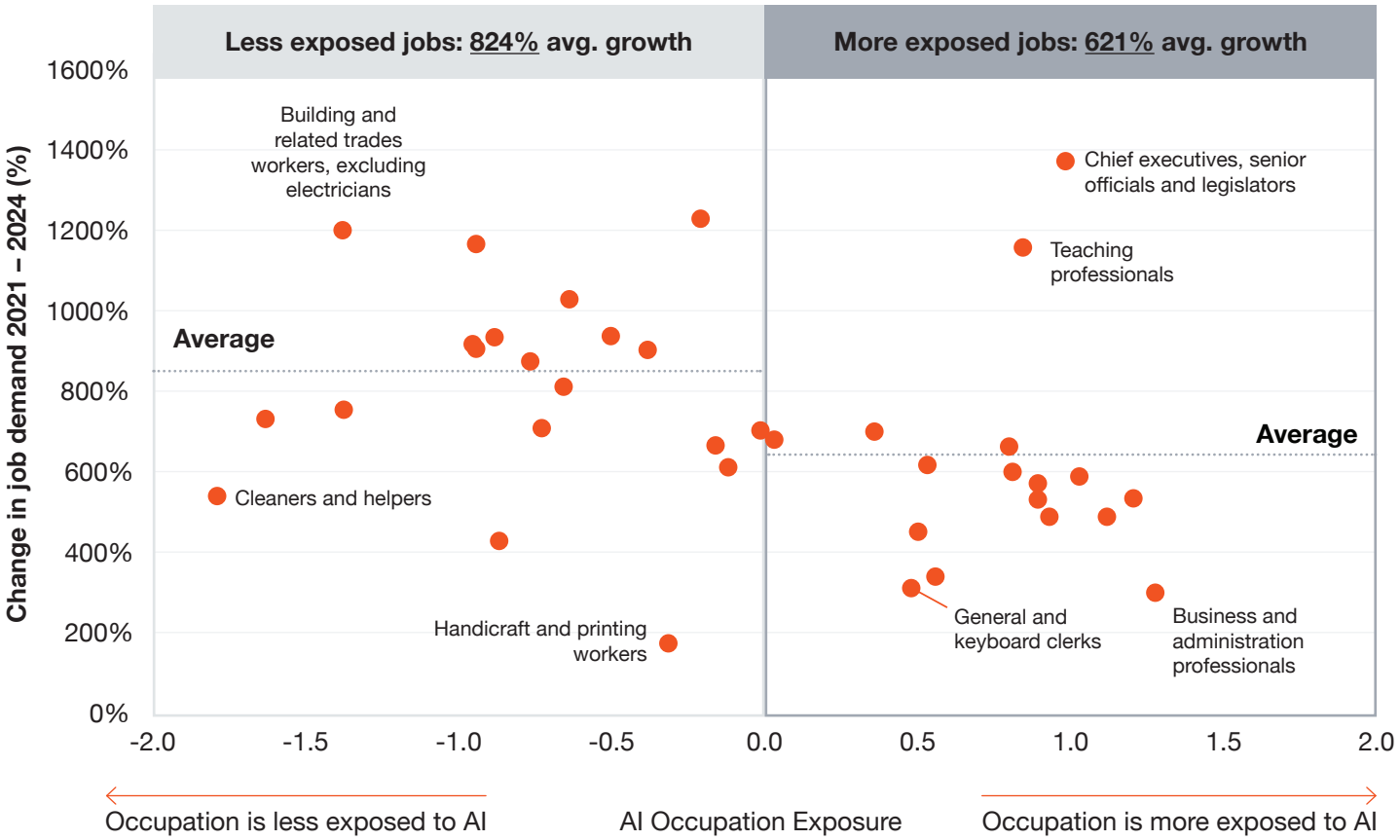
- The Information and Communication sector shows the highest share of job postings requiring AI skills, reaching 11% in 2024, after a period of steady growth since 2018.
- Professional, Scientific, and Technical Activities sector experienced rapid AI adoption, especially from 2.4% in 2023 to 5.0% in 2024, indicating a sharp rise in demand for AI-related expertise.
- Other sectors show a slow but steady increase in AI-related job postings, suggesting broader AI integration across industries.

Notes

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

Job numbers in AI-exposed occupations have grown 621% since 2019 - including growth in virtually every type of occupation

Cumulative growth rate in all job postings against exposure to AI, Denmark, 2019-2024



Sources: PwC analysis, Lightcast data

Key findings

- There is a moderate negative correlation (-0.33) between AI occupation exposure and the growth rate in job postings from 2019 to 2024 suggesting that occupations with higher AI exposure tend to experience slower job posting growth, though the relationship is not very strong.
- While most highly AI-exposed occupations (right side of the graph) exhibit slower growth, some still have high job posting growth. This hints at differentiation within AI-exposed jobs, where some roles are being augmented rather than replaced.

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

Job numbers in GenAI exposed occupations have grown 656% since 2019 - including growth in virtually every type of occupation

Cumulative growth rate in all job postings against the projected exposure to Generative AI, Denmark, 2019-2024

Sources: PwC analysis, Lightcast data Felten's AIOE

Key findings

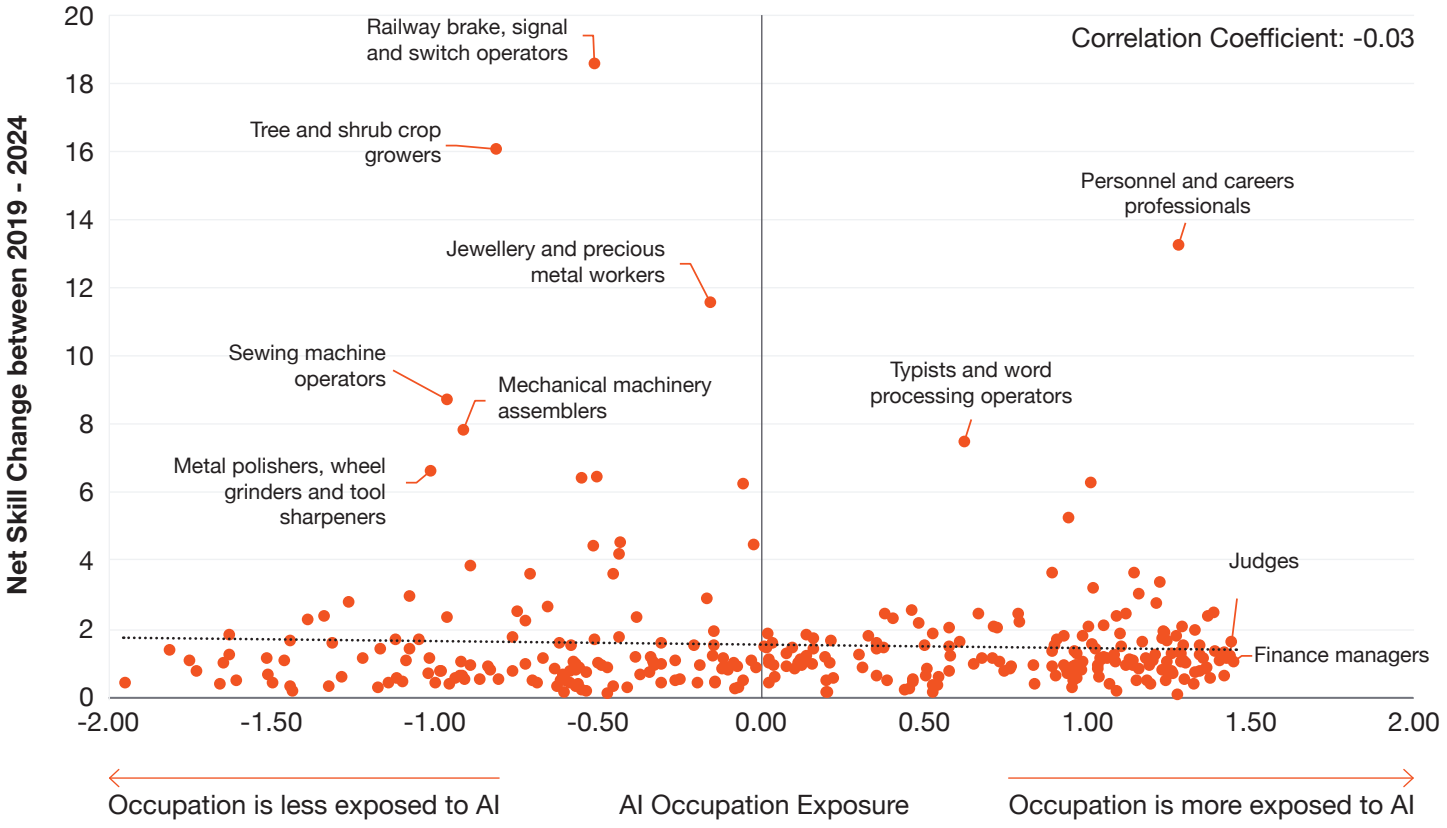
- There is a moderate negative correlation (-0.28) between Generative AI occupation exposure and growth in job postings. This suggests that occupations more exposed to Generative AI tend to have slower job posting growth.
- While many highly AI-exposed occupations (right side) show slower growth, some still exhibit strong demand, indicating AI is reshaping but not eliminating demand in certain roles.

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.

Net change in the skills sought by employers shows a limited relationship with AI exposure in Denmark

Net change in the number of skills demanded against AI exposure, Denmark, 2019-2024



Sources: PwC analysis, Lightcast data Felten's AIOE

Key findings

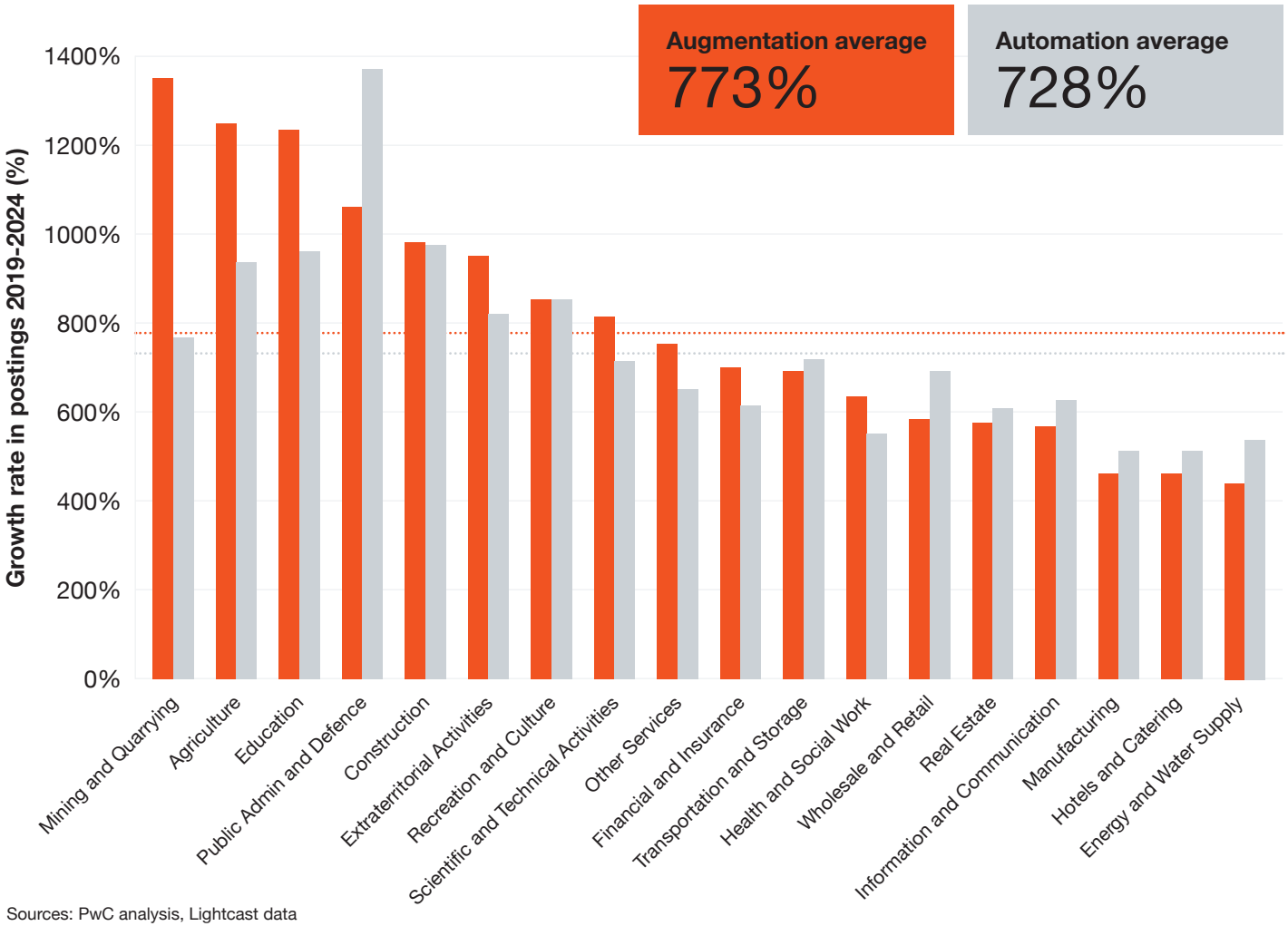
- The correlation coefficient of -0.04 indicates almost no relationship between AI occupation exposure and net skill change. This suggests that AI exposure does not significantly impact skill change across occupations.
- Jobs in the top and bottom quartiles of AI exposure have similar average net skill change of 1.4 and 1.5 respectively, suggesting minimal difference in skill evolution between high and low AI-exposure occupations.

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

Both AI-augmented and AI-exposed jobs are growing strongly across sectors

Growth rate in postings by sector for augmented and automated jobs, Denmark, 2019-2024



Sources: PwC analysis, Lightcast data

Key findings

- Mining & Quarrying, Agriculture, and Education lead AI-driven job growth, with augmentation rates exceeding 1,200%, far surpassing the national average of 773%, reflecting strong AI integration in resource extraction, farming, and digital education.
- Manufacturing, Hospitality, and Energy & Water Supply show the lowest AI-driven job growth, with both augmentation and automation rates below national averages, indicating slower AI adoption in these industries.

Notes

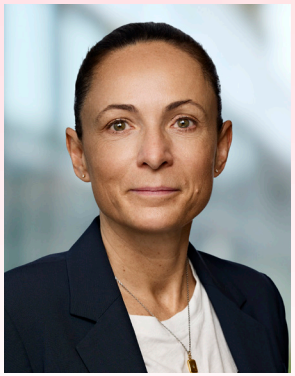
- After filtering, observations are categorised by Augmented, Automated, or Neither. We remove observations labelled as Neither.
- We remove the sector labelled Unknown from the graph.

Due to data limitations these metrics are not presented for Denmark

Unavailable metrics:

- Number of jobs postings relative to 2012 split by quartile AI exposure is unavailable due to data not being available from 2012
- Degree requirements as a percentage of postings for AI jobs and all jobs is unavailable as it is potentially misleading due to insufficient data
- Net skill change for automated and augmented jobs by sector is unavailable due to many sectors not having a significant sample size
- Degree requirements as a percentage of postings for the top 50% of most exposed jobs and the bottom 50% of least exposed jobs is unavailable as it is potentially misleading due to insufficient data
- Degree requirements as a percentage of postings for Automated and Augmented roles is unavailable as it is potentially misleading due to insufficient data

Contact



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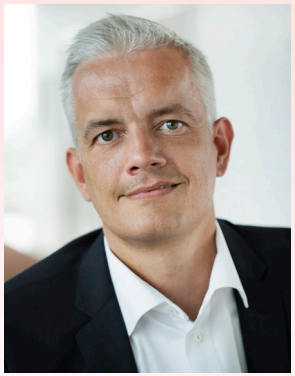

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