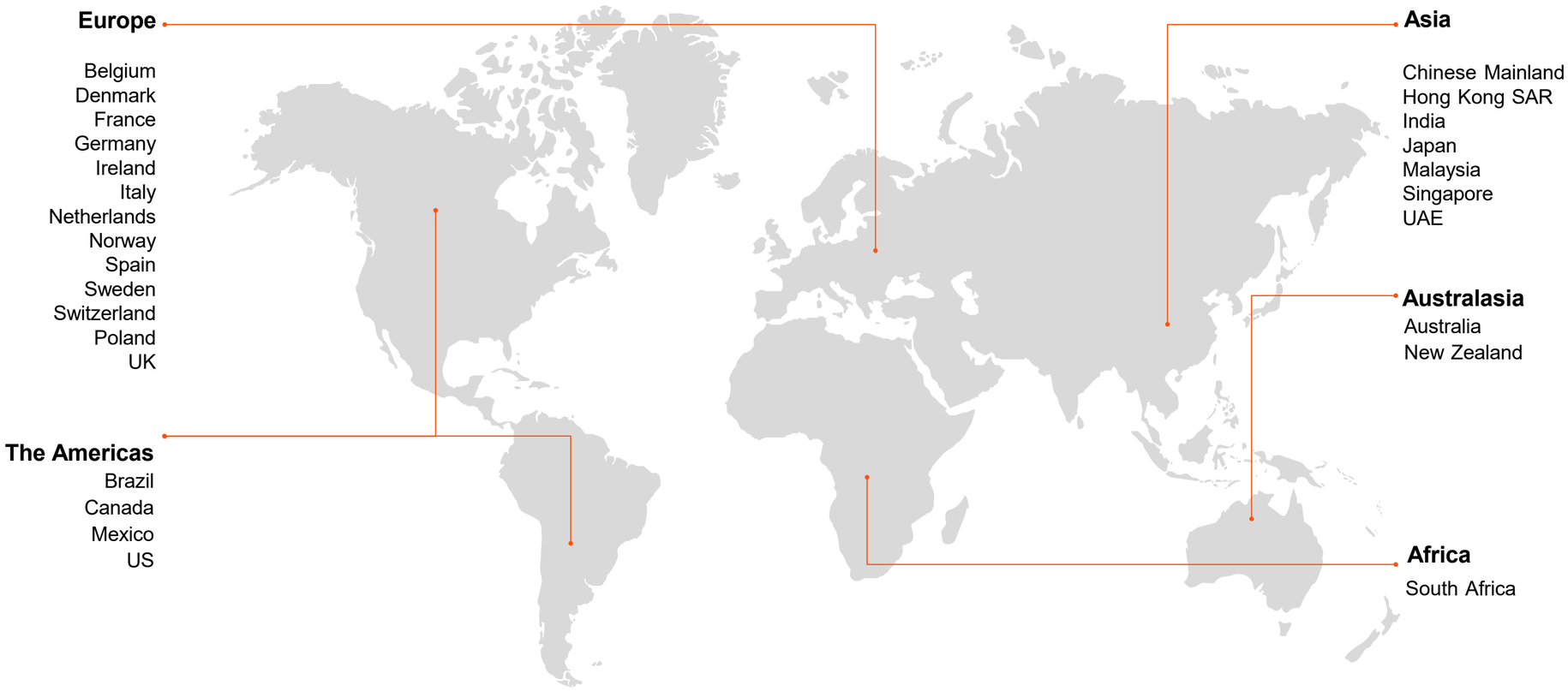
Two Futures for Jobs in an AI era

2026 Global AI Jobs Barometer

Hong Kong SAR Analysis

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



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.

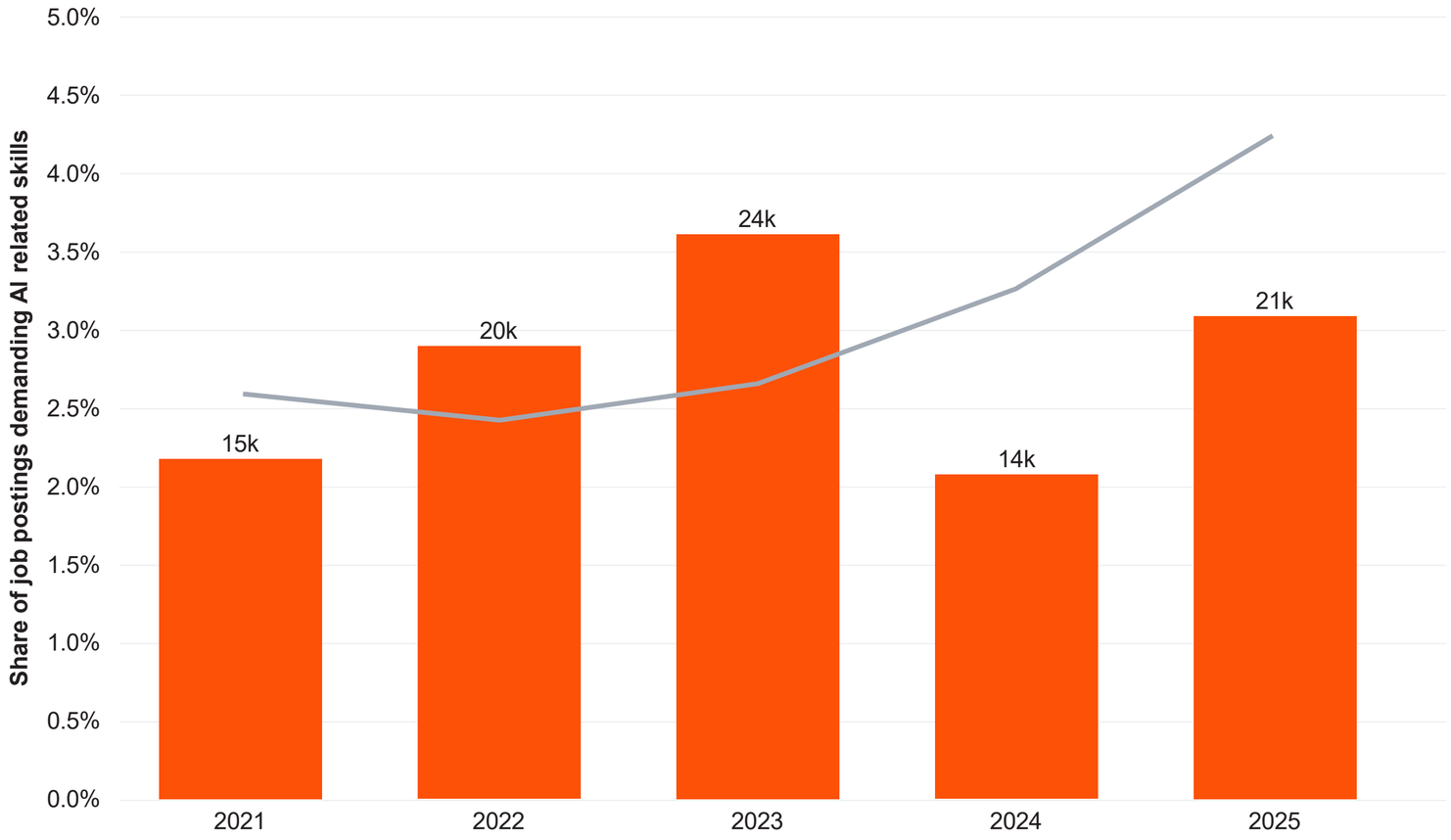
42%

Professionalised jobs are growing twice as fast as democratised jobs with 42% higher wage growth since 2021.

Hong Kong SAR Insights

AI hiring in Hong Kong SAR has rebounded sharply in 2025, with the share of AI postings rising to 4.7%

Total number and share of job postings requiring AI related skills, Hong Kong SAR, 2021-2025



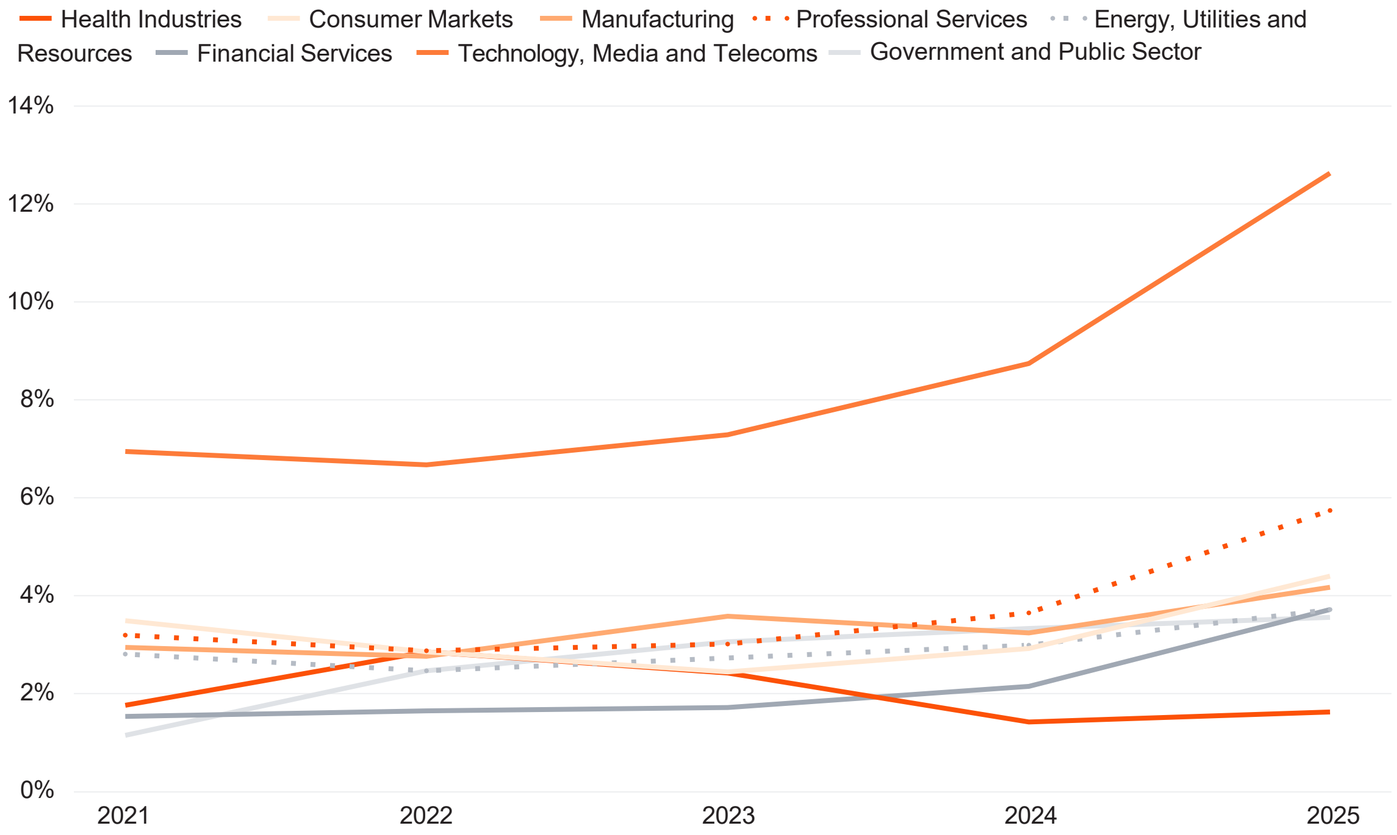
Source: PwC analysis, Lightcast data

Findings

- The number of job postings requiring AI skills in Hong Kong SAR increased by around 7k in 2025, reversing declines seen in 2024.
- While the absolute number of AI job postings remains below the 2023 peak of 24k, the share of AI job postings in the labour market has seen a substantial increase to 4.7% in 2025, up from 3.6% in 2024.
- Job postings data may provide only a partial view of labour demand in Hong Kong SAR, particularly where informal employment is more prevalent or data coverage is uneven across sectors.

AI hiring intensity is rising across all sectors in Hong Kong SAR and is led by TMT

Share of AI job postings within each sector, Hong Kong SAR, 2021-2025



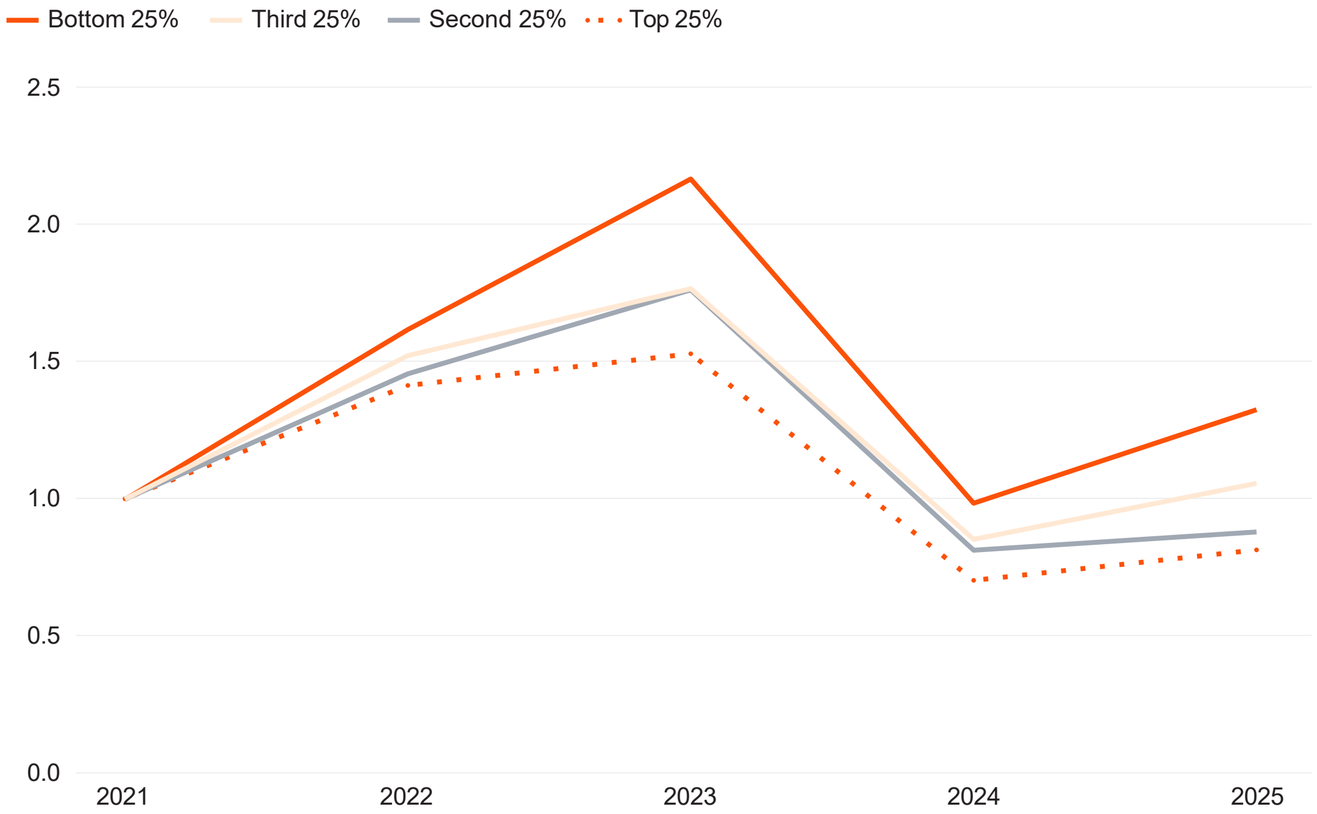
Source: PwC analysis, Lightcast data
Notes: The sector names have been labelled in order of the share of job postings in 2025.

Findings

- Technology, Media and Telecoms (TMT) records the highest share of AI job postings in Hong Kong SAR, consistent with its role as the most digitally intensive sector.
- All sectors saw an increase in AI job share in 2025 compared to 2024, with Professional Services rising the most by 2.1 p.p., pointing to broad-based growth in AI hiring.

In Hong Kong SAR, job postings have grown faster in less AI-exposed occupations since 2021

Number of job postings relative to 2021 by AI exposure quartile, Hong Kong SAR, 2021-2025



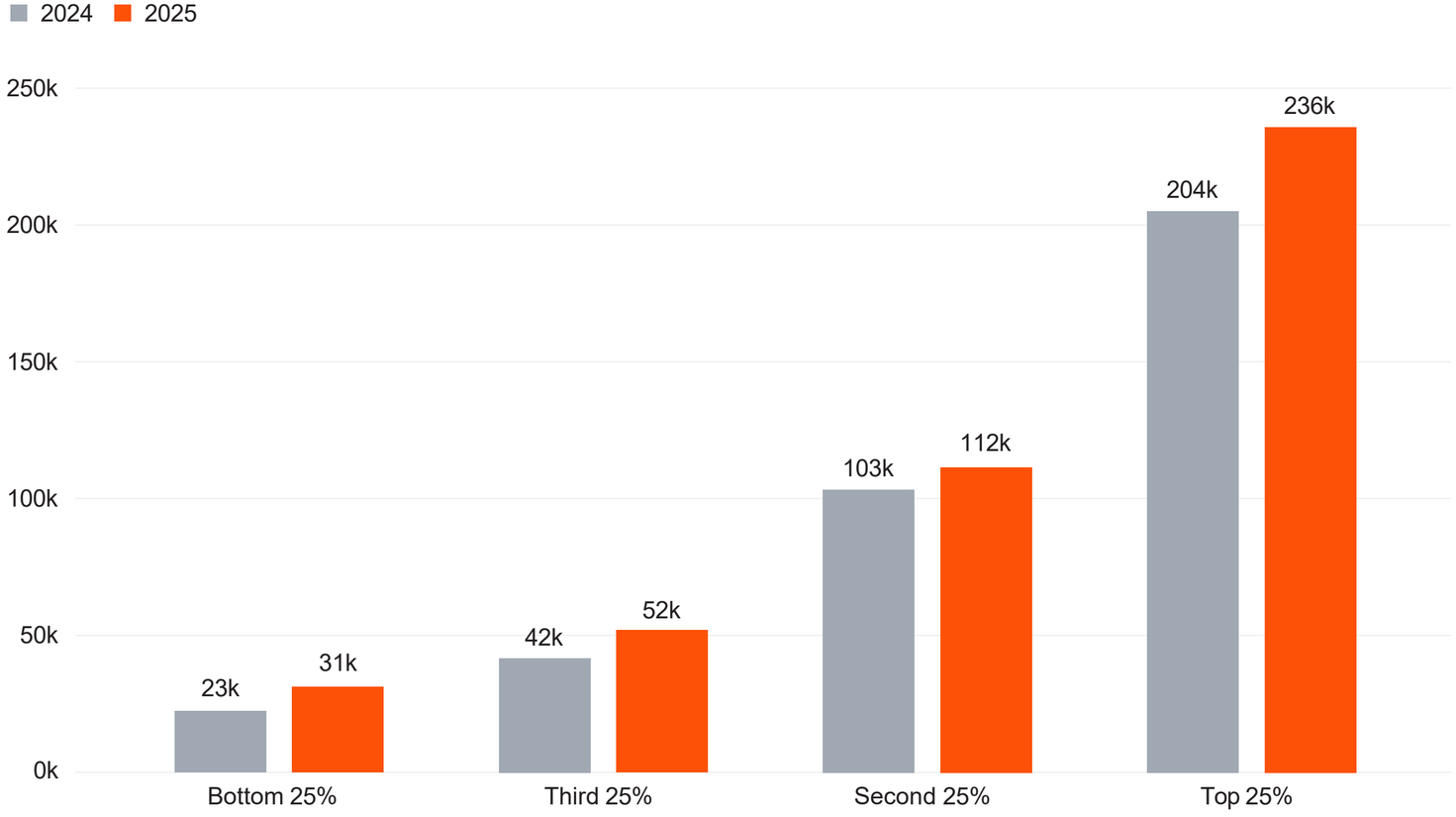
Source: PwC analysis, Lightcast data

Findings

- When grouped by AI exposure, less exposed occupations show stronger growth in job postings, while the highest exposure quartile has declined relative to 2021.
- By 2025, the lowest exposure quartile has around 1.3 postings for every posting in 2021, compared to 0.8 in the highest exposure quartile.

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

Total number of job postings by AI exposure quartile, Hong Kong SAR, 2024 and 2025



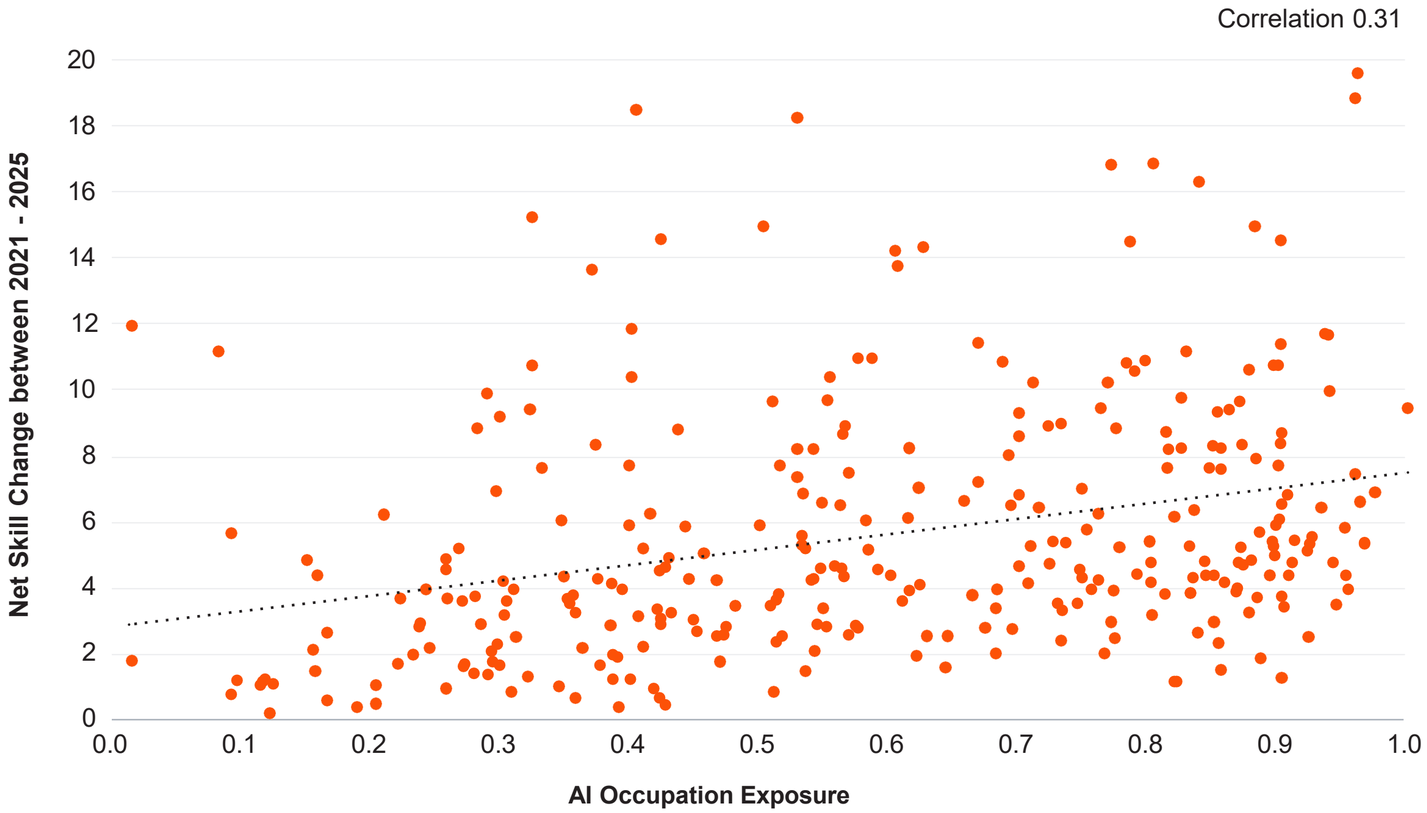
Source: PwC analysis, Lightcast data

Findings

- The highest exposure quartile accounts for the largest share of total job postings in absolute terms.
- In 2025, the most AI-exposed quartile recorded around 236,000 job postings, significantly higher than lower exposure groups. This re lects a data limitation in Hong Kong SAR, where job postings data is more representative of formal sectors such as Financial Services, Professional Services, and technology, which are also more likely to be AI-exposed, while less exposed occupations are more prevalent in less formal parts of the labour market and are more likely to be underrepresented.
- All quartiles saw an increase in job postings between 2024 and 2025, indicating an expansion in hiring demand.

In Hong Kong SAR, more AI-exposed occupations are experiencing faster rates of skills transformation

Net skill change from 2021 to 2025 for 4-digit ISCO code occupations by AI occupation exposure, Hong Kong SAR



Source: PwC analysis, Lightcast data

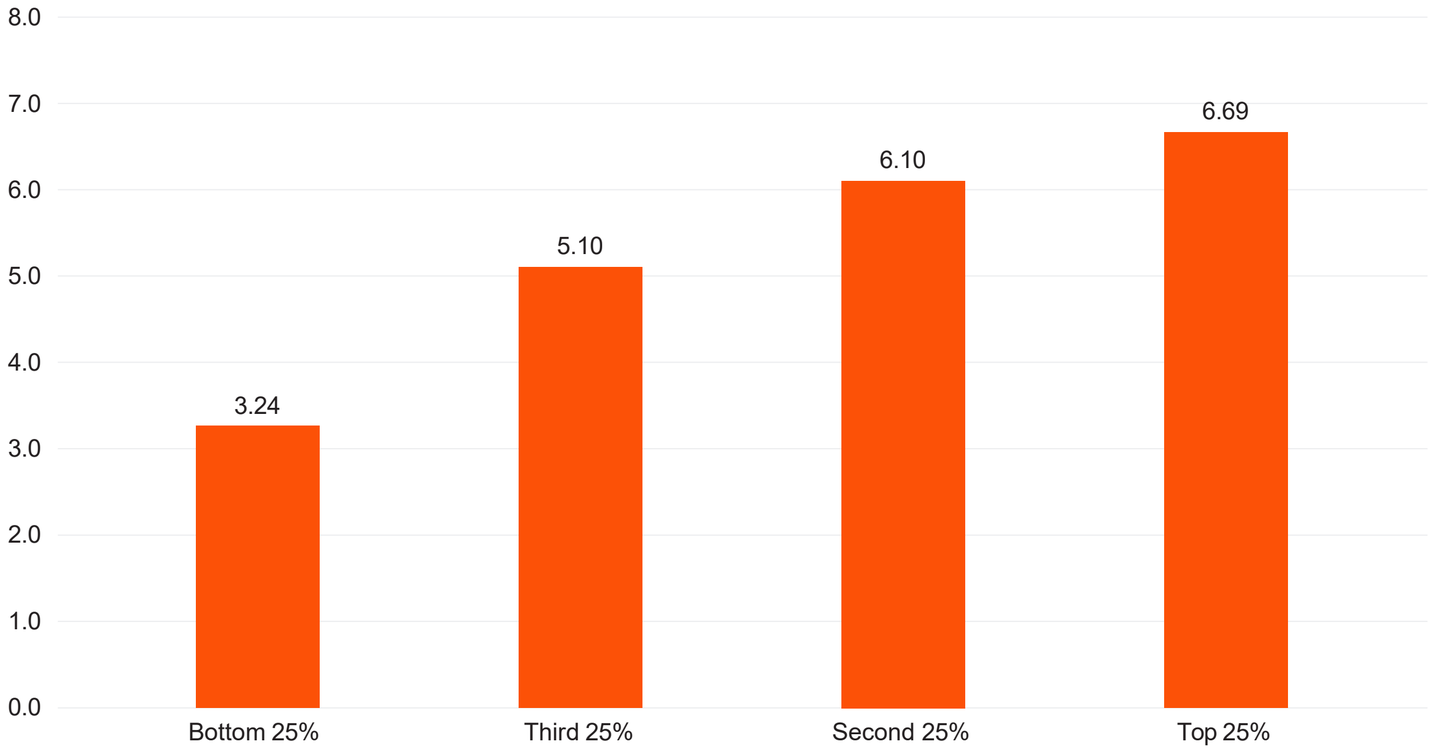
Notes: This analysis applies the Net Skills Change methodology developed by Deming and Noray (2020). For a full explanation of the methodology, see the 2026 Global AI Jobs Barometer, Appendix 1c.

Findings

- There is a positive correlation of 0.31 between AI exposure and net skills change between 2021 and 2025, indicating that more exposed occupations see greater shifts in skill requirements. However, the spread of datapoints is relatively wide, suggesting that while a clear overall relationship exists, occupation-specific factors also play an important role.
- Overall, this suggests that AI-exposed roles in Hong Kong SAR are adapting more rapidly, with evolving task demands reshaping the capabilities required.

This can be seen across exposure quartiles, where the most AI-exposed occupations show greater skill shifts

Average net skill change from 2021 to 2025 for 4-digit ISCO code occupations by AI occupation exposure quartile, Hong Kong SAR



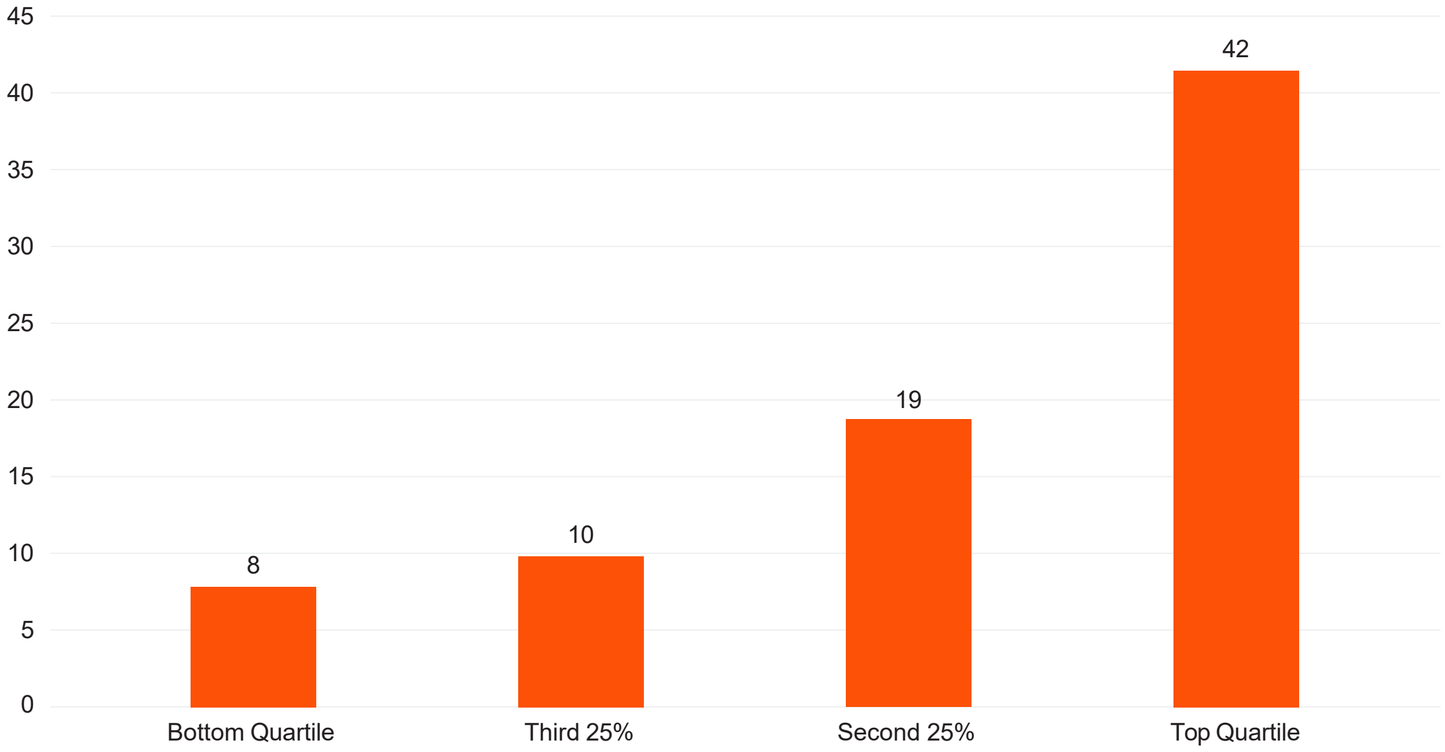
Source: PwC analysis, Lightcast data
Notes: Occupations are grouped into quartiles based on the PwC AI Occupational Exposure (AIOE) Index, which measures the degree to which each occupation's tasks and abilities can be performed by current AI systems. For a full explanation of the index construction, see the 2026 Global AI Jobs Barometer, Appendix 1a.

Findings

- Occupations in the highest AI exposure group show faster skills transformation between 2021 and 2025 compared to lower exposure quartiles.
- Lower exposure quartiles also follow a gradual upward progression, with each successive quartile seeing higher average net skill change.
- However, the difference between the top two quartiles is small, indicating there may be non-AI factors at play as well.

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, Hong Kong SAR, 2025 relative to 2021



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.

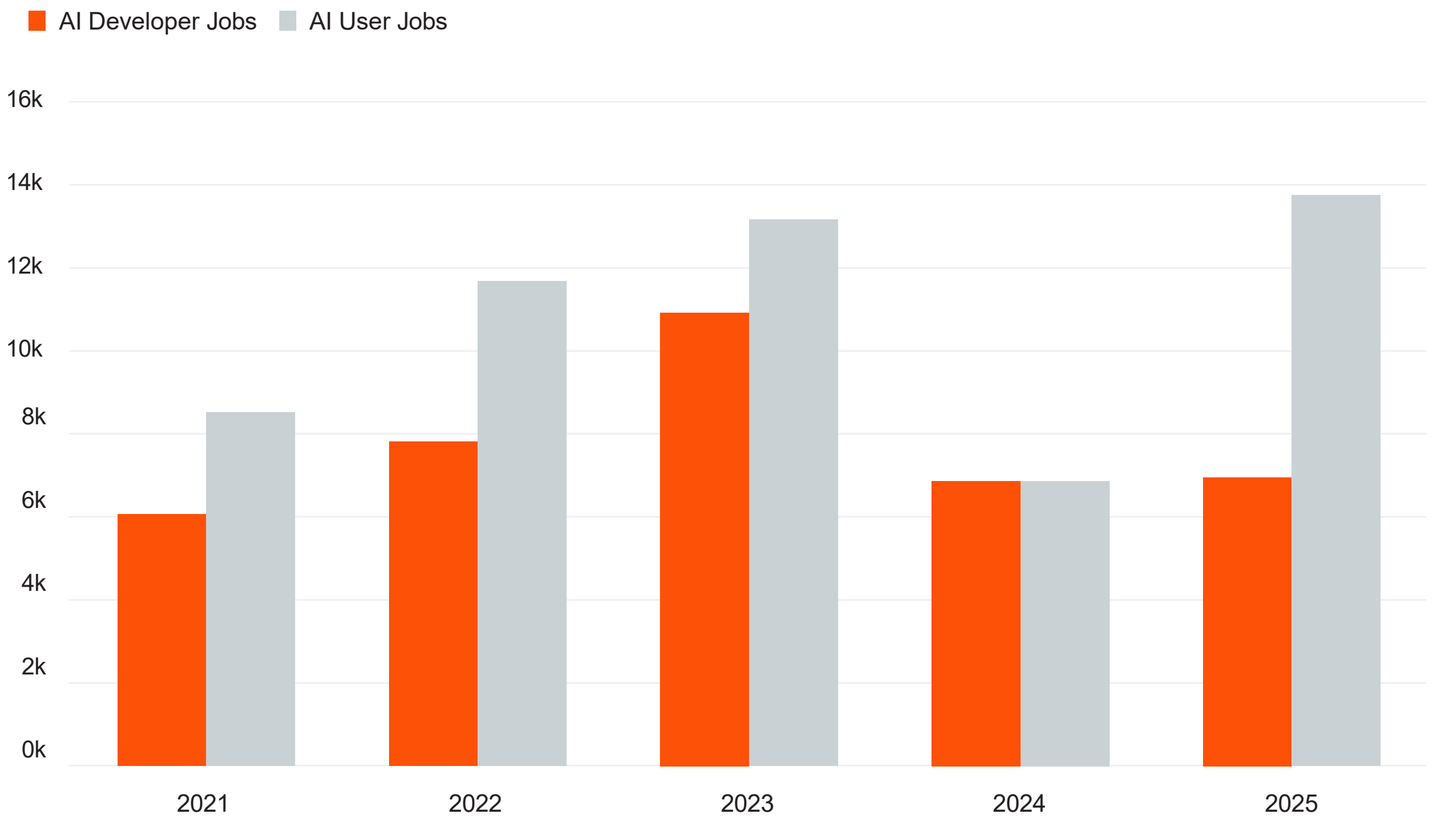
Findings

- We find a clear 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.
- While the bottom and third quartiles show relatively modest differences, there is a more pronounced increase at higher exposure levels, with the top quartile averaging **42* new skills** per occupation. This suggests that skill expansion accelerates as AI exposure increases.
- While some of this increase reflects higher posting volumes in more exposed occupations, this is consistent with underlying job growth and evolution, as expanding roles require a broader and more diverse set of skills.

*The nature of newly emerging skills is further explored in the 2026 Global AI Jobs Barometer (p. 18), which finds that new tasks added to the most AI-exposed occupations are **2.5x more likely to rely on human-intensive capabilities** - including empathy, creativity, and presence - suggesting that skill expansion in these roles is not purely technical in nature.

AI job demand in Hong Kong SAR is led by user roles, with renewed growth in user roles but flatter demand for developer roles

Total number of AI user and AI developer job roles, Hong Kong SAR, 2021-2025



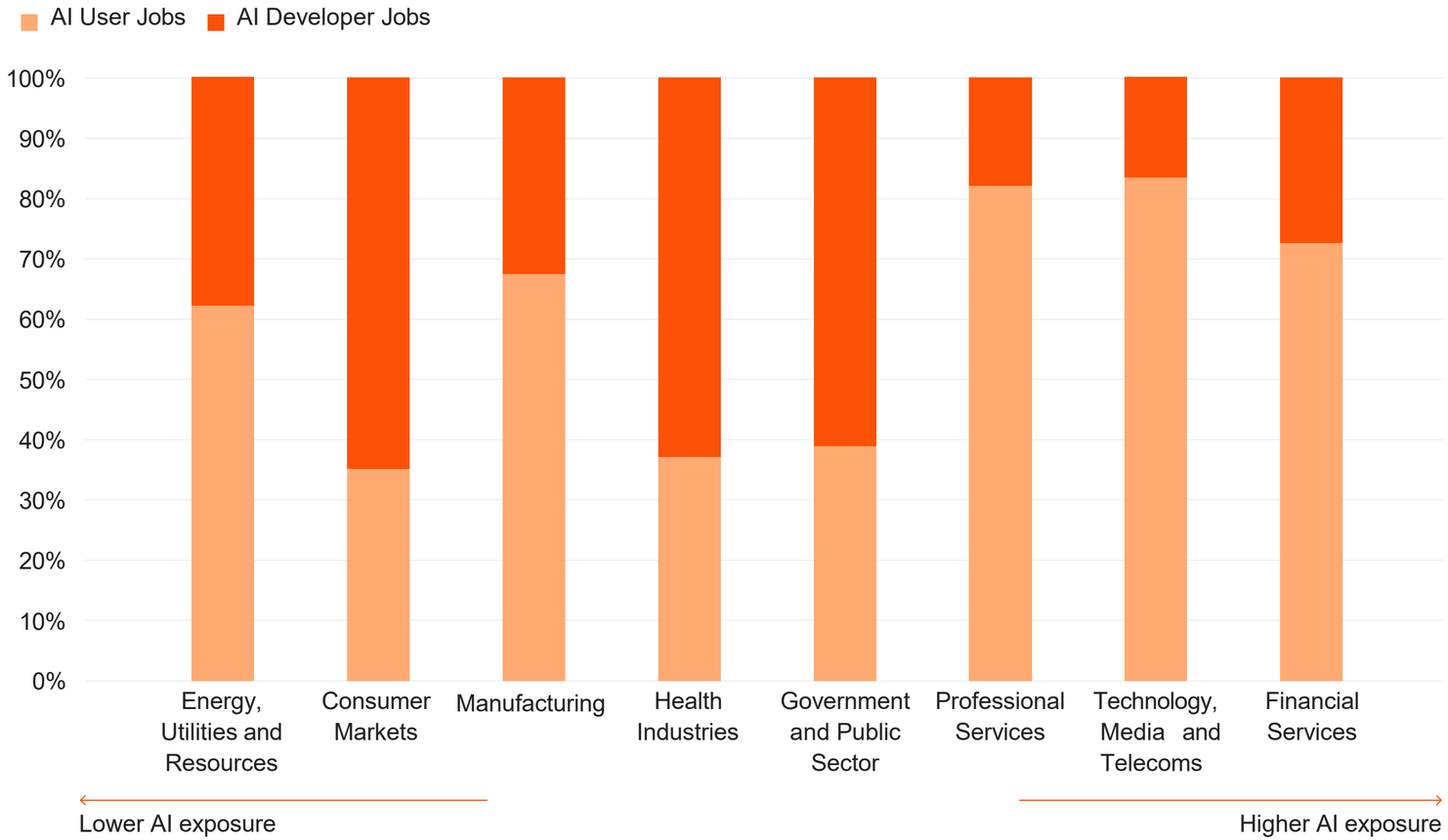
Source: PwC analysis, Lightcast data
Notes: AI user and AI developer job roles are determined as jobs requiring Tier 0 or 1 skills (AI literacy and applied AI skills) for AI user jobs and Tier 2 skills (advanced AI skills) for AI developer jobs. AI developer jobs are tagged as such if there are any skills in the job postings data requiring Tier 2 skills for a specific job role.

Findings

- AI user roles account for the majority of AI-related jobs and continue to drive overall demand, increasing by **~6.9k** roles in 2025, despite a dip in 2022.
- In contrast, AI developer roles remain lower but stable, growing by **87** roles in 2025.
- Growth in the last year has been much stronger for AI user roles, which doubled in volume, while AI developer roles remained broadly flat, growing by **1.3%,** indicating stronger momentum in AI adoption than in AI development roles.

Across sectors, AI job postings in Hong Kong SAR vary between demand for AI user and developer capabilities

Within sector shares of AI user and AI developer job roles of all AI related roles, Hong Kong SAR, 2025



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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.
- For example, **Professional Services (82.2%)** and **Technology, Media and Telecoms** (**TMT) (83.4%)** records the highest share of **AI user** roles, reflecting broad-based adoption of AI across operational roles rather than in-house development.
- In contrast, several sectors have significantly higher demand in developer related roles, indicating a greater focus on development of AI tools. This includes **Government and Public Sector (61.1%), Health Industries (62.9%) and Consumer Markets (64.9%).**

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