The Fearless Future: 2025 Global AI Jobs Barometer

Hong Kong, SAR 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.

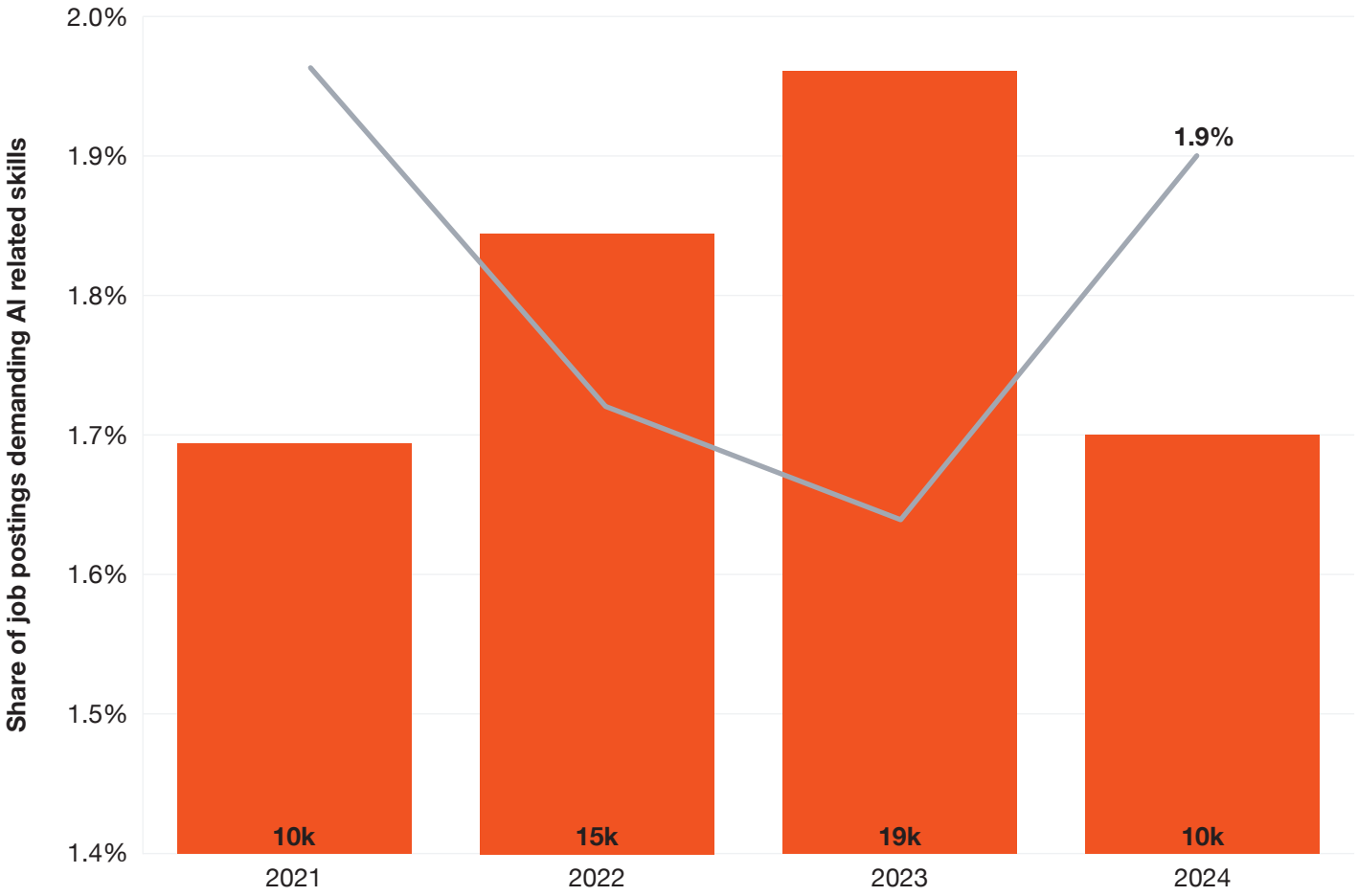
AI is helping to democratise opportunity for people who lack the time or resources to obtain formal degrees. Employer demand for formal degrees is declining particularly quickly for jobs exposed to AI, especially jobs more highly automated by AI.

Please see the global findings report for more insights.

Hong Kong, SAR Insights

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, Hong Kong, SAR, 2021-2024



Sources: PwC analysis, Lightcast data

Key findings

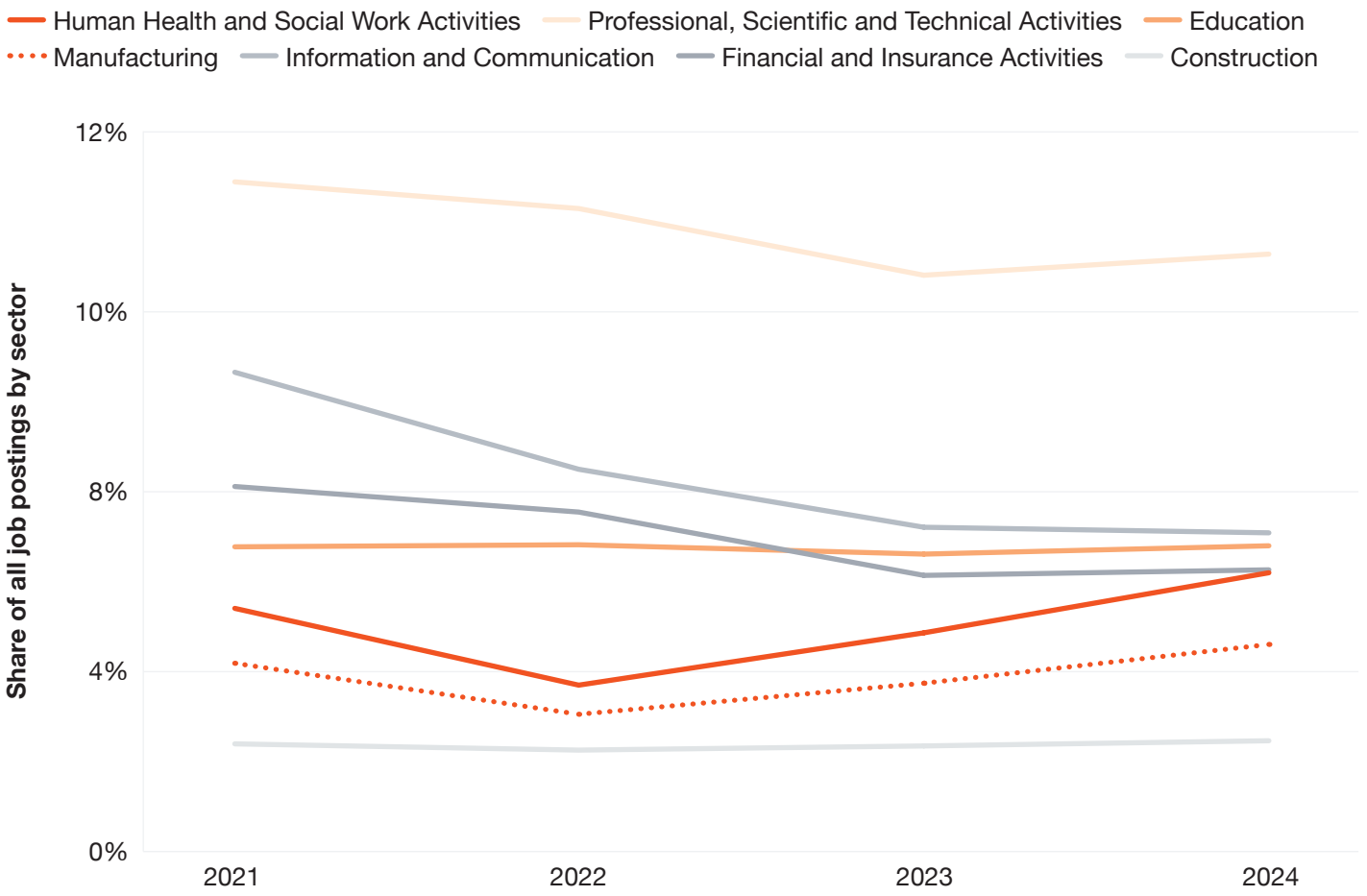
- The share of job postings requiring AI-related skills decreased from 19k in 2023 to 10k in 2024.
- Given a weaker job market in Hong Kong, SAR, with fewer roles being posted, AI job postings increased significantly between 2023 and 2024, from 1.6% to 1.9%, indicating an increasing demand for AI skills.

Notes

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

Over the past decade, the Professional Services sector has remained the leading employer, exhibiting the highest demand for workers

Share of all job postings by sector, Hong Kong, SAR, 2021-2024



Sources: PwC analysis, Lightcast data

Key findings

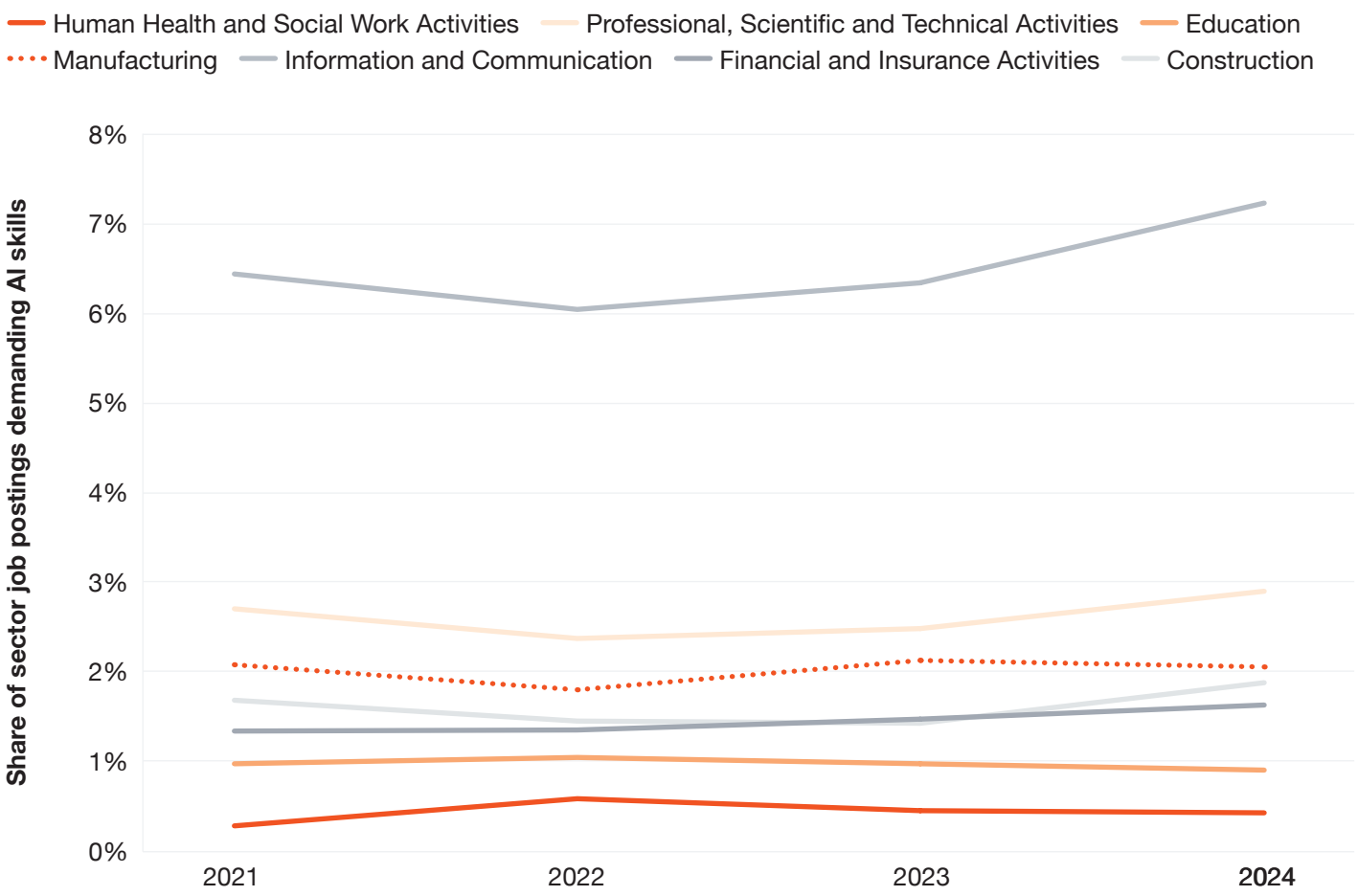
- The proportion of job vacancies in the professional, scientific and technical activities sector has fallen from 11.2% in 2021 to 10% in 2024, however it remains the leading sector in terms of job postings.
- The Information and Communication sectors is the second-largest sector in Hong Kong, SAR, at 5.3% in 2024.

Notes

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

The demand for jobs requiring AI skills has seen little change across most sectors between 2021 and 2024

Share of AI job postings by sector, Hong Kong, SAR, 2021-2024



Sources: PwC analysis, Lightcast data

Key findings

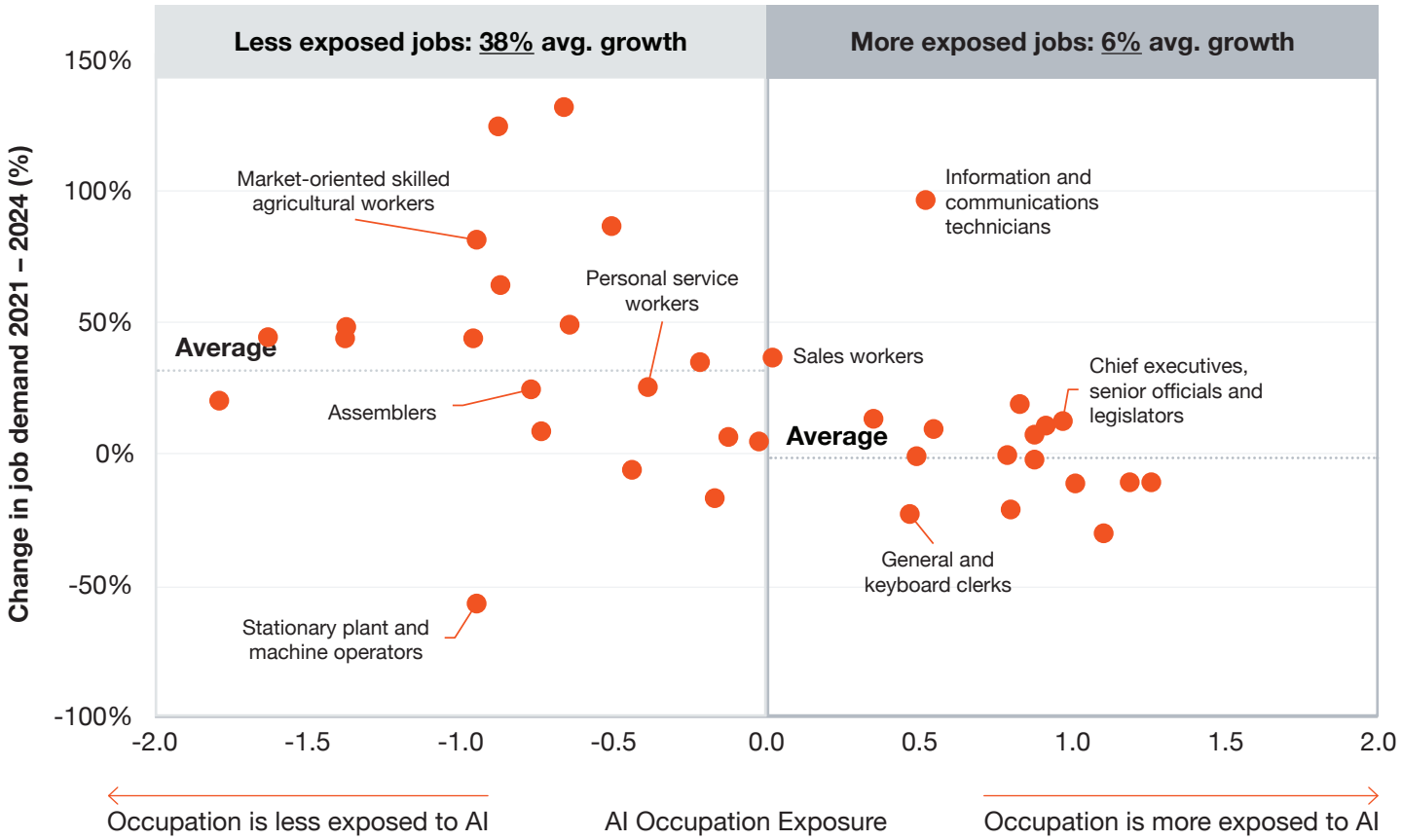
- The Information & Communication sector continues to dominate AI job postings, rising from 6.4% in 2021 to nearly 7.2% in 2024.
- Other sectors experienced relatively flat shares of job postings requiring AI skills across the same period, not exceeding 3%.

Notes

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

Job numbers in AI-exposed occupations have grown 6% since 2021

Cumulative growth rate in all job postings against exposure to AI, Hong Kong, SAR, 2021-2024



Sources: PwC analysis, Lightcast data

Key findings

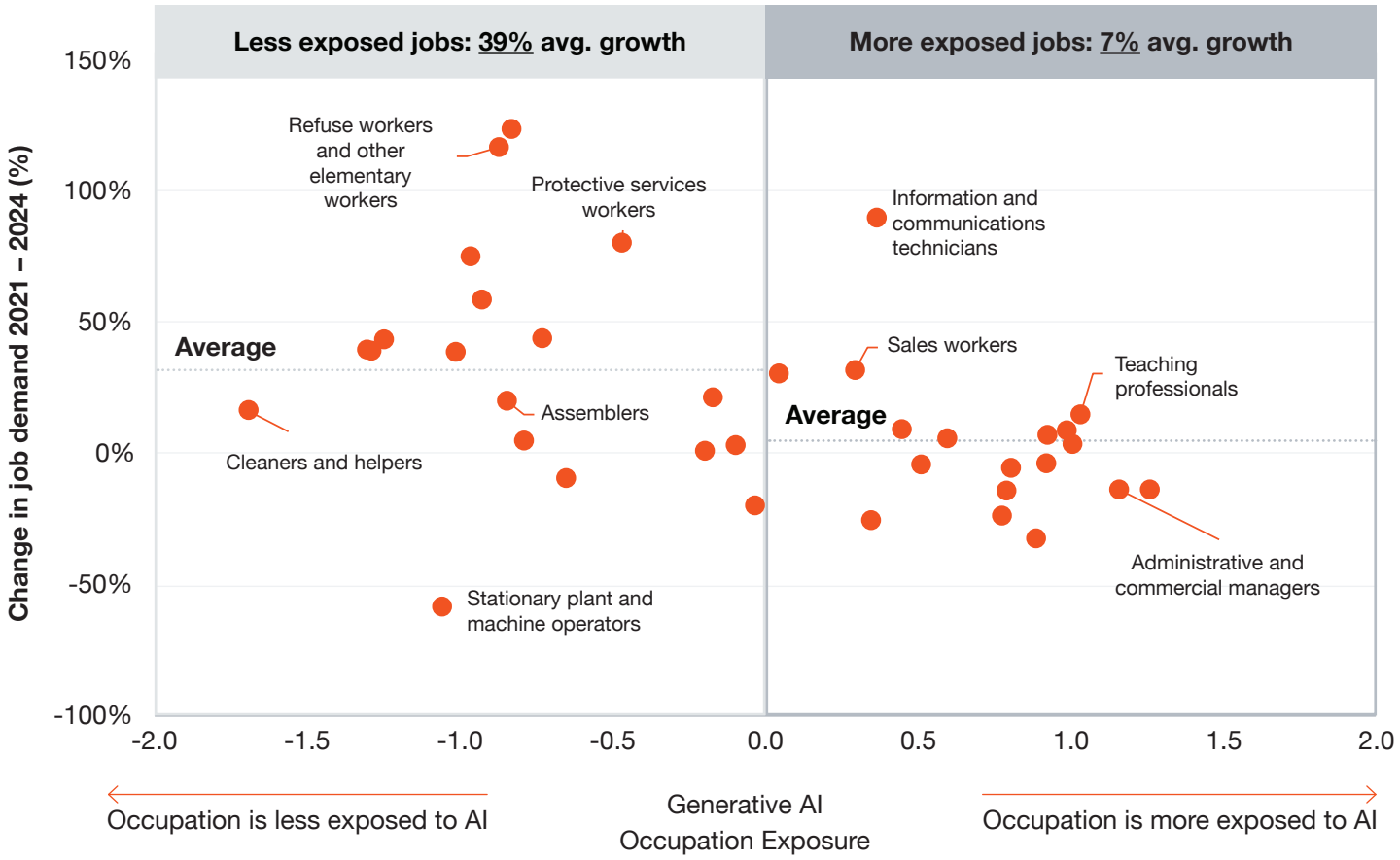
- On average, these occupations see a 23% growth rate in job postings across 2021-2024. Bottom quartile of these occupations sees a 44% growth rate whilst the top quartile sees a -4% growth rate; 108% lower compared to the top quartile.

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

Job numbers in GenAI exposed occupations have grown 7% since 2021

Cumulative growth rate in all job postings against exposure to AI, Hong Kong, SAR, 2021-2024



Sources: PwC analysis, Lightcast data

Key findings

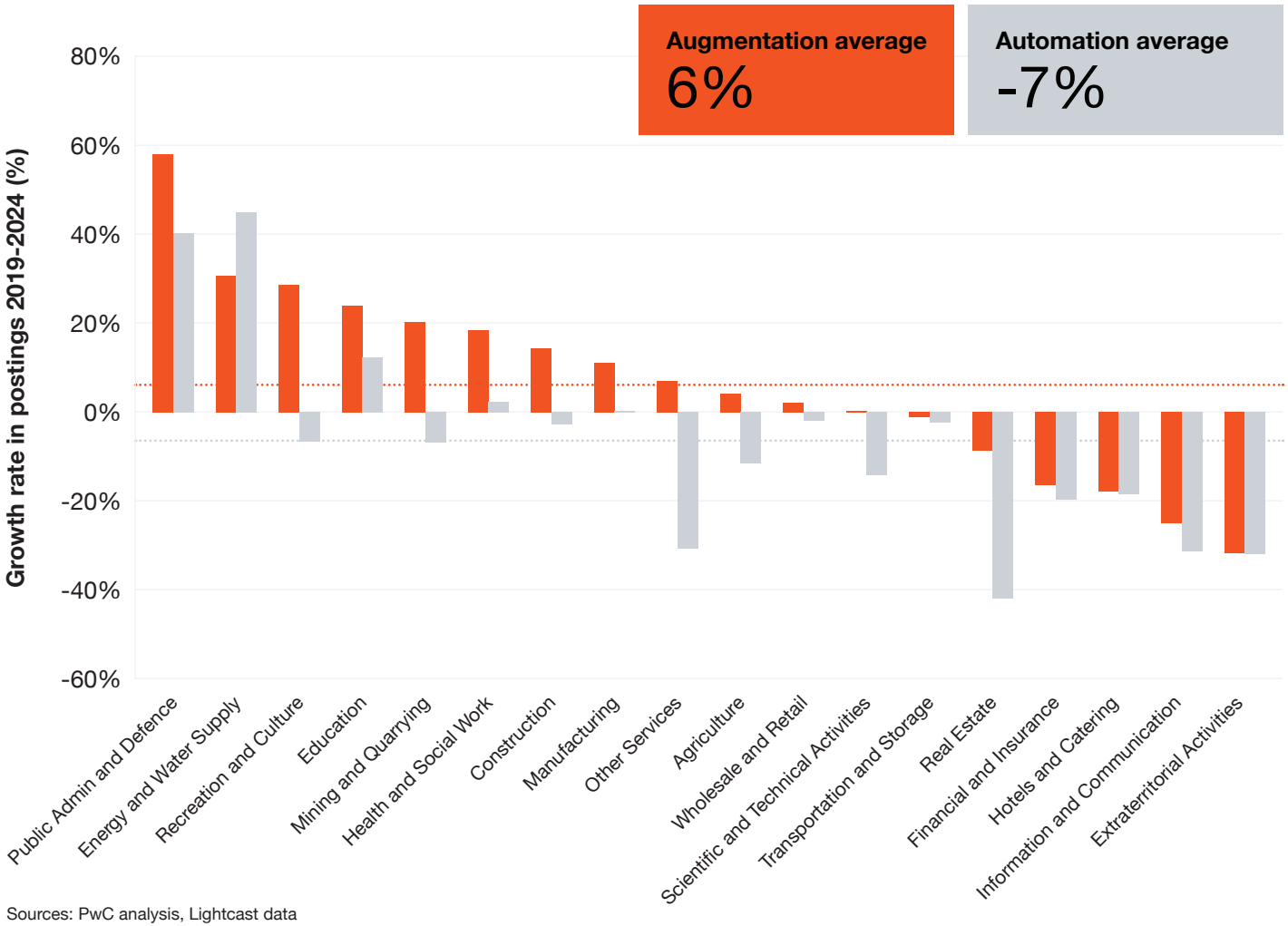
- Highest growth in the rate of postings is experienced by refuse workers and drivers and mobile plant operators.

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.

Across industries in Hong Kong, SAR job postings for augmented positions have risen while those for automated roles have fallen

Growth rate in postings by sector for augmented and automated jobs, Hong Kong, SAR, 2021-2024



Sources: PwC analysis, Lightcast data

Key findings

- Jobs exposed to augmentation have experienced higher growth across nearly all sectors compared to those vulnerable to automation, highlighting the increasing demand for workers whose roles are enhanced by AI.
- Public Administration & Defence and Energy and Water Supply show the highest job posting growth rates, reflecting increased demand for roles that collate AI with human expertise.

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- Hong Kong, SAR

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 due to data not being available from at least 2019
- Net skill change for automated and augmented jobs by sector is unavailable due to many sectors not having a significant sample size
- Degree requirements for jobs with high and low AI exposure is unavailable as it is potentially misleading due to insufficient data
- Degree requirements for jobs more exposed to Augmentation and Automation is unavailable as it is potentially misleading due to insufficient data

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