AI Skills Trends in the UK:

Building the UK's Workforce of the Future

May 2025

Linked **in**

Introduction

Digitisation and the onset of Artificial Intelligence (AI) have dramatically changed the world of work in recent years. Now, with increasing adoption of Generative Artificial Intelligence (GAI) and the recent advancement of AI agents, more significant changes are underway at an unprecedented pace. As the potential of these technologies becomes clearer, UK government and industry alike are recognising the need to stay ahead in this rapidly evolving landscape.

Kickstarting economic growth is the UK Government's central mission in its Plan for Change. To deliver on this priority it has committed to driving innovation, investment and the adoption of technology to seize the opportunities of a future economy. Current and upcoming initiatives, including the AI Opportunities Action Plan and Invest 2035: the UK's Modern Industrial Strategy, will support the rapid development of AI and capture its opportunities to enhance growth and productivity and create tangible benefits for UK citizens.

The UK nevertheless faces significant challenges in meeting these objectives. The first report of Skills England – the new body tasked with designing the national skills offer – highlighted the potential for AI to increase productivity and create new high value jobs in the UK economy, with digital skills proving the basis for adoption and crucial in enabling a wider range of people to benefit from the AI revolution. At the same time, Skills England acknowledge that less than a third of UK businesses are confident that they will be able to access the digital skills needed in the next 3-5 years. To drive future AI innovation and widespread application across the economy, effective skills policies - underpinned by data-driven insights and skills intelligence - are critical.[i]

The vision of creating unified assessments of national skills needs and a strong overarching skills strategy via Skills England aligns with LinkedIn's own vision for a skills-based approach to identifying, hiring and nurturing talent – i.e. moving beyond traditional indicators of talent, such as degrees and job titles, to recognise the inherent value of skills, whether they are acquired through formal education, professional experience, or personal initiatives.

At LinkedIn, we gather and analyse actionable insights on skills that inform policies, programmes and investment decisions. Our skills intelligence has informed the UK Local Skills Improvement Plans (LSIPs), and we look forward to continuing to provide the insights needed across sectors and industries to support the UK's skills ambitions.

This report leverages anonymised and aggregated data from the LinkedIn platform in 2024, used by more than a billion members worldwide and more than 40 million in the UK to explore how AI is impacting the UK economy and workforce:

1. The first section, "The AI talent landscape," assesses UK workers' adoption of the highly specialised technical skills required to develop and implement AI technologies.

2. The second section, "The impact of GAI on the UK workforce," examines the jobs, population segments, and industries that face the most substantial changes as GAI adoption accelerates.

Throughout the report the UK is benchmarked against the US, France, Germany, India and the EU.

Key findings

The appetite for AI engineering talent in the UK shows no signs of slowing down.

The AI hiring rate continues to grow at an ever-increasing rate, year on year. Artificial intelligence engineer is the number 1 fastest growing job in the UK.

The UK's AI Talent is growing, but still niche

The share of AI talent within the UK workforce today is over 100% larger than it was in 2016. Even so, AI talent makes up only 0.87% of UK workers on LinkedIn.

The UK is home to a number of regional AI talent hotspots

Cambridge is #4 in a global ranking for 2025 by the share of members who are AI talent, with a concentration of 3.34%. It is joined by several other prominent UK clusters, including Guildford, Oxford, Edinburgh, Reading, London and Bristol.

Technology and Financial Services lead the way in UK AI talent

With an AI talent concentration of 4.35%, the tech industry employs 23% of the UK's AI talent. Financial services is not far behind with an AI talent concentration of 4.30%, employing 22% of the UK's AI talent.

Gender gap in AI talent

Just 29.5% of the UK's AI professionals are women, underrepresented compared to their overall representation in the UK, where women make up 43% of workers.

The UK is adapting to rapid AI-driven skills change

By 2030, 70% of the skills used in most jobs are expected to change. In the UK, communication is ranked as the fastest-growing skill and AI literacy third, as workers adapt to rapid transformation and focus on people skills. The UK is also leading the way on Responsible AI.

AI and Green twin transition

AI professionals in the UK are increasingly learning green skills: the capabilities that allow workers in any role or industry to perform their jobs in a more environmentally sustainable way. Today, 7.4% of AI talent in the UK have at least one green skill, compared to 5.8% in the US and 8.1% in the EU.

GAI likely to accelerate skill change

26% of UK LinkedIn members are in occupations that could be augmented by GAI, meaning that with the right skills, workers could leverage GAI to boost their productivity and efficiency. However, 32% of UK LinkedIn members are in jobs that could be disrupted by GAI, increasing the urgency of skill-building. GAI will have a broad impact on industries and a disproportionate impact on women and younger workers.

Recommendations:

1. Strengthening the UK's AI Talent Pipeline

- Including AI in the ICT curriculum, at both GCSE and A-Level, as well as within A-Level Computer Science will help equip students with foundational skills for the future economy. To support this, funding to upskill teachers in AI and extending computing bursaries to those with AI expertise can help build the teaching capacity needed to deliver these reforms effectively.

- Ensuring that digital and AI skills are embedded within apprenticeships under the new Growth and Skills Levy can help businesses address hiring challenges and build a future-ready workforce.

- Supporting chartered institutes to develop AI certification can help establish clear pathways for career advancement across a wide range of sectors, ensuring recognition of skills and boosting workforce mobility.

2. Spreading AI Opportunity: Growing Talent across Regions and Sectors

- Integrating AI skills training and business support into the UK's AI Growth Zones will enable regional economies up and down the UK to fully capitalise on AI's potential to boost productivity and competitiveness. This alignment can ensure that infrastructure investment is matched with the talent and support needed to drive local innovation and economic growth.

- Including colleges and universities in AI Growth Zones can provide the next generation of AI talent with hands-on experience and direct exposure to the sector. This integration can strengthen local skills pipelines and support innovation ecosystems across the UK.

- Establishing a system to track AI talent distribution across industries, led by Skills England and the Department for Business and Trade, can provide real-time data to inform workforce planning and guide targeted skilling initiatives where they're needed most.

- The Department for Education (DfE) should encourage universities to include AI in a greater range of degrees, to allow AI skills to be embedded across the UK economy. This could include AI modules in degrees such as medicine, nursing, economics, and environmental science.

Recommendations (continued):

3. Nurturing the Development of AI Skills in the UK

- The UK can build on its relative strength in responsible AI skilling and its commitment to enabling safe and trusted development and adoption via the AI Opportunities Plan.

- Collaboration between Skills England, the Department for Energy Security and Net Zero, and industry can help track the intersection of AI and green skills, enabling better identification of upskilling opportunities and supporting the growth of a more sustainable, innovation-driven workforce.

- Partnerships between Skills England and employers can help identify evolving skills needs and support workers with targeted AI training. Aligning these efforts with the upcoming Industrial Strategy and its eight priority sectors will maximise their economic impact.

4. Supporting Lifelong Literacy for a Resilient Workforce

- Leverage the Lifelong Learning Entitlement to support AI literacy development, with a particular focus on historically disadvantaged populations, rural communities, and individuals with disabilities.

- Creating national AI skilling banks, coordinated through upcoming Jobcentre Plus reforms and supported by government, industry, and philanthropic partners offers a way to expand access to high-quality AI training for individuals across the UK. This collaborative approach can help pool resources and target support where it's most needed.

- Using the curriculum review to support schools and colleges in safely and confidently integrating AI tools into teaching can promote AI literacy and effective learning. Highlighting best practices will help ensure students leave education with the baseline knowledge needed to succeed in an AI-driven economy.

- Launching public service campaigns to build trust in AI can help educate the public about its impact on the workforce and specific jobs. These campaigns can address common concerns and expand understanding of the benefits of AI, particularly its potential to boost productivity in ways that support both employers and workers.

5. Improving the UK's Labour Market Data Infrastructure

- Utilising advanced data capabilities to track how specific jobs and skills are being impacted by AI, in terms of job loss, augmentation, and creation, can support more responsive policymaking and help the UK adapt to rapid changes in the labour market.

Section 1
The UK AI talent landscape

In January 2025, the UK Government accepted all the recommendations from the long-awaited AI Opportunities Action Plan, a blueprint designed to accelerate AI adoption, boost growth, provide jobs for the future improve people's everyday lives. The plan acknowledges that creating a strong talent pipeline and ensuring it addresses wider skills demands will be critical to realising these AI ambitions. As a starting point, Skills England has been tasked to work with the skills ecosystem to undertake a clear assessment of the UK's AI skills need.[II]

LinkedIn data underlines the increasing demand for AI talent in the UK:

• For now, the UK AI engineering hiring rate is rising at an ever-increasing rate year on year and the UK is experiencing the third highest growth in demand for AI talent among its peers in the US, India, France and Germany.

Relative AI Hiring index Year-on-Year
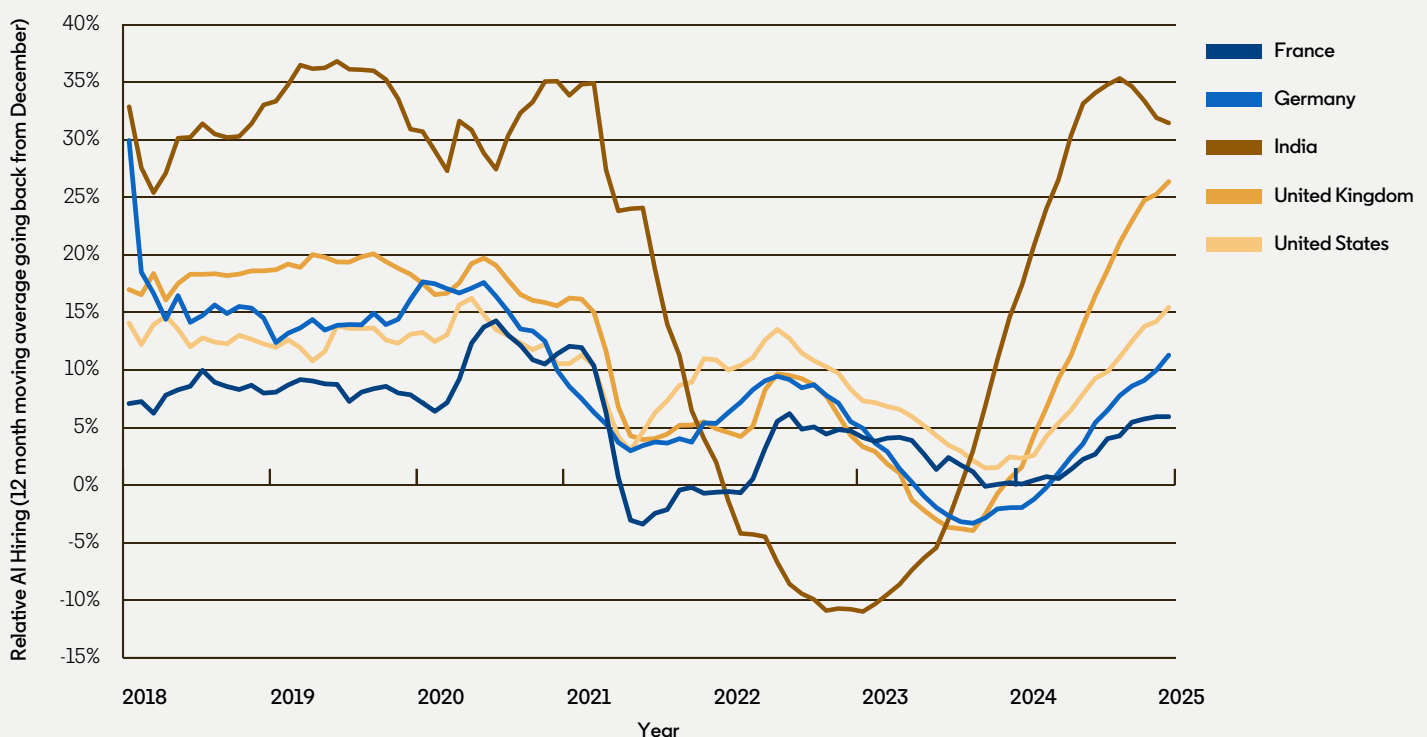
A LinkedIn member is considered AI talent if they have explicitly added at least two AI skills to their profile and/or they are or have been employed in an AI job. We calculated the hiring rate for this group by dividing the number of these members adding a new employer during this period divided by the total number of members in the corresponding location. We then compare with year-over-year hiring in the entire country to produce the ratio. Lastly, we look at the year-over-year change in this ratio and do a 12-month moving average. The interpretation is that a year-over-year value greater than 0 means that AI hiring is occupying a larger share of hiring.

- Artificial Intelligence Engineer is one of the fastest growing jobs in 15 countries and is ranked number 1 only in the UK, Netherlands and the US.[III]

2025 Jobs on the Rise: Artificial Intelligence Engineer Ranks #1 in the UK

1. Artificial Intelligence Engineer
2. Home Health Aid
3. Aircraft Mechanic
4. Data Governance Manager
5. Environmental Officer

The UK supply side is responding to this growth in demand - LinkedIn data shows that the UK's AI talent pool is growing at a steady rate, but it remains small. The share of AI talent within the UK workforce on LinkedIn, a metric we call "AI talent concentration", has more than doubled since 2016. Today, AI talent constitutes just 0.87% of the LinkedIn UK workforce, smaller than Germany concentration at 1.09%, on par with India at 0.87% and larger than France (0.79%) and the US (0.78%).

AI Talent Concentration (AI Engineering skills by Year and Country)
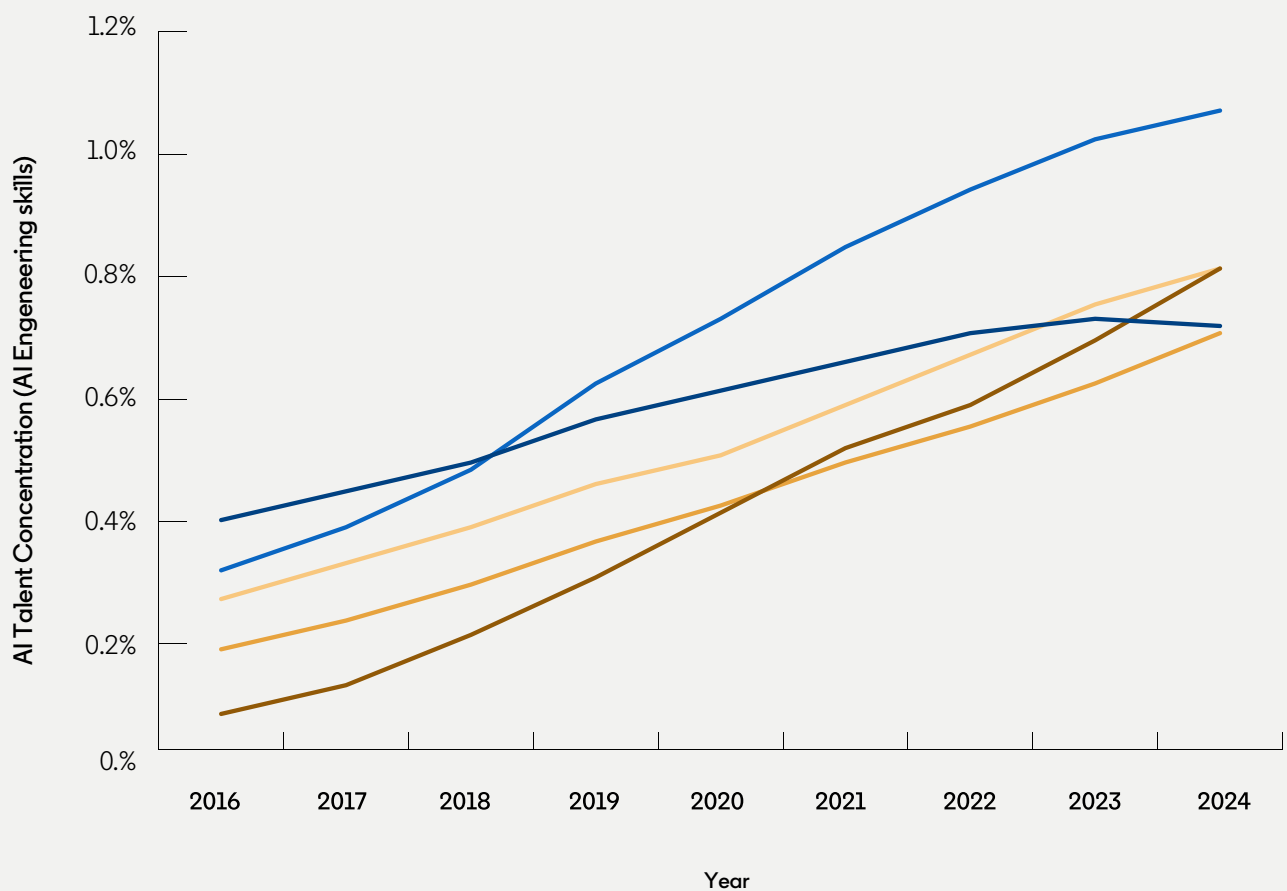
France	51.9% (growth since 2016)
Germany	142.2% (growth since 2016)
India	248% (growth since 2016)
United Kingdom	112.2% (growth since 2016)
United States	129.4% (growth since 2016)

To realise its ambitions as a global leader in AI, the UK must ensure its talent strategy keeps pace with technological change. As this report shows, the appetite for AI engineering talent in the UK is growing rapidly yet the supply of talent remains relatively small. This gap is not only a constraint on economic growth, but also a call to action. To meet rising demand, the UK must nurture AI capability throughout the skills pipeline, embedding opportunities for AI learning and literacy from schools to universities and extending into adult education and workplace training. A truly future-ready strategy will ensure that the next generation of AI engineers, developers, and innovators can emerge from every corner of the UK.

The recommendations that follow are rooted in this imperative. They call for coordinated action to expand computer science and AI teaching in schools, strengthen university capacity, create flexible, high-quality certification and training opportunities, and work in close partnership with employers to align education with the needs of the economy. By embedding AI talent development across the education system and labour market, the UK can unlock the full potential of AI to drive innovation, productivity and opportunity across regions, sectors and society.

Recommendations:

- Including AI in the ICT curriculum, at both GCSE and A-Level, as well as within A-Level Computer Science will help equip students with foundational skills for the future economy. To support this, funding to upskill teachers in AI and extending computing bursaries to those with AI expertise can help build the teaching capacity needed to deliver these reforms effectively.

- Ensuring that digital and AI skills are embedded within apprenticeships under the new Growth and Skills Levy can help businesses address hiring challenges and build a future-ready workforce.

- Supporting chartered institutes to develop AI certification can help establish clear pathways for career advancement across a wide range of sectors, ensuring recognition of skills and boosting workforce mobility.

AI talent across the UK:
Strengthening regional innovation and growth

The UK Department for Science, Innovation and Technology (DSIT) has launched the AI Growth Zones (AIGZs) initiative to crowd in private sector investment via close government-industry collaboration. The zones will have streamlined planning processes for AI infrastructure, such as data centres, and the provisioning of clean power. The first of the AIGZs will be delivered in Culham in Oxfordshire, at the site of the UK Atomic Energy Authority and the Government is currently canvassing interest from local authorities and industry to inform which subsequent growth zones it identifies.

There are several regional AI talent hotspots across the UK. Cambridge is #4 in a global ranking for 2025 by the share of members who are AI talent, with a concentration of 3.34%. Oxford also features highly in the UK rankings, coming in at 1.68%, and supporting the Government's recent announcement to establish a growth corridor between the two hotspots, corralling investment and improving infrastructure in the Oxford-Cambridge region.

Edinburgh - 1.52%

Cambridge - 3.34%

Bristol - 1.29%

Oxford - 1.68%
London – 1.43%
Reading - 1.47%
Guildford - 1.76%

AI Concentration (%), Cities

0.0   0.5   1.0   1.5   2.0   2.5   3.0

It is joined by several other prominent UK clusters, including Guildford (1.76%), Edinburgh (1.52%), Reading (1.47%), London (1.43%) and Bristol (1.29%).

Regional AI talent concentrations can help inform further policy development surrounding the UK AI growth zones and other AI clustering. The development of AI Growth Zones presents an opportunity to align infrastructure investment with talent development. To maximise economic impact, these zones should not only focus on attracting private sector investment but also on
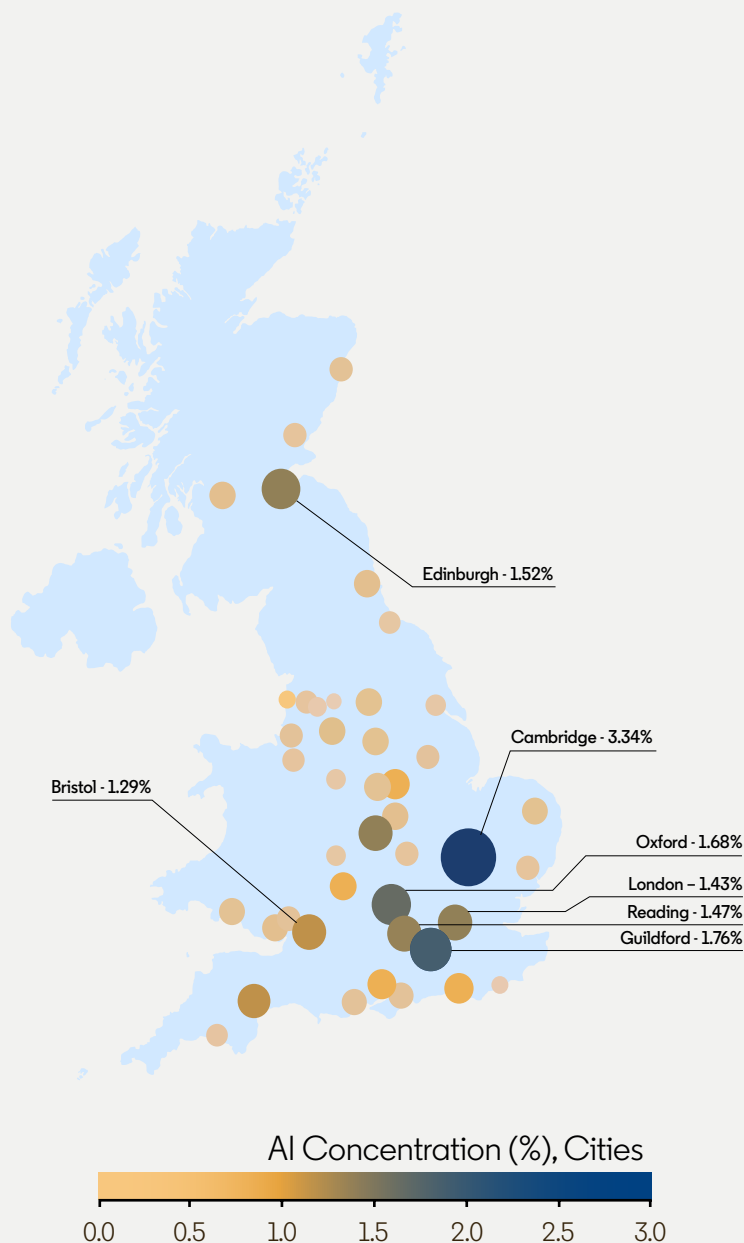
building strong regional AI ecosystems that support job creation and innovation. Leveraging the UK's existing AI talent hotspots, such as Cambridge, Oxford, Edinburgh, and Bristol, alongside emerging clusters, will be key to ensuring that AI-driven growth is distributed beyond London and the South East. However, these findings do shine a further light on the relative absence of AI talent in regions at risk of being left behind by the AI transition, which could in turn exacerbate regional inequalities.

By embedding AI into local industrial strategies and linking growth zones with initiatives such as the UK Modern Industrial Strategy and Local Skills Improvement Plans (LSIPs), UK policymakers can create a dynamic and inclusive AI economy that strengthens the UK's global standing in AI innovation.

Recommendations:

- Integrating AI skills training and business support into the UK's AI Growth Zones will enable regional economies up and down the UK to fully capitalise on AI's potential to boost productivity and competitiveness. This alignment can ensure that infrastructure investment is matched with the talent and support needed to drive local innovation and economic growth.

- Including colleges and universities in AI Growth Zones can provide the next generation of AI talent with hands-on experience and direct exposure to the sector. This integration can strengthen local skills pipelines and support innovation ecosystems across the UK.

AI talent across sectors:
Driving growth and industry transformation

Most industries are growing their AI talent pools, but the technology industry remains the leading hub. Unsurprisingly, with a talent concentration of 4.35%, the tech industry employs most of the UK's AI talent (23%). Other industries that are quickly amassing AI talent include financial services which has an AI talent concentration of 4.30% and employs 22% of the UK's AI talent, and professional services, which has an AI talent concentration of 2.91% and employs 15% of the UK's AI talent.

AI Talent Concentration by Sector
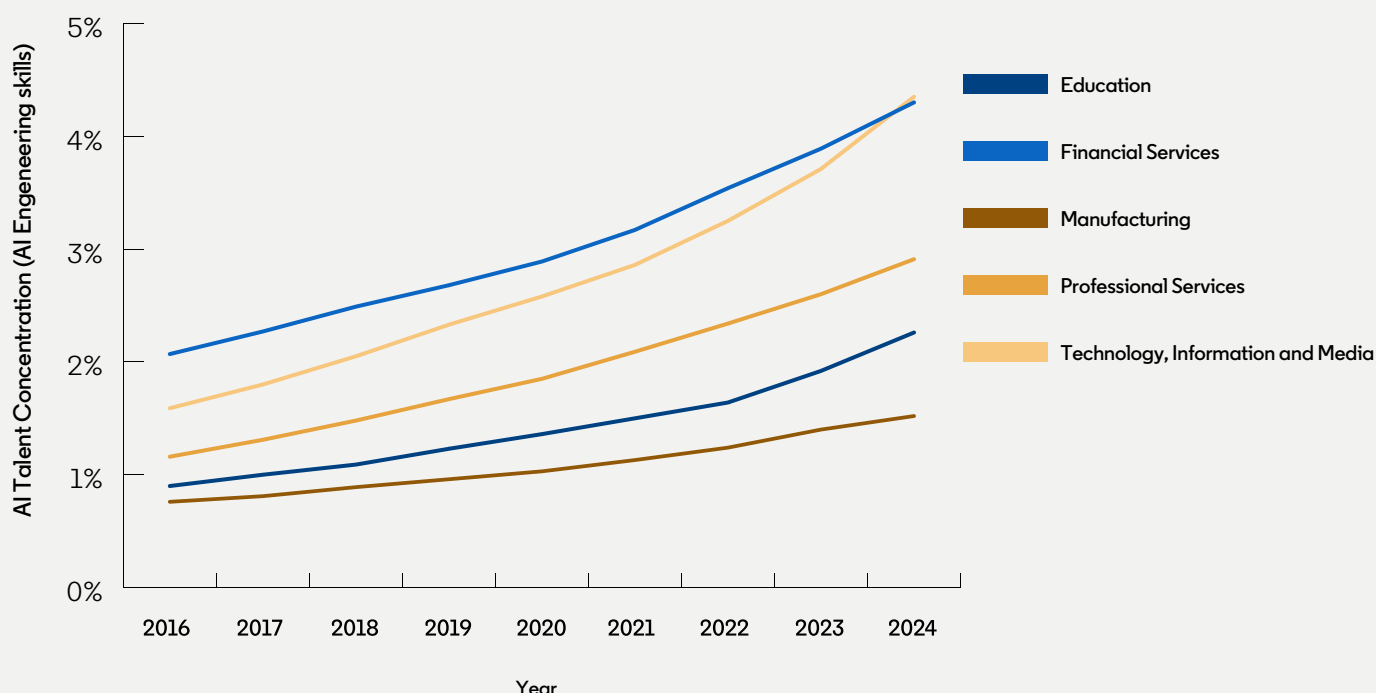
To maximise AI's economic impact, its adoption must extend beyond the technology sector and into strategically important industries such as advanced manufacturing, life sciences, and clean energy—all key pillars of the UK's Industrial Strategy. These sectors have the potential to drive productivity, attract investment, and create high-value jobs, but unlocking these benefits requires a targeted approach to AI talent development. A data-driven approach will enable more effective workforce planning, ensure AI skilling initiatives align with economic priorities, and support businesses in integrating AI technologies where they can deliver the greatest value. By embedding AI across these priority industries, the UK can enhance both growth and long-term global competitiveness.

To unlock AI's full economic potential, the UK must embed AI training across the disciplines that drive national growth. Interdisciplinary education that combines AI with sector-specific knowledge will be critical to developing a workforce that can apply AI in real-world contexts. Rolling out these programmes across universities, colleges, and professional training routes will help ensure that future talent is both AI-literate and industry-ready.

Recommendations:

- Establishing a system to track AI talent distribution across industries, led by Skills England and the Department for Business and Trade, can provide real-time data to inform workforce planning and guide targeted skilling initiatives where they're needed most.

- The Department for Education (DfE) should encourage universities to include AI in a greater range of degrees, to allow AI skills to be embedded across the UK economy. This could include AI modules in degrees such as medicine, nursing, economics, and environmental science.
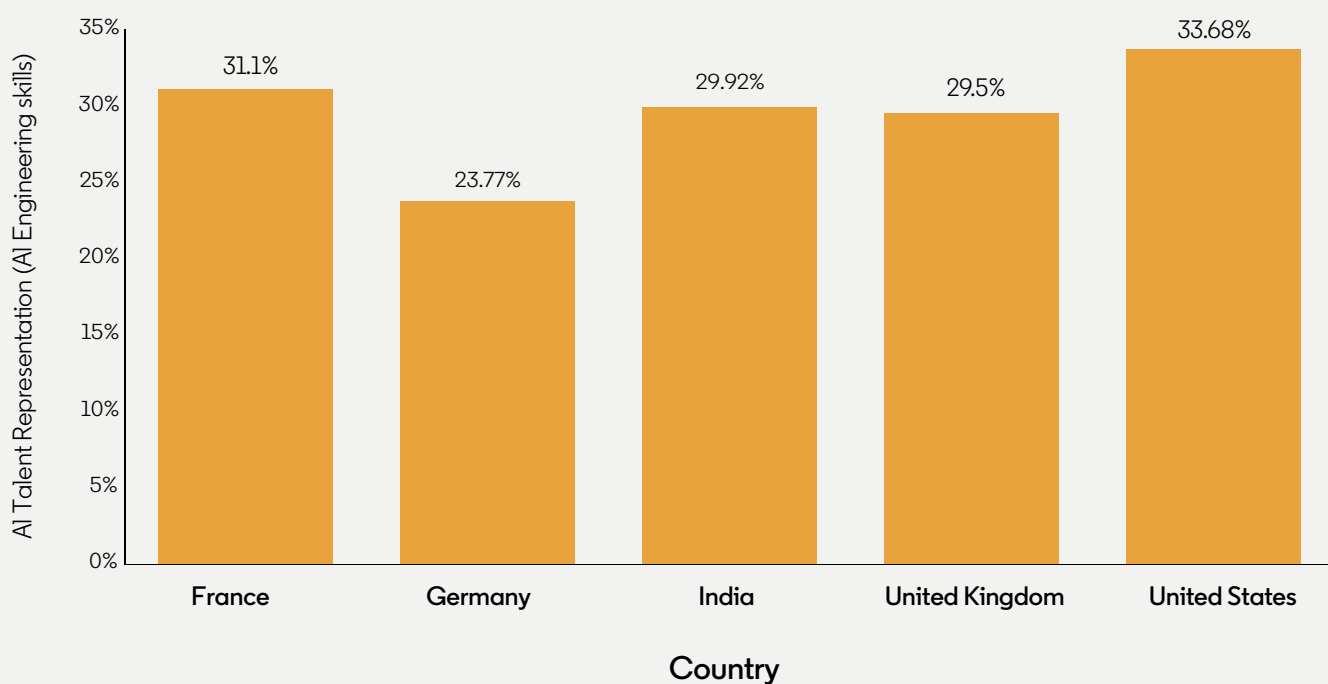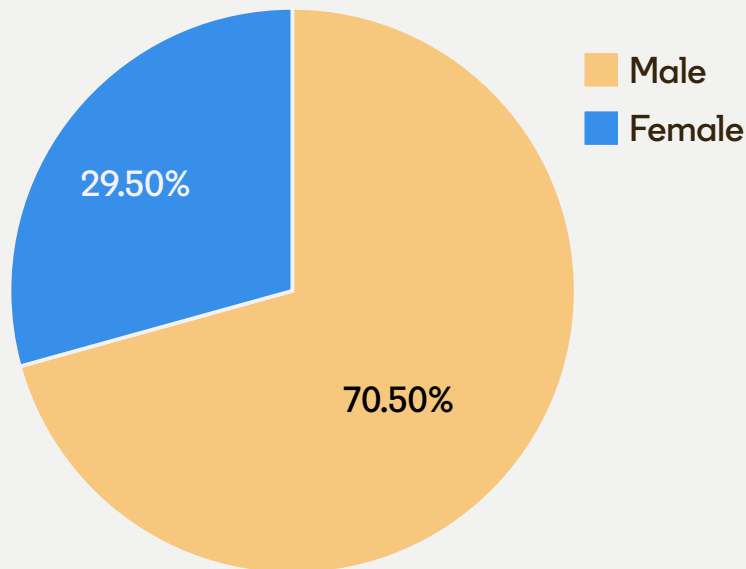
Closing the UK AI gender gap:
Building a more inclusive and competitive workforce

As AI becomes a key driver of economic growth and innovation, ensuring a diverse and inclusive AI workforce is essential for the UK's long-term competitiveness. A workforce that reflects a wide range of perspectives and experiences fosters stronger problem-solving, increased creativity, and greater economic resilience. However, despite AI's transformative potential, the gender gap in AI talent remains a significant challenge. Across the UK, just 29.5.% of AI professionals are women. That's lower than in the US and France where women make up 33.68% and 31.05% of the AI talent pool but higher than India and Germany. While the UK's gender gap has narrowed slightly since 2016, when women made up 25.3% of AI talent, parity remains elusive. The disparity is at its most acute in the tech sector, where only 25.55% of AI talent professionals are women. The gap is at its smallest in education, where the figure is 33.81%.

Female representation among AI talent (%)

Bar chart showing AI Talent Representation (AI Engineering skills) by Country:
- France: 31.1%
- Germany: 23.77%
- India: 29.92%
- United Kingdom: 29.5%
- United States: 33.68%

Gender representation among AI talent

Male
Female

29.50%

70.50%

Female representation among AI talent measures the share of AI talent that are women.

The AI economy is creating significant opportunities for many but could potentially exacerbate current inequities and skill gaps among certain populations such as women, economically disadvantaged communities, and youth. Women continue to be underrepresented in AI roles, limiting both their participation in and the benefits derived from this rapidly expanding sector. Addressing this imbalance is not just a matter of fairness, it is an economic imperative. A more inclusive AI talent pipeline will unlock untapped potential, strengthen the UK's position as a global AI leader, and drive innovation across industries.

LinkedIn therefore welcomes the UK Government commitment to increase the diversity of the AI talent pool via the AI Opportunities Plan and the work DfE and DSIT will progress on breaking down the barriers to digital education, training and employment. As we explore below, adopting a skill-based hiring approach will yield even greater benefits for equality.

Nurturing AI skills and a relative strength in responsible and sustainable AI

LinkedIn believes that we need to reframe the debate about the impact of AI on the UK economy to encompass not only the impact on jobs and talent, but to consider what skills are needed for workers to thrive in the new AI economy. LinkedIn data reveals that by 2030, 70% of the skills used in most jobs will change, with AI emerging as a catalyst[IV]. Upskilling and reskilling are increasingly critical. Skills newly added to LinkedIn members' profiles suggest that throughout last year, AI talent focused on amassing skills specific to GAI – AI literacy came third in our inaugural ranking of 'Skills on the Rise'. Relationship-building came number 1, suggesting that the AI time savings are enabling workers to focus on people skills and communication[V].

UK workers lead the way in responsible AI. While employees in the UK added many of the same skills as workers globally, there was one notable exception: responsible AI, an area of increased focus for the UK. While there are multiple definitions, Responsible AI is generally understood as an approach to developing, assessing, and deploying AI systems in a safe, trustworthy, and ethical way. Responsible AI is the 14th top skill in the UK, the highest ranking when compared to France, Germany, India, and the US, which all the more notable given Responsible AI does not feature in top 20 AI skills globally. Furthermore, in 2023, responsible AI was the second highest growing skill in the UK (among global AI talent, it ranked 6th).

Top skills, 2024

UK	Global
1. Artificial Intelligence (AI)	1. Machine Learning
2. Machine Learning	2. Artificial Intelligence (AI)
3. Generative AI	3. Deep Learning
4. Large Language Models (LLM)	4. Generative AI
5. Deep Learning	5. Natural Language Processing (NLP)
6. Natural Language Processing (NLP)	6. TensorFlow
7. TensorFlow	7. Computer Vision
8. PyTorch	8. PyTorch
9. Computer Vision	9. Large Language Models (LLM)
10. Predictive Modeling	10. Scikit-Learn
11. Scikit-Learn	11. Image Processing
12. Machine Learning Algorithms	12. Predictive Modeling
13. Neural Networks	13. Neural Networks
14. Responsible AI	14. Machine Learning Algorithms
15. Artificial Neural Networks	15. OpenCV

Inspired by, and aligned with, Microsoft's leadership in Responsible AI[VI], LinkedIn has implemented a set of responsible AI principles to govern the use of AI on the platform.

Responsible AI Principles

1. Advance Economic Opportunity
AI empowers members and augments their success and productivity

**2. Uphold Trust
(Privacy, Security, Safety)**
Meaningful steps to address risks

3. Promote Fairness and Inclusion
We do not cause or amplity bias

4. Transparency
Explain in clear and simple ways how AI impacts people

5. Accountability
Robust governance

The UK's relative strength in Responsible AI presents a strategic opportunity to position itself as a global leader in ethical and trustworthy AI development. As AI governance and regulation become increasingly important for businesses and policymakers worldwide, the UK's focus on responsible AI can serve as a competitive advantage. By embedding Responsible AI principles into AI skilling, industry standards, and regulatory frameworks, the UK can differentiate itself from other AI hubs, ensuring long-term economic resilience, trust in AI adoption, and sustained global competitiveness.

Recommendation:

- The UK should build on its relative strength in responsible AI skilling via its commitment to enabling safe and trusted development and adoption via the AI Opportunities Plan.
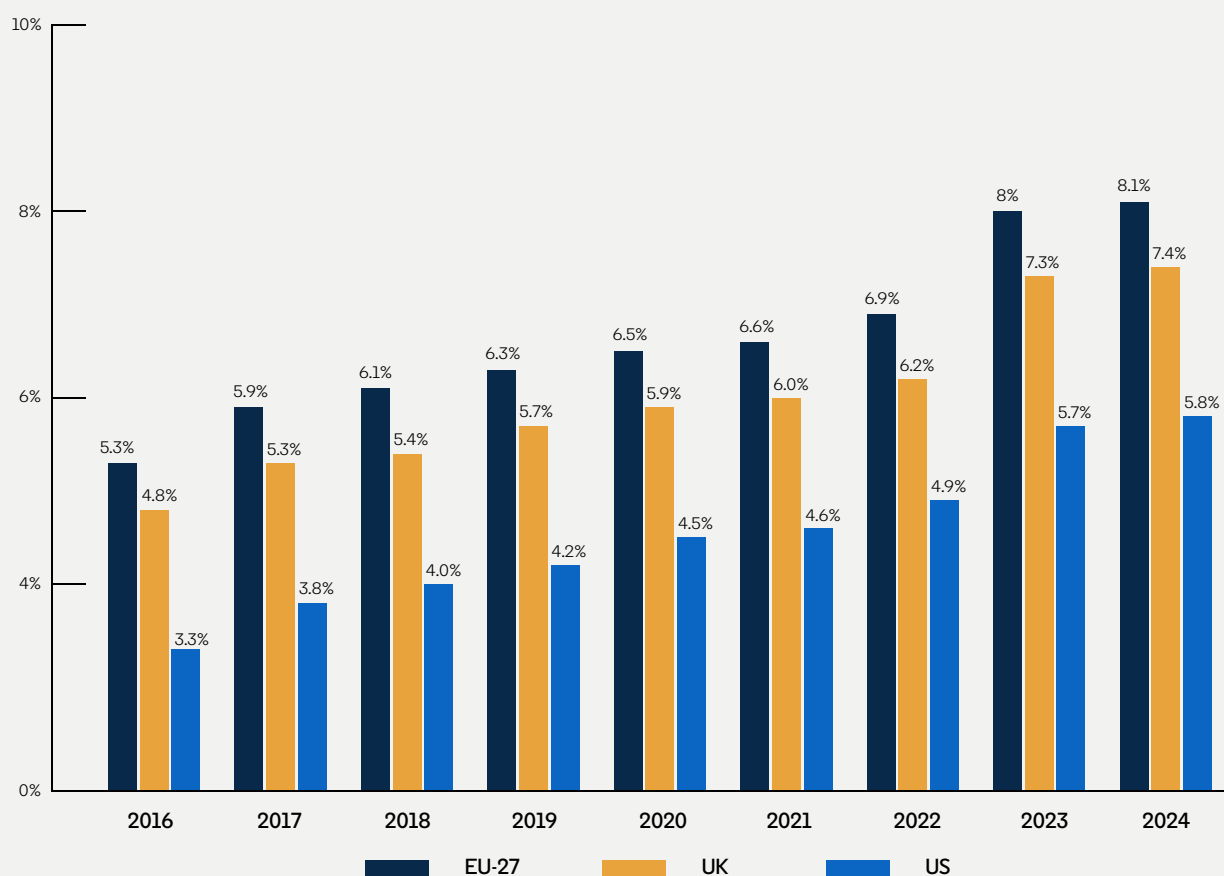
AI and sustainability:
Powering a greener, more resilient economy

AI has the potential to become a powerful tool in the fight against climate change. Already, the technology is being used to expand renewable energy, optimise transport systems, enhance environmental monitoring, and mitigate environmental risks. But as an energy-intensive technology, it also has the potential to exacerbate risk. That is why LinkedIn welcomes the UK Government establishment of a new AI Energy Council to identify potential solutions to power the increasing energy demands of AI in clean and renewable ways.

To maximise AI's contribution to climate sustainability, it's important that workers with AI skills also develop green skills, the capabilities that allow workers in any role or industry to perform their jobs in a more environmentally sustainable way.

Yet another twin transition: AI talent is increasingly learning green skills, especially in the UK. Technology and sustainability are two forces that are shaping the workforce. The two go hand in hand, as many green solutions are based on technological innovations, and AI is no exception. Today, 7.4% of AI talent in the UK have at least one green skill, up from 4.8% in 2016. That's compared with 8.1% in the EU and 5.8% in the US.

Share of AI talent with at least 1 green skill

Green skills are those that enable the environmental sustainability of economic activities, such as skills in pollution mitigation and waste prevention, environmental remediation, sustainable procurement, energy generation and management, etc.

For the UK to fully realise AI's potential in driving both economic growth and environmental sustainability, AI adoption must be closely aligned with the country's net-zero ambitions and industrial strategy. While the UK is making progress in integrating green skills into its AI workforce, more targeted investment can ensure AI will support sustainability efforts across key industries, from clean energy and transport to manufacturing and agriculture. By embedding AI-driven sustainability into workforce planning, policy, and investment, the UK can strengthen its global leadership in the green digital economy, ensuring a more resilient, competitive, and environmentally sustainable future.

Recommendation:

- Collaboration between Skills England, the Department for Energy Security and Net Zero, and industry can help track the intersection of AI and green skills, enabling better identification of upskilling opportunities and supporting the growth of a more sustainable, innovation-driven workforce.

Skills-based hiring:
Unlocking AI talent and workforce potential

To resolve the UK's skills shortage and bridge the gap between employer demand and workforce capabilities, LinkedIn believes that a shift towards a skills-based approach is essential. Traditional hiring methods that prioritise job titles over actual skills create barriers to employment and hinder economic growth. A skills-based approach can expand talent pools by up to 8.4 times in the UK.

By moving away from formal academic qualifications, this approach can create opportunities for more individuals of to participate in the labour market and increase the diversity of candidates for a given role. It can also further the UK's aspirations in both AI gender equality and AI sustainability. Globally, in jobs where women are underrepresented, the proportion of women in the talent pool would increase 12% more than it would for men with a skills-based approach. And similarly, emerging roles such as those in the AI and green energy sectors, are particularly suited by skills-based approaches, with a 27% greater impact on AI roles than across all roles.[VII]

Recommendations:

- Developing national and local skills-based hiring strategies—through collaboration between the Department for Work and Pensions (DWP), Jobcentre Plus, and employers—can help open up new opportunities for workers who are often excluded by traditional credential-based hiring practices.

- Partnerships between Skills England and employers can help identify evolving skills needs and support workers with targeted AI training. Aligning these efforts with the upcoming Industrial Strategy and its eight priority sectors will maximise their economic impact.

Section 2
The impact of GAI on the UK workforce

Given its potential to perform tasks and enhance human productivity, GAI is poised to have a profound impact on the UK workforce. GAI is a technology that uses AI models to create new content. GAI can write papers, compose music, design visuals, and perform other functions that were, until recently, the sole domain of humans. At the same time, GAI can also boost human productivity and efficiency, driving a growing number of employees and organisations to experiment with it. 2024 was the year AI in the workplace came to fruition – use of GAI nearly doubled, with 75% of global workers using it.[VIII]

The UK AI Opportunities Plan acknowledges uncertainty surrounding the ultimate impact of AI on the labour market but that there is at least clarity that while there will be some job displacement, many jobs will be augmented, and an unknown number of jobs will be created because of GAI adoption.

To assess how GAI is likely to affect various segments of the UK workforce, we developed a framework based on LinkedIn's taxonomy of over 41,000 skills. By analysing data on the skills listed by LinkedIn members through the lens of GAI's evolving capabilities, we have identified:

- The roles, population segments, and industries that rely most heavily on skills that GAI is likely to replicate—increasing the urgency of reskilling, upskilling, and other future-proofing efforts.

- The segments that stand to benefit the most from investing in skill-building efforts that 1) boost workers' ability to leverage AI technologies, and/or 2) strengthen employees' skills in areas that are unique to humans (for now, at least) and will remain important.

We estimate that roughly 58% of UK LinkedIn members will see their jobs change due to GAI. We have grouped occupations into three categories, based on skill composition:

1. **Augmented by GAI.** These jobs require a significant share of both GAI-replicable and people skills. Data analysts, for example, can use GAI to automate the computation and interpretation of metrics—allowing them to focus on complementary people skills like cross-functional influencing and stakeholder engagement. **Our analysis suggests that 26% of UK LinkedIn members are in occupations that could be augmented by GAI.**

2. **Disrupted by GAI.** These jobs require a large share of GAI-replicable skills but a relatively low share of people skills—meaning that those who hold them will likely need to adapt their skills relatively quickly. Language translators, for example, may shift from doing translations from scratch to reviewing and certifying machine-generated translations, or to specialising in, for example, legal or literacy domains that require more nuance. **We estimate that 32% of UK LinkedIn members are in jobs that could be disrupted by GAI.**

3. **Insulated from GAI.** These jobs require a relatively small share of GAI-replicable skills. Real estate agents, for example, might use GAI to write enticing descriptions of houses—but their relationship management skills are unlikely to be replicated by GAI. Some jobs in this category may be susceptible to other forms of automation, like robotics. **This study estimates that 42% of UK LinkedIn members are in jobs that could be insulated by GAI.**

Composition By GAI segment

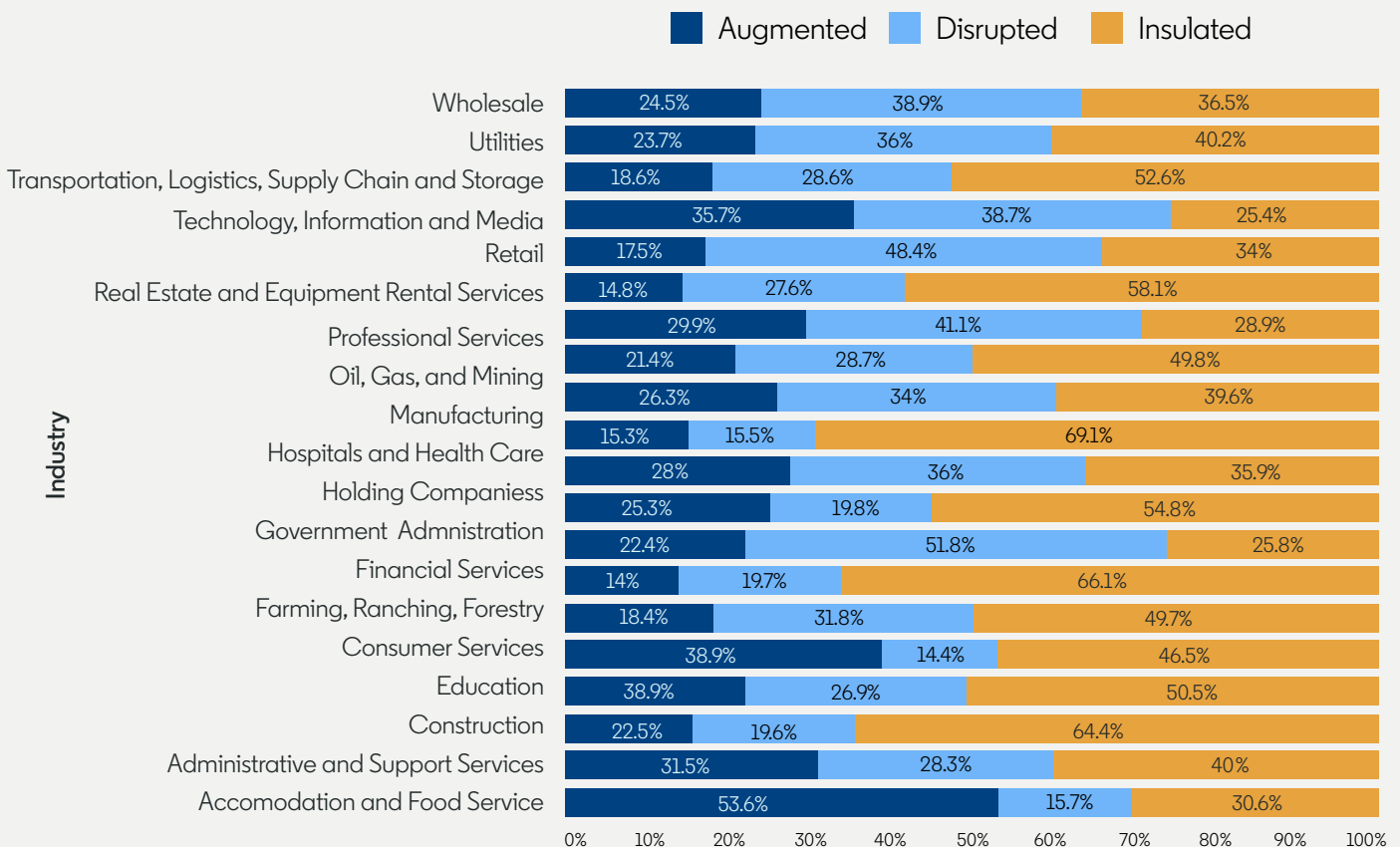|	Augmented	Disrupted	Insulated
EU-27	22.5%	29.5%	48%
UK	26.3%	31.7%	42%
US	27.8%	32.8%	39.4%
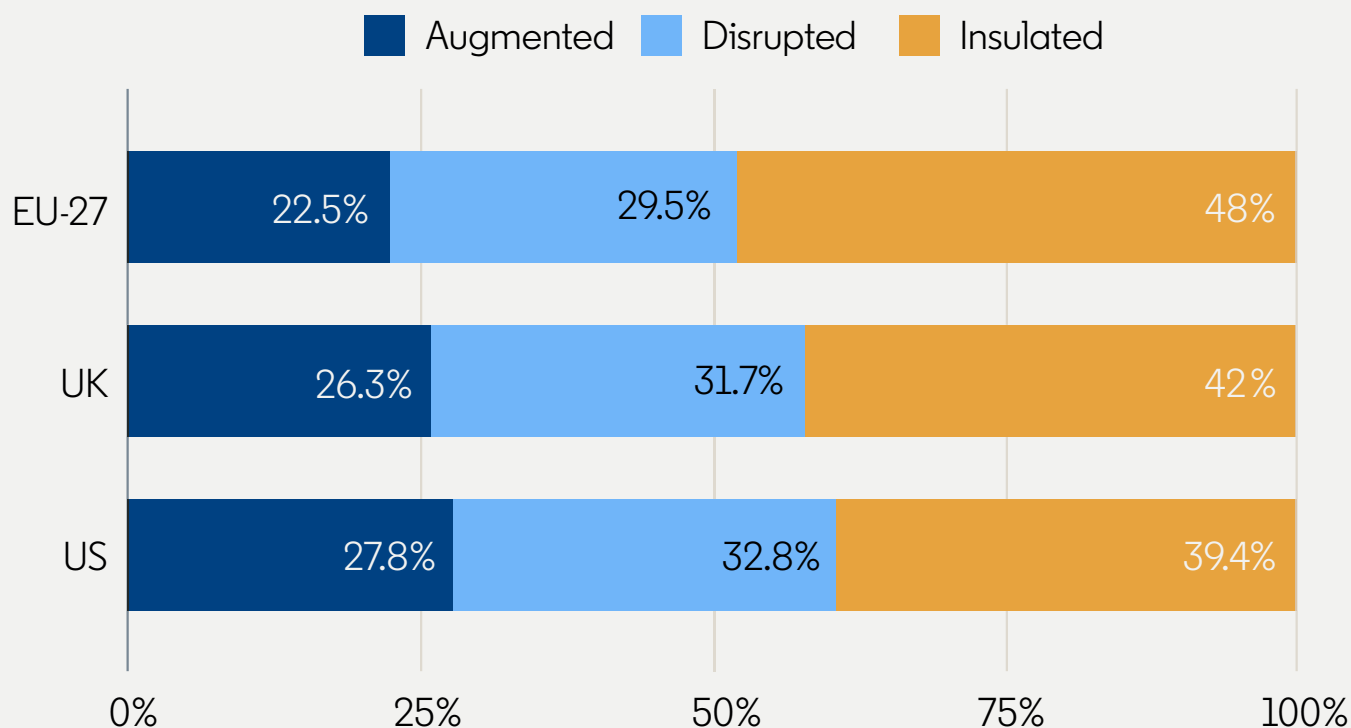
Industry lens

As GAI evolves and adoption increases, jobs across all sectors are likely to change. While the Technology sector has moved more quickly than others to amass AI talent, GAI's impact will extend well beyond the tech world. Our analysis indicates that industries in the Technology sector are likely to change the most, with 75% of UK tech workers potentially augmented or disrupted. But several other industries closely follow, including Financial Services (74%), Accommodation and Food Services (69%), and Professional Services (71%). These align with the high-growth sectors that the Government has identified in the Industrial Strategy Green paper. An understanding of how AI will affect these sectors will therefore be vital to the success of the final Industrial Strategy.

Industry composition by GAI segment, UK

Legend: Augmented | Disrupted | Insulated

Industry	Augmented	Disrupted	Insulated
Wholesale	24.5%	38.9%	36.5%
Utilities	23.7%	36%	40.2%
Transportation, Logistics, Supply Chain and Storage	18.6%	28.6%	52.6%
Technology, Information and Media	35.7%	38.7%	25.4%
Retail	17.5%	48.4%	34%
Real Estate and Equipment Rental Services	14.8%	27.6%	58.1%
Professional Services	29.9%	41.1%	28.9%
Oil, Gas, and Mining	21.4%	28.7%	49.8%
Manufacturing	26.3%	34%	39.6%
Hospitals and Health Care	15.3%	15.5%	69.1%
Holding Companiess	28%	36%	35.9%
Government Admnistration	25.3%	19.8%	54.8%
Financial Services	22.4%	51.8%	25.8%
Farming, Ranching, Forestry	14%	19.7%	66.1%
Consumer Services	18.4%	31.8%	49.7%
Education	38.9%	14.4%	46.5%
Construction	38.9%	26.9%	50.5%
Administrative and Support Services	22.5%	19.6%	64.4%
Accomodation and Food Service	31.5%	28.3%	40%
	53.6%	15.7%	30.6%

Demographic lens

Women may be disproportionately impacted by GAI. Historically, women tend to be overrepresented in certain types of jobs, and many of these jobs stand to change due to new technologies. In the UK, 62% of women are in roles that stand to be augmented or disrupted by GAI as compared to 55% of men. This trend is similar in the EU and the US, where 64% and 54% of women stand to be augmented or disrupted by GAI, respectively, compared to smaller share for men. Jobs that are likely to be disrupted by AI and tend to be held by women include Human Resources Administrator (85% of UK members in this role are women), Customer Service Coordinator (78%), and Marketing Coordinator (74%).
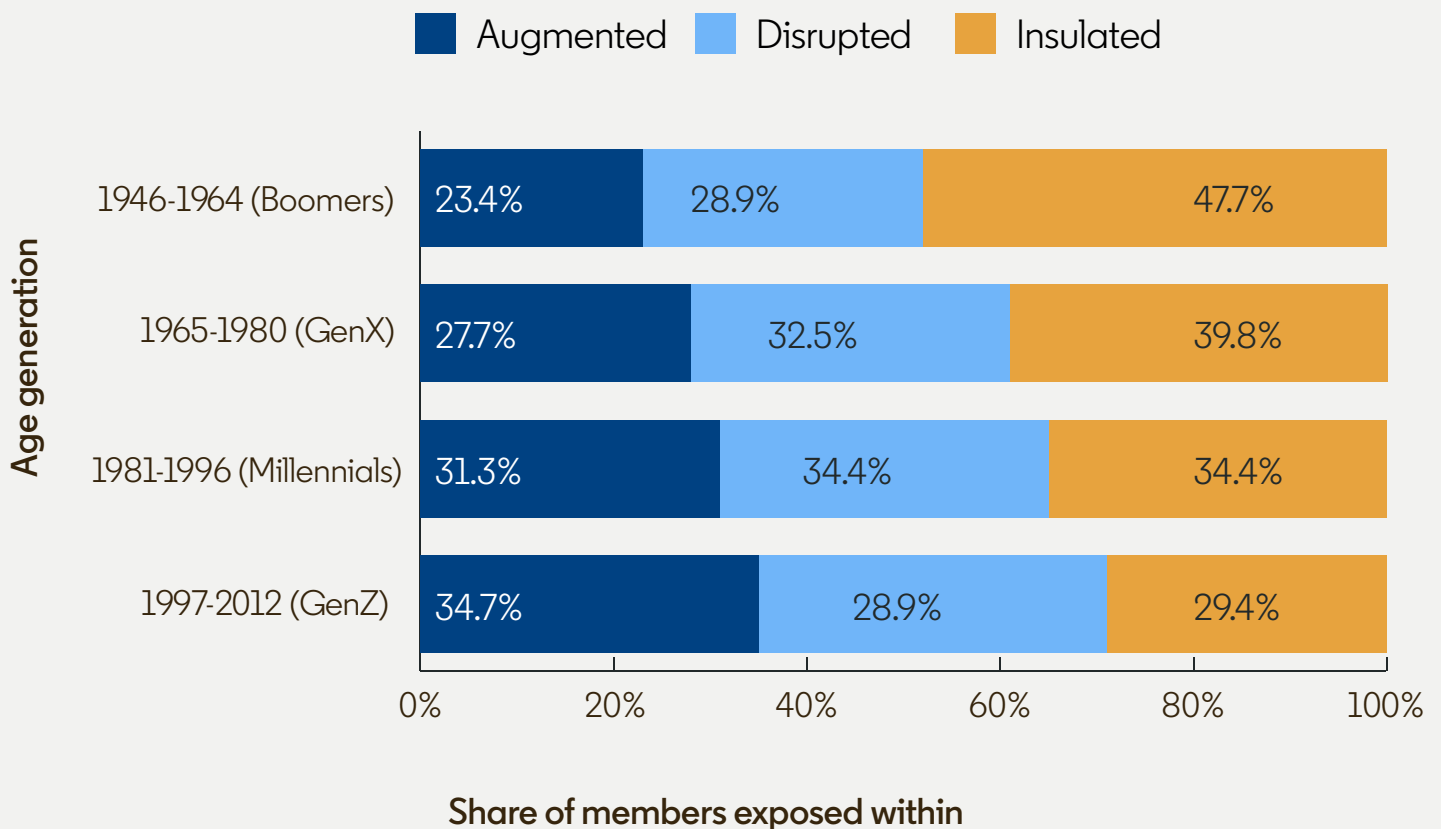
Share of men and women likely to be augmented or disrupted by GAI

Legend: Women | Men

Region	Women	Men
EU-27	63.6%	58.8%
UK	61.8%	55%
US	54.2%	49.6%
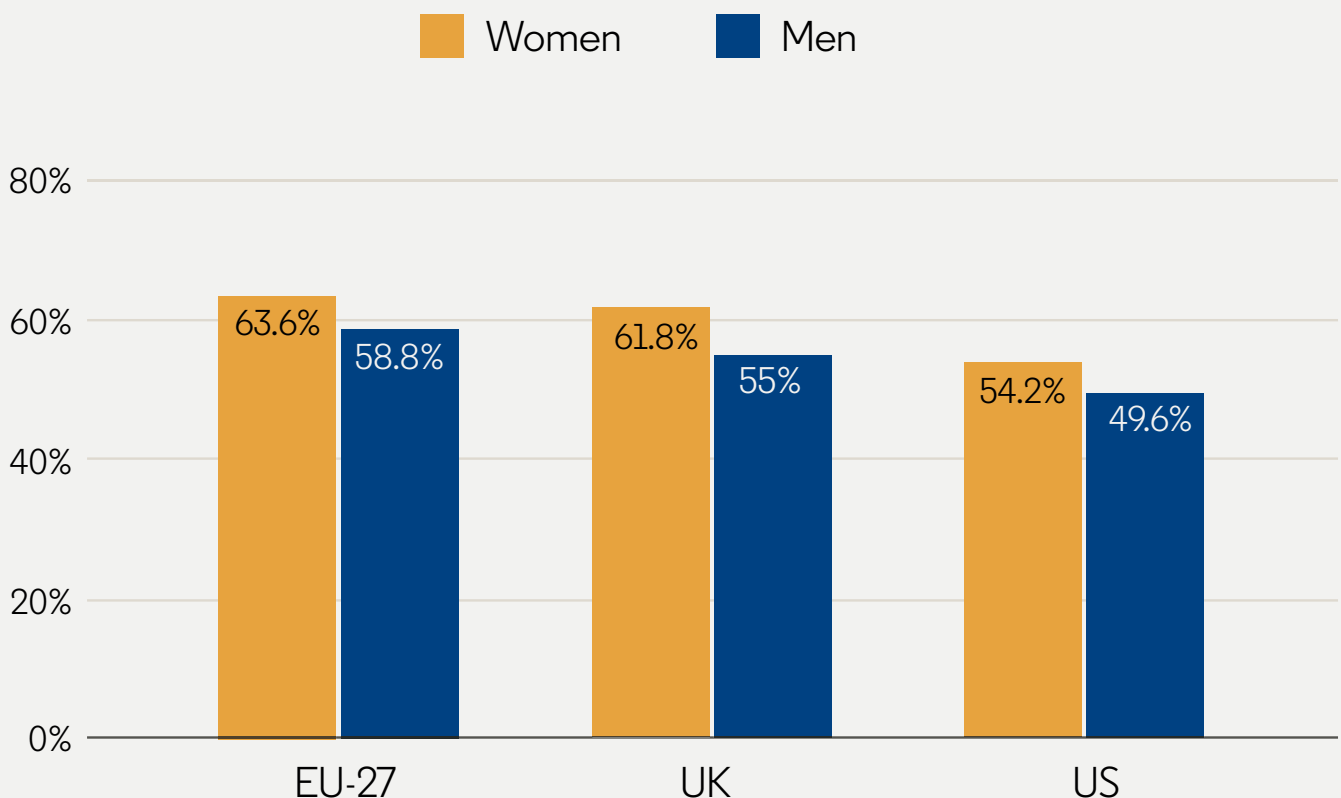
In the short-term younger workers may be disproportionately impacted by GAI, but they are also in a stronger position to adapt. When people embark on their careers, they often draw on GAI-replicable skills like writing or analytics. Only over time do they cultivate significant people skills, in areas like leadership or negotiation. Jobs that are likely to be disrupted by AI and are often held by members of Generation Z, or Gen Z (those born between 1997 and 2012), include graphic design assistant (40% of UK members in this role are Gen Zers), business development analyst (39%) and corporate communications assistant (37%). At the same time, younger workers have a head start in adapting to the changes that GAI will usher in.
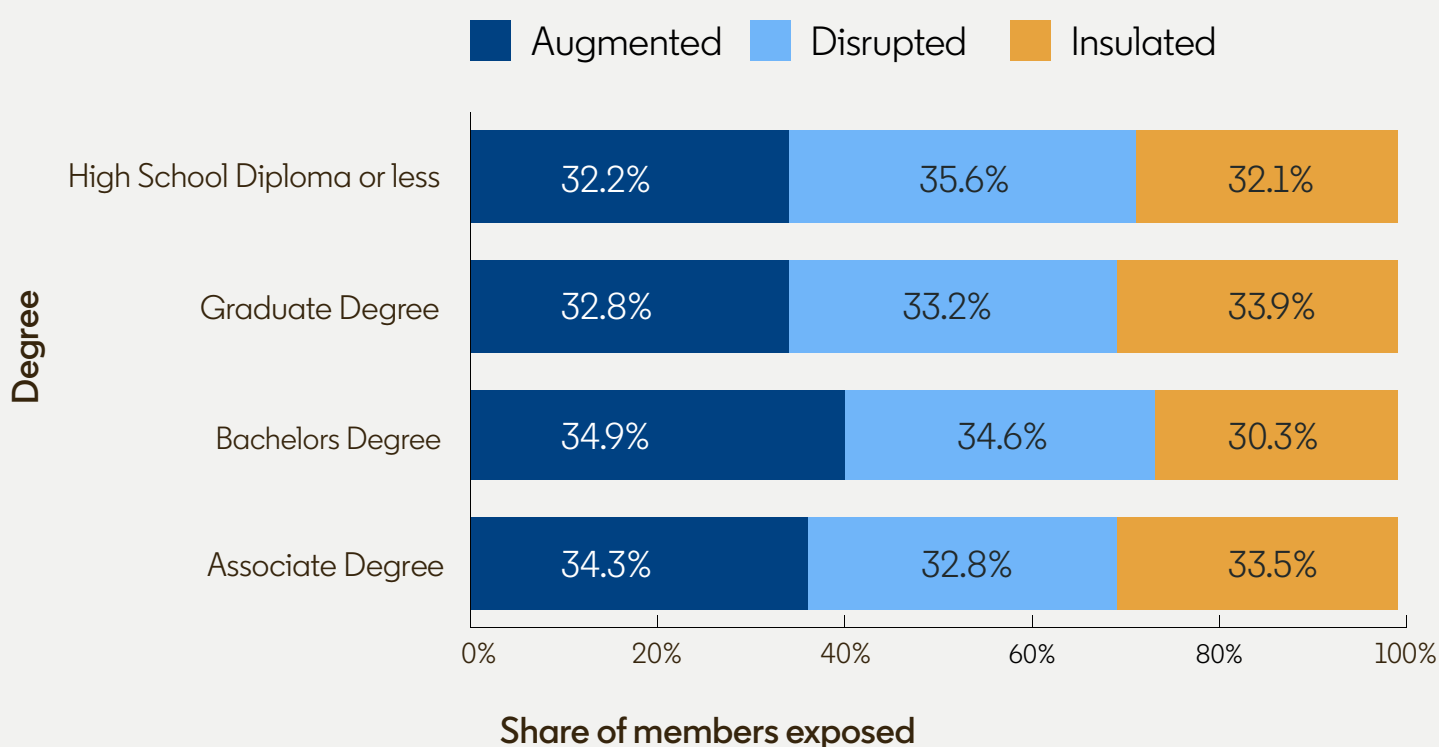

Age compostion by GAI segment, UK

■ Augmented   ■ Disrupted   ■ Insulated

Age generation	Augmented	Disrupted	Insulated
1946-1964 (Boomers)	23.4%	28.9%	47.7%
1965-1980 (GenX)	27.7%	32.5%	39.8%
1981-1996 (Millennials)	31.3%	34.4%	34.4%
1997-2012 (GenZ)	34.7%	28.9%	29.4%

Share of members exposed within

Workers with undergraduate degrees are likely to be the most heavily impacted by GAI Previous technological revolutions have disproportionately impacted lower-skilled workers. But that's not the case with GAI, which can partially replicate skills used in many jobs that require an undergraduate college/ bachelor's degree. Those with postgraduate degrees, however, are most likely to be insulated from GAI (36.8%), compared with 31.4% of those with undergraduate degrees and 32.5% of those graduating from secondary school or less. Postgraduate degrees imply a level of specialisation that GAI may not be able to replicate.

Educational composition by GAI segment, EU

Legend: ■ Augmented ■ Disrupted ■ Insulated

Degree	Augmented	Disrupted	Insulated
High School Diploma or less	32.2%	35.6%	32.1%
Graduate Degree	32.8%	33.2%	33.9%
Bachelors Degree	34.9%	34.6%	30.3%
Associate Degree	34.3%	32.8%	33.5%

Share of members exposed

UK members are rapidly adopting AI literacy skills, reflecting a dynamic and flexible workforce. As new AI tools and technologies emerged throughout 2023, UK workers seized on the opportunity to experiment heavily and integrate them into their daily workflows. Since 2023, the number of AI literacy skills added by LinkedIn members has increased by 177%, nearly five times faster than the 36% increase across skills overall.[IV]

Increasing access to AI skills training opportunities in the UK

Ensuring widespread access to AI upskilling and training is critical for the UK's long-term economic competitiveness and workforce resilience. Without targeted interventions, workers in AI-disrupted roles risk being left behind, limiting their ability to transition into high-growth industries and exacerbating existing labour market inequalities. AI skills development must be embedded across all levels of education and professional training, ensuring that workers, regardless of background, sector, or career stage can adapt and thrive in an AI-driven economy.

The UK AI Opportunities Plan lays the groundwork for this transformation, committing to a lifelong learning approach to AI literacy. However, to bridge the skills gap at scale, the Government must go further—drawing on international best practices from countries like Singapore and South Korea, where AI training is integrated into national education pipelines, industry certification programmes, and workforce development initiatives. Collaborations between government, employers, and training providers must be strengthened to scale AI training, improve accessibility, and ensure that workers in all industries can benefit from AI-driven growth.

Recommendations:

- Leverage the Lifelong Learning Entitlement to support AI literacy development, with a particular focus on historically disadvantaged populations, rural communities, and individuals with disabilities.

- Creating national AI skilling banks, coordinated through upcoming Jobcentre Plus reforms and supported by government, industry, and philanthropic partners—offers a way to expand access to high-quality AI training for individuals across the UK. This collaborative approach can help pool resources and target support where it's most needed.

- Using the curriculum review to support schools and colleges in safely and confidently integrating AI tools into teaching can promote AI literacy and effective learning. Highlighting best practices will help ensure students leave education with the baseline knowledge needed to succeed in an AI-driven economy.

- Launching public service campaigns to build trust in AI can help educate the public about its impact on the workforce and specific jobs. These campaigns can address common concerns and expand understanding of the benefits of AI, particularly its potential to boost productivity in ways that support both employers and workers.

Conclusion

The UK stands at a critical juncture in AI adoption. While AI presents immense opportunities for economic growth, workforce transformation, and global competitiveness, these benefits can only be realised through targeted policy action. By strengthening AI talent pipelines, ensuring an inclusive AI transition, and fostering a globally competitive AI ecosystem, the UK can lead the way in AI-driven economic transformation.

LinkedIn remains committed to supporting policymakers, businesses, and workers with near real-time skills intelligence to ensure that AI delivers tangible benefits across the UK economy. The future of AI in the UK is not just about technological advancement—it is about ensuring that this transformation drives inclusive and sustainable growth for all.

As the UK moves forward to promote the adoption of AI, it is critical that data systems are in place that have the capacity to accurately track and understand AI's impact on the UK labour market. The UK is not alone in that many countries collect and report only on limited data on the impact of AI on jobs and skills. To collect and report on the impact of AI on jobs and skills requires a timeliness in reporting and flexible taxonomies that allow for identifying, in real time, jobs that are being created due to new technologies. Such data is critical to enable informed decisions related to which skills are most important to pursue and to recognise the potential impact of AI on their own jobs and skills, as well as to identify new and emerging opportunities.

At LinkedIn, we're committed to sharing insights from our data-rich Economic Graph to give policymakers, business leaders, and workers detailed visibility into the momentum underway. In the meantime, LinkedIn data can shed further light on the distribution of AI talent across UK industries, regions and gender.

Recommendation:

- Utilising advanced data capabilities to track how specific jobs and skills are being impacted by AI, in terms of job loss, augmentation, and creation, can support more responsive policymaking and help the UK adapt to rapid changes in the labour market.

Methodology

Key definitions

AI skills: *There are over 41,000 standardised skills in LinkedIn's skills taxonomy, of which more than 160 have been designated by experts as AI skills. Examples include machine learning, natural language, and deep learning. For a list of skills included in this analysis, please see our* [AI Data Partnerships – LinkedIn Methodology.](#)

LinkedIn categorizes AI skills into 2 mutually exclusive groups: "AI Engineering" and "AI Literacy" skills, where, broadly, AI Engineering skills refer to the technical expertise and practical competencies required to design, develop, deploy, and maintain artificial intelligence systems, and AI Literacy skills refer to the knowledge, abilities, and critical thinking competencies needed to understand, evaluate, and effectively interact with artificial intelligence technologies. As skills are ever evolving, we maintain and refresh these classifications on a periodic basis.

AI talent: *This group consists of members who are (or have been) employed in an AI job (like machine learning engineer, for example) or list at least two AI skills on their LinkedIn profiles.*

Gender: *We recognise that some LinkedIn members identify beyond the traditional gender constructs of "man" and "woman." If not explicitly self-identified, we have inferred the gender of members included in this analysis either by the pronouns used on their LinkedIn profiles or inferred on the basis of first name. Members whose gender could not be inferred as either man or woman were excluded from any gender analysis.*

GAI: *To inform our framework assessing the impact of GAI on the UK workforce, we identified three pivotal categories of skills:*

- **GAI-replicable skills** *are the 500-plus skills that GAI is most likely to be able to replicate. Examples include writing, editing, translation, content creation, data analysis, and programming languages.*
- **People skills** *are the 800-plus skills that technology can't yet replicate—and are critical to the implementation of GAI and other technologies. Examples include leadership, teamwork, negotiation, problem solving, people management, and relationship building.*
- **AI literacy skills** *are the 10-plus skills required to use and manage new AI technologies such as ChatGPT, Copilot for Microsoft 365, and Github Copilot.*

Acknowledgements

Contact for the report

James Lee,
Senior Manager,
Public Policy and Economic Graph, UK
jameslee@linkedin.com

Resources

Interested in learning more about AI? **Check out our data sharing partnerships and reports:**

Resources

I. Skills England report: driving growth and widening opportunities (2024), Available at: https://www.gov.uk/government/publications/skills-england-report-driving-growth-and-widening-opportunities

II. UK Department for Science, Innovation and Technology (DSIT) (2025), AI Opportunities Action Plan Available at: https://www.gov.uk/government/publications/ai-opportunities-action-plan/ai-opportunities-action-plan

III. LinkedIn Jobs on the Rise 2025: The 25 fastest-growing roles in the UK (January 2025), Available at: https://www.linkedin.com/pulse/linkedin-jobs-rise-2025-25-fastest-growing-roles-uk-lrsnf/

IV. LinkedIn Work Change Report: AI is Coming to Work, Available at: https://economicgraph.linkedin.com/research/work-change-report

V. LinkedIn Skills on the Rise 2025: The 15 fastest-growing skills in the UK Available at: https://www.linkedin.com/pulse/linkedin-skills-rise-2025-15-fastest-growing-uk-linkedin-news-uk-yekpc/?trackingId=eS9A7wPmRk6V2U9EnbsxGg%3D%3D

VI. The Microsoft Responsible AI Standard, Available at: https://blogs.microsoft.com/wp-content/uploads/prod/sites/5/2022/06/Microsoft-Responsible-AI-Standard-v2-General-Requirements-3.pdf

VII. Skills-Based Hiring: Increasing Access to Opportunity, March 2025, Available: https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/PDF/skills-based-hiring-march-2025.pdf

VIII. 2024 Work Trend Index Annual Report from Microsoft and LinkedIn, AI at Work Is Here. Now Comes the Hard Part. Available at: https://www.microsoft.com/en-us/worklab/work-trend-index/ai-at-work-is-here-now comes-the-hard-part