

AI and the labour market

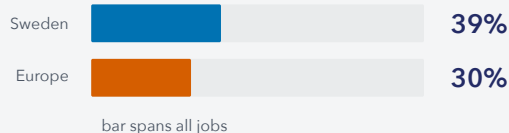
What the evidence shows, internationally and for Sweden in depth

This page describes; it does not explain. Everything here is measured, but none of it shows that AI *caused* what you are looking at. Other things moved over the same years, including interest rates, a pandemic and the ordinary business cycle. **Read the dates, not the sheet's date:** the sheet is generated on demand, the evidence is not, and every figure carries its own vintage.

FOUR QUESTIONS, MEASURED SEPARATELY

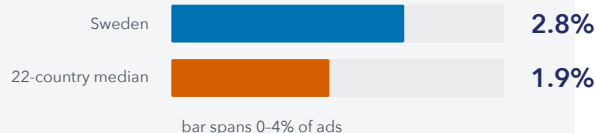
■ Sweden ■ international comparison

How exposed are jobs to AI?



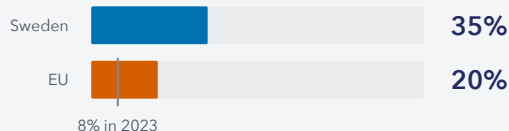
Jobs in the most AI-exposed quarter of occupations. Exposure is a property of the tasks, not a forecast: it says nothing about who

How often do employers ask for AI skills?



Advertisements requiring an AI skill: a small share of hiring. The Swedish series in the figure below shows twenty years of it.

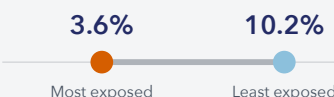
How many firms use AI?



Firms using AI in 2025. The EU more than doubled in two years.

Source: Eurostat · 2025

What has happened to pay?

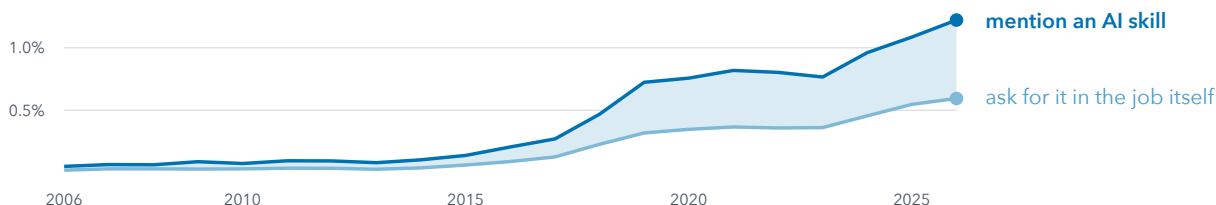


Real wage growth 2015-2025, US occupations by exposure. In Sweden pay is flat in every group.

Source: BLS OEWS · SCB · real terms · 2015-2025

SWEDEN IN DEPTH: HOW OFTEN DO JOB ADS ASK FOR AI?

Every advertisement on the public job board



A **range**, not a single number: the upper line counts an advertisement that mentions an AI skill anywhere, the lower one only when the skill is asked of the person being hired. Both rose steeply. The broader count went from 0.05% of advertisements in 2006 to 1.09% in 2025, about 22 times higher, and the honest 2025 range is **0.55% to 1.36%**.

Right now (8 Aug 2026): of the 33,655 most recent advertisements, 1.64% mention an AI skill and 0.81% ask for one in the job itself. This is the only figure on the sheet that moves daily.

JobTech / Platsbanken job ads (CC0), frozen v1.3 term list, distinct advertisements

How capable are AI systems?

12-17h

the longest human-expert tasks frontier AI agents complete at even odds; the length has been doubling every 4-6 months. This is the technology the four questions are read against, not a fifth question about the labour market.

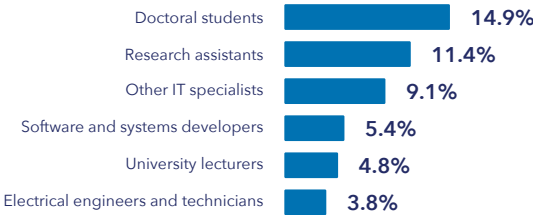
METR · May 2026

Before you quote this. The Swedish series counts what employers *write down when hiring*: not jobs, and not firms using AI, which are two of the panels above. Not all hiring is advertised. A rising line means employers ask for AI skills more often than they used to, and nothing more.

WHERE THE DEMAND ACTUALLY SITS

Swedish occupations, 2025, ranked by the share of their advertisements asking for AI

Asks most often



And in none of these

0.0% Registered nurses (15,842 ads)

0.0% Personal care assistants (14,946 ads)

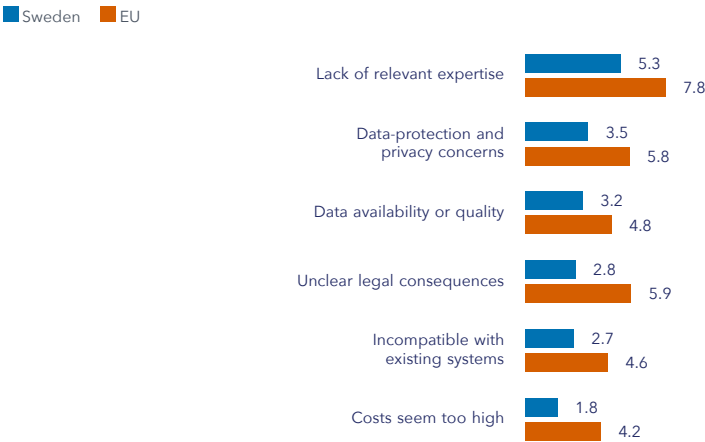
0.0% Assistant nurses, home care, home nursing, elderly care and habilitation (8,607 ads)

These are among the largest occupations on the board. The demand is real and it is concentrated: most of the labour market is not being asked for AI at all.

JobTech / Platsbanken job ads (CC0), frozen v1.3 term list, distinct advertisements

OBSTACLES FIRMS NAME

Per cent of all firms with 10+ employees, 2025



Shares are of ALL firms, not of non-adopters, so they do not sum to anything. Sweden is below the EU on every barrier, which is what a high-adoption country looks like. Not comparable with 2021: Eurostat flags a break in the Swedish series.

IN THE EMPLOYERS' OWN WORDS

Advertisement headlines, as written

Most common: 2026 · H1 Machine learning engineer · Data scientist

New titles appearing

AI ambassador (2023) AI content producer (2023)

AI-expert / AI experts (2024) AI lead (2025)

AI data annotation specialist (2025)

Senior agentic AI developer (2026)

Titles that stopped clearing the bar

Telemarketer (2018) Construction engineer (2022)

Mathematical statistician (2023)

Inside sales (2024) Network technician (2024)

One entry is a measurement artefact worth naming: medical secretary (medicinsk sekreterare) appears because those advertisements mention speech-recognition software, which our classifier judges to be a tool the job uses rather than an AI skill it asks for.

WHAT THIS CANNOT SEE

No task-level data. We see what employers write in advertisements, not how work is actually done, nor how tasks and responsibilities shift inside a job that keeps its name.

Not all hiring is advertised. This is the advertised margin. Occupations that hire through networks or internal moves are under-represented, and that varies by sector.

One job board. Platsbanken is large and stable but it is not the whole market, and its reach has fallen somewhat relative to surveyed vacancies since 2006.

Validated on one year. Precision and recall are measured on 2024 advertisements. An early-period check covering 2006 to 2013 is drawn and not yet done.

Exposure is not displacement. The exposure measure on page one describes tasks AI could affect. It is not a prediction that anyone loses work.

Hard to read? Every figure is on the web page as selectable text at any zoom, with the numbers as CSV: ai-econlab.com/monitor. AI-Econ Lab, Örebro University and the Ratio Institute. Public data throughout; every figure is reproducible from the source named beside it. Method and version

