

# AI: The 2026 trend everyone saw coming.

Here are five ways it'll reshape the world of work.



92%

increase in AI UX Designers.

142%

increase in AI Ethics Specialists.

69%

increase in AI Prompt Engineers.



Industries most able to use AI have **3x higher** growth in revenue generated by each employee.<sup>1</sup>



Workers with AI skills command a **56% wage premium**.<sup>1</sup>

## Trust falters in the AI era.

LinkedIn have removed 400 million fake profiles in less than 5 years.<sup>2</sup>

**2020** saw an initial spike in removals, likely due to initial enforcement efforts **65.3m**

**2021** saw a slight decline to **60.1m**

**2022** dropped significantly to **43m**

**2023** rebounded to **49.8m**

**2024** climbed further to **57.8m**

## Gen Z battles Gen AI for jobs.

“Automation is removing the need for roles that once served as stepping stones into the workforce.”

Hiring rate trends for entry level jobs in Europe.<sup>3</sup>

	2024	2025
Administration	56.5%	21.1%
Commercial	48.3%	17%
Data	33.7%	12.8%
Marketing	23.4%	5.7%
Product	23.3%	21.1%
Finance	22.1%	17%
People	22%	12.8%
Engineering	21%	5.7%
Operations	20.4%	5.7%

## ‘FOBO’ drives new anxieties.



FOBO, or the ‘*fear of becoming obsolete*’, describes the anxiety that certain skills, knowledge and roles will become irrelevant due to technological advancements.

65% of leading CHROs believe that AI can “**improve the performance of most roles**” in their organisation.<sup>4</sup>

## Life Sciences will lead on growth.

But it will need to tackle growing skills gaps to succeed:

>15%

of current talent considered ‘AI-ready’.

60%

of the global workforce will need reskilling to keep pace with automation.

63%

of global enterprises view skills gaps as the biggest barrier to transformation.

<sup>1</sup>The Fearless Future: 2025 Global AI Jobs Barometer, PwC. <sup>2</sup>Community Report, LinkedIn. <sup>3</sup>The Tech Job Market in 2025, Ravio. <sup>4</sup>72% of top CHROs see AI replacing jobs, Gallup

