

Regional Skills Assessment

Ayrshire

October 2023



Regional Skills Assessments

First launched in 2014, the purpose of the Regional Skills Assessments (RSAs) is to provide a robust evidence base to support partners in strategic skills investment planning. Skills Development Scotland (SDS) has worked with key partners and stakeholders in the production of RSAs to ensure an inclusive approach to their development, dissemination and utilisation.

RSAs include the use of published data sets. Inevitably, when using published data there is a time lag, but the data contained is the most up-to-date available at the time of writing. We have also included a link to the Data Matrix, which is frequently updated.

RSAs also include forecast data that has been commissioned through Oxford Economics. The Technical Note¹ provides full detail on the caveats that must be applied when using forecast data, but broadly, it should be noted that:

- Forecasts are based on what we know now and include past and present trends projected into the future.
- The more disaggregated they become, especially at smaller geographical units, the less reliable they are likely to be.
- Their value is in identifying likely directions of travel rather than predicting exact figures.
- The forecasts do not account for national or regional activities, initiatives or investments that are planned.

Industries and occupations used in the RSAs are defined by standard industrial classifications (SIC) and standard occupational classifications (SOC). The Office for National Statistics have useful SIC² and SOC³ hierarchy tools that can be used to understand the classifications in more detail.

This RSA report is for Ayrshire, which covers the East Ayrshire, North Ayrshire and South Ayrshire local authorities.

The RSAs are part of a suite of Labour Market Insight publications by SDS. Other products in the suite include:



Economy, People and Skills provides succinct and up-to-date evidence on Scotland's economy, business and people. It is updated monthly.



Sectoral Skills Assessments provide updated Labour Market Insight for the key sectors across Scotland. It is updated annually.



The **Data Matrix** is an interactive tool, offering data from a variety of sources in a visually engaging format. It is updated frequently.

Links to the Data Matrix are included throughout the report to indicate where Local Authority data is available. Also, '**RSA Summary Infographics**' for local authorities are available through the Data Matrix. The Data Matrix also contains additional data for the region, including data on employment, unemployment, and economic inactivity rates from the Annual Population Survey. These are available on pages 13,14 and 19 of the Data Matrix.

Alongside the suite of Labour Market Insight publications, SDS also produces a wide range of reports such as statistics on the Apprenticeship Family and the Annual Participation measure for 16-19 year olds. Further information can be found on the [Publications and Statistics](#) section of the SDS corporate website.

For any further information or queries on the RSAs or any of our other products, please contact: RSA@sds.co.uk

We value user feedback on the Regional Skills Assessments.



If you would like to provide feedback on the RSAs please do so [here](#).

We held a series of regional webinars to complement the publication of the Regional Skills Assessments.



The recording of the Ayrshire webinar can be found on the SDS YouTube Channel [here](#).

You can also watch the webinars for other regions and key sectors in Scotland [here](#).

The Context for Scotland's Labour Market

Within the last 10 years, the economy has faced disruption due to events such as the pandemic, Brexit, the war in Ukraine, and the cost of living crisis. In addition to these events, megatrends around demography, technology, and the environment have continued to shape Scotland's economy and labour market.

This section provides an overview of five key drivers of the Scottish labour market, highlighting that an agile and responsive skills system is vital to respond to the challenges and opportunities that exist in the economy, to support and attract inward investment, to increase productivity and to tackle inequality and deprivation.



The Economy

Scotland and the UK have been hard hit by rising inflation, tight monetary policy, and subdued economic performance. The impact of the war on Ukraine, increased energy prices, and a tight labour market have resulted in inflation reaching a 40-year high in 2022. At the time of writing, inflation has started to fall, but at a slower pace than previously anticipated. By the end of 2023, the Bank of England expect inflation to be 4.9%, falling to within the 2% target by Q2 of 2025.¹

Interest rates have increased to combat rising inflation, and rates are likely to remain higher for longer than expected as inflation proves challenging to address. This has weighed on economic growth and the outlook for Scotland and the UK remains uncertain, with downside risks.

Forecasts predict Scotland² and the UK³ will see weak economic growth between 2023 and 2026.³ International growth is also expected to be weak by historical standards, with global growth of 3% forecast for both 2023 and 2024.⁴ However, the success of Scotland's economy is not solely based on GDP. There has been growing commentary on the need to evaluate the economy on measures other than GDP growth, such as how the economy serves society and sustains the environment. The Scottish Government's National Strategy for Economic Transformation (NSET) noted a commitment to a 'Wellbeing Economy' – 'a society that is thriving across economic, social and environmental dimensions'.⁵

Skills Shortages and Skills Gaps



The **Employer Skills Survey 2022 (ESS)** provides insight on skills supply, skills gaps and training across Scotland and the UK. The published findings are timely; however, they do not capture the very recent cooling of the labour market that has taken place during 2023. The ESS shows:

- **Supply challenges have worsened** across Scotland and the UK, and vacancies have become harder to fill.
- **There has been a sizeable rise in skills shortages**, 10% of establishments in Scotland reported a Skills Shortage Vacancy (up from 6% in 2017).
- **Skills gaps have decreased slightly in Scotland**, 15% of establishments reported a skills gap (-1 pp) while 4.8% of employees in Scotland were not fully proficient, which was the lowest level recorded.
- **Training activity has decreased across Scotland**, access to training offered by employers was at the lowest recorded level since the survey began in 2011.



Technology and Automation

Technology and automation have been major disruptors and drivers of the Scottish labour market and economy over the past few decades. Ongoing advances and technological change are expected to continue to have a great impact on the global economy, particularly with the prominence of Artificial Intelligence.⁶ This will shape consumer behaviour, modify commercial models, and drive innovations in ways of living, working and learning.

While Artificial Intelligence is expected to result in changes to the world of work, many jobs are expected to evolve rather than disappear.⁷ However, around a third of jobs may see a large share of their tasks being automated and changed. The technological revolution has highlighted the importance of uniquely human meta-skills around self-management, social intelligence and innovation.⁸

As well as risks to certain jobs, technology may also create new jobs and enhance existing roles to support smarter and more agile ways of working. However, employers are already reporting digital skills gaps in the workforce.⁹ The **Digital Economy Skills Action Plan** aims to address the digital economy skills challenge through upskilling and reskilling, to help realise the potential of Scotland's digital economy.¹⁰

SDS is exploring the potential labour market impact of Automation and Artificial Intelligence through new research. The findings from the research will be published at the beginning of 2024 and will include breakdowns of the risk of automation by gender, income and occupation.



Climate Change

The Climate Emergency has been recognised by governments across the world, with the Scottish Government being one of the first to do so in 2019. Recognising the gravity of the situation, the Scottish Government has set a target to achieve a net zero carbon economy by 2045.¹

Growing recognition of the importance of protecting the environment will have a significant impact on the labour market. Changes in legislation and consumer behaviour will mean growing demand in some areas and a fall in others. Demand for green jobs (and green skills) is expected to increase rapidly as a result of policy and legislative drivers, and consumer choice.²

Scotland's skills requirements for the Climate Emergency are set out in the **Climate Emergency Skills Action Plan**. It outlined the need for action to ensure that current and future skills investment in support of net zero is strongly evidence based.³

The CESAP Pathfinder is a direct response to this, led by Skills Development Scotland (SDS) in collaboration with the Scottish Funding Council (SFC) and forms part of the **Shared Outcomes Framework**. The CESAP Pathfinder advances the evidence base used to identify current and future skills demand, establishes a baseline of green skills provision and identifies nine opportunities for action needed across the skills system. A suite of reports to share insights, intelligence and lessons learned is due to be published in Autumn 2023.



Demographic Change

Scotland's population is ageing. By 2045, the number of people of pensionable age in Scotland is expected to increase, while the working-age population is projected to decline, and migration is expected to be the only source of population gain in Scotland.⁴ Demographic change could contribute to a tighter labour market in the future, and increase pressure on the demand for public services and the funds available from tax and National Insurance to provide them.

Whilst it was initially thought that Brexit would lead to falling levels of migration, the Office for National Statistics estimated that net migration to the UK hit a record high in 2022.⁵ Migration has been driven by non-EU citizens, while more EU citizens left than arrived in the UK. Migration from outside of the EU has been driven by a number of factors, including humanitarian schemes such as those available to Ukrainians; higher levels of migration for study; and people coming to the UK for work. Changes to migration policy and the UK's points-based migration system could further impact migration flows.

With populations ageing, the global economy is likely to see more people working for longer due to increases in the state pension age.⁶ Advances in medicine and technological innovations are expected to enhance the health of the older population, which in turn will likely change working habits and preferences. As a result, some targeted upskilling and reskilling may be required to enhance older workers' experience and knowledge to enable the transition into new and growing careers.⁷



Scotland's Census 2022 ⁸

Scotland's population was estimated to be 5,436,600 in March 2022, which marks the highest population ever recorded by Scotland's Census. The Scottish population **increased by 2.7% since the previous census**. This growth rate was slower than the period between 2001 – 2011, when the population grew by 4.6%.

Although Scotland's population increased over the past ten years, this growth was largely driven by migration, as the number of deaths exceeded the number of births. **Without migration, Scotland's population would have declined by around 49,800.**

There are now more older people in Scotland than ever before. The number of people aged 65 and over increased by 22.5% between 2011 and 2021, while the population aged 0-14 and 15-64 decreased by 2.5% and 1.1% respectively.

Population in East Ayrshire and North Ayrshire declined by 2.0% and 3.4% respectively between 2011 and 2022, while the population in South Ayrshire declined by 1.1%. All three local authorities had a higher proportion of those aged 65 and above compared to the national average.

The Context for Scotland's Labour Market and Regional Insight



Inclusive Growth and Equality

Across Scotland, significant economic inequalities exist, especially for disadvantaged groups. For example, more women than men earned less than the Real Living Wage in 2022¹, the disability employment gap² remained high (29.6 percentage points) in 2023, meaning people with a disability are less likely to be employed, and in the same year, the employment rate gap for the ethnic minority population compared with the white population was 9.2 percentage points.³

The Scottish Government's commitment to fairness and greater equality is reiterated in the National Strategy for Economic Transformation (NSET). One of the strategy's key ambitions is creating a fairer society – '*Ensuring that work pays for everyone through better wages and fair work, reducing poverty and improving life chances*'.⁴

A 'Fairer and More Equal Society' is also one of the five programmes of action outlined in the NSET. This programme of action looks to '*reorient our economy towards wellbeing and fair work*' with key aims including higher rates of employment and wage growth, and reducing poverty.⁵

The Scottish Government's targets are set against the challenging backdrop of the cost of living crisis and the pandemic, affecting groups already impacted by inequality the most: low-income households, young people, disabled people, and people from ethnic minority backgrounds.⁶ Research from the Joseph Rowntree Foundation found that eight in ten single parents, large families and low-income households in Scotland had to go without one or more essentials (such as food or heating) in spring 2023.⁷



Regional Insight⁸

Ayrshire's regional economic partnership is now well established, building upon the governance arrangements for the Ayrshire Growth Deal, which was signed in 2020.

The new [regional economic strategy](#) was launched in June 2023, with a vision of '*building wealth for everyone in Ayrshire by creating opportunities for those who want to live, work, learn and invest in the region*', reflecting partners' desire for Ayrshire to take a different approach to regional economic development in Ayrshire: an inclusive approach based on the principles of Community Wealth Building. Its priority themes are support for business, fair work, innovation, good health and wellbeing, stronger places and communities, and enhancing natural capital.

The Ayrshire Growth Deal – Scotland's first non-city deal – will bring public sector investment of £251.5 million into the region. The scale of this deal will galvanise efforts to develop key strategic sites and key sectors in Ayrshire and aims to facilitate private sector investment of more than £300m into the region and to support up to 7,000 new jobs. Skills are a cross-cutting priority for the region, with a sectoral focus upon: Aerospace/Space sector; Clean Growth; Food and Drink; Visitor Economy; and Digital.

The [Ayrshire Regional Skills Investment Plan](#) (RSIP) was published in July 2022. Clearly aligned to the

NSET, it aims to create an agile and responsive skills system that supports an inclusive, sustainable and competitive regional economy, offering opportunities for everyone to thrive and progress, and enhance Ayrshire's attractiveness as a great place to invest, live and work.

The Ayrshire Skills Investment Fund – funded through the Growth Deal and intended to support priorities in the RSIP that cannot be addressed through mainstream funding – was approved in 2023.

The forecasts used in this RSA are policy and investment neutral. This means the figures present a baseline outlook that takes into account historical trends and external economic conditions, but the figures do not reflect investment or policy that is unconfirmed or at planning/development stage. For example, the figures presented in this report do not reflect significant levels of investment expected in the region such as:

- The Community Renewable Energy Project (CoRE);
- Hunterston Strategic Development Area; and
- Centre for Research into Low Carbon Energy and Circular Economy (CECE).

The forecasts should be used in conjunction with other sources, and readers are encouraged to overlay the forecasts with their own local knowledge.

Economic Performance¹



Ayrshire forecast GVA in 2023: **£6,640m**

Ayrshire generates 4.5% of Scotland's output. This share of GVA ranks the region in the second lowest quartile of RSA regions for GVA contribution to the Scottish economy.

The highest value industries in 2023 were forecast to be:

Manufacturing	£1,175m
Human Health and Social Work Activities	£802m
Real Estate Activities *	£763m
Wholesale and Retail Trade	£659m



Mid-term forecast average annual growth (2023-2026)

Ayrshire: 1.5%

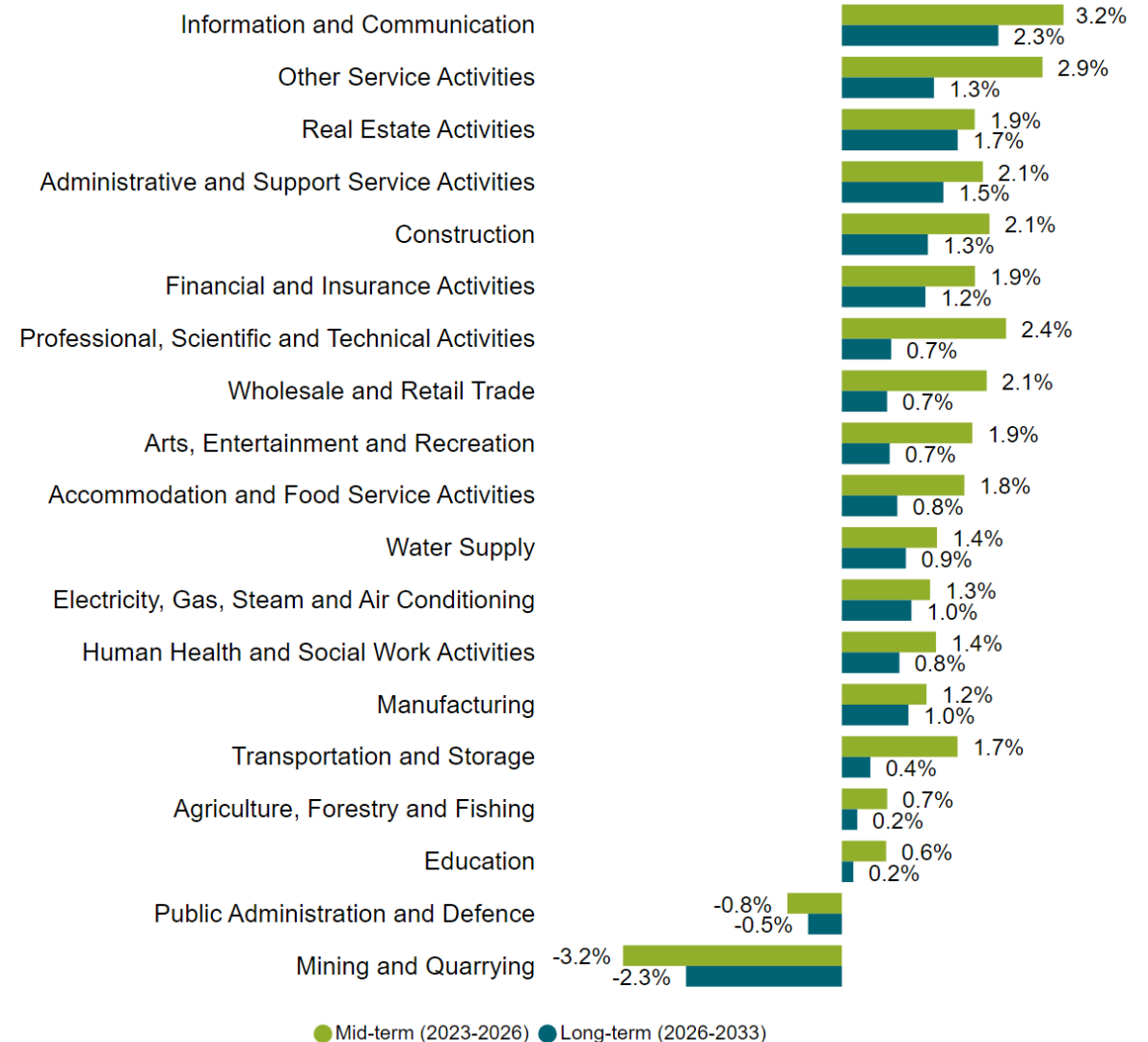
Scotland: 1.7%

Long-term forecast average annual growth (2026-2033)

Ayrshire: 0.9%

Scotland: 1.1%

Forecast Average Annual GVA Change by Industry (%), Ayrshire



For data on GVA at local authority level please see page 29 of the Data Matrix.

*GVA in the Real Estate industry is inflated by owner-occupier imputed rent. This reflects the value of services provided by homeowners who own and live in their homes.

Productivity¹

In this report, we have used Oxford Economics' measure of productivity, which is calculated by dividing total regional GVA by total regional employment (measured by jobs). Please note, there are different ways of calculating productivity, and the pandemic has created new challenges in how productivity is accurately measured. Caution is needed when interpreting productivity data presented in this report, and it must be considered in the context of other data and insight.

Productivity in **Ayrshire** was forecast to be **£45,800** in 2023. In comparison, the Scottish average was forecast to be £52,600.



Mid-term Productivity

From 2023 and 2026, productivity in Ayrshire is forecast to grow by 0.9% on average each year. Over the same period, the Scottish growth rate is forecast to be 1.0%.

Ayrshire forecast productivity in 2026: **£47,100**

Scotland forecast productivity in 2026: **£54,100**



Long-term Productivity

From 2026 and 2033, productivity in Ayrshire is forecast to grow by 1.1% on average each year. Over the same period, the Scottish growth rate is forecast to be 1.0%.

Ayrshire forecast productivity in 2033: **£50,800**

Scotland forecast productivity in 2033: **£58,200**

Productivity (2023)

Edinburgh, East and Midlothian	£60,900
West Lothian	£60,400
Aberdeen City and Shire	£57,600
Dumfries and Galloway	£54,100
Forth Valley	£53,900
Scotland	£52,600
Tayside	£51,400
South of Scotland	£50,400
Lanarkshire	£50,200
Glasgow College Region	£50,100
Fife	£49,200
Highlands and Islands	£47,000
West Region	£46,000
Ayrshire	£45,800
Borders	£45,500



For data on productivity at local authority level please see page 30 of the Data Matrix.

Regional Employment¹



Workforce Size 2023:
141,100 people

This accounts for **5.4%** of Scottish employment.

Over the last 10 years (2013-2023) employment in the region **grew** by **3.1%** (**4,300** people). In comparison, employment in Scotland increased by 4.0%.



Workforce Size 2026:
143,900 people

The workforce is forecast to **grow** by **2.0%** or **2,800** people between 2023 and 2026.

Compared to a Scotland-wide increase of **2.2%** or **57,000** people.

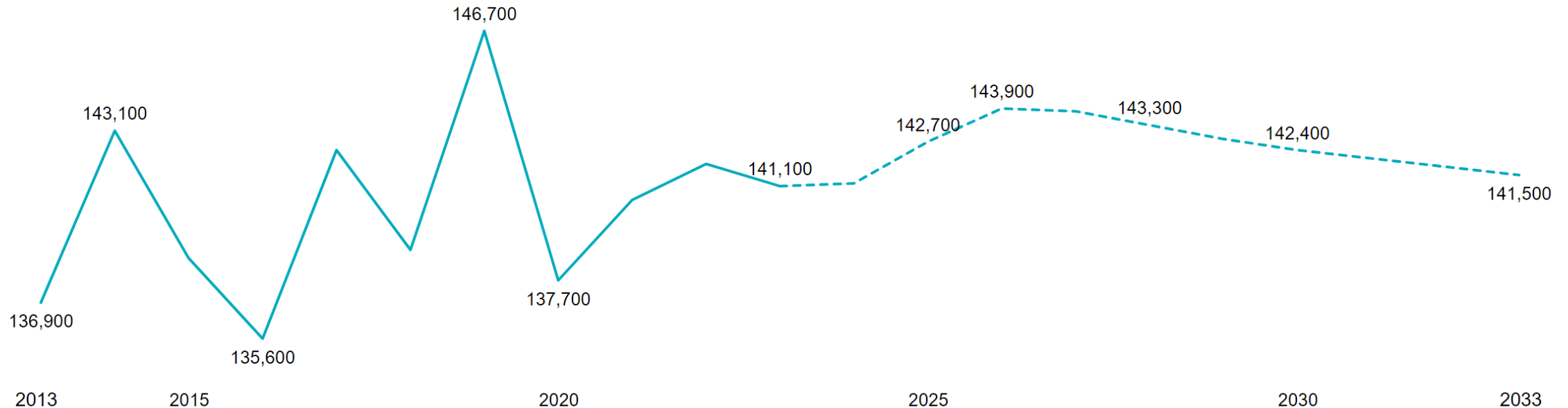


Workforce Size 2033:
141,500 people

The workforce is forecast to **decline** by **-1.7%** or **-2,400** people between 2026 and 2033.

Compared to a Scotland-wide increase of **0.9%** or **22,700** people.

Employment and forecast employment (2013-2033) (people), Ayrshire



For data on employment and forecast employment at local authority level please see page 32 of the Data Matrix.

Employment by Industry¹

Largest employing industries in 2023 (people):

 **Human Health and Social Work Activities**
28,000

 **Wholesale and Retail Trade**
20,200

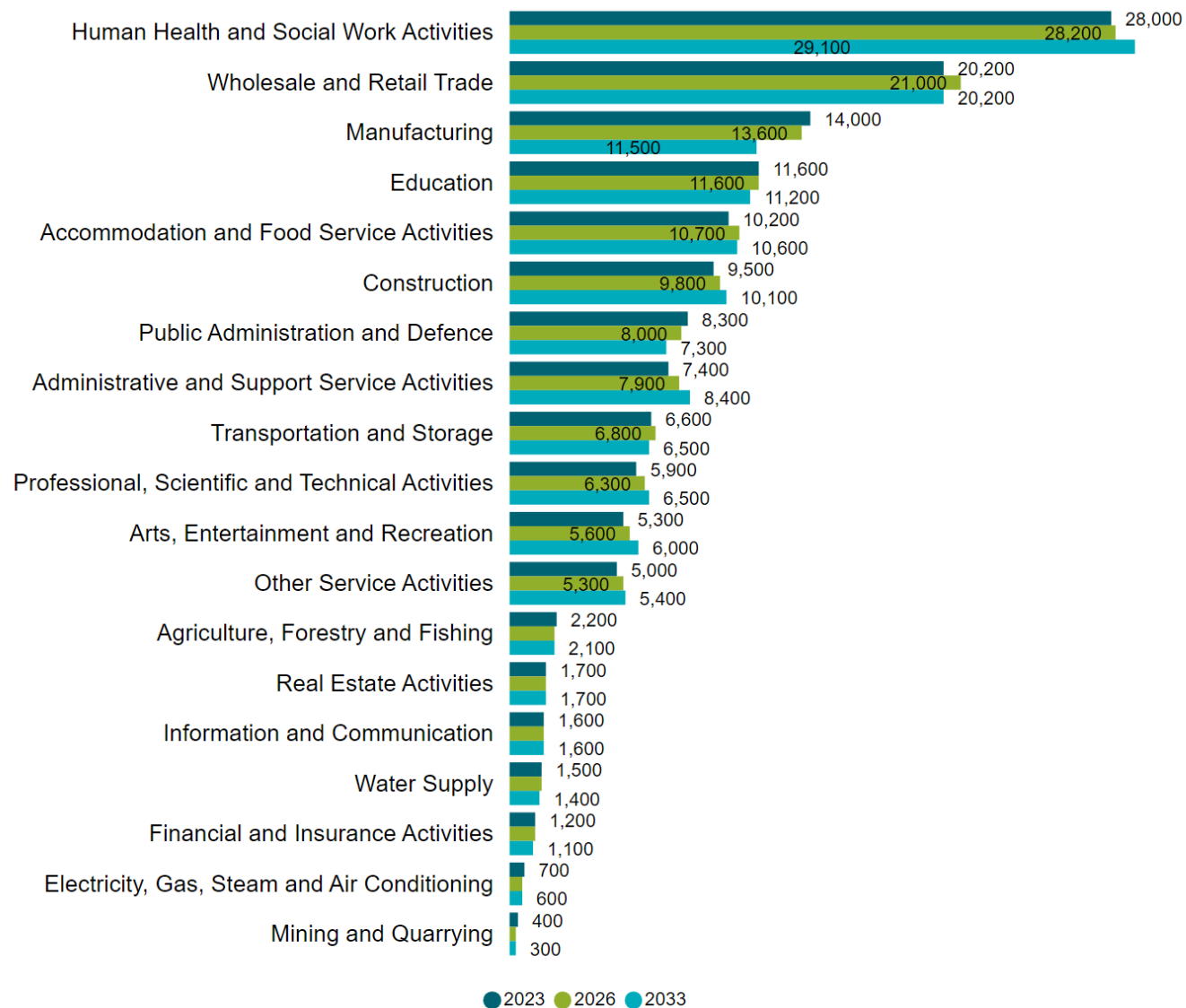
 **Manufacturing**
14,000

Between 2023 and 2026, employment in the region is forecast to grow, however industries will have varying performance. The greatest employment growth is forecast in Wholesale and Retail Trade, with 800 more people by 2026. While Manufacturing is forecast to have the greatest employment contraction (-500 people) in the mid-term.

Between 2026 and 2033, employment in the region is forecast to decline. The greatest employment growth is forecast in Human Health and Social Work Activities, with 800 more people by 2033. While Manufacturing is forecast to have the greatest employment contraction (-2,100 people) in the long-term.

Figures may not sum due to rounding.

Employment by Industry, Ayrshire



Employment by Occupation¹

Largest employing occupation groups in 2023 (people):



Caring Personal Service Occupations

13,300



Administrative Occupations

13,100



Elementary Occupations: Clerical and Services

12,400

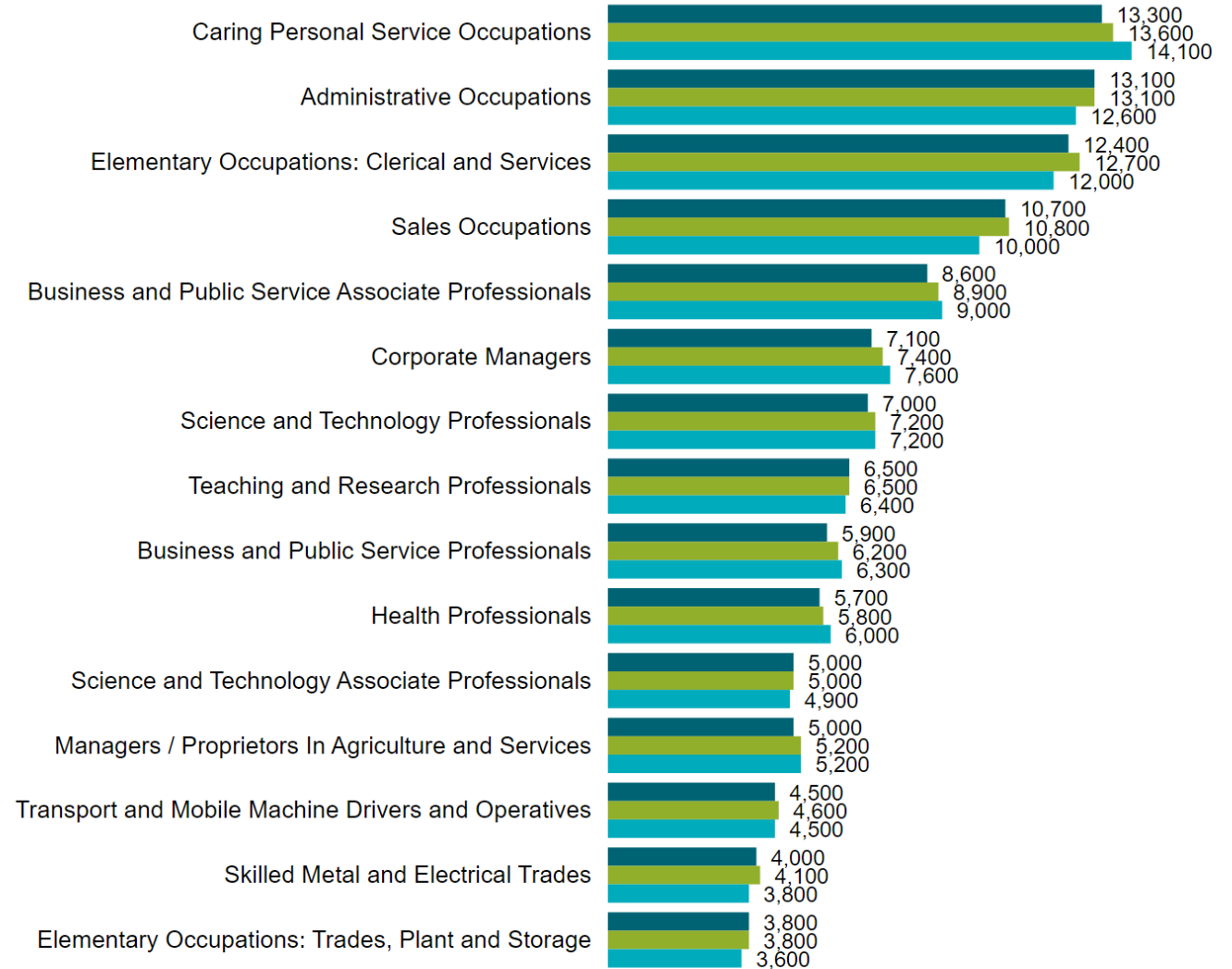
Between 2023 and 2026, the greatest growth is forecast to be in Corporate Managers (300 people). While Process, Plant and Machine Operatives is likely to experience the greatest contraction (-100 people).

Between 2026 and 2033, the greatest growth is forecast to be in Caring Personal Service Occupations (500 people). While Sales Occupations is likely to experience the greatest contraction (-800 people).

In 2023, 40.7% of employed people in the region were in 'higher-level' occupations, which was a lower percentage of the workforce than Scotland (47.9%). 'Mid-level' occupations accounted for 32.6% of the workforce, which was a higher percentage of the workforce than Scotland (28.8%). Around 26.7% of people were employed in 'lower-level' occupations, which was a higher percentage of the workforce than Scotland (23.3%).

Figures may not sum due to rounding.

Employment by Top 15 Occupations, Ayrshire



● 2023 ● 2026 ● 2033



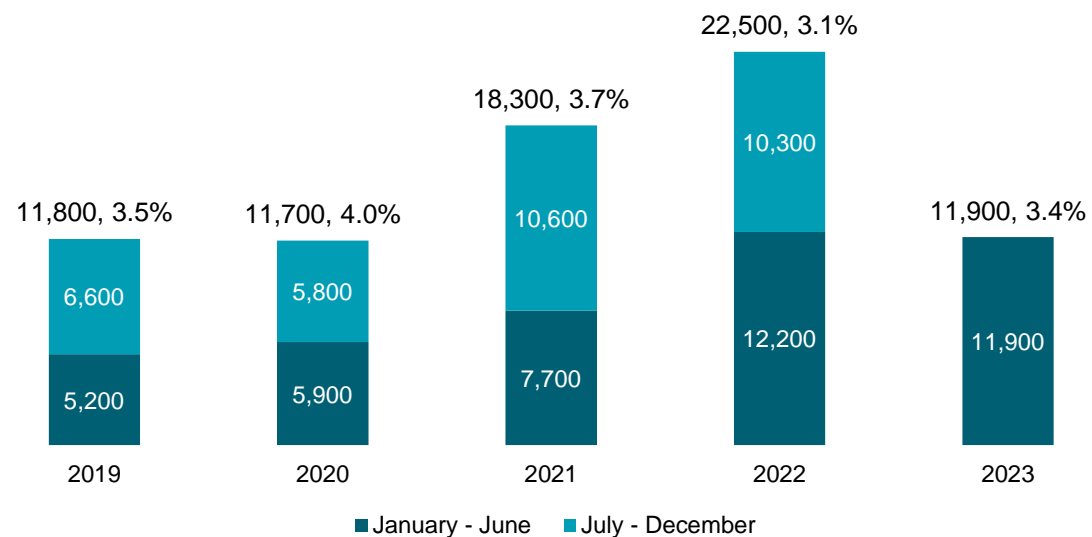
Job Postings in Ayrshire¹

Online job postings data provides a useful barometer for the health of the jobs market. It is important to note that the data does not capture all activity, so it should be considered as an estimate only.

In 2021, the number of job postings recovered from the pandemic and surpassed pre-pandemic levels. Postings peaked in 2022 at 22,500 and numbers for the first six months of 2023 indicate a sustained demand for workers in the region.

Job postings in Ayrshire accounted for 3.4% of Scotland's total job postings between January and June 2023.

Job postings 2019 – 2023 and share of Scotland's total, Ayrshire

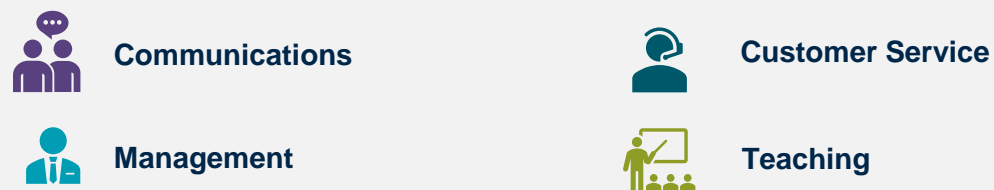


Between January and June 2023, there were **11,900 job postings** in Ayrshire, of which:

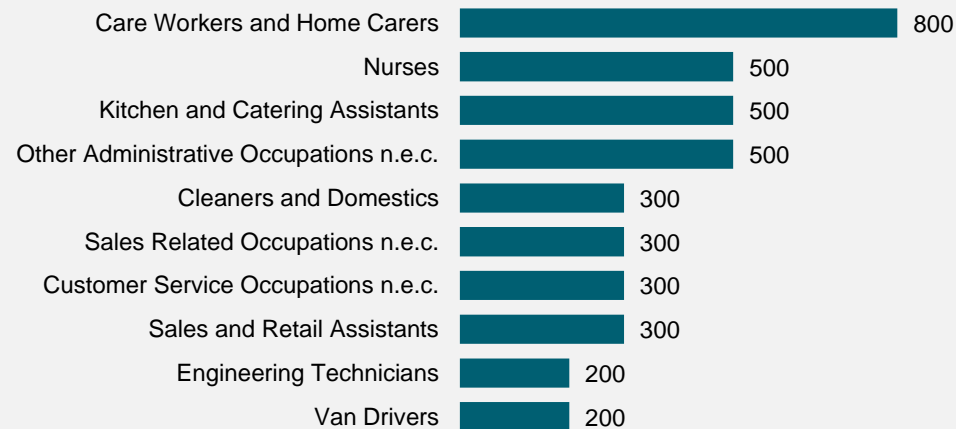
The locations with the most jobs advertised were:



The commonly requested skills and knowledge were:



The top job postings were:



Figures may not sum due to rounding

Future Demand in the Mid-Term (2023-2026)¹

Oxford Economics' forecasts should be used as guidance only on the overall trends based on current evidence - rather than definitive numbers. There are still a wide range of factors which may impact on the labour market. It is important to note that the forecasts do not account for national or regional activities, initiatives or investments such as those mentioned on page five, which are likely to influence the outlook presented. Users of the RSAs are encouraged to overlay the forecasts with their local knowledge.

In Ayrshire, the labour market forecast for the mid-term (2023-2026) suggests employment is expected to grow, and there could be opportunities created as a result of the need to replace workers leaving the labour market due to retirement and other reasons.

The mid-term forecast suggests there could be a total requirement for **16,400** people in **Ayrshire**. Between 2023 and 2026, replacement demand could create the need for **13,600** people, while **positive** expansion demand is forecast to result in **2,800 additional** workers.

In **Scotland**, there could be a total requirement for **335,600** people in the mid-term. Between 2023 and 2026, replacement demand could create the need for **278,600** people, while **positive** expansion demand is forecast to result in **57,000 additional** workers.

Figures may not sum due to rounding.



Expansion Demand

the number of people required as a result of economic growth or contraction.

Ayrshire: 2,800 people

Scotland: 57,000 people



Replacement Demand

the number of people required to replace workers leaving the labour market (i.e. retirement, move away, or change jobs).

Ayrshire: 13,600 people

Scotland: 278,600 people



Total Requirement

made up of expansion demand and replacement demand to show the total number of people required.

Ayrshire: 16,400 people

Scotland: 335,600 people

The total requirement by qualifications for **Ayrshire**:

SCQF 11-12	SCQF 7-10	SCQF 6	SCQF 5	SCQF 1-4	No qualifications
1,100	7,500	2,300	3,800	600	1,100
6%	46%	14%	23%	4%	6%

The total requirement by qualifications for **Scotland**:

SCQF 11-12	SCQF 7-10	SCQF 6	SCQF 5	SCQF 1-4	No qualifications
26,600	165,200	43,100	66,700	11,800	22,200
8%	49%	13%	20%	4%	7%



For data on future demand for skills at local authority level please see page 35 of the Data Matrix.

Future Demand in the Mid-Term (2023-2026) by Industry¹

By industry, the greatest number of people are forecast to be required in:



Wholesale and Retail Trade
3,800



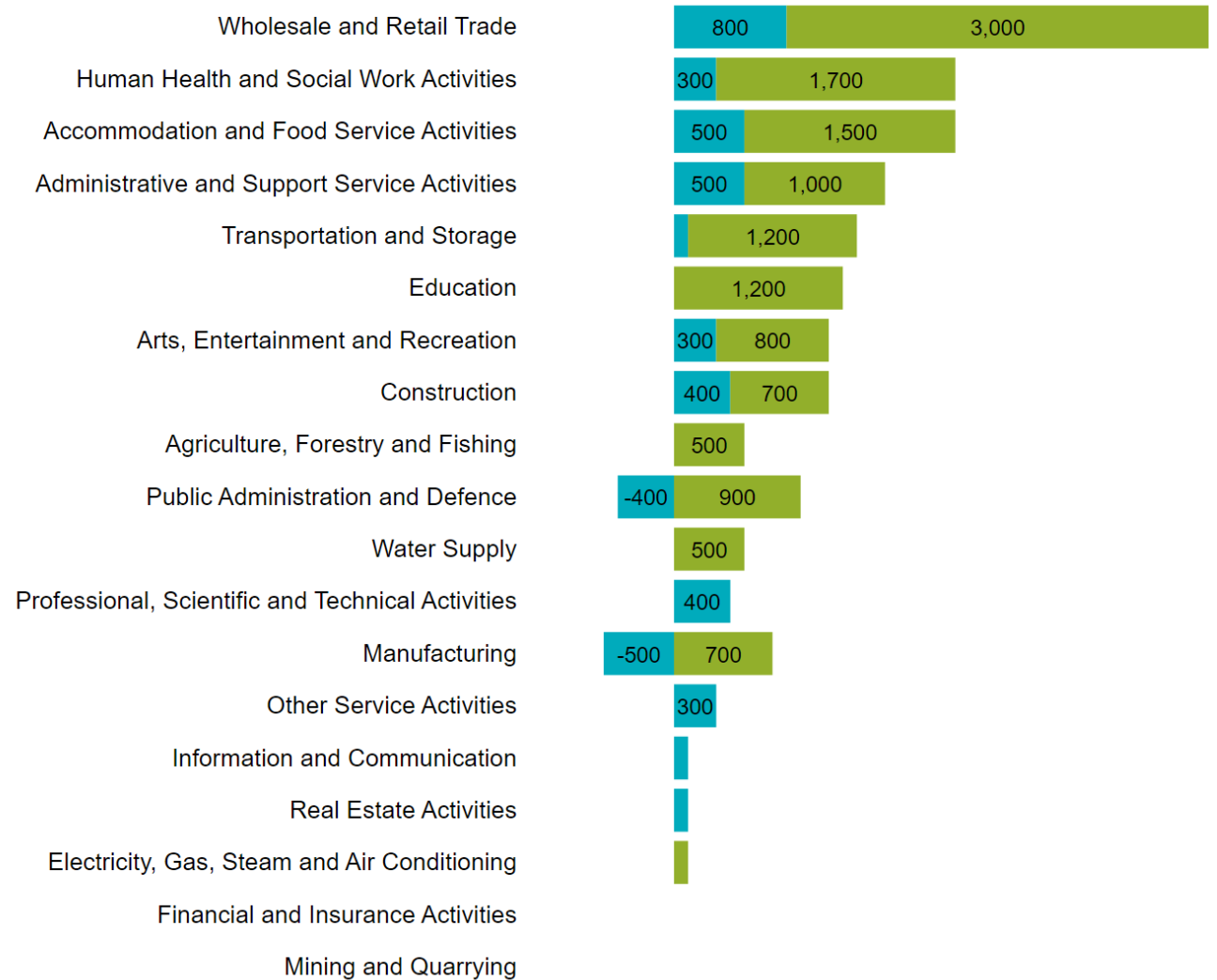
Human Health and Social Work Activities
2,000



Accommodation and Food Service Activities
1,900

Headline figures for each industry do not show how the composition of the industry is changing. Within industries there are changes to operating practices and consumer behaviours driven by automation, digitalisation and the transition to net zero. These shifts are not captured in the aggregated groups. We would encourage readers to bear this in mind when interpreting the data. For further sectoral evidence, please see our Sectoral Skills Assessments.

Forecast Total Requirement by Industry (2023-2026), Ayrshire



Figures may not sum due to rounding.

● Expansion demand ● Replacement demand



For data on future demand by industry at local authority level please see page 36 of the Data Matrix.

Future Demand in the Mid-Term (2023-2026) by Occupation¹

By occupation, the greatest number of people are forecast to be required in:



Elementary Occupations: Clerical and Services

2,200



Sales Occupations

2,100



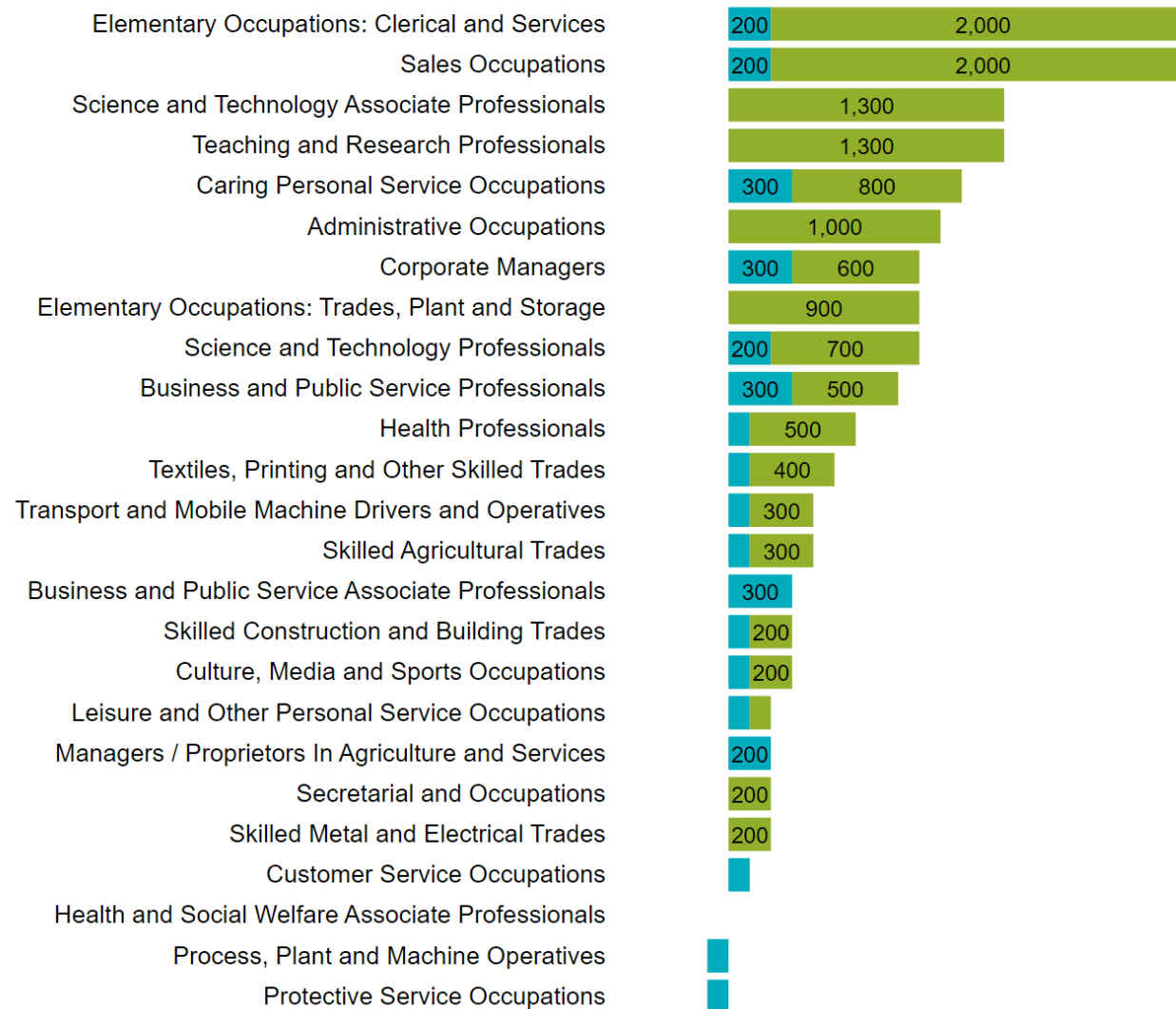
Science and Technology Associate Professionals

1,400

As mentioned, there is forecast to be a total requirement for 16,400 people in the region over the mid-term. 'Higher-level' occupations are forecast to account for 40.5% of this total requirement, followed by 24.2% in 'mid-level' occupations and 35.3% in 'lower-level' occupations. Across Scotland, 50.1% of total requirement will be in 'higher-level' occupations, 23.2% in 'mid-level' occupations and 26.7% in 'lower-level' occupations.

Figures may not sum due to rounding.

Forecast Total Requirement by Occupation (2023-2026), Ayrshire



● Expansion demand ● Replacement demand



For data on future demand by occupation at local authority level please see page 37 of the Data Matrix.

Future Demand in the Long-Term (2026-2033)¹

The long-term forecast is more changeable than the mid-term forecasts and could be influenced by a range of factors. It is important to note that the forecasts do not account for national or regional activities, initiatives or investments such as those mentioned on page five, which are likely to influence the long-term outlook presented. Oxford Economics' forecasts should be used as guidance on overall trends based on current evidence - rather than definitive numbers.

In Ayrshire, the labour market forecast for the long-term (2026-2033) suggests there could be a demand for people a result of the need to replace workers leaving the labour market due to retirement and other reasons, while overall employment is expected to decline.

Forecasts for the long-term suggest there could be a total requirement for **31,000** people in **Ayrshire**. Between 2026 and 2033, replacement demand could create the need for **33,400** people, while expansion demand is forecast to result in **-2,400** workers.

In **Scotland**, there could be a total requirement for **729,900** people in the long-term. Between 2026 and 2033, replacement demand could create the need for **707,200** people, while **positive** expansion demand is forecast to result in **22,700 additional** workers.

Figures may not sum due to rounding.



Expansion Demand

the number of people required as a result of economic growth or contraction.

Ayrshire: -2,400 people

Scotland: 22,700 people



Replacement Demand

the number of people required to replace workers leaving the labour market (i.e. retirement, move away, or change jobs).

Ayrshire: 33,400 people

Scotland: 707,200 people



Total Requirement

made up of expansion demand and replacement demand to show the total number of people required.

Ayrshire: 31,000 people

Scotland: 729,900 people

The total requirement by qualifications for **Ayrshire**:

SCQF 11-12	SCQF 7-10	SCQF 6	SCQF 5	SCQF 1-4	No qualifications
1,700	14,900	4,600	7,700	100	1,900
6%	48%	15%	25%	0.3%	6%

The total requirement by qualifications for **Scotland**:

SCQF 11-12	SCQF 7-10	SCQF 6	SCQF 5	SCQF 1-4	No qualifications
52,700	365,600	91,700	157,700	14,300	47,900
7%	50%	13%	22%	2%	7%




For data on future demand for skills at local authority level please see page 35 of the Data Matrix.

Future Demand in the Long-Term (2026-2033) by Industry¹

By industry, the greatest number of people are forecast to be required in:

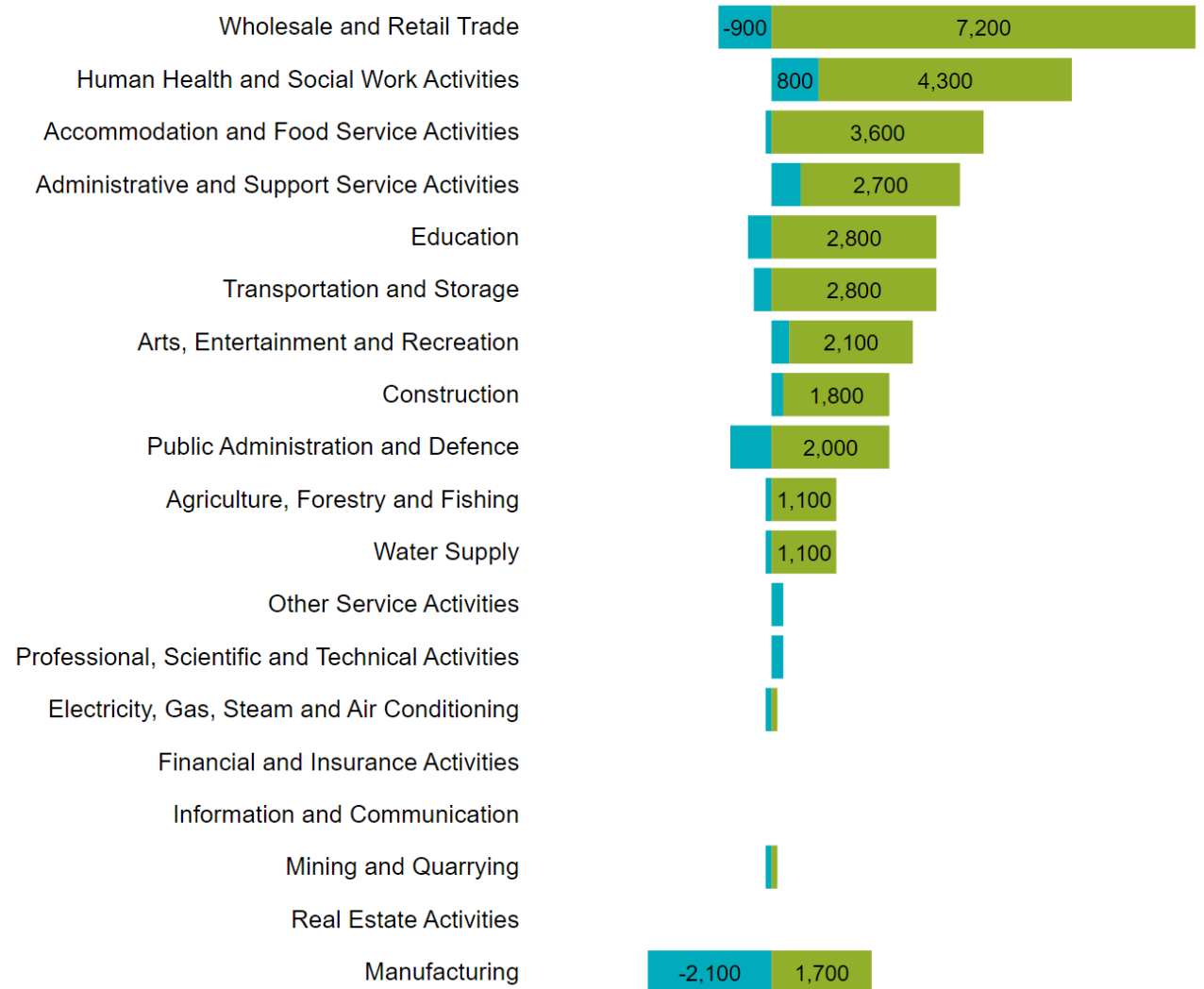
 **Wholesale and Retail Trade**
6,400

 **Human Health and Social Work Activities**
5,200

 **Accommodation and Food Service Activities**
3,600

The mid-term forecast analysis indicated that some industries are experiencing a shift in their operational practices, and this trend is expected to continue in the long term.

Forecast Total Requirement by Industry (2026-2033), Ayrshire



Figures may not sum due to rounding.

● Expansion demand ● Replacement demand




For data on future demand by industry at local authority level please see page 36 of the Data Matrix.

Future Demand in the Long-Term (2026-2033) by Occupation¹

By occupation, the greatest number of people are forecast to be required in:

 **Elementary Occupations: Clerical and Services**
3,900

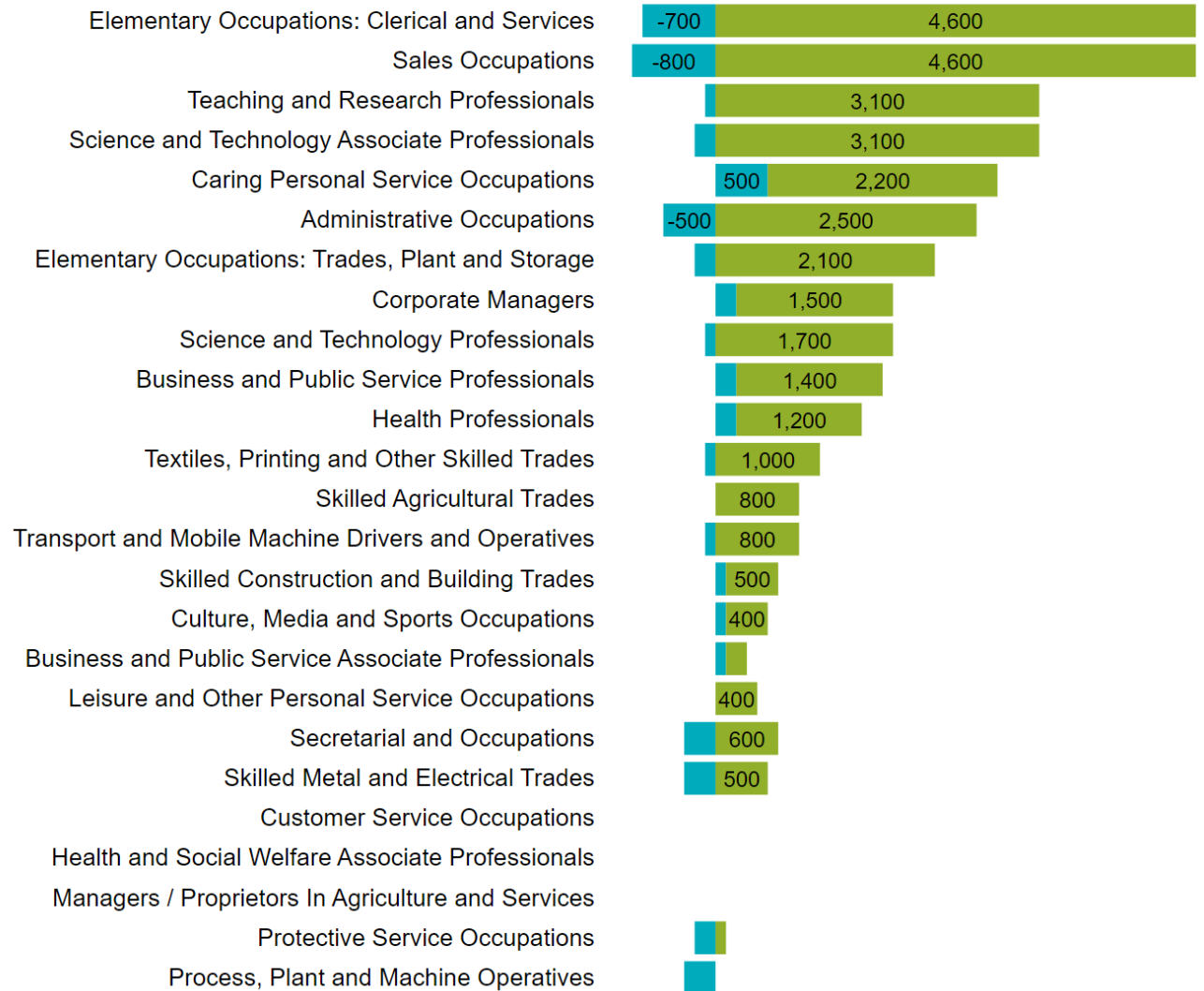
 **Sales Occupations**
3,800

 **Teaching and Research Professionals**
3,000

There is forecast to be a total requirement for 31,000 people in the region over the long-term. 'Higher-level' occupations are forecast to account for 41.9% of this total requirement, followed by 25.3% in 'mid-level' occupations and 32.7% in 'lower-level' occupations. Across Scotland, 51.9% of total requirement will be in 'higher-level' occupations, 23.9% in 'mid-level' occupations and 24.2% in 'lower-level' occupations.

Figures may not sum due to rounding.

Forecast Total Requirement by Occupation (2026-2033), Ayrshire



● Expansion demand ● Replacement demand



For data on future demand by occupation at local authority level please see page 37 of the Data Matrix.

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