

Regional Skills Assessment

Ayrshire

October 2025



Regional Skills Assessments

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

RSAs include forecast data that has been commissioned through Oxford Economics. The Technical Note¹ provides full details 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)² and Standard Occupational Classifications (SOC).³

This RSA report is for Ayrshire, which covers the East Ayrshire, North Ayrshire, and South Ayrshire local authorities. **The local authorities covered in this report align with those in the Ayrshire Regional Economic Partnership.**

A summary of forecast data is also available down to local authority level in the [RSA Summary Infographics](#).

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



Economy, People and Skills report which provides succinct and up-to-date evidence on Scotland's economy, businesses and people. It is published monthly.



Sectoral Skills Assessments provide Labour Market Insight for key sectors across Scotland. These are published annually.



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

Throughout the report, we indicate where **local authority information is available through the Data Matrix**. The Data Matrix also contains additional data for the region, including data on employment, unemployment, and economic inactivity from the Annual Population Survey. These are available under the theme Skills Supply.

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



We value user feedback on the Regional Skills Assessments.

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

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

1. RSA Technical Note (2025).

2. Office for National Statistics UK Standard Industrial Classification (SIC) 2007.

3. Office for National Statistics UK Standard Occupational Classification (SOC) 2010.

The Context for Scotland's Labour Market

Over the past decade, the Scottish economy has experienced disruption driven by changes in the global political landscape, the cost-of-living crisis and conflicts in the Middle East and Ukraine. In addition, megatrends in demography, technology, and the environment have continued to shape Scotland's economy and labour market, many of which are interdependent. Below is an overview of the drivers that are expected to have the greatest influence on Scotland's labour market outlook in the near term, based on a comprehensive analysis of both structural and cyclical factors.

The Economy

Scotland and the UK experienced weak economic growth of 1.1% in 2024, with inflation also staying above the 2.0% target. Forecasters expect economic growth to remain at around 1.0% in 2025, with inflation also expected to remain elevated. The effects of rising prices and high interest rates continue to impact Scottish households and businesses. This contributes to the Scottish labour market being cooler in 2025, following a period of sustained tightness in recent years.



Demographic Change

Scotland's population is projected to grow until mid-2047, largely driven by positive net migration, which will offset the anticipated natural decline due to a falling fertility rate. However, whilst the population is growing, it is also ageing. Around one-fifth of Scotland's residents were aged 65 or over in 2024. By 2047, the number of people of pensionable age is expected to increase by 21%. This demographic change has implications for the economy and labour market, by affecting caring responsibilities, tax revenue, and productivity.



Inclusion and Equality

There is a lingering effect from the cost-of-living crisis, which began in 2021, with rising energy prices and financial pressures continuing to have a disproportionate impact on low-to-middle income households. Poverty, including in-work poverty, persists; however, the Fair Work policy agenda aims to reduce labour market inequalities. Barriers to accessing the labour market remain for disabled people and minority ethnic groups, and gender equality still requires progress.



Technology and Automation

Artificial Intelligence (AI) continues to be the core driver in technology transformation. Scotland has a strong technology sector, underpinned by extensive academic and business presence in AI and related fields. The adoption of AI is rapidly increasing among Scottish businesses, particularly in optimising workflows. However, the implications of AI for the labour market remain uncertain. Scotland's strong base in digital and data skills could provide an advantage, but maintaining a skilled workforce will be essential.



Climate Change and Net Zero

The transition to net zero will directly impact the labour market as actions are taken to meet net zero targets. This shift offers significant opportunities for job creation in Scotland, particularly in the clean energy sector. Scotland has strong natural assets, and existing sectoral strengths provide a strong foundation for a green economy. However, upskilling will be crucial for transition to net zero. Especially in the construction, manufacturing, agriculture, energy and transport sectors.



A fuller report on Scotland's Labour Market Drivers can be found [here](#).

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 enterprise, 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 – is bringing public sector investment of £251.5 million into the region. This is galvanising 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 sector;
- Clean Growth;

- Food and Drink;
- Visitor Economy; and
- Digital.

There is a growing focus of ensuring that the regional skills system meets employer needs in these - and all - sectors.

The evaluation of the 2022-25 Ayrshire Regional Skills Investment Plan (RSIP) confirmed that it had strengthened regional co-ordination and collaboration, improved strategic clarity and curriculum alignment, and improved efficiency and targeting of investment. It recommended supporting a strengthened and sustained Ayrshire Skills Group, enhanced workforce intelligence, and prioritising strategic skills interventions.

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 and is now in delivery, initially focusing upon the demand for engineering skills, particularly in the aerospace sector, but covering all key sectors.

Work is underway to better understand regional transformation opportunities and workforce requirements across the region, including the significant inward investment and growth around the

Prestwick cluster and at Hunterston, and addressing the particular opportunities and needs of the North Ayrshire island communities.

Improved regional intelligence is being developed in partnership with the University of the West of Scotland. The successful 5G Innovation project is being developed into a digital economy programme for the region.

It is important to note that the forecasts used in this Regional Skills Assessment 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.

This would include, for example, inward investment at Prestwick, Hunterston, and other key sites, or proposals for an AI Growth Zone.

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



Estimated GVA in **Ayrshire** in 2025: **£7,246m**

Ayrshire was estimated to generate 4.3% of Scotland's output in 2025. This share of GVA ranked the region in the second lowest quartile of regions for GVA contribution to the Scottish economy.

In 2025, the highest value industries in Ayrshire were estimated to be:

	Manufacturing	£1,150m
	Human Health and Social Work Activities	£1,076m
	Real Estate Activities*	£884m
	Wholesale and Retail Trade	£827m



GVA forecast average annual growth (2025-2028)

Ayrshire: 1.4%

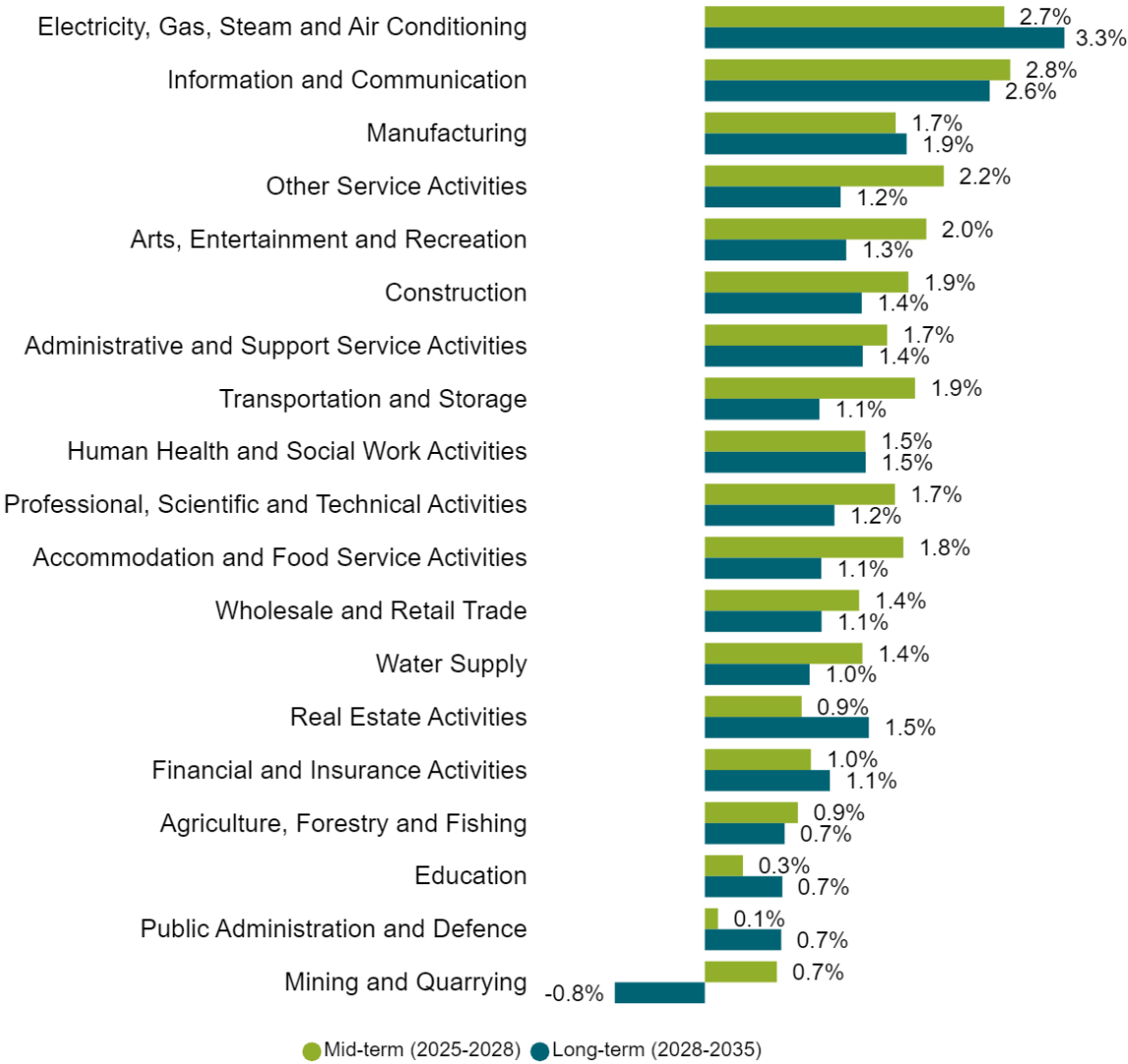
Scotland: 1.7%

GVA forecast average annual growth (2028-2035)

Ayrshire: 1.4%

Scotland: 1.6%

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



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 caution is needed when interpreting productivity data presented in this report. It must be considered in the context of other data and insight.

Productivity in **Ayrshire** was estimated to be **£48,800** in 2025. In comparison, the Scottish average was estimated to be £57,700.



Mid-term Productivity

From 2025 to 2028, productivity in Ayrshire is forecast to grow by 0.8% on average each year. Over the same period, the Scottish growth rate is forecast to be 0.8%.

Ayrshire forecast productivity in 2028: **£50,000**

Scotland forecast productivity in 2028: **£59,100**



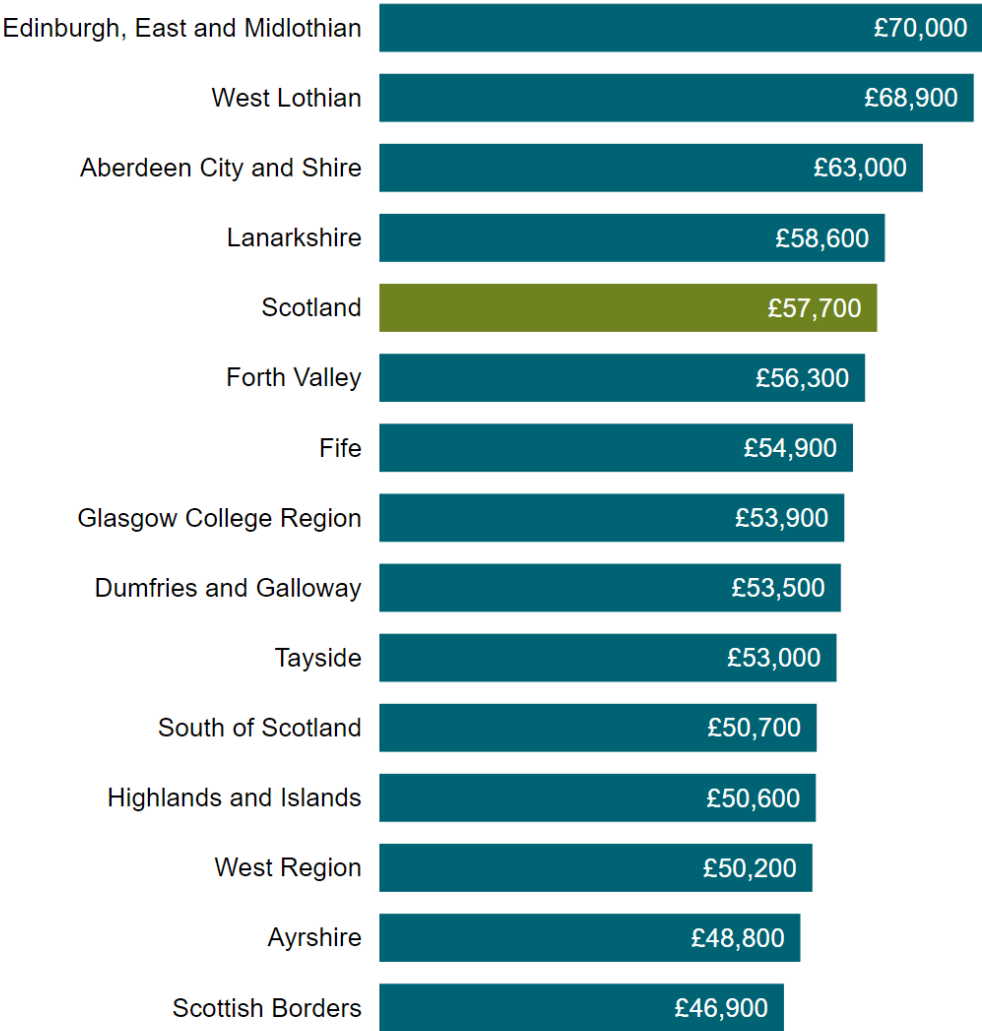
Long-term Productivity

From 2028 to 2035, 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 2035: **£54,000**

Scotland forecast productivity in 2035: **£63,600**

Productivity (2025)



Regional Employment¹



Workforce Size 2025:
145,000 people

The region's workforce was estimated to account for **5.4%** of Scottish employment.

Over the last 10 years (2015-2025), regional employment was estimated to have **grown** by **4.7%** (**6,400** people). In comparison, employment in Scotland increased by 5.5%.



Workforce Size 2028:
147,200 people

The region's workforce is forecast to **grow** by **1.6%** (**2,300** people) between 2025 and 2028.

Compared to a Scotland-wide increase of **2.5%** or **68,000** people.

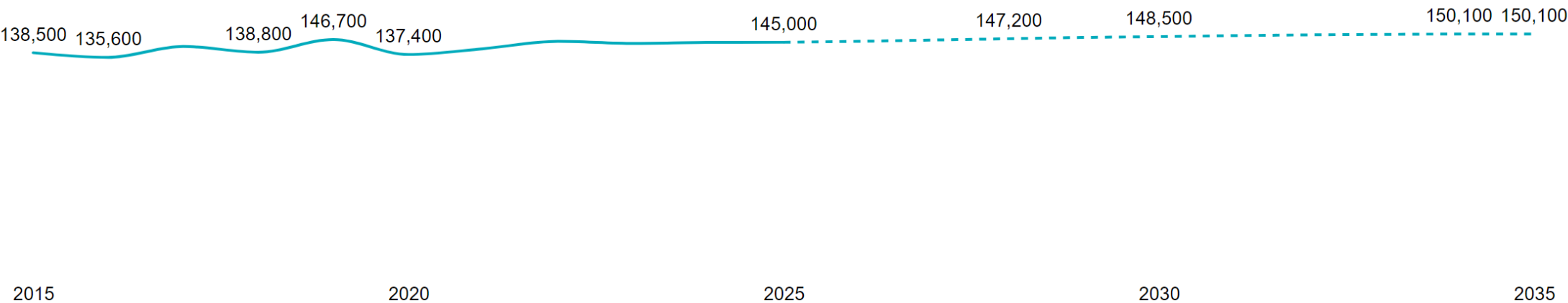


Workforce Size 2035:
150,100 people

The region's workforce is forecast to **grow** by **1.9%** (**2,800** people) between 2028 and 2035.

Compared to a Scotland-wide increase of **4.0%** or **112,500** people.

Employment and forecast employment (2015-2035) (people), Ayrshire



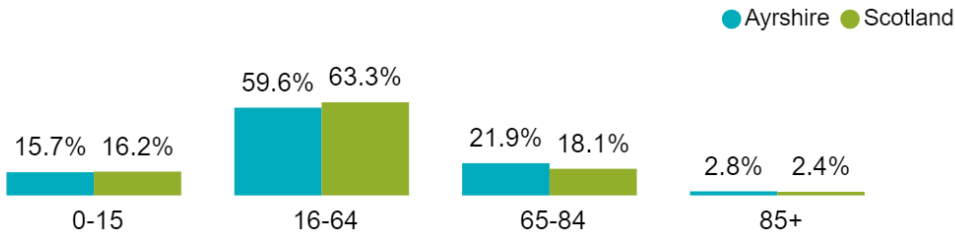
For data on employment and forecast employment at local authority level please see the **Data Matrix**.
(Theme: Skills Demand; Topic: Employment Forecast)

1. SDS (2025). Oxford Economics Forecasts.

Spotlight: Region's People

Population¹

 In 2024, the population in **Ayrshire** was estimated to be **367,750**, accounting for **6.6%** of Scotland's total population. By age, the population distribution of the region and Scotland was:

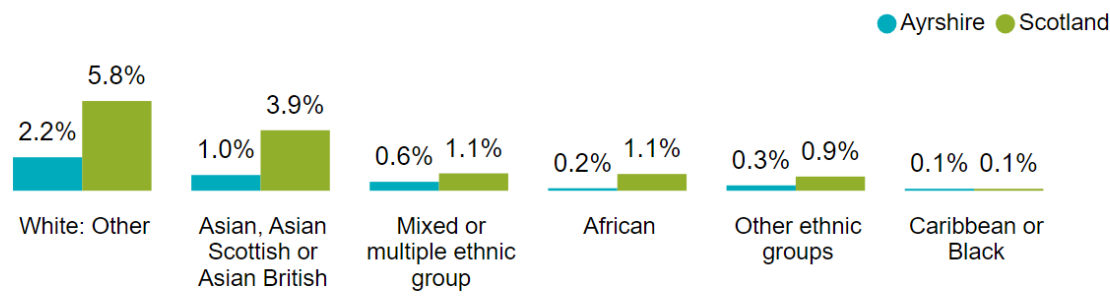


Disability²

 In 2022, the percentage of the population that reported having a health condition or disability that affected their daily activities was:
Ayrshire: 27.5% **Scotland: 24.1%**

Ethnic Groups²

The majority (**95.7%**) of people in **Ayrshire** identified as 'White Scottish' or 'Other White British' in 2022. The breakdown of Minority Ethnic groups included:

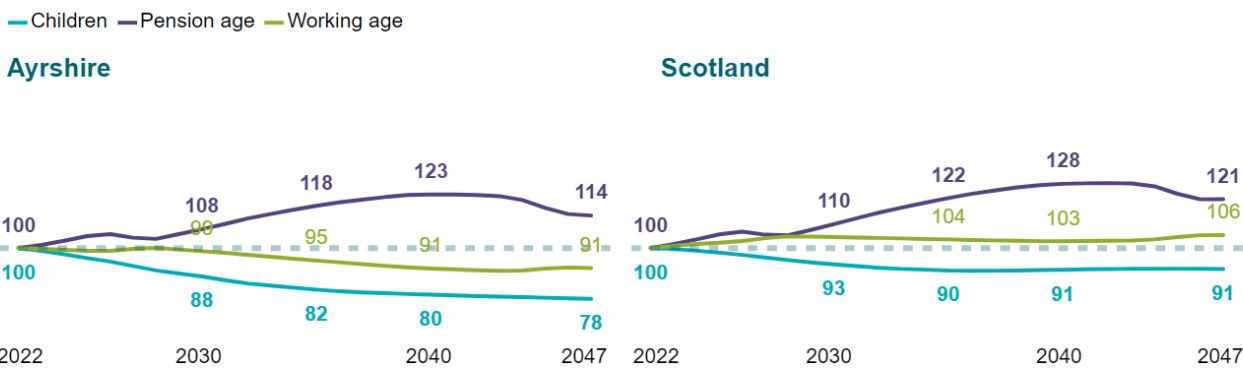


Population Projections³

 The population is forecast to **decline** by **5.6%** in **Ayrshire** between 2022 and 2047. Over the same period, the Scottish population is forecast to grow by 6.2%.

The number of people of working age is projected to **decline** by **8.5%** by 2043. While, across Scotland it is forecast to increase by 5.6%.

Index of Regional and National Projections (2022=100)³



Dependency Ratio⁴

The dependency ratio considers the **non-working age population** (consisting of children and those of pensionable age) **compared to those of working age**. As an example, a dependency ratio of 54% would mean that for every 100 people of working age there are 54 people of non-working age.

Dependency Ratio for Ayrshire :		Dependency Ratio for Scotland :	
2022: 63%	2047: 68%	2022: 54%	2047: 55%

1. National Records of Scotland (2025) [Mid-2024 Population Estimates](#)
2. Scottish Government (2024) [Scotland's Census 2022](#)
3. National Records of Scotland (2025) [Projected Population of Scotland: 2022-based](#)
4. SDS analysis of: National Records of Scotland (2025) [Projected Population of Scotland: 2022-based](#)

Employment by Industry¹

The largest employing industries in the region in 2025 (based on people) were estimated to be:

 **Human Health and Social Work Activities**
33,800

 **Wholesale and Retail Trade**
17,200

 **Education**
13,100

Between 2025 and 2028, employment in the region is forecast to grow, however industries will have varying performance. The greatest employment growth is forecast in Human Health and Social Work Activities, with 500 more people by 2028. While Manufacturing is forecast to have the greatest employment contraction (-400 people) in the mid-term.

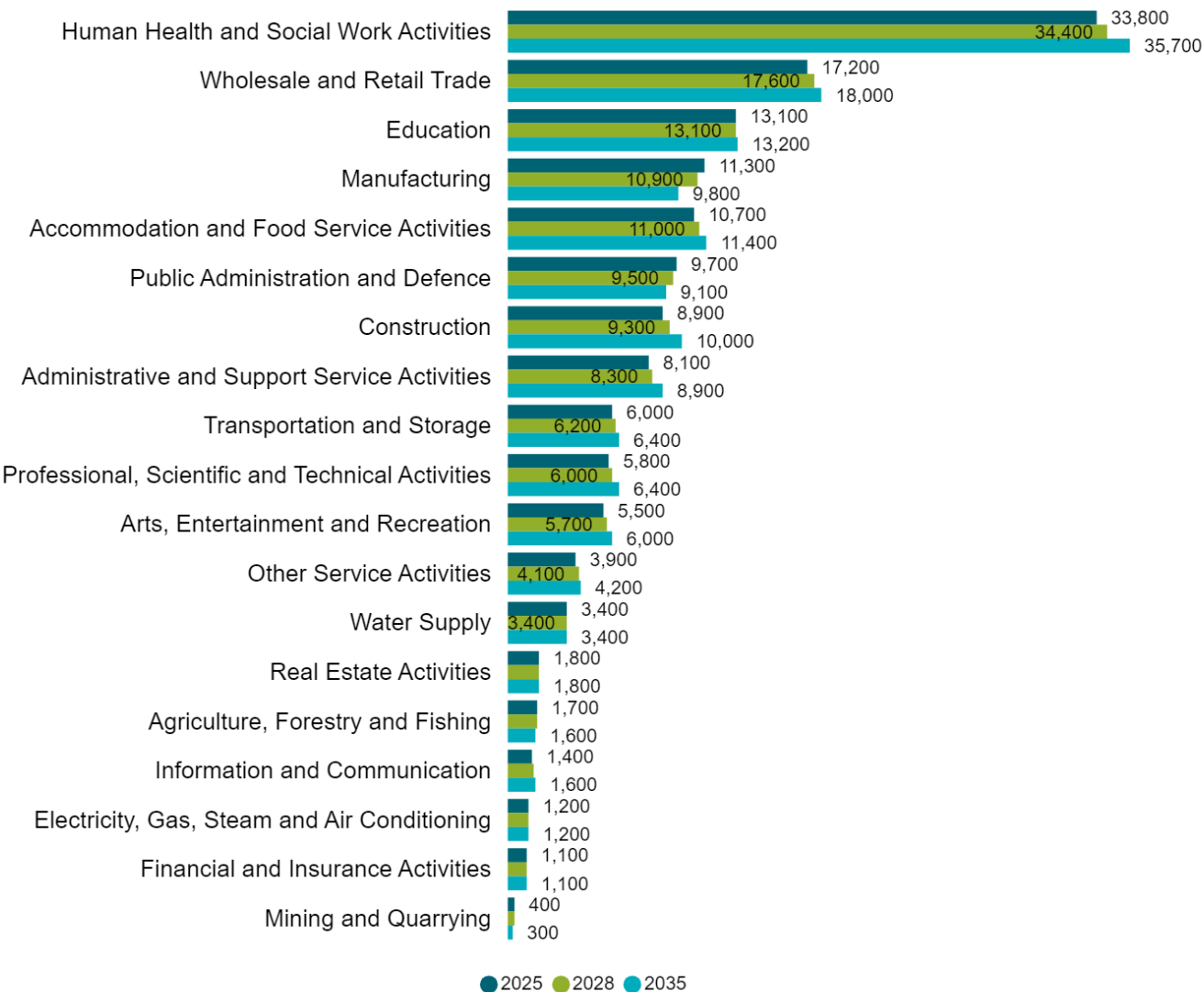
Over the long-term, between 2028 and 2035, the greatest employment growth is forecast in Human Health and Social Work Activities, with 1,400 more people by 2035. While Manufacturing is forecast to have the greatest employment contraction (-1,100 people) in the long-term.

In 2025, the Manufacture of Basic Pharmaceutical Products and Pharmaceutical Preparations was estimated to be one of the greatest specialisms in the region, with the percentage of employment in this industry 4.3 times greater than the Scottish average.



Figures may not sum due to rounding.

Employment by Industry, Ayrshire



For data on employment by industry/key sector at local authority level please see the Data Matrix.
(Theme: Skills Demand; Topic: Employment Forecast by Industry)

1. SDS (2025). Oxford Economics Forecasts.

Employment by Occupation¹

The largest employing occupational groups in the region in 2025 (based on people) were estimated to be:

- 

Caring Personal Service Occupations
20,100
- 

Elementary Occupations: Clerical and Services
14,700
- 

Administrative Occupations
10,500

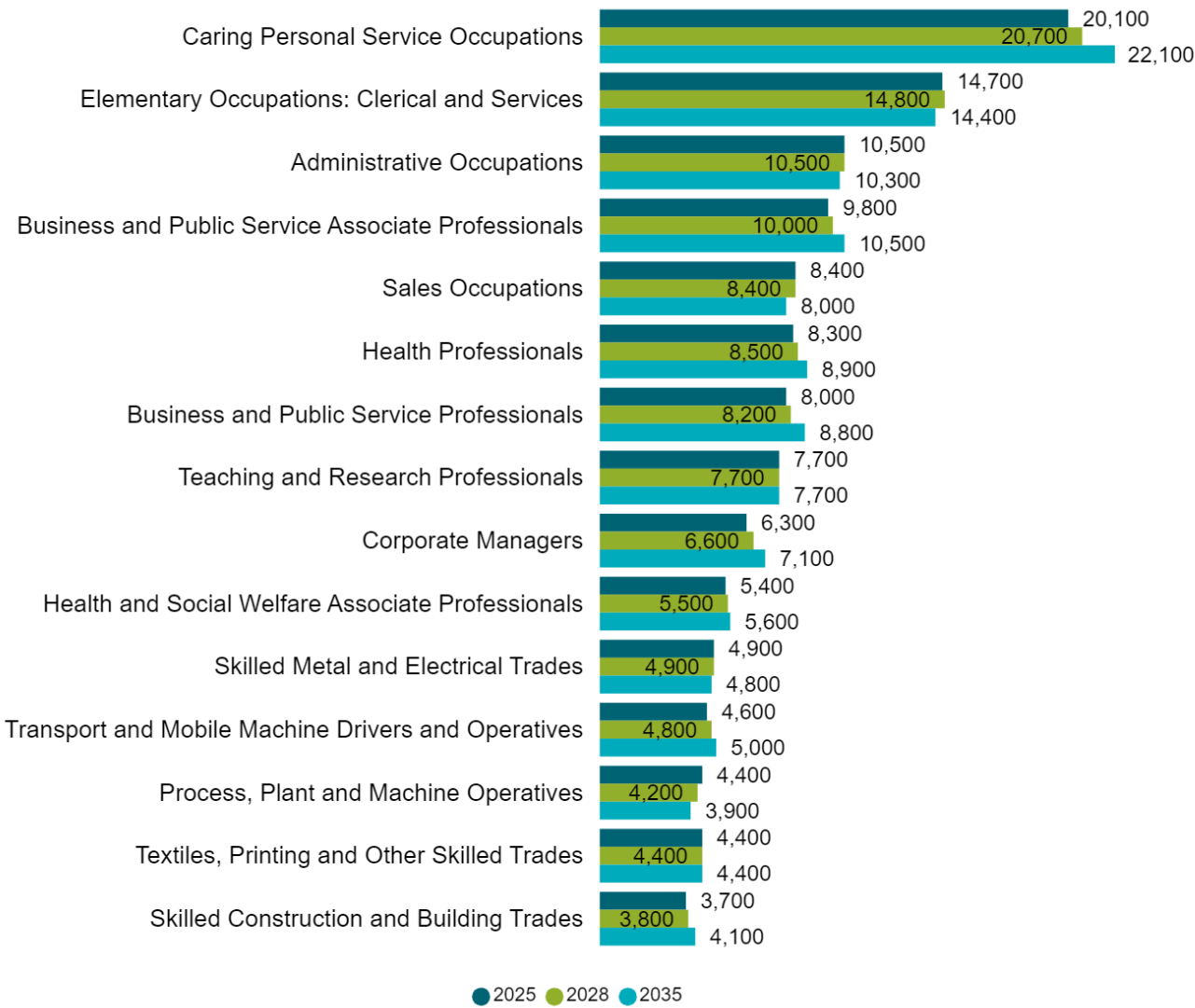
In 2025, 40.3% of employed people in the region were in ‘higher-level’ occupations*, which was a lower percentage of the workforce than Scotland (50.8%). ‘Mid-level’ occupations accounted for 34.4% of the workforce, which was a higher percentage of the workforce than Scotland (27.8%). Around 25.2% of people were employed in ‘lower-level’ occupations, which was a higher percentage of the workforce than Scotland (21.3%).

Between 2025 and 2028, the greatest growth is forecast to be in Caring Personal Service Occupations (600 people). While Process, Plant and Machine Operatives is likely to experience the greatest contraction (-100 people).

Over the long-term, between 2028 and 2035, the greatest growth is forecast to be in Caring Personal Service Occupations (1,400 people). While Elementary Occupations: Clerical and Services is likely to experience the greatest contraction (-400 people).

Figures may not sum due to rounding.

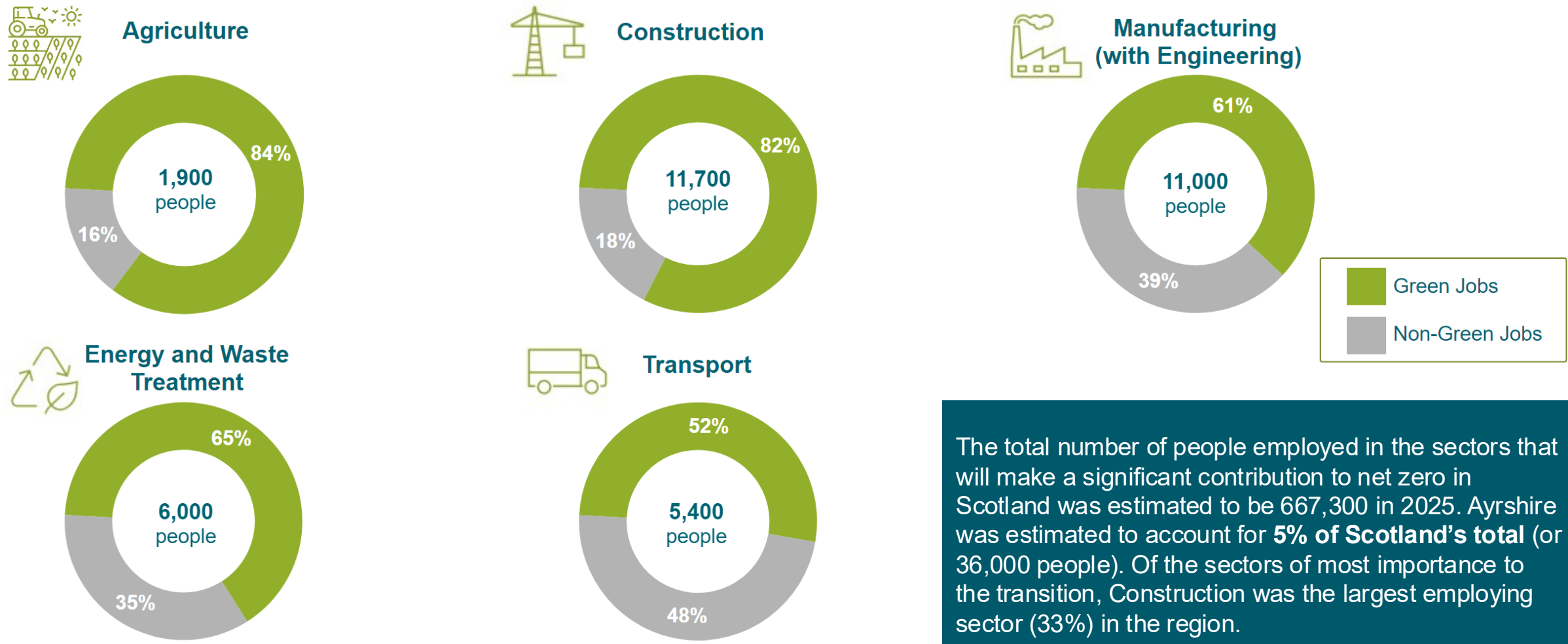
Employment in the 15 Largest Occupational Groups, Ayrshire



1. SDS (2025). Oxford Economics Forecasts.
* See RSA Technical Note (2025) for an explanation of what is defined as ‘higher-level’, ‘mid-level’ and ‘lower-level’ occupations.

Transition to Net Zero¹

Identified as part of the Climate Emergency Skills Action Plan (CESAP), the sectors² listed below **make a significant contribution to the transition to net zero** and have the greatest potential for skills implications and jobs growth arising from it. We have been able to establish the split between green jobs and non-green jobs for the College regions. Green jobs in Scotland are defined by three different categories: enhanced skills and knowledge, increased demand and new and emerging.³ Presented below is the **number of people estimated to be employed in these sectors within Ayrshire in 2025.**



The total number of people employed in the sectors that will make a significant contribution to net zero in Scotland was estimated to be 667,300 in 2025. Ayrshire was estimated to account for **5% of Scotland's total** (or 36,000 people). Of the sectors of most importance to the transition, Construction was the largest employing sector (33%) in the region.

Figures may not sum due to rounding.

1. SDS (2025). Oxford Economics Forecasts.

2. The sectors that make a significant contribution to the net zero transition were identified in [the Green Jobs in Scotland report](#).

Due to the methodology adopted, the footprint of sectors presented on this page differs from the industry footprint presented elsewhere in this report, and in our Sectoral Skills Assessments (SSAs). Please find a full list of the

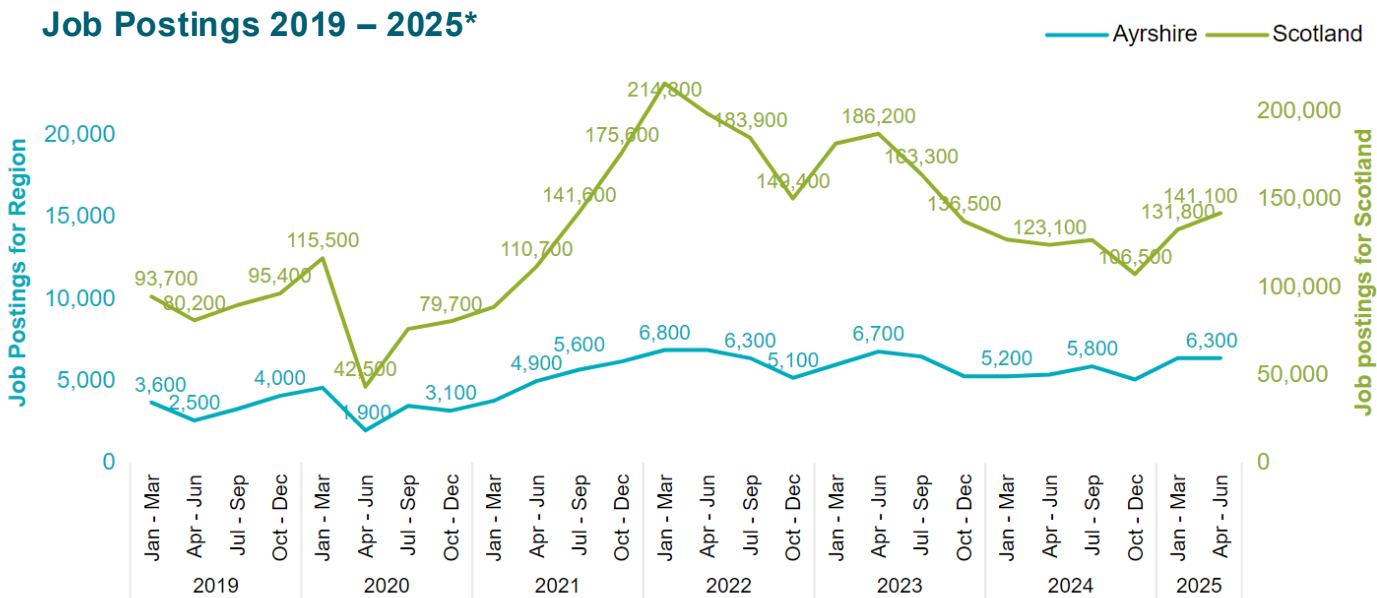
Standard Industrial Classification (SIC) codes used to define these sectors in the Green Jobs in Scotland report (and on this page) [here](#).

3. Please see page 13 for more information.

Job Postings¹

Online job postings data provides a useful barometer for the health of the jobs market, real-time employer demand and can indicate changing skills demands. It is important to note that the data does not capture all activity, so it should be considered as an estimate only.

The labour market has cooled across Scotland, and job postings have declined from a peak in 2022. Whilst the labour market has softened, there has been sustained demand for workers in the region in the first six months of 2025. Job postings in Ayrshire accounted for 4.6% of Scotland's total job postings between January and June 2025.



Between January and June 2025, there were 12,600 job postings in Ayrshire, of which:

The locations with the most jobs advertised were:

Ayr
2,900 job postings

Irvine
1,800 job postings

Girvan
400 job postings

Kilmarnock
2,500 job postings

Prestwick
1,000 job postings

Galston
300 job postings

Specialised skills and knowledge were:

- Risk Analysis
- Auditing
- Food Safety and Sanitation
- Continuous Improvement Process
- Housekeeping
- Personal Care

The top job postings were for:

Care Workers and Home Carers	710
Cleaners and Domestics	480
Kitchen and Catering Assistants	470
Sales Related Occupations n.e.c.	410
Social Workers	240
Customer Service Occupations n.e.c.	220
Secondary Education Teaching Professionals	210
Roundspersons and Van Salespersons	210
Other Registered Nursing Professionals	200
Sales and Retail Assistants	190

Figures may not sum due to rounding.

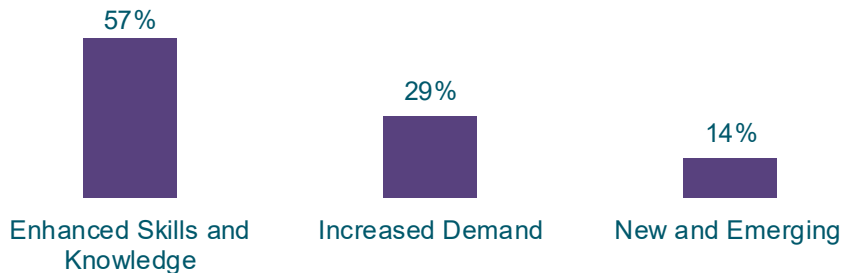
Green Job Postings¹



Out of the 12,600 job postings in Ayrshire between January and June 2025, **33% (4,200) were for green jobs**. This was a lower proportion of green job postings than the Scottish average (41%). The number of green job postings in the region accounted for 4% of all green job postings in Scotland.



Between January and June 2025, **over half of green job postings** in Ayrshire were for Enhanced Skills and Knowledge roles.



The green jobs in demand in each category between January and June 2025 included:

Enhanced Skills and Knowledge:



Vehicle Technicians, Mechanics and Electricians

Increased Demand:

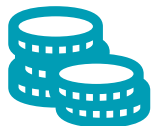


Large Goods Vehicle Drivers

New and Emerging:



Engineering Technicians



The median advertised salary for **green jobs** in Ayrshire was **£35,000*** in the first six months of 2025.

This was higher than the median advertised salary for all jobs in the region which was £28,100**.

The **Green Jobs in Scotland** research uses an **inclusive definition** to define green jobs.

This definition recognises that there will be an ongoing process of ‘greening’ across the economy due to the transition to net zero, and a broad range of jobs will be impacted in different ways as a result.

Green jobs can be classified into one of the following three categories:

- 1. Enhanced Skills and Knowledge:** Existing occupations which will require significant change to the work and worker requirements due to green economy activities.
- 2. Increased Demand:** Existing occupations which will be needed in higher numbers due to green economy activities.
- 3. New and Emerging:** New occupations which are created because of the need for unique work and worker requirements due to green economy activities.

The full list of occupations (defined using Standard Occupation Classification (SOC) 2020) can be found [here](#).

Figures may not sum due to rounding.



More information on the CESAP Pathfinder can be found [here](#).

1. Lightcast, 2025.

*Median salary based on 41% of job postings.

**Median salary based on 45% of job postings.

Future Demand in the Mid-Term (2025-2028)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 in our section on Regional Insight, which are likely to influence the outlook presented. Users of the RSAs are encouraged to overlay the forecasts with their local knowledge.

Earlier in the report, we examined the future total employment in Ayrshire. This part of the report focuses on the total requirement, which introduces not only employment growth or contraction but also 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 **19,700** people in **Ayrshire**. Between 2025 and 2028, replacement demand could create the need for **17,400** people, while **positive** expansion demand is forecast to result in **2,300 additional** workers.

In **Scotland**, there could be a total requirement for **398,300** people in the mid-term. Between 2025 and 2028, replacement demand could create the need for **330,300** people, while **positive** expansion demand is forecast to result in **68,000 additional** workers.

Figures may not sum due to rounding.



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

SCQF 11-12	SCQF 7-10	SCQF 6	SCQF 5	SCQF 1-4	No qualifications
1,300	8,600	3,100	4,500	500	1,700
6%	44%	16%	23%	3%	9%

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

SCQF 11-12	SCQF 7-10	SCQF 6	SCQF 5	SCQF 1-4	No qualifications
37,800	191,300	49,500	78,400	10,400	30,900
9%	48%	12%	20%	3%	8%



Future Demand in the Mid-Term (2025-2028) by Industry¹

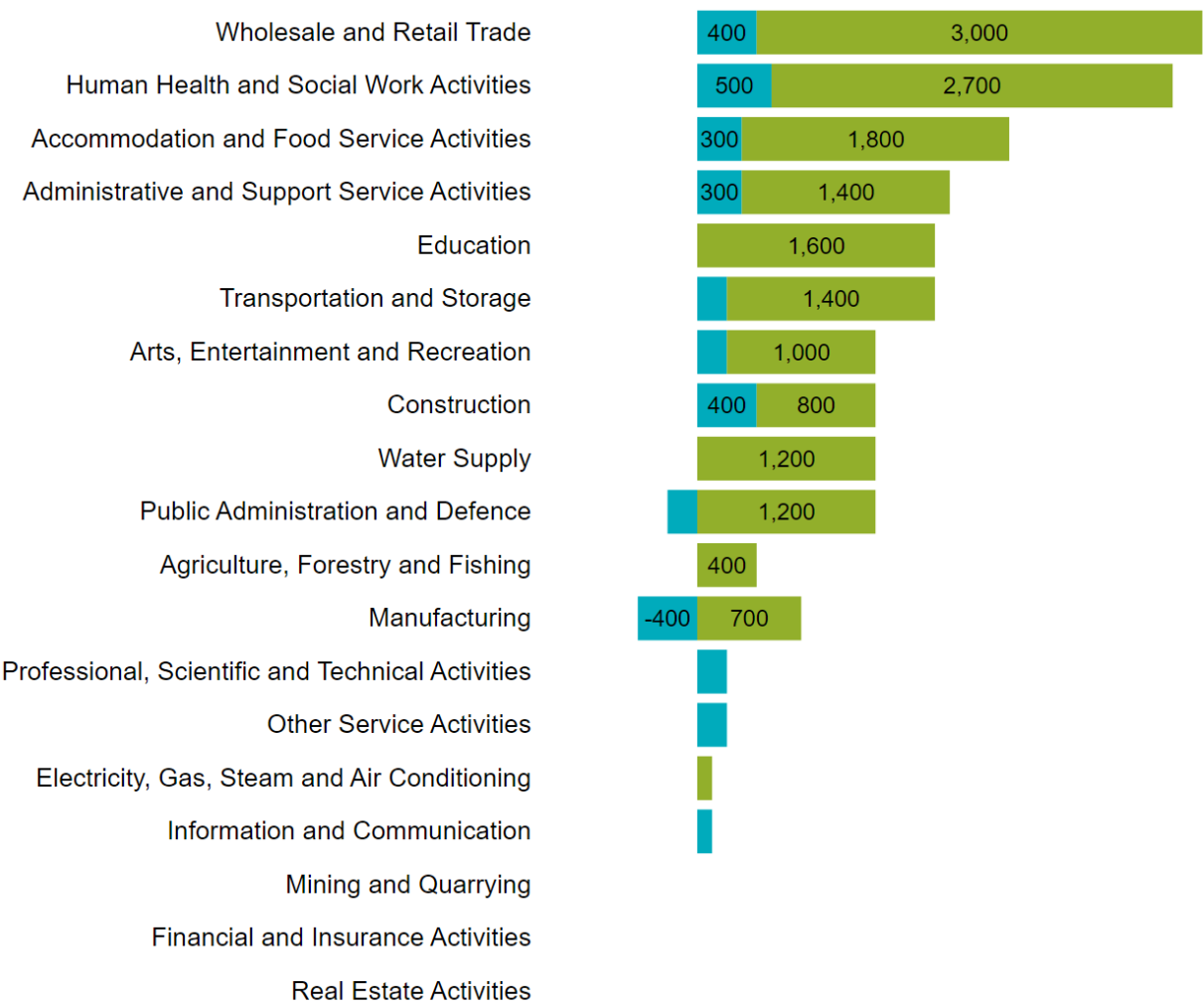
By industry, the greatest number of people are forecast to be required in:



Headline figures for each industry do not show how the composition of the industry is changing. Within the industries, there are changes to operating practices and consumer behaviours driven by automation, digitalisation and the transition to net zero. Additionally, industries are defined using SIC codes, which might not reflect the full complexity and diversity within each sector. For example, High Value Manufacturing activities would not be fully captured within the traditional definition of Manufacturing, and it would span across different industries, such as Professional, Scientific and Technical Activities. We encourage readers to keep these two points in mind when interpreting the data. For further sectoral evidence, please see our Sectoral Skills Assessments.

Figures may not sum due to rounding.

Forecast Total Requirement by Industry (2025-2028), Ayrshire



● Expansion demand ● Replacement demand



Future Demand in the Mid-Term (2025-2028) by Occupation¹

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

 **Elementary Occupations: Clerical and Services**
3,200

 **Caring Personal Service Occupations**
2,300

 **Teaching and Research Professionals**
2,200

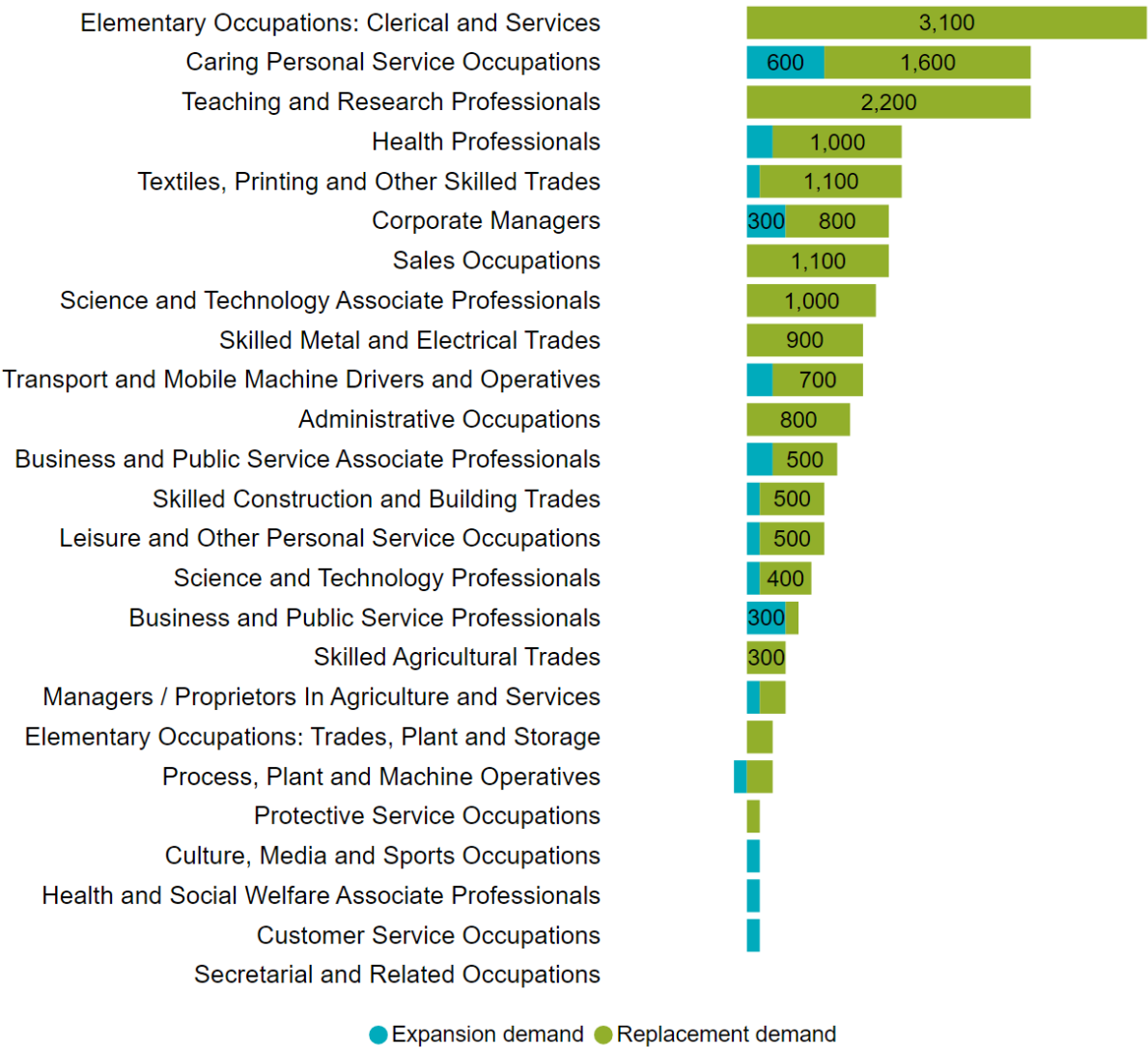
As mentioned, there is forecast to be a total requirement for 19,700 people in the region over the mid-term. 'Higher-level' occupations* are forecast to account for 38.7% of this total requirement, followed by 33.8% in 'mid-level' occupations and 27.5% in 'lower-level' occupations. Across Scotland, 52.2% of total requirement will be in 'higher-level' occupations, 26.5% in 'mid-level' occupations and 21.4% in 'lower-level' occupations.

 **New this year**, the RSA report includes more detailed forecasts on the total requirement for the region.

On the next page, the mid-term total requirement is presented with an intersection by both Industry (SIC 1) and Occupation (SOC 1).

Figures may not sum due to rounding.

Forecast Total Requirement by Occupation (2025-2028), Ayrshire



1. SDS (2025). Oxford Economics Forecasts.
* See RSA Technical Note (2025) for an explanation of what is defined as 'higher-level', 'mid-level' and 'lower-level' occupations.

Future Demand in the Mid-Term (2025-2028) by Industry and Occupation¹

Forecast Total Requirement by Industry and Occupation (2025-2028) (people), Ayrshire

Figures may not sum due to rounding.

	Managers, Directors and Senior Officials	Professional Occupations	Associate Professional and Technical Occupations	Administrative and Secretarial Occupations	Skilled Trades Occupations	Caring, Leisure and Other Service Occupations	Sales and Customer Service Occupations	Process, Plant and Machine Operatives	Elementary Occupations
▲									
Agriculture, Forestry and Fishing	0	0	0	0	300	0	0	0	100
Mining and Quarrying	0	0	0	0	0	0	0	0	0
Manufacturing	100	0	200	0	100	0	0	-200	100
Electricity, Gas, Steam and Air Conditioning	0	0	0	0	100	0	0	0	0
Water Supply	0	200	200	100	200	0	0	100	300
Construction	100	100	100	100	600	0	0	100	100
Wholesale and Retail Trade	400	100	200	200	600	0	1,200	300	500
Transportation and Storage	100	0	100	100	100	100	0	600	400
Accommodation and Food Service Activities	100	0	0	100	600	100	100	100	1,100
Information and Communication	0	0	0	0	0	0	0	0	0
Financial and Insurance Activities	0	0	0	0	0	0	0	0	0
Real Estate Activities	0	0	0	0	0	0	0	0	0
Professional, Scientific and Technical Activities	0	0	0	100	0	0	0	0	0
Administrative and Support Service Activities	100	100	100	100	300	200	0	100	800
Public Administration and Defence	100	300	300	100	0	100	0	0	100
Education	0	1,300	100	0	0	100	0	0	0
Human Health and Social Work Activities	100	1,000	300	100	100	1,500	0	0	200
Arts, Entertainment and Recreation	200	100	200	0	100	400	0	0	200
Other Service Activities	0	0	0	0	0	100	0	0	0

Future Demand in the Long-Term (2028-2035)¹

The long-term forecast is more changeable than the mid-term forecasts and could be influenced by a range of factors that are less known. It is important to note that the forecasts do not account for national or regional activities, initiatives or investments like those mentioned in our section on Regional Insight, 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 (2028-2035) 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.

Forecasts for the long-term suggest there could be a total requirement for **40,300** people in **Ayrshire**. Between 2028 and 2035, replacement demand could create the need for **37,500** people, while **positive** expansion demand is forecast to result in **2,800 additional** workers.

In **Scotland**, there could be a total requirement for **885,200** people in the long-term. Between 2028 and 2035, replacement demand could create the need for **772,800** people, while **positive** expansion demand is forecast to result in **112,500 additional** workers.

Figures may not sum due to rounding.



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

SCQF 11-12	SCQF 7-10	SCQF 6	SCQF 5	SCQF 1-4	No qualifications
2,600	17,700	6,200	10,000	500	3,300
6%	44%	15%	25%	1%	8%

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

SCQF 11-12	SCQF 7-10	SCQF 6	SCQF 5	SCQF 1-4	No qualifications
81,500	427,000	104,500	190,000	15,800	66,400
9%	48%	12%	21%	2%	8%



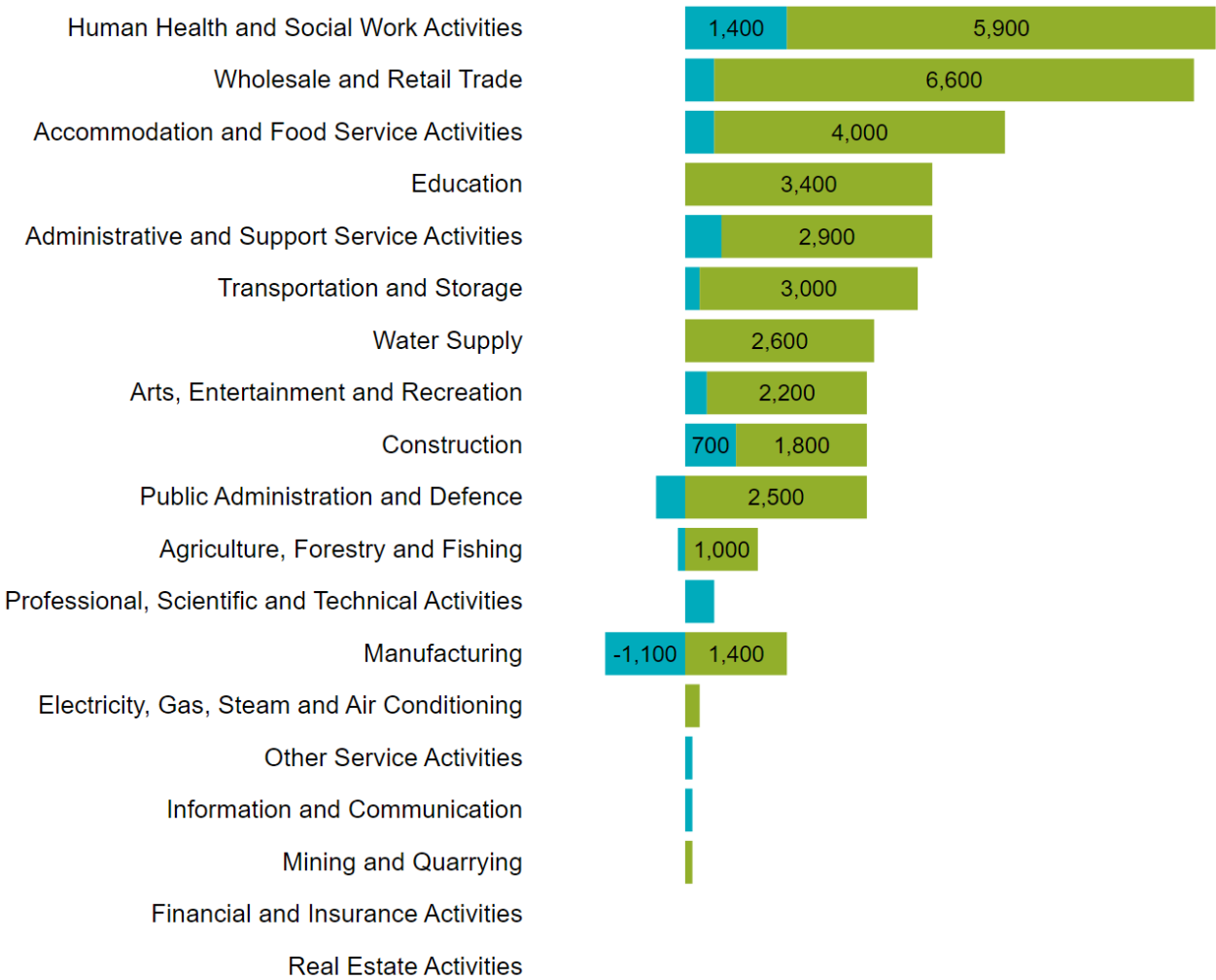
Future Demand in the Long-Term (2028-2035) by Industry¹

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

-  **Human Health and Social Work Activities**
7,200
-  **Wholesale and Retail Trade**
6,900
-  **Accommodation and Food Service Activities**
4,400

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

Forecast Total Requirement by Industry (2028-2035), Ayrshire



● Expansion demand ● Replacement demand

Figures may not sum due to rounding.

1. SDS (2025). Oxford Economics Forecasts.

Future Demand in the Long-Term (2028-2035) by Occupation¹

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

- **Elementary Occupations: Clerical and Services**
6,600
- **Teaching and Research Professionals**
4,900
- **Caring Personal Service Occupations**
4,500

There is forecast to be a total requirement for 40,300 people in the region over the long-term. 'Higher-level' occupations* are forecast to account for 40.8% of this total requirement, followed by 32.8% in 'mid-level' occupations and 26.5% in 'lower-level' occupations. Across Scotland, 54.0% of total requirement will be in 'higher-level' occupations, 25.9% in 'mid-level' occupations and 20.1% in 'lower-level' occupations.

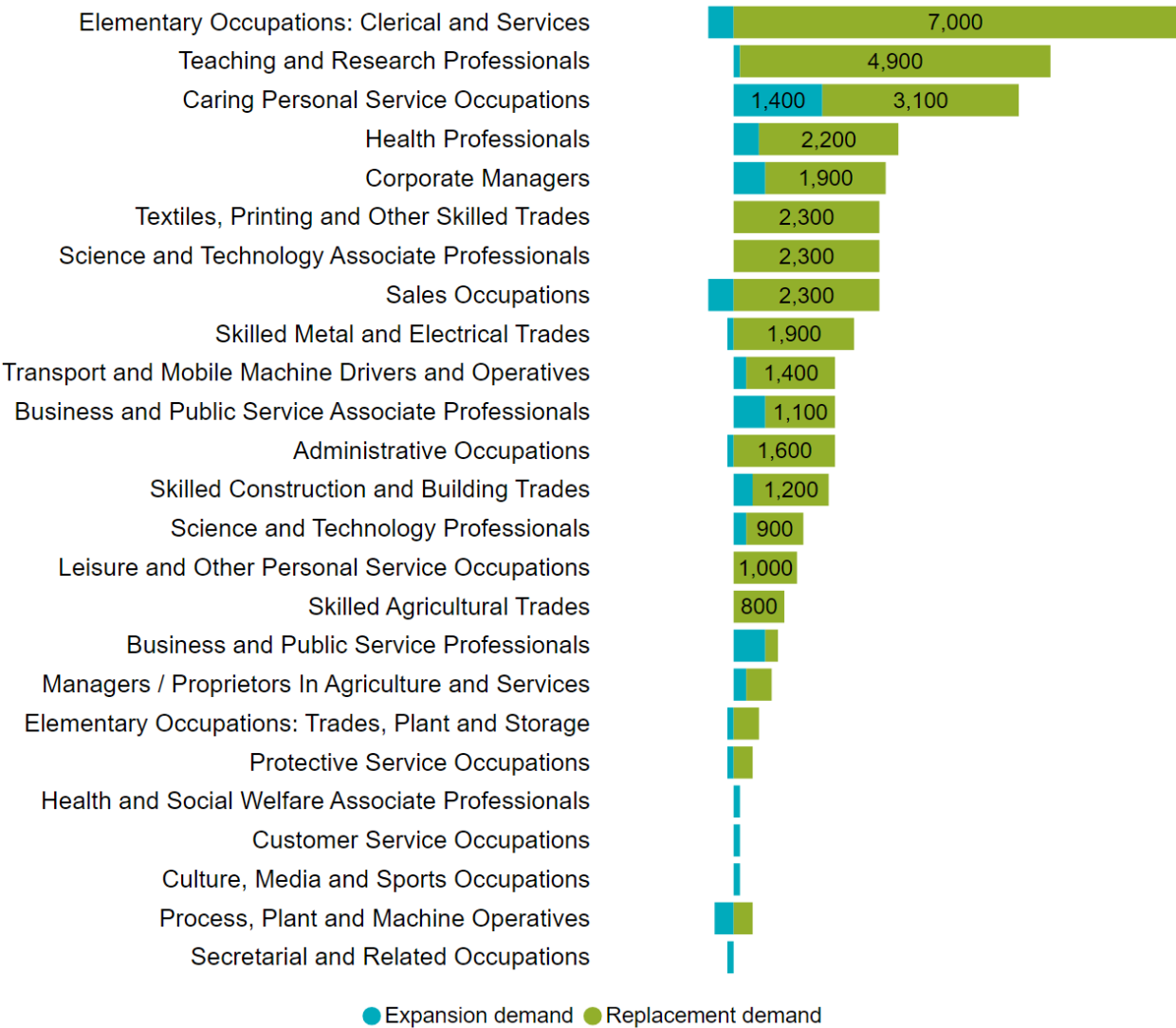


New this year, the RSA report includes more detailed forecasts on the total requirement for the region.

On the next page, the long-term total requirement is presented with an intersection by both Industry (SIC 1) and Occupation (SOC 1).

Figures may not sum due to rounding.

Forecast Total Requirement by Occupation (2028-2035), Ayrshire



Future Demand in the Long-Term (2028-2035) by Industry and Occupation¹

Forecast Total Requirement by Industry and Occupation (2028-2035) (people), Ayrshire

Figures may not sum due to rounding.

	Managers, Directors and Senior Officials	Professional Occupations	Associate Professional and Technical Occupations	Administrative and Secretarial Occupations	Skilled Trades Occupations	Caring, Leisure and Other Service Occupations	Sales and Customer Service Occupations	Process, Plant and Machine Operatives	Elementary Occupations
▲									
Agriculture, Forestry and Fishing	100	0	0	0	600	0	0	0	200
Mining and Quarrying	0	0	0	0	0	0	0	0	0
Manufacturing	100	100	300	0	200	0	0	-400	100
Electricity, Gas, Steam and Air Conditioning	0	0	100	0	100	0	0	0	0
Water Supply	0	400	400	200	500	0	0	300	700
Construction	300	300	200	200	1,200	0	0	200	200
Wholesale and Retail Trade	1,000	300	400	300	1,200	100	2,200	600	900
Transportation and Storage	200	100	200	100	200	200	100	1,200	900
Accommodation and Food Service Activities	300	0	100	100	1,200	200	100	100	2,200
Information and Communication	0	100	0	0	0	0	0	0	0
Financial and Insurance Activities	0	0	0	0	0	0	0	0	0
Real Estate Activities	0	0	0	0	0	0	0	0	0
Professional, Scientific and Technical Activities	100	0	0	100	0	0	0	0	0
Administrative and Support Service Activities	200	100	200	200	600	300	0	100	1,600
Public Administration and Defence	200	600	600	200	100	200	0	0	300
Education	0	2,800	300	100	0	300	0	0	0
Human Health and Social Work Activities	300	2,300	600	200	100	3,200	100	0	300
Arts, Entertainment and Recreation	400	200	300	0	300	700	100	0	400
Other Service Activities	0	0	0	0	0	100	0	0	0

For further information or queries on the RSAs or any of our other products, please contact: [**RSA@sds.co.uk**](mailto:RSA@sds.co.uk)