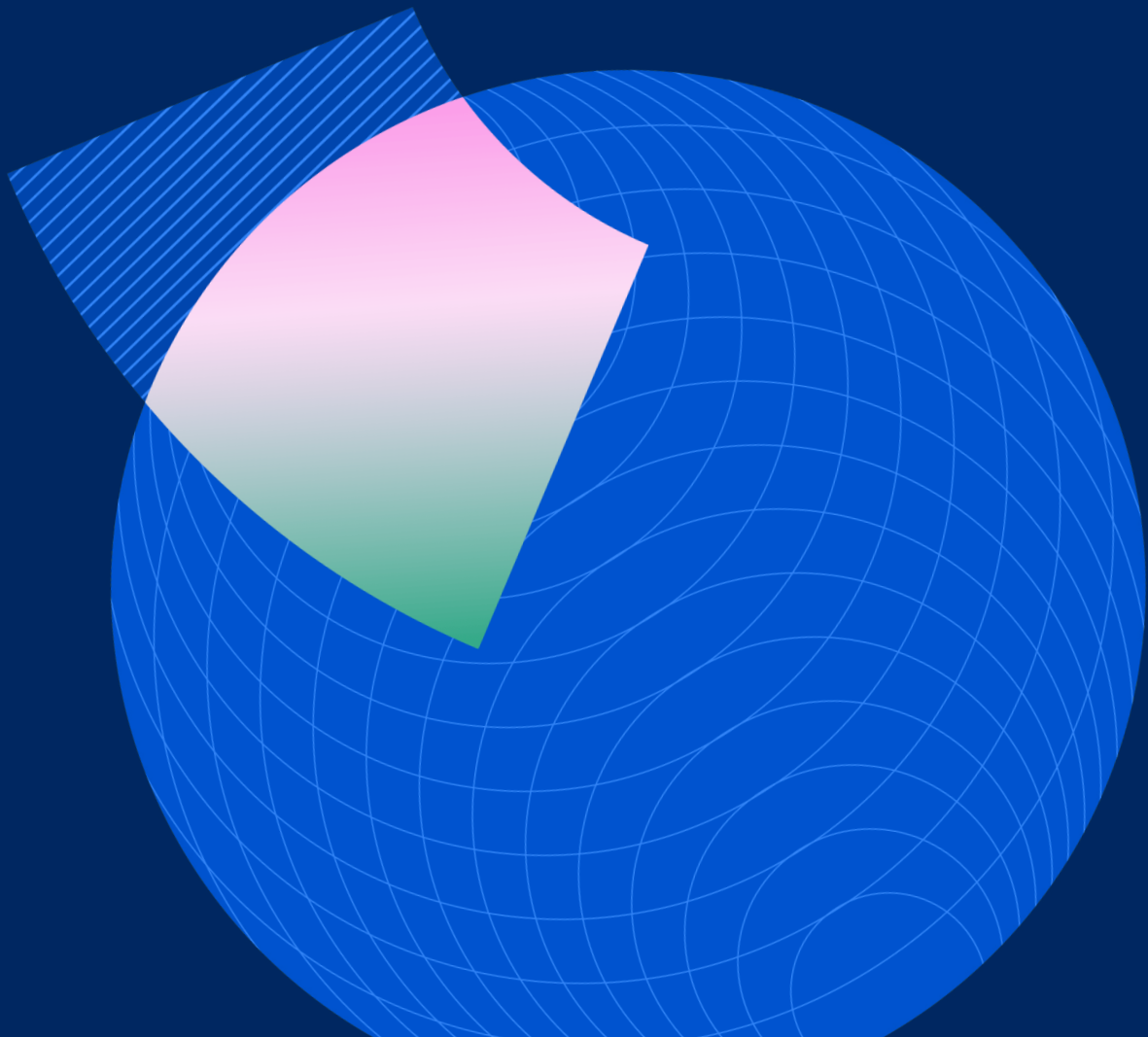


**coursera**

2025

# Global Skills Report

Trusted skill insights for a  
rapidly changing world



# Foreword

I'm excited to announce the seventh edition of Coursera's annual *Global Skills Report*, offering comprehensive insights on the skill demands shaping the future of work. Drawing on data from our community of more than 170 million learners and how they engage with content from our 350+ university and industry partners, this year's report reveals where skill proficiency is rising around the globe, where gaps remain, and what's driving learner behavior across 100+ countries.

Generative AI (GenAI) has rapidly gained both investment and adoption across sectors.<sup>1</sup> Trends on Coursera mirror this momentum, with GenAI enrollments surging by 195% year-over-year and surpassing 8 million enrollments. In 2025, nearly 700 GenAI courses on our platform have averaged 12 enrollments per minute—a dramatic increase from 1 per minute in 2023 and 8 in 2024—making GenAI the fastest-growing skill category on our platform.<sup>2</sup>

To better assess global AI readiness this year, we've introduced an AI Maturity Index, which complements our country rankings for proficiency in business, technology, and data skills. The Index combines learner data with IMF and OECD metrics to rank 109 countries on AI research and innovation. Leaders around the world can use it to identify AI learning hotspots, understand regional progress, and pinpoint leading talent hubs.

Beyond AI, the World Economic Forum predicts that 59% of workers will require retraining by 2030 as geoeconomic realignments, technological disruptions, economic uncertainty, and demographic shifts transform the global labor market—making continuous learning crucial.<sup>3</sup> Micro-credentials, such as Professional Certificates on Coursera, offer an effective way to build new job skills, with nearly 90% of students valuing them for career progression, and 90% of employers willing to pay a wage premium for them.<sup>4</sup>

As Coursera's new CEO, I'm particularly inspired by how online learning is creating a level playing field for millions of learners across emerging markets, especially in new areas like GenAI. In the past year, GenAI enrollment has more than doubled across Asia Pacific, the Middle East, and Africa. Latin America has seen a 425% increase in GenAI enrollments, the highest anywhere.

I hope the *Global Skills Report 2025* empowers you to take action, whether you're shaping national education strategies, designing corporate learning programs, or aligning curricula with real-world needs. Together, we can unlock opportunities through learning—and build a more resilient, inclusive, and skilled global workforce.



**Greg Hart**  
Chief Executive Officer, Coursera

# Table of contents

Foreword	2	Vietnam	25	Brazil	46	<b>04</b> <b>Appendix</b>	<b>67</b>
<b>01</b> <b>Overview</b>	<b>4</b>	Kazakhstan	26	Mexico	47		
The global skills landscape in 2025	5	Thailand	27	Colombia	48		
How to read this report	9	Indonesia	28	<b>The Middle East and North Africa</b>	<b>49</b>		
		Malaysia	29	United Arab Emirates	52	Methodology	68
		The Philippines	30	Qatar	53	About Coursera	76
		India	31	Saudi Arabia	54	Endnotes	77
<b>02</b> <b>Global skill rankings</b>	<b>12</b>	<b>Europe</b>	<b>32</b>	Egypt	55		
Global overview	13	Switzerland	35	<b>North America</b>	<b>56</b>		
		Germany	36	Canada	59		
<b>03</b> <b>Regional skill trends</b>	<b>19</b>	France	37	United States	60		
<b>Asia Pacific</b>	<b>20</b>	United Kingdom	38	<b>Sub-Saharan Africa</b>	<b>61</b>		
Singapore	23	Spain	39	Botswana	64		
Korea, Republic of	24	Turkey	40	South Africa	65		
		<b>Latin America and the Caribbean</b>	<b>41</b>	Nigeria	66		
		Peru	44				
		Chile	45				

# Overview

“

*Things are changing faster than ever before, which means that our employees need to be reskilled now more than ever. If we don't have people with the right skills, then we can't grow our business. Everybody at Siemens is convinced that reskilling through L&D is extremely important.*



**Bas Puts**  
Global Head of Learning & Skill  
Architecture, Siemens



# The global skills landscape in 2025

## 1 GenAI adoption fuels global skill demands

In 2023, early adopters flocked to GenAI, with approximately one person per minute enrolling in a GenAI course on Coursera<sup>5</sup>—a rate that rose to eight per minute in 2024.<sup>6</sup> Since then, GenAI has continued to see exceptional growth, with global enrollment in GenAI courses surging 195% year-over-year—maintaining its position as one of the most rapidly growing skill domains on our platform. To date, Coursera has recorded over 8 million GenAI enrollments, with 12 learners per minute signing up for GenAI content in 2025 across our catalog of nearly 700 GenAI courses.<sup>7</sup>

Driving this surge, 94% of employers say they're likely to hire candidates with GenAI credentials, while 75% prefer hiring less-experienced candidates with GenAI skills over more

experienced ones without these capabilities.<sup>8</sup> Demand for roles such as AI and Machine Learning Specialists is projected to grow by up to 40% in the next four years.<sup>9</sup> Mastering AI fundamentals—from [prompt engineering](#) to [large language model \(LLM\) applications](#)—is essential to remaining competitive in today's rapidly evolving economy.

Countries leading our new AI Maturity Index—which highlights regions best equipped to harness AI innovation and translate skills into real-world applications—include global front-runners such as Singapore, Switzerland, and the United States.

### Insights in action

#### Businesses

Integrate role-specific GenAI modules into employee development programs, enabling teams to leverage AI for efficiency and innovation.

#### Governments

Scale GenAI literacy initiatives—especially in emerging economies—to address talent shortages and foster human-machine capabilities needed to future-proof digital jobs.

#### Higher education

Embed credit-eligible GenAI learning into curricula, ensuring graduates enter the workforce job-ready.

#### Learners

Focus on GenAI courses offering real-world projects (e.g., prompt engineering) that help build skills for in-demand roles.

Cybersecurity enrollments on Coursera rose in 2025—up 106% in Latin America, 20% in Europe, and 14% in Asia Pacific year-over-year. This momentum follows heightened worries about data protection as GenAI accelerates the creation (and vulnerability) of sensitive data.<sup>10</sup>

Globally, nearly five million additional cybersecurity professionals are needed,<sup>11</sup> and two-thirds of employers cite skill gaps as a barrier to adopting emerging tech.<sup>12</sup> Security Management Specialist ranks among the top five fastest-growing roles, yet less than half of organizations feel “highly prepared” to defend against AI-driven cyber threats.<sup>13</sup> Filling the cybersecurity gap demands urgent, multifaceted upskilling.

## 2 Cybersecurity enrollments rise rapidly, but still lag behind demand

## Insights in action

### Businesses

Launch cybersecurity training aligned to specific roles to tackle skilled-professional shortages.

### Governments

Partner with educational institutions and industry to create micro-credential pathways that include artificial intelligence (AI)/machine learning (ML) applications, bolstering security and mitigating cyber threats.

### Higher education institutions

Offer expanded curricula in cloud security, threat management, and data governance to meet the projected 33% growth in information security analyst roles by 2033.<sup>14</sup>

### Learners

Earn specialized cyber certifications (e.g., [Foundations of Cybersecurity](#) by Google) to stand out, as 90%+ of employers value verified skills.<sup>15</sup>

# 3 Micro-credentials improve learner employability, signaling key skills to employers

By 2030, an estimated 92 million jobs will be displaced, while 170 million new ones will be created—a net gain of 78 million roles.<sup>16</sup> Eighty-five percent of employers say they need to upskill their workforce just to keep pace, and 70% plan to hire talent with new capabilities in areas like data science, cloud computing, and GenAI.<sup>17</sup> This transformation means micro-credentials are more vital than ever for establishing skills and career readiness.

Employers worldwide increasingly see micro-credentials as a key advantage for job seekers. Ninety-one percent believe employees with micro-credentials demonstrate higher proficiency in core competencies.<sup>18</sup> Students agree: 94% report micro-credentials accelerate career development, and nearly 9 in 10 say they bolster competitiveness in a changing work environment.<sup>19</sup> Meanwhile, 94% of higher

education leaders say micro-credentials improve graduates' long-term career outcomes.<sup>20</sup>

Coursera data confirms this rising demand, with positive growth in Professional Certificate enrollments across all regions, including 37% growth in North America—the highest of any region—and 36% in the Middle East and North Africa over the past year.

## Insights in action

### Businesses

Recognize industry-aligned micro-credentials in hiring and promotion. Encourage employees to earn specialized certificates.

### Governments

Embed micro-credentials into public upskilling programs to help job seekers transition faster into high-demand fields.

### Higher education

Offer credit-recommended Professional Certificates that can build toward degree programs, attracting learners who want job-relevant qualifications.

### Learners

Pursue [Professional Certificates](#) in growth areas (e.g., GenAI, cybersecurity, data analytics) to stand out to employers.



As employers and employees ramp up AI usage in hiring, micro-credentials grow even more valuable. Verified credentials give companies confidence that a candidate truly possesses the specialized skills listed on their résumé—particularly crucial in an era when GenAI can produce hundreds of “look-alike” applications.<sup>21</sup> Learn more in the [Micro-Credentials Impact Report 2025](#).

“

*Geoeconomic fragmentation is one of the primary factors driving the explosive demand for cybersecurity professionals. In this increasingly divided world, these skills are business-critical for securing networks and data.*



**Sam Grayling**  
Insights Lead,  
World Economic Forum

## 4 GenAI skill gaps persist despite women's rising participation in online learning

Women now represent 46% of Coursera's global learner base, with some countries demonstrating gender parity or higher. For instance, Kazakhstan

boasts 56% women learners across all courses, with women making up 43% of learners specifically in GenAI courses—the lowest gender gap in this report. Despite these bright spots, women globally still account for only about one-third of total GenAI enrollments.<sup>22</sup>

Our playbook [Closing the Gender Gap in GenAI Skills](#) highlights barriers like limited mentorship, confidence gaps, and uncertainty about AI's practical relevance—all of which can dissuade women from enrolling or persisting in advanced GenAI courses. Coursera data shows that women are six times more likely to enroll in beginner-level GenAI courses than intermediate ones, and average enrollment rises from 23% to 30% whenever a STEM course includes at least one woman instructor.<sup>23</sup>

Geography also matters. In parts of the Middle East, North Africa, and Sub-Saharan Africa—where women learners make up 30–35% of enrollments—ambitious national upskilling initiatives coexist with cultural and resource constraints. Excluding women from AI design risks reinforcing biases in large language models and hindering equal hiring practices. Providing flexible credentials, confidence-building resources, and more women role models is crucial to achieving inclusive, AI-driven growth.

### Insights in action

#### Businesses

Sponsor women-focused GenAI programs, highlight women AI leaders, and offer incentives, with additional support for working mothers and minority groups.

#### Governments

Prioritize funding for AI training for women and integrate “no-coding prerequisite” AI/ML boot camps into national training programs to widen opportunities and improve gender parity.

#### Higher education

Embed GenAI micro-credentials into degree pathways and recruit women instructors to expand role models in AI.

#### Learners

Seek communities and scholarships designed for women in AI; advance from beginner-friendly AI courses into higher-level tracks to build confidence and mastery.



### New Coursera playbook

#### Closing the Gender Gap in GenAI Skills

GenAI skill gaps persist despite women's rising participation in online learning. This guide breaks down the challenges women face and offers solutions to help them succeed.

[Read the playbook](#)

## 5 Skill gaps threaten global competitiveness, prompting employers to invest in upskilling

Two-thirds of employers regard skill shortages as a major barrier to business growth, and in countries like Germany, unfilled vacancies cost an estimated \$339 billion (1.3% of GDP).<sup>24</sup> Meanwhile, 85% of organizations plan to upskill and/or reskill employees—particularly in AI and data roles—as core skill sets may shift by 40% by 2030.<sup>25</sup>

Countries climbing Coursera's global rankings show fewer skill gaps in GenAI and cybersecurity, better equipping them for AI's impact on labor markets. Closing gaps elsewhere can help economies leverage emerging technologies like cloud computing and GenAI without leaving segments of the workforce behind.

### Insights in action

#### Businesses

Conduct skill audits and tie learning roadmaps to priority roles (e.g., Data Analysts, AI Engineers). Offer learning incentives for high-demand courses.

#### Governments

Offer tax breaks and grant funding for organizations leading workforce retraining programs that are aligned with national digital strategies.

#### Higher education

Form industry partnerships to ensure curricula stay aligned with job-market needs.

#### Learners

Focus on data literacy training (e.g., Excel, Python, basic ML) to remain competitive in a shifting, tech-driven economy.

## 6 Skills-first learning transforms talent pipelines, driving skills-based organizations

Ninety-seven percent of employers say they have adopted or are exploring skills-based hiring—a model that focuses on verified skills alongside traditional degrees.<sup>26</sup> This transition is accelerating as AI screening tools and mass résumé submissions—potentially AI-generated—raise concerns about hiring bias and inflated qualifications.<sup>27</sup>

Consequently, skills-first learning is driving a wave of skills-based organizations, where validated proficiencies (e.g., through the completion of Professional Certificates) guide everything from recruitment to advancement.

Meanwhile, more than half of CEOs expect labor and skills shortages to significantly affect profitability over the next decade.<sup>28</sup> By centering hiring on documented competencies, businesses can more accurately identify job-ready talent, reduce turnover, and streamline career pathways.

Competency-based assessments further bolster recruiters' confidence that they're bringing in high-quality candidates, bridging education and employment gaps more seamlessly.

### Insights in action

#### Businesses

Evolve into skills-based organizations by emphasizing robust skill tests, validated micro-credentials, and job postings built around key proficiencies instead of blanket experience.

#### Governments

Offer incentives for companies to implement skills-first learning programs, enabling unemployed or transitioning workers to earn high-value credentials.

#### Higher education

Infuse degree curricula with real-world projects to produce graduates with proven, verifiable skill sets—particularly in AI-driven domains.

#### Learners

Seek credentials with capstone components (e.g., Professional Certificates) to demonstrate proficiency in an evolving, skills-first hiring landscape.



# How to read this report

**The *Global Skills Report* presents comprehensive skill and credential trends at country, regional, and global levels, leveraging insights from Coursera’s 170M+ learners.**

## Understanding Coursera’s skills taxonomy

Coursera organizes skills into three hierarchical categories, from broadest to most specific: domains, competencies, and skills. Within our regional and country spotlights, the term “top skills” specifically refers to the most granular category.

**Domains** represent broad skill categories, limited in this report to business, technology, and data science.

**Competencies** represent skill areas within each domain, more specific than domains but broader than individual skills. For example, accounting and communication are competencies within the business domain.

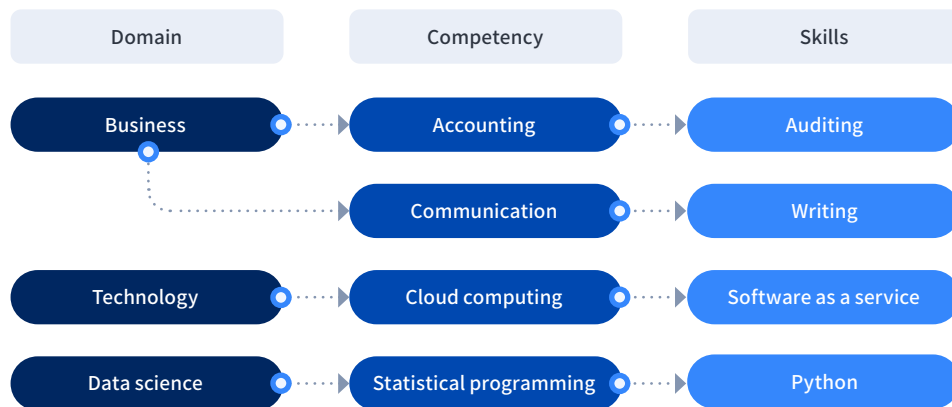
**Skills** represent the most granular and specific skill areas—for example, auditing (under accounting) and writing (under communication).

## How to read skill rankings

Our skill rankings demonstrate how learners from 109 countries perform across business, technology, and data science. The report includes rankings at the global, regional, and country levels.

To offer a holistic view of skill proficiency, our ranking methodology balances Coursera learner proficiency scores with robust third-party data, detailed below. This year, we increased the emphasis on critical third-party metrics to ensure a more comprehensive assessment, complementing the insights provided by Coursera data.

## Skills taxonomy example



④ Explore the [methodology](#) section for the complete list of skills featured in this report.

### Example (Skills ranking components)

Global rank	Country	Coursera skill proficiency	Global Innovation Index (GII)	Labor force participation rate	Human Capital Index (HCI)	GDP per capita
89	India	25%	38.10	57.92%	0.49	\$2,480.79

Combined, these scores produce the final proficiency index, which informs our global, regional, and country rankings.

A country's overall rank indicates its combined performance across all three domains: business, technology, and data science. Domain proficiency scores are expressed as percentiles (0–100%), where a higher percentile indicates greater skill proficiency.

### Example (Global skill rankings)

Regional rank	Global rank	Quartile	Country	Business	Technology	Data science
1	1	Cutting-edge	Switzerland	100%	99%	100%
1	4	Cutting-edge	Singapore	98%	100%	96%
1	45	Competitive	Peru	51%	59%	66%

### Skill ranking formula

A country's skill proficiency score is calculated as:

**25%**

learner skill proficiency on Coursera

+

**75%**

third-party skill indicators

- **Global Innovation Index (GII)**<sup>29</sup>—assesses innovation capabilities
- **Labor force participation**<sup>30</sup>—measures labor market alignment
- **Human Capital Index (HCI)**<sup>31</sup> and **GDP per capita**<sup>32</sup>—reflects economic skill application

All third-party metrics are equally weighted.

### Quartile definitions

A country's on-platform skill percentile and third-party data are weighted 25/75 to calculate the final country rankings overall and by domain. The percentile rankings are then divided into four quartiles:

- **Cutting-edge** (Ranks 1–28): 75–100 percentile
- **Competitive** (Ranks 29–55): 50–74 percentile
- **Emerging** (Ranks 56–82): 25–49 percentile
- **Lagging** (Ranks 83–109): 0–24 percentile

## How to read enrollment trends

Enrollment trends analyze learner engagement with competencies, skills, and targeted roles globally, regionally, and by country, comparing data from March 2024–February 2025 against the prior year.

Trends are categorized as follows:

- **Year-over-year (YoY) enrollment growth:** Tracks enrollment changes for high-demand skills like cybersecurity, GenAI, critical thinking, employer-priority skills, and Professional Certificates.
- **Women learners on Coursera:** Represents the percentage of women among all learners on Coursera. Subcategories—women enrolled in GenAI courses, Professional Certificates, and STEM courses—include the share of women enrolled in these specific courses out of all learners in those respective categories.
- **Top employer skills:** Captures growth in Coursera enrollments for skills emphasized in the [World Economic Forum's Future of Jobs Report 2025](#), including artificial intelligence and machine learning (AI/ML), curiosity, creative thinking, customer service, self-motivation, resilience, self-awareness, talent management, and systems thinking.

- **Top learner skills (over-indexing skills):** Highlights competencies, skills, or roles that learners in specific countries or regions disproportionately enroll in compared to the global average.
- **Most popular content:** Identifies courses, Guided Projects, and Professional Certificates with the highest enrollments.

## Interpreting recommended content by country

Country spotlights also feature curated content recommendations aligning with the country's top skills and target roles. These recommendations, selected by Coursera's content curation experts, serve as a guide for developing large-scale learning programs.

We begin by over-indexing the skills that appear most frequently (and at disproportionately higher rates) among learners in a given market. We then cross-reference these skill insights with employer-prioritized trends. This dual approach ensures that each recommendation set (1) reinforces areas of current strength while (2) addressing emerging skill gaps.

## Labor force on Coursera

The labor force percentage on Coursera for a country is calculated by dividing the number of active learners on Coursera—part of the working-age population—by the total labor force of that country. According to the International Labour Organization, the labor force includes individuals between the ages of 15 and 64.<sup>33</sup> Active learners are individuals who have engaged with at least one Coursera course item within the past year.

This metric shows a country's commitment to ongoing learning and skill-building. High participation rates suggest strong growth potential, adaptability to change, and attractiveness to businesses, boosting a country's readiness for future development.

### New AI Maturity Index

Introducing our new AI Maturity Index—a powerful tool for understanding and advancing global AI innovation. Leaders can use this Index to:

- See the rankings of 109 countries in AI innovation and advancement.
- Track GenAI skills growth and identify where learning, innovation, and expertise are thriving.
- Equip institutions and individuals with crucial AI capabilities to close skills gaps.

- Identify the world's leading AI talent hubs.

The AI Maturity Index uses Coursera data combined with third-party metrics on AI preparedness and academic publications to highlight the strength of AI research, innovation, and learning worldwide. Here's how it's calculated:

### AI maturity formula

**Coursera AI data** (1/6 of total score)

- AI Enrollments (.5)
- AI Proficiency (.5)

+

**Publications in AI per million of working population, OECD** (1/6 of total score)<sup>34</sup>

+

**AI Preparedness Index, IMF** (2/3 of total score)<sup>35</sup>

- Digital Infrastructure (1/6 of total score)
- Innovation & Economic Integration (1/6 of total score)
- Human Capital & Labor Market Policies (1/6 of total score)
- Regulation & Ethics (1/6 of total score)

This composite score evaluates how prepared a country is for leveraging AI effectively.

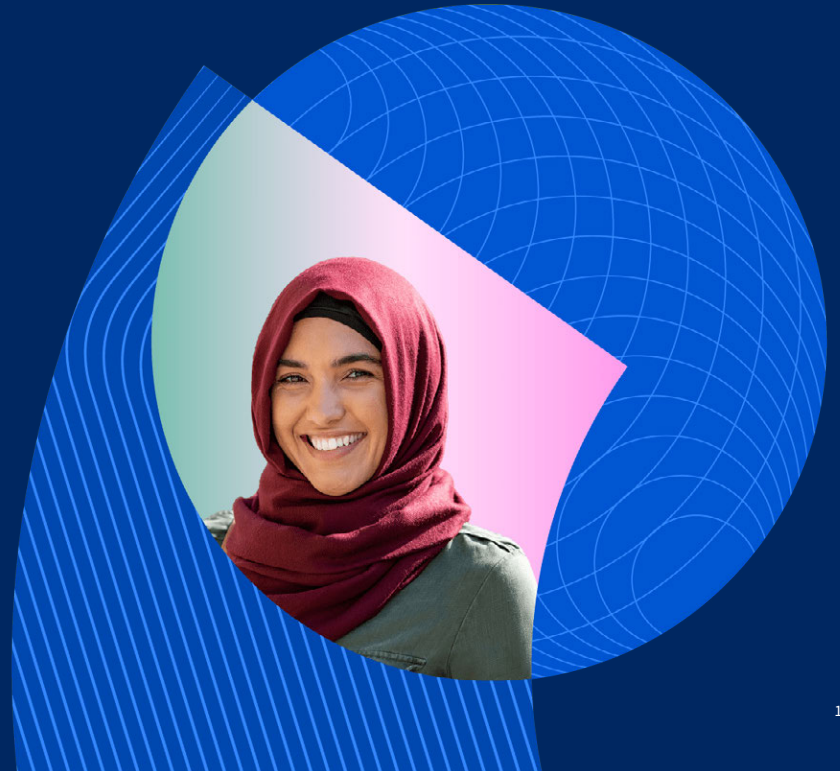
# Global skill rankings

“

*We're proud that the Google Career Certificates and Google AI Essentials programs are helping people at all experience levels learn new skills and expand their opportunities.*



**Lisa Gevelber**  
Founder, Grow with Google



# Global overview

● Cutting-edge Rankings 1–28 ● Competitive Rankings 29–55  
▨ Emerging Rankings 56–82 ⊕ Lagging Rankings 83–109

170M+

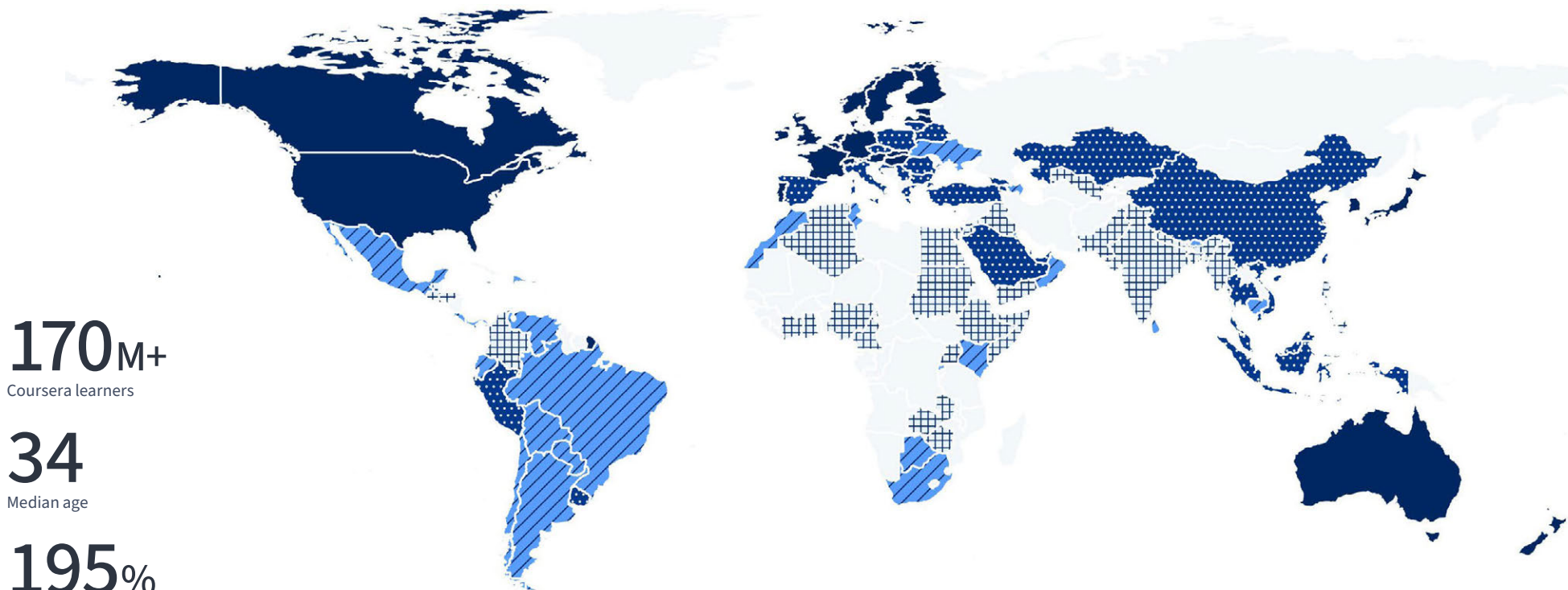
Coursera learners

34

Median age

195%

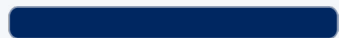
GenAI enrollment YoY



All maps in this report are for illustrative purposes only and may not represent precise geographical and political boundaries.

## Global skill ranking categories

Global skills rankings are calculated using a 25/75 blend of Coursera skill proficiency and third-party data.



### Cutting-edge

Rankings 1–28

Where they are  
Primarily Europe and Asia Pacific countries, plus North America

<b>77%</b>	Average skill proficiency percentile on Coursera
<b>53.64</b>	Average Global Innovation Index score
<b>78.06</b>	Average Labor Force Participation rate
<b>0.76</b>	Average Human Capital Index
<b>\$56,714</b>	Average GDP per capita



### Competitive

Rankings 29–55

Where they are  
Primarily Europe and Asia Pacific, with notable Middle East and Latin America representation

<b>63%</b>	Average skill proficiency percentile on Coursera
<b>36.38</b>	Average Global Innovation Index score
<b>73.45</b>	Average Labor Force Participation rate
<b>0.65</b>	Average Human Capital Index
<b>\$21,444</b>	Average GDP per capita



### Emerging

Rankings 56–82

Where they are  
Predominantly Latin America, Sub-Saharan Africa, Middle East, and select countries from Asia Pacific and Europe

<b>38%</b>	Average skill proficiency percentile on Coursera
<b>25.97</b>	Average Global Innovation Index score
<b>66.93</b>	Average Labor Force Participation rate
<b>0.55</b>	Average Human Capital Index
<b>\$10,918</b>	Average GDP per capita



### Lagging

Rankings 83–109

Where they are  
Mainly Sub-Saharan Africa, Asia Pacific, and Middle East and North Africa, with some Latin American countries

<b>22%</b>	Average skill proficiency percentile on Coursera
<b>21.39</b>	Average Global Innovation Index score
<b>57.39</b>	Average Labor Force Participation rate
<b>0.47</b>	Average Human Capital Index
<b>\$2,838</b>	Average GDP per capita

## Global trends at a glance

Coursera's latest data drawn from 170 million learners captures the growing impact of global learning.

Forty-six percent of learners engage via mobile devices, with an average age of 34. Women are making significant strides, representing 46% of the learner base, with presence in critical fields such as GenAI (30%), Professional Certificates (25%), and STEM (34%).

Enrollment trends reveal demand for skills in key areas: Courses in critical thinking surged by 28%, cybersecurity by 11%, and GenAI by 195%. Professional Certificate enrollments also grew by 32%, highlighting the growing global demand for industry-recognized micro-credentials.

These trends show a strong shift toward agile learning, with Coursera providing education access to learners everywhere.









### Enrollment trends

GenAI enrollment	↑ 195%
Critical Thinking enrollment	↑ 28%
Cybersecurity enrollment	↑ 11%
Professional Certificate enrollment	↑ 32%

### Women learners on Coursera 46%

Women enrolled in GenAI courses	30%
Women enrolled in Professional Certificates	25%
Women enrolled in STEM courses	34%

### Top courses

	Google AI Essentials
	Foundations: Data, Data, Everywhere
	Foundations of Project Management
	Foundations of Cybersecurity
	AI For Everyone
	Foundations of Digital Marketing and E-commerce
	Introduction to Generative AI
	Python for Data Science, AI & Development
	Financial Markets
	English for Career Development

## Global skill rankings

Global skill proficiency rankings across business, technology, and data science for 109 countries, based on the performance of learners on Coursera and key economic indices.

Global rank	Country	Global rank	Country	Global rank	Country	Global rank	Country	Global rank	Country	Global rank	Country
1	Switzerland	20	Estonia	39	China	59	Trinidad and Tobago	77	Costa Rica	97	Honduras
2	Netherlands	21	France	40	Qatar			78	Venezuela	98	Cote d'Ivoire
3	Sweden	22	United Kingdom	41	Serbia	60	Rwanda	79	Mexico	99	Myanmar
4	Singapore	23	Australia	42	Thailand	61	Jamaica	80	Panama	100	El Salvador
5	Finland	24	Latvia	43	Belarus	62	Brazil	81	South Africa	101	Ethiopia
6	Denmark	25	Portugal	44	Bulgaria	63	Paraguay	82	Ecuador	102	Guatemala
7	Norway	26	Slovakia	45	Peru	64	Dominican Republic	83	Jordan	103	Iraq
8	Luxembourg	27	United States	46	Armenia			84	Lebanon	104	Somalia
9	Germany	28	Hungary	47	Indonesia	65	Cambodia	85	Colombia	105	Pakistan
10	Austria	29	Lithuania	48	Taiwan	66	Bolivia	86	Zimbabwe	106	Algeria
11	Canada	30	Czech Republic	49	Uruguay	67	Sri Lanka	87	Egypt	107	Nepal
12	New Zealand	31	Italy	50	Malaysia	68	Azerbaijan	88	The Philippines	108	Sudan
13	Hong Kong	32	Croatia	51	Bahrain	69	Kuwait	89	India	109	Yemen
14	Korea, Republic of	33	Vietnam	52	Romania	70	Ukraine	90	Ghana		
15	Cyprus	34	Poland	53	Georgia	71	Morocco	91	Nigeria		
16	Ireland	35	Spain	54	Saudi Arabia	72	Argentina	92	Cameroon		
17	Japan	36	Greece	55	Turkey	73	Tunisia	93	Zambia		
18	Israel	37	Kazakhstan	56	Botswana	74	Bhutan	94	Uzbekistan		
19	Belgium	38	United Arab Emirates	57	Chile	75	Oman	95	Uganda		
				58	Puerto Rico	76	Kenya	96	Bangladesh		



## New AI Maturity Index

Discover how countries stack up in AI learning, research, and innovation with our new AI Maturity Index—a comparative analysis of global AI readiness.

Global rank	Country
1	Singapore
2	Denmark
3	Switzerland
4	United States
5	Finland
6	Luxembourg
7	Netherlands
8	Sweden
9	Norway
10	Australia
11	Estonia
12	New Zealand
13	United Kingdom
14	Germany
15	Austria
16	Canada
17	Israel
18	Korea, Republic of
19	Ireland
20	Japan

Global rank	Country
21	Hong Kong
22	Cyprus
23	France
24	Belgium
25	Portugal
26	Lithuania
27	Czech Republic
28	Spain
29	Italy
30	Latvia
31	Malaysia
32	United Arab Emirates
33	China
34	Slovakia
35	Greece
36	Poland
37	Saudi Arabia
38	Croatia
39	Chile
40	Romania

Global rank	Country
41	Taiwan
42	Bulgaria
43	Indonesia
44	Hungary
45	Qatar
46	India
47	Serbia
48	Thailand
49	Uruguay
50	Turkey
51	Kazakhstan
52	Costa Rica
53	Uzbekistan
54	Mexico
55	Oman
56	Bahrain
57	Georgia
58	Ukraine
59	Brazil
60	The Philippines

Global rank	Country
61	South Africa
62	Jordan
63	Colombia
64	Armenia
65	Panama
66	Peru
67	Vietnam
68	Tunisia
69	Argentina
70	Azerbaijan
71	Belarus
72	Kuwait
73	Dominican Republic
74	Lebanon
75	Puerto Rico
76	Trinidad and Tobago
77	Ecuador
78	Kenya
79	Sri Lanka
80	Morocco

Global rank	Country
81	Ghana
82	Bhutan
83	Jamaica
84	Rwanda
85	Botswana
86	Egypt
87	Paraguay
88	Zambia
89	Guatemala
90	El Salvador
91	Pakistan
92	Bangladesh
93	Algeria
94	Cambodia
95	Somalia
96	Bolivia
97	Cote d'Ivoire
98	Uganda
99	Nepal
100	Cameroon
101	Nigeria
102	Honduras

Global rank	Country
103	Myanmar
104	Zimbabwe
105	Iraq
106	Venezuela
107	Yemen
108	Ethiopia
109	Sudan

“

*Generative AI will be integral to the future of education, but its adoption demands careful consideration. Instead of letting AI replace creativity and critical thinking, we must guide people to use it as a tool to enhance these skills.*



**Dr. Jules White**

Senior Advisor to the Chancellor on Generative AI, Vanderbilt University

# Regional skill trends

“

*In the context of globalization and digitalization, it is imperative to establish a flexible and open national education system that fosters continuous learning and enhances professional skills.*



**Sayasat Nurbek**  
Minister of Science and  
Higher Education, Kazakhstan



# Asia Pacific

56.4M

Coursera learners

45%

Learning on mobile

32

Median age

132%

GenAI enrollment YoY

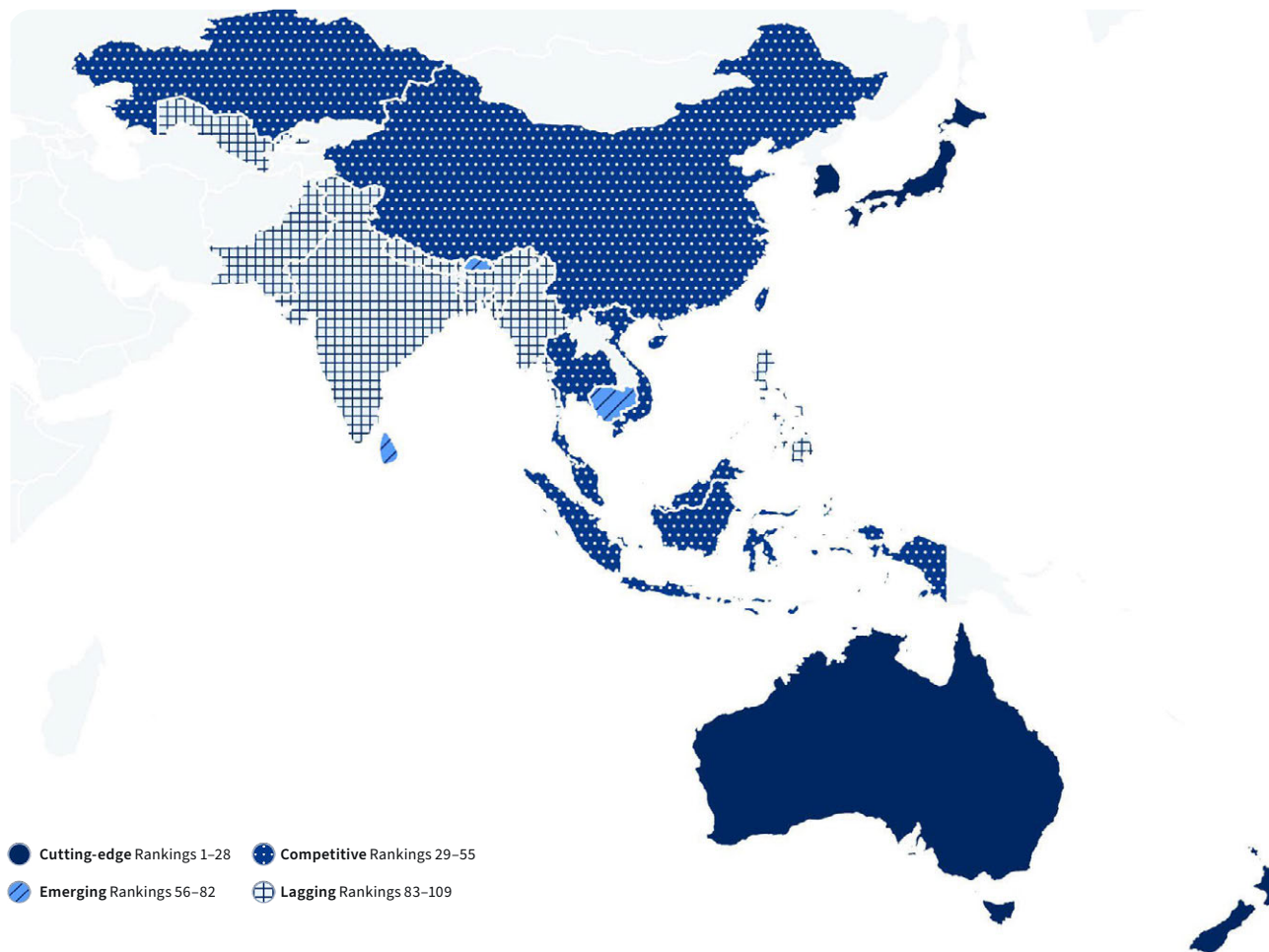
“

*In an era of constant change, keeping our learning systems aligned with today's realities ensures that education remains a powerful tool for personal growth and societal progress.*



**Dr. Jamil Ahmad**

Member IT, Higher Education  
Commission (HEC), Pakistan



## Asia Pacific

## Enrollment trends

With over 56 million Coursera learners, Asia Pacific (APAC) continues to lead the world in GenAI adoption, anchored by India, which now has the most GenAI course enrollments globally. Employers across the region strongly value industry-aligned micro-credentials, with 95% believing these credentials equip graduates with immediately applicable job skills—the highest rate worldwide.<sup>36</sup> Reflecting this confidence, 97% of APAC employers are prepared to offer higher starting salaries to candidates with micro-credentials, far surpassing global averages.<sup>37</sup>

Emerging markets show remarkable AI momentum: Vietnam's GenAI enrollments surged 417% and Indonesia's grew 237% year-over-year.<sup>38</sup> Meanwhile, established leaders such as Singapore, ranked #1 in APAC across competencies and the AI Maturity Index, are addressing significant talent shortages through focused credential pathways and national programs like SkillsFuture.<sup>39</sup> Complementing these efforts, Malaysia's

Digital Economy Blueprint and IndiaAI—India's ambitious AI workforce strategy—reinforce APAC's comprehensive, inclusive approach to digital transformation.<sup>40, 41</sup>

By strategically investing in practical, industry-recognized credentials and aligning national initiatives with employer needs, APAC governments, educational institutions, and companies are collectively forging a workforce prepared to meet the demands of a rapidly evolving digital economy.

### Women learners on Coursera 42%






Women enrolled in GenAI courses	29%
Women enrolled in Professional Certificates	26%
Women enrolled in STEM courses	32%

### Regional enrollment trends

GenAI enrollment	↑ 132%
Critical Thinking enrollment	↑ 12%
Cybersecurity enrollment	↑ 14%
Professional Certificate enrollment	↑ 29%

### Recommended content

#### Top GenAI courses

	Google AI Essentials
	Introduction to Generative AI
	Generative AI for Everyone
	Introduction to Artificial Intelligence (AI)
	Generative AI with Large Language Models

#### Top Professional Certificate

	Google Data Analytics Professional Certificate	
	Google Project Management: Professional Certificate	
	Google Cybersecurity Professional Certificate	
	Google Digital Marketing & E-commerce Professional Certificate	
	Google UX Design Professional Certificate	

## Asia Pacific

## Regional skill rankings

Regional rank	Global rank	Country	Business	Technology	Data science	AI Maturity Index
1	4	Singapore	98%	100%	96%	1
2	12	New Zealand	92%	92%	85%	12
3	13	Hong Kong	87%	88%	84%	21
4	14	Korea, Republic of	80%	86%	91%	18
5	15	Cyprus	90%	83%	86%	22
6	17	Japan	76%	84%	90%	20
7	23	Australia	83%	80%	83%	10
8	33	Vietnam	64%	78%	71%	67
9	37	Kazakhstan	68%	79%	56%	51
10	39	China	67%	62%	72%	33
11	42	Thailand	54%	72%	57%	48
12	47	Indonesia	41%	58%	60%	43
13	48	Taiwan	61%	48%	62%	41
14	50	Malaysia	57%	55%	53%	31
15	65	Cambodia	40%	33%	50%	94
16	67	Sri Lanka	28%	42%	39%	79

#### How to read domain rankings

A country's overall rank indicates its combined performance across all three domains: business, technology, and data science. Domain proficiency scores are expressed as percentiles (0–100%), where a higher percentile indicates greater skill proficiency.

Regional rank	Global rank	Country	Business	Technology	Data science	AI Maturity Index
17	74	Bhutan	33%	51%	19%	82
18	88	The Philippines	29%	21%	17%	60
19	89	India	18%	22%	20%	46
20	94	Uzbekistan	9%	41%	6%	53
21	96	Bangladesh	17%	14%	12%	92
22	99	Myanmar	12%	17%	9%	103
23	105	Pakistan	6%	8%	2%	91
24	107	Nepal	2%	5%	7%	99

“

At BAC Education, we believe that equipping learners with future-ready skills is key to unlocking personal and professional transformation. Through our partnership with Coursera, we're empowering students to access world-class content that bridges the gap between education and employability.



**Jennifer Low**  
Chief Experience Officer,  
BAC Education Group

# Singapore

Top 20 AI  
innovator



Singapore now ranks #1 in Asia Pacific across competencies and is globally ranked #1 in the AI Maturity Index. With 36% of its labor force actively learning on Coursera—the highest in APAC and second-highest globally—Singapore demonstrates world-leading commitment to skill-building.

Despite 97% of businesses running AI programs (compared to 88% globally),<sup>42</sup> 83% report significant talent shortages.<sup>43</sup> Only half of employees believe their industries fully leverage GenAI,<sup>44</sup> emphasizing the urgency for inclusive upskilling initiatives, particularly for women and younger workers most exposed to AI-related disruption.<sup>45</sup>

Singaporeans can use their SkillsFuture Credit for a 12-month Coursera subscription, providing access to 7,700+ courses, 2,500 Guided Projects, and 130 Professional Certificates to build in-demand skills. [See terms and limitations.](#)<sup>46</sup>

<b>4</b>	<b>3</b>	<b>5</b>
Global rank	Business	Data
	<b>1</b>	<b>1</b>
	Tech	AI

## Key stats

Coursera learners	1.3M
Labor force on Coursera	36%
Learning on mobile	30%
Median age	35

## Women learners on Coursera 45%

Women enrolled in GenAI courses	32%
Women enrolled in Professional Certificates	26%
Women enrolled in STEM courses	34%

## Enrollment trends

GenAI enrollment	↑ 105%
Critical Thinking enrollment	↑ 51%
Cybersecurity enrollment	↑ 28%
Professional Certificate enrollment	↑ 39%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 71%
2. Customer Service	↑ 54%
3. Creative Thinking	↑ 21%
4. Systems Thinking	↓ 2%
5. Self-Awareness	↓ 8%

## Top GenAI course

Google AI Essentials
----------------------

## Top Professional Certificate

Google Data Analytics Professional Certificate
--

## Top learner skills

1. Advanced Analytics
2. Statistical Programming
3. Statistical Machine Learning
4. Financial Systems
5. Capital Markets
6. Environment Health and Safety
7. Database Theory
8. Securities (Finance)
9. R Programming
10. User-Centered Design

## Recommended content

	Business Analytics for Decision Making
	Data Analysis with R Programming
	Financial Markets
	Global Environmental Management
	Build personal resilience

# Korea, Republic of

In Korea, all organizations surveyed in the *Future of Jobs Report 2025* are actively running AI programs, significantly above the global average of 88%.<sup>47</sup> With 92% of employers planning to hire talent with emerging tech skills such as AI, ML, and cybersecurity,<sup>48</sup> these technologies are clearly pivotal to future competitiveness. Coursera data supports this trend, with GenAI enrollments increasing by 66% year-over-year—and the AI Maturity Index placing Korea among the top 20 countries. The government further reinforces this commitment by pledging a \$367M USD investment to nurture one million digital roles by 2026.<sup>49</sup>

However, despite impressive GenAI and cybersecurity growth, enrollments in critical thinking skills have slightly declined by 2% YoY. This contrast emphasizes the importance of balancing technical skill-building with essential soft skills like critical thinking, resilience, and creativity, which are crucial for comprehensive workforce development.

14	23	11
Global rank	Business	Data
	16	16
	Tech	AI

## Key stats

Coursera learners	810K
Labor force on Coursera	2%
Learning on mobile	32%
Median age	35

## Women learners on Coursera 38%

Women enrolled in GenAI courses	23%
Women enrolled in Professional Certificates	28%
Women enrolled in STEM courses	37%

## Enrollment trends

GenAI enrollment	↑ 66%
Critical Thinking enrollment	↓ 2%
Cybersecurity enrollment	↑ 26%
Professional Certificate enrollment	↑ 22%

## Top employer skills

1. Curiosity	↑ 43%
2. Customer Service	↑ 41%
3. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 2%
4. Talent Management	↓ 10%
5. Resilience	↓ 13%

## Top GenAI course

Google	Google AI Essentials
--------	----------------------

## Top Professional Certificate

Google	Google Data Analytics Professional Certificate	
--------	--	---

## Top learner skills

1. Machine Learning Algorithms
2. Algorithms
3. Statistical Machine Learning
4. Applied Machine Learning
5. Human-Centered Design
6. Deep Learning
7. Grammar
8. Statistical Programming
9. Machine Learning Methods
10. Interaction Design

## Recommended content

	Machine Learning Algorithms: Supervised Learning Tip to Tail
	Algorithms, Part I
	Machine Learning: Regression
	Applied Machine Learning: Techniques and Applications
	Learning How to Learn: Powerful mental tools to help you master tough subjects



## Country spotlight

# Vietnam

Vietnam demonstrates remarkable GenAI enrollment growth—up 417% year-over-year, the highest in Asia Pacific. While nearly 96% of Vietnamese businesses embrace AI,<sup>50</sup> 51% remain susceptible to cybersecurity threats linked to these emerging technologies,<sup>51</sup> reinforcing the urgent need for deeper expertise in AI safety and data protection.

Coursera's recent launch of content in Vietnamese significantly expands access to foundational and advanced tech skills, reaching beyond the current 1.7 million local learners to a broader audience. This expanded access has driven a notable 91% increase in Professional Certificate enrollments, reflecting Vietnam's dedication to fulfilling regional demand for AI and cybersecurity talent.

Although Vietnam's current AI Maturity Index rank is relatively modest at 67, high enrollment growth suggests substantial potential for future advancement in AI capabilities.

33

Global  
rank

40

Business

33

Data

25

Tech

67

AI

## Key stats

Coursera learners	1.7M
Labor force on Coursera	1%
Learning on mobile	26%
Median age	30

## Women learners on Coursera 47%

Women enrolled in GenAI courses	24%
Women enrolled in Professional Certificates	26%
Women enrolled in STEM courses	28%


## Enrollment trends

GenAI enrollment	↑ 417%
Critical Thinking enrollment	↓ 18%
Cybersecurity enrollment	↑ 54%
Professional Certificate enrollment	↑ 91%

### Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 148%
2. Systems Thinking	↑ 8%
3. Customer Service	↑ 6%
4. Talent Management	↑ 2%
5. Self-Awareness	↓ 12%

### Top GenAI course

 Google AI Essentials
--

### Top Professional Certificate

 Google Data Analytics Professional Certificate	
--	---

## Top learner skills

1. Information Management
2. Web Design
3. Peer Review
4. Grammar
5. Compliance Management
6. Public Speaking
7. Writing
8. Interaction Design
9. User Experience
10. Employee Performance Management

## Recommended content

	Information Systems Auditing, Controls and Assurance
	Web Design: Strategy and Information Architecture
	Introduction to Public Speaking
	Managing Employee Performance
	Generative AI for Everyone

## Country spotlight

# Kazakhstan

Kazakhstan shows strong momentum in broad-based skill development, with notable gains in GenAI (+383%), cybersecurity (+80%), and critical thinking (+43%) course enrollments year-over-year. The country is a global leader in gender inclusivity, with 56% women learners—among the highest rates—and women accounting for 43% of GenAI enrollments.

Amid rapid digitization, 70% of Kazakhstani firms cite skills shortages as a key barrier,<sup>52</sup> yet the nation ranks 51st on the AI Maturity Index—leading Central Asia and closing gaps with advanced economies. The high rate of mobile learning (62%) shows Kazakhstan's inclusive approach to education.

Notably, enrollments have surged in employer-prioritized skills like self-motivation (+93%) and talent management (+76%), reflecting a cultural shift toward proactive professional development and strategic workforce planning.

<b>37</b>	<b>36</b>	<b>49</b>
Global rank	Business	Data
	<b>24</b>	<b>51</b>
	Tech	AI

## Key stats

Coursera learners	690K
Labor force on Coursera	5%
Learning on mobile	62%
Median age	32

## Women learners on Coursera 56%

Women enrolled in GenAI courses	43%
Women enrolled in Professional Certificates	42%
Women enrolled in STEM courses	38%


## Enrollment trends

GenAI enrollment	↑ 383%
Critical Thinking enrollment	↑ 43%
Cybersecurity enrollment	↑ 80%
Professional Certificate enrollment	↑ 50%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 273%
2. Customer Service	↑ 135%
3. Self-Motivation	↑ 93%
4. Talent Management	↑ 76%
5. Resilience	↑ 74%

## Top GenAI course

 Generative AI for University Leaders
--






## Top Professional Certificate

 Google Data Analytics Professional Certificate	
--	---

## Top learner skills

1. Organizational Leadership
2. Graphic Design
3. Strategic Leadership
4. Competitive Intelligence
5. Leadership and Management
6. Grammar
7. Leadership Development
8. Business Planning
9. Corporate Strategy
10. Business Development

## Recommended content

	Agile Leadership: Introduction to Change
	Fundamentals of Graphic Design
	Advanced Competitive Strategy
	Leading People and Teams Capstone
	Machine Learning for All

## Country spotlight

# Thailand

Thailand's workforce is decisively pivoting toward digital transformation, with 89% of organizations already using AI and 93% forecasting AI and big data will be essential by 2030.<sup>53</sup> Roles for AI and Machine Learning Specialists and Digital Transformation Specialists have grown 41% and 20% year-over-year, respectively.<sup>54</sup> Thai Coursera learners show similar momentum, increasing GenAI course enrollments by 232% and Professional Certificates by 43% year-over-year.

The Thai government is driving a future-ready workforce and AI ecosystem. Through initiatives by the National AI Action Plan Committee and the Ministry of Digital Economy and Society,<sup>55</sup> Thailand is upskilling citizens and positioning itself as a regional AI leader. The MHESI AI Policy,<sup>56</sup> Thailand 4.0 strategy,<sup>57</sup> and Thailand's National AI Strategy (2022–2027) provide a clear roadmap to accelerate AI adoption and economic growth<sup>58</sup>—aligning with the rising demand for creative, analytical, and digital skills seen in Coursera's learner trends.

42

Global rank

51

Business

48

Data

32

Tech

48

AI

## Key stats

Coursera learners	1.1M
Labor force on Coursera	2%
Learning on mobile	46%
Median age	33

## Women learners on Coursera 50%

Women enrolled in GenAI courses	26%
Women enrolled in Professional Certificates	25%
Women enrolled in STEM courses	32%


## Enrollment trends

GenAI enrollment	↑ 232%
Critical Thinking enrollment	↑ 10%
Cybersecurity enrollment	↑ 9%
Professional Certificate enrollment	↑ 43%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 210%
2. Curiosity	↑ 35%
3. Customer Service	↑ 13%
4. Creative Thinking	↑ 12%
5. Talent Management	↓ 9%

## Top GenAI course

 Google AI Essentials
--

## Top Professional Certificate

 Google Data Analytics Professional Certificate	
--	---

## Top learner skills

1. Grammar
2. Google Workspace
3. Employee Onboarding
4. Application Lifecycle Management
5. User-Centered Design
6. Interaction Design
7. User Experience
8. Data Ethics
9. User Experience Design
10. Diversity and Inclusion

## Recommended content

 English for Effective Business Writing
 Workspace User and Resource Management
 Recruiting, Hiring, and Onboarding Employees
 UX Design Fundamentals
 Creativity Toolkit I: Changing Perspectives

## Country spotlight

# Indonesia

Indonesia is rapidly advancing its digital transformation, with 83% of businesses anticipating substantial operational shifts by 2030—well above the 60% global average.<sup>59</sup> Coursera enrollments reflect this momentum, with critical thinking course enrollments rising 22% and GenAI course enrollments soaring 237% year-over-year. Meanwhile, Professional Certificate enrollments increased by 41%, highlighting the growing role of industry-aligned learning.

Indonesia's National AI Strategy (2020–2045) emphasizes key sectors such as health services, bureaucratic reform, education, food security, and smart mobility. Strategic investments in AI and digital skills promise to generate up to 23 million new digital jobs this decade.<sup>60</sup> Additionally, the government's Merdeka Belajar–Kampus Merdeka (MBKM) policy is helping drive the shift toward multidisciplinary curricula.<sup>61</sup>

47

Global  
rank

65

Business

45

Data

47

Tech

43

AI

## Key stats

Coursera learners	2M
Labor force on Coursera	1%
Learning on mobile	47%
Median age	30

## Women learners on Coursera 49%

Women enrolled in GenAI courses	28%
Women enrolled in Professional Certificates	26%
Women enrolled in STEM courses	33%

## Enrollment trends

GenAI enrollment	↑ 237%
Critical Thinking enrollment	↑ 22%
Cybersecurity enrollment	↑ 39%
Professional Certificate enrollment	↑ 41%

## Top employer skills

1. Customer Service	↑ 53%
2. Curiosity	↑ 51%
3. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 48%
4. Creative Thinking	↑ 40%
5. Self-Motivation	↓ 4%

## Top GenAI course



Google AI Essentials

## Top Professional Certificate



Google Data Analytics Professional Certificate



## Top learner skills

1. Grammar
2. Deep Learning
3. Applied Machine Learning
4. Corporate Accounting
5. Machine Learning Algorithms
6. Statistical Machine Learning
7. Business Process Management
8. Data Processing
9. Diversity Equity and Inclusion Initiatives
10. R Programming

## Recommended content



Neural Networks and Deep Learning



Practical Machine Learning



Accounting for Business Decision Making: Strategy Assessment and Control



Data Processing and Feature Engineering with MATLAB



Customer Relationship Management

## Country spotlight

# Malaysia

Malaysia is seeing the rapid adoption of digital technologies: 94% of businesses now operate AI programs, surpassing the global average of 88%.<sup>62</sup> This momentum aligns with national digital transformation initiatives like the Malaysia Digital Economy Blueprint, aiming to make the country a regional leader in technology and innovation.<sup>63</sup>

Employers are optimistic: 59% plan to expand their teams in 2025, particularly focusing on technology-related roles in sectors like cybersecurity, fintech, and digital services.<sup>64</sup> Recognizing skill gaps as a primary growth barrier, 35% of employers prioritize candidates with short courses and online certifications—more than double the global average.<sup>65</sup> Coursera data reinforces this trend: Enrollments rose in critical thinking (+38%), GenAI (+183%), and Professional Certificates (+31%) year-over-year, showcasing Malaysia's proactive response to emerging skill demands.

50

Global  
rank

48

Business

52

Data

50

Tech

31

AI

## Key stats

Coursera learners	900K
Labor force on Coursera	4%
Learning on mobile	37%
Median age	33

## Women learners on Coursera 46%

Women enrolled in GenAI courses	31%
Women enrolled in Professional Certificates	29%
Women enrolled in STEM courses	36%

## Enrollment trends

GenAI enrollment	↑ 183%
Critical Thinking enrollment	↑ 38%
Cybersecurity enrollment	↑ 16%
Professional Certificate enrollment	↑ 31%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 152%
2. Talent Management	↑ 28%
3. Customer Service	↑ 22%
4. Curiosity	↑ 18%
5. Systems Thinking	↓ 15%

## Top GenAI course



Google AI Essentials

## Top Professional Certificate



Google Data Analytics Professional Certificate



## Top learner skills

1. Management Accounting
2. Organizational Development
3. Talent Management
4. Employee Performance Management
5. Operational Excellence
6. Management Training and Development
7. Leadership and Management
8. Marketing Psychology
9. Compliance Management
10. Process Analysis

## Recommended content



Managerial Accounting Fundamentals



Organizational Behavior: How to Manage People



Managing Talent



Operations Systems Excellence



Introduction to Artificial Intelligence (AI)

# The Philippines

A 95% net growth in Data Analyst and Data Scientist roles—over twice the global average—reflects the Philippines’ rapidly evolving skills landscape.<sup>66</sup> With 67% of employers highlighting skill gaps and 68% of employees requiring reskilling by 2030, formal credentials and targeted upskilling programs have become essential.<sup>67</sup> Employers plan to redeploy nearly three in 10 workers into new roles following reskilling efforts.<sup>68</sup>

Strong Coursera enrollment trends, including significant year-over-year increases in Professional Certificates (+23%), cybersecurity (+53%), and GenAI courses (+383%), underscore Filipino learners’ enthusiastic response to these shifting skill demands. Aligning with national goals to train one million AI-skilled workers by 2028,<sup>69</sup> these trends are critical for enhancing competitiveness, as 86% of Filipino knowledge workers already use AI at work—well above global and regional averages.<sup>70</sup>

88

Global  
rank

78

Business

91

Data

87

Tech

60

AI

## Key stats

Coursera learners	2.7M
Labor force on Coursera	3%
Learning on mobile	45%
Median age	32

## Women learners on Coursera 51%

Women enrolled in GenAI courses	37%
Women enrolled in Professional Certificates	41%
Women enrolled in STEM courses	35%


## Enrollment trends

GenAI enrollment	↑ 383%
Critical Thinking enrollment	↑ 10%
Cybersecurity enrollment	↑ 53%
Professional Certificate enrollment	↑ 23%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 307%
2. Curiosity	↑ 74%
3. Customer Service	↑ 12%
4. Systems Thinking	↓ 3%
5. Talent Management	↓ 3%

## Top GenAI course

 Google AI Essentials
--

## Top Professional Certificate

 Google Data Analytics Professional Certificate	
--	---

## Top learner skills

1. Software Development Life Cycle
2. Digital Content
3. IT Infrastructure
4. Campaign Management
5. Application Lifecycle Management
6. Content Marketing
7. Process Analysis
8. System Software
9. Social Media Strategy
10. Google Workspace

## Recommended content

	Software Processes and Agile Practices
	Content, Advertising & Social IMC
	System Administration and IT Infrastructure Services
	Measure and Optimize Social Media Marketing Campaigns
	Machine Learning in Production

## Country spotlight

# India

India now leads the world in GenAI learner adoption, with over 1.3 million enrollments in 2024—the highest globally. Overall, Coursera learners in India surged to 28.4 million, now surpassing the total number of learners across all of Europe. However, significant skill gaps persist, with demand for AI, ML, and data analytics talent projected to exceed one million roles by 2026.<sup>71</sup>

Despite 96% of Indian organizations already running AI programs, key roles like Machine Learning Engineers and Data Scientists face talent shortages of up to 73%.<sup>72</sup>

While overall interest in GenAI courses rose 107% year-over-year, women represent only 30% of GenAI learners, compared to 40% across all Coursera enrollments. Addressing this gender imbalance is crucial, as confidence barriers, limited role models, and uncertainty about practical applications hinder women's participation in India's economy.<sup>73</sup>

89

Global  
rank

90

Business

88

Data

86

Tech

46

AI

## Key stats

Coursera learners	28.4M
Labor force on Coursera	3%
Learning on mobile	52%
Median age	31

## Women learners on Coursera 40%

Women enrolled in GenAI courses	30%
Women enrolled in Professional Certificates	26%
Women enrolled in STEM courses	32%

## Enrollment trends

GenAI enrollment	↑ 107%
Critical Thinking enrollment	↑ 45%
Cybersecurity enrollment	↑ 6%
Professional Certificate enrollment	↑ 23%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 84%
2. Customer Service	↑ 41%
3. Curiosity	↑ 32%
4. Self-Awareness	↓ 1%
5. Talent Management	↓ 11%

## Top GenAI course

 Generative AI for Everyone
--

## Top Professional Certificate

 Google Data Analytics Professional Certificate
--

## Top learner skills

1. DevOps Tools
2. Application Lifecycle Management
3. Operational Excellence
4. Web Applications
5. Front-End Web Development
6. Web Development
7. Back-End Web Development
8. Web Design
9. Database Theory
10. Containerization

## NSQF-aligned content

	Google Data Analytics Professional Certificate	
	Google Project Management: Professional Certificate	
	IBM Cybersecurity Analyst Professional Certificate	
	IBM Data Engineering Professional Certificate	
	IBM Data Science Professional Certificate	

# Europe

27.1M  
Coursera learners

39%  
Learning on mobile

36  
Median age

116%  
GenAI enrollment YoY

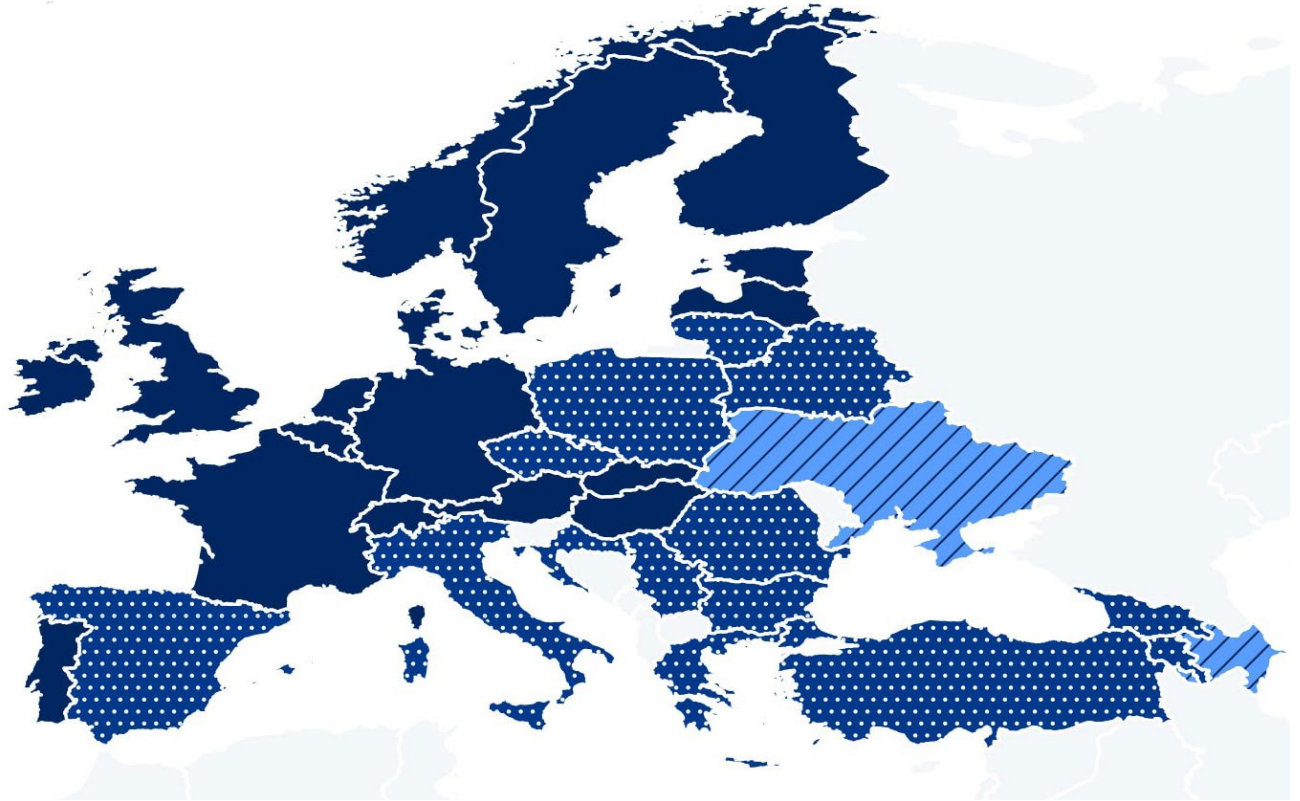
“

*Micro-credentials break down barriers to learning, making high-quality skills development accessible to everyone.*



Leon Katsnelson  
CTO, IBM Skills Network

● Cutting-edge Rankings 1–28 ● Competitive Rankings 29–55  
▨ Emerging Rankings 56–82 ⊕ Lagging Rankings 83–109





## Europe

## Enrollment trends

Europe boasts 19 of the world's top 28 countries in Coursera's 2025 global skill rankings, led by established innovation hubs like Switzerland (#1 globally)<sup>74</sup> and Germany (#9 globally).<sup>75</sup> These countries rank as “cutting-edge,” demonstrating the highest levels of skill proficiency across business, technology, and data science, positioning them as global leaders in skill readiness and innovation.

The region is also home to more than half of the top 20 countries in the AI Maturity Index. After last year's decline,<sup>76</sup> cybersecurity course enrollments grew by 20%, addressing Europe's persistent shortage of 300,000 cybersecurity professionals with fervor.<sup>77</sup>

The recent enactment of the EU AI Act, mandating AI literacy training across public and private sectors, further accelerates the urgency for comprehensive workforce upskilling.<sup>78</sup> This aligns closely with learner demand, as demonstrated by a robust 116% year-over-year increase in GenAI course enrollments.

Moreover, 71% of Europe's entry-level employees seek employer-supported GenAI training—higher than the global average of 69%—highlighting growing awareness and demand for skills critical to navigating AI-driven workplaces.<sup>79</sup>

Countries such as Germany illustrate targeted opportunities for improvement: Despite overall strong performance, only 25% of German GenAI learners are women, reflecting broader gender disparities in Europe's AI workforce. By expanding inclusive, credential-based programs in cybersecurity and GenAI, European enterprises, educational institutions, and governments can bridge critical skill gaps, support equitable workforce participation, and sustain long-term economic growth.

### Women learners on Coursera 46%






Women enrolled in GenAI courses	29%
Women enrolled in Professional Certificates	24%
Women enrolled in STEM courses	35%

### Regional enrollment trends

GenAI enrollment	↑ 116%
Critical Thinking enrollment	↑ 14%
Cybersecurity enrollment	↑ 20%
Professional Certificate enrollment	↑ 34%

### Recommended content

#### Top GenAI courses

	Google AI Essentials
	Generative AI for Everyone
	Prompt Engineering for ChatGPT
	Generative AI with Large Language Models
	Introduction to Generative AI

#### Top Professional Certificate

	Google Project Management: Professional Certificate	
	Google Data Analytics Professional Certificate	
	Google Cybersecurity Professional Certificate	
	Google Digital Marketing & E-commerce Professional Certificate	
	IBM Data Science Professional Certificate	

## Europe

## Regional skill rankings

Regional rank	Global rank	Country	Business	Technology	Data science	AI Maturity Index
1	1	Switzerland	100%	99%	100%	3
2	2	Netherlands	99%	96%	99%	7
3	3	Sweden	97%	97%	98%	8
4	5	Finland	95%	98%	97%	5
5	6	Denmark	96%	91%	95%	2
6	7	Norway	94%	94%	94%	9
7	8	Luxembourg	94%	94%	92%	6
8	9	Germany	93%	93%	94%	14
9	10	Austria	88%	89%	87%	15
10	16	Ireland	91%	85%	82%	19
11	19	Belgium	83%	76%	83%	24
12	20	Estonia	78%	95%	73%	11
13	21	France	82%	69%	88%	23
14	22	United Kingdom	86%	75%	81%	13
15	24	Latvia	81%	83%	67%	30
16	25	Portugal	79%	72%	80%	25
17	26	Slovakia	70%	81%	76%	34

Regional rank	Global rank	Country	Business	Technology	Data science	AI Maturity Index
18	28	Hungary	77%	77%	69%	44
19	29	Lithuania	72%	82%	79%	26
20	30	Czech Republic	74%	68%	77%	27
21	31	Italy	73%	67%	75%	29
22	32	Croatia	66%	73%	72%	38
23	34	Poland	63%	71%	74%	36
24	35	Spain	69%	65%	70%	28
25	36	Greece	71%	56%	68%	35
26	41	Serbia	52%	66%	63%	47
27	43	Belarus	44%	70%	65%	71
28	44	Bulgaria	59%	61%	58%	42
29	46	Armenia	43%	63%	61%	64
30	52	Romania	48%	54%	51%	40
31	53	Georgia	50%	57%	50%	57
32	55	Turkey	45%	60%	49%	50
33	68	Azerbaijan	56%	32%	35%	70
34	70	Ukraine	42%	44%	22%	58

# Switzerland

Top 20 AI  
innovator



Switzerland retains its #1 global skill ranking, leading in both the business and data science domains, and ranking #2 in technology. Ranked #3 in the AI Maturity Index and with 96% of its businesses anticipating AI-driven transformation—surpassing the global average—Switzerland is positioned to lead the digital economy.<sup>80</sup> Learner trends reflect this growth: Critical thinking enrollment, Europe's highest, has surged 79%, while GenAI enrollments have risen 127% and Professional Certificate enrollments 46% year-over-year.

Despite these gains, two-thirds of Swiss organizations still see skill gaps as a significant barrier to business transformation, higher than the global average.<sup>81</sup> With 79% of leaders saying employees urgently require new AI competencies,<sup>82</sup> and 74% prioritizing AI expertise over experience in hiring, Switzerland demonstrates its commitment to cultivating future-ready talent.<sup>83</sup>

<b>1</b>	<b>1</b>	<b>1</b>
Global rank	Business	Data
	<b>2</b>	<b>3</b>
	Tech	AI

## Key stats

Coursera learners	500K
Labor force on Coursera	9%
Learning on mobile	34%
Median age	38

## Women learners on Coursera 43%

Women enrolled in GenAI courses	28%
Women enrolled in Professional Certificates	22%
Women enrolled in STEM courses	35%

## Enrollment trends

GenAI enrollment	↑ 127%
Critical Thinking enrollment	↑ 79%
Cybersecurity enrollment	↑ 19%
Professional Certificate enrollment	↑ 46%

## Top employer skills

1. Customer Service	↑ 117%
2. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 87%
3. Creative Thinking	↑ 49%
4. Talent Management	↑ 15%
5. Self-Motivation	↓ 27%

## Top GenAI course

Google AI Essentials
----------------------

## Top Professional Certificate

Google Project Management: Professional Certificate
---

## Top learner skills

1. Enterprise Risk Management (ERM)
2. Capital Markets
3. Competitive Intelligence
4. Financial Systems
5. Corporate Finance
6. Financial Market
7. Business Relationship Management
8. Corporate Strategy
9. Organizational Leadership
10. Process Management

## Recommended content

IBM Operational Risk Management: Frameworks & Strategies
RICE Global Financial Markets and Instruments
Rutgers University Business Intelligence and Competitive Analysis
University of Illinois Corporate Strategy
University of Rochester Introduction to Self-Determination Theory: An approach to motivation, development & wellness

# Germany

Top 20 AI  
innovator

With 92% of German businesses actively running AI programs—above the global average of 88%—and 93% anticipating AI and digital transformation as critical to their operations, German organizations clearly recognize the necessity of embracing new technologies.<sup>84</sup> Yet only 28% of workers feel their employers invest sufficiently in their skill development—the lowest rate in Europe—highlighting a critical gap between ambition and action.<sup>85</sup>

This shortfall is particularly evident in AI, where women constitute just 25% of GenAI learners on Coursera. This gender imbalance further deepens existing talent shortages, costing Germany \$339 billion (1.3% of GDP) annually in lost output from unfilled vacancies.<sup>86</sup> With 60% of employees projected to require reskilling by 2030, inclusive upskilling initiatives remain essential to ensuring economic resilience.<sup>87</sup>

9	9	8
Global rank	Business	Data
	9	14
	Tech	AI

## Key stats

Coursera learners	2.3M
Labor force on Coursera	3%
Learning on mobile	39%
Median age	35

## Women learners on Coursera 40%

Women enrolled in GenAI courses	25%
Women enrolled in Professional Certificates	20%
Women enrolled in STEM courses	30%

## Enrollment trends

GenAI enrollment	↑ 96%
Critical Thinking enrollment	↑ 23%
Cybersecurity enrollment	↑ 12%
Professional Certificate enrollment	↑ 36%

## Top employer skills

1. Customer Service	↑ 78%
2. Curiosity	↑ 41%
3. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 39%
4. Creative Thinking	↑ 29%
5. Systems Thinking	↓ 6%

## Top GenAI course

Google	Google AI Essentials
--------	----------------------

## Top Professional Certificate

Google	Google Project Management: Professional Certificate	
--------	---	--

## Top learner skills

1. Corporate Accounting
2. Management Accounting
3. Data Architecture
4. Infrastructure Architecture
5. Business Process Improvement
6. DevOps Tools
7. DevOps
8. Software Engineering
9. Continuous Integration and Continuous Delivery (CI/CD)
10. Continuous Deployment

## Recommended content

	Managerial Accounting: Tools for Facilitating and Guiding Business Decisions
	Data Warehousing and Business Intelligence
	Google Cloud Fundamentals: Core Infrastructure
	Process Improvement and Problem Solving
	Dell Technologies Customer Service for Technical Support

## Country spotlight

# France

France anticipates around one million net new jobs by 2030, propelled by rapid growth in AI, cybersecurity, data science, and business development roles.<sup>88</sup> Amid economic uncertainty—especially challenging for startups—25% of French companies still plan to hire in AI and cybersecurity, and nearly half intend to maintain current workforce levels.<sup>89</sup> This signals resilient employer optimism toward innovation-driven sectors.

Yet, significant reskilling remains imperative: 62% of employees will need new skills to adapt to evolving industry demands.<sup>90</sup> Coursera enrollment trends reflect increasing learner interest in cybersecurity (+25% year-over-year) and Professional Certificates (+33% year-over-year), aligning with national priorities in digital security and talent development.

<b>21</b>	<b>21</b>	<b>14</b>
Global rank	Business	Data
	<b>35</b>	<b>23</b>
	Tech	AI

## Key stats

Coursera learners	2.1M
Labor force on Coursera	4%
Learning on mobile	37%
Median age	36

## Women learners on Coursera 43%

Women enrolled in GenAI courses	26%
Women enrolled in Professional Certificates	20%
Women enrolled in STEM courses	37%


## Enrollment trends

GenAI enrollment	↑ 119%
Critical Thinking enrollment	↑ 10%
Cybersecurity enrollment	↑ 25%
Professional Certificate enrollment	↑ 33%

## Top employer skills

1. Customer Service	↑ 82%
2. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 65%
3. Creative Thinking	↑ 17%
4. Curiosity	↑ 4%
5. Talent Management	↓ 11%

## Top GenAI course

 Google AI Essentials
--

## Top Professional Certificate

 Google Data Analytics Professional Certificate	
--	---

## Top learner skills

1. Financial Services
2. Investments
3. Financial Planning
4. Management Training and Development
5. Capital Markets
6. Financial Systems
7. Financial Market
8. Corporate Sustainability
9. Corporate Finance
10. Securities (Finance)

## Recommended content

	Digital Competition in Financial Service
	Investments II: Lessons and Applications for Investors
	Personal & Family Financial Planning
	Be a Leader, Develop a Leader
	Introduction to Cybersecurity Tools & Cyberattacks

# United Kingdom

Top 20 AI  
innovator



Demand for advanced digital skills continues to rise sharply across the UK, with roles for Big Data Specialists increasing by 319% and AI and Machine Learning Specialists growing 151% in just the past year.<sup>91</sup> Employers are preparing for this future: 85% expect their organizations to become fully AI-driven by 2028, and 75% foresee GenAI significantly reshaping work over the next five years.<sup>92</sup>

Coursera learners are actively pursuing these in-demand competencies, with Professional Certificate enrollments rising by 41% year-over-year, and strong interest in critical thinking courses (+26%). However, cybersecurity skills—critical for protecting a digital economy—have experienced slower growth (+6%), pointing to a need for increased attention in this domain.

To sustain the UK's global leadership, continued focus on technological literacy, robust cybersecurity training, and responsible data governance are essential.

22	16	22
Global rank	Business	Data
	28	13
	Tech	AI

## Key stats

Coursera learners	4.3M
Labor force on Coursera	8%
Learning on mobile	41%
Median age	36

## Women learners on Coursera 48%

Women enrolled in GenAI courses	28%
Women enrolled in Professional Certificates	24%
Women enrolled in STEM courses	34%

## Enrollment trends

GenAI enrollment	↑ 118%
Critical Thinking enrollment	↑ 26%
Cybersecurity enrollment	↑ 6%
Professional Certificate enrollment	↑ 41%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 99%
2. Customer Service	↑ 84%
3. Curiosity	↑ 31%
4. Creative Thinking	↑ 8%
5. Talent Management	↓ 17%

## Top GenAI course

Google	Google AI Essentials
--------	----------------------

## Top Professional Certificate

Google	Google Data Analytics Professional Certificate	
--------	--	--

## Top learner skills

1. Capital Markets
2. Securities (Finance)
3. Financial Systems
4. Financial Market
5. Google Workspace
6. Financial Services
7. Corporate Finance
8. Data Governance
9. Regulatory Compliance
10. Governance

## Recommended content

	Economics of Money and Banking
	Advanced Trading Algorithms
	Google Workspace User and Resource Management
	Data Privacy, Security, Governance, Risk and Compliance
	Generative AI: Foundation Models and Platforms

## Country spotlight

# Spain

More than half of Spain's workforce will require reskilling by 2030, with 31% gaining new skills in their current roles and 21% transitioning to new positions.<sup>93</sup> Coursera enrollments reflect these shifts, with notable increases in critical thinking (+21%), cybersecurity (+82%), and GenAI (+141%) course enrollments year-over-year.

Spain's employment continues to grow, with a 2.2% increase in total employment in 2024.<sup>94</sup> Yet, 66% of Spanish businesses still cite skill gaps as a major obstacle to further economic growth.<sup>95</sup> Given that 91% of companies identify AI and big data as critical future capabilities,<sup>96</sup> building expertise in emerging technologies—including cybersecurity and AI—is essential to sustaining momentum and ensuring Spain remains competitive.



## Key stats

Coursera learners	2.5M
Labor force on Coursera	6%
Learning on mobile	38%
Median age	39

## Women learners on Coursera 49%

Women enrolled in GenAI courses	29%
Women enrolled in Professional Certificates	24%
Women enrolled in STEM courses	35%


## Enrollment trends

GenAI enrollment	↑ 141%
Critical Thinking enrollment	↑ 21%
Cybersecurity enrollment	↑ 82%
Professional Certificate enrollment	↑ 35%

## Top employer skills

1. Customer Service	↑ 116%
2. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 95%
3. Curiosity	↑ 64%
4. Creative Thinking	↑ 37%
5. Systems Thinking	↑ 13%

## Top GenAI course

 Google AI Essentials
--

## Top Professional Certificate

 Google Cybersecurity Professional Certificate	
---	---

## Top learner skills

1. Market Intelligence
2. Brand Marketing
3. Experience Design
4. Interaction Design
5. Financial Services
6. Investments
7. Statistical Programming
8. Database Systems
9. Talent Management
10. Financial Planning

## Recommended content

	Business Intelligence and Competitive Analysis
	Brand Identity and Strategy
	UX: Interaction Design
	Statistics with SAS
	Introduction to Cybersecurity for Business

## Country spotlight

# Turkey

Employers in Turkey foresee 44% of job skills being disrupted by 2030—higher than the global average (39%)—with AI, big data, and cybersecurity topping the priority list for 92% of companies.<sup>97</sup> Meeting this demand, 78% plan to hire AI-skilled talent, significantly above global averages.<sup>98</sup> While automation could displace 7.6 million positions, Turkey's economy could add up to 8.9 million new tech jobs.<sup>99</sup>

Coursera learners are proactively responding: GenAI course enrollments doubled year-over-year, though women represent just 29% of these enrollments. Given women's already low workforce participation rate (35% in 2022), targeted interventions are vital to ensure that the digital transition narrows rather than widens the gender gap.<sup>100</sup> Furthermore, a slight decline in cybersecurity enrollments (-3%) signals a need to increase investments in digital security skills, especially as 74% of employers identify cybersecurity as critical for Turkey's digital future.

55

Global  
rank

61

Business

57

Data

45

Tech

50

AI

## Key stats

Coursera learners	1.6M
Labor force on Coursera	2%
Learning on mobile	39%
Median age	33

## Women learners on Coursera 43%

Women enrolled in GenAI courses	29%
Women enrolled in Professional Certificates	26%
Women enrolled in STEM courses	35%

## Enrollment trends

GenAI enrollment	↑ 100%
Critical Thinking enrollment	↓ 9%
Cybersecurity enrollment	↓ 3%
Professional Certificate enrollment	↑ 25%

## Top employer skills

1. Customer Service	↑ 42%
2. Curiosity	↑ 35%
3. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 33%
4. Talent Management	↑ 10%
5. Self-Awareness	↑ 3%

## Top GenAI course



Google AI Essentials

## Top Professional Certificate



Google Project Management: Professional Certificate



## Top learner skills

1. Grammar
2. Competitive Intelligence
3. Public Speaking
4. Design Software
5. Business Relationship Management
6. Statistical Machine Learning
7. Verbal Communication Skills
8. Organizational Development
9. Statistical Programming
10. Machine Learning Algorithms

## Recommended content



High-Impact Business Writing



Adobe Illustrator for Beginners: Create Vector Artwork



Speaking to inform: Discussing complex ideas with clear explanations and dynamic slides



Relationship Management



Fitting Statistical Models to Data with Python



# Latin America and the Caribbean

27.8M  
Coursera learners

48%  
Learning on mobile

35  
Median age

425%  
GenAI enrollment YoY



*The Coursera integration equips students to tackle current and future global challenges. We're developing a curriculum that meets today's market demands and anticipates future trends to ensure our graduates remain competitive and innovative.*



**Jorge Bossio**

Director of Digital Learning and Educational Innovation, Universidad Peruana de Ciencias Aplicadas

- Cutting-edge Rankings 1–28
- Competitive Rankings 29–55
- Emerging Rankings 56–82
- Lagging Rankings 83–109



## Latin America and the Caribbean

## Enrollment trends

Latin America and the Caribbean (LATAM) is a rapidly advancing digital ecosystem, powered by learner demand for job readiness balanced with rigorous academic standards. Leading this transformation, Brazil stands out regionally, with 95% of employers ready to offer higher salaries to candidates holding credit-bearing or GenAI micro-credentials.<sup>101</sup> Similarly, Mexico sees 94% of employers prioritizing candidates with these credentials, reflecting the region's clear shift toward agile, career-aligned education.<sup>102</sup>

Despite a shortfall of 1.3 million cybersecurity professionals,<sup>103</sup> the region prioritizes digital safety, with cybersecurity course enrollments soaring by 106%—up dramatically from the modest 1% year-over-year increase observed during the *Global Skills Report 2024* review period.<sup>104</sup> Concurrently, GenAI course enrollments have exploded, rising 425% year-over-year, reinforcing the region's enthusiasm for digital skills.

A growing proportion of Coursera's 27.8 million learners here shows strong interest in micro-credentials, with 34% already holding at least one, frequently citing accelerated role readiness and enhanced confidence.<sup>105</sup> This burgeoning interest creates fresh opportunities for higher education institutions to offer credentials that both meet employer demands and count toward degree pathways, bridging the gap between academia and industry.

With healthy AI investments, increasing cybersecurity awareness, and inclusive micro-credential initiatives, LATAM is strategically positioned to accelerate economic mobility and sustained, tech-driven growth.

## Women learners on Coursera 49%






Women enrolled in GenAI courses	31%
Women enrolled in Professional Certificates	18%
Women enrolled in STEM courses	33%

## Regional enrollment trends

GenAI enrollment	↑ 425%
Critical Thinking enrollment	↑ 194%
Cybersecurity enrollment	↑ 106%
Professional Certificate enrollment	↑ 33%

## Recommended content

## Top GenAI courses

	Google AI Essentials
	Generative AI: Prompt Engineering Basics
	Generative AI for Everyone
	Introduction to Artificial Intelligence (AI)
	Introduction to Generative AI

## Top Professional Certificate

	Google Data Analytics Professional Certificate	
	Google Project Management: Professional Certificate	
	Google Digital Marketing & E-commerce Professional Certificate	
	Google Cybersecurity Professional Certificate	
	Google UX Design Professional Certificate	

Latin America and the Caribbean

## Regional skill rankings

Regional rank	Global rank	Country	Business	Technology	Data science	AI Maturity Index
1	45	Peru	51%	59%	66%	66
2	49	Uruguay	49%	61%	61%	49
3	57	Chile	39%	50%	55%	39
4	58	Puerto Rico	61%	46%	33%	75
5	59	Trinidad and Tobago	58%	36%	38%	76
6	61	Jamaica	53%	43%	43%	83
7	62	Brazil	39%	49%	47%	59
8	63	Paraguay	28%	53%	41%	87
9	64	Dominican Republic	37%	47%	45%	73
10	66	Bolivia	34%	50%	48%	96
11	72	Argentina	35%	35%	44%	69
12	77	Costa Rica	30%	34%	39%	52
13	78	Venezuela	20%	39%	30%	106
14	79	Mexico	26%	28%	36%	54
15	80	Panama	25%	29%	34%	65
16	82	Ecuador	19%	28%	32%	77
17	85	Colombia	23%	26%	28%	63
18	97	Honduras	11%	18%	5%	102
19	100	El Salvador	14%	10%	10%	90
20	102	Guatemala	10%	7%	8%	89

## Country spotlight

# Peru

Peru's digital transformation is rapidly accelerating across finance, government, trade, IT, education, health care, and real estate—where over half of the workforce uses AI.<sup>106</sup> To sustain momentum, Peru has launched ambitious digitization efforts, earning a “very high” ranking from the UN E-Government Development Index for its centralized digital revenue system and GovTech initiatives.<sup>107</sup>

Peru's transformation mirrors Coursera learner enrollment trends: GenAI spiked 243% year-over-year, cybersecurity rose 33%, and Professional Certificates grew 33%. The government sees digital skill-building—especially in finance, health care, and education—as key to boosting productivity and reducing informality in the economy.

Further investments in connectivity, infrastructure, and targeted skills training can help Peru capture the productivity and innovation potential of AI and digital technologies.

45

Global rank

54

Business

38

Data

46

Tech

66

AI

## Key stats

Coursera learners	1.7M
Labor force on Coursera	7%
Learning on mobile	37%
Median age	33

## Women learners on Coursera 44%

Women enrolled in GenAI courses	28%
Women enrolled in Professional Certificates	13%
Women enrolled in STEM courses	32%

## Enrollment trends

GenAI enrollment	↑ 243%
Critical Thinking enrollment	↑ 18%
Cybersecurity enrollment	↑ 33%
Professional Certificate enrollment	↑ 33%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 119%
2. Systems Thinking	↑ 15%
3. Customer Service	↑ 14%
4. Creative Thinking	↑ 5%
5. Curiosity	↑ 4%

## Top GenAI course

Google	Google AI Essentials
--------	----------------------

## Top Professional Certificate

Google	Google Marketing Digital e E-Commerce	
--------	---------------------------------------	---

## Top learner skills

1. Market Intelligence
2. Brand Marketing
3. Business Development
4. Target Market
5. Management Accounting
6. Marketing Planning
7. Competitive Intelligence
8. Design and Product
9. Operations Management
10. Business Planning

## Recommended content

	Market Research and Competitive Analysis
	From Brand to Image: Creating High Impact Campaigns That Tell Brand Stories
	Digital Product Management: Modern Fundamentals
	Operations Management: Organization and Analysis
	Machine Learning: Clustering & Retrieval

## Country spotlight

## Chile

Chile leads Latin America and the Caribbean in GenAI adoption,<sup>108</sup> driven by the recently updated National AI Policy, which promotes ethical AI use and workforce development.<sup>109</sup> Proving this commitment, Chile ranks highest in the region on Coursera's AI Maturity Index. Yet despite this, Chile's growth remains slow—averaging only around 2% GDP annually—indicating that the country has yet to fully realize its economic potential.<sup>110</sup>

Chilean learners actively pursue digital skills, with Coursera enrollments surging: GenAI courses increased 334% year-over-year, cybersecurity enrollments rose 119%, and Professional Certificates grew by 32%. Notably, 44% of Chile's labor force engages on Coursera—the highest rate in the region—demonstrating strong commitment to upskilling. However, overcoming gender gaps remains essential: Women represent just 30% of STEM enrollments, highlighting the need for equitable access to digital opportunities.

57

Global rank

67

Business

50

Data

55

Tech

39

AI

## Key stats

Coursera learners	1.8M
Labor force on Coursera	44%
Learning on mobile	44%
Median age	36

## Women learners on Coursera 49%

Women enrolled in GenAI courses	22%
Women enrolled in Professional Certificates	13%
Women enrolled in STEM courses	30%

## Enrollment trends

GenAI enrollment	↑ 334%
Critical Thinking enrollment	↑ 54%
Cybersecurity enrollment	↑ 119%
Professional Certificate enrollment	↑ 32%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 246%
2. Customer Service	↑ 147%
3. Curiosity	↑ 81%
4. Systems Thinking	↑ 11%
5. Talent Management	↓ 3%

## Top GenAI course



Google AI Essentials

## Top Professional Certificate



Google Data Analytics Professional Certificate



## Top learner skills

1. Management Accounting
2. Talent Management
3. Brand Marketing
4. Business Development
5. Market Intelligence
6. Corporate Finance
7. Diversity Equity and Inclusion Initiatives
8. Grammar
9. Target Market
10. Data Integration

## Recommended content



Generative AI for Everyone



Managerial Accounting: Tools for Facilitating and Guiding Business Decisions



Superbosses: Managing Talent &amp; Leadership



Brand and Product Management



Machine Learning: Classification

## Country spotlight

# Brazil

Brazil ranks second in Latin America for AI readiness,<sup>111</sup> backed by the region's highest level of AI research, patent activity, and a thriving ecosystem of innovative startups.<sup>112</sup> Nearly all (96%) organizations are already implementing AI programs, well above the global average.<sup>113</sup> Brazil's forward-thinking approach is further evidenced by recent legislative efforts to establish a national regulatory framework for AI systems.<sup>114</sup>

Brazilian learners on Coursera reinforce this national trend, with cybersecurity course enrollments rising 111% and GenAI enrollments up 242% year-over-year. Nearly 90% of Brazilian companies anticipate major upskilling efforts over the next five years, pointing to an urgent priority: developing inclusive and accessible pathways for AI, tech, and digital skill acquisition.<sup>115</sup> With women representing just 25% of GenAI learners, fostering equitable access to emerging skills remains essential to fully capitalize on Brazil's promising digital transformation.

62

Global rank

68

Business

59

Data

57

Tech

59

AI

## Key stats

Coursera learners	6.5M
Labor force on Coursera	4%
Learning on mobile	46%
Median age	36

## Women learners on Coursera 46%

Women enrolled in GenAI courses	25%
Women enrolled in Professional Certificates	18%
Women enrolled in STEM courses	32%


## Enrollment trends

GenAI enrollment	↑ 242%
Critical Thinking enrollment	↑ 26%
Cybersecurity enrollment	↑ 111%
Professional Certificate enrollment	↑ 29%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 199%
2. Customer Service	↑ 191%
3. Creative Thinking	↑ 35%
4. Systems Thinking	↑ 32%
5. Self-Motivation	↑ 6%

## Top GenAI course

 Google AI Essentials
--

## Top Professional Certificate

 Google Data Analytics Professional Certificate	
--	---

## Top learner skills

1. Market Intelligence
2. Software Design
3. Design and Product
4. Object-Oriented Design
5. System Software
6. Management Training and Development
7. User Experience
8. Performance Measurement
9. Interaction Design
10. Information Management

## Recommended content

	Marketing analytics: Know your customers
	Software Design as an Element of the Software Development Lifecycle
	Design-Led Strategy: Design thinking for business strategy and entrepreneurship
	User Experience: Research & Prototyping
	Structuring Machine Learning Projects

## Country spotlight

# Mexico

Mexico faces mounting demand for tech skills, with roles like Data Analysts and Data Scientists growing at 47% annually.<sup>116</sup> On Coursera, Mexican learners are proactively upskilling: Course enrollments for GenAI soared 356%, cybersecurity rose 94%, and critical thinking grew 59% year-over-year. These trends match national priorities, particularly cybersecurity, as Mexico faced over half of Latin America's cyber threats in early 2024—underscoring the need for robust digital resilience.<sup>117</sup>

Significantly, women comprise 50% of Mexico's learners on Coursera, showcasing promising potential for inclusive entry into high-demand tech careers. With 83% of companies actively reskilling staff for AI roles and strong public support for funded upskilling initiatives, Mexico is well-positioned to strengthen its innovation ecosystem, bridging talent gaps to secure its digital future.<sup>118</sup>

79

Global  
rank

82

Business

71

Data

79

Tech

54

AI

## Key stats

Coursera learners	7.3M
Labor force on Coursera	7%
Learning on mobile	48%
Median age	35

## Women learners on Coursera 50%

Women enrolled in GenAI courses	29%
Women enrolled in Professional Certificates	17%
Women enrolled in STEM courses	34%


## Enrollment trends

GenAI enrollment	↑ 356%
Critical Thinking enrollment	↑ 59%
Cybersecurity enrollment	↑ 94%
Professional Certificate enrollment	↑ 40%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 338%
2. Customer Service	↑ 129%
3. Creative Thinking	↑ 32%
4. Self-Awareness	↑ 9%
5. Talent Management	– stable

## Top GenAI course

 Google AI Essentials
--






## Top Professional Certificate

 Google Project Management: Professional Certificate	
---	---

## Top learner skills

1. Brand Marketing
2. Market Intelligence
3. Process Improvement
4. Talent Management
5. Accounting
6. Business Process Improvement
7. Target Market
8. Operations Management
9. Financial Statements
10. Financial Statement Analysis

## Recommended content

 IE University	Integrated Marketing Communications
 Coursera Project Network	Business Analysis & Process Management
 University of Michigan	Managing Talent
 Intuit	Financial Statement Analysis
 DeepLearning.AI	Introduction to TensorFlow for Artificial Intelligence, Machine Learning, & Deep Learning

## Country spotlight

## Colombia

Colombia is experiencing remarkable digital transformation, with every organization surveyed for the *Future of Jobs Report 2025* now running AI programs—12 percentage points above the global average.<sup>119</sup> Colombian companies prioritize AI adoption, with 82% planning to increase their AI budgets over the next two years—the highest in Latin America—and nearly half shifting resources to AI initiatives.<sup>120</sup>

This enthusiasm mirrors skyrocketing Coursera enrollments: GenAI (+1,017% YoY) and critical thinking (+899% YoY) enrollments lead globally among spotlight countries—highlighting Colombia's appetite for skill-building. Cybersecurity enrollments also surged (+201% YoY), strengthening technological resilience. Notably, women account for 36% of GenAI learners, showing meaningful strides toward inclusive growth.<sup>121</sup>

85

Global  
rank

85

Business

79

Data

82

Tech

63

AI

## Key stats

Coursera learners	3.8M
Labor force on Coursera	10%
Learning on mobile	45%
Median age	34

## Women learners on Coursera 49%

Women enrolled in GenAI courses	36%
Women enrolled in Professional Certificates	16%
Women enrolled in STEM courses	34%

## Enrollment trends

GenAI enrollment	↑ 1,017%
Critical Thinking enrollment	↑ 899%
Cybersecurity enrollment	↑ 201%
Professional Certificate enrollment	↑ 41%

## Top employer skills

1. Systems Thinking	↑ 578%
2. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 285%
3. Customer Service	↑ 203%
4. Talent Management	↑ 80%
5. Curiosity	↑ 26%

## Top GenAI course

Google	Google AI Essentials
--------	----------------------


## Top Professional Certificate

Google	Google Cybersecurity Professional Certificate	
--------	---	---

## Top learner skills

1. Quality Management
2. Management Accounting
3. Brand Marketing
4. Constructive Feedback
5. Strategic Decision-Making
6. Organizational Change
7. Change Management
8. Active Listening
9. Social Media Content
10. Verbal Communication Skills

## Recommended content

	Quality Improvement and Management
	Finance for Managers
	Advertising and Society
	Active Listening: Enhancing Communication Skills
	Meta Social Media Marketing Professional Certificate





# The Middle East and North Africa

10.8M

Coursera learners

53%

Learning on mobile

32

Median age

128%

GenAI enrollment YoY

“

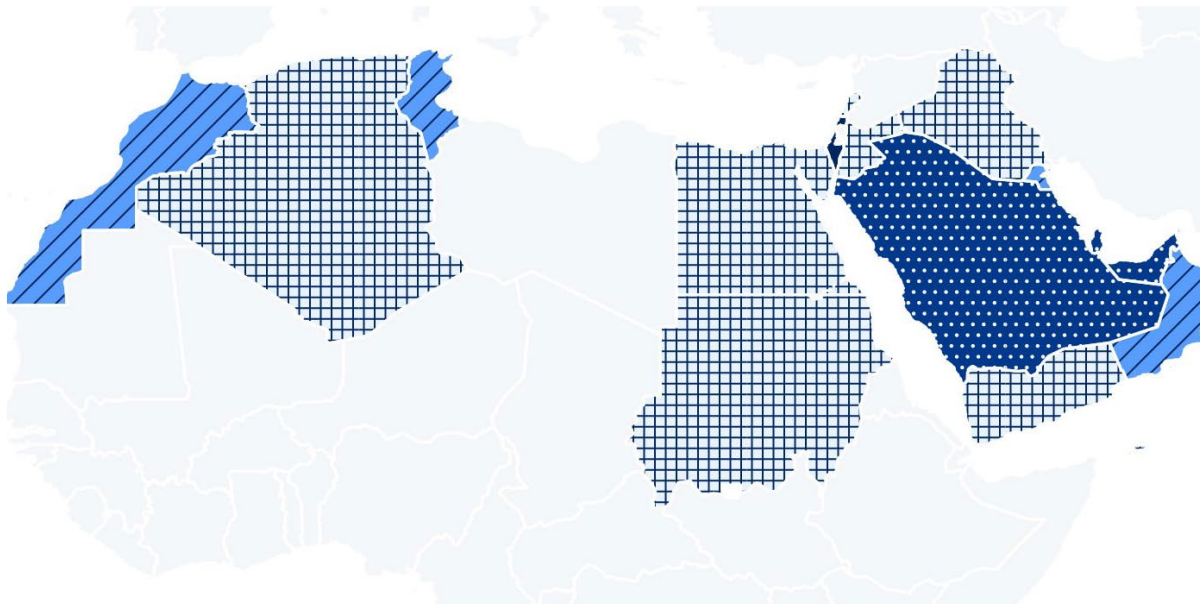
*By investing in continuous learning, we're building an agile ADNOC, ready to adapt and thrive in the age of AI.*



**Sophie Hildebrand**

Chief Technology Officer, the Abu Dhabi  
National Oil Company (ADNOC)

● Cutting-edge Rankings 1–28    ● Competitive Rankings 29–55  
● Emerging Rankings 56–82    ● Lagging Rankings 83–109



## The Middle East and North Africa

## Enrollment trends

The Middle East and North Africa (MENA) is decisively scaling its digital transformation, powered by extensive investments in AI and technology. Countries like the United Arab Emirates (#38 globally) prioritize AI, big data, and technological literacy, with 87% of UAE employers stressing these skills.<sup>122</sup> Saudi Arabia leads substantial AI-driven projects aligned with Vision 2030, investing billions into initiatives such as Project Transcendence and Neom's AI infrastructure.<sup>123,124</sup>

Coursera data reflects rapid adoption: GenAI enrollments spiked 344% in the UAE and 165% in Saudi Arabia, signifying a region-wide embrace of digital upskilling. Additionally, over two in five learners in MENA have earned at least one micro-credential—among the highest globally.<sup>125</sup> Such credentials significantly boost learners' confidence, with 94% believing micro-credentials directly enhance job success.<sup>126</sup>

Despite these advances, skill gaps persist, cited by 72% of UAE firms and widely recognized across the region.<sup>127</sup> Increasing women's participation remains critical, with representation at 32% in the UAE and 35% in Qatar. By expanding targeted, employer-endorsed micro-credential pathways, MENA can address cybersecurity and AI readiness, and workforce inclusivity—transforming regional economies into competitive markets.

## Women learners on Coursera 35%






Women enrolled in GenAI courses	24%
Women enrolled in Professional Certificates	22%
Women enrolled in STEM courses	31%

## Regional enrollment trends

GenAI enrollment	↑ 128%
Critical Thinking enrollment	↓ 19%
Cybersecurity enrollment	↑ 16%
Professional Certificate enrollment	↑ 36%

## Recommended content

## Top GenAI courses

	Google AI Essentials
	Introduction to Artificial Intelligence (AI)
	Generative AI for Everyone
	Introduction to Generative AI
	Prompt Engineering for ChatGPT

## Top Professional Certificate

	Google Data Analytics Professional Certificate	
	Google Project Management: Professional Certificate	
	Google Digital Marketing & E-commerce Professional Certificate	
	Microsoft Power BI Data Analyst	
	Google Cybersecurity Professional Certificate	

The Middle East and North Africa

## Regional skill rankings

Regional rank	Global rank	Country	Business	Technology	Data science	AI Maturity Index
1	18	Israel	75%	87%	93%	17
2	38	United Arab Emirates	85%	52%	59%	32
3	40	Qatar	72%	64%	64%	45
4	51	Bahrain	62%	38%	54%	56
5	54	Saudi Arabia	60%	40%	52%	37
6	69	Kuwait	55%	30%	40%	72
7	71	Morocco	31%	39%	26%	80
8	73	Tunisia	17%	37%	46%	68
9	75	Oman	50%	20%	25%	55
10	83	Jordan	36%	12%	29%	62
11	84	Lebanon	32%	16%	24%	74
12	87	Egypt	6%	27%	31%	86
13	103	Iraq	8%	9%	6%	105
14	106	Algeria	1%	6%	13%	93
15	108	Sudan	3%	2%	3%	109
16	109	Yemen	4%	1%	1%	107

## Country spotlight

# United Arab Emirates

The UAE is positioning itself for a tech-driven future, with 87% of employers emphasizing technological literacy, AI, and big data as their top priorities.<sup>128</sup> Notably, 13% of UAE's labor force actively trains on Coursera—the highest in the region among spotlight countries—showing widespread enthusiasm for digital upskilling. This aligns with national initiatives like “We the UAE 2031,” which targets a sustainable, knowledge-based economy driven by skilled Emirati talent.<sup>129</sup>

On Coursera, GenAI enrollments surged 344% year-over-year, while Professional Certificate enrollments grew 41%, outpacing regional averages. While 72% of organizations cite skill gaps as a major barrier—above global average—the UAE's workforce development programs like Nafis are exceeding private-sector employment targets.<sup>130,131</sup> Enhancing women's participation in emerging technologies—currently 21% of GenAI learners—remains essential for economic transformation.

38

Global rank

17

Business

46

Data

53

Tech

32

AI

## Key stats

Coursera learners	1.3M
Labor force on Coursera	13%
Learning on mobile	41%
Median age	36

## Women learners on Coursera 32%

Women enrolled in GenAI courses	21%
Women enrolled in Professional Certificates	23%
Women enrolled in STEM courses	24%


## Enrollment trends

GenAI enrollment	↑ 344%
Critical Thinking enrollment	↓ 24%
Cybersecurity enrollment	↑ 14%
Professional Certificate enrollment	↑ 41%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 139%
2. Customer Service	↑ 96%
3. Curiosity	↓ 8%
4. Talent Management	↓ 8%
5. Systems Thinking	↓ 11%

## Top GenAI course

 Google AI Essentials
--

## Top Professional Certificate

 Google Project Management: Professional Certificate	
---	---

## Top learner skills

1. Corporate Accounting
2. Predictive Analytics
3. Emerging Technologies
4. Leadership Development
5. Competitive Intelligence
6. Team Leadership
7. Management Training and Development
8. Organizational Leadership
9. Training and Development
10. Leadership and Management

## Recommended content

 ILLINOIS	Accounting for Mergers and Acquisitions: Advanced Topics
 UCI	Predictive Modeling, Model Fitting, and Regression Analysis
 MACQUARIE	Innovation and emerging technology: Be disruptive
 UQ	Leadership in 21st Century Organizations
 DUKE	Interpretable Machine Learning

## Country spotlight

# Qatar

Qatar is decisively shifting toward a diversified, knowledge-based economy. With 41% of employees viewing AI as a crucial pathway for skill development,<sup>132</sup> and organizations ranking coding as their primary AI use case,<sup>133</sup> Qatar is firmly aligning workforce capabilities with its economic ambitions. On Coursera, this proactive approach is evident: GenAI course enrollments jumped 194% year-over-year, while Professional Certificate enrollments rose 55%, driven by growing demand for high-value digital and analytical skills.

Sustaining this momentum requires targeted workforce development. As Qatar transitions from infrastructure-driven growth to innovation-led productivity, it faces an acute shortage of AI and tech talent—more pronounced than regional peers such as the UAE and Saudi Arabia.<sup>134</sup> Continued emphasis on skills-focused education, inclusive training programs, and private-sector participation is critical, particularly to increase women's representation, which currently stands at just 35% of learners.

40

Global rank

32

Business

40

Data

40

Tech

45

AI

## Key stats

Coursera learners	208.6K
Labor force on Coursera	9%
Learning on mobile	49%
Median age	36

## Women learners on Coursera 35%

Women enrolled in GenAI courses	23%
Women enrolled in Professional Certificates	16%
Women enrolled in STEM courses	28%


## Enrollment trends

GenAI enrollment	↑ 194%
Critical Thinking enrollment	↑ 44%
Cybersecurity enrollment	↑ 15%
Professional Certificate enrollment	↑ 55%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 145%
2. Customer Service	↑ 124%
3. Creative Thinking	↑ 87%
4. Resilience	↑ 46%
5. Talent Management	↑ 76%

## Top GenAI course

 Google AI Essentials
--

## Top Professional Certificate

 Google Project Management: Professional Certificate	
---	---

## Top learner skills

1. Management Training and Development
2. Corporate Accounting
3. Process Management
4. Leadership and Management
5. Leadership Development
6. Enterprise Risk Management (ERM)
7. Environment Health and Safety
8. Employee Performance Management
9. Business Writing
10. Strategic Leadership

## Recommended content

	Creating a Team Culture of Continuous Learning
	Financial Accounting: Foundations
	Business Analysis: Process Modeling & Requirements Gathering
	Leading and Developing Top Talent
	Advanced Machine Learning and Deep Learning

## Country spotlight

# Saudi Arabia

Saudi Arabia is making bold strides toward AI-driven transformation, aligning closely with the goals of Vision 2030.<sup>135</sup> Through landmark initiatives like the \$100 billion Project Transcendence—partnering with global tech leaders including Alphabet—and major infrastructure investments such as Neom’s \$5 billion AI data center, the Kingdom is positioning itself as a regional powerhouse in advanced technology adoption.<sup>136,137</sup>

While 73% of Saudi organizations run AI programs—slightly below the global average—82% are committed to large-scale workforce upskilling, underscoring an aggressive push toward innovation.<sup>138</sup>

Coursera data reinforces this ambitious momentum: GenAI course enrollments climbed 165% year-over-year, Professional Certificate enrollments grew 73%, and cybersecurity enrollments rose 61%, reflecting the strategic national focus on building technological literacy, a top priority for 75% of Saudi companies.<sup>139</sup>

54

Global rank

45

Business

53

Data

66

Tech

37

AI

## Key stats

Coursera learners	1.5M
Labor force on Coursera	6%
Learning on mobile	55%
Median age	36

## Women learners on Coursera 29%

Women enrolled in GenAI courses	25%
Women enrolled in Professional Certificates	24%
Women enrolled in STEM courses	39%

## Enrollment trends

GenAI enrollment	↑ 165%
Critical Thinking enrollment	↓ 49%
Cybersecurity enrollment	↑ 61%
Professional Certificate enrollment	↑ 73%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 140%
2. Customer Service	↑ 15%
3. Systems Thinking	↓ 7%
4. Talent Management	↓ 19%
5. Curiosity	↓ 32%

## Top GenAI course

 Google AI Essentials
--

## Top Professional Certificate

 Microsoft Power BI Data Analyst
---



## Top learner skills

1. Business Planning
2. Business Development
3. Object-Oriented Design
4. Machine Learning Algorithms
5. Enterprise Risk Management (ERM)
6. Leadership Development
7. Leadership and Management
8. Competitive Intelligence
9. Data Manipulation
10. Organizational Leadership

## Recommended content

 Business Metrics for Data-Driven Companies

 Developing Innovative Ideas for New Companies: The First Step in Entrepreneurship

 Object-Oriented Design

 Operational Risk Management: Frameworks & Strategies

 Explainable Machine Learning (XAI)

## Country spotlight

# Egypt

Egypt's talent landscape is evolving, with nearly half (48%) of job skills expected to shift by 2030—markedly above the global average.<sup>140</sup> While 78% of organizations now run AI programs, national policy emphasizes augmenting human labor, using AI to expand job opportunities rather than replace workers.<sup>141</sup>

Coursera enrollment data reflects this increasing awareness: GenAI course enrollments rose by 57% year-over-year, indicating proactive reskilling in emerging digital competencies. Yet the overall labor market faces structural challenges, including declining participation rates—especially among young men and educated women—and job creation that lags behind workforce growth.<sup>142</sup>

By aligning reskilling programs with high-growth sectors and increasing women's participation—35% of total learners but 22% in GenAI—Egypt can strengthen its digital resilience.

87

Global  
rank103  
Business81  
Tech76  
Data86  
AI

## Key stats

Coursera learners	3.3M
Labor force on Coursera	5%
Learning on mobile	61%
Median age	30

## Women learners on Coursera 35%

Women enrolled in GenAI courses	22%
Women enrolled in Professional Certificates	18%
Women enrolled in STEM courses	22%

## Enrollment trends

GenAI enrollment	↑ 57%
Critical Thinking enrollment	↔ stable
Cybersecurity enrollment	↓ 9%
Professional Certificate enrollment	↑ 28%

## Top employer skills

1. Curiosity	↑ 14%
2. Customer Service	↑ 13%
3. Creative Thinking	↑ 8%
4. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 2%
5. Talent Management	↓ 6%

## Top GenAI course



Google AI Essentials

## Top Professional Certificate



Google Data Analytics Professional Certificate



## Top learner skills

1. Grammar
2. Digital Content
3. Management Training and Development
4. Business Writing
5. Marketing Psychology
6. Marketing Planning
7. Verbal Communication Skills
8. Corporate Accounting
9. Graphic Design
10. Peer Review

## Recommended content



Business English for Cross-cultural Communication



Content, Advertising &amp; Social IMC



Conversations That Inspire: Coaching Learning, Leadership and Change



The Marketing Plan



Critical Thinking Skills for the Professional

# North America

35.8M

Coursera learners

41%

Learning on mobile

37

Median age

135%

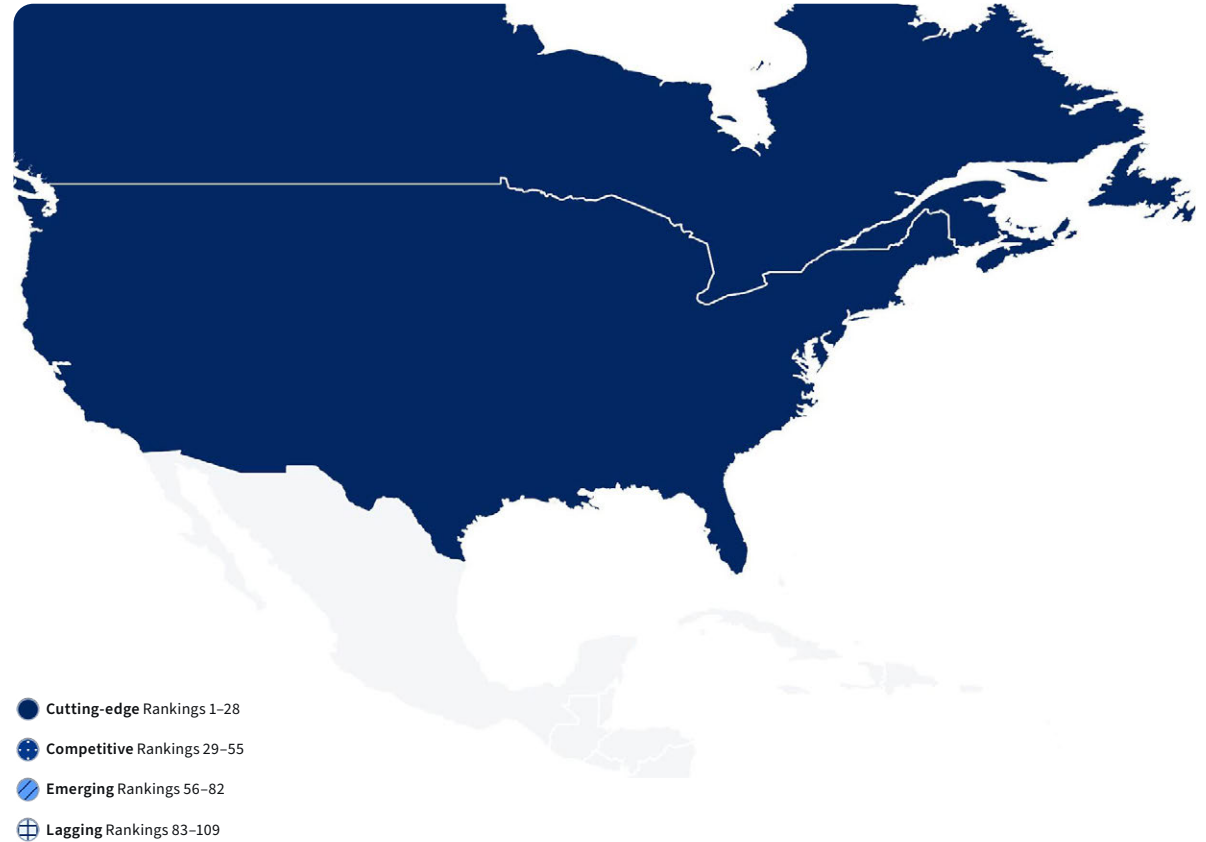
GenAI enrollment YoY

“

*This is not a time when executives can sit back and wait and kind of see how this plays out. I really do believe this is a time when everyone needs to be leaning forward, leaning in and figuring out how this can impact their team and their business.*



**Hayden Brown**  
CEO, Upwork





## North America

## Enrollment trends

North America shows significant strides in workforce readiness. Employers across the region are intensely focused on GenAI, data analytics, and short-form, career-aligned credentials. Reflecting this demand, job postings in AI fields have spiked 68% in the United States from 2022 to 2024,<sup>143</sup> while Canadian employers now offer an average wage premium of 11% for AI-related skills.<sup>144</sup>

The US ranks within the top five countries globally in the AI Maturity Index, and Canada features in the top 20—highlighting the region's strategic investment in AI innovation and talent readiness. Coursera data corroborates these trends: GenAI course enrollments have increased substantially, rising 136% year-over-year in Canada and 135% in the US. Moreover, skill-based hiring is widely adopted by 99% of surveyed employers in the region, fostering high confidence in micro-credentials and sustained enrollment growth.<sup>145</sup>

Women represent more than half (52%) of all learners, though their participation in GenAI courses (33%) signals opportunities for targeted inclusion. North America's ongoing investments in advanced digital skills and its focus on industry-aligned training equip the region for enduring competitiveness in a rapidly evolving global economy.

### Women learners on Coursera 52%






Women enrolled in GenAI courses	33%
Women enrolled in Professional Certificates	29%
Women enrolled in STEM courses	38%

### Regional enrollment trends

GenAI enrollment	↑ 135%
Critical Thinking enrollment	↑ 15%
Cybersecurity enrollment	↓ 7%
Professional Certificate enrollment	↑ 37%

### Recommended content

#### Top GenAI courses

	Google AI Essentials
	Generative AI for Everyone
	Introduction to Generative AI
	Prompt Engineering for ChatGPT
	Generative AI with Large Language Models

#### Top Professional Certificate

	Google Data Analytics Professional Certificate	
	Google Cybersecurity Professional Certificate	
	Google Project Management: Professional Certificate	
	Google Digital Marketing & E-commerce Professional Certificate	
	Google IT Support Professional Certificate	

## Regional skill rankings

Regional rank	Global rank	Country	Business	Technology	Data science	AI Maturity Index
1	11	Canada	89%	90%	89%	16
2	27	United States	84%	74%	78%	4

“

*Employer demand for skills-based hiring requires educators to prioritize skills-based learning. We must adapt our curricula to prepare students for a job market where desired qualifications are shifting too quickly for traditional education to keep pace.*

**Francesca Lockhart**

Professor and Cybersecurity Clinic Program Lead,  
the University of Texas at Austin

# Canada

Top 20 AI  
innovator



Canada's workforce is rapidly embracing advanced digital skills to meet growing demand. With 97% of Canadian companies anticipating AI-led transformation in their operations,<sup>146</sup> Coursera enrollments are accelerating in key areas: GenAI enrollment rose by 136% year-over-year, and Professional Certificate enrollment by 40%. Reflecting this trend, roles for AI and machine learning specialists grew 103%, exceeding global averages.<sup>147</sup>

Women comprise over half (54%) of Canadian learners on Coursera, showing strong participation in digital upskilling. Meanwhile, employers are prioritizing artificial intelligence (+123% year-over-year), customer service (+66%), and curiosity (+25%), emphasizing the need for combining specialized expertise with human skills.

With 14% of its labor force on Coursera, Canada is ready for the future of work.

# 11

Global  
rank

# 13

Business

# 13

Data

# 12

Tech

# 16

AI

## Key stats

Coursera learners	4.6M
Labor force on Coursera	14%
Learning on mobile	38%
Median age	36

## Women learners on Coursera 54%

Women enrolled in GenAI courses	32%
Women enrolled in Professional Certificates	28%
Women enrolled in STEM courses	39%

## Enrollment trends

GenAI enrollment	↑ 136%
Critical Thinking enrollment	↑ 18%
Cybersecurity enrollment	↓ 14%
Professional Certificate enrollment	↑ 40%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 123%
2. Customer Service	↑ 66%
3. Curiosity	↑ 25%
4. Creative Thinking	↑ 3%
5. Talent Management	↓ 5%

## Top GenAI course



Google AI Essentials

## Top Professional Certificate



Google Data Analytics Professional Certificate



## Top learner skills

1. Employee Onboarding
2. Google Workspace
3. Accounting
4. IT Infrastructure
5. Software Systems
6. Diversity Equity and Inclusion Initiatives
7. Governance
8. Process Management
9. Project Controls
10. Financial Statement Analysis

## Recommended content



University of Minnesota  
Diversity & Inclusion

Recruiting, Hiring, and Onboarding Employees



Google Cloud

Google Workspace Security



University of Illinois

Accounting Analysis I:  
Measurement and Disclosure of Assets



University of Pittsburgh

Gender and Sexuality: Diversity and  
Inclusion in the Workplace



H2O.ai

Data Science and Machine  
Learning H2O.ai Platforms



# United States

In the United States, AI and Machine Learning Specialist roles have expanded by 142% year-over-year, far surpassing global averages.<sup>148</sup>

Coursera enrollments in GenAI courses rose 135% year-over-year, and the US ranks #4 globally in Coursera's AI Maturity Index. This aligns with 94% of US firms anticipating significant AI-driven transformations by 2030,<sup>149</sup> especially as GenAI's rapid adoption could necessitate up to 12 million career shifts by the decade's end.<sup>150</sup>

Women represent 52% of Coursera learners, showing balanced representation in digital training. With strong upskilling pathways, the US workforce is strategically preparing to leverage AI's potential, helping the nation maintain its competitive edge in the global economy.

27	18	25
Global rank	Business	Data
	29	4
	Tech	AI

## Key stats

Coursera learners	31.3M
Labor force on Coursera	12%
Learning on mobile	42%
Median age	37

## Women learners on Coursera 52%

Women enrolled in GenAI courses	33%
Women enrolled in Professional Certificates	29%
Women enrolled in STEM courses	38%

## Enrollment trends

GenAI enrollment	↑ 135%
Critical Thinking enrollment	↑ 14%
Cybersecurity enrollment	↓ 6%
Professional Certificate enrollment	↑ 36%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 158%
2. Customer Service	↑ 76%
3. Curiosity	↑ 5%
4. Creative Thinking	↓ 2%
5. Talent Management	↓ 5%

## Top GenAI course

Google	Google AI Essentials
--------	----------------------

## Top Professional Certificate

Google	Google Data Analytics Professional Certificate	
--------	--	--

## Top learner skills

1. Google Workspace
2. Employee Onboarding
3. IT Infrastructure
4. System Software
5. Accounting
6. Software Systems
7. Computer Systems
8. Regulatory Compliance
9. Project Management Life Cycle
10. Financial Statement Analysis

## Recommended content

Google Cloud	Google Workspace Security
Coursera project network	Create Employee Management System with When I Work
VMware	Networking and Security Architecture with VMware NSX
Penn	What is Corruption: Anti-Corruption and Compliance
DeepLearning.AI	Natural Language Processing with Probabilistic Models

# Sub-Saharan Africa

8.3M

Coursera learners

65%

Learning on mobile

35

Median age

134%

GenAI enrollment YoY

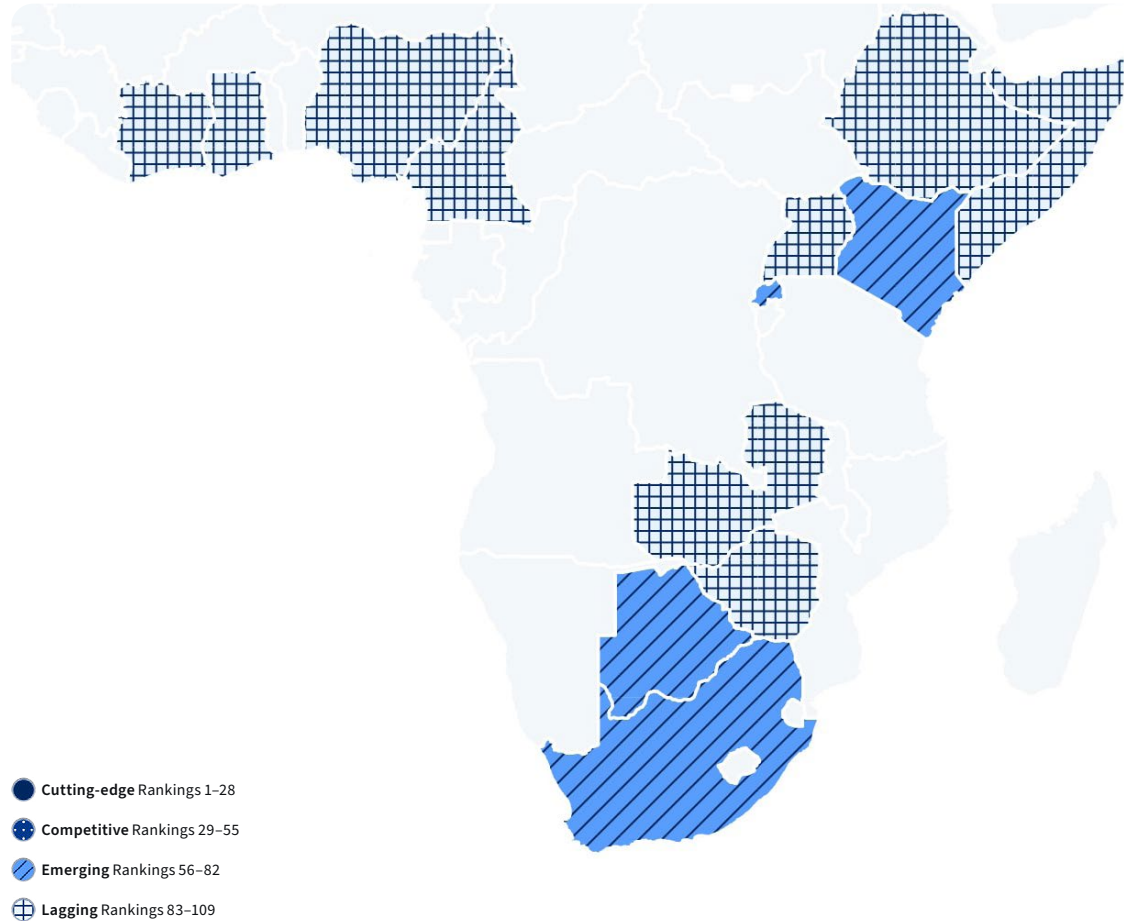
“

*Our nation faces a pivotal moment. This new digital economy presents great opportunities but demands a workforce with skills our traditional education system isn't equipped to provide. We see our human capital as our greatest resource, not the mineral resources underneath us. But harnessing this potential required rethinking our approach to education and skills development.*



**Kashifu Inuwa Abdullahi**

Director General and CEO, National Information  
Technology Development Agency (NITDA)



## Sub-Saharan Africa

## Enrollment trends

Sub-Saharan Africa (SSA) is quickly advancing its digital skills ecosystem, boasting over 8 million Coursera learners—a remarkable 20% year-over-year growth, the fastest globally.<sup>151</sup> High mobile learning adoption (65%) extends educational reach across diverse populations, enabling considerable strides toward inclusive digital transformation.

Countries such as Botswana, with 50% women learners, demonstrate promising gender parity in digital skills development. South Africa, where 93% of organizations actively run AI programs,<sup>152</sup> is using extensive mobile connectivity and advanced network infrastructure to enhance digital capabilities.<sup>153</sup> Meanwhile, Nigeria's young population (70% under age 35) and innovative initiatives like the 3 Million Technical Talent (3MTT) program highlight strategic investments in scalable workforce training.<sup>154,155</sup>

Despite challenges—including a persistent gender gap in advanced technology fields—the region shows substantial enrollment growth in critical future skills, particularly GenAI (+134% YoY). By expanding accessible micro-credentials, SSA can foster job-ready talent, stimulate inclusive economic growth, and build a globally competitive digital workforce.

## Women learners on Coursera 36%






Women enrolled in GenAI courses	25%
Women enrolled in Professional Certificates	18%
Women enrolled in STEM courses	28%

## Regional enrollment trends

GenAI enrollment	↑ 134%
Critical Thinking enrollment	↓ 6%
Cybersecurity enrollment	↓ 12%
Professional Certificate enrollment	↑ 28%

## Recommended content

## Top GenAI courses

	Google AI Essentials
	Generative AI for Everyone
	Introduction to Artificial Intelligence (AI)
	Introduction to Generative AI
	Prompt Engineering for ChatGPT

## Top Professional Certificate

	Google Data Analytics Professional Certificate	
	Google Project Management: Professional Certificate	
	Google Cybersecurity Professional Certificate	
	Google Digital Marketing & E-commerce Professional Certificate	
	Google IT Support Professional Certificate	

## Sub-Saharan Africa

## Regional skill rankings

Regional rank	Global rank	Country	Business	Technology	Data science	AI Maturity Index
1	56	Botswana	65%	31%	42%	85
2	60	Rwanda	47%	45%	37%	84
3	76	Kenya	46%	25%	21%	78
4	81	South Africa	38%	24%	23%	61
5	86	Zimbabwe	22%	23%	18%	104
6	90	Ghana	24%	19%	17%	81
7	91	Nigeria	27%	15%	15%	101
8	92	Cameroon	13%	11%	27%	100
9	93	Zambia	16%	4%	28%	88
10	95	Uganda	21%	13%	11%	98
11	98	Cote d'Ivoire	15%	6%	16%	97
12	101	Ethiopia	7%	17%	14%	108
13	104	Somalia	5%	3%	4%	95

## Country spotlight

# Botswana

Botswana's learner base on Coursera grew 16% year-over-year (from 85K in 2024 to 99K in 2025), with women comprising 50% of learners, reflecting inclusive digital upskilling. Enrollment trends highlight strong workforce interest in emerging fields such as GenAI (+178% YoY), positioning Botswana for future job markets despite ranking low on the AI Maturity Index (#85).

High mobile learning adoption (59%) increases broad access to essential digital skills. Notably, critical thinking enrollments rose 27% year-over-year—the highest increase across Sub-Saharan Africa—underscoring a foundational shift toward versatile cognitive skills. As Botswana continues to invest in digital infrastructure and inclusive growth, targeted skill development could help overcome current skill gaps, supporting accelerated economic growth.

56

Global  
rank

39

Business

64

Data

76

Tech

85

AI

## Key stats

Coursera learners	99K
Labor force on Coursera	6%
Learning on mobile	59%
Median age	34

## Women learners on Coursera 50%

Women enrolled in GenAI courses	28%
Women enrolled in Professional Certificates	26%
Women enrolled in STEM courses	30%

## Enrollment trends

GenAI enrollment	↑ 178%
Critical Thinking enrollment	↑ 27%
Cybersecurity enrollment	↓ 3%
Professional Certificate enrollment	↑ 27%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 154%
2. Customer Service	↑ 17%
3. Creative Thinking	↑ 14%
4. Curiosity	↓ 6%
5. Resilience	↓ 26%

## Top GenAI course



Google AI Essentials

## Top Professional Certificate



Google Project Management: Professional Certificate



## Top learner skills

1. Enterprise Risk Management (ERM)
2. Business Process Management
3. Market Intelligence
4. Management Accounting
5. Competitive Intelligence
6. Business Relationship Management
7. Financial Market
8. Organizational Leadership
9. Leadership Development
10. Leadership and Management

## Recommended content



Risk governance: Manage the risks



Business Analysis &amp; Process Management



Managerial Accounting Fundamentals



Competitive Strategy



AI Workflow: Machine Learning, Visual Recognition and NLP



## Country spotlight

# South Africa

South Africa is actively advancing toward AI readiness, with 93% of organizations implementing AI programs—above the global average (88%).<sup>156</sup> Employer demand for AI and machine learning skills jumped 212% year-over-year, mirrored by Coursera’s GenAI course enrollment growth (+157%).<sup>157</sup> Professional Certificate enrollments rose considerably (+31%), showing rising demand for job-ready credentials and opportunities to expand formal credential pathways.

Notably, 61% of Coursera learners are studying via mobile—among the highest globally—enabled by South Africa’s extensive mobile infrastructure, totaling over 140 million smartphone connections.<sup>158</sup> As the region’s leader in 4G and 5G networks, South Africa is ready to drive digital and IoT innovation.<sup>159</sup>

By broadening credential-based training and capitalizing on its high mobile connectivity, the country can greatly enhance digital skills, address critical workforce gaps, and sustain economic competitiveness.

81

Global rank

69

Business

85

Data

84

Tech

61

AI

## Key stats

Coursera learners	1.5M
Labor force on Coursera	3%
Learning on mobile	61%
Median age	37

## Women learners on Coursera 47%

Women enrolled in GenAI courses	31%
Women enrolled in Professional Certificates	23%
Women enrolled in STEM courses	36%

## Enrollment trends

GenAI enrollment	↑ 157%
Critical Thinking enrollment	↑ 17%
Cybersecurity enrollment	↑ 3%
Professional Certificate enrollment	↑ 31%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 212%
2. Customer Service	↑ 80%
3. Creative Thinking	↑ 5%
4. Talent Management	↓ 3%
5. Self-Awareness	↓ 7%

## Top GenAI course

Google	Google AI Essentials
--------	----------------------

## Top Professional Certificate

Google	Google Data Analytics Professional Certificate	
--------	--	---

## Top learner skills

1. Business Process Management
2. Process Analysis
3. IT Infrastructure
4. Google Workspace
5. Financial Systems
6. Business Modeling
7. Campaign Management
8. Employee Onboarding
9. System Software
10. Content Marketing

## Recommended content

	Business Model Canvas: A Tool for Entrepreneurs and Innovators
	Digital Media and Marketing Principles
	Operating Systems and You: Becoming a Power User
	FinTech Foundations and Overview
	Natural Language Processing with Classification and Vector Spaces

## Country spotlight

# Nigeria

Nigeria's young workforce—70% of the population is under 35—positions the nation to meet rapidly increasing demand for tech skills,<sup>160</sup> with network and cybersecurity expertise alone expected to grow 87% by 2030.<sup>161</sup> Coursera data highlights this momentum, showing GenAI course enrollments rising 98% year-over-year, alongside robust growth in Professional Certificate enrollments (+22%), signaling strong learner interest in career-aligned credentials.

Public initiatives, such as the 3 Million Technical Talent (3MTT) program, aim to equip millions with in-demand capabilities, including software development and data analysis.<sup>162</sup> With an exceptionally high share of learners studying on mobile devices (73%—the highest among spotlight countries) and 230 million smartphone connections nationwide, Nigeria is uniquely positioned to leverage its emerging talent base to drive innovation, address critical digital gaps, and accelerate economic development.<sup>163</sup>

91

Global rank

81

Business

94

Data

94

Tech

101

AI

## Key stats

Coursera learners	2.7M
Labor force on Coursera	3%
Learning on mobile	73%
Median age	33

## Women learners on Coursera 34%

Women enrolled in GenAI courses	26%
Women enrolled in Professional Certificates	19%
Women enrolled in STEM courses	29%


## Enrollment trends

GenAI enrollment	↑ 98%
Critical Thinking enrollment	↓ 31%
Cybersecurity enrollment	↓ 21%
Professional Certificate enrollment	↑ 22%

## Top employer skills

1. Artificial Intelligence (AI) and Machine Learning (ML)	↑ 109%
2. Curiosity	↑ 12%
3. Creative Thinking	↓ 9%
4. Customer Service	↓ 12%
5. Self-Motivation	↓ 25%

## Top GenAI course

 Google AI Essentials
--

## Top Professional Certificate

 Google Data Analytics Professional Certificate	
--	---

## Top learner skills

1. Digital Content
2. Social Media Content
3. User-Centered Design
4. Content Strategy
5. Interaction Design
6. User Interface (UI) Design
7. User Experience
8. User Experience Design
9. Social Media Strategy
10. Experience Design

## Recommended content

 simplilearn	Blogging Course
 Meta	Fundamentals of Social Media Advertising
 Georgia Tech	Introduction to User Experience Design
 XBOX	Interaction Design and UX/UI Principles
 IBM	Machine Learning Rapid Prototyping with IBM Watson Studio

# Appendix

“

*My Coursera journey has improved my skills and knowledge. Each course has provided valuable insights, shaped my perspective on industry trends, and fostered continuous growth.*



**Afeef Nuqman Bin 'Arash**  
Diploma in IT Cybersecurity,  
BAC Education Group



# Methodology

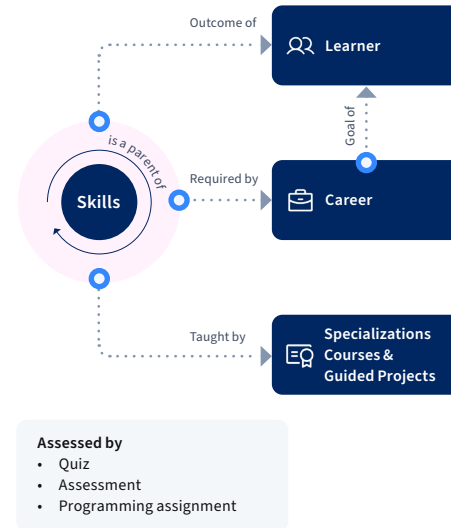
Coursera's *Global Skills Report* assesses learner skill proficiency, identifies trending global skills, and highlights roles aligned to future workforce needs. The 2025 report covers the top 109 countries, representing over 95% of Coursera's learners, analyzing data from March 2024 through February 2025.

The report integrates key data components:

1. Coursera Skills Graph
2. Skill proficiency scores and benchmarking by country
3. Third-party metrics in our global skills index
4. Over-indexing skill trends
5. New AI Maturity Index

## The Coursera Skills Graph

This graph visualizes relationships among skills, content, and learners.



For the *Global Skills Report*, we utilize:

- **Skill-to-skill:** Links broad competencies to granular skills
- **Skill-to-content:** Matches skills with relevant Coursera content
- **Skill-to-learner:** Measures skill proficiency through learner assessments using a Glicko-based algorithm

## Set of skill levels related to the *Global Skills Report*

This report evaluates learner proficiency across 274 specific skills, grouped into three domains: business, technology, and data science. The table below defines and provides examples of skills referenced throughout this report.

Business	Technology	Data science
Soft skills and those for managing organizations (e.g., Accounting, Communication)	Creation and maintenance of computer systems and software (e.g., Cloud Computing, Cybersecurity)	Capturing and utilizing business data (e.g., Data Visualization, Machine Learning)
<b>Brand Marketing:</b> Promoting a brand effectively to target audiences.  Sample skills: Branding Strategies, Advertising	<b>Algorithms:</b> Set of instructions for solving specific computational problems.  Sample skills: Sorting, Searching	<b>Advanced Analytics:</b> Complex data analysis techniques to predict future trends.  Sample skills: Predictive Modeling, Forecasting
<b>Business Development:</b> Identifying and securing new business opportunities.  Sample skills: Sales Growth, Strategic Partnerships	<b>Application Development:</b> Creating software applications tailored to specific user needs.  Sample skills: Java, Python	<b>Data Ethics:</b> Ethical considerations in data management and usage.  Sample skills: Privacy, Transparency
<b>Business Planning:</b> Structuring goals and strategies for business growth.  Sample skills: Business Models, Financial Forecasting	<b>Application Lifecycle Management:</b> Overseeing the entire lifecycle of software applications from design to deployment and maintenance.  Sample skills: Agile, Scrum	<b>R Programming:</b> Statistical computing and graphics programming language.  Sample skills: Data Visualization, Statistical Analysis

Business	Technology	Data science
<p><b>Business Process Management:</b> Analyzing and optimizing organizational processes.</p> <p>Sample skills: Workflow Automation, Process Improvement</p>	<p><b>Applied Machine Learning:</b> Practical application of machine learning techniques in real-world scenarios.</p> <p>Sample skills: Predictive Analytics, Recommendation Engines</p>	<p><b>Statistical Machine Learning:</b> Using statistical models to enable machines to learn from data.</p> <p>Sample skills: Regression, Classification</p>
<p><b>Business Relationship Management:</b> Building and maintaining positive business relationships.</p> <p>Sample skills: Client Relations, Stakeholder Engagement</p>	<p><b>Back-End Web Development:</b> Developing server-side logic and integration for websites.</p> <p>Sample skills: Ruby, SQL</p>	<p><b>Statistical Programming:</b> Programming languages and software for statistical analysis.</p> <p>Sample skills: R, SAS</p>
<p><b>Campaign Management:</b> Planning and executing marketing campaigns.</p> <p>Sample skills: Marketing Strategy, Analytics</p>	<p><b>CI/CD:</b> Continuous integration and continuous deployment in software development.</p> <p>Sample skills: Jenkins, GitLab</p>	
<p><b>Capital Markets:</b> Markets for buying and selling equity and debt instruments.</p> <p>Sample skills: Stocks, Bonds</p>	<p><b>Containerization:</b> Virtualizing application environments for efficiency.</p> <p>Sample skills: Docker, Kubernetes</p>	
<p><b>Competitive Intelligence:</b> Gathering and analyzing information about competitors.</p> <p>Sample skills: Market Research, Competitive Analysis</p>	<p><b>Database Theory:</b> Principles behind database management systems.</p> <p>Sample skills: SQL, Normalization</p>	
<p><b>Compliance Management:</b> Ensuring adherence to laws, regulations, and policies.</p> <p>Sample skills: Regulatory Audits, Policy Implementation</p>	<p><b>Deep Learning:</b> Subset of machine learning using neural networks for complex pattern recognition.</p> <p>Sample skills: Convolutional Networks, TensorFlow</p>	

Business	Technology
<p><b>Corporate Accounting:</b> Managing financial records and compliance within corporations.</p> <p>Sample skills: Financial Statements, Auditing</p>	<p><b>DevOps Tools:</b> Tools designed to streamline software development and operations.</p> <p>Sample skills: Jenkins, Docker</p>
<p><b>Corporate Strategy:</b> Setting overall scope and direction for a company.</p> <p>Sample skills: Strategic Analysis, Goal Setting</p>	<p><b>Front-End Web Development:</b> Developing the visual and interactive aspects of websites.</p> <p>Sample skills: JavaScript, HTML</p>
<p><b>Data Governance:</b> Ensuring proper management and security of data assets.</p> <p>Sample skills: Data Quality, Regulatory Compliance</p>	<p><b>Graphic Design:</b> Visual communication and problem-solving using typography, photography, and illustration.</p> <p>Sample skills: Adobe Photoshop, Illustrator</p>
<p><b>Digital Content:</b> Creating and managing online digital media.</p> <p>Sample skills: Content Creation, Digital Marketing</p>	<p><b>Google Workspace:</b> Suite of cloud computing and productivity tools.</p> <p>Sample skills: Gmail, Google Docs</p>
<p><b>Diversity and Inclusion:</b> Fostering a workplace culture respecting diversity.</p> <p>Sample skills: Equity Training, Inclusion Policies</p>	<p><b>Human-Centered Design:</b> Design methodology placing human needs at the forefront.</p> <p>Sample skills: User Interviews, Prototyping</p>
<p><b>Employee Onboarding:</b> Effectively integrating new hires into an organization.</p> <p>Sample skills: Orientation, Training Programs</p>	<p><b>Interaction Design:</b> Creating engaging interfaces between users and digital products.</p> <p>Sample skills: Wireframing, Prototyping</p>

Business	Technology
<p><b>Employee Performance Management:</b> Evaluating and improving employee performance.</p> <p>Sample skills: Performance Reviews, Goal Setting</p>	<p><b>IT Infrastructure:</b> Managing and maintaining enterprise IT systems.</p> <p>Sample skills: Networking, Server Management</p>
<p><b>Enterprise Risk Management (ERM):</b> Identifying and managing organizational risks.</p> <p>Sample skills: Risk Assessment, Risk Mitigation</p>	<p><b>Machine Learning Algorithms:</b> Algorithms that allow software to learn from and make predictions on data.</p> <p>Sample skills: Neural Networks, Decision Trees</p>
<p><b>Environment Health and Safety:</b> Ensuring workplace safety, environmental protection, and regulatory compliance.</p> <p>Sample skills: OSHA Compliance, Safety Audits</p>	<p><b>Object Oriented Design:</b> Structuring software around objects and data.</p> <p>Sample skills: Encapsulation, Inheritance</p>
<p><b>Financial Planning:</b> Managing finances to achieve business goals.</p> <p>Sample skills: Budgeting, Forecasting</p>	<p><b>Software Design:</b> Designing structured and efficient software solutions.</p> <p>Sample skills: UML, Design Patterns</p>
<p><b>Financial Systems:</b> Systems managing financial transactions and operations.</p> <p>Sample skills: ERP, Financial Software</p>	<p><b>Software Engineering:</b> Systematic application of engineering principles to software development.</p> <p>Sample skills: Software Design, Code Review</p>
<p><b>Grammar:</b> Rules for language structure and writing.</p> <p>Sample skills: Writing</p>	<p><b>System Software:</b> Software managing and controlling hardware systems.</p> <p>Sample skills: Operating Systems, Device Drivers</p>



Business	Technology
<p><b>Information Management:</b> Efficiently managing organizational information assets.</p> <p>Sample skills: Data Governance, Information Retrieval</p>	<p><b>User-Centered Design:</b> Design processes focusing on user needs and experiences.</p> <p>Sample skills: UX Research, Usability Testing</p>
<p><b>Leadership Development:</b> Training individuals to enhance leadership skills.</p> <p>Sample skills: Coaching, Mentoring</p>	<p><b>User Experience:</b> Enhancing user satisfaction through improved usability.</p> <p>Sample skills: User Research, Usability Testing</p>
<p><b>Leadership and Management:</b> Coordinating teams to meet organizational goals.</p> <p>Sample skills: Team Management, Decision Making</p>	<p><b>Web Applications:</b> Developing software applications accessed via web browsers.</p> <p>Sample skills: Authentication, Debugging</p>
<p><b>Management Accounting:</b> Internal business accounting for decision-making.</p> <p>Sample skills: Budgeting, Cost Analysis</p>	<p><b>Web Design:</b> Creating aesthetically appealing and functional website layouts.</p> <p>Sample skills: HTML, CSS, Responsive Design</p>
<p><b>Market Intelligence:</b> Gathering insights for market competitiveness.</p> <p>Sample skills: Competitor Analysis, Market Research</p>	<p><b>Web Development:</b> Building, creating, and maintaining websites and web applications.</p> <p>Sample skills: Node.js, PHP</p>
<p><b>Marketing Psychology:</b> Understanding consumer behavior to enhance marketing.</p> <p>Sample skills: Consumer Behavior, Market Research</p>	

## Business

**Organizational Development:** Improving organizational effectiveness through strategic change.

Sample skills: Change Management, Team Building

**Operational Excellence:** Pursuing continuous improvement and efficiency.

Sample skills: Lean Six Sigma, Process Optimization

**Organizational Leadership:** Guiding and influencing organizational direction.

Sample skills: Vision Setting, Strategic Planning

**Peer Review:** Evaluating work by one or more peers for quality assurance.

Sample skills: Feedback, Critique

**Process Analysis:** Systematically evaluating business processes.

Sample skills: Workflow Mapping, Process Audits

**Public Speaking:** Presenting information effectively to a live audience.

Sample skills: Speech Preparation, Delivery Techniques

**Regulatory Compliance:** Adhering to laws and regulatory standards.

Sample skills: Compliance Audits, Regulatory Reporting

**Securities (Finance):** Financial instruments representing an ownership position.

Sample skills: Equities, Bonds

**Social Media Management:** Managing and overseeing an organization's social media presence.

Sample skills: Content Curation, Analytics

**Strategic Leadership:** Leading an organization strategically towards achieving its objectives.

Sample skills: Strategic Vision, Decision Making

**Talent Management:** Strategic employee recruitment, retention, and development.

Sample skills: Recruitment Strategies, Succession Planning

**Writing:** Producing clear, structured, and impactful written content.

Sample skills: Editing, Copywriting

## Relationships between skills and content

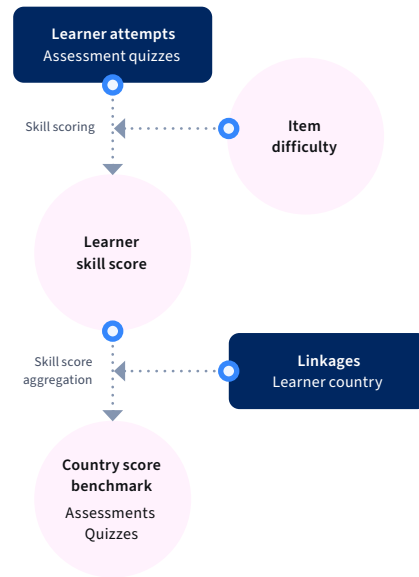
Skills are mapped to Coursera content using a large language model trained on instructor and learner inputs, occurrence frequency, and learner feedback. Coursera's catalog includes over 10,000 offerings.

## Coursera skill benchmarking

Country skill scores aggregate individual learner competencies. Country scores require at least 250 learners in three competencies per domain. Scores are expressed as percentiles for comparability.

## Third-party data integration

Our global skills index incorporates third-party country-level indicators from the World Bank and World Intellectual Property Organization (WIPO). This allows us to corroborate our on-platform scores with external metrics and captures a more holistic view of learner skill application in the economy.



We incorporate the following metrics from the World Bank:

- GDP per capita<sup>164</sup> (25%)
- Human Capital Index<sup>165</sup> (25%)
- Labor force participation rate<sup>166</sup> (25%)

We incorporate the following metrics from the World Intellectual Property Organization (WIPO):

- Global Innovation Index (GII)<sup>167</sup> (25%)

The final skill proficiency score combines Coursera and third-party metrics.

## Over-indexing skills methodology

Over-indexing identifies skills disproportionately popular in specific countries or regions. The methodology works as follows:

1. Compute the share of enrollments in courses teaching {skill S} overall (e.g., 20%)
2. Compute the share of enrollments in courses teaching {skill S} from learners within group G (e.g., 30%)
3. Compute the “skill-quotient” of {skill S} for group G as (e.g., 30% / 20% = 1.5)

The notion of whether a course teaches a skill is derived from the Coursera Skills Graph, described earlier in this appendix. A quotient above 1 indicates local or regional specialization.

# About Coursera

Coursera was launched in 2012 by two Stanford Computer Science professors, Andrew Ng and Daphne Koller, with a mission to provide universal access to world-class learning. It's now one of the largest online learning platforms in the world, with over 175 million registered learners.<sup>168</sup>

Coursera partners with over 350 leading university and industry partners to offer a broad catalog of content and credentials, including courses, Specializations, Professional Certificates, Guided Projects, and bachelor's and master's degrees.<sup>169</sup> Institutions around the world use Coursera to upskill and reskill their employees, citizens, and students in fields such as data science, technology, and business. Coursera became a Delaware public benefit corporation and a B-Corp in February 2021.



**coursera**

Empower growth through  
transformative learning

Explore Coursera for Enterprise



# Endnotes

1. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
2. [2024's Rising Content and Fastest Growing Skills for 2025](#) (Coursera, 2024)
3. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
4. [Micro-Credentials Impact Report 2025](#) (Coursera, 2025)
5. [What the world learned on Coursera in 2023 and next year's must-know skills](#) (Coursera, 2023)
6. [Coursera celebrates AI Appreciation Day with new GenAI courses, Professional Certificate enhancements, and GenAI Academy for Teams](#) (Coursera, 2024)
7. As of April 31, 2025
8. [Micro-Credentials Impact Report 2025](#) (Coursera, 2025)
9. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
10. [2024 Connected Consumer Survey](#) (Deloitte, 2024)
11. [2024 ISC2 Cybersecurity Workforce Study](#) (ISC2, 2024)
12. [Reinventing enterprise models in the age of generative AI](#) (Accenture, 2025)
13. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
14. [Information Security Analysts](#) (Bureau of Labor Statistics, 2025)
15. [Micro-Credentials Impact Report 2025](#) (Coursera, 2025)
16. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
17. Ibid.
18. [Micro-Credentials Impact Report 2025](#) (Coursera, 2025)
19. Ibid.
20. [Micro-Credentials Impact Report 2024](#) (Coursera, 2024)
21. [As Skills-Based Hiring Grows, LinkedIn Has Yet to Find Its Place](#) (Work Shift, 2025)
22. [Closing the Gender Gap in GenAI Skills](#) (Coursera, 2025)
23. Ibid.
24. [How German companies can use AI's potential to augment the workforce](#) (McKinsey, 2025)
25. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
26. [Micro-Credentials Impact Report 2025](#) (Coursera, 2025)
27. [AI tools show biases in ranking job applicants' names according to perceived race and gender](#) (University of Washington, 2024)
28. [PwC's 28th Annual Global CEO Survey](#) (PwC, 2025)
29. [Global Innovation Index \(GII\)](#) (WIPO, 2024)
30. [Labor force participation rate](#) (World Bank, 2025)
31. [Human Capital Index \(HCI\)](#) (World Bank, 2020)
32. [GDP per capita](#) (World Bank, 2023)
33. [Work Statistics – 19th ICLS](#) (International Labour Organization)
34. [AI publications by country](#) (OECD, 2024)
35. [AI Preparedness Index](#) (IMF, 2023)
36. [Micro-Credentials Impact Report 2025](#) (Coursera, 2025)
37. Ibid.
38. [Southeast Asia quarterly economic review: Steady amid uncertainty](#) (McKinsey, 2025)

39. [New skills pathway into cyber-security field launched for new entrants, mid-careerists](#) (The Straits Times, 2024)
40. [Malaysia Digital Economy Blueprint](#) (Economic Planning Unit - Prime Minister of Malaysia, 2021)
41. [India's path to AI autonomy](#) (Atlantic Council, 2025)
42. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
43. [Singapore Talent Shortage 2025](#) (ManpowerGroup, 2025)
44. [Impact of AI on Singapore's Labor Market: Singapore](#) (International Monetary Fund, 2024)
45. Ibid.
46. [New skills pathway into cyber-security field launched for new entrants, mid-careerists](#) (The Straits Times, 2024)
47. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
48. Ibid.
49. [Bridging the skills gap: Fuelling careers and the economy in South Korea](#) (Economist Impact, 2023)
50. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
51. [2024 AI Readiness Index](#) (Cisco, 2024)
52. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
53. Ibid.
54. Ibid.
55. [Thailand's AI Strategy: Cultivating Talent and Supporting Start-ups](#) (OpenGov, 2024)
56. [New AI policy aims to transform economy](#) (Bangkok Post, 2024)
57. [Thailand 4.0 and its challenges](#) (East Asia Forum, 2020)
58. [Thailand national AI strategy and action plan](#) (AI Thailand, 2022)
59. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
60. [National Strategy for Artificial Intelligence](#) (Asia Policy Institute, 2022)
61. [Buku Panduan: Merdeka Belajar – Kampus Merdeka](#) (Indonesian Ministry of Education and Culture, 2020)
62. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
63. [Malaysia Digital Economy Blueprint](#) (Economic Planning Unit - Prime Minister of Malaysia, 2021)
64. [Malaysia Salary Guide 2025: Job Market Outlook and Trends](#) (Randstad, 2024)
65. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
66. Ibid.
67. Ibid.
68. Ibid.
69. [IBPAP: Philippines must upskill workforce to ride AI wave](#) (Manila Bulletin, 2024)
70. [2024 Work Trend Index Annual Report](#) (Microsoft and LinkedIn, 2024)
71. [State of data science and AI skills in India – data and the art of smart intelligence](#) (NASSCOM, 2024)
72. Ibid.
73. [Closing the Gender Gap in GenAI Skills](#) (Coursera, 2025)
74. [Competitive Switzerland](#) (Accenture, 2024)
75. [Fit for the AI age: Microsoft invests 3.2 billion euros to more than double AI infrastructure and cloud capacities in Germany and to train specialists](#) (Microsoft, 2024)
76. [Global Skills Report 2024](#) (Coursera, 2024)
77. [Building a Skilled Cyber Security Workforce in Europe](#) (OECD, 2024)
78. [High-level summary of the AI Act](#) (EU Artificial Intelligence Act, 2024)
79. [Micro-Credentials Impact Report 2025](#) (Coursera, 2025)
80. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
81. Ibid.
82. [Microsoft Study Reveals: Swiss Employees Eager to Delegate Tasks to Artificial Intelligence](#) (Microsoft, 2023)
83. [2024 Work Trend Index Annual Report](#) (Microsoft and LinkedIn, 2024)
84. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
85. [People at Work 2024: A Global Workforce View](#) (ADP Research Institute, 2024)
86. [How German companies can use AI's potential to augment the workforce](#) (McKinsey, 2025)
87. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)

88. [Report: Occupations in 2030](#) (France Stratégie, 2022)
89. [Digital professions: employment trends in 2024](#) (Labo Société Numérique, 2024)
90. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
91. Ibid.
92. [AI skills could boost UK productivity and increase salaries](#) (Amazon, 2024)
93. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
94. Ibid.
95. Ibid.
96. Ibid.
97. Ibid.
98. Ibid.
99. [The future of work in Turkey](#) (McKinsey, 2020)
100. [Assessing the Relationship between Artificial Intelligence and Female Labor Force from a Perspective of Social Equality](#) (Turkish Economic and Social Studies Foundation, 2024)
101. [Micro-Credentials Impact Report 2025](#) (Coursera, 2025)
102. Ibid.
103. [2024 Cybersecurity Skills Gap](#) (Fortinet, 2024)
104. [Global Skills Report 2024](#) (Coursera, 2024)
105. [Micro-Credentials Impact Report 2025](#) (Coursera, 2025)
106. [Productivity, Digitalization, and Artificial Intelligence in Peru](#) (International Monetary Fund, 2024)
107. Ibid.
108. [Latin American Artificial Intelligence Index \(ILIA\) Reconfirms Chile, Brazil and Uruguay as Leaders in the Region](#) (UN ECLAC, 2024)
109. [Chile launches national AI policy and introduces AI bill following UNESCO's recommendations](#) (UNESCO, 2024)
110. [The World Bank in Chile](#) (World Bank, 2024)
111. [Latin American Artificial Intelligence Index \(ILIA\) Reconfirms Chile, Brazil and Uruguay as Leaders in the Region](#) (UN ECLAC, 2024)
112. Ibid.
113. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
114. [Regulatory framework for artificial intelligence passes in Brazil's Senate](#) (Mattos Filho, 2024)
115. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
116. Ibid.
117. [2024 Cybersecurity Skills Gap](#) (Fortinet, 2024)
118. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
119. Ibid.
120. [Satya Nadella, Microsoft Chairman and CEO, showcases AI's transformative power in Colombia](#) (Microsoft, 2024)
121. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
122. Ibid.
123. [Saudi Arabia launches \\$100 Billion AI initiative to lead in global tech](#) (CIO, 2024)
124. [Saudi Arabia's Neom Signs \\$5 Billion Deal for AI Data Center](#) (Bloomberg, 2025)
125. [Micro-Credentials Impact Report 2025](#) (Coursera, 2025)
126. Ibid.
127. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
128. Ibid.
129. [We the UAE 2031](#) (Government of the United Arab Emirates, 2025)
130. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
131. [Building on the Emiratization success story](#) (PwC, 2025)
132. [Middle East Workforce Hopes and Fears Survey](#) (PwC, 2023)
133. [State of AI in the Middle East](#) (Deloitte, 2024)
134. [Workforce Development During Qatar's Economic Transition](#) (Economic Research Forum, 2025)
135. [Saudi Vision 2030](#) (Kingdom of Saudi Arabia, 2025)
136. [Saudi Arabia launches \\$100 Billion AI initiative to lead in global tech](#) (CIO, 2024)
137. [Saudi Arabia's Neom Signs \\$5 Billion Deal for AI Data Center](#) (Bloomberg, 2025)
138. [The Future of Jobs Report 2025](#) (World Economic Forum, 2025)
139. Ibid.
140. Ibid.
141. Ibid.
142. [The evolution of labour supply in Egypt](#) (Economic Research Forum, 2024)

143. [Diffusion of AI Jobs Across Economic Sectors](#)  
(University of Maryland and LinkUp, 2025)
144. [Hopes and Fears Survey: Canadian worker sentiment in 2024](#) (PwC, 2024)
145. [Micro-Credentials Impact Report 2025](#) (Coursera, 2025)
146. [The Future of Jobs Report 2025](#)  
(World Economic Forum, 2025)
147. Ibid.
148. Ibid.
149. Ibid.
150. [Generative AI and the future of work in America](#) (McKinsey, 2023)
151. [Global Skills Report 2024](#) (Coursera, 2024)
152. [The Future of Jobs Report 2025](#)  
(World Economic Forum, 2025)
153. [The Mobile Economy Sub-Saharan Africa 2024](#) (GSMA, 2024)
154. [How Nigeria is leading on digital transformation for a stronger economy](#)  
(World Economic Forum, 2024)
155. Ibid.
156. [The Future of Jobs Report 2025](#)  
(World Economic Forum, 2025)
157. Ibid.
158. [The Mobile Economy Sub-Saharan Africa 2024](#) (GSMA, 2024)
159. Ibid.
160. [How Nigeria is leading on digital transformation for a stronger economy](#)  
(World Economic Forum, 2024)
161. [The Future of Jobs Report 2025](#)  
(World Economic Forum, 2025)
162. [How Nigeria is leading on digital transformation for a stronger economy](#)  
(World Economic Forum, 2024)
163. [The Mobile Economy Sub-Saharan Africa 2024](#) (GSMA, 2024)
164. [GDP per capita](#) (World Bank, 2023)
165. [Human Capital Index \(HCI\)](#)  
(World Bank, 2020)
166. [Labor force participation rate](#)  
(World Bank, 2025)
167. [Global Innovation Index \(GII\)](#) (WIPO, 2024)
168. As of Mar 31, 2025
169. As of Mar 31, 2025



**coursera**