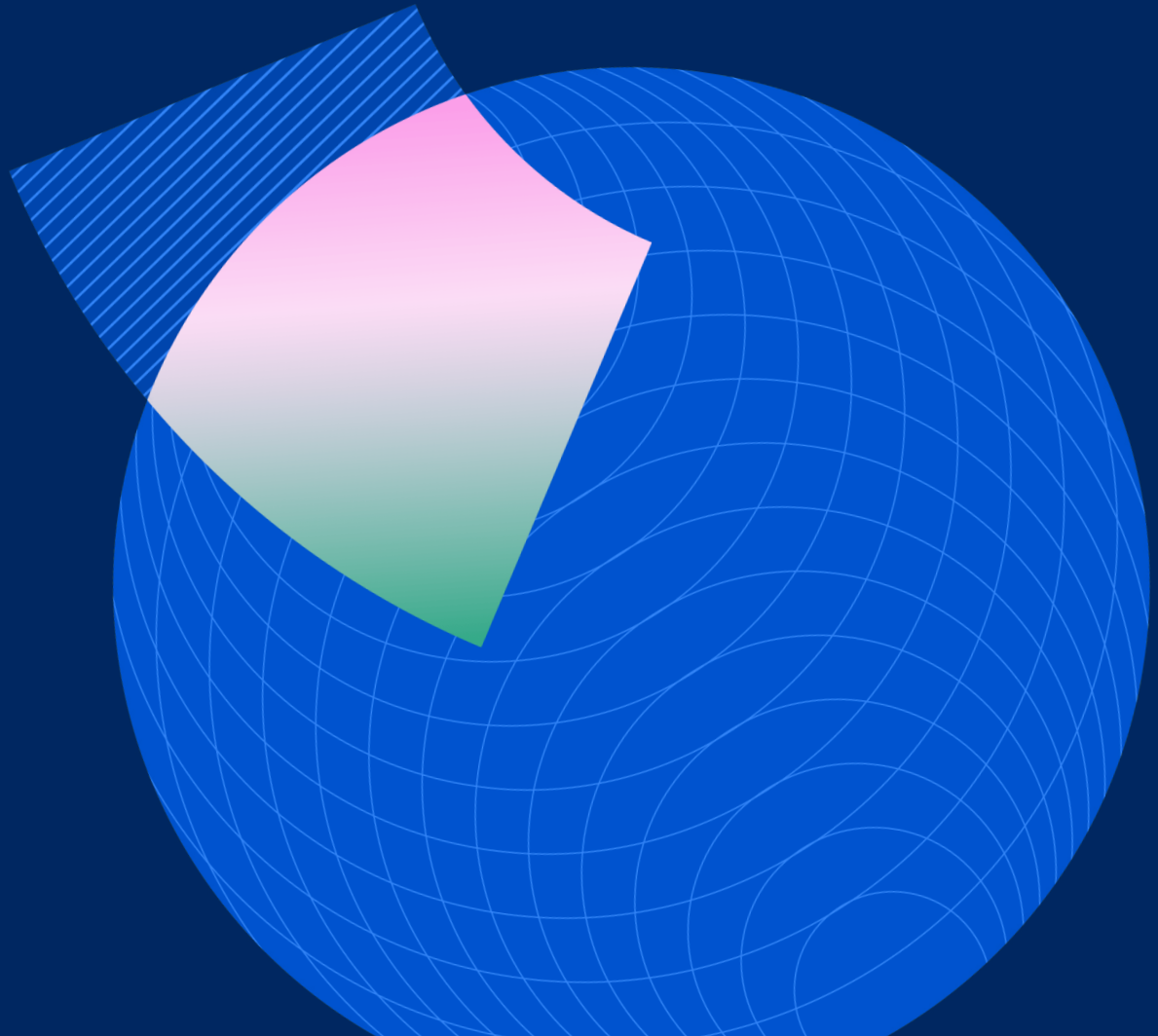
coursera

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.[1] 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.[2]

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.[3] 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.[4]

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

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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[5]—a rate that rose to eight per minute in 2024.[6] 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.[7]

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.[8] Demand for roles such as AI and Machine Learning Specialists is projected to grow by up to 40% in the next four years.[9] 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.

2 Cybersecurity enrollments rise rapidly, but still lag behind demand

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.[10]

Globally, nearly five million additional cybersecurity professionals are needed,[11] and two-thirds of employers cite skill gaps as a barrier to adopting emerging tech.[12] 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.[13] Filling the cybersecurity gap demands urgent, multifaceted upskilling.

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.[14]

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

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.[16] 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.[17] 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.[18] Students agree: 94% report micro-credentials accelerate career development, and nearly 9 in 10 say they bolster competitiveness in a changing work environment.[19] Meanwhile, 94% of higher education leaders say micro-credentials improve graduates' long-term career outcomes.[20]

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.[21] 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.[22]

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.[23]

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).[24] 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.[25]

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.[26] This transition is accelerating as AI screening tools and mass résumé submissions—potentially AI-generated—raise concerns about hiring bias and inflated qualifications.[27]

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.[28] 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.

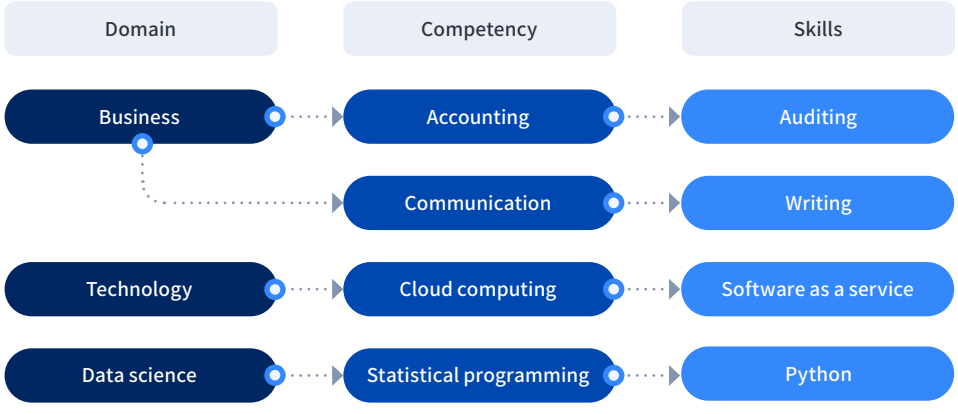
Skills represent the most granular and specific skill areas—for example, auditing (under accounting) and writing (under communication).

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



ⓘ 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)**[29]—assesses innovation capabilities
- **Labor force participation**[30]—measures labor market alignment
- **Human Capital Index (HCI)**[31] and **GDP per capita**[32]—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.[33] 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 (⅙ of total score)
- AI Enrollments (.5)
- AI Proficiency (.5)

+

Publications in AI per million of working population, OECD (⅙ of total score)[34]

+

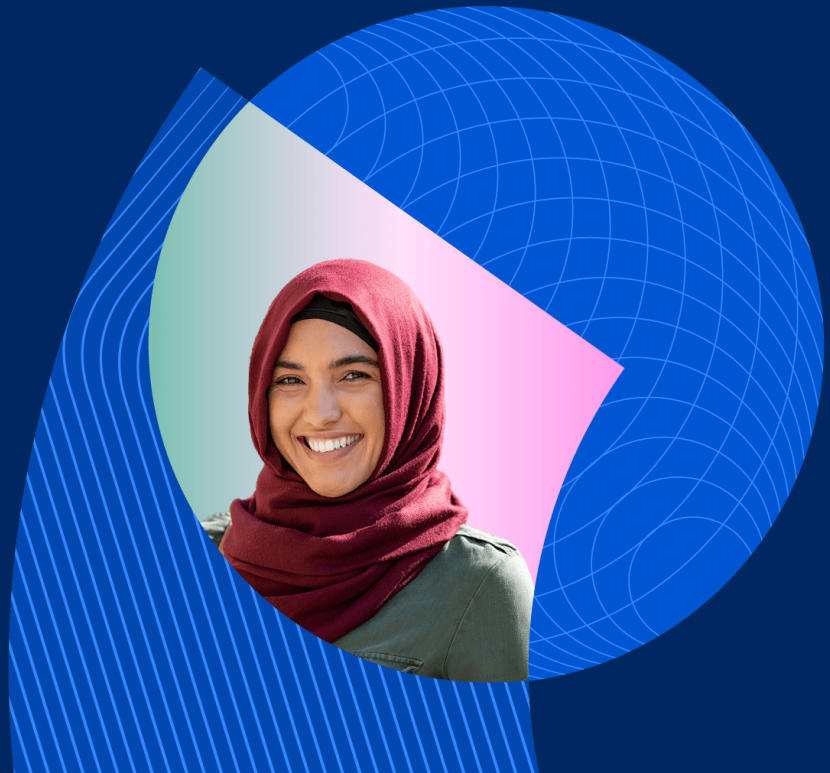
AI Preparedness Index, IMF (⅔ of total score)[35]
- Digital Infrastructure (⅙ of total score)
- Innovation & Economic Integration (⅙ of total score)
- Human Capital & Labor Market Policies (⅙ of total score)
- Regulation & Ethics (⅙ of total score)

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

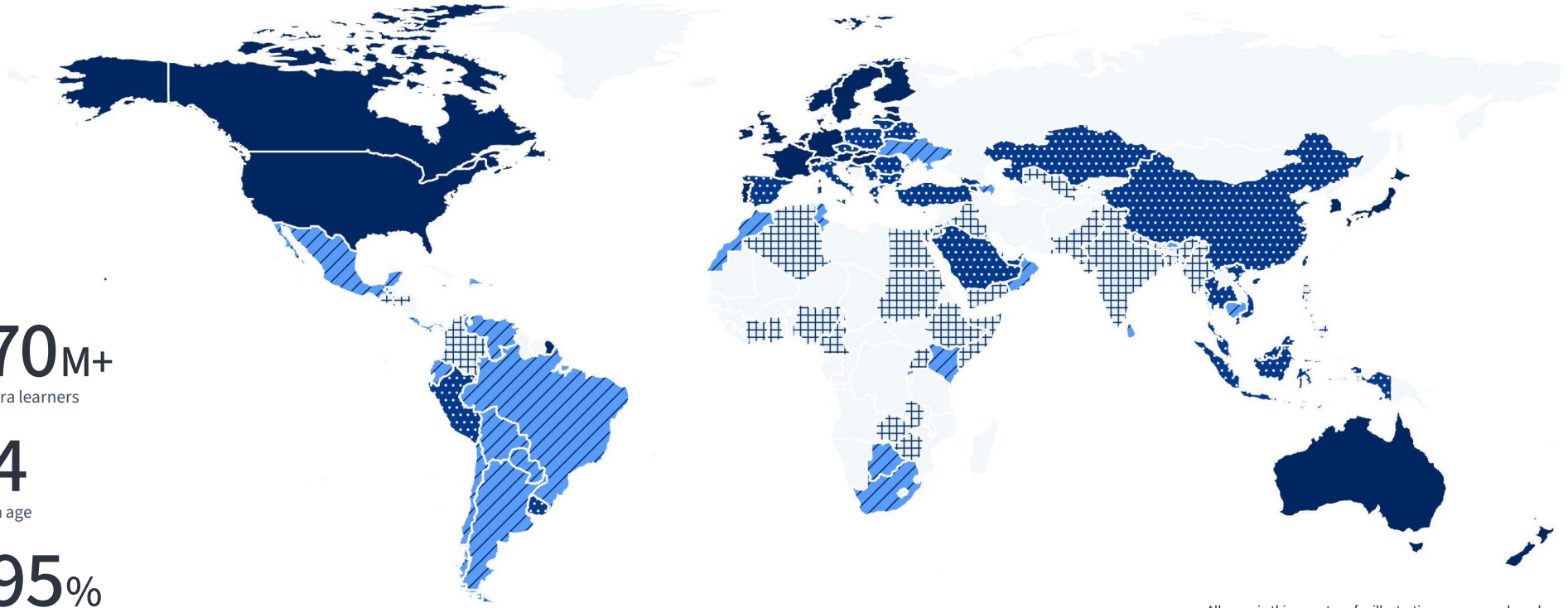
Global skill rankings

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



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

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

Competitive

Rankings 29–55

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

63%	Average skill proficiency percentile on Coursera
36.38	Average Global Innovation Index score
73.45	Average Labor Force Participation rate
0.65	Average Human Capital Index
$21,444	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

38%	Average skill proficiency percentile on Coursera
25.97	Average Global Innovation Index score
66.93	Average Labor Force Participation rate
0.55	Average Human Capital Index
$10,918	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

22%	Average skill proficiency percentile on Coursera
21.39	Average Global Innovation Index score
57.39	Average Labor Force Participation rate
0.47	Average Human Capital Index
$2,838	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
1	Switzerland
2	Netherlands
3	Sweden
4	Singapore
5	Finland
6	Denmark
7	Norway
8	Luxembourg
9	Germany
10	Austria
11	Canada
12	New Zealand
13	Hong Kong
14	Korea, Republic of
15	Cyprus
16	Ireland
17	Japan
18	Israel
19	Belgium
20	Estonia
21	France
22	United Kingdom
23	Australia
24	Latvia
25	Portugal
26	Slovakia
27	United States
28	Hungary
29	Lithuania
30	Czech Republic
31	Italy
32	Croatia
33	Vietnam
34	Poland
35	Spain
36	Greece
37	Kazakhstan
38	United Arab Emirates
39	China
40	Qatar
41	Serbia
42	Thailand
43	Belarus
44	Bulgaria
45	Peru
46	Armenia
47	Indonesia
48	Taiwan
49	Uruguay
50	Malaysia
51	Bahrain
52	Romania
53	Georgia
54	Saudi Arabia
55	Turkey
56	Botswana
57	Chile
58	Puerto Rico
59	Trinidad and Tobago
60	Rwanda
61	Jamaica
62	Brazil
63	Paraguay
64	Dominican Republic
65	Cambodia
66	Bolivia
67	Sri Lanka
68	Azerbaijan
69	Kuwait
70	Ukraine
71	Morocco
72	Argentina
73	Tunisia
74	Bhutan
75	Oman
76	Kenya
77	Costa Rica
78	Venezuela
79	Mexico
80	Panama
81	South Africa
82	Ecuador
83	Jordan
84	Lebanon
85	Colombia
86	Zimbabwe
87	Egypt
88	The Philippines
89	India
90	Ghana
91	Nigeria
92	Cameroon
93	Zambia
94	Uzbekistan
95	Uganda
96	Bangladesh
97	Honduras
98	Cote d'Ivoire
99	Myanmar
100	El Salvador
101	Ethiopia
102	Guatemala
103	Iraq
104	Somalia
105	Pakistan
106	Algeria
107	Nepal
108	Sudan
109	Yemen

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

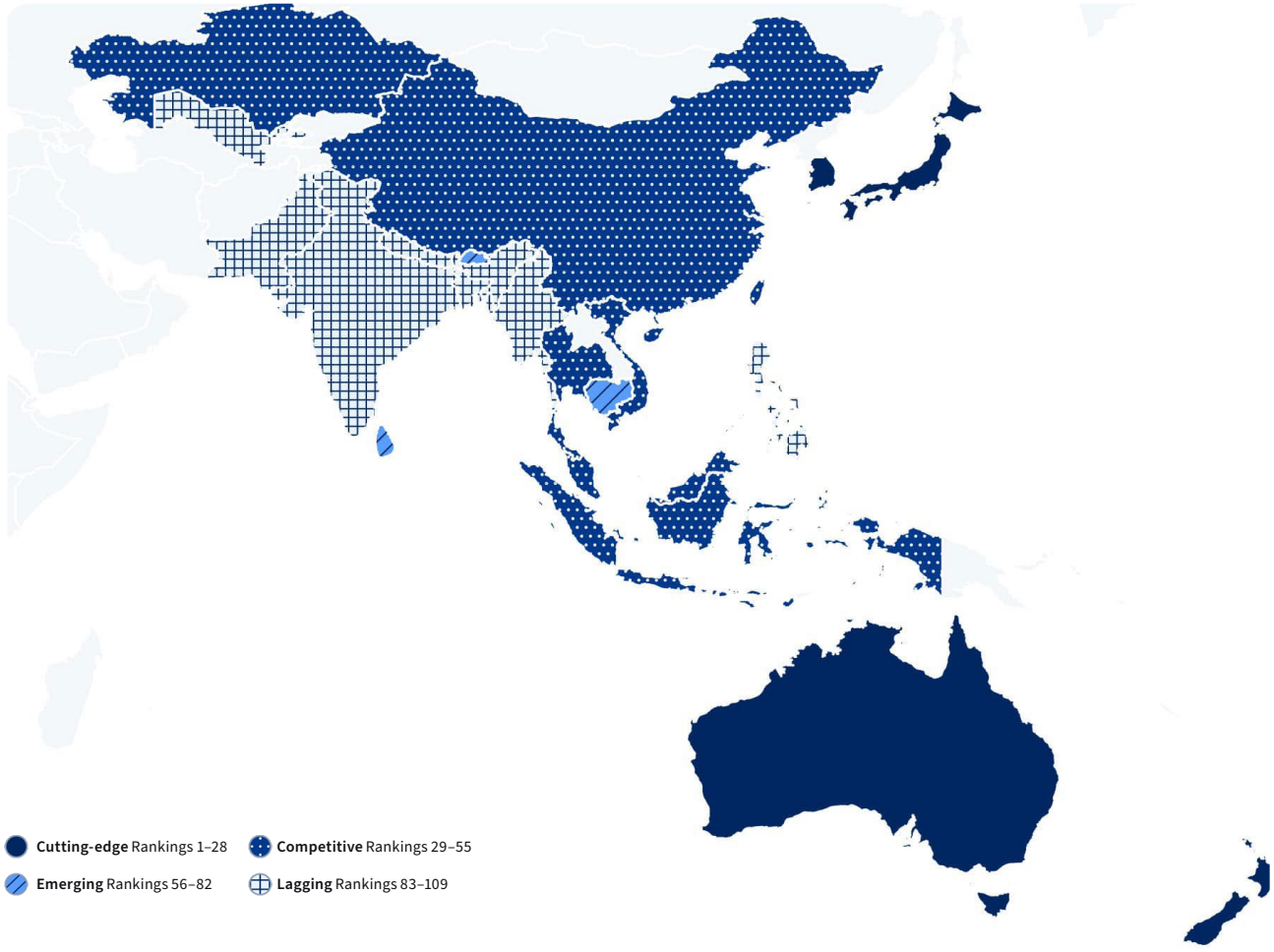
Asia Pacific

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.[36] Reflecting this confidence, 97% of APAC employers are prepared to offer higher starting salaries to candidates with micro-credentials, far surpassing global averages.[37]

Emerging markets show remarkable AI momentum: Vietnam's GenAI enrollments surged 417% and Indonesia's grew 237% year-over-year.[38] 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.[39] 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.[40,41]

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
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

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.

"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

Country spotlight

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),[42] 83% report significant talent shortages.[43] Only half of employees believe their industries fully leverage GenAI,[44] emphasizing the urgency for inclusive upskilling initiatives, particularly for women and younger workers most exposed to AI-related disruption.[45]

ⓘ 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.[46]

4 Global rank	**3** Business	**5** Data	
	1 Tech	**1** 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

Country spotlight

Korea, Republic of

Top 20 AI innovator

In Korea, all organizations surveyed in the *Future of Jobs Report 2025* are actively running AI programs, significantly above the global average of 88%.[47] With 92% of employers planning to hire talent with emerging tech skills such as AI, ML, and cybersecurity,[48] 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.[49]

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 AI Essentials

Top Professional Certificate

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,[50] 51% remain susceptible to cybersecurity threats linked to these emerging technologies,[51] 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	40	33
Global rank	Business	Data
	25	67
	Tech	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,[52] 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.

37 Global rank	**36** Business	**49** Data	
	24 Tech	**51** 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.[53] Roles for AI and Machine Learning Specialists and Digital Transformation Specialists have grown 41% and 20% year-over-year, respectively.[54] 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,[55] Thailand is upskilling citizens and positioning itself as a regional AI leader. The MHESI AI Policy,[56] Thailand 4.0 strategy,[57] and Thailand's National AI Strategy (2022–2027) provide a clear roadmap to accelerate AI adoption and economic growth[58]—aligning with the rising demand for creative, analytical, and digital skills seen in Coursera's learner trends.

42	51	48
Global rank	Business	Data
	32	48
	Tech	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.[59] 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.[60] Additionally, the government's Merdeka Belajar–Kampus Merdeka (MBKM) policy is helping drive the shift toward multidisciplinary curricula.[61]

47	65	45
Global rank	Business	Data
	47	43
	Tech	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%.[62] 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.[63]

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.[64] 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.[65] 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	48	52
Global rank	Business	Data
	50	31
	Tech	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)

Country spotlight

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.[66] With 67% of employers highlighting skill gaps and 68% of employees requiring reskilling by 2030, formal credentials and targeted upskilling programs have become essential.[67] Employers plan to redeploy nearly three in 10 workers into new roles following reskilling efforts.[68]

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,[69] these trends are critical for enhancing competitiveness, as 86% of Filipino knowledge workers already use AI at work—well above global and regional averages.[70]

88	78	91
Global rank	Business	Data
	87	60
	Tech	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.[71] 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%.[72]

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.[73]

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

DeepLearning.AI Generative AI for Everyone

Top Professional Certificate

Google Google Data Analytics Professional Certificate

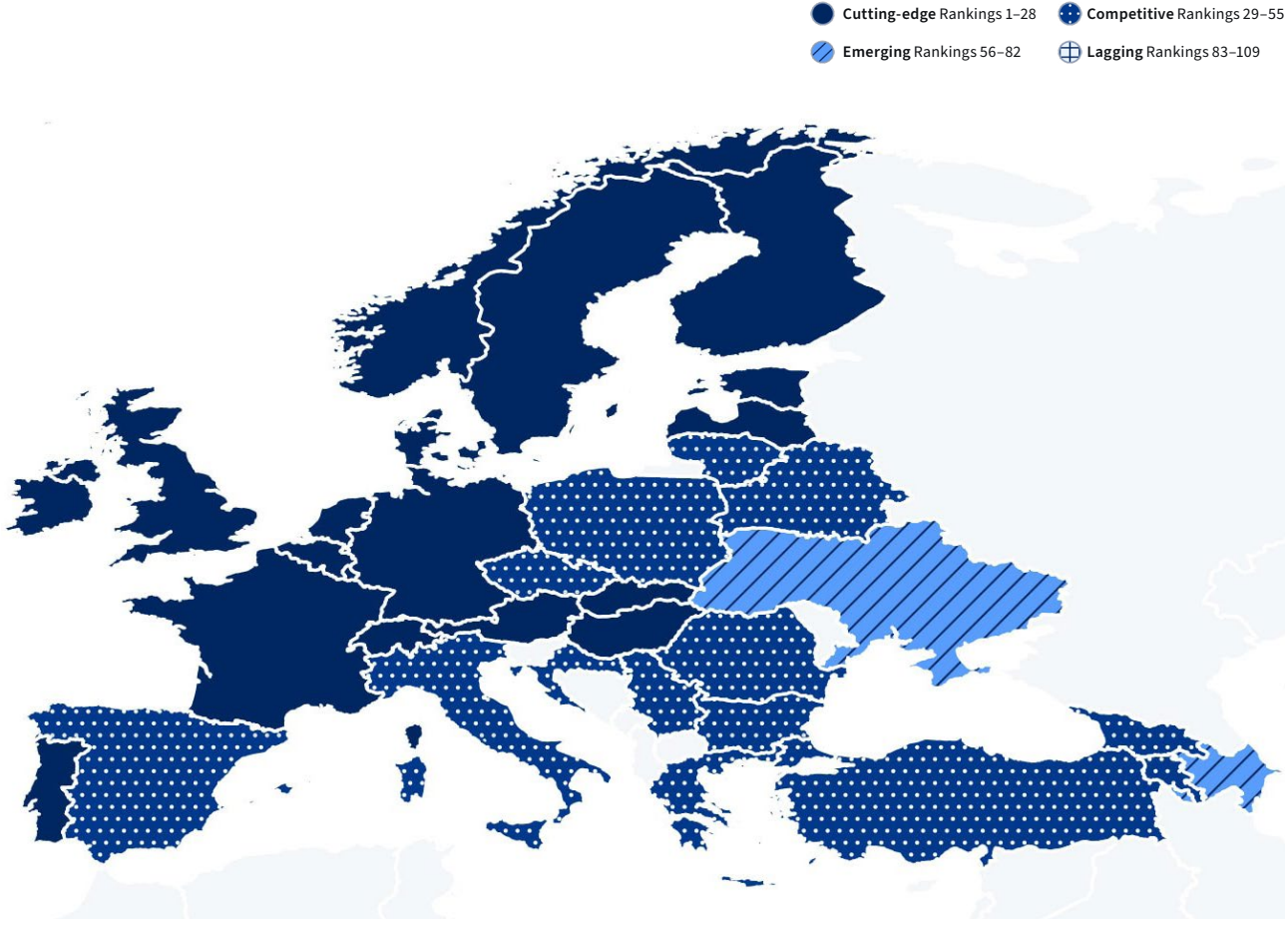
Top learner skills

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

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)[74] and Germany (#9 globally).[75] 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,[76] cybersecurity course enrollments grew by 20%, addressing Europe's persistent shortage of 300,000 cybersecurity professionals with fervor.[77]

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.[78] 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.[79]

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

Country spotlight

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.[80] 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.[81] With 79% of leaders saying employees urgently require new AI competencies,[82] and 74% prioritizing AI expertise over experience in hiring, Switzerland demonstrates its commitment to cultivating future-ready talent.[83]

1 Global rank	**1** Business	**1** Data
	2 Tech	**3** 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

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

Country spotlight

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.[84] 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.[85]

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.[86] With 60% of employees projected to require reskilling by 2030, inclusive upskilling initiatives remain essential to ensuring economic resilience.[87]

9 Global rank	9 Business	8 Data	
	9 Tech	14 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 AI Essentials

Top Professional Certificate

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

- ILLINOIS — Managerial Accounting: Tools for Facilitating and Guiding Business Decisions
- UCI University of California, Irvine — Data Warehousing and Business Intelligence
- Google Cloud — Google Cloud Fundamentals: Core Infrastructure
- packt — Process Improvement and Problem Solving
- DELL Technologies — 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.[88] 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.[89] 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.[90] 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.

21 Global rank

21 Business

14 Data

35 Tech

23 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

Country spotlight

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.[91] 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.[92]

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 Global rank	**16** Business	**22** Data	
	28 Tech	**13** 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 AI Essentials

Top Professional Certificate

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.[93] 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.[94] Yet, 66% of Spanish businesses still cite skill gaps as a major obstacle to further economic growth.[95] Given that 91% of companies identify AI and big data as critical future capabilities,[96] building expertise in emerging technologies—including cybersecurity and AI—is essential to sustaining momentum and ensuring Spain remains competitive.

Global rank	Business	Data	Tech	AI
35	35	34	39	28

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.[97] Meeting this demand, 78% plan to hire AI-skilled talent, significantly above global averages.[98] While automation could displace 7.6 million positions, Turkey's economy could add up to 8.9 million new tech jobs.[99]

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.[100] 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

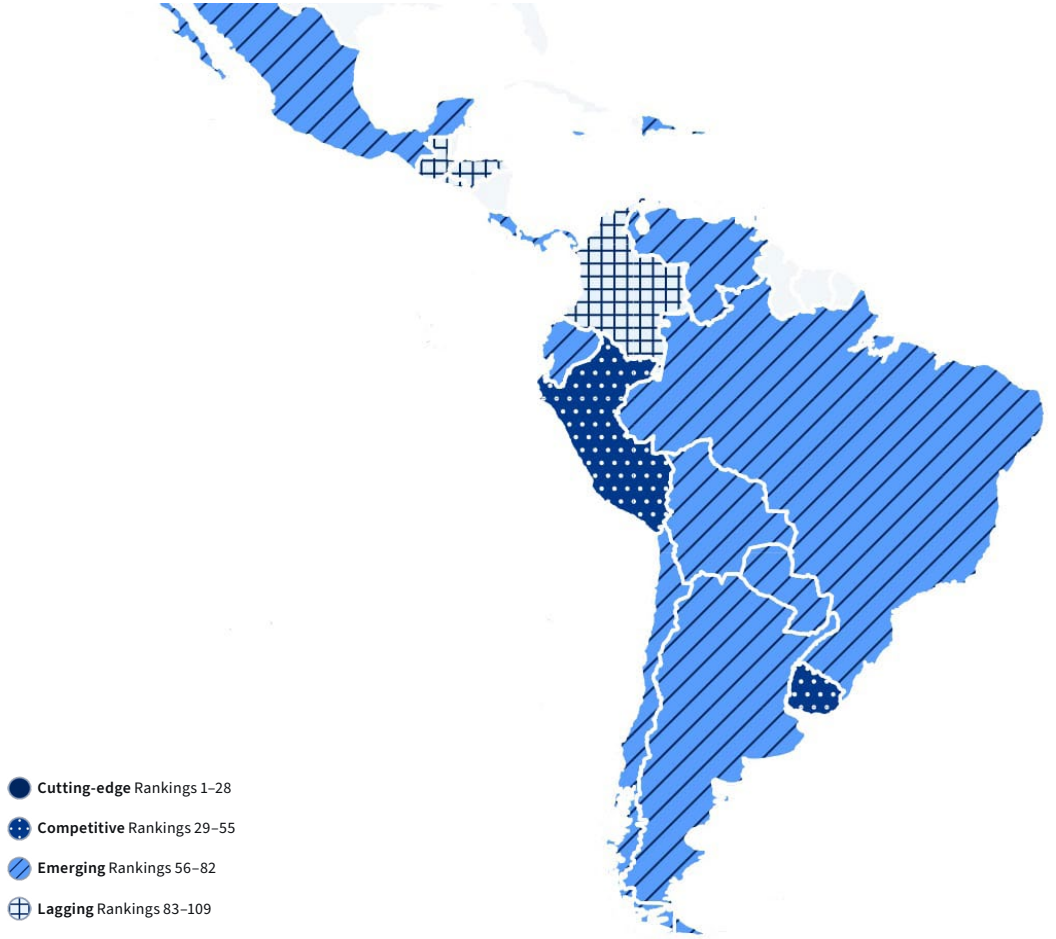
48%
Learning on mobile

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



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.[101] Similarly, Mexico sees 94% of employers prioritizing candidates with these credentials, reflecting the region's clear shift toward agile, career-aligned education.[102]

Despite a shortfall of 1.3 million cybersecurity professionals,[103] 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.[104] 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.[105] 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.[106] 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.[107]

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	54	38
Global rank	Business	Data
	46	66
	Tech	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 AI Essentials

Top Professional Certificate

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,[108] driven by the recently updated National AI Policy, which promotes ethical AI use and workforce development.[109] 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.[110]

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 & Leadership
- Brand and Product Management
- Machine Learning: Classification

Country spotlight

Brazil

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

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.[115] 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.[116] 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.[117]

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.[118]

79	82	71
Global rank	Business	Data
	79	54
	Tech	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

- Integrated Marketing Communications
- Business Analysis & Process Management
- Managing Talent
- Financial Statement Analysis
- 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.[119] 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.[120]

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.[121]

85	85	79
Global rank	Business	Data
	82	63
	Tech	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 AI Essentials

Top Professional Certificate

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

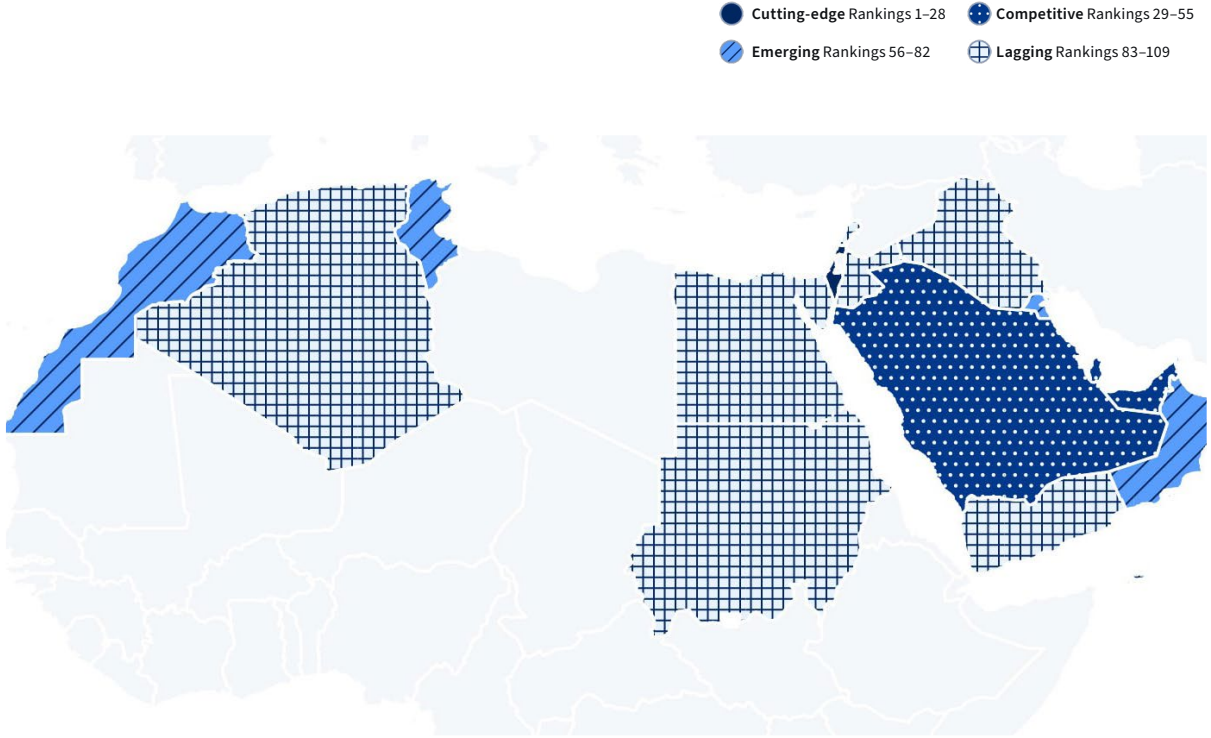
53%
Learning on mobile

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)



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.[122] Saudi Arabia leads substantial AI-driven projects aligned with Vision 2030, investing billions into initiatives such as Project Transcendence and Neom's AI infrastructure.[123,124]

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.[125] Such credentials significantly boost learners' confidence, with 94% believing micro-credentials directly enhance job success.[126]

Despite these advances, skill gaps persist, cited by 72% of UAE firms and widely recognized across the region.[127] 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.[128] 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.[129]

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.[130,131] 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 University of California, Irvine — Predictive Modeling, Model Fitting, and Regression Analysis
- Macquarie University — Innovation and emerging technology: Be disruptive
- CBS — 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,[132] and organizations ranking coding as their primary AI use case,[133] 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.[134] 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	32	40	40	45
Global rank	Business	Data	Tech	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.[135] 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.[136,137]

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.[138]

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.[139]

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

- Duke — Business Metrics for Data-Driven Companies
- University of Maryland — Developing Innovative Ideas for New Companies: The First Step in Entrepreneurship
- University of Alberta — Object-Oriented Design
- New York Institute of Finance — Operational Risk Management: Frameworks & Strategies
- Duke — 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.[140] While 78% of organizations now run AI programs, national policy emphasizes augmenting human labor, using AI to expand job opportunities rather than replace workers.[141]

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.[142]

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.

Global rank	Business	Data	Tech	AI
87	103	76	81	86

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 & 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

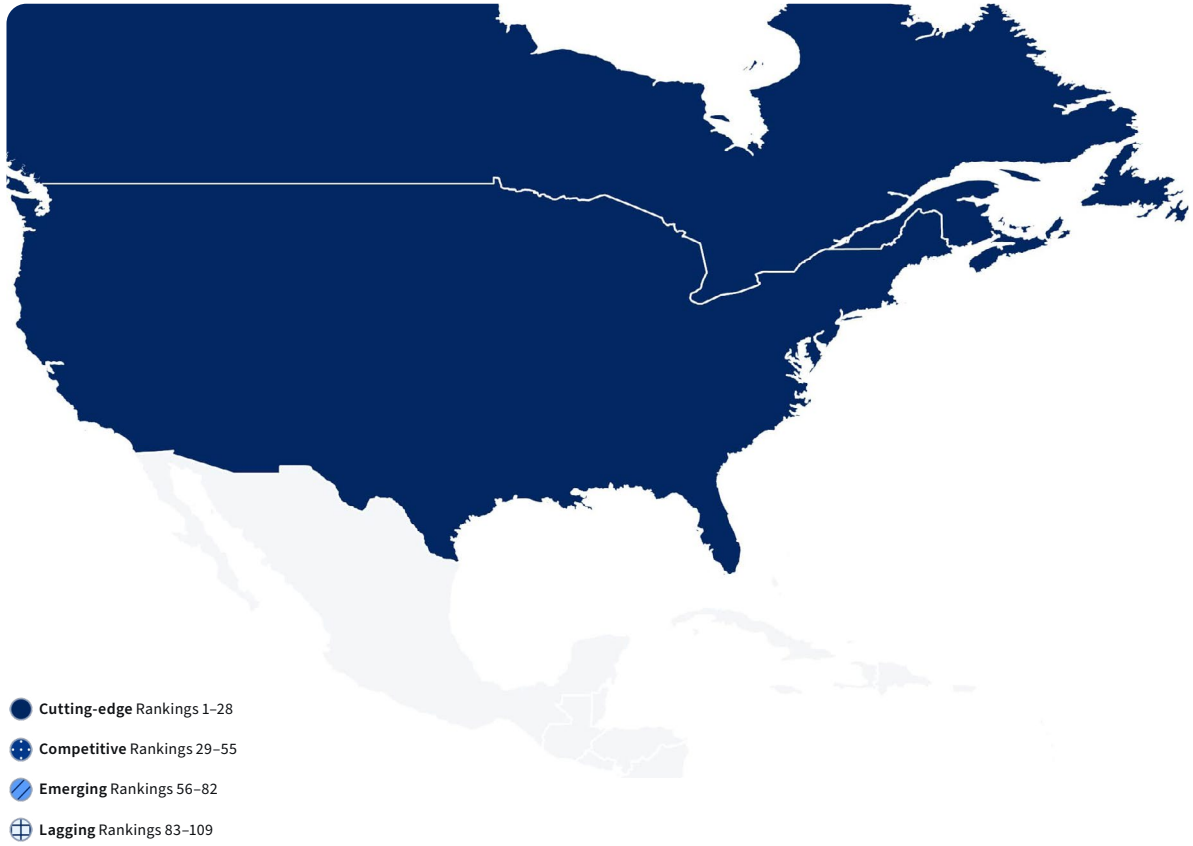
41%
Learning on mobile

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,[143] while Canadian employers now offer an average wage premium of 11% for AI-related skills.[144]

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.[145]

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

North America

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

Country spotlight

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,[146] 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.[147]

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

- Recruiting, Hiring, and Onboarding Employees
- Google Workspace Security
- Accounting Analysis I: Measurement and Disclosure of Assets
- Gender and Sexuality: Diversity and Inclusion in the Workplace
- Data Science and Machine Learning H2O.ai Platforms

Country spotlight

United States

Top 20 AI innovator

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

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,[149] especially as GenAI's rapid adoption could necessitate up to 12 million career shifts by the decade's end.[150]

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 Global rank	**18** Business	**25** Data	
	29 Tech	**4** 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 AI Essentials

Top Professional Certificate

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 Workspace Security
- Create Employee Management System with When I Work
- Networking and Security Architecture with VMware NSX
- What is Corruption: Anti-Corruption and Compliance
- Natural Language Processing with Probabilistic Models

Sub-Saharan Africa

8.3M
Coursera learners

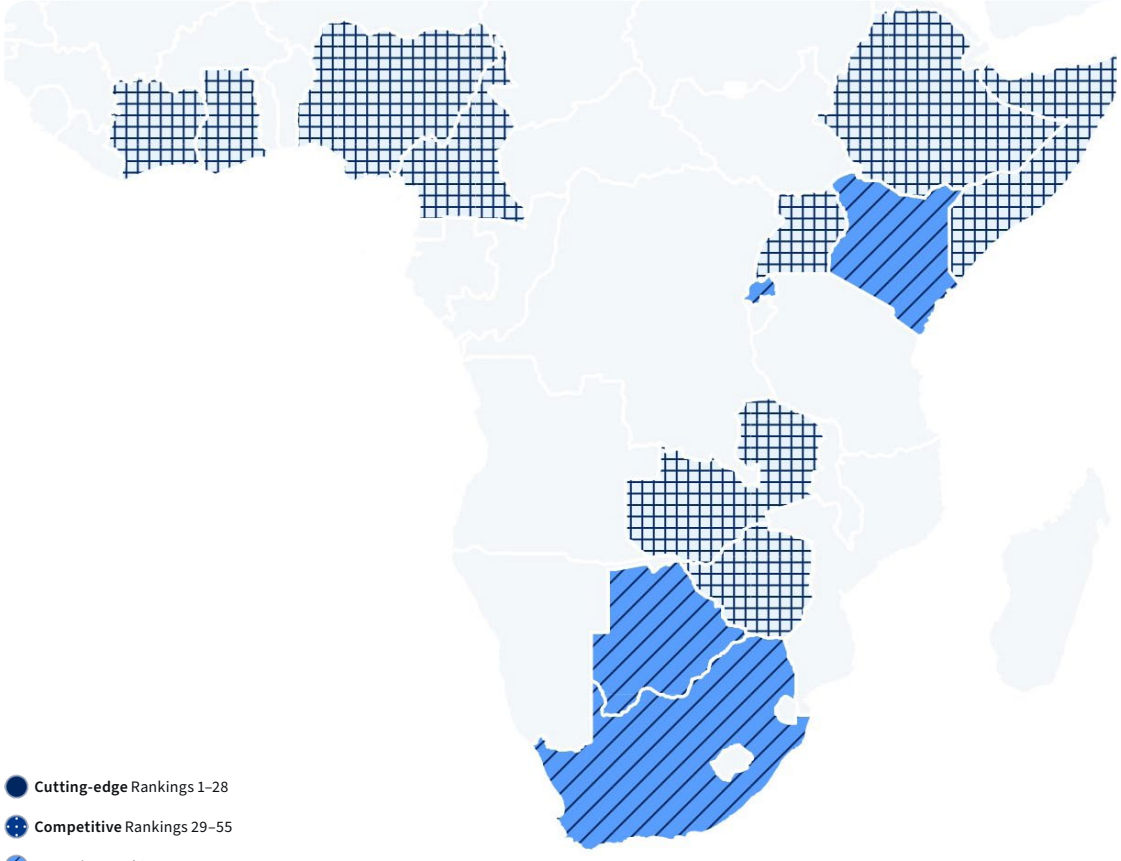
65%
Learning on mobile

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.[151] 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,[152] is using extensive mobile connectivity and advanced network infrastructure to enhance digital capabilities.[153] 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.[154,155]

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 & 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%).[156] Employer demand for AI and machine learning skills jumped 212% year-over-year, mirrored by Coursera's GenAI course enrollment growth (+157%).[157] 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.[158] As the region's leader in 4G and 5G networks, South Africa is ready to drive digital and IoT innovation.[159]

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.

Global rank	Business	Data	Tech	AI
81	69	85	84	61

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 AI Essentials

Top Professional Certificate

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,[160] with network and cybersecurity expertise alone expected to grow 87% by 2030.[161] 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.[162] 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.[163]

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

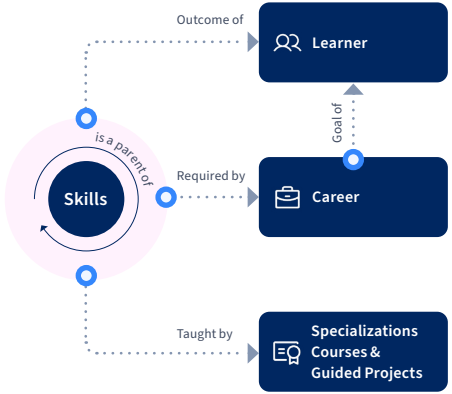
Coursera's *Global Skills Report* assesses learner skill proficiency, identifies trending global skills, and highlights roles aligned to future workforce needs. The 2025 report covers the top 109 countries, representing over 95% of Coursera's learners, analyzing data from March 2024 through February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



Assessed by
- Quiz
- Assessment
- Programming assignment

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

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

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

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

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

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

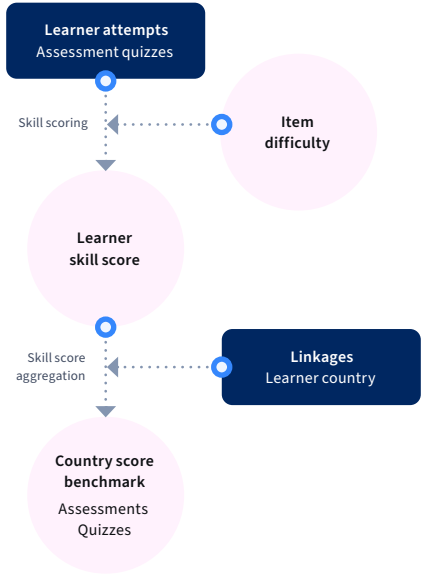
Skills are mapped to Coursera content using a large language model trained on instructor and learner inputs, occurrence frequency, and learner feedback. Coursera's catalog includes over 10,000 offerings.

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[164] (25%)
- Human Capital Index[165] (25%)
- Labor force participation rate[166] (25%)

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

- Global Innovation Index (GII)[167] (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.[168]

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.[169] 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.

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