



Rikets tilstand



Morten Bast Ness
12. desember 2025

Endringer fra 2008 til 2024

	<i>Befolkningen</i>	<i>Sysselsatte</i>	<i>Privat sektor</i>
Norge	16,6%	13,4%	8,6%
Horten	10,1%	9,9%	5,3%
Larvik	9,8%	2,6%	-0,2%
Færder	9,1%	2,4%	-6,4%
Tønsb	22,0%	12,1%	0,6%
Sandefj	16,8%	7,3%	4,6%

Hvor mange arbeidsplasser må vi skape i privat sektor de neste 6 årene, for å komme opp på samme nivå som i 2008?

	Sandefjord	PRIVAT SEKTOR	
ÅR	BEFOLKNING	I % AV BEFOLKNING	ANTALL
2008	57 145	39,9%	22 811
2024	66 759	35,7%	23 860
2030	68 576*	35,7%	24 482

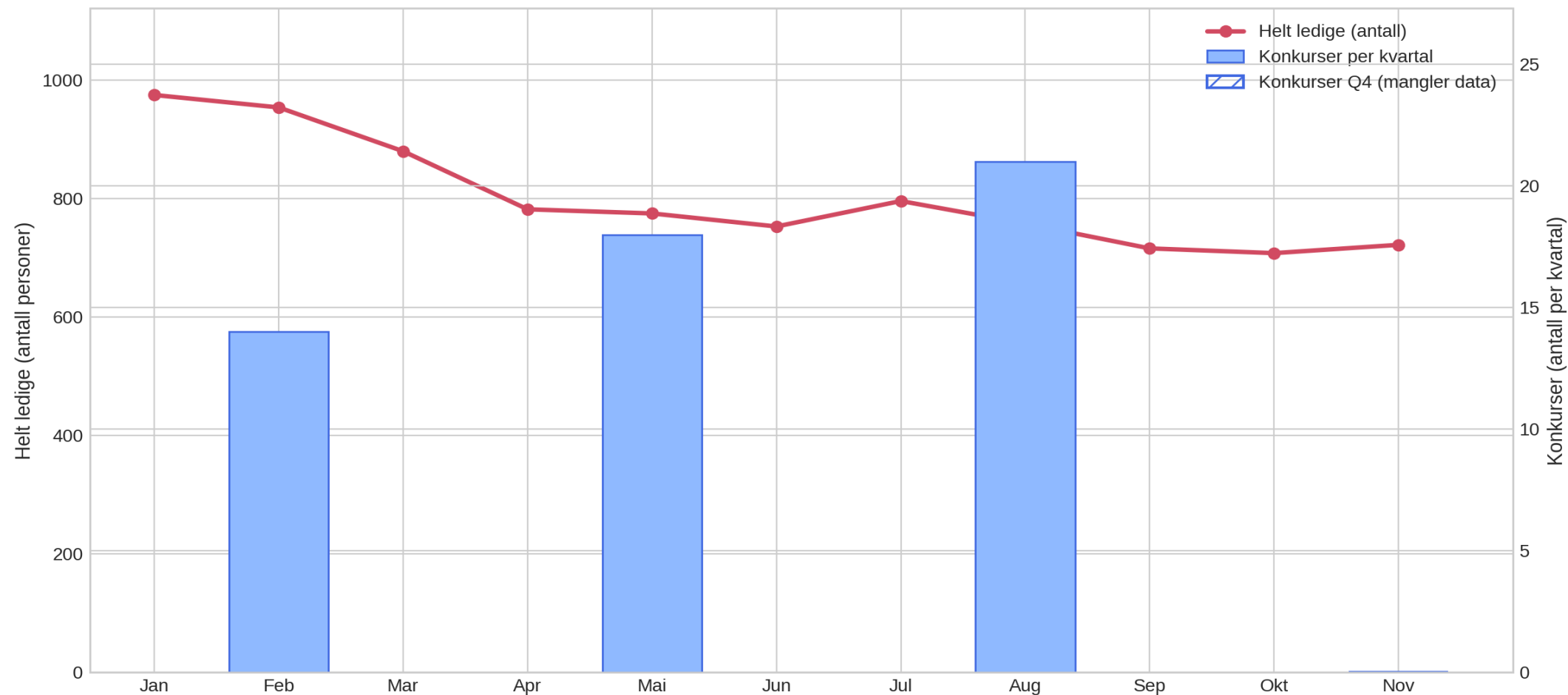
Skapt **1 049** nye arbeidsplasser i privat sektor mellom 2008 og 2024

Må skape **622** nye arbeidsplasser i privat sektor for å holde dagens situasjon frem til 2030

Skal vi opp i 39,9% igjen må vi skape **3 502** nye arbeidsplasser i privat sektor

*Fremskrivningen er basert på hovedalternativet til SSB

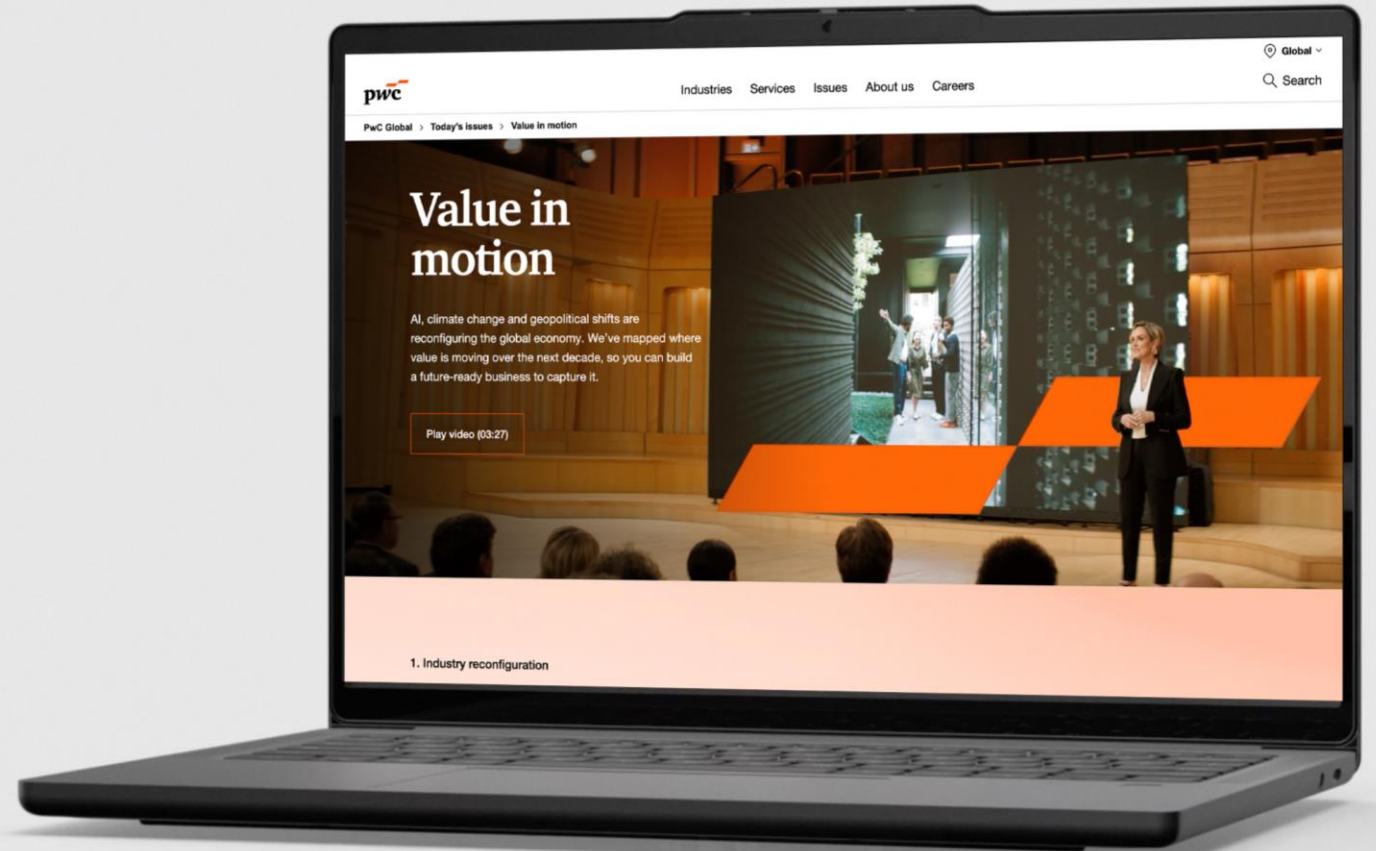
Helt ledige og konkurser i Sandefjord i 2025



Kilder: NAV (helt ledige, eksakte tall jan–nov 2025). SSB (konkurser, kvartalstall: Q1=14, Q2=18, Q3=21; Q4 mangler).

Value in Motion

Data-backed research that provides answers to some of our toughest questions.



[Open Digital Experience](#)

Megatrends

1

2

3

4

5

Demographic shifts



Fracturing world



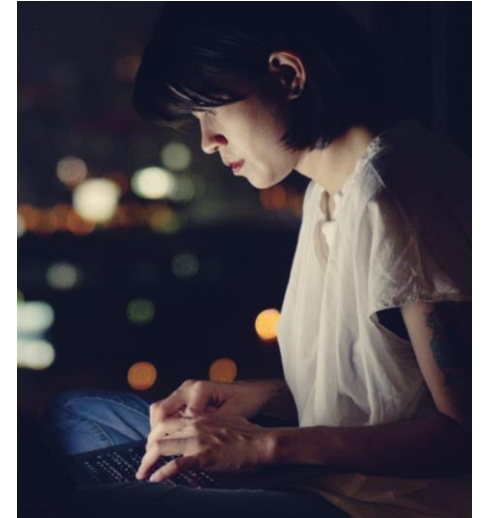
Social instability

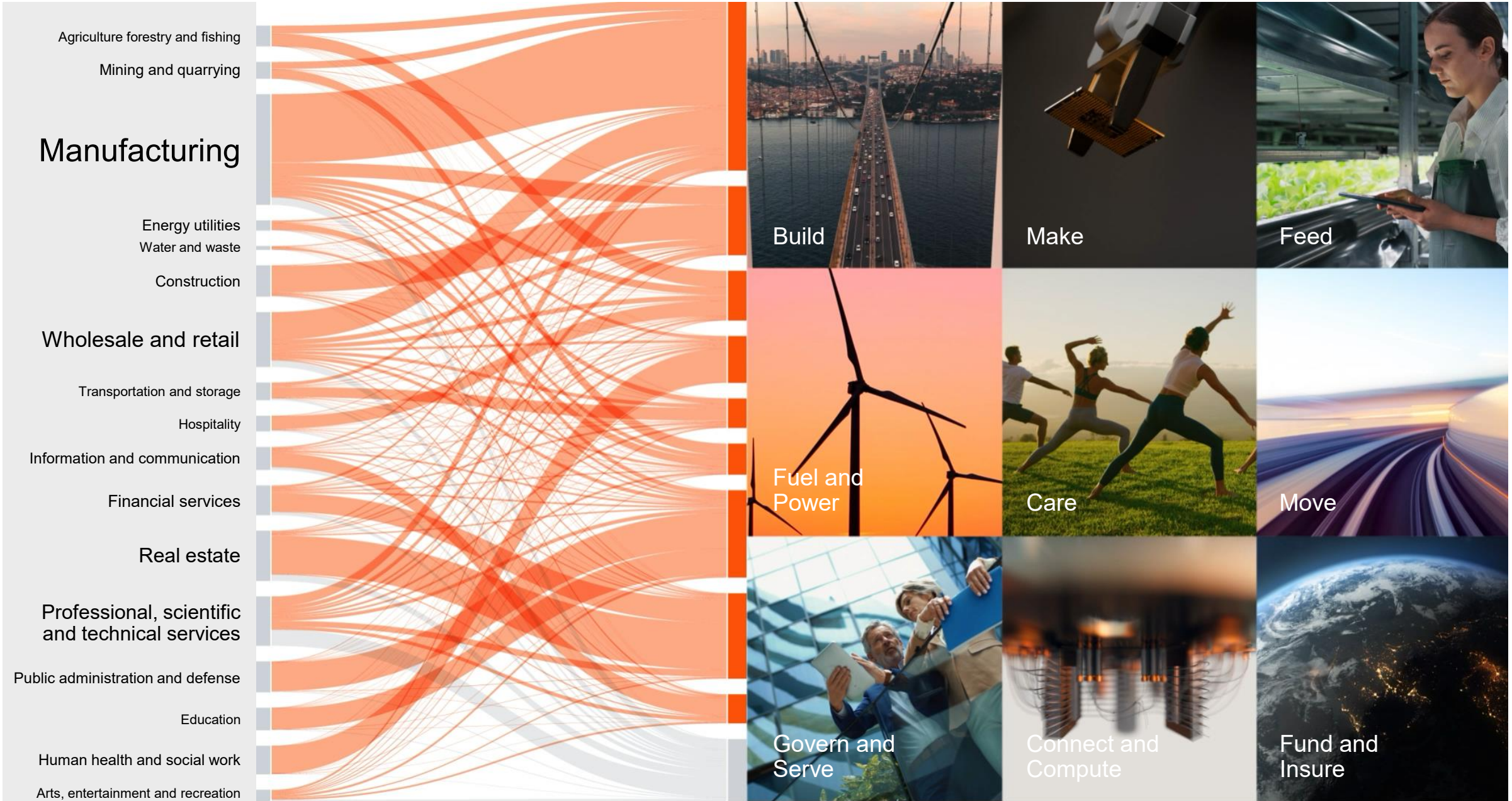


Climate change

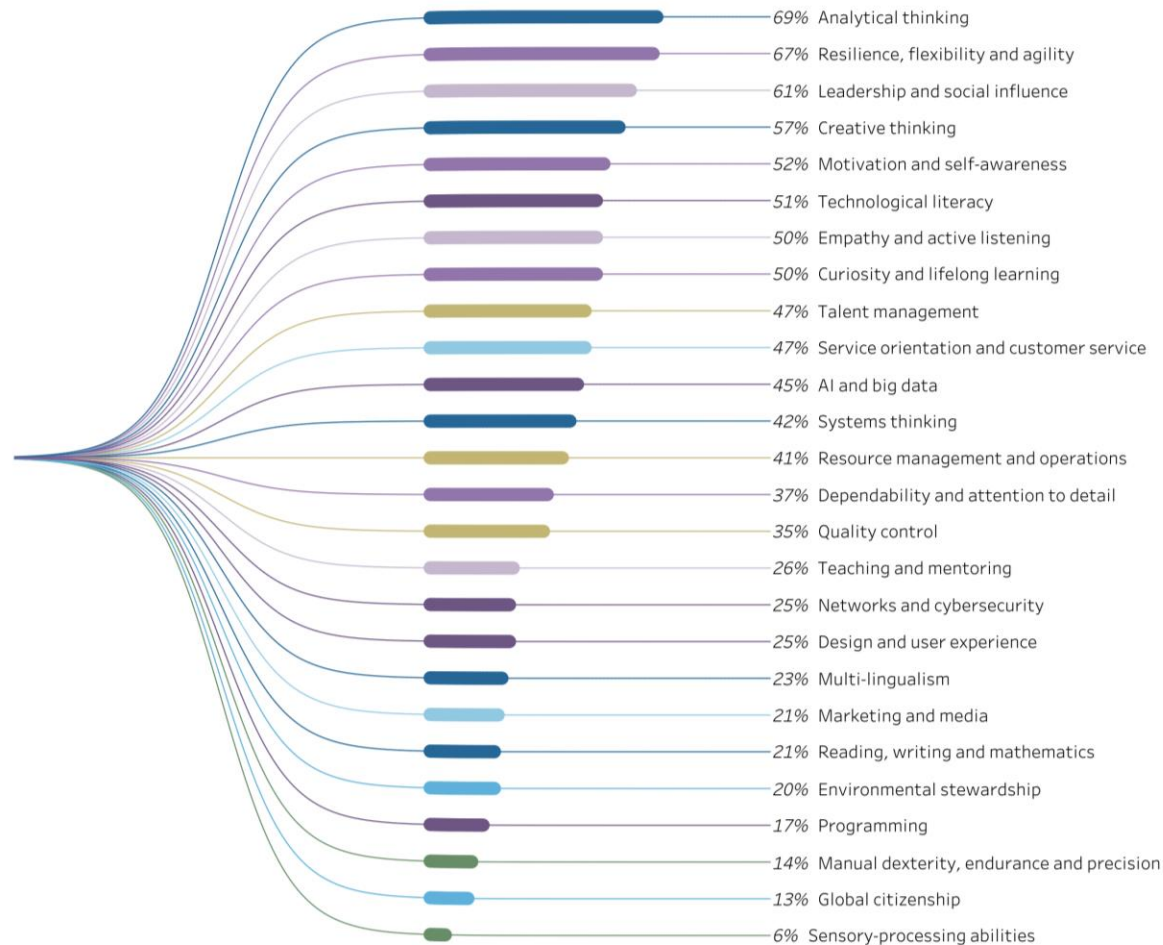


Technological disruption





Core Skills in 2025 - 2030



The top 10 core skills are complemented by **technological literacy, empathy and active listening, curiosity and lifelong learning, talent management** and service orientation and customer service.

Skills that reflect the important role of technical proficiency, strong interpersonal abilities, emotional intelligence, and a commitment to continuous learning demonstrate respondents' expectation that workers must **balance hard and soft skills to thrive in today's work environments.**

Fremtidens ferdigheter ruster oss for transformasjon; om vi klarer å utvikle dem



Analytisk
tenkning



Resiliens,
fleksibilitet og
evnen til å
tilpasse seg



Teknologisk
kompetanse



Kunstig
intelligens



Ledelse og
påvirkning

Kilde: Kompetanserapporten 2025

Thank you

pwc.com

© 2025 PwC. All rights reserved. Not for further distribution without the permission of PwC. “PwC” refers to the network of member firms of PricewaterhouseCoopers International Limited (PwCIL), or, as the context requires, individual member firms of the PwC network. Each member firm is a separate legal entity and does not act as agent of PwCIL or any other member firm. PwCIL does not provide any services to clients. PwCIL is not responsible or liable for the acts or omissions of any of its member firms nor can it control the exercise of their professional judgment or bind them in any way. No member firm is responsible or liable for the acts or omissions of any other member firm nor can it control the exercise of another member firm’s professional judgment or bind another member firm or PwCIL in any way.