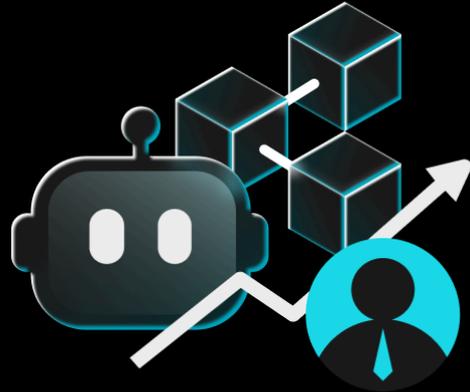




Bitget Report

Blockchain vs. AI: Untapped Potential in Talent Attraction and Growth



Executive Summary

While artificial intelligence (AI) has rapidly scaled to become a dominant force in technology employment, the blockchain sector has yet to unlock its full potential. Despite significant growth trends, blockchain employment remains at a fraction of AI's workforce expansion. However, if blockchain reaches mainstream adoption at a pace similar to AI, it could generate an exponential increase in job creation, possibly surpassing current projections of 500,000 new roles by 2028. This report analyzes blockchain's trajectory, its growth bottlenecks, and what could happen if it experiences AI-level acceleration.

Blockchain Job Market: Current Status and Trends

Market Size and Growth

- Estimates suggest **15,000–20,000 active blockchain job listings** in 2024, sourced from major platforms including LinkedIn, Web3 Jobs, and Crypto Job List.
- The **historical annual growth rate of blockchain jobs has averaged 45% CAGR** (Glassdoor, Hyphen Connect), outpacing most traditional tech sectors but still behind AI.
- A projected **500,000 new blockchain jobs by 2028** indicates strong sector growth, but these figures remain conservative compared to AI-driven hiring rates.
- Regional demand is concentrated in **North America (40%), Asia-Pacific (35%), and Europe (20%)** (Source: Hyphen Connect, Proof of Search).

Annual Job Creation in Major Tech Sectors



Annual job creation in major tech sectors

Tech sector	Estimated annual job creation (global)
Artificial intelligence	500,000+
Cloud computing	400,000+
Cybersecurity	300,000+
Blockchain	100,000+ (Projected)
Software development	700,000+

(Source: LinkedIn Economic Graph, World Economic Forum, TechCrunch)

Total Workforce in Each Tech Industry



Total workforce in each tech industry

Tech sector	Estimated total workforce
Software development	26 million
AI & machine learning	1.5 million
Cybersecurity	4 million
Cloud computing	3.2 million
Blockchain	300,000 (Growing rapidly)

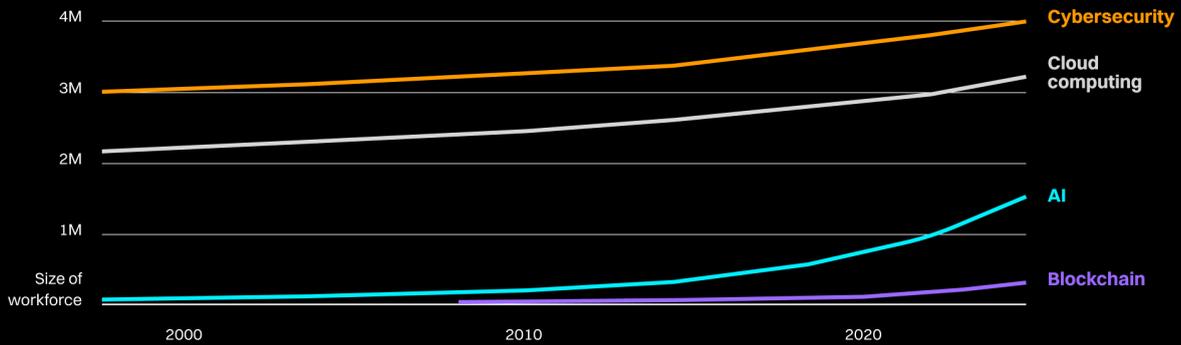
(Source: LinkedIn Workforce Insights, Gartner, Glassdoor)

Blockchain's Early Days vs. Other Tech Sectors

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2025-04-23 13:42 UTC

Blockchain vs other tech



- **AI saw its boom in the 2010s**, after decades of foundational research. Blockchain, introduced in 2009, is at a similar stage in its early development.
- **Cloud computing** took 15–20 years to become dominant. Blockchain is still in its first major adoption wave.
- **Cybersecurity became a major field post-2000s** as digital risks increased. Blockchain’s need for security specialists will mirror this pattern.

Job Growth Projections: Can Blockchain Rival Other Tech Sectors?

- With 25-30% annual growth, blockchain could reach **500,000 jobs by 2028** (Source: Tiger Research Report, Proof of Search).
- If blockchain adoption mirrors AI’s trajectory, it could generate **1 million+ jobs by 2030**, fueled by enterprise use cases and government adoption.
- **Cross-industry expansion** into sectors like logistics, healthcare, and energy will accelerate hiring demand.

Blockchain's Potential vs. AI: A Projection for Mainstream Growth

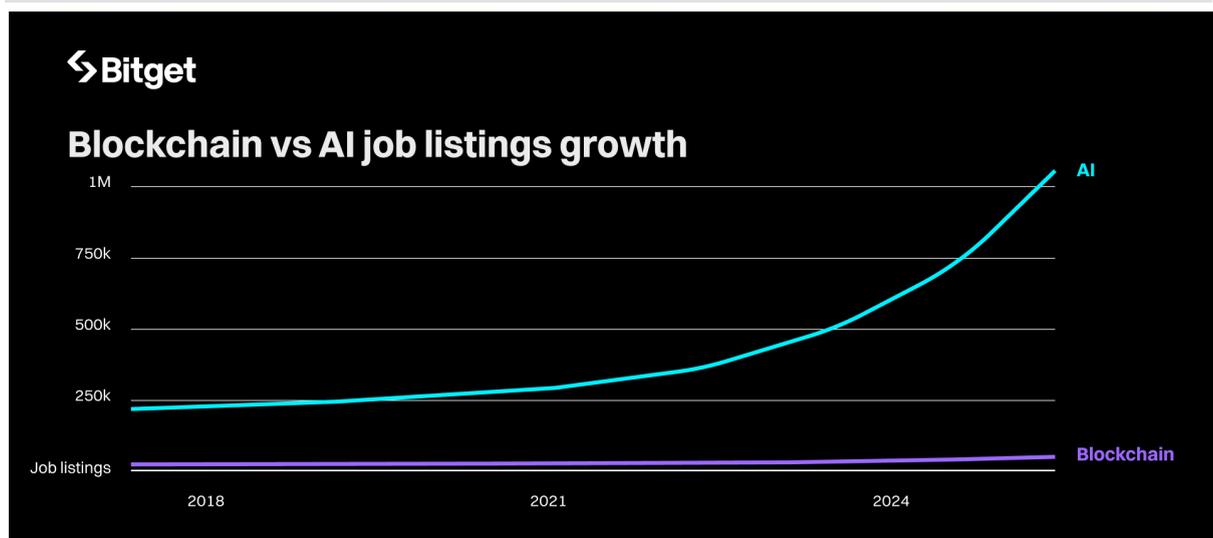
If blockchain achieves mainstream adoption similar to AI, the job market could experience rapid expansion. **Projections suggest the blockchain workforce could grow from 300,000 today to over 1.5 million by 2030**—a fivefold increase.

What Blockchain Needs to Gain Worldwide Recognition:

1. **Regulatory Clarity** – AI benefited from early government and corporate adoption. Clearer crypto regulations can drive institutional hiring. **For instance, the EU’s Markets in Crypto-Assets (MiCA) regulation and the U.S. SEC’s evolving stance on digital assets are already influencing blockchain hiring trends.** (Source: European Parliament, SEC.gov)

2. **Enterprise Integration** – AI adoption skyrocketed once major corporations invested heavily. Blockchain must follow suit, with adoption in finance, supply chain, healthcare, and beyond. **Companies such as OpenAI, Google, and NVIDIA heavily invested in AI before its mainstream boom. For blockchain, firms like JPMorgan (Onyx), Visa (USDC payments), and IBM (Hyperledger) are leading the way.** (Source: Forbes, Bloomberg, TechCrunch)
3. **Scalability Improvements** – Just as AI needed advanced computing, blockchain requires better transaction speeds and reduced costs to become a universal solution. **Layer-2 solutions like Arbitrum, Optimism, and the upcoming Ethereum upgrades aim to tackle this issue.** (Source: Ethereum Foundation, CoinDesk)
4. **Education & Workforce Development** – Universities must integrate blockchain into core curriculums, similar to the rise of AI and data science degrees. **Institutions like MIT, Stanford, and the University of Cambridge have begun offering blockchain-focused programs.** (Source: MIT Sloan, Stanford University, Cambridge Centre for Alternative Finance)
5. **Venture Capital & Government Support** – AI received billions in funding from governments and VCs. Similar financial backing could propel blockchain's ecosystem. **For instance, AI startups saw over \$100 billion in VC funding in 2023, while blockchain funding, though growing, remains at approximately \$25 billion annually.**(Source: Crunchbase, PitchBook, CB Insights)

Comparison with AI Employment Growth



- AI employment has seen an **explosive 75–100% year-over-year job listing increase** (World Economic Forum, Gartner), whereas blockchain remains in the 45–60% range.
- AI-related job openings have crossed **1 million+ globally**, dwarfing blockchain's current 15,000–20,000 listings.
- If blockchain hiring were to scale at AI's rate, it could **exceed 1 million roles by 2030**, radically altering its economic and industry impact.

Regional Trends

Regional blockchain job market distribution (2024)



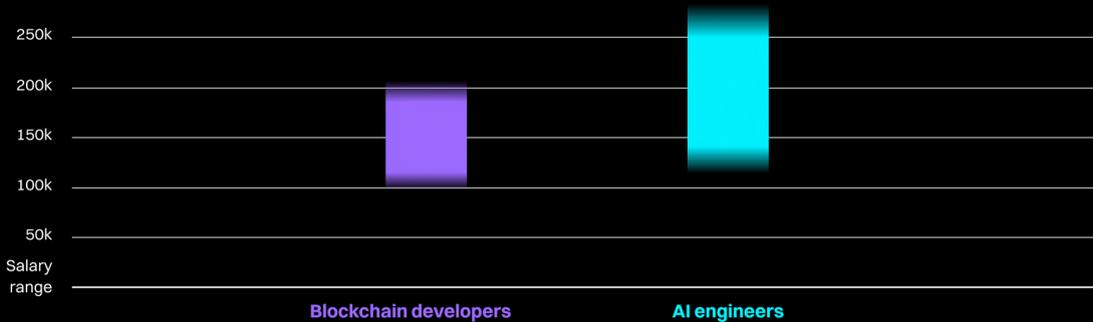
- **North America leads blockchain hiring (40% of listings)** due to innovation hubs in the U.S. and Canada.
- **Asia-Pacific follows (35%),** with high growth in Singapore, Japan, and India due to crypto-friendly policies.
- **Europe (20%)** is establishing itself as a regulatory and compliance hub for blockchain talent.

What If Blockchain Hits AI-Level Mainstream Growth?

If blockchain were to achieve mainstream adoption and growth at the pace of AI, we could expect the following workforce and market shifts:

- 1. Blockchain Job Market Expansion (1M+ Jobs by 2030)**
 - If blockchain replicates AI's trajectory, job growth could accelerate beyond 500,000 by 2028 and potentially reach **1 million new positions by 2030**.
 - Companies would have to massively scale hiring across smart contract development, security, tokenomics, and compliance roles.
 - Blockchain education would need to scale dramatically, requiring new university degrees and certification programs.
- 2. Industry Demand Surge: Banking, Healthcare, and Supply Chain Adoption**
 - AI has penetrated nearly every industry. If blockchain follows suit, we could see mass adoption in finance (beyond crypto), **supply chain logistics, identity management, and decentralized data storage**.
 - Fortune 500 companies like JPMorgan, Visa, and Microsoft have already initiated blockchain projects; a full-scale AI-like adoption wave could push hiring **10x across these industries**.
- 3. Salaries and Competitive Hiring Pressure**

Blockchain salary trends vs AI roles



- Currently, blockchain developers earn between **\$115,000–\$191,000 annually**, comparable to AI engineers.
 - If demand spikes to AI levels, salaries for high-skilled blockchain professionals could surpass **\$250,000+, mirroring the top AI talent salaries at OpenAI and Google DeepMind.**
 - The emergence of **blockchain-specialized universities** and accelerated boot camps would be required to meet demand.
- #### 4. Regulation and Policy Changes Could Mirror AI’s Acceptance
- Governments worldwide are formalizing AI governance; a similar approach to blockchain (clear regulations, enterprise adoption policies) could trigger a talent war similar to AI.
 - Countries with proactive blockchain policies (like Singapore) could become global hiring hubs, much like Silicon Valley has been for AI.

Conclusion: A Sleeping Giant in Tech Employment

Blockchain, while growing rapidly, has yet to experience the mainstream talent explosion that AI has seen. If it follows AI’s trajectory, the global job market could see an unprecedented hiring wave, from today’s **15,000–20,000 open roles to over 1 million by 2030**. Salaries would skyrocket, regulatory frameworks would evolve, and entire industries would be transformed. Whether blockchain achieves this potential depends on enterprise adoption, education pipeline expansion, and regulatory clarity—three key factors that will shape its future.