foundit
Insights Tracker

Apr 2025

Hiring Trends in Philippines

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Contents

Key Highlights of the Month

Philippines saw robust 20% growth in employment activity in April 2025

✅ Hiring activity gained strong momentum in April 2025, with the foundit Insights Tracker (fit) climbing to 159, up from 132 in April 2024—signaling a robust year-on-year growth in recruitment trends.

✅ Hiring activity in April 2025 saw a modest uptick, with the index inching up to 156, reflecting a 2% month-on-month growth.

✅ The Philippines witnessed a moderate cooling in recruitment activity, with a 3% decline over the past six months, as per the latest hiring trends data. This slight dip reflects a period of recalibration among employers, driven by macroeconomic uncertainties, shifting business priorities, and a more measured approach to workforce expansion. However, companies are showing increased focus on operational efficiency, skill-based hiring, and digital transformation, suggesting that the current slowdown is more of a strategic pause than a long-term contraction.

foundit Insights Tracker

Index ▬ YoY

Hiring Trends – Industry*

Hiring gained momentum annually in 9 of the 12 monitored industries in the month of April'25

✅ The **Hospitality** (+34%) saw a significant hiring demand year-on-year, driven not just by increased tourist activity but also by the revival of MICE (Meetings, Incentives, Conferences, and Exhibitions) events and a renewed focus on premium service offerings. Also, **Logistics, Courier/Freight/Transportation, and Shipping** (+26%) saw a spike in recruitment as businesses prioritised last-mile delivery optimisation and regional trade facilitation amidst rising e-commerce volumes. The **BPO/ITES sector** (+17%) remained a steady employer, fueled by demand for customer experience specialists, AI-support roles, and multilingual professionals, reflecting the industry's strategic pivot toward higher-value services. multi-sector growth points to a maturing job market adapting to evolving domestic and global service demands.

✅ On the contrary, the **Education** (-10%) and **IT and Telecom/ISP sector** (-6%) sector recorded the sharpest annual decline in hiring demand while witnessing a hiring growth over the last month. Also, **Retail sector** (-4%) saw a year-over-year decline in hiring.

✅ Other sectors that posted solid annual gains in hiring activity in April'25 include **BFSI** (+16%), **Healthcare** (+10%), **Advertising, Market Research, Public Relations, Media, and Entertainment** (+9%) and **Engineering, Construction, and Real Estate** (+5%) and **Production/Manufacturing, Automotive, and Ancillary sector** (+3%). While **Consumer Goods/FMCG** (0%) saw muted hiring demand annually over the same time.

Industry Trends

■ Increase ■ Decrease ■ Total


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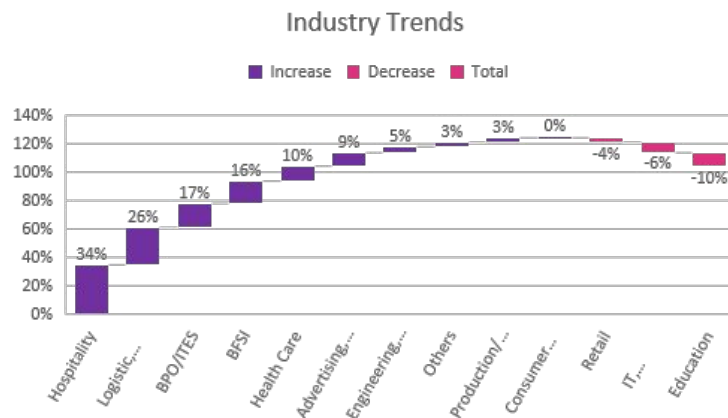
Hiring Trends - Functional Area*

Hiring activity exceeded year-ago levels in 9 out of 10 functional areas observed by the tracker

✅ **Purchase/Logistics/Supply Chain** (+32%) professionals saw a year-on-year increase in demand, largely driven by regional trade recovery, inventory restocking, and enhanced demand forecasting across industries. Additionally, **Customer Service** (+16%) hiring grew as companies leaned into personalisation and customer retention in an increasingly competitive digital marketplace. **Sales & Business Development roles** (+16%) also saw sustained demand, fueled by the expansion of SMEs, cross-border partnerships, and the growing need for consultative selling in sectors like fintech, and healthcare. The uptick reflects how businesses are strengthening core commercial and operational teams to navigate evolving market dynamics and unlock new growth avenues.

✅ In April 2025, hiring for **Software, Hardware, and Telecom** (-9%) roles in the Philippines saw a year-on-year decline, reflecting a cautious approach by employers amid evolving tech investment cycles. While the current dip suggests a period of transition, long-term prospects remain positive as digital transformation continues to be a strategic priority across industries in the region.

✅ However, **HR & Admin** (+1%), **Medical Roles** (+4%), **Finance & Accounts** (+5%), **Hospitality roles** (+7%), **Marketing & Communications** (+8%), and **Engineering/Production/Real Estate** (+12%) also saw a steady increase in demand, indicating a gradual but consistent hiring recovery across essential and growth-oriented functions as businesses stabilise operations and invest in sector-specific expansion.

Functional Area Trends

■ Increase ■ Decrease ■ Total
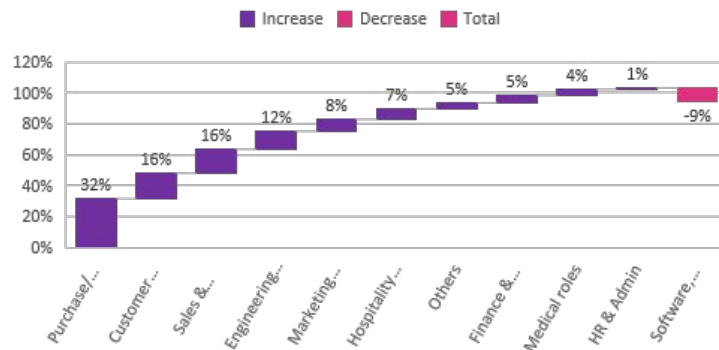
Data & Methodology

The foundit Insights Tracker (fit) is a comprehensive monthly analysis of online job posting activity conducted by foundit.in. Based on a real-time review of millions of employer job opportunities culled from a large, representative selection of online career outlets, fit presents a snapshot of employer online recruitment activity nationwide. In its earlier form (as Monster Employment Index), it gave a broader view of hiring trends by industry, function, location and experience levels. In its new avatar, it provides next-level insights on recruitment trends and tracks developments in demand for key skills, roles available and salary range on offer in the market.

In order to avoid excessive monthly fluctuations, the index is calculated using a volatility-adjusting formula. We publish the data in a volume index format with the base value of 100. The index describes changes in the level of online job demand against the baseline. An increase in the index indicates growth in online job availability and suggests an increase in the demand for employees by employers.

foundit Insights Tracker (formerly Monster Employment Index) was first launched in India in May 2010 with data collected since November 2009 followed by Gulf in April 2011 with data collected since November 2010; Singapore in May 2014 with data collected since February 2011; Philippines and Malaysia in May 2015 with data collected since February 2014.

foundit has taken due care in compiling and processing the data available from various sources for foundit Insights Tracker (fit), but does not guarantee the accuracy, adequacy or completeness of any information and is not responsible for any errors or omissions or action / decision taken or for the result obtained from the use of such information.

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About foundit.in APAC & Middle East

foundit.in, formerly Monster, is a leading talent platform offering comprehensive employment solutions to recruiters and job seekers across India, SEA, and Gulf. Since its inception, the company has been assisting over 65 million registered users to find jobs, upskill, and connect with the right opportunities across 18 countries. Over the last two decades, the company has been a catalyst in the world of recruitment solutions with advanced technology, seeking to efficiently bridge the talent gap across industry verticals, experience levels, and geographies. Today, foundit.in is committed to enabling and connecting the right talent with the right opportunities by harnessing the power of deep-tech to sharpen hyper-personalised job searches, and precision hiring. foundit.in strongly believes that a job title doesn't define one's potential and leverages technology to dig deeper to curate opportunities central to the needs, aspirations, and dreams of each user.

To learn more about foundit in APAC & Gulf, visit:

www.foundit.in

www.foundit.my

www.founditgulf.com

www.foundit.com.ph

www.foundit.sg

www.foundit.hk

Annexure: Industry Data*

Industries	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25
BPO/ITES	238	233	274	276	323	278	283	305	289	300	310	264	279
IT, Telecom/ISP	154	147	141	143	142	142	161	167	141	147	151	141	144
BFSI	216	212	215	225	229	210	242	247	227	251	260	247	251
Engineering, Construction and Real Estate	87	88	87	90	86	87	89	87	84	91	94	92	91
FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	84	80	82	82	82	84	83	85	83	83	84	83	84
Production/Manufacturing, Automotive and Ancillary	96	96	96	96	95	97	106	107	94	99	101	99	99
Retail	207	233	263	291	304	298	315	290	181	197	209	200	199
Hospitality & Travel	79	79	88	91	94	94	101	114	98	111	110	104	106
Education	100	89	106	120	103	94	107	131	113	122	130	86	90
Health Care	152	180	157	142	152	162	161	167	149	173	184	169	167
Logistic, Courier/ Freight/ Transportation, Import/Export, Shipping	126	144	155	145	144	150	174	173	159	164	171	171	159
Advertising, Market Research, Public Relations, Media and Entertainment	139	142	149	157	159	157	173	165	142	156	165	152	152

Annexure: Functional Area Data*

Functions	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25
Software, Hardware, Telecom	243	225	210	196	203	203	230	243	217	236	248	229	220
Finance & Accounts	240	242	243	269	264	262	286	276	244	269	272	262	251
Sales & Business Development	96	114	125	145	140	143	152	156	125	127	127	120	111
Customer Service	191	196	211	215	242	215	224	237	215	237	243	211	221
Marketing & Communications	159	156	163	171	169	169	184	193	162	188	192	173	171
HR & Admin	149	166	207	241	185	164	181	182	156	181	184	162	151
Engineering /Production, Real Estate	86	87	87	90	87	88	91	91	89	96	99	96	96
Hospitality Roles	74	70	76	78	79	82	80	86	74	78	77	78	79
Medical Roles	130	143	137	126	125	143	149	151	131	146	149	145	135
Purchase/ Logistics/ Supply Chain	128	147	155	146	149	156	181	194	133	176	183	187	169

Thank you

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