

# foundit Insights Tracker

Apr 2025

## Hiring Trends in Singapore

For any additional or custom insights, kindly email on  
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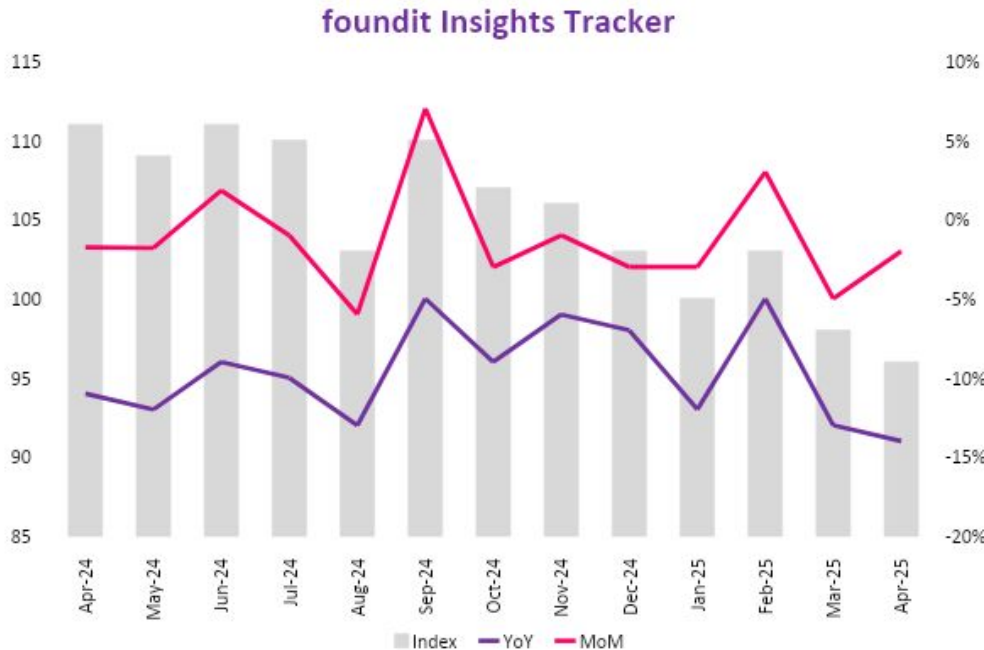
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# Key Highlights of the Month

foundit Insights Tracker in Singapore recorded a 14% annual decline in hiring activity in April'25.

- ✓ The foundit Insights Tracker (fit) revealed a 14% year-on-year drop in e-recruitment activity in Singapore, with the index slipping from 111 in April 2024 to 96 in April 2025—pointing to a continued softening in hiring sentiment across the market.
- ✓ Hiring activity in Singapore dipped slightly in April 2025, with the index easing from 98 in March to 96—reflecting seasonal adjustments and a strategic slowdown in new talent acquisition following the close of Q1 planning cycles.
- ✓ Additionally, hiring in Singapore dropped by 9% over the past six months, reflecting a maturing job market where employers are prioritising quality over quantity in talent acquisition. Rather than rapid expansion, companies are focusing on upskilling existing teams, optimising roles, and aligning hiring with long-term digital and sustainability objectives. This strategic recalibration underscores a shift toward building resilient, future-ready workforces in a competitive and innovation-driven economy

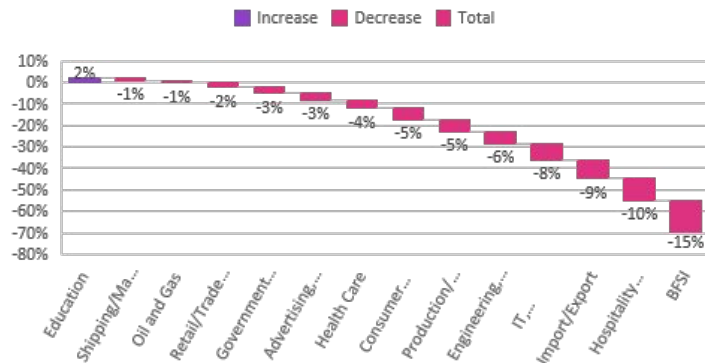


# Hiring Trends – Industry\*

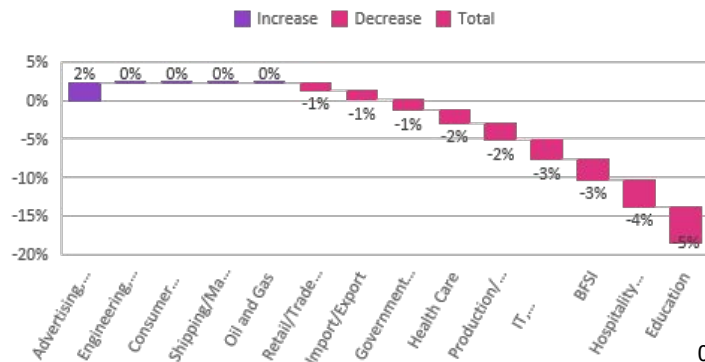
Hiring increased in 5 of the 15 industry sectors monitored by the tracker over the last month.

- ✓ In Singapore, **Advertising, Market Research, Public Relations, Media, and Entertainment** (+2%) sector saw a modest growth in hiring in April 2025 over the last month, reflecting cautious optimism in the creative and communications economy. As brands recalibrate their outreach strategies to stay relevant in a digitally driven market, demand is slowly rising for professionals skilled in data-driven marketing, storytelling, and audience engagement. The growth also signals renewed investments in content, media innovation, and experiential marketing, particularly as businesses look to deepen customer connections amid intensifying competition and evolving consumer behavior.
- ✓ Conversely, the **Education** (-5%) sector saw the steepest month-on-month decline in April 2025, despite being the only industry to post annual growth—indicating a short-term correction after earlier hiring surges. Meanwhile, the **Hospitality & Travel** (-4%) sector experienced a dip in demand, due to cost rationalisation by businesses amid fluctuating tourist inflows and evolving service models.
- ✓ However, industries like **Oil and Gas** (0%), **Consumer Goods/FMCG** (0%), **Engineering, Construction, and Real Estate** (0%) and **Shipping/Marine** (0%), saw muted hiring demand over the last month. Conversely, **Retail, Trade, and Logistics** (-1%), **Import/Export** (-1%), **Government/ PSU/ Defence** (-1%), **Healthcare** (-2%), **Production/Manufacturing, Automotive, and Ancillary** (-2%), **IT, Telecom/ISP, and BPO/ITES** (-3%) and **BFSI** (-3%) sectors saw drop in hiring demand.

YoY Industry Trends



MoM Industry Trends



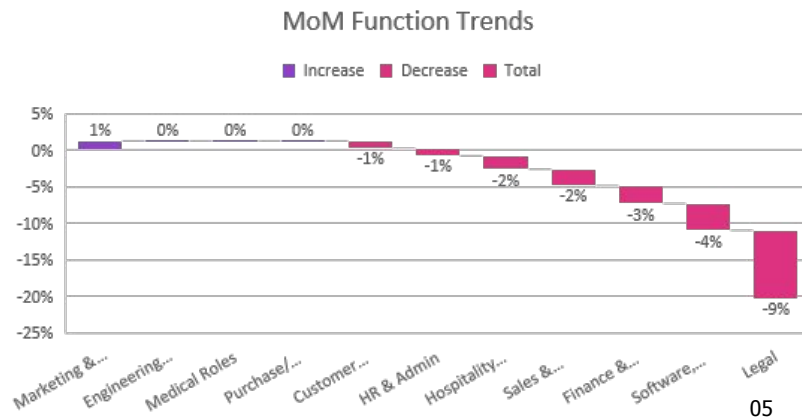
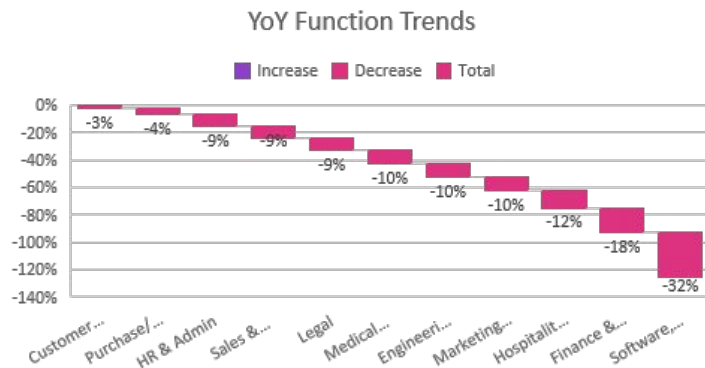
# Hiring Trends - Functional Area\*

3 of the 12 tracked functions saw muted hiring demand in April'25 compared to the previous month.

- ✓ **Marketing & Communications** (+1%) roles in Singapore recorded a slight uptick in hiring activity in April 2025, indicating stable demand for brand and communication professionals amid cautious market sentiment. While **Purchase, Logistics, and Supply Chain** (0%), **Engineering/Production** (0%) and **Medical roles** (0%) saw flat hiring trends in April 2025, the stability suggests a consistent demand for core operational roles, even as overall recruitment activity remains tempered across sectors.
- ✓ On the contrary, **Legal** (-9%) and **Software, Hardware, and Telecom** (-4%) roles experienced the steepest decline in hiring demand in April 2025, underscoring a broader realignment in organisational priorities. The dip in tech hiring is due to a maturing phase in digital transformation journeys, where companies are shifting focus from rapid expansion to maximising efficiency and outcomes from existing systems—especially amid tighter capital flows and evolving tech stack consolidations.
- ✓ Other functions that saw subdued hiring activity in April 2025, include **Finance & Accounts** (-3%), **Sales & BD** (-3%), **Hospitality roles** (-2%), **HR & Admin** (-1%), and **Customer Service** (-1%), indicating a cautious hiring approach across both frontline and support functions. This trend reflects employers' efforts to optimise resources and align talent strategies with evolving market conditions, while maintaining operational continuity without aggressive expansion.

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\* All figures represent percentage change between March'25 and April'25



# 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 March 2011; Philippines and Malaysia in May 2015 with data collected since March 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.sg, formerly Monster, is a leading jobs & foundit, formerly Monster (APAC & ME) is Asia's leading jobs & talent platform offering comprehensive employment solutions to recruiters and job seekers across APAC & ME. In addition to a powerful AI-powered job search, foundit offers e-learning, assessments, and services related to resume creation, interview preparation, and professional networking. Since its inception, the company has assisted over 120 million job seekers across 18 countries in connecting them with the right job opportunities and upskilling. foundit is now also the Official Talent Partner of the Badminton World Federation across 20 key world tour events.

Over the last two decades, the company has been a leader in the world of recruitment solutions and has launched a cutting-edge solution to give recruiters access to passive candidates in addition to active ones. With the use of advanced technology, foundit is seeking to efficiently bridge the talent gap across industry verticals, experience levels, and geographies. Today, foundit 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 offer precision hiring. Additionally, foundit has been recognised as a Great Place To Work, reflecting its dedication to fostering a supportive and dynamic work

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

[www.foundit.in](http://www.foundit.in)

[www.founditgulf.com](http://www.founditgulf.com)

[www.foundit.sg](http://www.foundit.sg)

[www.foundit.my](http://www.foundit.my)

[www.foundit.com.ph](http://www.foundit.com.ph)

[www.foundit.hk](http://www.foundit.hk)



# Annexure





## 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
IT, Telecom/ISP and BPO/ITES	127	124	128	129	128	129	131	128	122	122	124	120	117
BFSI	131	129	132	131	128	125	119	114	109	113	115	114	111
Health Care	127	125	127	128	126	127	123	124	123	121	123	124	122
Hospitality & Travel	122	118	121	117	115	116	113	112	114	115	117	114	110
Government/ PSU/ Defense	71	71	71	70	70	71	70	70	69	69	69	70	69
Education	139	140	140	146	142	147	151	152	146	145	155	149	142
Retail/Trade and Logistics	102	102	104	104	102	105	105	102	101	101	106	101	100
Engineering, Construction and Real Estate	108	106	107	107	104	104	102	101	99	100	106	102	102
Production/Manufacturing, Automotive and Ancillary	92	90	91	90	88	89	89	88	87	87	91	89	87
Consumer Goods/ FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	78	78	77	77	77	77	76	76	75	75	75	74	74
Advertising, Market Research, Public Relations, Media and Entertainment	92	91	93	88	91	90	89	90	89	90	96	87	89
Shipping/Marine	92	92	91	91	91	91	91	91	91	91	91	91	91
Import/Export	91	92	89	87	86	89	85	86	84	84	84	84	83
Oil and Gas	85	85	85	85	85	85	84	84	84	84	84	84	84

## 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	117	114	114	108	103	94	101	97	82	85	87	82	79
Finance & Accounts	94	93	93	94	92	103	91	88	83	81	81	79	77
Sales & Business Development	103	102	103	104	102	89	105	104	101	98	99	96	94
Customer Service	114	113	113	114	113	116	114	114	118	113	113	112	111
Marketing & Communications	92	92	92	89	88	114	86	86	84	83	84	82	83
HR & Admin	105	105	104	104	101	92	101	100	98	97	98	97	96
Engineering /Production	117	116	116	117	113	105	112	111	108	106	107	105	105
Hospitality Roles	113	108	109	107	104	106	104	104	103	103	103	101	99
Medical Roles	126	122	122	119	118	106	117	117	115	114	115	114	114
Legal	181	196	200	203	205	223	238	238	217	205	207	182	165
Purchase/ Logistics/ Supply Chain	94	93	93	93	92	119	92	91	90	90	90	90	90

**Thank you**

