

foundit Insights Tracker

July 2025

Hiring Trends in Philippines

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PR@foundit.ai



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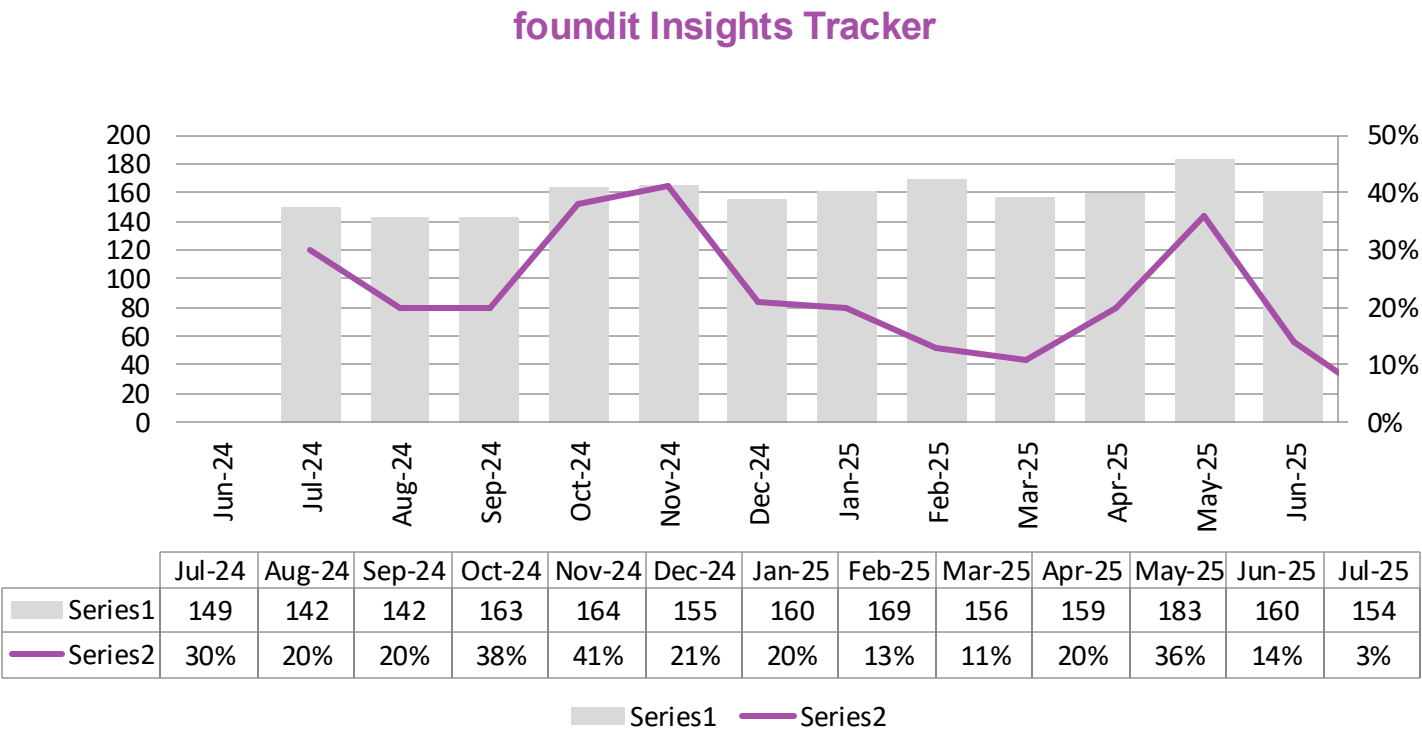
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Key Highlights of the Month

Philippines saw a 3% growth in employment activity in July 2025

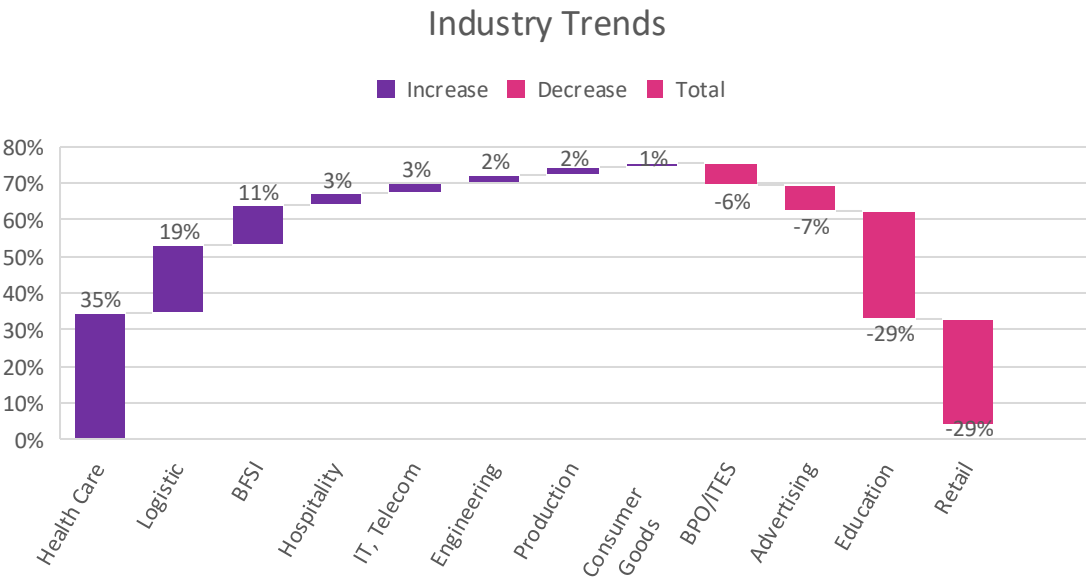
- Recruitment activity in July 2025 rose to 154 on the foundit Insights Tracker (fit), up from 149 a year earlier marking a 3% year-on-year increase. While the pace of growth was more modest compared to previous months, the upward trend underscores the job market’s steady momentum amid evolving business needs and workforce dynamics.
- Hiring activity eased in July 2025, with the index falling to 154 from 160 in June marking a 4% month-on-month decline. This slowdown reflects seasonal or tactical hiring adjustments
- Over the past three months, hiring in the Philippines fell 16%, with a six-month decline of 9%. The slowdown reflects seasonal and tactical hiring adjustments, as employers recalibrate after earlier recruitment surges. While sectors like technology, e-commerce, and healthcare remain resilient, others are prioritising efficiency over expansion—signalling a measured, opportunity-driven approach to talent acquisition.



Hiring Trends – Industry*

Hiring gained momentum annually in 8 of the 12 monitored industries in the month of July’25

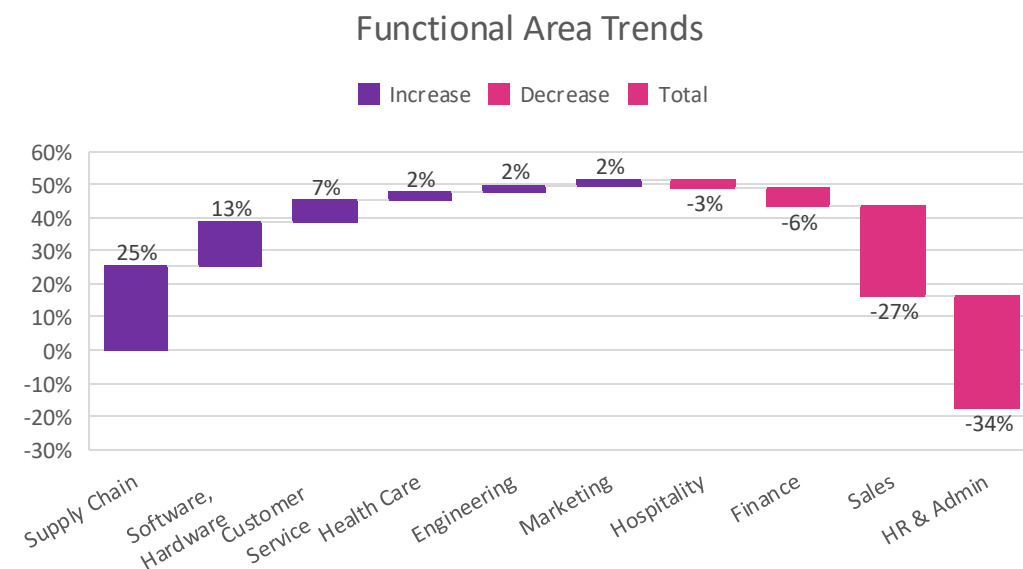
- ✓ **Healthcare** hiring in the Philippines grew **35%** year-on-year, driven by sustained investment in medical infrastructure, expansion of hospital networks, and rising demand for specialised care professionals. **Logistics and shipping** followed with **19%** growth, supported by e-commerce expansion, increasing cross-border trade, and investment in port and warehousing capabilities. **BFSI** posted an **11%** increase, fuelled by rapid fintech adoption, digital transformation initiatives, and a growing customer base seeking modern banking and insurance solutions.
- ✓ Both the **Retail** (-29%) and **Education** (-29%) sectors in the Philippines witnessed a notable year-on-year drop in hiring, pointing to a shared trend, the impact of digital disruption and ongoing operational realignment.
- ✓ Other sectors that posted year-on-year growth in hiring activity include **Hospitality** (+3%), **IT and Telecom/ISP** (+3%), **Engineering, Construction, and Real Estate** (+2%), **Production/Manufacturing, Automotive, and Ancillary** (+2%), and **Consumer Goods/FMCG, Food & Packaged Food, Home Appliance, Garments/Textiles/Leather, Gems & Jewellery** (+1%). In contrast, the **BPO/ITES sector** (-6%) and **Advertising, Market Research, Public Relations, Media, and Entertainment** (-7%) recorded notable annual declines, reflecting cautious employer sentiment in these segments.



Hiring Trends - Functional Area*

Hiring activity exceeded year-ago levels in 6 out of 10 functional areas observed by the tracker

- ✓ With Purchase/Logistics/Supply Chain growing at **25%**, fuelled by the rapid expansion of e-commerce, last-mile delivery networks, and regional supply chain re-shoring that has boosted demand for procurement, warehousing, and transport talent. **Software/Hardware/Telecom** roles follow with **13%** growth, supported by continued investment in cloud, cybersecurity, and digital infrastructure within the ICT and IT-BPM sectors, though growth is concentrated in high-value skills. **Customer Service** ranks third at **7%** growth, reflecting the Philippines' BPO strength employing nearly 1.8 million people but moderating as automation reshapes routine work and shifts demand toward specialised, tech-enabled support services.
- ✓ Conversely, hiring for **HR & Admin (-34%)** and **Sales & Business Development (-27%)** roles in the Philippines saw a year-on-year decline as businesses are redefining support and client-facing roles focusing more on specialised skills, performance-driven structures, and cost-effective staffing to drive long-term value.
- ✓ Sectors showing positive growth include **Health Care, Engineering/Production and Real Estate, and Marketing & Communications**, each at **2%**. Those experiencing a decline are **Hospitality & Travel** at **-3%** and **Finance & Accounts** at **-6%**.



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.founditgulf.com

www.foundit.sg

www.foundit.my

www.foundit.com.ph

www.foundit.hk



Annexure



Annexure: Industry Data*

Industries	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25
BPO/ITES	276	323	278	283	305	289	300	310	264	279	299	270	259
IT, Telecom/ISP	143	142	142	161	167	141	147	151	141	144	161	148	147
BFSI	225	229	210	242	247	227	251	260	247	251	288	249	249
Engineering, Construction and Real Estate	90	86	87	89	87	84	91	94	92	91	97	92	92
FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	82	82	84	83	85	83	83	84	83	84	86	83	83
Production/Manufacturing, Automotive and Ancillary	96	95	97	106	107	94	99	101	99	99	103	98	98
Retail	291	304	298	315	290	181	197	209	200	199	216	198	206
Hospitality & Travel	91	94	94	101	114	98	111	110	104	106	121	102	94
Education	120	103	94	107	131	113	122	130	86	90	87	81	85
Health Care	142	152	162	161	167	149	173	184	169	167	192	190	191
Logistic, Courier/ Freight/ Transportation, Import/Export, Shipping	145	144	150	174	173	159	164	171	171	159	186	172	172
Advertising, Market Research, Public Relations, Media and Entertainment	157	159	157	173	165	142	156	165	152	152	161	146	146

Annexure: Functional Area Data*

Functions	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25
Software, Hardware, Telecom	196	203	203	230	243	217	236	248	229	220	216	230	222
Finance & Accounts	269	264	262	286	276	244	269	272	262	251	274	255	254
Sales & Business Development	145	140	143	152	156	125	127	127	120	111	107	108	106
Customer Service	215	242	215	224	237	215	237	243	211	221	235	225	229
Marketing & Communications	171	169	169	184	193	162	188	192	173	171	181	169	174
HR & Admin	241	185	164	181	182	156	181	184	162	151	168	157	159
Engineering /Production, Real Estate	90	87	88	91	91	89	96	99	96	96	104	96	92
Hospitality Roles	78	79	82	80	86	74	78	77	78	79	82	76	76
Medical Roles	126	125	143	149	151	131	146	149	145	135	144	135	129
Purchase/ Logistics/ Supply Chain	146	149	156	181	194	133	176	183	187	169	196	183	183

Thank you

