

foundit Insights Tracker

August 2025

Hiring Trends in Malaysia

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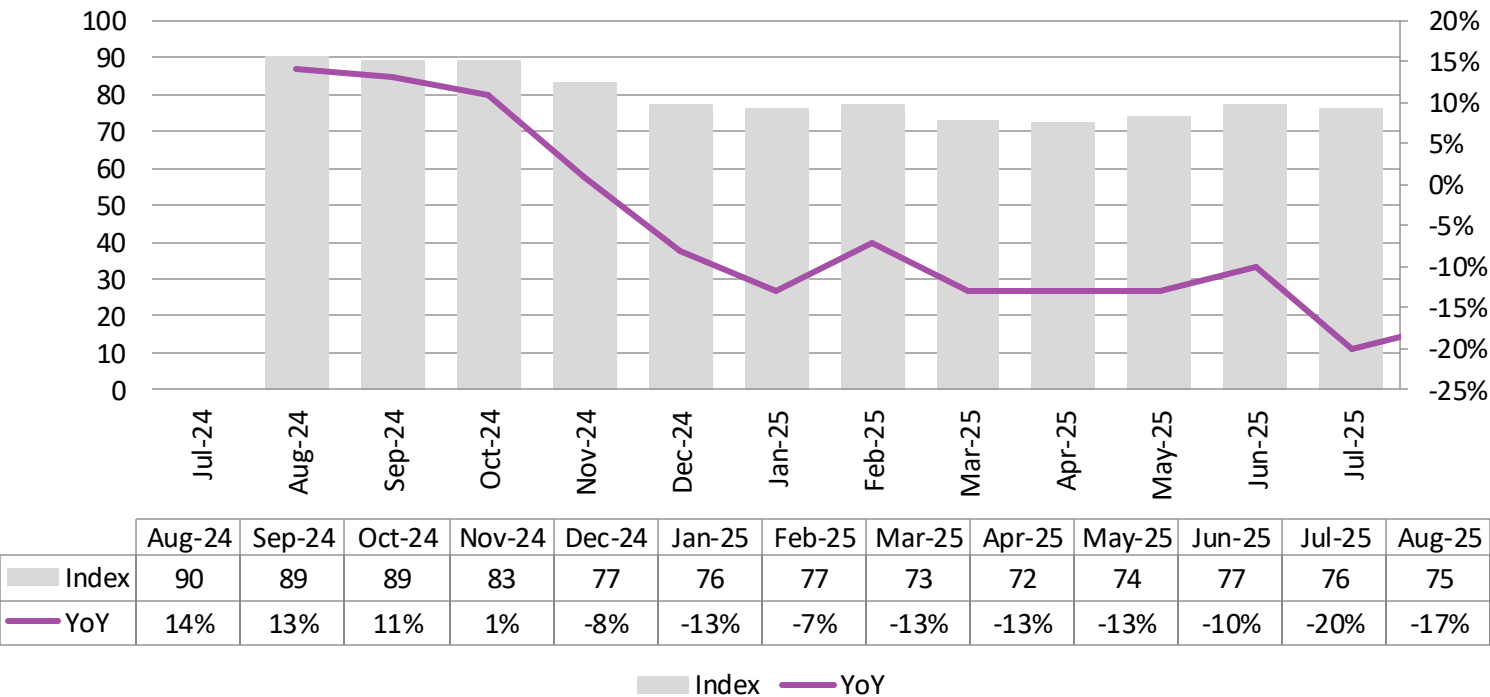


Key Highlights of the Month

foundit Insights Tracker in Malaysia saw a 17% year-on-year decline in recruitment in August 2025

- ✓ The foundit Insights Tracker (fit) revealed a year-on-year drop in e-recruitment activity, with the index decreasing from 90 in August 2024 to 75 in August 2025 - indicating a shift in employer focus toward upskilling current employees and streamlining operations over new hiring.
- ✓ Hiring demand in August 2025 saw a -1% month-on-month dip, with the index declining from 76 in July to 75, signaling a slight downward trend in recruitment activity.
- ✓ Malaysia’s hiring activity shows mixed momentum, with a **3% increase over six months** but a **4% decline in the past three months**, reflecting cautious employer sentiment. While overall growth has been supported by strong domestic demand and expansion in services, construction, and manufacturing, recent headwinds such as rising labour costs from wage policies, global economic uncertainty, and sectoral skill mismatches have slowed short-term hiring.

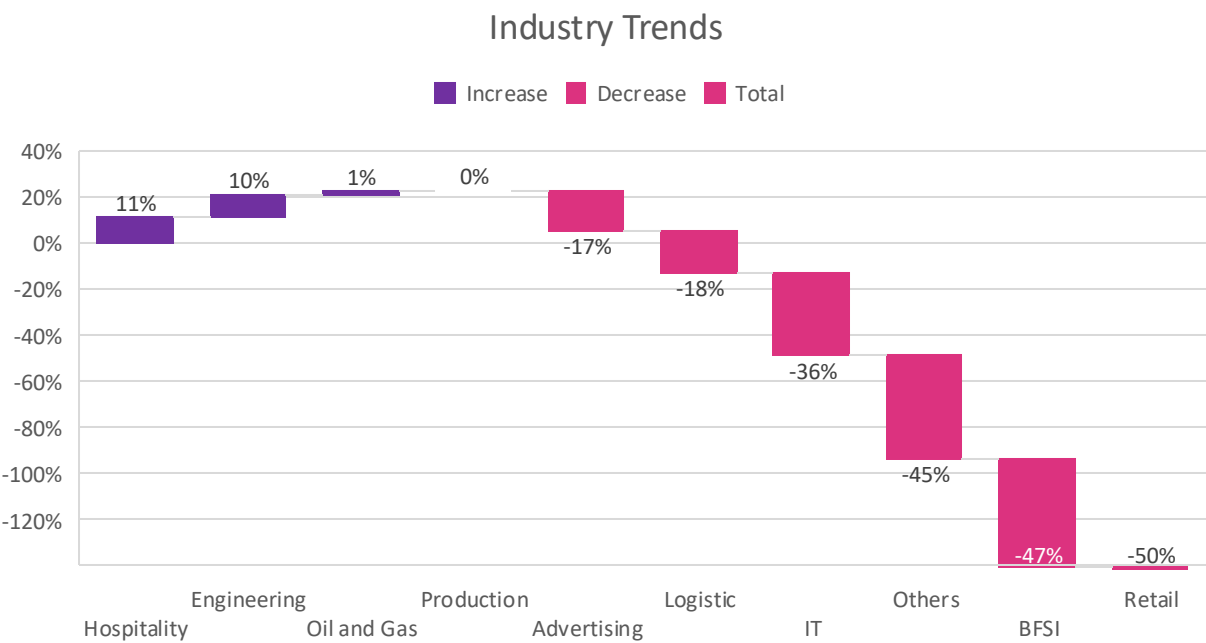
foundit Insights Tracker



Hiring Trends – Industry*

4 out of 10 industries tracked by the Index registered an annual increase in job demand in August 2025.

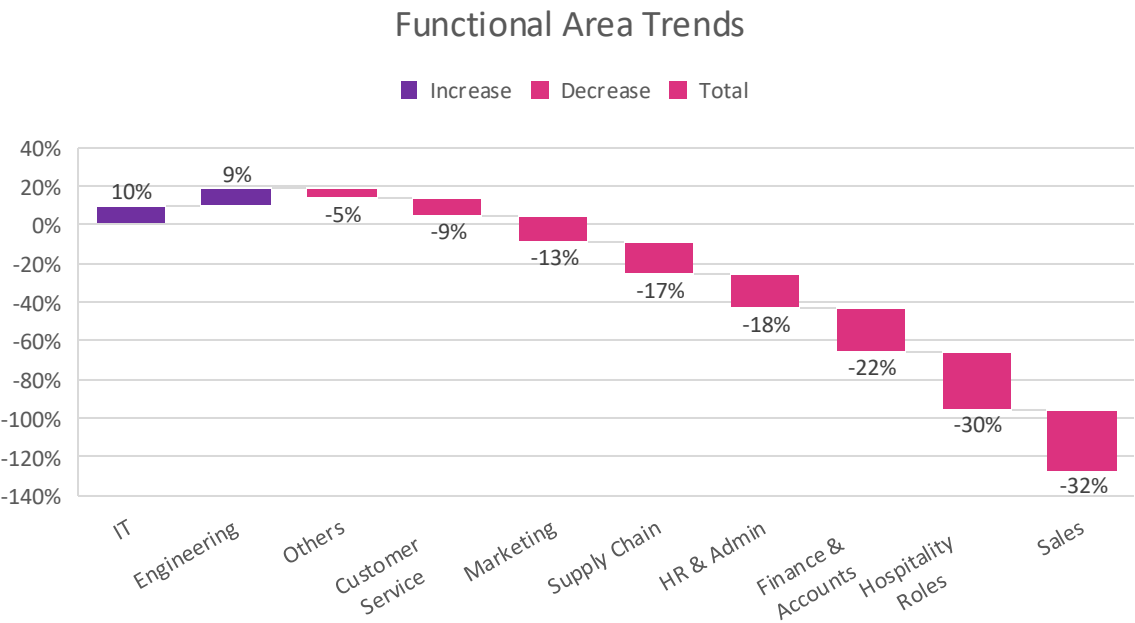
- ✓ In August’25, **Hospitality & Travel (+11%)** has seen strong growth on the back of tourism recovery, rising international arrivals, and government-led promotional campaigns. **Engineering, Construction & Real Estate (+10%)** are expanding steadily, fuelled by large-scale infrastructure projects, urban development, and housing demand. Meanwhile, **Oil & Gas (+1%)** has maintained stable hiring, supported by sustained global energy demand and steady oil prices.
- ✓ **Retail (-50%)** has been severely hit by weak consumer spending, rising inflation, and squeezed profit margins, leading businesses to cut back on workforce expansion. Similarly, **BFSI (-47%)** is facing a sharp decline as automation and fintech disruption reduce demand for traditional roles, while cost-cutting measures and cautious investment further dampen hiring.
- ✓ Meanwhile, other industries show mixed outcomes: **Production/Manufacturing, Automotive & Ancillary (0%)** remained flat as firms hold steady amid cautious demand. **Advertising, Market Research, PR, Media & Entertainment (-17%)** saw reduced hiring due to lower ad spend and budget cuts, while **Logistics, Courier/Freight/Transportation, Shipping/Marine (-18%)** was impacted by supply chain challenges and cost pressures. **IT, Telecom/ISP & BPO/ITES (-36%)** declined sharply, driven by outsourcing shifts, automation, and slowed tech investments.



Hiring Trends - Functional Area*

Hiring activity exceeded in 2 of the 10 functional areas annually in August'25

- ✓ In August 2025, The top-performing functions in Malaysia are **IT (+10%)** and **Engineering / Production (+9%)**. IT is leading growth as organisations accelerate digital transformation, with strong demand for skills in cloud computing, cybersecurity, and AI. Engineering and Production hiring is also rising, fuelled by large-scale infrastructure projects, manufacturing expansion, and steady export demand, making these two functions the most resilient in the current market.
- ✓ At the other end, **Sales & Business Development (-32%)** and **Hospitality Roles (-30%)** recorded the sharpest declines. Sales and BD hiring has dropped as businesses curb expansion, tighten budgets, and shift focus toward digital sales models over traditional field roles. Hospitality roles continue to struggle due to seasonal fluctuations, inflationary pressures, and softer consumer discretionary spending, which is affecting hotels, food and beverage, and related services.
- ✓ The remaining functions show moderate declines. **Customer Service (-9%)** is impacted by outsourcing and the growing use of self-service platforms. **Marketing & Communications (-13%)** hiring slowed as companies cut advertising budgets and consolidate spend into leaner digital channels. **Purchase / Logistics / Supply Chain (-17%)** faces challenges from global supply chain disruptions and high operational costs. **HR & Admin (-18%)** functions are declining due to cost-cutting measures and automation of routine tasks, while **Finance & Accounts (-22%)** faces a steep drop as digitisation and shared services reduce the need for traditional roles.



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.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



Annexure: Industry Data*

Industries	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25
IT, Telecom/ISP and BPO/ITES	171	178	167	140	116	110	122	107	106	111	115	113	110
Engineering, Construction and Real Estate	99	89	77	75	72	78	80	74	79	90	92	87	91
BFSI	74	66	65	66	54	59	66	63	62	63	61	59	59
Production/Manufacturing, Automotive and Ancillary	103	96	98	95	91	90	94	94	93	95	94	94	97
Oil and Gas	119	92	96	98	93	97	93	91	91	89	91	88	89
Hospitality	165	143	119	126	144	152	144	142	148	148	145	152	152
Retail	189	157	182	140	136	123	130	114	109	109	109	113	114
Logistic, Courier/ Freight/ Transportation, Shipping/ Marine	148	96	97	95	91	87	104	106	103	107	117	116	105
Advertising, Market Research, Public Relations, Media and Entertainment	100	86	88	76	70	69	73	71	68	73	76	73	75

Annexure: Functional Area Data*

Functions	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25
Software, Hardware, Telecom	288	290	287	251	229	224	241	227	221	234	226	219	224
Finance & Accounts	117	116	124	123	108	104	102	103	110	110	108	107	107
Sales & Business Development	199	188	193	174	167	167	173	165	158	158	167	168	167
Customer Service	35	24	24	21	11	16	23	22	16	17	18	20	23
Marketing & Communications	153	131	125	121	116	121	129	126	121	128	128	124	123
HR & Admin	92	82	82	81	78	82	90	92	91	99	100	99	99
Engineering /Production, Real Estate	157	125	115	115	115	118	123	121	127	136	141	136	136
Hospitality & Travel	26	29	34	26	21	20	22	17	21	23	21	19	16
Purchase/ Logistics/ Supply Chain	113	85	84	86	85	86	96	91	91	93	95	93	95

Thank you

