foundit Insights Tracker

Hiring Trends in Philippines

For any additional or custom insights, kindly email on
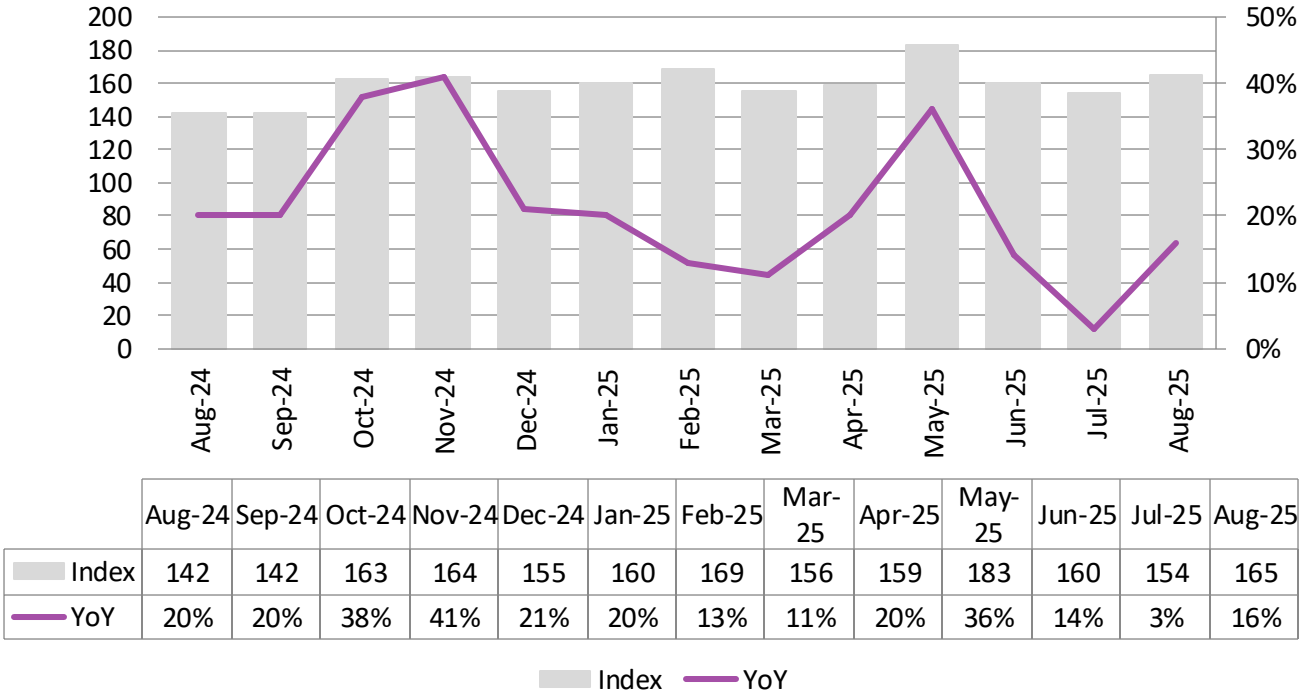PR@foundit.ai

Contents

Key Highlights of the Month

Philippines saw a 7% growth in employment activity in August 2025

✅ Recruitment activity in August 2025 rose to 165 on the foundit Insights Tracker (fit), up from 142 a year earlier marking a 16% 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 in the Philippines rose to 165 in August from 154 in July (7% growth), but momentum eased as some firms kept employment flat, managing demand cautiously amid trade uncertainties.

✅ Over the past three months, hiring in the Philippines has edged up by 3%, while over the past six months the rise has been closer to 6%. This gradual acceleration comes as companies grow more confident in demand but still remain cautious balancing growth with careful control over costs and headcount amid global uncertainty and tight labour supply.

foundit Insights Tracker

	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
Index	142	142	163	164	155	160	169	156	159	183	160	154	165
YoY	20%	20%	38%	41%	21%	20%	13%	11%	20%	36%	14%	3%	16%

Index ▬▬ YoY
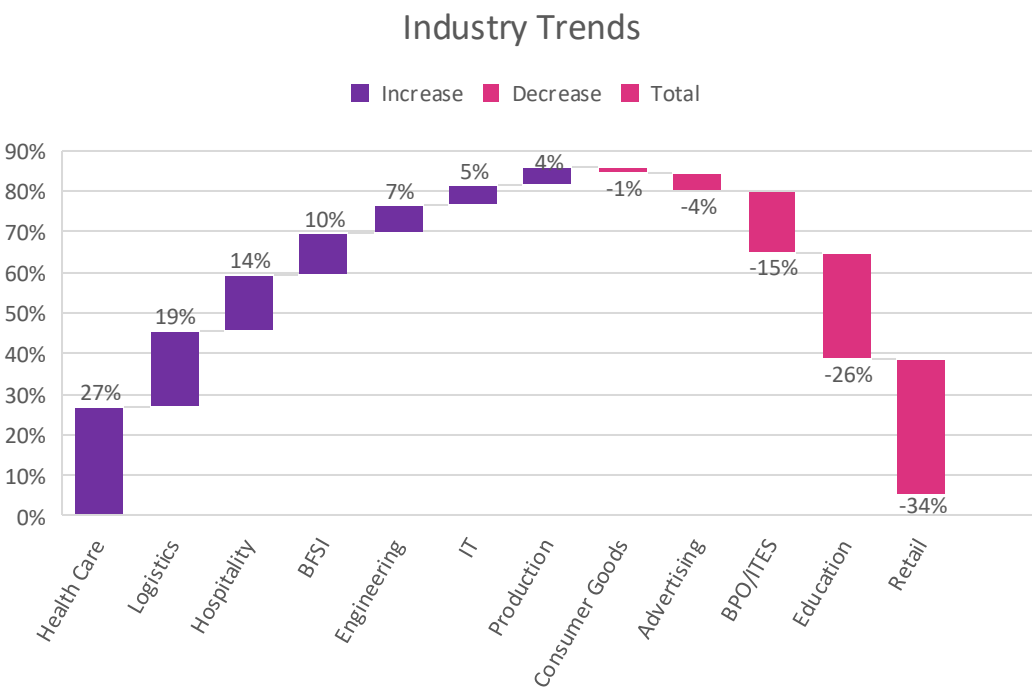
Hiring Trends – Industry*

Hiring gained momentum annually in 7 of the 12 monitored industries in the month of August'25

✅ **Health Care (+27%)** recorded the strongest annual growth, supported by rising demand for medical professionals, increased investment in healthcare infrastructure, and the adoption of digital health services. **Logistics (+19%)** also posted significant growth, driven by sustained e-commerce activity, supply chain expansion, and improvements in global trade. **Hospitality (+14%)** continued to recover as international and domestic tourism strengthened, leading to increased workforce requirements in hotels, travel, and allied services.

✅ At the lower end, **Retail (-34%)** registered the steepest decline as weak consumer sentiment, reduced discretionary spending, and a structural shift towards online channels impacted hiring demand. **Education (-26%)** also contracted sharply due to lower enrolments in traditional institutions and an accelerated transition to digital learning platforms.

✅ Other industries reflected more moderate trends. **BFSI (+10%)** benefitted from the expansion of digital banking and financial services. **Engineering, Construction and Real Estate (+7%)** gained momentum from ongoing infrastructure projects. **IT & Telecom (+5%)** registered steady hiring in line with digital adoption, while **Production/Manufacturing and Automotive (+4%)** posted marginal growth amid a slow recovery in industrial demand. In contrast, **Consumer Goods/FMCG (-1%)** experienced subdued consumption-driven hiring, **Advertising, Media & PR (-4%)** slowed due to reduced marketing expenditure, and **BPO/ITES (-15%)** faced declines owing to automation and global cost optimization measures.

Industry Trends

Legend: ■ Increase ■ Decrease ■ Total

Industry	Value
Health Care	27%
Logistics	19%
Hospitality	14%
BFSI	10%
Engineering	7%
IT	5%
Production	4%
Consumer Goods	-1%
Advertising	-4%
BPO/ITES	-15%
Education	-26%
Retail	-34%

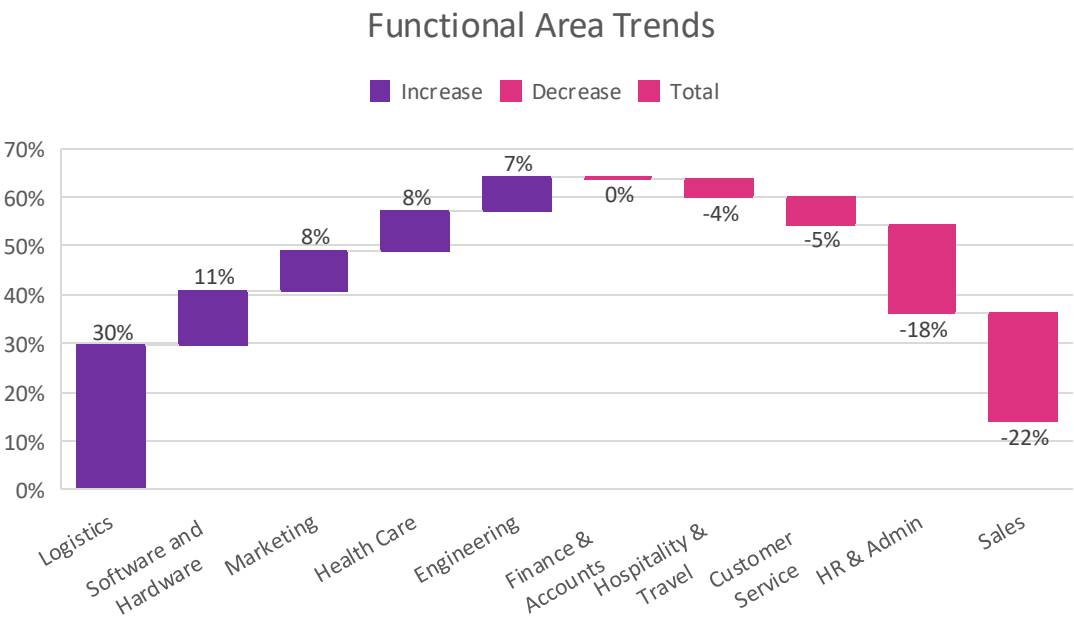* All figures represent percentage change between Aug'24 and Aug'25

Hiring Trends - Functional Area*

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

✅ **Purchase/Logistics/Supply Chain (+30%)** led annual hiring growth, reflecting strong demand from expanding e-commerce operations, rising cross-border trade, and companies strengthening supply chain resilience. **Software, Hardware & Telecom (+11%)** also recorded notable growth, supported by accelerated digital transformation, increased enterprise IT investments, and the adoption of advanced communication technologies. **Marketing & Communications (+8%)** was among the top performers as organizations increased brand visibility and customer engagement efforts in a competitive market.

✅ At the other end, **Sales & Business Development (-22%)** saw the sharpest contraction as firms exercised caution in frontline hiring amid slower consumption and cost optimization pressures. **HR & Admin (-18%)** also declined, with many organizations consolidating operations, leveraging technology for workforce management, and reducing traditional administrative roles.

✅ The remaining functions reflected mixed but modest trends. **Health Care (+8%)** posted steady demand aligned with continued sectoral growth, while **Engineering/Production & Real Estate (+7%)** benefitted from infrastructure and industrial activity. **Finance & Accounts (0%)** remained flat, indicating stable but cautious hiring in line with cost controls. In contrast, **Hospitality & Travel (-4%)** and **Customer Service (-5%)** showed marginal declines, reflecting slower recovery in discretionary travel and efficiency improvements in service delivery.

Functional Area Trends

Legend: ■ Increase ■ Decrease ■ Total

Waterfall chart values:
- Logistics: 30%
- Software and Hardware: 11%
- Marketing: 8%
- Health Care: 8%
- Engineering: 7%
- Finance & Accounts: 0%
- Hospitality & Travel: -4%
- Customer Service: -5%
- HR & Admin: -18%
- Sales: -22%

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.

For any additional or custom insights, kindly email on
PR@foundit.ai

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

foundit

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
BPO/ITES	323	278	283	305	289	300	310	264	279	299	270	259	274
IT, Telecom/ISP	142	142	161	167	141	147	151	141	144	161	148	147	149
BFSI	229	210	242	247	227	251	260	247	251	288	249	249	252
Engineering, Construction and Real Estate	86	87	89	87	84	91	94	92	91	97	92	92	92
FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	82	84	83	85	83	83	84	83	84	86	83	83	81
Production/Manufacturing, Automotive and Ancillary	95	97	106	107	94	99	101	99	99	103	98	98	99
Retail	304	298	315	290	181	197	209	200	199	216	198	206	202
Hospitality & Travel	94	94	101	114	98	111	110	104	106	121	102	94	107
Education	103	94	107	131	113	122	130	86	90	87	81	85	76
Health Care	152	162	161	167	149	173	184	169	167	192	190	191	193
Logistic, Courier/ Freight/ Transportation, Import/Export, Shipping	144	150	174	173	159	164	171	171	159	186	172	172	171
Advertising, Market Research, Public Relations, Media and Entertainment	159	157	173	165	142	156	165	152	152	161	146	146	152

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	203	203	230	243	217	236	248	229	220	216	230	222	226
Finance & Accounts	264	262	286	276	244	269	272	262	251	274	255	254	263
Sales & Business Development	140	143	152	156	125	127	127	120	111	107	108	106	109
Customer Service	242	215	224	237	215	237	243	211	221	235	225	229	229
Marketing & Communications	169	169	184	193	162	188	192	173	171	181	169	174	183
HR & Admin	185	164	181	182	156	181	184	162	151	168	157	159	151
Engineering /Production, Real Estate	87	88	91	91	89	96	99	96	96	104	96	92	93
Hospitality Roles	79	82	80	86	74	78	77	78	79	82	76	76	76
Medical Roles	125	143	149	151	131	146	149	145	135	144	135	129	135
Purchase/ Logistics/ Supply Chain	149	156	181	194	133	176	183	187	169	196	183	183	193

Thank you

foundit