foundit

Insights Tracker

September 2025

Hiring Trends in Malaysia

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Contents

Key Highlights of the Month

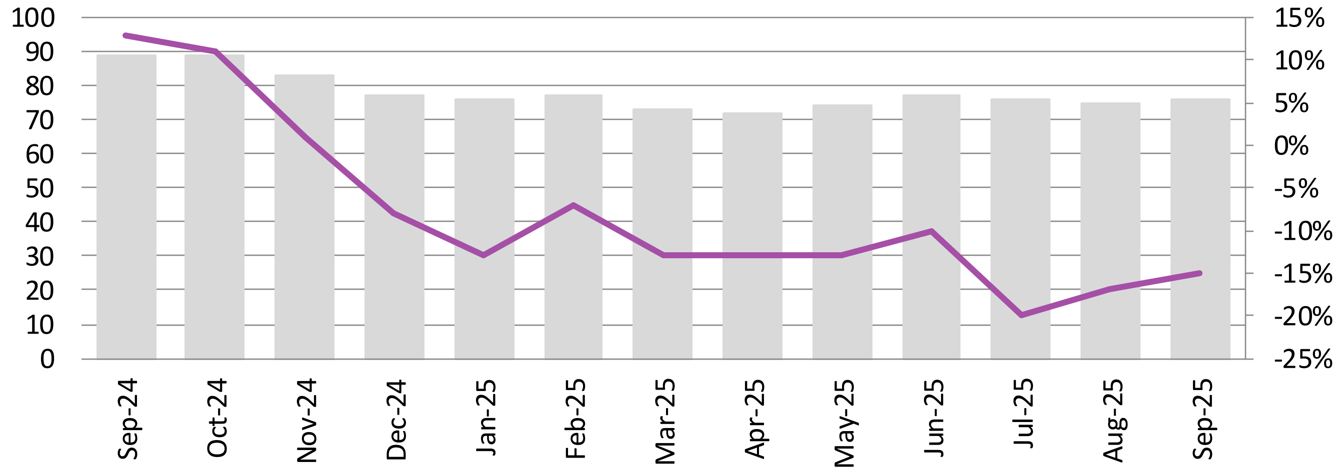
foundit Insights Tracker in Malaysia saw a 15% year-on-year decline in recruitment in September 2025

- The foundit Insights Tracker (fit) revealed a year-on-year drop in e-recruitment activity, with the index decreasing from 89 in September 2024 to 76 in September 2025 as employers are becoming cautious choosing to upskill or promote internally rather than expand headcount

- Hiring demand in September 2025 saw a 1% month-on-month rise, with the index increasing from 75 in August to 76, signaling a slight upward trend in recruitment activity.

- Malaysia's hiring trend showed no change over the past three months (0%) and a moderate increase of 6% over six months, indicating steady but cautious recovery in recruitment activity. The short-term stagnation reflects cautious employer sentiment amid global economic headwinds, while the six-month growth points to renewed confidence driven by stable domestic demand, sustained investments in digital and high-skill sectors, and gradual workforce expansion plans.

foundit Insights Tracker



	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25
Series1	89	89	83	77	76	77	73	72	74	77	76	75	76
Series2	13%	11%	1%	-8%	-13%	-7%	-13%	-13%	-13%	-10%	-20%	-17%	-15%

Series1 Series2

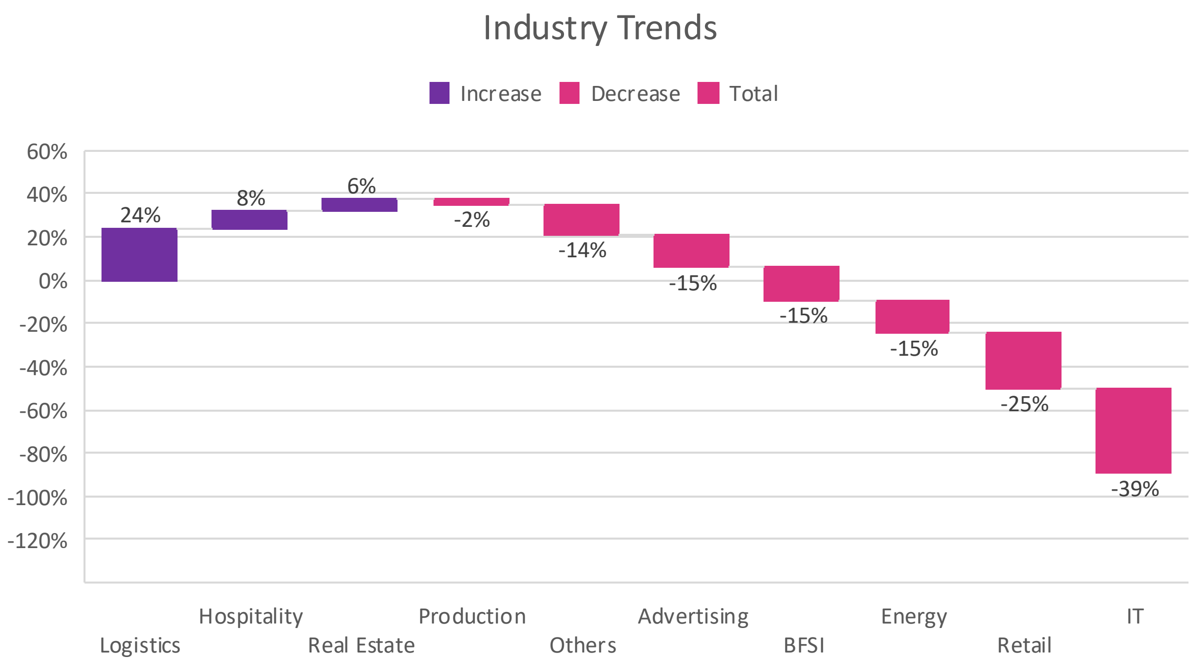
Hiring Trends – Industry*

3 out of 10 industries tracked by the Index registered an annual increase in job demand in September 2025

- **Logistic, Courier/ Freight/ Transportation, Shipping/ Marine** grew strongly at **24%** and **Hospitality & Travel rose 8%,** driven by sustained e-commerce and freight demand, plus a rebound in inbound tourism. Port activity and investment in freight infrastructure have lifted demand for drivers, warehousing and supply-chain staff, while tourism reopening and promotional campaigns are restoring hotel, F&B and travel hiring.

- At the bottom, **IT, Telecom/ISP and BPO/ITES contracted** sharply by **39%** and **Retail fell 25%**, reflecting sectoral retrenchment and lower consumer discretionary spending. Tech hiring indicators show firms narrowing hiring to priority digital roles and relying more on contractor or internal talent, which reduces visible online vacancies. Simultaneously retail has been hit by weaker consumer spending and cost pressures that forced retailers to slow recruitment and rationalize store-level roles.

- Meanwhile, **Engineering, Construction and Real Estate grew 6%** as infrastructure and industrial projects keep specialist hiring intact; **Production, Automotive and Ancillary dipped 2%** as some factories optimize headcount amid cost controls; **Advertising, Market Research, Public Relations, Media and Entertainment fell 15%** as marketing budgets are tightened and agencies streamline teams; **BFSI declined 15%** as banks focus hiring on compliance, digital and risk roles while pausing broader recruitment; **Energy declined 15%** amid corporate restructuring and project rephasing in the sector. These movements mirror project cycles, cost management and channel shifts from broad online hiring to targeted or internal sourcing.



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

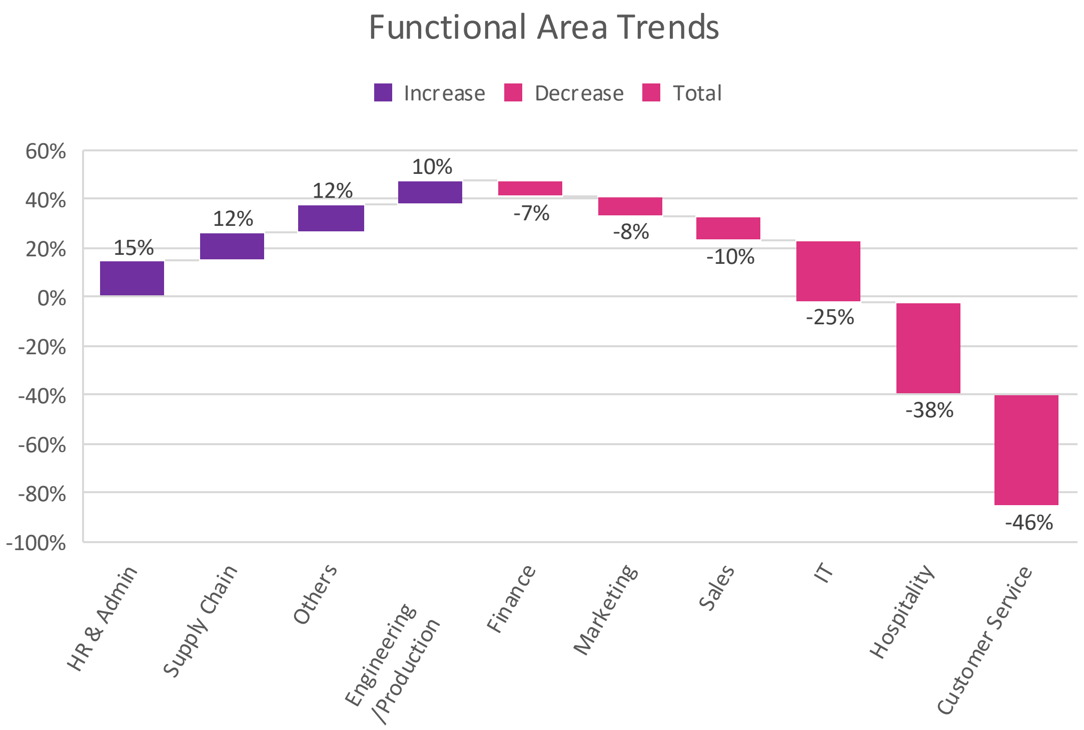
Hiring Trends - Functional Area*

Hiring activity exceeded in 4 of the 10 functional areas annually in September’25

- InHR & Admin (15%)** and **Purchase / Logistics / Supply Chain (12%)** recorded the strongest growth in September 2025. This uptick reflects employers prioritising workforce planning, compliance, and retention strategies in HR amid evolving workplace policies and hybrid models. Simultaneously, logistics and supply chain hiring remains strong, supported by e-commerce growth, freight expansion, and investment in logistics infrastructure, leading to consistent demand for operations, procurement, and inventory management professionals.

- **Customer Service (-46%)** and **Hospitality Roles (-38%)** saw the steepest declines, highlighting continued automation and cost rationalisation across service-heavy sectors. Many firms have adopted AI-driven customer support and self-service channels, reducing the need for large support teams. In hospitality, despite improving tourism numbers, employers are operating with leaner staff structures, seasonal contracts, and outsourced roles, resulting in fewer permanent openings on digital recruitment platforms.

- Among the remaining functions, **Engineering / Production (10%)** maintained healthy momentum driven by ongoing manufacturing projects and industrial investments. In contrast, **Finance & Accounts (-7%)**, **Marketing & Communications (-8%)**, and **Sales & Business Development (-10%)** reflected cost optimisation, with employers focusing on critical functions over expansionary hiring. **IT (-25%)** registered a sharp fall as tech firms shifted toward selective hiring for high-priority digital roles and leveraged internal talent mobility, indicating a maturing technology job market focused on efficiency rather than scale.



 * All figures represent percentage change between September’24 and September’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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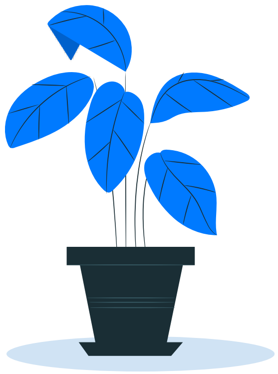

About foundit.in APAC & Middle East

foundit.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	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25
IT, Telecom/ISP and BPO/ITES	178	167	140	116	110	122	107	106	111	115	113	110	108
Engineering, Construction and Real Estate	89	77	75	72	78	80	74	79	90	92	87	91	94
BFSI	66	65	66	54	59	66	63	62	63	61	59	59	56
Production/Manufacturing, Automotive and Ancillary	96	98	95	91	90	94	94	93	95	94	94	97	94
Oil and Gas	92	96	98	93	97	93	91	91	89	91	88	89	78
Hospitality	143	119	126	144	152	144	142	148	148	145	152	152	154
Retail	157	182	140	136	123	130	114	109	109	109	113	114	117
Logistic, Courier/ Freight/ Transportation, Shipping/ Marine	96	97	95	91	87	104	106	103	107	117	116	105	119
Advertising, Market Research, Public Relations, Media and Entertainment	86	88	76	70	69	73	71	68	73	76	73	75	73

* Represents Index figures

Annexure: Functional Area Data*

Functions	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25
Software, Hardware, Telecom	290	287	251	229	224	241	227	221	234	226	219	224	218
Finance & Accounts	116	124	123	108	104	102	103	110	110	108	107	107	108
Sales & Business Development	188	193	174	167	167	173	165	158	158	167	168	167	169
Customer Service	24	24	21	11	16	23	22	16	17	18	20	23	13
Marketing & Communications	131	125	121	116	121	129	126	121	128	128	124	123	121
HR & Admin	82	82	81	78	82	90	92	91	99	100	99	99	94
Engineering /Production, Real Estate	125	115	115	115	118	123	121	127	136	141	136	136	137
Hospitality & Travel	29	34	26	21	20	22	17	21	23	21	19	16	18
Purchase/ Logistics/ Supply Chain	85	84	86	85	86	96	91	91	93	95	93	95	95

* Represents Index figures

Thank you

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