Insights Tracker

July 2026

Hiring Trends in Singapore

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

Contents

01	Key Highlights of the Month	Page 3
02	Hiring Trends - Industry	Page 4
03	Hiring Trends - Functional Area	Page 5
04	Data & Methodology	Page 6
05	About foundit APAC & Gulf	Page 7
06	Annexure	Page 8-10

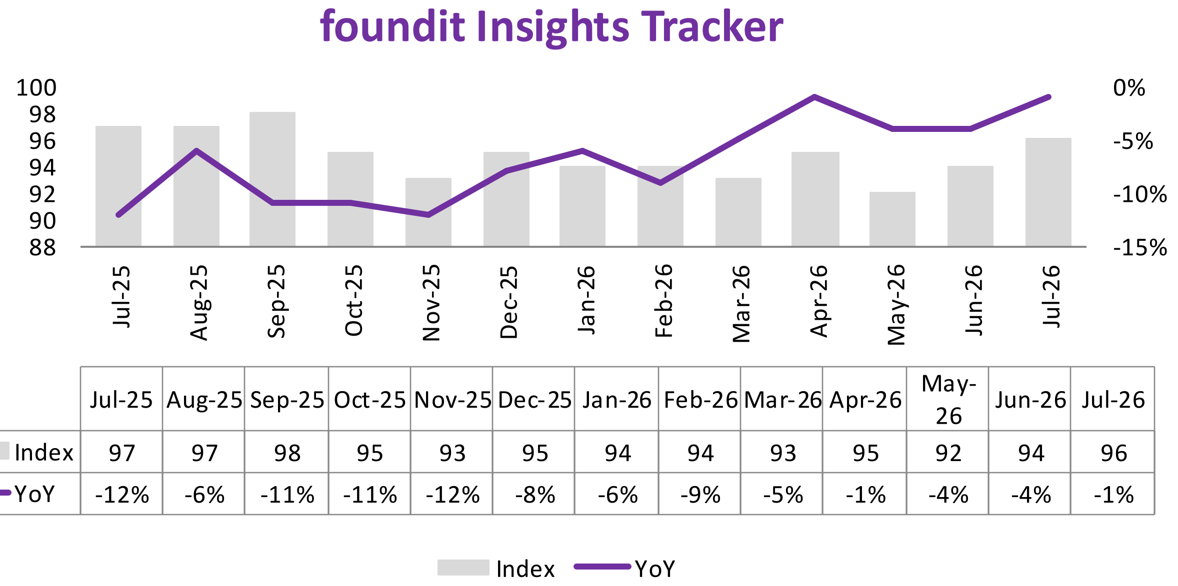
Key Highlights of the Month

foundit Insights Tracker in Singapore records a 1% annual decline in hiring activity in July'26

- The **foundit** Insights Tracker (fit) recorded a broad-based pickup in e-recruitment activity in Singapore in July 2026. The index rose to 96 from 94 in June — a 2% month-on-month gain — as the year-on-year decline narrowed to 1% from 4% a month earlier, the strongest annual reading since April.

- The index is up 1% over three months and 2% over six, moving from holding its ground to edging higher. Hiring has traded in a narrow 92–96 band all year, and July's rise to the top of that range is the first sign of the band lifting rather than the index bouncing within it.

- The recovery is still selective. Momentum is concentrated in consumer goods, advertising and media, and technology, alongside customer-facing and marketing roles, while banking, hospitality, education and legal stay in structural retreat as automation and cost discipline keep removing routine headcount.



	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26
Index	97	97	98	95	93	95	94	94	93	95	92	94	96
YoY	-12%	-6%	-11%	-11%	-12%	-8%	-6%	-9%	-5%	-1%	-4%	-4%	-1%

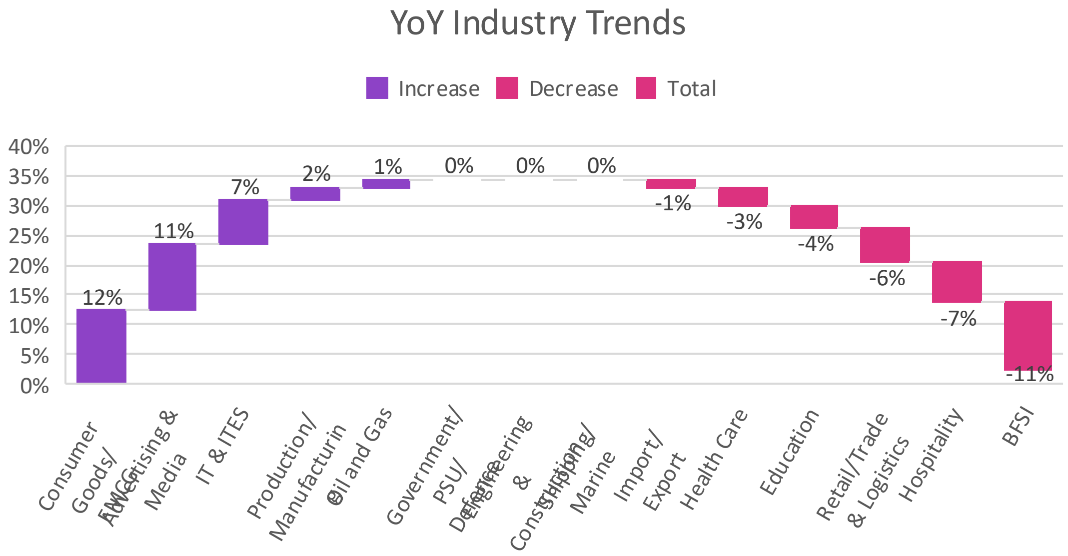
Hiring Trends – Industry*

5 of the 15 industry sectors monitored by the tracker recorded positive annual growth in hiring demand.

- **Consumer Goods/FMCG** (+12%) posted the sharpest gain of the month, extending June's turnaround as retail demand firmed and consumer brands rebuilt front-line and supply-side teams. **Advertising, Market Research, PR, Media & Entertainment** (+11%) remained the most consistent performer, with digital and social spend continuing to pull in creative and campaign talent. **IT, Telecom/ISP & BPO/ITES** (+7%) accelerated as demand broadened beyond specialist AI, cloud and cybersecurity roles.

- **Government/PSU/Defence (0%), Engineering, Construction & Real Estate (0%) and Shipping/Marine (0%)** were flat year-on-year, holding workforce levels without adding to them. **Import/Export** (−1%) recorded only a token decline, still weighed down by soft global trade and tariff uncertainty.

- **BFSI** (−11%) was again the steepest faller, though its decline eased from June as banks continue to strip out routine headcount, with automation and offshoring absorbing the work. **Hospitality** (−7%) and **Retail/Trade & Logistics** (−6%) stayed under pressure as consumer-facing demand remained selective, while **Education** (−4%) and **Health Care** (−3%) softened more moderately amid ongoing expenditure discipline. Even so, most declining sectors rose month-on-month, a sign the annual gaps are closing rather than widening.



* All figures represent percentage change between July '25 and July '26

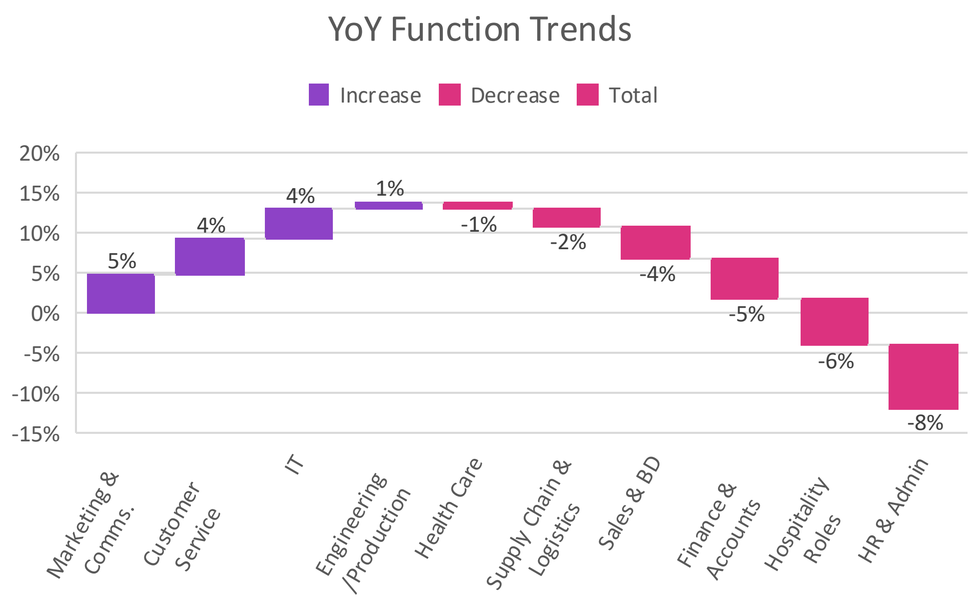
Hiring Trends - Functional Area*

4 of the 11 job functions recorded positive annual growth in hiring in July 2026.

- **Marketing & Communications** (+5%) led all functional categories, extending the hiring tail of Singapore's strongest industry cluster in advertising and media. **Software, Hardware & Telecom** (+4%) turned positive after slipping in June, and **Customer Service** (+4%) stayed firm on steady demand for service and support roles; both rose again over the month. **Engineering/Production** (+1%) edged into positive territory on steady project-led hiring.

- **Health Care (–1%)** and **Purchase/Logistics/Supply Chain (–2%)** sat just below the year-ago line, while **Sales & Business Development** (–4%) slipped after June's sharp monthly recovery, with commercial teams still being rebuilt selectively rather than at scale. **Finance & Accounts** (–5%) fell further as automation absorbs routine accounting and reporting work.

- **Hospitality & Travel** (–6%) softened in line with the tourism slowdown at industry level, and **HR & Admin** (–8%) continued its steady retreat as organisations hold leaner structures. **Legal** (–12%) was again the steepest, as firms lean on outside counsel and run leaner in-house teams rather than adding permanent lawyers. The pattern held through July — hiring is firmest where work is customer-facing or creative, and weakest where it can be automated or done with fewer people.



* All figures represent percentage change between July '25 and July '26

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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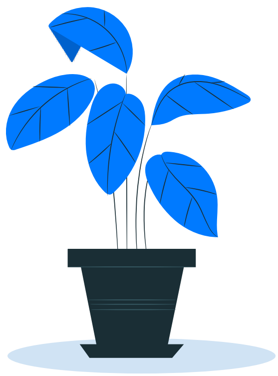

About foundit.in APAC & Middle East

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

www.founditgulf.com

www.foundit.sg

www.foundit.my

www.foundit.com.ph

www.foundit.hk

Annexure

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Annexure: Industry Data*

Industries	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26
IT, Telecom/ISP and BPO/ITES	122	123	122	119	121	123	123	123	122	123	121	123	131
BFSI	115	111	109	105	104	109	107	105	104	105	101	100	102
Health Care	127	124	126	124	121	123	121	121	120	120	119	120	123
Hospitality & Travel	119	120	119	115	116	114	112	110	108	109	108	107	111
Government/ PSU/ Defense	69	69	69	69	69	69	69	68	69	69	68	69	69
Education	136	132	134	133	131	131	133	131	129	129	127	127	131
Retail/Trade and Logistics	104	104	105	103	100	100	101	101	100	100	97	97	98
Engineering, Construction and Real Estate	105	102	103	100	99	100	102	103	102	104	102	102	105
Production/Manufacturing, Automotive and Ancillary	91	91	91	90	88	89	90	91	90	91	90	91	93
Consumer Goods/ FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	73	73	73	73	73	73	73	73	72	73	73	79	82
Advertising, Market Research, Public Relations, Media and Entertainment	90	90	91	98	98	96	98	96	98	98	96	96	100
Shipping/Marine	91	91	91	91	91	91	91	91	91	91	90	91	91
Import/Export	82	81	81	81	81	81	81	81	81	81	81	81	81
Oil and Gas	83	84	84	84	84	84	84	84	84	84	83	84	84

 * Represents Index figures

Annexure: Functional Area Data*

Functions	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26
Software, Hardware, Telecom	81	83	82	81	83	85	86	85	86	84	83	82	84
Finance & Accounts	80	79	78	78	77	78	80	78	77	78	76	75	76
Sales & Business Development	100	98	99	97	94	94	93	94	98	94	92	99	96
Customer Service	113	114	113	112	112	112	112	117	111	112	111	114	118
Marketing & Communications	84	84	84	85	85	85	87	85	86	86	84	86	88
HR & Admin	100	100	98	96	95	96	94	94	92	93	91	91	92
Engineering /Production	109	108	108	106	105	105	107	109	108	109	106	108	110
Hospitality Roles	102	105	105	100	101	98	96	94	92	94	93	91	96
Medical Roles	118	123	124	121	120	121	117	117	116	115	114	114	117
Legal	157	158	157	155	152	151	149	146	145	141	140	138	139
Purchase/ Logistics/ Supply Chain	92	90	91	90	89	90	89	89	89	89	89	89	90

* Represents Index figures

Thank you

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