

foundit

Insights Tracker

August 2026

Hiring Trends in Singapore

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PR@foundit.ai



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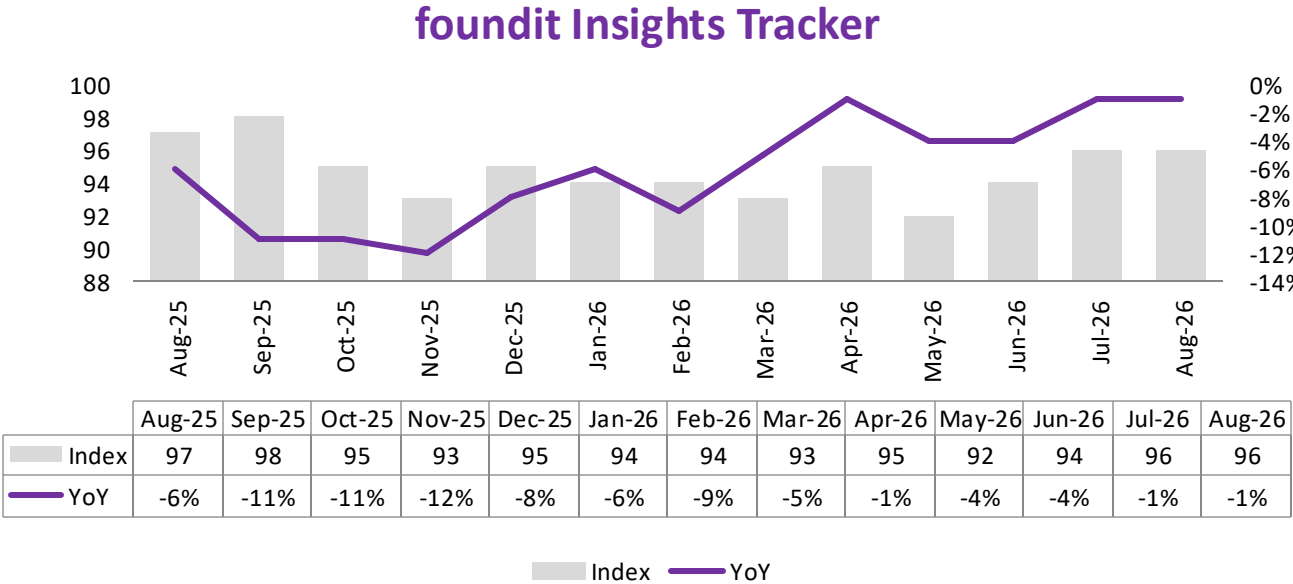
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Key Highlights of the Month

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

- ✓ The **foundit** Insights Tracker (fit) held Singapore's July recovery into August 2026. The index stayed at 96, unchanged month-on-month, while the year-on-year decline held at 1% — matching July's reading and marking two consecutive months at the narrowest annual gap since April.
- ✓ Over a longer horizon the recovery firms. The index is up 4% over three months — a sharp step-up from +1% a month ago — and 2% over six. Hiring has traded in a 92–96 band all year, and this is the first time it has sat at the top of that band for two consecutive months.
- ✓ The improvement remains selective. Consumer goods, advertising and media, and technology continue to lead, alongside customer-facing and marketing roles. Banking's decline narrows sharply and health care returns to flat, while hospitality, legal and HR remain in structural retreat as automation keeps removing routine headcount.



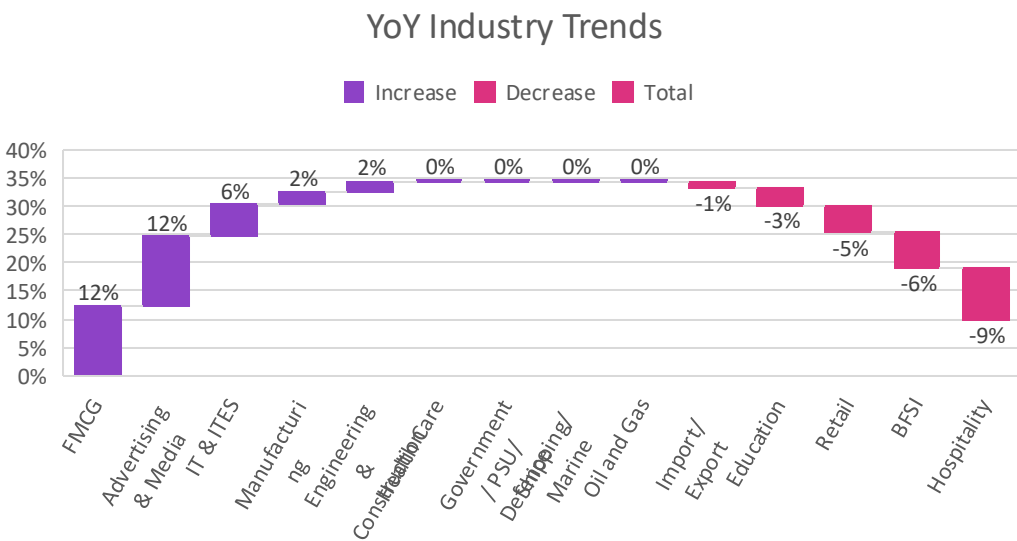
Hiring Trends – Industry*

5 of the 14 industry sectors monitored by the tracker recorded positive annual growth in hiring demand.

✓ **Consumer Goods/FMCG** (+12%) again held the top slot as retail brands kept rebuilding front-line and supply-side teams. **Advertising, Market Research, PR, Media & Entertainment** (+12%) matched the pace as digital and social spend continued to pull in creative and campaign talent. **IT, Telecom/ISP & BPO/ITES** (+6%) eased a shade from July but stayed the largest-volume gainer, with AI, cloud and cybersecurity demand holding. Production/Manufacturing (+2%) and Engineering, Construction & Real Estate (+2%) rounded out the positives on steady project-led hiring.

✓ **Government/PSU/Defence** (0%), **Health Care** (0%), **Shipping/Marine** (0%) and **Oil & Gas** (0%) were flat year-on-year, with Health Care's return to level from -3% the most notable move. **Import/Export** (-1%) recorded only a token decline, still weighed down by soft global trade and tariff uncertainty.

✓ **Hospitality** (-9%) saw the steepest decline, with tourism demand still selective. **BFSI** (-6%) and **Retail/Trade & Logistics** (-5%) both stayed under pressure, though BFSI narrowed sharply from July's (-11%). **Education** (-3%) rounded out the declines on continued expenditure discipline.



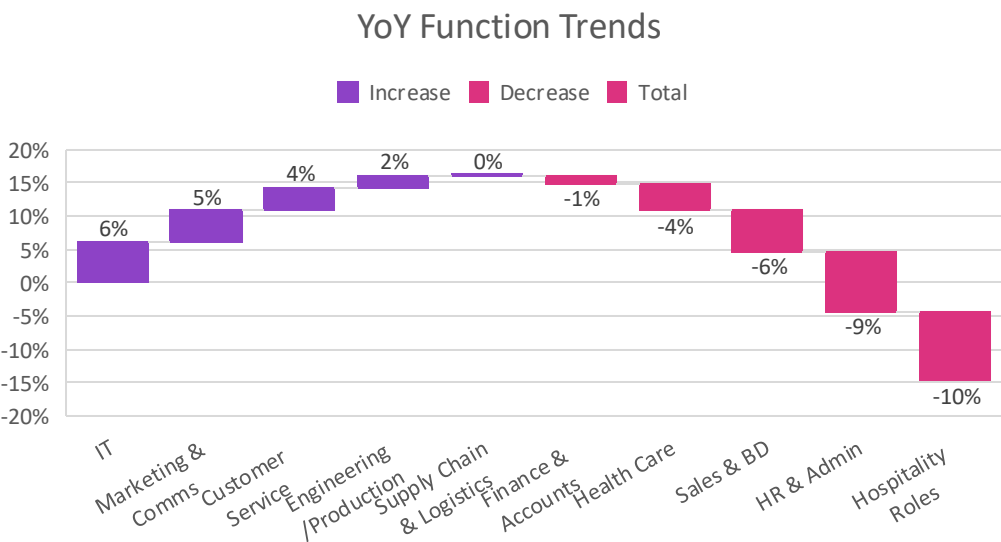
Hiring Trends - Functional Area*

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

✓ **Software, Hardware & Telecom (+6%)** led all functional categories, up from a +4% reading a month earlier as tech hiring firmed alongside the industry-side pickup. **Marketing & Communications (+5%)** held its lead among consumer-facing roles, extending the tail of Singapore's strongest industry cluster. **Customer Service (+4%)** stayed firm on steady support-desk demand, and **Engineering/Production (+2%)** edged higher on continued project-led hiring.

✓ **Purchase/Logistics/Supply Chain (0%)** returned to flat from a -2% annual reading a month earlier, and **Finance & Accounts (-1%)** narrowed sharply from -5% over the same span, while **Sales & Business Development (-6%)** slipped further, with commercial teams still being rebuilt selectively rather than at scale. **Health Care (-4%)** also softened on the year, reversing part of an earlier recovery in hiring for hospital and clinical roles.

✓ **Hospitality & Travel (-11%)** fell in line with the tourism slowdown at industry level, with hotels and travel operators trimming ahead of a softer visitor cycle. **HR & Admin (-9%)** continued its steady retreat as organisations hold leaner structures and shared-services models absorb transactional work. **Legal (-11%)** shared the steepest slot, as firms lean on outside counsel and run leaner in-house teams rather than adding permanent lawyers. Hiring remains firmest where work is customer-facing or creative, and weakest where it can be automated or done with fewer people.



Data & Methodology

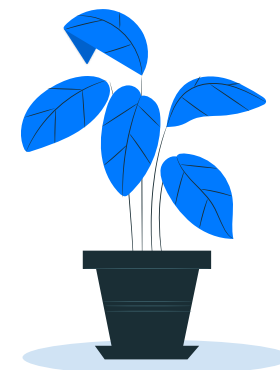
The foundit Insights Tracker (fit) is a comprehensive monthly analysis of online job posting activity conducted by foundit.in. Based on a real-time review of millions of employer job opportunities culled from a large, representative selection of online career outlets, fit presents a snapshot of employer 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.

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



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



Annexure: Industry Data*

Industries	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26
IT, Telecom/ISP and BPO/ITES	123	122	119	121	123	123	123	122	123	121	123	131	130
BFSI	111	109	105	104	109	107	105	104	105	101	100	102	104
Health Care	124	126	124	121	123	121	121	120	120	119	120	123	124
Hospitality & Travel	120	119	115	116	114	112	110	108	109	108	107	111	109
Government/ PSU/ Defense	69	69	69	69	69	69	68	69	69	68	69	69	69
Education	132	134	133	131	131	133	131	129	129	127	127	131	128
Retail/Trade and Logistics	104	105	103	100	100	101	101	100	100	97	97	98	99
Engineering, Construction and Real Estate	102	103	100	99	100	102	103	102	104	102	102	105	104
Production/Manufacturing, Automotive and Ancillary	91	91	90	88	89	90	91	90	91	90	91	93	93
Consumer Goods/ FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	73	73	73	73	73	73	73	72	73	73	79	82	82
Advertising, Market Research, Public Relations, Media and Entertainment	90	91	98	98	96	98	96	98	98	96	96	100	101
Shipping/Marine	91	91	91	91	91	91	91	91	91	90	91	91	91
Import/Export	81	81	81	81	81	81	81	81	81	81	81	81	80
Oil and Gas	84	84	84	84	84	84	84	84	84	83	84	84	84

Annexure: Functional Area Data*

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

Thank you

