

# foundit Insights Tracker

Apr 2024

## Hiring Trends in Philippines

For any additional or custom insights, kindly email on  
[PR@foundit.ai](mailto:PR@foundit.ai)



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# Key Highlights of the Month

Philippines' foundit Insights Tracker records a 9% surge in hiring activity from April 2023 to April 2024.

- ✓ In April 2024, the foundit Insights Tracker (fit) registered a notable increase, with the index reaching 132 marking a significant leap compared to the previous value of 121 recorded in April 2023.
- ✓ Furthermore, in April 2024, hiring activity experienced a 6% decline compared to March, which recorded an index value of 140.
- ✓ The latest data from the tracker reveals a notable 12% decrease over the past three months, marking a significant transformation in how recruitment is unfolding. Concurrently, there's a noticeable surge in contractual positions, reflecting a shift in the need to expand businesses toward specialized skill sets. This evolving landscape emphasizes the necessity for job seekers to remain agile, continually updating their skill sets to stay relevant amidst these changing dynamics.

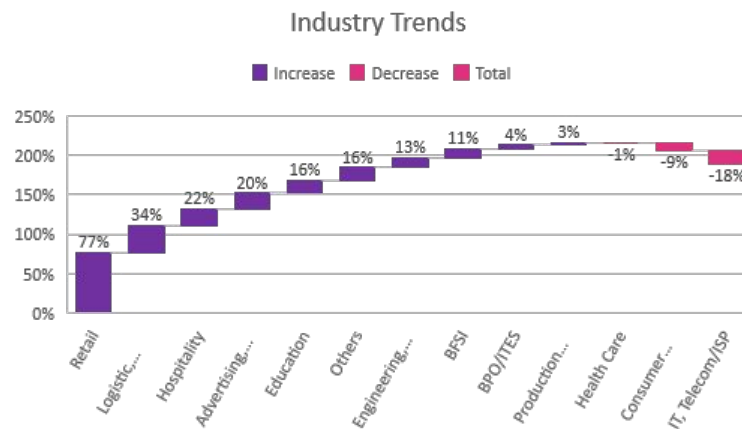
foundit Insights Tracker



# Hiring Trends – Industry\*

A remarkable hiring growth was observed in 9 out of the 12 monitored industries in the month of April'24

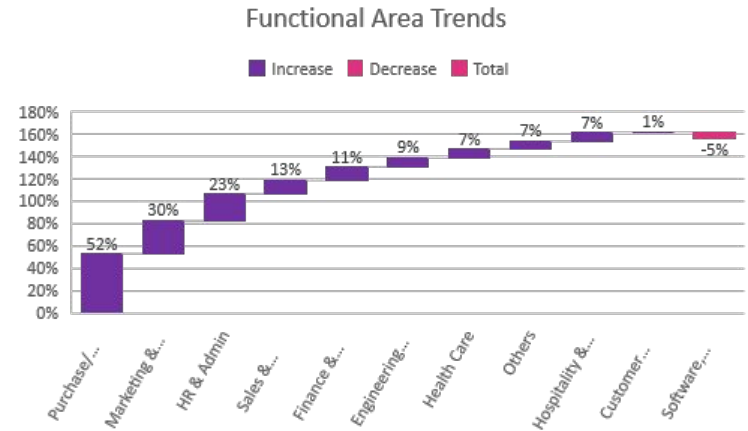
- ✓ The **Retail** (+77%) sector showed remarkable resilience, experiencing significant annual growth. Additionally, there was a notable 5% uptick in growth compared to the previous month. This surge can be attributed to the businesses within the sector, leveraging this robust growth momentum across diverse segments to capitalize on the market opportunities available. Furthermore, **Logistics, Courier/Freight/Transportation and Shipping** (+34%) and **Hospitality** (+22%), industries saw a notable increase in April'24
- ✓ The **IT, Telecom/ISP** (-18%) sector continues to face a significant decrease in hiring activity, showing a decline annually and with no fluctuation month-on-month. Likewise, the **Consumer Goods/FMCG, Food & Packaged Food** (-9%) sector registered the drop while the **Healthcare** (-1%) sector witnessed a marginal dip annually in April'24.
- ✓ In April'24, several other sectors displayed positive growth trends, fueled by a strong emphasis on digital transformations and innovation. The **Production/Manufacturing, Automotive and Ancillary** (+3%), **BPO/ITES** (+4%), **BFSI** (+11%), **Engineering, Construction, and Real Estate** (+13%), **Advertising, MR, PR, Media & Entertainment** (+20%) and **Education** (+16%) surged on an annual basis.



# Hiring Trends - Functional Area\*

Online recruitment activity surpassed the year-ago level in 9 out of 10 functions monitored by the tracker

- ✓ High Demand Professions in April'24: **Purchase/Logistics/Supply Chain** (+52%), **Marketing & Communications** (+30%) and **HR & Admin** (+23%)  
**Purchase/Logistics/Supply Chain** professionals witness a remarkable surge in hiring, solidifying their status as a highly skilled and sought-after workforce in the region. This growth is primarily attributed to the continuous expansion within the Retail sector.
- ✓ **Software, Hardware, Telecom** (-5%) roles, experienced a decline in annual hiring activity, marking the only sector with a decrease in April'24. Also, the professionals saw a 9% dip in hiring activity over the last month.
- ✓ Other functions to witness an uptick in hiring activity in April'24 - **Customer Service** (+1%) registering a marginal increase while **Hospitality & Travel** (+7%), **Healthcare** (+7%), **Engineering/Production/Real Estate** (+9%), **Finance & Accounts** (+11%) and **Sales & Business Development** (+13%) professionals experienced an increase annually.



# 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](mailto: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](http://www.foundit.in)

[www.founditgulf.com](http://www.founditgulf.com)

[www.foundit.sg](http://www.foundit.sg)

[www.foundit.my](http://www.foundit.my)

[www.foundit.com.ph](http://www.foundit.com.ph)

[www.foundit.hk](http://www.foundit.hk)



# Annexure





## Annexure: Industry Data\*

Industries	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24
BPO/ITES	228	218	217	217	227	215	237	235	255	230	266	253	238
IT, Telecom/ISP	188	190	179	177	174	171	170	164	159	162	168	154	154
BFSI	194	201	193	187	190	191	192	188	201	217	224	219	216
Engineering, Construction and Real Estate	77	82	80	80	79	80	80	79	85	80	90	86	87
FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	92	90	88	86	88	85	85	80	81	82	80	81	84
Production/Manufacturing, Automotive and Ancillary	93	94	92	89	90	91	92	92	97	99	103	96	96
Retail	117	110	164	143	209	175	170	181	206	195	209	197	207
Hospitality	65	73	70	61	71	69	66	66	75	87	81	76	79
Education	86	87	85	82	79	82	81	79	94	109	111	99	100
Health Care	154	163	140	129	130	140	140	142	156	163	162	151	152
Logistic, Courier/ Freight/ Transportation, Import/Export, Shipping	94	99	95	88	88	92	98	94	120	143	156	131	126
Advertising, Market Research, Public Relations, Media and Entertainment	116	125	116	106	112	113	115	110	132	144	153	138	139

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\* Represents Index figures

## Annexure: Functional Area Data\*

Functions	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-23	Mar-24	Apr-24
Software, Hardware, Telecom	257	263	241	247	245	252	253	247	252	272	264	267	243
Finance & Accounts	216	226	215	215	211	215	216	207	217	236	233	247	240
Sales & Business Development	85	90	122	80	116	84	86	88	93	94	98	94	96
Customer Service	190	185	186	191	201	199	202	198	219	190	189	210	191
Marketing & Communications	122	125	111	112	107	117	120	116	134	159	133	158	159
HR & Admin	121	130	113	108	111	117	117	120	141	155	132	152	149
Engineering /Production, Real Estate	79	83	82	81	81	83	82	81	83	80	81	87	86
Hospitality & Travel	69	70	68	67	69	69	68	67	73	76	74	72	74
Health Care	121	133	117	115	111	117	115	115	118	130	133	132	130
Purchase/ Logistics/ Supply Chain	84	90	85	90	81	92	89	88	114	142	106	138	128

Thank you

