

# foundit Insights Tracker

June 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

foundit Insights Tracker reports a 13% uptick in hiring activity from June 2023 to June 2024.

- ✓ The fit index, a barometer for job market health, climbed from 124 in June 2023 to 140 in June 2024. This substantial rise underscores the increasing demand for talent across various sectors.
- ✓ Additionally, hiring activity saw a 4% month-over-month increase, with the index climbing from 135 in May 2024 to 140 in June 2024.
- ✓ The latest tracker data shows a significant 6% increase in hiring activity over the last three months. The Philippine job market is on a growth trajectory, driven by strong economic fundamentals and proactive measures by both the government and the private sector. As the capital region, Metro Manila remains the epicenter of job growth, while Secondary cities like Cebu and Davao are also witnessing increased hiring activity, benefiting from regional development initiatives and infrastructure improvements.

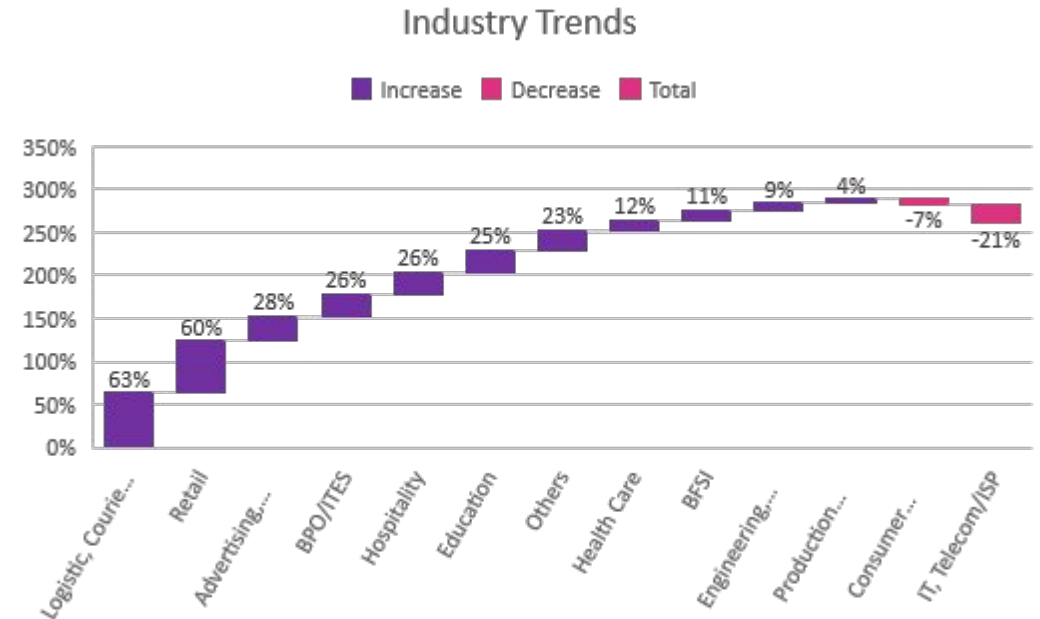
foundit Insights Tracker



# Hiring Trends – Industry\*

10 out of the 12 monitored industries saw significant hiring growth in the month of June'24.

- ✓ In June 2024, the **Logistics, Courier/Freight/Transportation, and Shipping** (+63%) sector saw extraordinary growth followed closely by the **Retail** (+60%) industry. These sectors are witnessing robust growth, with a focus on last-mile delivery solutions to cater to the e-commerce surge. Moreover, Government initiatives like the "Build, Build, Build" program are enhancing transportation infrastructure, leading to improved logistics capabilities and driving increased hiring in the sector. Additionally, the **Advertising, Market Research, Public Relations, Media, and Entertainment** (+28%) industry registered an annual growth along with a 5% increase in hiring activity over the last month.
- ✓ On the contrary, **IT, Telecom/ISP** (-21%) sector faced the steepest decline in hiring activity. Also, the **Consumer Goods/FMCG, Food & Packaged Food** (-7%) sector registered an annual drop with a marginal uptick in hiring demand over the last month.
- ✓ However, **BPO/ITES** (+26%) remains a cornerstone of the Philippine economy, with a consistent demand for skilled professionals. Additionally, **Production/Manufacturing, Automotive and Ancillary** (+4%), **BFSI** (+11%), **Healthcare** (+12%), **Engineering, Construction, and Real Estate** (+9%), **Education** (+25%) and **Hospitality** (+26%) also saw a robust increase in hiring activity on an annual basis.



# Hiring Trends - Functional Area\*

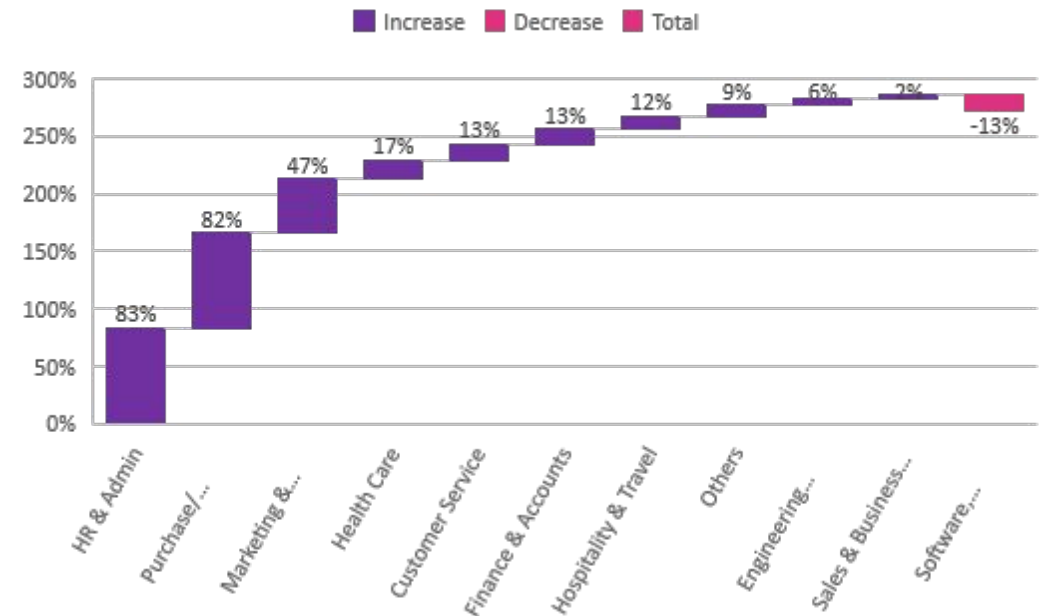
9 out of 10 functions monitored by the tracker surpassed the year-ago level in the hiring activity in June'24.

- ✓ **HR & Admin** (+83%) roles witnessed remarkable growth annually while a 25% growth is seen over the last month. This exponential growth is driven by digital transformation, regulatory compliance, and the evolving nature of work. Additionally, companies are placing a greater emphasis on employee engagement, well-being, and retention strategies to reduce turnover rates.
- Purchase/Logistics/Supply Chain** (+82%) saw a subsequent increase in job demand in June'24 with supportive government policies. Additionally, **Marketing & Communications** (+47%) roles saw an increase in demand, driven by the continuous need for digital marketing expertise. Specifically, the rise of influencer marketing is creating numerous opportunities for professionals who can effectively manage influencer partnerships and campaigns.

- ✓ **Software, Hardware, Telecom** (-13%) roles continue to drop in annual hiring activity in June'24.

- ✓ However, **Sales & Business Development** (+3%), **Engineering/Production/Real Estate** (+6%), **Hospitality & Travel** (12%) **Customer Service** (+13%), **Finance & Accounts** (+13%), and **Healthcare** (+17%) roles saw an increased demand annually.

Functional Area Trends



# 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	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24
BPO/ITES	217	217	227	215	237	235	255	230	266	253	238	233	274
IT, Telecom/ISP	179	177	174	171	170	164	159	162	168	154	154	147	141
BFSI	193	187	190	191	192	188	201	217	224	219	216	212	215
Engineering, Construction and Real Estate	80	80	79	80	80	79	85	80	90	86	87	88	87
FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	88	86	88	85	85	80	81	82	80	81	84	80	82
Production/Manufacturing, Automotive and Ancillary	92	89	90	91	92	92	97	99	103	96	96	96	96
Retail	164	143	209	175	170	181	206	195	209	197	207	233	263
Hospitality	70	61	71	69	66	66	75	87	81	76	79	79	88
Education	85	82	79	82	81	79	94	109	111	99	100	89	106
Health Care	140	129	130	140	140	142	156	163	162	151	152	180	157
Logistic, Courier/ Freight/ Transportation, Import/Export, Shipping	95	88	88	92	98	94	120	143	156	131	126	144	155
Advertising, Market Research, Public Relations, Media and Entertainment	116	106	112	113	115	110	132	144	153	138	139	142	149

# Annexure: Functional Area Data\*

Functions	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-23	Mar-24	Apr-24	May-24	Jun-24
Software, Hardware, Telecom	241	247	245	252	253	247	252	272	264	267	243	225	210
Finance & Accounts	215	215	211	215	216	207	217	236	233	247	240	242	243
Sales & Business Development	122	80	116	84	86	88	93	94	98	94	96	114	125
Customer Service	186	191	201	199	202	198	219	190	189	210	191	196	211
Marketing & Communications	111	112	107	117	120	116	134	159	133	158	159	156	163
HR & Admin	113	108	111	117	117	120	141	155	132	152	149	166	207
Engineering /Production, Real Estate	82	81	81	83	82	81	83	80	81	87	86	87	87
Hospitality & Travel	68	67	69	69	68	67	73	76	74	72	74	70	76
Health Care	117	115	111	117	115	115	118	130	133	132	130	143	137
Purchase/ Logistics/ Supply Chain	85	90	81	92	89	88	114	142	106	138	128	147	155

**Thank you**

