

foundit Insights Tracker

September 2025

Hiring Trends in Philippines

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PR@foundit.ai



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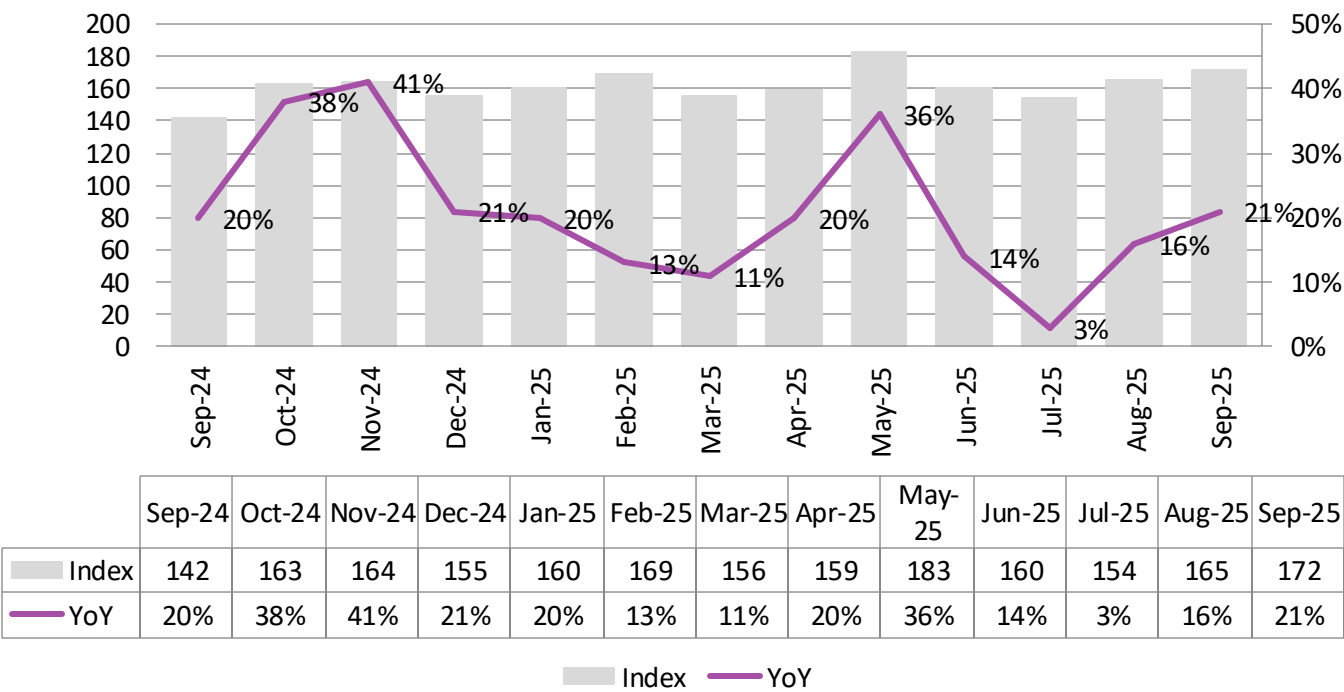


Key Highlights of the Month

Philippines saw a 21% growth in employment activity in September 2025

- ✔ Recruitment activity in September 2025 rose to **172** on the foundit Insights Tracker, up from **142** a year earlier, a **21% increase**, driven by growth in outsourcing, IT-enabled services, and business process roles.
- ✔ Hiring in the Philippines rose to **172** in September from **165** in August (4% growth), driven by sustained employer demand and increased recruitment activity.
- ✔ Hiring in the Philippines increased by **12% over the past three months** and **8% over the past six months** as of September 2025. This growth is attributed to sustained demand across various sectors, including healthcare, logistics, and BFSI, which continued to drive recruitment activity. Additionally, employers are increasingly focusing on roles that enhance operational efficiency and support long-term expansion, contributing to the overall growth in hiring activity. The government's initiatives in upskilling and promoting entrepreneurship have also played a role in boosting employment opportunities.

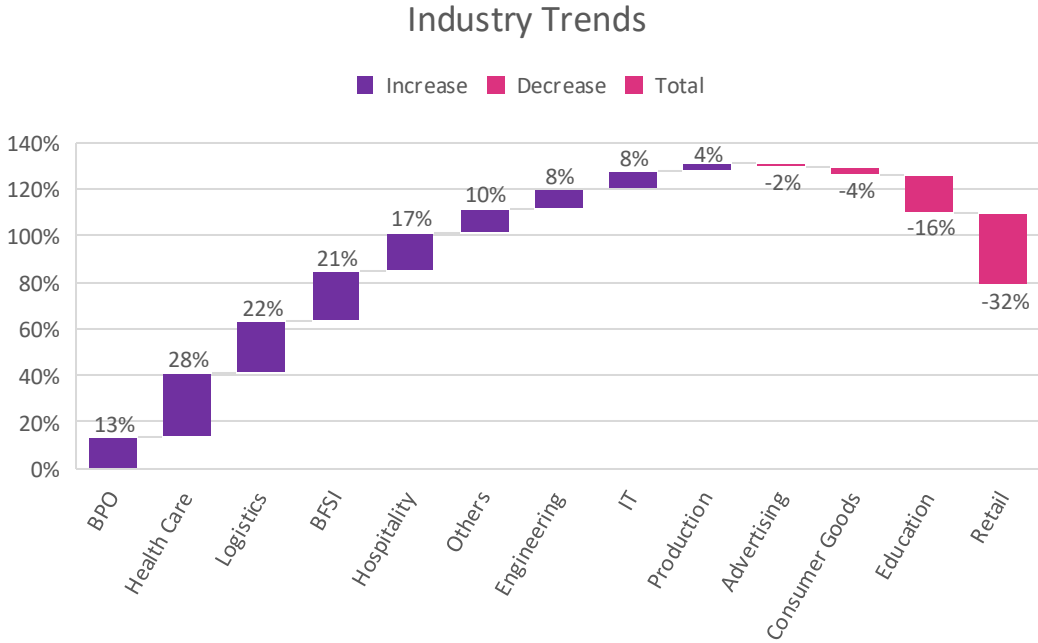
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Hiring Trends – Industry*

Hiring gained momentum annually in 9 of the 12 monitored industries in the month of September’25

- ✓ **Health Care (28%), Logistics/Transportation (22%), and BFSI (21%)** recorded the strongest growth in September. The healthcare sector continues to expand due to rising demand for medical professionals, private healthcare investments, and regional reskilling initiatives. Logistics hiring remains high, supported by e-commerce growth, warehouse expansion, and supply chain optimization. BFSI hiring rose as banks and fintechs accelerated digital banking operations and customer support functions.
- ✓ At the other end, **Retail (-32%)** and **Education (-16%)** reported the steepest declines. Retail hiring slowed due to weak consumer spending, cautious hiring budgets, and ongoing cost rationalization. Education roles dipped as institutions consolidated operations, with hiring limited to specialized and digital learning functions.
- ✓ Other industries showed mixed but stable movement. **BPO/ITES (13%)** continued to grow steadily with a shift toward higher-value digital and analytics roles. **Hospitality (17%)** saw a rebound from travel and tourism demand. **Engineering, Construction and Real Estate (8%),** and **IT/Telecom (8%)** maintained moderate growth supported by infrastructure and digital projects. **Manufacturing (4%)** rose slightly on localized production gains, while **Advertising/Media (-2%)** and **Consumer Goods/FMCG (-4%)** saw minor corrections amid cautious marketing and inventory adjustments.



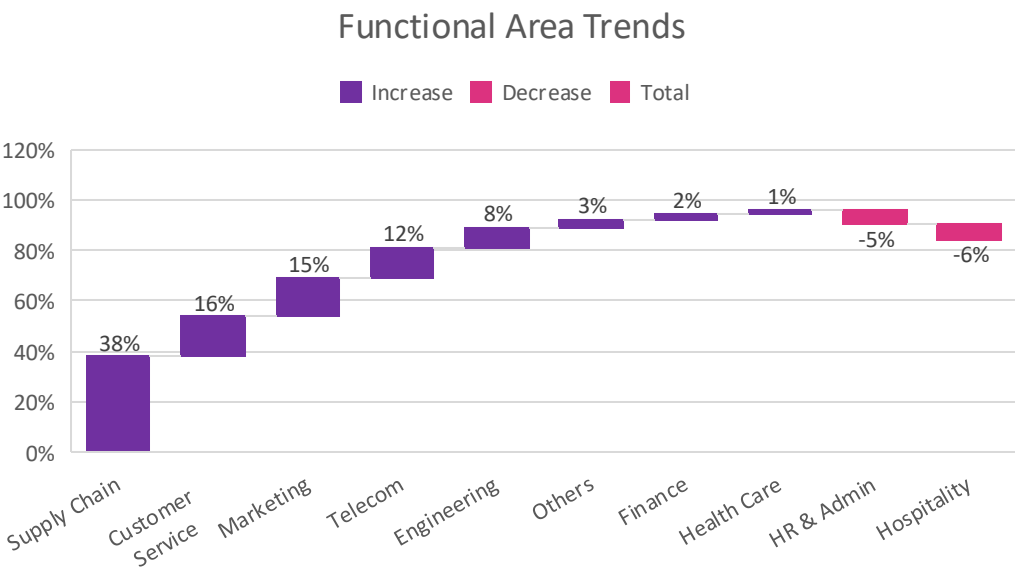
Hiring Trends - Functional Area*

Hiring activity exceeded year-ago levels in 8 out of 10 functional areas observed by the tracker

✓ **Purchase/Logistics/Supply Chain (38%), Customer Service (16%), and Marketing & Communications (15%)** were the top-performing functions in September 2025. The surge in logistics roles reflects rising demand for procurement, warehousing, and distribution professionals as companies strengthen supply chain efficiency. Customer service hiring grew with the continued expansion of outsourcing and customer experience operations. Marketing and communications demand rose as brands increased investment in digital outreach and campaign management.

✓ **Sales & Business Development (-27%) and Hospitality & Travel (-6%)** recorded the sharpest declines. Sales hiring slowed as firms paused revenue expansion amid cost optimization and uncertain market demand. Hospitality and travel roles declined slightly, reflecting restrained expansion in leisure and tourism hiring despite steady recovery in visitor traffic.

Other functions showed moderate or stable trends. **Software, Hardware & Telecom grew 12%** with ongoing digital infrastructure projects. **Engineering, Production & Real Estate increased 8%** due to steady project pipelines. Others rose 3%, **Finance & Accounts 2%**, and **Health Care 1%**, indicating stable but cautious hiring. **HR & Admin fell 5%** as companies streamlined operations and focused on automation within support functions.



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.

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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.foundit.my

www.founditgulf.com

www.foundit.com.ph

www.foundit.sg

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
BPO/ITES	278	283	305	289	300	310	264	279	299	270	259	274	315
IT, Telecom/ISP	142	161	167	141	147	151	141	144	161	148	147	149	153
BFSI	210	242	247	227	251	260	247	251	288	249	249	252	255
Engineering, Construction and Real Estate	87	89	87	84	91	94	92	91	97	92	92	92	94
FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	84	83	85	83	83	84	83	84	86	83	83	81	81
Production/Manufacturing, Automotive and Ancillary	97	106	107	94	99	101	99	99	103	98	98	99	101
Retail	298	315	290	181	197	209	200	199	216	198	206	202	204
Hospitality & Travel	94	101	114	98	111	110	104	106	121	102	94	107	110
Education	94	107	131	113	122	130	86	90	87	81	85	76	79
Health Care	162	161	167	149	173	184	169	167	192	190	191	193	207
Logistic, Courier/ Freight/ Transportation, Import/Export, Shipping	150	174	173	159	164	171	171	159	186	172	172	171	183
Advertising, Market Research, Public Relations, Media and Entertainment	157	173	165	142	156	165	152	152	161	146	146	152	154

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	203	230	243	217	236	248	229	220	216	230	222	226	228
Finance & Accounts	262	286	276	244	269	272	262	251	274	255	254	263	268
Sales & Business Development	143	152	156	125	127	127	120	111	107	108	106	109	105
Customer Service	215	224	237	215	237	243	211	221	235	225	229	229	249
Marketing & Communications	169	184	193	162	188	192	173	171	181	169	174	183	195
HR & Admin	164	181	182	156	181	184	162	151	168	157	159	151	155
Engineering /Production, Real Estate	88	91	91	89	96	99	96	96	104	96	92	93	95
Hospitality Roles	82	80	86	74	78	77	78	79	82	76	76	76	77
Medical Roles	143	149	151	131	146	149	145	135	144	135	129	135	145
Purchase/ Logistics/ Supply Chain	156	181	194	133	176	183	187	169	196	183	183	193	215

Thank you

