

# foundit Insights Tracker

Feb 2025

## Hiring Trends in Philippines

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# 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

## Philippines' hiring activity rises 13% Year-on-Year in February 2025

- ✓ In February'25, the foundit Insights Tracker (fit) reported a substantial rise in hiring activity, with the index reaching 169—up from 150 in February 2024.
- ✓ Hiring activity recorded a significant 6% month-over-month growth, with the index at 160 in January 2025, indicating a strengthening job market and expanded hiring across various industries.
- ✓ Over the past six months, hiring activity in the Philippines has grown by 19%, highlighting a strong and expanding job market. This surge reflects increased business confidence, economic resilience, and ongoing efforts to enhance workforce capabilities. Companies are actively investing in talent acquisition, driven by evolving market needs and digital advancements. Additionally, government initiatives and policy support have contributed to job stability, fostering sustained employment growth. With a positive outlook for 2025, the hiring momentum is expected to continue, offering diverse opportunities for job seekers across various roles and experience levels.

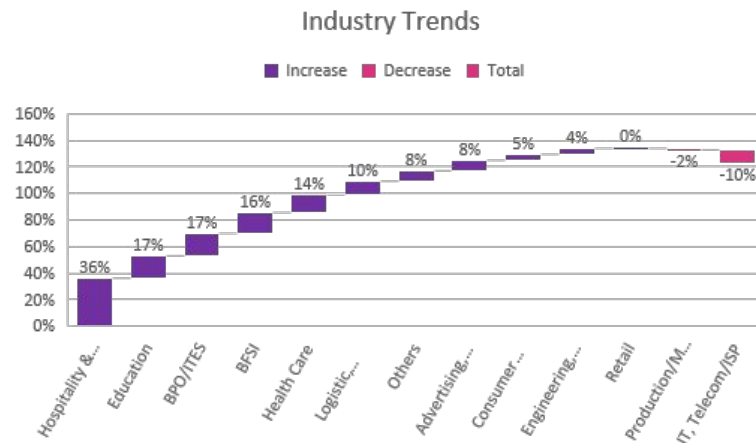
foundit Insights Tracker



# Hiring Trends – Industry\*

Hiring gained momentum annually in 10 of the 12 monitored industries in the month of February'25

- ✓ The **Hospitality & Travel sector** (+36%) has witnessed remarkable annual hiring growth, driven by a surge in domestic and international travel, coupled with the expansion of hotels and resorts across the region. Likewise, the **Education** (+17%) and **BPO/ITES** (+17%) sectors have also experienced significant growth. The rising demand for skilled professionals in voice and non-voice processes, AI-driven customer service, and digital transformation roles has fueled hiring activity in the outsourcing industry. Moreover, the continued expansion of Global Capability Centers (GCCs) and increased investment in high-value outsourcing services further strengthen this positive hiring momentum.
- ✓ Conversely, the **IT and Telecom/ISP sector** (-10%) recorded the sharpest annual decline in hiring demand, despite a 3% month-over-month increase in recruitment activity. Additionally, the **Production/Manufacturing, Automotive, and Ancillary sector** (-2%) saw a dip in hiring on a year-over-year basis, reflecting a slight slowdown in workforce expansion within the industry.
- ✓ Several other sectors demonstrated strong annual growth in hiring activity, with **BFSI** (+16%), **Healthcare** (+14%), and **Logistics, Courier/Freight/Transportation, and Shipping** (+10%) leading the surge. Also, **Advertising, Market Research, Public Relations, Media, and Entertainment** (+8%), **Consumer Goods/FMCG** (+5%), and **Engineering, Construction, and Real Estate** (+4%) recorded steady hiring expansion. Meanwhile, the **Retail sector** (0%) remained stagnant in hiring activity during February 2025.



# Hiring Trends - Functional Area\*

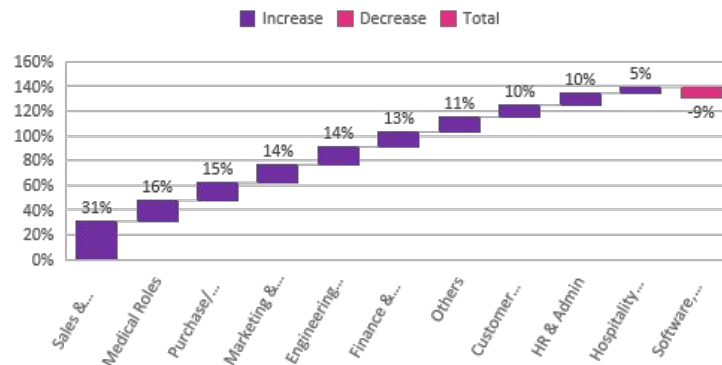
9 out of 10 functions observed by the tracker surpassed the year-ago level in the hiring activity in February'25

✓ In the Philippines, **Sales & Business Development** (+31%) roles experienced remarkable hiring growth annually, driven by increased market expansion efforts, rising consumer demand, and the growing need for skilled professionals to drive revenue generation across industries. Additionally, **Medical Roles** (+16%) registered a significant hiring growth, reflecting the continued demand for healthcare professionals amid an evolving healthcare landscape and increased investments in medical infrastructure. Similarly, hiring for **Purchase/Logistics/Supply Chain** (+15%) roles surged, fueled by rising e-commerce activities, supply chain optimization initiatives, and expanding trade operations.

✓ The **Software, Hardware, and Telecom** (-9%) sector experienced an annual decline in hiring activity; however, it saw a 5% growth over the last month. This uptick suggests a gradual rebound, driven by increasing demand for AI-driven solutions, and digital transformation initiatives. While long-term hiring remains cautious, companies are selectively onboarding talent to support evolving technology needs.

✓ Meanwhile, **Marketing & Communications** (+14%) and **Engineering/Production/Real Estate** (+14%) witnessed strong annual hiring growth. Additionally, **Finance & Accounts** (+13%), **HR & Admin** (+10%), **Customer Service** (+10%), and **Hospitality Roles** (+5%) also saw a steady increase in demand, reflecting broader industry expansion and growing business needs.

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.

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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](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	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25
BPO/ITES	266	253	238	233	274	276	323	278	283	305	289	300	310
IT, Telecom/ISP	168	154	154	147	141	143	142	142	161	167	141	147	151
BFSI	224	219	216	212	215	225	229	210	242	247	227	251	260
Engineering, Construction and Real Estate	90	86	87	88	87	90	86	87	89	87	84	91	94
FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	80	81	84	80	82	82	82	84	83	85	83	83	84
Production/Manufacturing, Automotive and Ancillary	103	96	96	96	96	96	95	97	106	107	94	99	101
Retail	209	197	207	233	263	291	304	298	315	290	181	197	209
Hospitality & Travel	81	76	79	79	88	91	94	94	101	114	98	111	110
Education	111	99	100	89	106	120	103	94	107	131	113	122	130
Health Care	162	151	152	180	157	142	152	162	161	167	149	173	184
Logistic, Courier/ Freight/ Transportation, Import/Export, Shipping	156	131	126	144	155	145	144	150	174	173	159	164	171
Advertising, Market Research, Public Relations, Media and Entertainment	153	138	139	142	149	157	159	157	173	165	142	156	165

## Annexure: Functional Area Data\*

Functions	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25
Software, Hardware, Telecom	264	267	243	225	210	196	203	203	230	243	217	236	248
Finance & Accounts	233	247	240	242	243	269	264	262	286	276	244	269	272
Sales & Business Development	98	94	96	114	125	145	140	143	152	156	125	127	127
Customer Service	189	210	191	196	211	215	242	215	224	237	215	237	243
Marketing & Communications	133	158	159	156	163	171	169	169	184	193	162	188	192
HR & Admin	132	152	149	166	207	241	185	164	181	182	156	181	184
Engineering /Production, Real Estate	81	87	86	87	87	90	87	88	91	91	89	96	99
Hospitality Roles	74	72	74	70	76	78	79	82	80	86	74	78	77
Medical Roles	133	132	130	143	137	126	125	143	149	151	131	146	149
Purchase/ Logistics/ Supply Chain	106	138	128	147	155	146	149	156	181	194	133	176	183

**Thank you**

