foundit
Insights Tracker

Hiring Trends in Philippines

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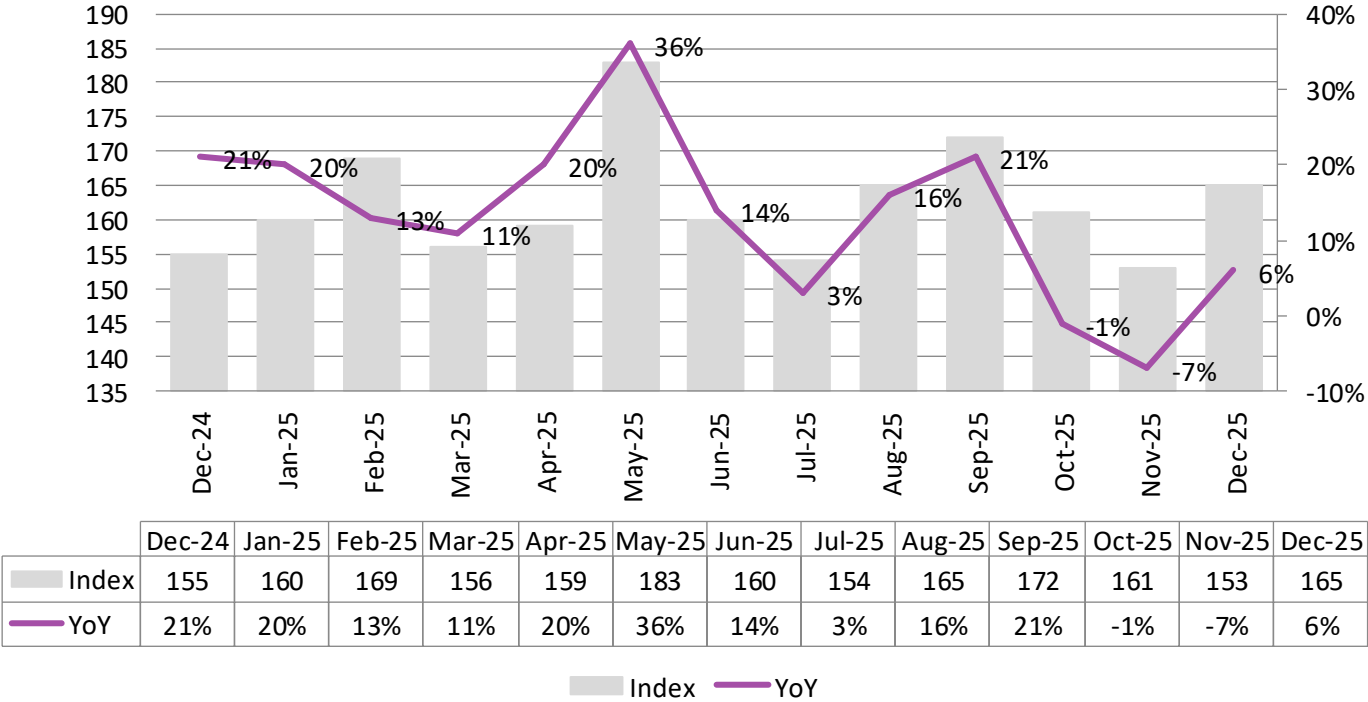PR@foundit.ai

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Key Highlights of the Month

Philippines saw a 6% incline in employment activity in December 2025

✅ Recruitment activity in December 2025 rose to 165 as per the foundit Insights Tracker, up from 155 a year earlier, a 6% increase. The December 2025 uptick reflects **year-end hiring momentum**, as employers closed critical roles ahead of Q1 while benefiting from **seasonal workforce planning**. Additionally, **continued demand in BPO/ITES, healthcare, and infrastructure**, supported by government-led job programs, helped sustain recruitment activity despite broader market caution.

✅ Hiring in the Philippines rose to 165 in December from 153 in November.

✅ Over the past three months, hiring in the Philippines grew modestly by **2%**, reflecting cautious short-term recruitment amid seasonal slowdowns. However, over six months, activity rose **7%**, driven by sustained demand in **BPO/ITES, healthcare, and logistics**, supported by government job programs and steady replacement hiring, showing overall resilience in the labor market.
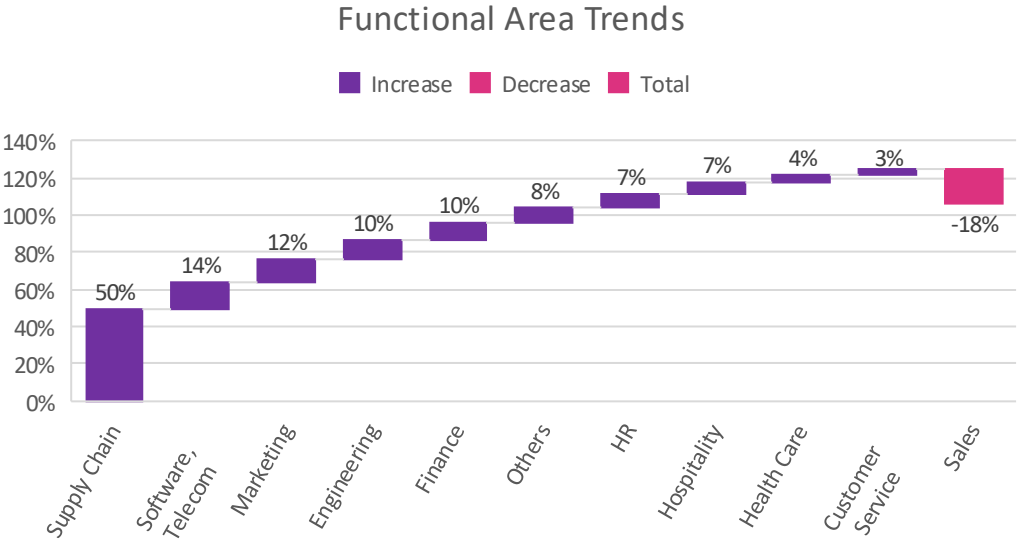
foundit Insights Tracker

	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Index	155	160	169	156	159	183	160	154	165	172	161	153	165
YoY	21%	20%	13%	11%	20%	36%	14%	3%	16%	21%	-1%	-7%	6%

Hiring Trends – Industry*

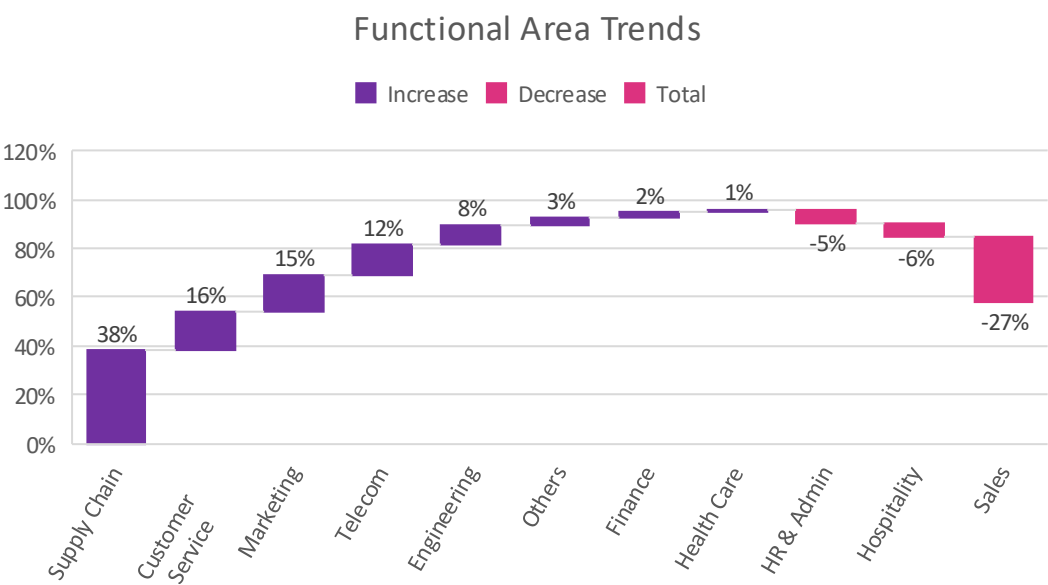**Hiring gained momentum annually in 10 of the 12 monitored industries in the month of December'25**

✅ In December 2025, healthcare, retail, and logistics led hiring in the Philippines, growing by 24%, 21%, and 18% respectively. Healthcare expanded as hospitals and clinics increased capacity and staff, retail surged due to seasonal demand and omnichannel growth, and logistics benefited from e-commerce and supply chain activity.

✅ Education, consumer goods/FMCG, and BPO/ITES saw the largest declines, falling by 29%, 4%, and 4% respectively. Education contracted due to budget constraints and seasonal hiring cycles, consumer goods slowed with cautious consumer spending, and BPO/ITES reduced some roles as clients optimized headcount.

✅ Advertising, market research, PR, media and entertainment, engineering/construction/real estate, BFSI, IT/telecom/ISP, hospitality, production/manufacturing/automotive, and other sectors posted moderate gains between 4% and 17%. These industries grew steadily due to project activity, digital transformation initiatives, marketing recovery, and sustained demand for services, reflecting overall stabilizing employer confidence.

Functional Area Trends

■ Increase ■ Decrease ■ Total

Supply Chain: 50%
Software, Telecom: 14%
Marketing: 12%
Engineering: 10%
Finance: 10%
Others: 8%
HR: 7%
Hospitality: 7%
Health Care: 4%
Customer Service: 3%
Sales: -18%

* All figures represent percentage change between Dec'24 and Dec'25

Hiring Trends - Functional Area*

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

✅ In December 2025, the top hiring functions in the Philippines were **Purchase/Logistics/Supply Chain (+50%)**, **Software/Hardware/Telecom (+14%)**, and **Marketing & Communications (+12%)**. Supply chain roles grew sharply due to year-end inventory and delivery demands, tech hiring increased with ongoing digital transformation, and marketing expanded with end-of-year campaigns.

✅ The bottom functions were **Sales & Business Development (–18%)**, **Customer Service (+3%)**, and **Health Care (+4%)**. Sales declined because of slower deal closures and cautious business forecasts, while customer service and healthcare grew only slightly, reflecting stable but limited recruitment.

✅ Other functions showed moderate growth: **Engineering/Production, Real Estate (+10%)**, **Finance & Accounts (+10%)**, **Others (+8%)**, **HR & Admin (+7%)**, and **Hospitality & Travel (+7%)**, driven by ongoing projects, year-end reporting, and operational staffing needs across sectors.

Functional Area Trends

■ Increase ■ Decrease ■ Total

Supply Chain 38%
Customer Service 16%
Marketing 15%
Telecom 12%
Engineering 8%
Others 3%
Finance 2%
Health Care 1%
HR & Admin -5%
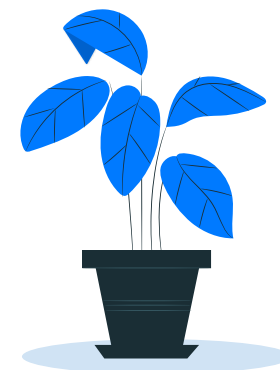Hospitality -6%
Sales -27%

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

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Annexure: Industry Data*

Industries	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
BPO/ITES	289	300	310	264	279	299	270	259	274	315	287	271	277
IT, Telecom/ISP	141	147	151	141	144	161	148	147	149	153	153	151	153
BFSI	227	251	260	247	251	288	249	249	252	255	261	255	252
Engineering, Construction and Real Estate	84	91	94	92	91	97	92	92	92	94	94	92	94
FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	83	83	84	83	84	86	83	83	81	81	80	79	80
Production/Manufacturing, Automotive and Ancillary	94	99	101	99	99	103	98	98	99	101	97	96	99
Retail	181	197	209	200	199	216	198	206	202	204	205	201	219
Hospitality & Travel	98	111	110	104	106	121	102	94	107	110	102	103	104
Education	113	122	130	86	90	87	81	85	76	79	74	78	80
Health Care	149	173	184	169	167	192	190	191	193	207	193	183	185
Logistic, Courier/ Freight/ Transportation, Import/Export, Shipping	159	164	171	171	159	186	172	172	171	183	184	179	188
Advertising, Market Research, Public Relations, Media and Entertainment	142	156	165	152	152	161	146	146	152	154	170	179	166

Annexure: Functional Area Data*

Functions	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
Software, Hardware, Telecom	217	236	248	229	220	216	230	222	226	228	243	254	248
Finance & Accounts	244	269	272	262	251	274	255	254	263	268	274	264	268
Sales & Business Development	125	127	127	120	111	107	108	106	109	105	103	102	102
Customer Service	215	237	243	211	221	235	225	229	229	249	240	221	221
Marketing & Communications	162	188	192	173	171	181	169	174	183	195	198	186	182
HR & Admin	156	181	184	162	151	168	157	159	151	155	152	164	167
Engineering /Production, Real Estate	89	96	99	96	96	104	96	92	93	95	94	92	98
Hospitality Roles	74	78	77	78	79	82	76	76	76	77	75	76	79
Medical Roles	131	146	149	145	135	144	135	129	135	145	136	133	136
Purchase/ Logistics/ Supply Chain	133	176	183	187	169	196	183	183	193	215	194	191	199

Thank you

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