

foundit Insights Tracker

January 2026

Hiring Trends in Philippines

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PR@foundit.ai



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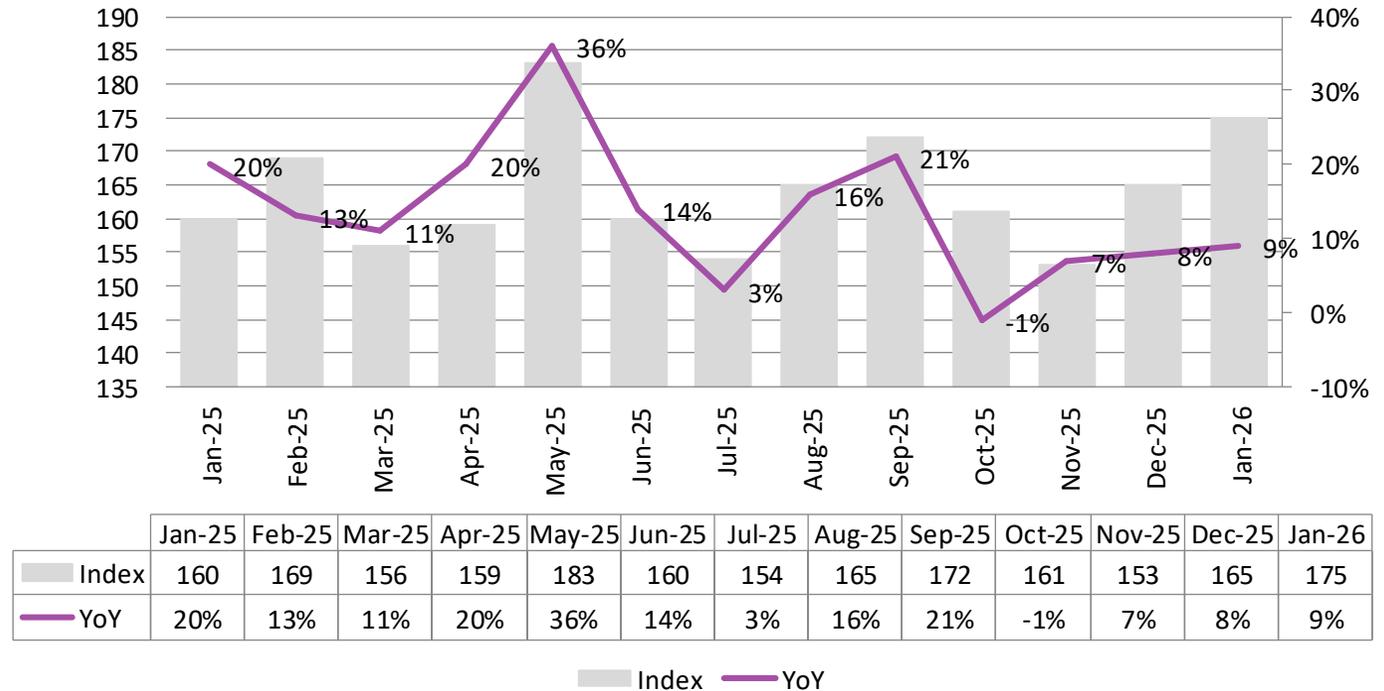
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Key Highlights of the Month

Philippines saw a 9% incline in employment activity in January 2026

- ✓ Recruitment activity in December 2025 rose to 175 as per the foundit Insights Tracker, up from 160 a year earlier, a 9% increase. This increase was driven by sustained hiring in services-led sectors such as BPO, healthcare, logistics, and tourism, alongside continued offshoring demand from global firms. Rising labour force participation and early hiring against 2026 business plans also supported recruitment momentum toward year-end.
- ✓ Hiring in the Philippines rose to 175 in January from 165 in December.
- ✓ January 2026 shows 14% growth over three months and 6% over six months, reflecting a strong post-year-end hiring rebound as companies activated new annual budgets. This was supported by continued expansion in BPO, shared services, healthcare, logistics, and tourism, along with sustained offshoring demand from global firms and rising labour force participation, driving sharper short-term hiring momentum while keeping medium-term growth steady.

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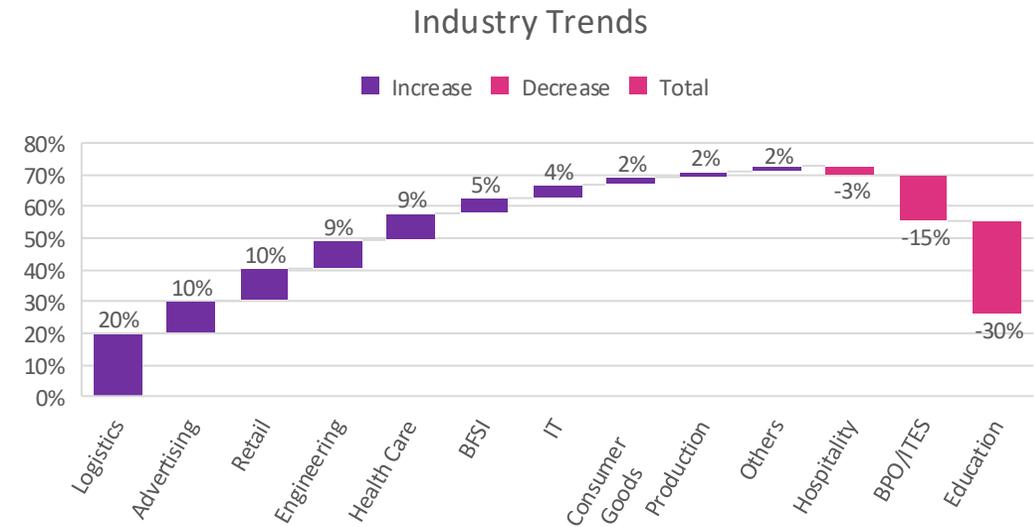
Hiring Trends – Industry*

Hiring gained momentum annually in 8 of the 12 monitored industries in the month of January'26

✓ Hiring in Logistics, Courier/Freight, Transportation, and Shipping increased as e-commerce growth and last-mile delivery expansion continued to drive demand for warehousing, transport, and supply-chain roles. Advertising, market research, media, and entertainment hiring rose as brands shifted budgets toward digital, performance marketing, and content-led campaigns. Retail hiring grew on the back of steady consumer demand and omnichannel expansion, requiring manpower across stores, fulfilment, and operations.

✓ Education saw the sharpest decline in hiring as enrolment pressure and cost rationalisation led institutions to freeze or reduce recruitment. BPO/ITES hiring declined as companies automated routine work, optimised headcount, and shifted demand toward fewer, higher-skill roles. Hospitality hiring dipped slightly as operators focused on productivity and cost control after earlier post-pandemic expansion.

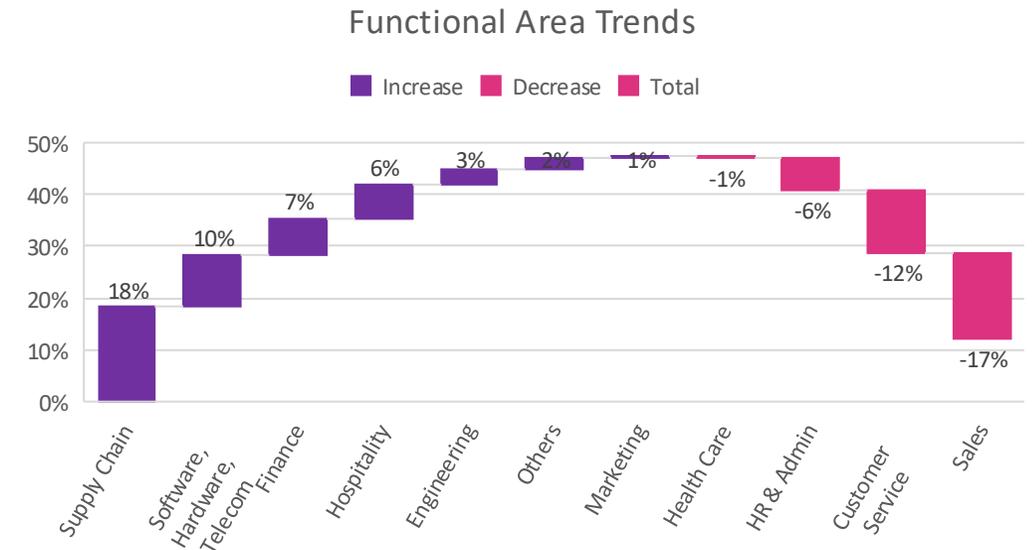
✓ Engineering, construction, and real estate hiring remained positive due to ongoing infrastructure and project execution, though growth stayed measured. Healthcare continued to hire because of persistent workforce shortages. BFSI hiring was supported by digital banking, risk, and compliance needs. IT and telecom hiring stayed selective amid global tech caution. FMCG, manufacturing, and automotive hiring remained modest as firms were cautious on demand and capital expenditure, while other sectors reflected stable but limited recruitment.



Hiring Trends - Functional Area*

Hiring activity exceeded year-ago levels in 6 out of 10 functional areas observed by the tracker

- ✓ Purchase, logistics, and supply chain hiring grew the fastest as companies expanded warehousing, procurement, and distribution capacity to support e-commerce, trade flows, and inventory optimisation. Software, hardware, and telecom hiring increased as firms continued investments in digital infrastructure, cloud systems, cybersecurity, and enterprise technology. Finance and accounts hiring rose as organisations strengthened financial controls, compliance, and reporting amid tighter cost management and regulatory focus.
- ✓ Sales and business development hiring declined sharply as companies prioritised productivity and channel efficiency over expanding frontline sales teams. Customer service hiring fell as automation, AI tools, and self-service platforms reduced the need for large support teams. HR and admin hiring softened as organisations consolidated shared services and automated routine people and administrative processes.
- ✓ Hospitality and travel hiring grew moderately, supported by steady tourism and travel activity. Engineering, production, and real estate hiring remained positive due to ongoing project execution and maintenance needs, though growth was limited. Marketing and communications saw marginal hiring as spend stayed selective and performance-driven. Healthcare hiring was slightly lower as demand focused on specific skills rather than broad hiring, while other functions reflected stable but low recruitment activity.



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



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	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26
BPO/ITES	300	310	264	279	299	270	259	274	315	287	271	277	256
IT, Telecom/ISP	147	151	141	144	161	148	147	149	153	153	151	153	153
BFSI	251	260	247	251	288	249	249	252	255	261	255	252	263
Engineering, Construction and Real Estate	91	94	92	91	97	92	92	92	94	94	92	94	99
FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	83	84	83	84	86	83	83	81	81	80	79	80	85
Production/Manufacturing, Automotive and Ancillary	99	101	99	99	103	98	98	99	101	97	96	99	101
Retail	197	209	200	199	216	198	206	202	204	205	201	219	217
Hospitality & Travel	111	110	104	106	121	102	94	107	110	102	103	104	108
Education	122	130	86	90	87	81	85	76	79	74	78	80	86
Health Care	173	184	169	167	192	190	191	193	207	193	183	185	188
Logistic, Courier/ Freight/ Transportation, Import/Export, Shipping	164	171	171	159	186	172	172	171	183	184	179	188	197
Advertising, Market Research, Public Relations, Media and Entertainment	156	165	152	152	161	146	146	152	154	170	179	166	172

Annexure: Functional Area Data*

Functions	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26
Software, Hardware, Telecom	236	248	229	220	216	230	222	226	228	243	254	248	260
Finance & Accounts	269	272	262	251	274	255	254	263	268	274	264	268	288
Sales & Business Development	127	127	120	111	107	108	106	109	105	103	102	102	106
Customer Service	237	243	211	221	235	225	229	229	249	240	221	221	208
Marketing & Communications	188	192	173	171	181	169	174	183	195	198	186	182	189
HR & Admin	181	184	162	151	168	157	159	151	155	152	164	167	170
Engineering /Production, Real Estate	96	99	96	96	104	96	92	93	95	94	92	98	99
Hospitality Roles	78	77	78	79	82	76	76	76	77	75	76	79	83
Medical Roles	146	149	145	135	144	135	129	135	145	136	133	136	145
Purchase/ Logistics/ Supply Chain	176	183	187	169	196	183	183	193	215	194	191	199	208

Thank you

