

# foundit Insights Tracker

March 2026

## Hiring Trends in Philippines

For any additional or custom insights, kindly email on  
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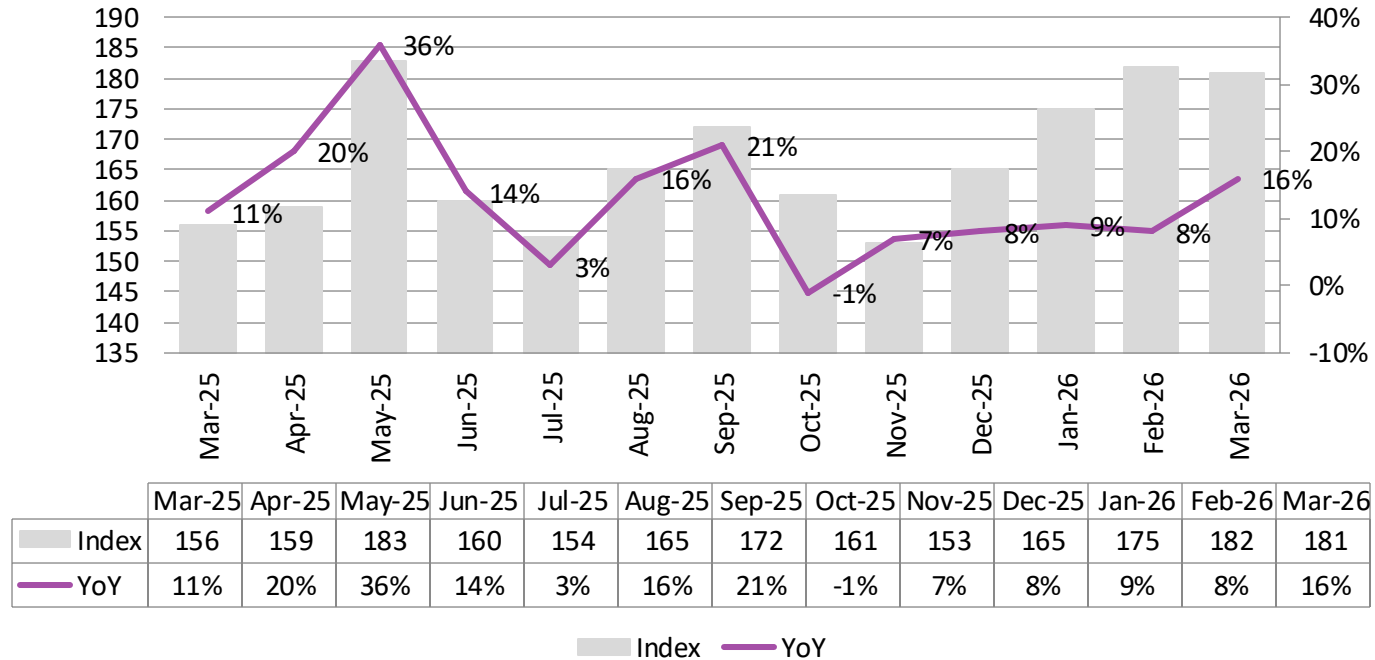


# Key Highlights of the Month

## Philippines saw a 16% incline in employment activity in March 2026

- ✓ Recruitment activity in March 2026 eased to 181 as per the foundit Insights Tracker, up from 156 a year earlier, a **16% increase**. Recruitment activity in the Philippines accelerated on the back of broad-based sector recovery, with nearly all industries recording positive annual growth. The improvement was supported by sustained momentum in logistics, retail, healthcare, and advertising, alongside strengthening business confidence and continued offshoring demand from global companies expanding shared services and digital operations in the Philippines.
- ✓ Hiring in the Philippines eased to **181** in **March** from **182** in **February**.
- ✓ Hiring activity in the Philippines increased by **3%** over the past **three months**, reflecting sustained momentum across services-led sectors. Over the past six months, **hiring grew by 12%**, signalling a broader and more durable recovery supported by economic expansion, infrastructure activity, and growing demand for logistics, digital, and healthcare talent.

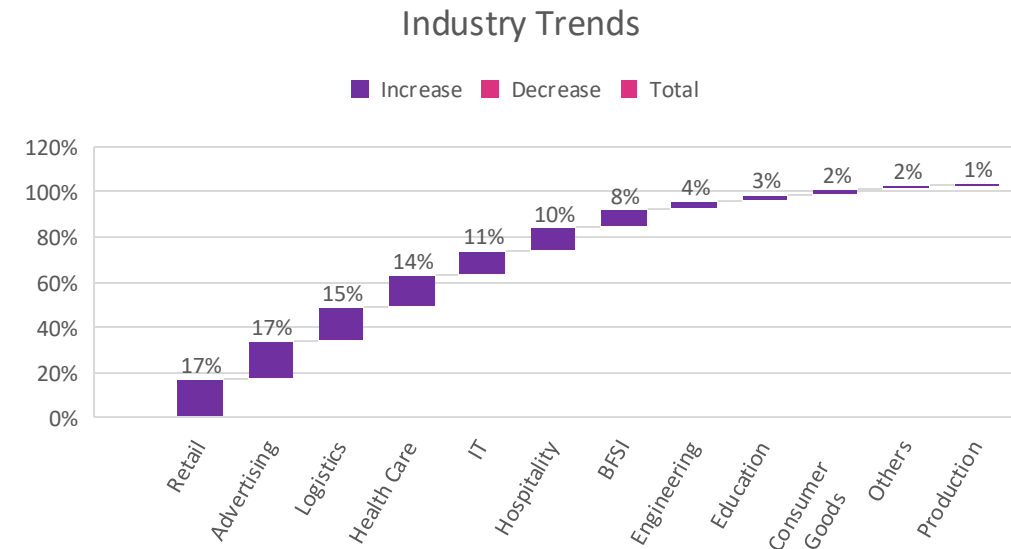
foundit Insights Tracker



# Hiring Trends – Industry\*

Hiring gained momentum annually in 12 of the 13 monitored industries in March '26

- ✓ **Retail** (17%) and **Advertising & media** (17%) were the joint top performers, driven by strong consumer demand, omnichannel expansion, and continued brand investment in digital and performance marketing. **Logistics** (15%) maintained strong momentum on the back of e-commerce growth and last-mile delivery expansion.
- ✓ **BPO/ITES** (0%), **Manufacturing** (+1%), and **Consumer Goods** (+2%) were the weakest performers — but none in decline. BPO/ITES is the one to watch: months of contraction have given way to stabilisation, driven by a shift toward higher-skill hiring.
- ✓ **Healthcare** (14%), **IT/Telecom** (11%), **Hospitality** (10%), recorded double-digit growth. **BFSI** (8%), **Engineering & Construction** (4%), **Education** (3%), **Consumer goods** (2%), and **Manufacturing** (1%) all recorded positive annual growth, reflecting a broad-based improvement in hiring sentiment across the Philippines labour market.



# Hiring Trends - Functional Area\*

Hiring activity exceeded year-ago levels in 9 out of 11 functional areas observed by the tracker



**Software, Hardware & Telecom** (14%), **Marketing & Communications** (13%), and **Finance & Accounts** (12%) recorded the highest growth as organisations accelerated investment in digital capabilities, brand and performance marketing, and financial controls amid tightening cost management and regulatory requirements.

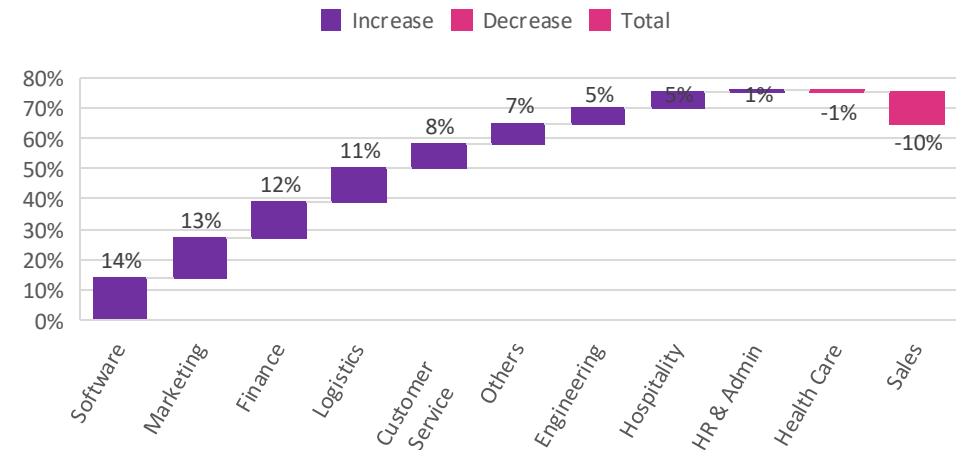


**Sales & Business Development** (-10%) was the only function recording a meaningful annual decline, as companies continue to prioritise productivity and channel efficiency over frontline commercial headcount additions. **Health Care roles** (-1%) showed marginal softness at the functional level despite strong industry-level growth, suggesting demand is concentrating in specific sub-functions.



**Purchase/Logistics/Supply Chain** (11%), **Customer Service** (8%), **Engineering/Production/Real Estate** (5%), **Hospitality & Travel** (5%), and **HR & Admin** (1%) all recorded positive annual growth, reflecting broad-based improvement across operational, support, and service delivery functions.

Functional Area Trends



# Data & Methodology

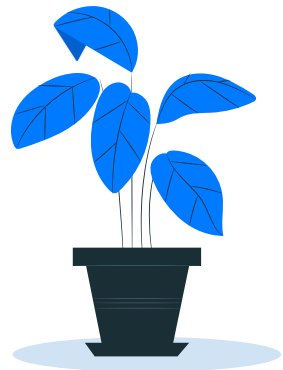
The foundit Insights Tracker (fit) is a comprehensive monthly analysis of online job posting activity conducted by foundit.in. Based on a real-time review of millions of employer job opportunities culled from a large, representative selection of online career outlets, fit presents a snapshot of employer 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.foundit.my](http://www.foundit.my)

[www.founditgulf.com](http://www.founditgulf.com)

[www.foundit.com.ph](http://www.foundit.com.ph)

[www.foundit.sg](http://www.foundit.sg)

[www.foundit.hk](http://www.foundit.hk)



# Annexure



## Annexure: Industry Data\*

Industries	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
BPO/ITES	264	279	299	270	259	274	315	287	271	277	256	258	265
IT, Telecom/ISP	141	144	161	148	147	149	153	153	151	153	153	159	156
BFSI	247	251	288	249	249	252	255	261	255	252	263	276	266
Engineering, Construction and Real Estate	92	91	97	92	92	92	94	94	92	94	99	99	96
FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	83	84	86	83	83	81	81	80	79	80	85	85	85
Production/Manufacturing, Automotive and Ancillary	99	99	103	98	98	99	101	97	96	99	101	102	100
Retail	200	199	216	198	206	202	204	205	201	219	217	222	234
Hospitality & Travel	104	106	121	102	94	107	110	102	103	104	108	115	114
Education	86	90	87	81	85	76	79	74	78	80	86	90	89
Health Care	169	167	192	190	191	193	207	193	183	185	188	198	193
Logistic, Courier/ Freight/ Transportation, Import/Export, Shipping	171	159	186	172	172	171	183	184	179	188	197	191	197
Advertising, Market Research, Public Relations, Media and Entertainment	152	152	161	146	146	152	154	170	179	166	172	178	178

## Annexure: Functional Area Data\*

Functions	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
Software, Hardware, Telecom	229	220	216	230	222	226	228	243	254	248	260	264	264
Finance & Accounts	262	251	274	255	254	263	268	274	264	268	288	297	294
Sales & Business Development	120	111	107	108	106	109	105	103	102	102	106	108	108
Customer Service	211	221	235	225	229	229	249	240	221	221	208	219	227
Marketing & Communications	173	171	181	169	174	183	195	198	186	182	189	195	196
HR & Admin	162	151	168	157	159	151	155	152	164	167	170	166	163
Engineering /Production, Real Estate	96	96	104	96	92	93	95	94	92	98	99	102	101
Hospitality Roles	78	79	82	76	76	76	77	75	76	79	83	83	83
Medical Roles	145	135	144	135	129	135	145	136	133	136	145	146	146
Purchase/ Logistics/ Supply Chain	187	169	196	183	183	193	215	194	191	199	208	207	207

Thank you

