

foundit Insights Tracker

April 2026

Hiring Trends in Philippines

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PR@foundit.ai



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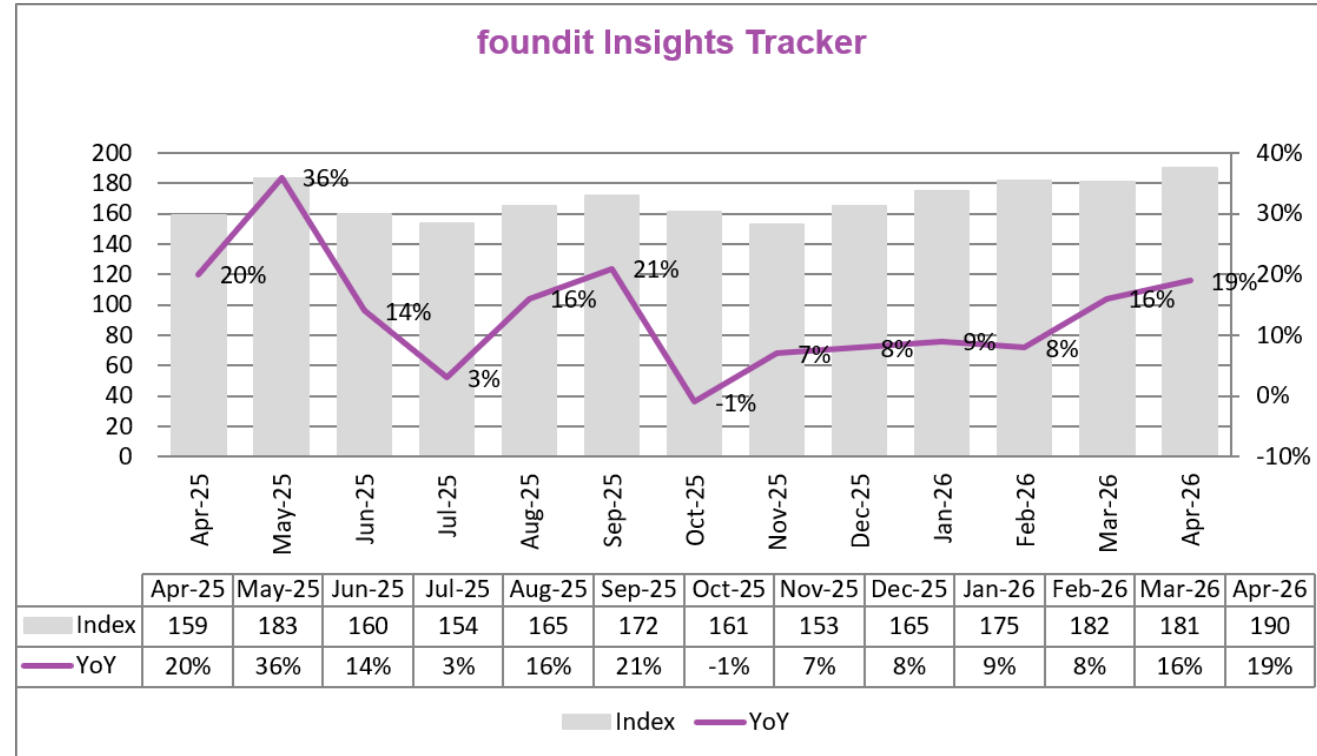
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Key Highlights of the Month

Philippines saw a 19% increase in employment activity in April 2026

- Recruitment activity rose to 190 in April 2026 as per the foundit Insights Tracker, up from 159 a year earlier — a **19% increase** and the strongest annual reading in over a year. Month-on-month, the index climbed **5% from 181 in March**, extending a recovery that has held since the start of the year.
- The gains rest on solid fundamentals — the Philippines remains among the fastest growing economies in Southeast Asia, supported by domestic demand, remittances, and infrastructure spending. Beneath the headline, the market continues to re-sort: routine, lower-value outsourcing work is softening while higher-value digital, finance, and knowledge roles expand, as global firms scale shared services and in-house capability centres locally.
- Near-term momentum is, however, cooling: **hiring rose just 4% over the past three months** even as the six-month figure **held at 24%**, signalling that the sharp gains came earlier in the half-year and the last quarter has flattened.



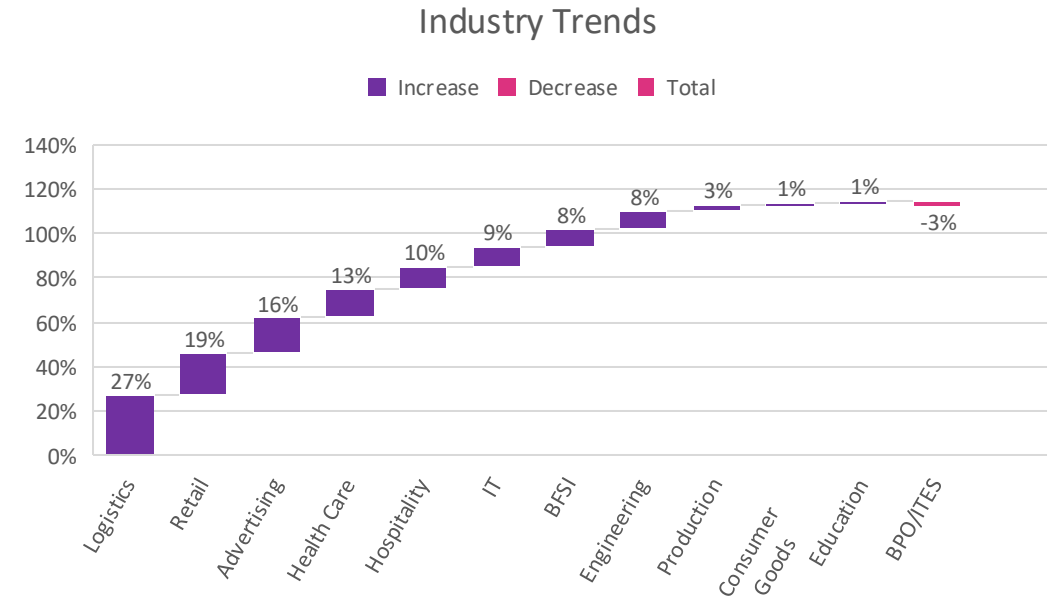
Hiring Trends – Industry*

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

✓ **Logistics (+27%)** was the standout performer by a wide margin, riding a fast-growing e-commerce base, that keeps last-mile and warehousing demand elevated. **Retail (+19%)** followed on resilient consumer spending and omnichannel expansion, drawing on the same engine, while **Advertising & Media (+16%)** was buoyed by heavy brand and platform investment in digital and performance marketing, with e-commerce players alone spending an estimated USD 1.2 billion on digital advertising. **Health Care (+13%)** rounded out the leaders, its hiring driven by chronic domestic shortages, with thousands of public-hospital posts unfilled as workers leave for higher pay abroad, keeping replacement demand high.

✓ **BPO/ITES (-3%)** was the only industry in decline.]The pullback understates underlying tech demand, which is migrating from third-party outsourcers into multinationals' in-house , surfacing in the software *function* rather than the IT/Telecom industry line (+9%)capability centres.

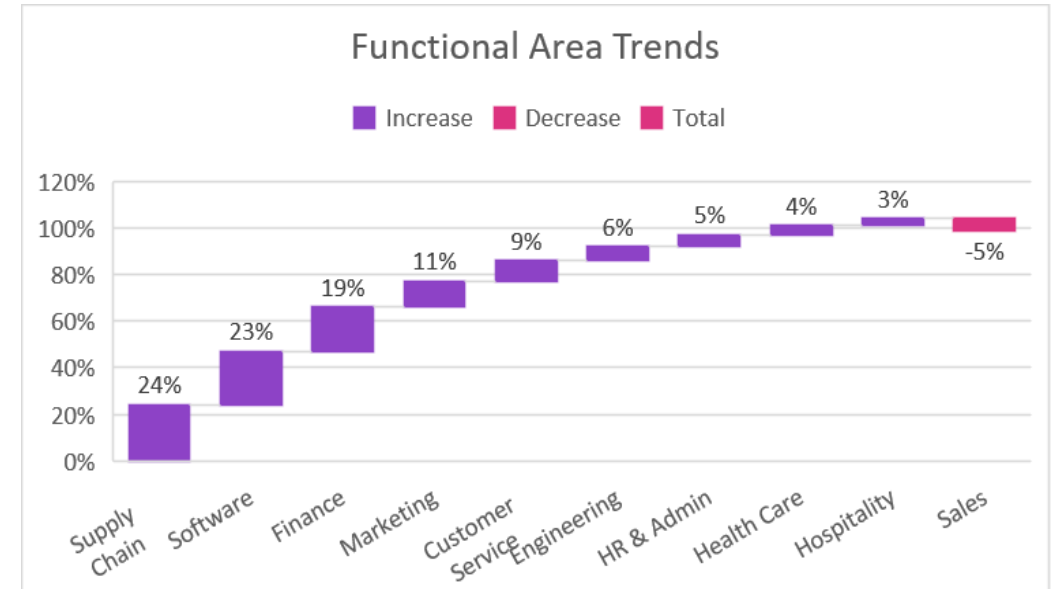
✓ **Hospitality (+10%), IT/Telecom (+9%), Engineering & Construction (+8%), and BFSI (+8%)** recorded solid mid-tier growth, pointing to a broad-based upswing. **Production/Manufacturing (+3%), Consumer Goods (+1%), and Education (+1%)** lagged but stayed positive; education hiring remains muted, with the major public-school recruitment drive a forward story yet to feed through



Hiring Trends - Functional Area*

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

- ✓ **Purchase/Logistics/Supply Chain (+24%)** led all functions — the workforce side of the e-commerce and logistics boom, as firms scale distribution, warehousing, and procurement. **Software, Hardware & Telecom (+23%)** followed close behind, pulled by the rise of in-house global capability centres hiring directly for application development, analytics, and engineering. **Finance & Accounts (+19%)** extended the same theme, with finance a core GCC function and the convergence of finance with fintech and regulatory technology creating hybrid roles.
- ✓ **Sales & Business Development (-5%)** was the only function in annual decline, though it narrowed sharply from the prior month, as companies continue to prioritise productivity and channel efficiency over frontline commercial headcount.
- ✓ **Marketing & Communications (+11%), Customer Service (+9%), Engineering/Production & Real Estate (+6%), HR & Admin (+5%), Health Care roles (+4%), and Hospitality & Travel (+3%)** all recorded positive annual growth, reflecting broad-based improvement across operational, support, and service functions. Customer Service's reading — its strongest month-on-month gain of any function — shows routine support demand still holding for now, even as automation builds in the background.



Data & Methodology

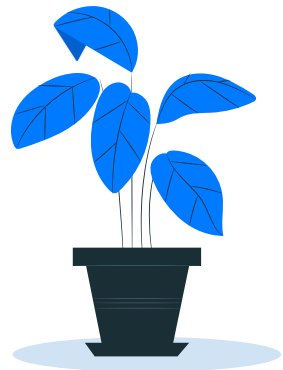
The foundit Insights Tracker (fit) is a comprehensive monthly analysis of online job posting activity conducted by foundit.in. Based on a real-time review of millions of employer job opportunities culled from a large, representative selection of online career outlets, fit presents a snapshot of employer 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	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26
BPO/ITES	279	299	270	259	274	315	287	271	277	256	258	265	270
IT, Telecom/ISP	144	161	148	147	149	153	153	151	153	153	159	156	157
BFSI	251	288	249	249	252	255	261	255	252	263	276	266	270
Engineering, Construction and Real Estate	91	97	92	92	92	94	94	92	94	99	99	96	98
FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	84	86	83	83	81	81	80	79	80	85	85	85	85
Production/Manufacturing, Automotive and Ancillary	99	103	98	98	99	101	97	96	99	101	102	100	102
Retail	199	216	198	206	202	204	205	201	219	217	222	234	237
Hospitality & Travel	106	121	102	94	107	110	102	103	104	108	115	114	117
Education	90	87	81	85	76	79	74	78	80	86	90	89	91
Health Care	167	192	190	191	193	207	193	183	185	188	198	193	189
Logistic, Courier/ Freight/ Transportation, Import/Export, Shipping	159	186	172	172	171	183	184	179	188	197	191	197	202
Advertising, Market Research, Public Relations, Media and Entertainment	152	161	146	146	152	154	170	179	166	172	178	178	176

Annexure: Functional Area Data*

Functions	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26
Software, Hardware, Telecom	220	216	230	222	226	228	243	254	248	260	264	264	271
Finance & Accounts	251	274	255	254	263	268	274	264	268	288	297	294	298
Sales & Business Development	111	107	108	106	109	105	103	102	102	106	108	108	106
Customer Service	221	235	225	229	229	249	240	221	221	208	219	227	240
Marketing & Communications	171	181	169	174	183	195	198	186	182	189	195	196	190
HR & Admin	151	168	157	159	151	155	152	164	167	170	166	163	159
Engineering /Production, Real Estate	96	104	96	92	93	95	94	92	98	99	102	101	102
Hospitality Roles	79	82	76	76	76	77	75	76	79	83	83	83	81
Medical Roles	135	144	135	129	135	145	136	133	136	145	146	146	140
Purchase/ Logistics/ Supply Chain	169	196	183	183	193	215	194	191	199	208	207	207	210

Thank you

