

foundit Insights Tracker

July 2026

Hiring Trends in Philippines

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PR@foundit.ai



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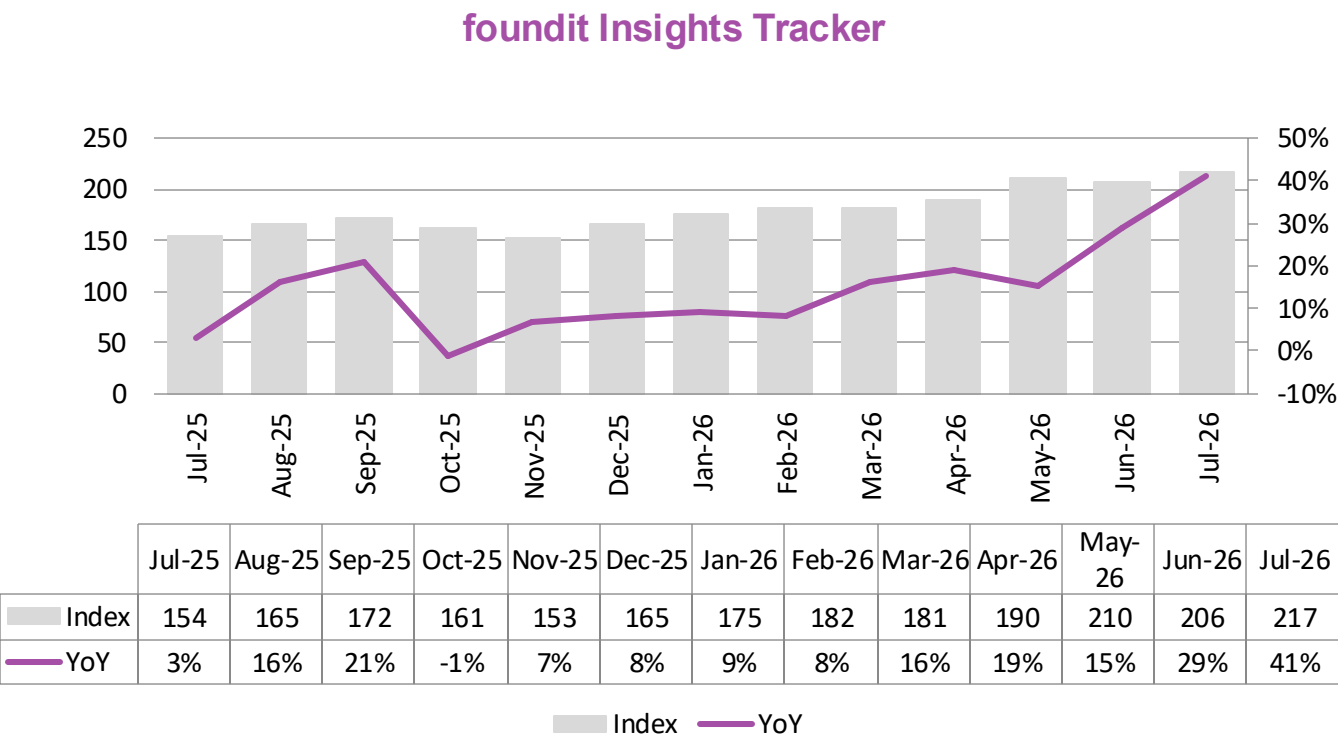
Key Highlights of the Month

foundit Insights Tracker in Philippines records a 41% annual rise in hiring activity in July '26

✔ Recruitment activity in July 2026 registered a **41% year-on-year increase**, the fastest annual pace in more than a year. The figure is flattered by its comparison month: hiring reached its 2025 low in July, so this year's gain is measured against the weakest base of the cycle. Against June, activity recovered 5%, reversing the small dip recorded a month earlier.

✔ The index has risen **14% over the past three months** and **24% over the past six**, pointing to a sustained recovery rather than a one-month spike. The six-month reading has eased only slightly from June, and this time the monthly gain was broad: eleven of the twelve industries the tracker follows added hiring over the month, against just one in June.

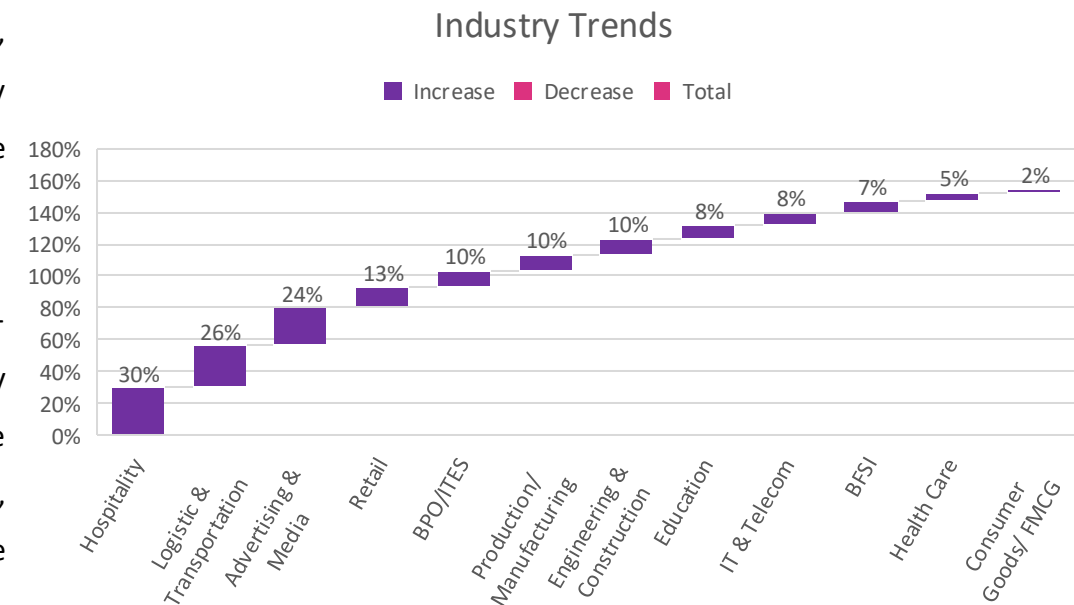
✔ The Philippines remains one of Southeast Asia's faster-growing economies, underpinned by domestic consumption, remittances and public infrastructure spending. Every industry and function the tracker monitors now sits above its July 2025 level, but the strongest demand is in hospitality, logistics and advertising rather than in outsourcing, where the industry body has kept its workforce forecast on hold while it assesses how AI is reshaping entry-level roles.



Hiring Trends – Industry*

Hiring rose annually across all 13 monitored industries in July '26

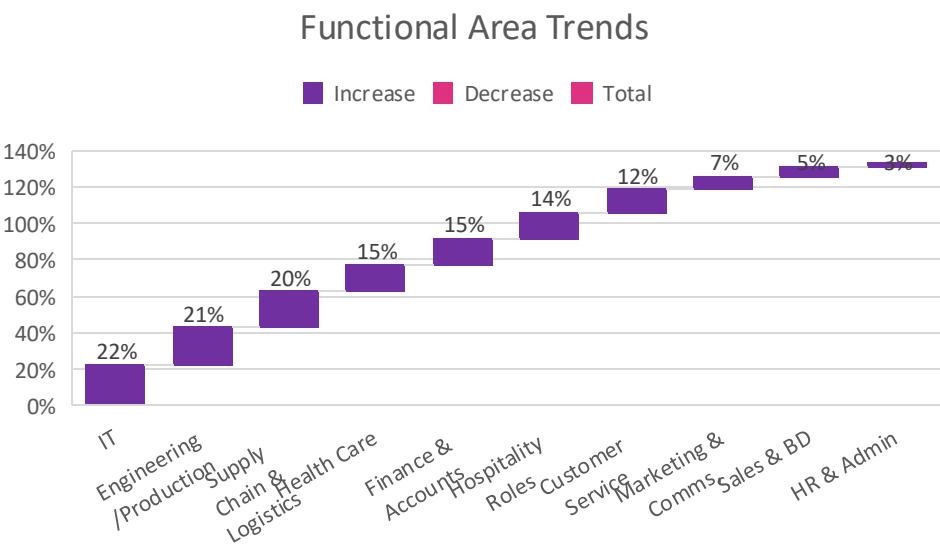
- ✓ **Hospitality** (30%) led all industries, extending the sharpest turnaround in the tracker as accommodation and food services keep posting the largest annual job gains in the national labour data. **Logistics** (26%) came next, carried by a fast-growing e-commerce base and continued freight, warehousing and last-mile investment, while **Advertising and media** (24%) held third on heavy brand and platform spend. All three also advanced over the month, a change from June when the leaders slipped back.
- ✓ **Retail** (13%) led the middle band, while **BPO/ITES** (10%) returned to double-digit annual growth — the gains sit in higher-value capability-centre roles rather than voice work, and the industry association has paused its 2026 workforce forecast while it gauges how AI is absorbing repeatable entry-level tasks. **Production and manufacturing** (10%) and Engineering and construction (10%), with IT and telecom (8%), followed close behind, a sign the recovery now extends well beyond the fastest movers.
- ✓ **Education** (8%), **BFSI** (7%) and **Health care** (5%) posted steadier gains, while **Consumer goods/FMCG** (2%) brought up the rear, clearing its year-ago level only narrowly as demand in staples stayed subdued. Growth is genuinely broad, but it still rests on last year's low mid-cycle base rather than on fresh acceleration.



Hiring Trends - Functional Area*

Hiring activity exceeded year-ago levels in all 11 functional areas observed by the tracker

- ✓ **Software, Hardware & Telecom (+22%)** led, deepening demand for application development, analytics and engineering as global capability centres took a larger share of the IT-BPM pipeline. **Engineering/Production/Real Estate (+21%)** followed on sustained infrastructure activity, and **Purchase/Logistics/Supply Chain (+20%)** tracked the same freight and warehousing build-out seen on the industry side.
- ✓ **Health care roles (+15%), Finance & Accounts (+15%)** and **Hospitality & Travel (+15%)** grew in step — the first on clinical and allied-health demand, the second as analysts, auditors and hybrid fintech-and-compliance roles stayed sought-after in capability centres, the third alongside its parent industry. **Customer Service (+12%)** added to a year of gains, a sign AI is redirecting voice work toward escalation and oversight rather than removing it.
- ✓ **Marketing & Communications (+8%), Sales & Business Development (+5%)** and **HR & Admin (+2%)** rounded out the table. HR & Admin stays the weakest function and, with Marketing, one of only two still below its level of six months ago, as shared-services consolidation and the automation of routine administrative work keep headcount in check. The gap between the fastest and slowest functions has widened, with the softest clustered where the work is most easily automated.



Data & Methodology

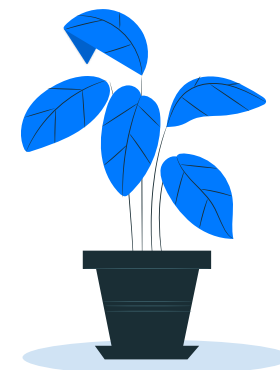
The foundit Insights Tracker (fit) is a comprehensive monthly analysis of online job posting activity conducted by foundit.in. Based on a real-time review of millions of employer job opportunities culled from a large, representative selection of online career outlets, fit presents a snapshot of employer 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	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26
BPO/ITES	259	274	315	287	271	277	256	258	265	270	267	275	286
IT, Telecom/ISP	147	149	153	153	151	153	153	159	156	157	159	155	159
BFSI	249	252	255	261	255	252	263	276	266	270	269	263	267
Engineering, Construction and Real Estate	92	92	94	94	92	94	99	99	96	98	100	99	101
FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	83	81	81	80	79	80	85	85	85	85	84	84	85
Production/Manufacturing, Automotive and Ancillary	98	99	101	97	96	99	101	102	100	102	106	106	108
Retail	206	202	204	205	201	219	217	222	234	237	234	226	233
Hospitality & Travel	94	107	110	102	103	104	108	115	114	117	122	120	122
Education	85	76	79	74	78	80	86	90	89	91	96	92	92
Health Care	191	193	207	193	183	185	188	198	193	189	195	191	201
Logistic, Courier/ Freight/ Transportation, Import/Export, Shipping	172	171	183	184	179	188	197	191	197	202	211	210	217
Advertising, Market Research, Public Relations, Media and Entertainment	146	152	154	170	179	166	172	178	178	176	181	172	181

Annexure: Functional Area Data*

Functions	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26
Software, Hardware, Telecom	222	226	228	243	254	248	260	264	260	271	275	267	271
Finance & Accounts	254	263	268	274	264	268	288	297	294	298	289	286	291
Sales & Business Development	106	109	105	103	102	102	106	108	108	106	109	109	111
Customer Service	229	229	249	240	221	221	208	219	227	240	238	251	257
Marketing & Communications	174	183	195	198	186	182	189	195	196	190	194	185	187
HR & Admin	159	151	155	152	164	167	170	166	163	159	161	159	163
Engineering /Production, Real Estate	92	93	95	94	92	98	99	102	101	102	107	108	111
Hospitality Roles	76	76	77	75	76	79	83	83	82	81	83	83	87
Medical Roles	129	135	145	136	133	136	145	146	144	140	143	142	148
Purchase/ Logistics/ Supply Chain	183	193	215	194	191	199	208	207	208	210	207	212	219

Thank you

