

APAC  
FINDINGS

2025 Q2

---

# ManpowerGroup Employment Outlook Survey





## Executive Summary

10,078 employers across 7 countries and territories were asked about their second quarter hiring intentions and the reasoning behind their decisions in the latest edition of the ManpowerGroup Employment Outlook Survey.

## 30% APAC Net Employment Outlook

Calculated by subtracting employers planning reductions vs. those planning to hire\*. Increased by 3 points when compared to both the previous quarter and Q2 2024.

**42%** of employers who plan to hire reported that their company is expanding in size, creating more positions.

## Highest Hiring Demand in APAC



Information  
Technology

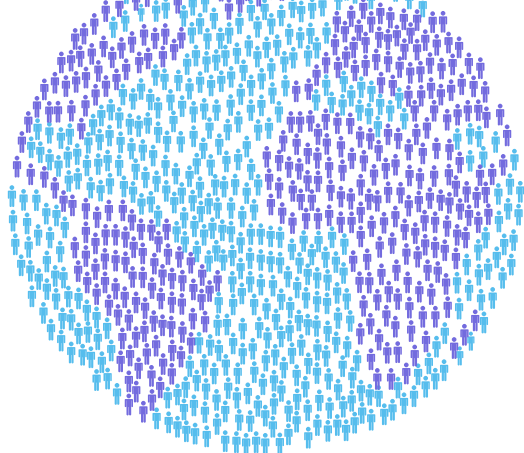


Financials and  
Real Estate



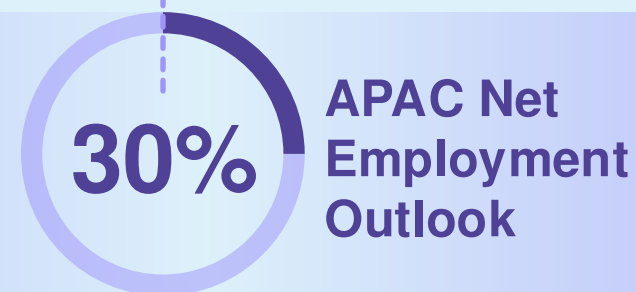
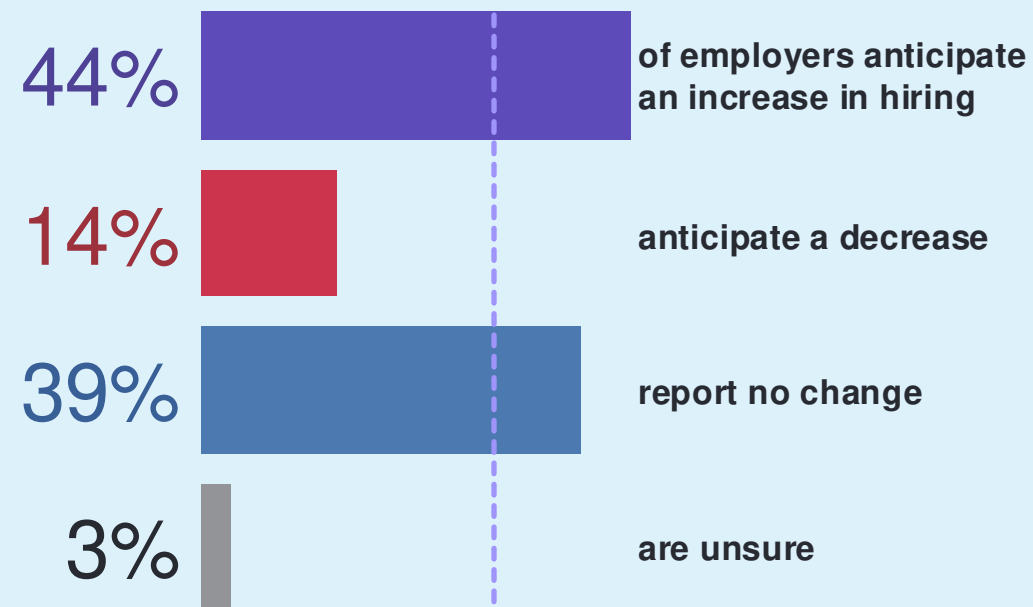
# Q2 Employment Outlooks





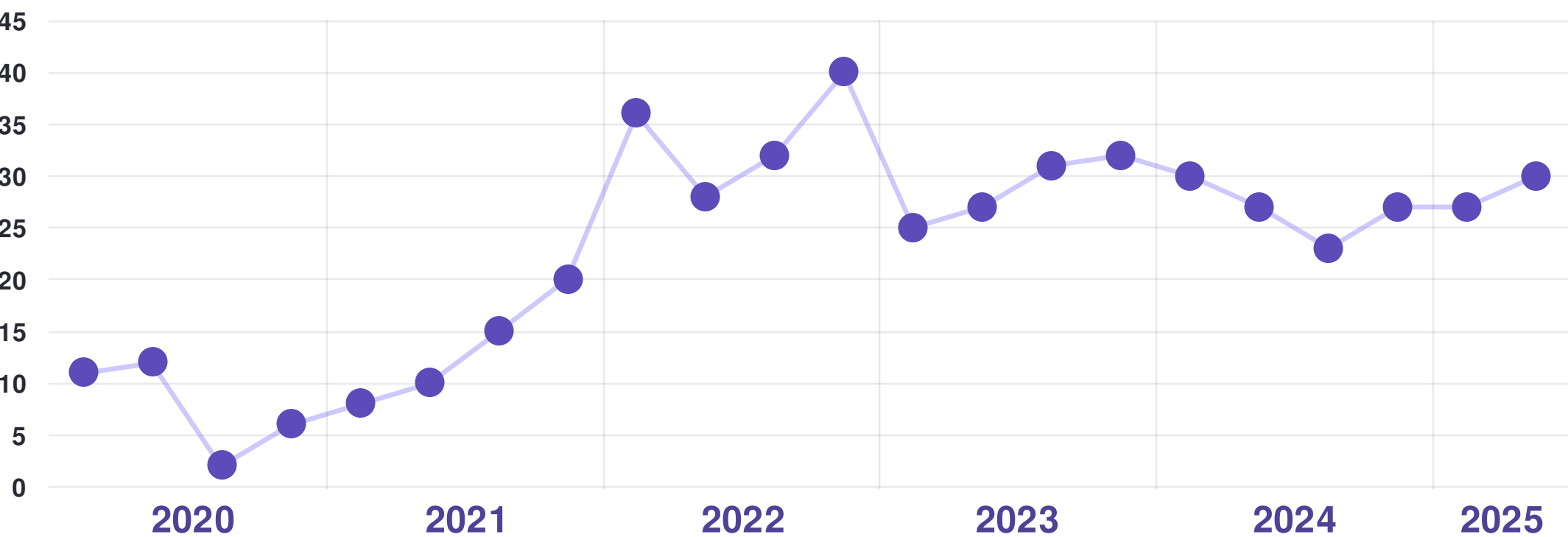
## APAC Employment Outlook for Q2 2025

Used internationally as a bellwether of labor market trends, the Net Employment Outlook – calculated by subtracting the percentage of employers who anticipate reductions to staffing levels from those who plan to hire – **stands at 30%.**



# Changes Over Time

**APAC Outlooks have increased by 3 points** when compared to the previous quarter and the same time last year.





# Hiring Expectations for April – June by Country

## Seasonally Adjusted, Net Employment Outlooks (NEO)



**43%** India  
Strongest NEO in APAC



**30%** APAC  
Average NEO



**11%** Hong Kong  
Weakest NEO in APAC

<b>India</b>	<b>43%</b>	Belgium	24%	Spain	15%
U.S.A.	34%	Germany	22%	Japan	14%
Mexico	33%	Finland	21%	Puerto Rico	14%
Canada	32%	France	20%	Chile	13%
China	32%	Panama	20%	Austria	12%
Costa Rica	32%	Peru	20%	Israel	12%
U.K.	31%	Taiwan	20%	Slovakia	12%
Guatemala	29%	Türkiye	20%	Hong Kong	11%
The Netherlands	27%	Colombia	19%	Czech Republic	10%
Norway	27%	Portugal	19%	Hungary	8%
Singapore	27%	Sweden	19%	Greece	7%
Brazil	26%	Italy	18%	Romania	6%
Switzerland	26%	Australia	17%	<b>Argentina</b>	<b>0%</b>
Ireland	25%	Poland	17%		

# Strongest and Weakest Second Quarter Outlooks

With stable outlooks across the regions, **employers in the Asia Pacific (30%) region reported the strongest hiring intentions**, followed by the Americas (29%), and Europe and the Middle East (20%).

## Strongest



India

43%



U.S.A.

34%



Mexico

33%

## Weakest



Argentina

0%



Romania

6%



Greece

7%



# Year-Over-Year Changes by Country

## Seasonally Adjusted, Net Employment Outlook Changes Since Q2 2024



**+9%** Taiwan

Most Strengthened Outlook  
in APAC



**3%** APAC

APAC Average Outlook



**-4%** Hong Kong

Most Weakened Outlook in  
APAC

Israel	+13%	Ireland	+5%	China	+0%
Norway	+11%	Panama	+5%	Costa Rica	+0%
Canada	+10%	Poland	+5%	France	+0%
Taiwan	+9%	Colombia	+4%	Greece	+0%
Brazil	+8%	Chile	+3%	Puerto Rico	+0%
Italy	+8%	APAC Average	+3%	U.S.A.	+0%
Portugal	+8%	Guatemala	+3%	Hungary	-1%
Türkiye	+8%	Japan	+3%	Australia	-2%
U.K.	+8%	Singapore	+3%	Finland	-2%
India	+7%	Spain	+3%	Slovakia	-2%
Romania	+7%	Belgium	+2%	Switzerland	-3%
Mexico	+6%	Germany	+2%	Hong Kong	-4%
Sweden	+6%	Argentina	+1%	Austria	-5%
Czech Republic	+5%	Peru	+1%	The Netherlands	-5%



# Most Significant Outlook Improvements for Q2 in APAC

Within APAC, employers in four countries report a stronger hiring outlook compared with the same period last year, weakening in two, and remaining unchanged in one.

## Quarter-Over-Quarter Improvements

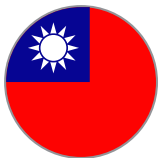


Hong Kong  
+5%



Australia  
+4%

## Year-Over-Year Improvements



Taiwan  
+9%



India  
+7%

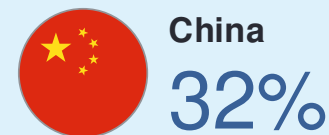
## Employment Outlooks Across the Asia Pacific

Hiring managers across the Asia-Pacific countries anticipate the strongest regional Outlook (30%), increasing by three points when compared to both the previous quarter and the same time last year.

India, China, and Singapore, continue to report the strongest Outlooks in the region. The most cautious Outlooks were reported by employers in Hong Kong and Japan.

The strongest Outlook globally for the Communication Services industry vertical was reported by employers in China (49%) and Industrials and Materials in India (48%).

### Strongest Hiring Intentions

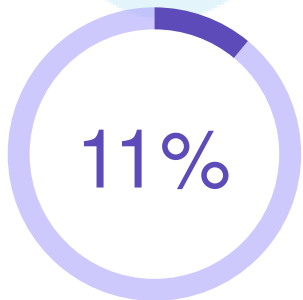


### Weakest Hiring Intentions

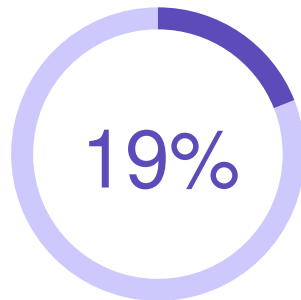


# Hiring Expectations by Company Size in APAC

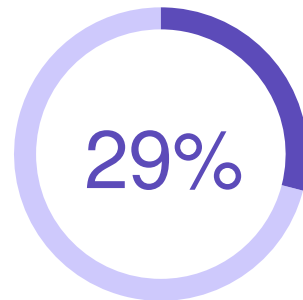
**Less than 10  
Employees**



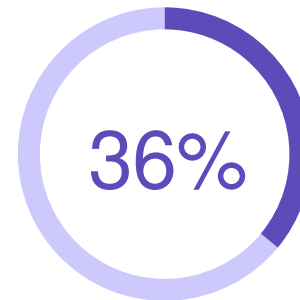
**10 - 49  
Employees**



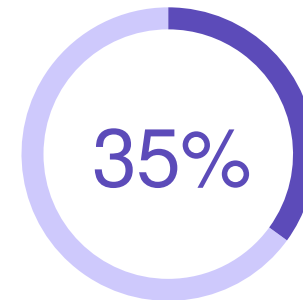
**50 - 249  
Employees**



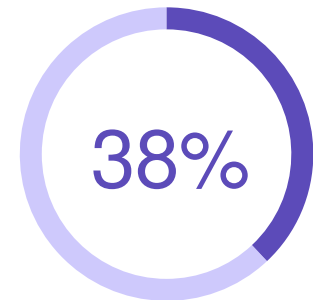
**250 - 999  
Employees**



**1,000 - 4,999  
Employees**

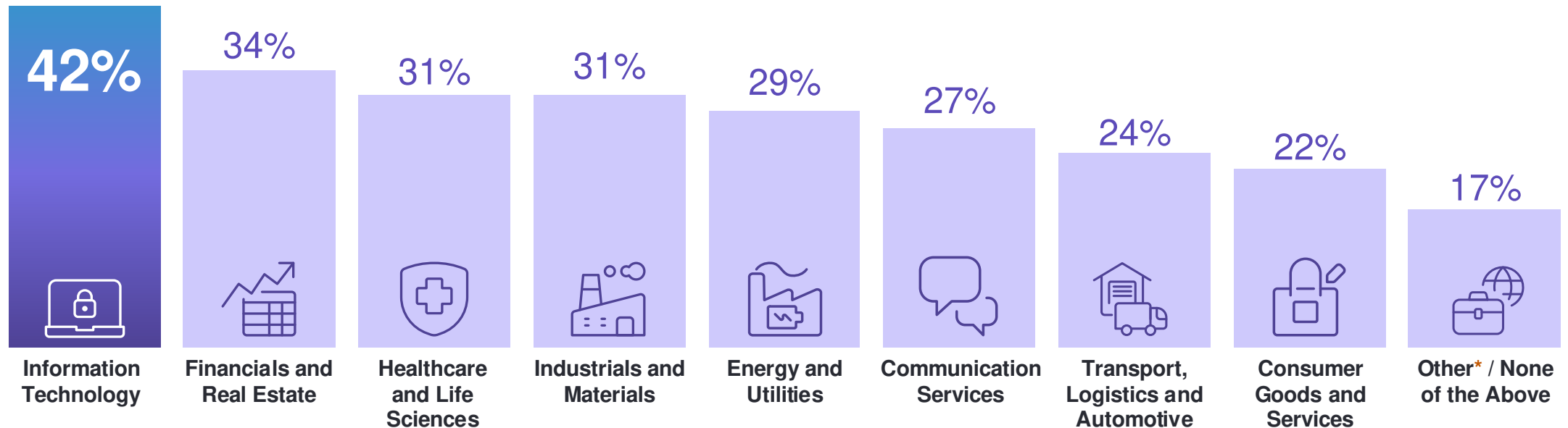


**5,000+  
Employees**



# APAC Employment Outlooks Across Key Industry Sectors

Businesses in the IT industry reported the brightest outlook, increasing when compared to both the previous quarter and the same time last year, by 4 points and 8 points, respectively.



\*Government or Public Service; Not for Profit/NGO/Charity/Religious organization; Other Industry; Other Transport, Logistics & Automobiles Sub-Industry; Educational Institutions; Agriculture & Fishing

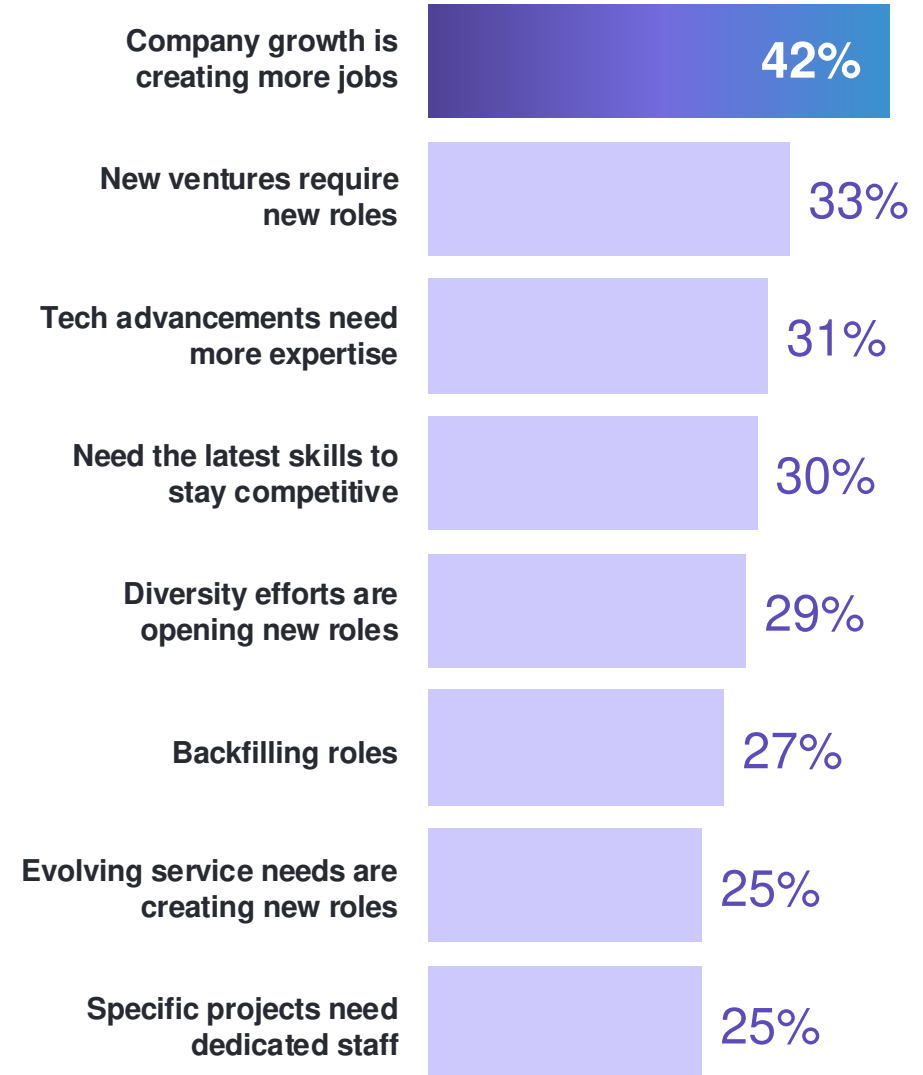
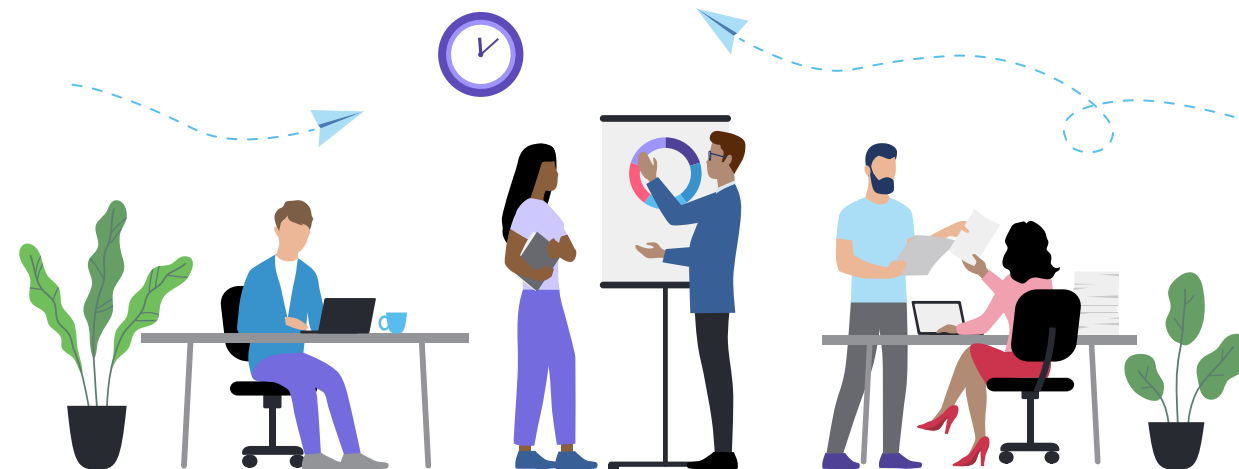


# Workforce Trends



# Company Expansion Drives Q2 Staffing Increases

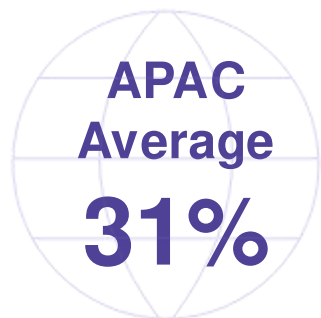
Over 4,400 employers surveyed in APAC said **company expansion is the top reason for staffing increases.**





# Tech Advancements Power APAC Job Creation

On average, **31% of employers in APAC report expanding their workforce** to meet the demands of technological advancements, with this trend being particularly pronounced among organizations in Taiwan.



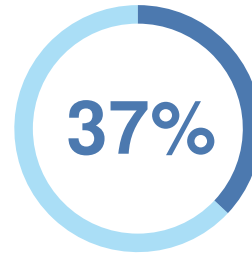
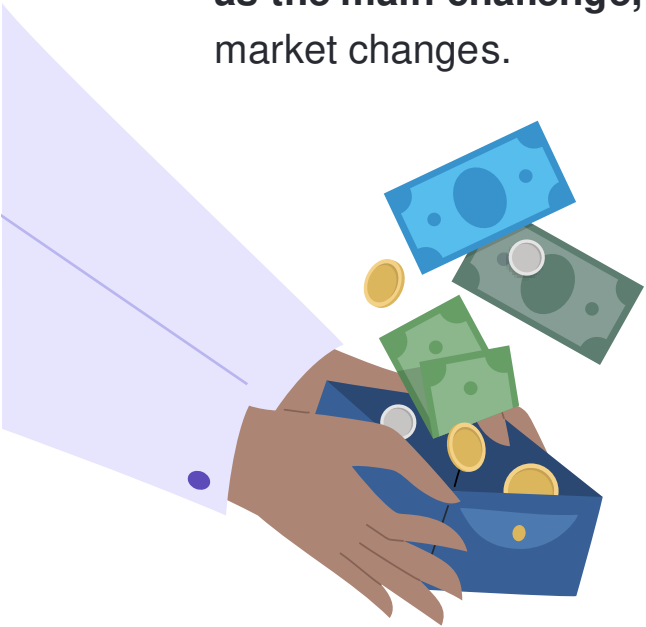
Taiwan	39%
India	38%
Brazil	35%
China	35%
Singapore	33%
APAC Average	31%
Peru	29%
Puerto Rico	29%
Ireland	26%
Israel	26%
Japan	26%
Spain	26%
Austria	25%
Poland	25%

Slovakia	25%
Belgium	24%
Hong Kong	24%
Italy	24%
Mexico	24%
The Netherlands	24%
Finland	23%
Germany	23%
Switzerland	23%
Türkiye	23%
Canada	21%
Chile	21%
Panama	21%
Sweden	21%

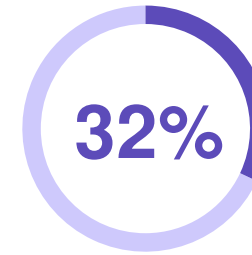
U.K.	21%
Argentina	20%
Norway	20%
U.S.A.	20%
Colombia	18%
Costa Rica	18%
Czech Republic	18%
France	18%
Greece	18%
Australia	17%
Hungary	17%
Guatemala	16%
Portugal	15%
Romania	15%

# Economic Challenges Influence Workforce Reductions

For employers anticipating a staffing decrease in the second quarter, **economic uncertainty is cited as the main challenge**, followed by adapting to market changes.



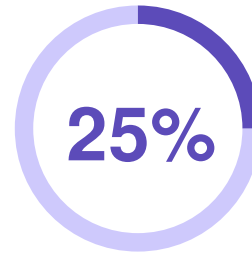
Economic challenges impacting staffing



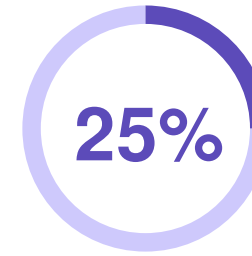
Market shifts lowering job demand



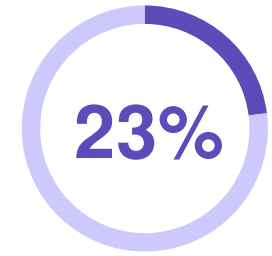
Restructuring or downsizing



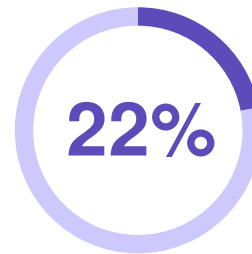
Adjusting to current demand



Automation has reduced some roles



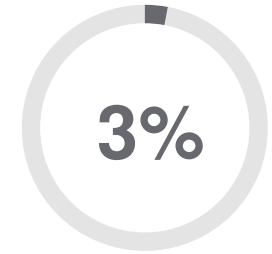
Process improvements are consolidating roles



Skill changes have reduced certain roles



Project-based roles are ending



Other reasons



# Outlooks by Industry Vertical



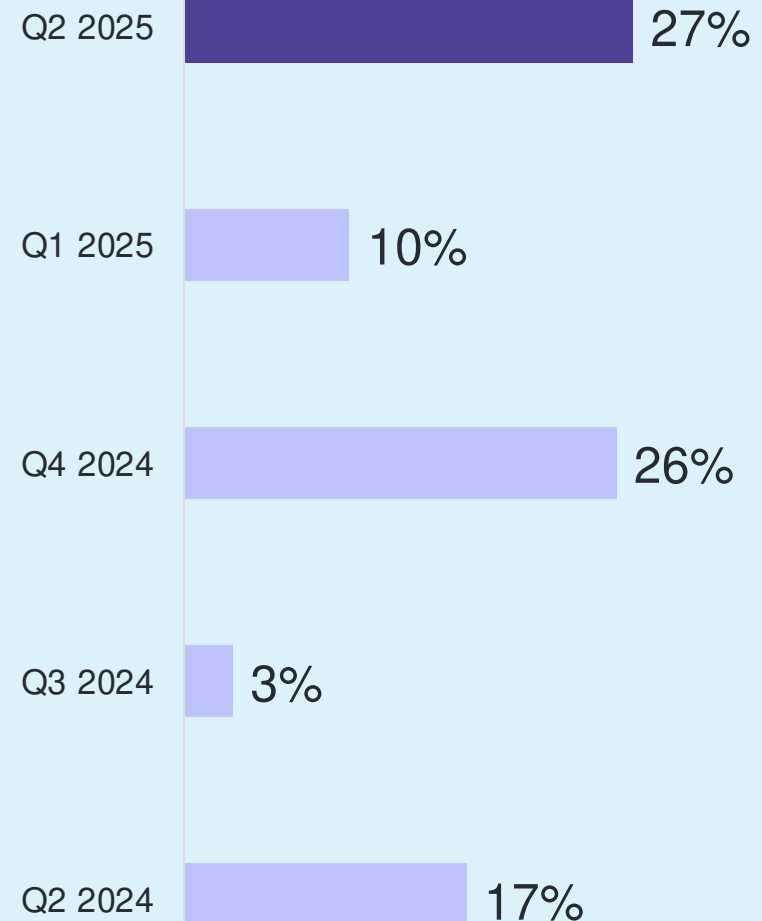
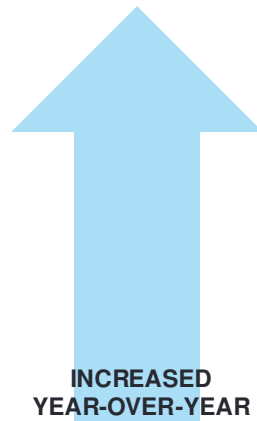


## Communication Services

The APAC NEO for the Communications Services industry is 27%. This figure increased significantly since both the previous quarter and when compared to the same time last year, by 17 points and 10 points, respectively.

### Communication Services Net Employment Outlook:

# 27%



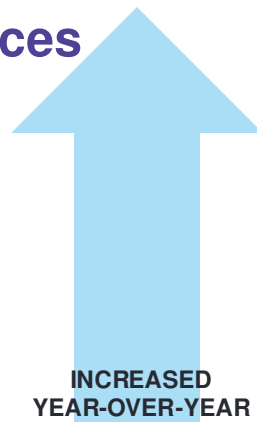


## Consumer Goods and Services

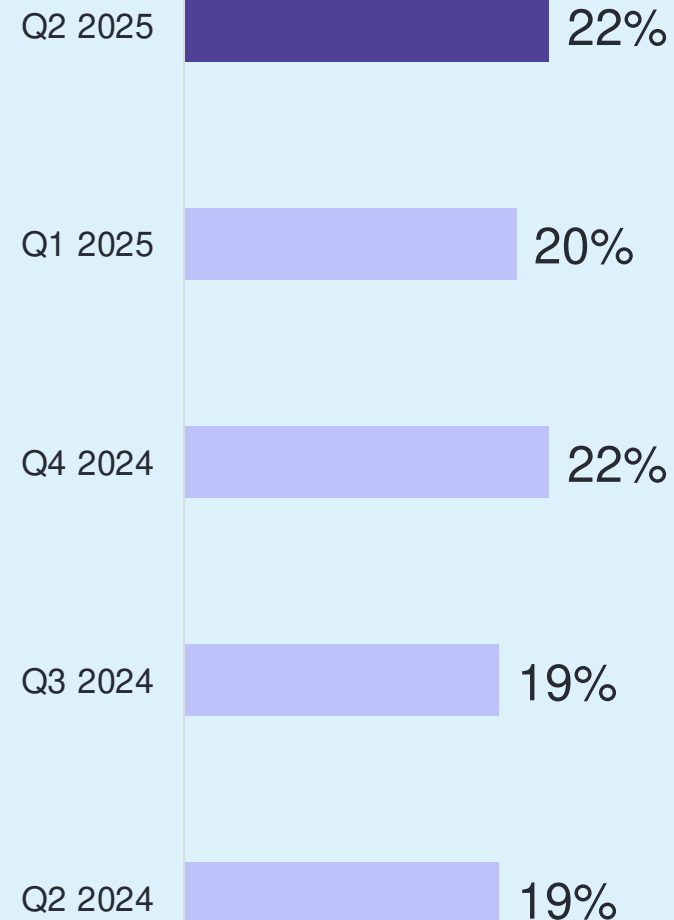
The APAC NEO for the Consumer Goods & Services industry is 22%. This figure increased since both the previous quarter and when compared to the same period last year by 2 points and 3 points, respectively.

### Consumer Goods and Services Net Employment Outlook:

# 22%



INCREASED  
YEAR-OVER-YEAR



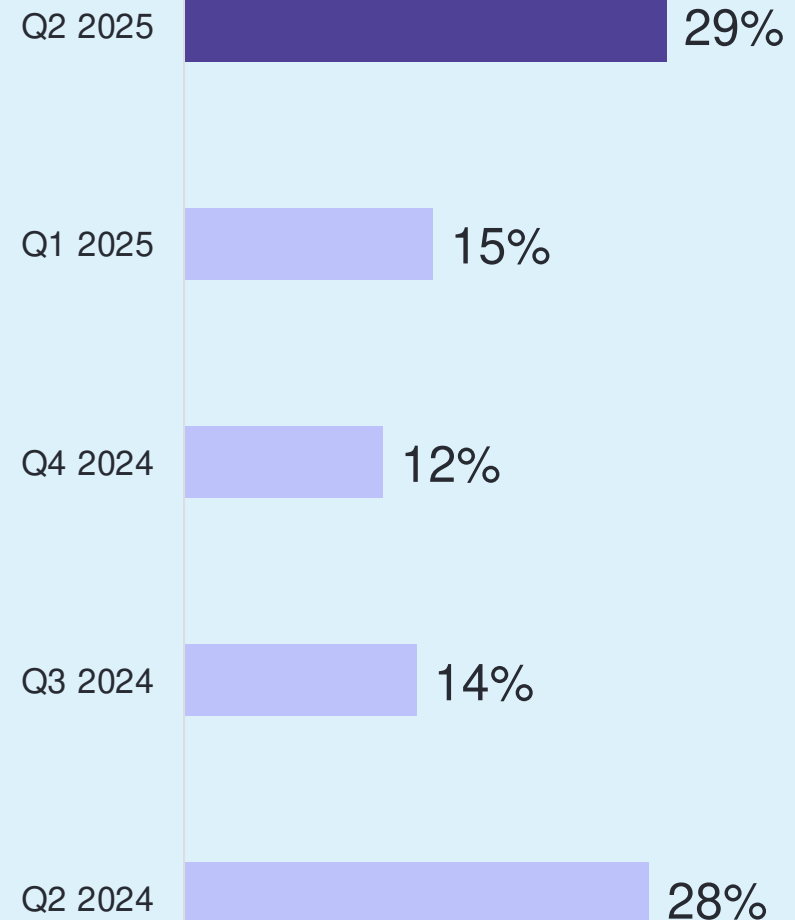


## Energy & Utilities

The APAC NEO for the Energy & Utilities industry is 29%. This figure increased by 14 points since the previous quarter and remains relatively unchanged, improving 1 point, when compared to the same time last year.

### Energy & Utilities Net Employment Outlook:

# 29%





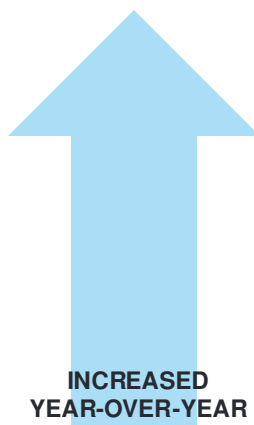


## Financials & Real Estate

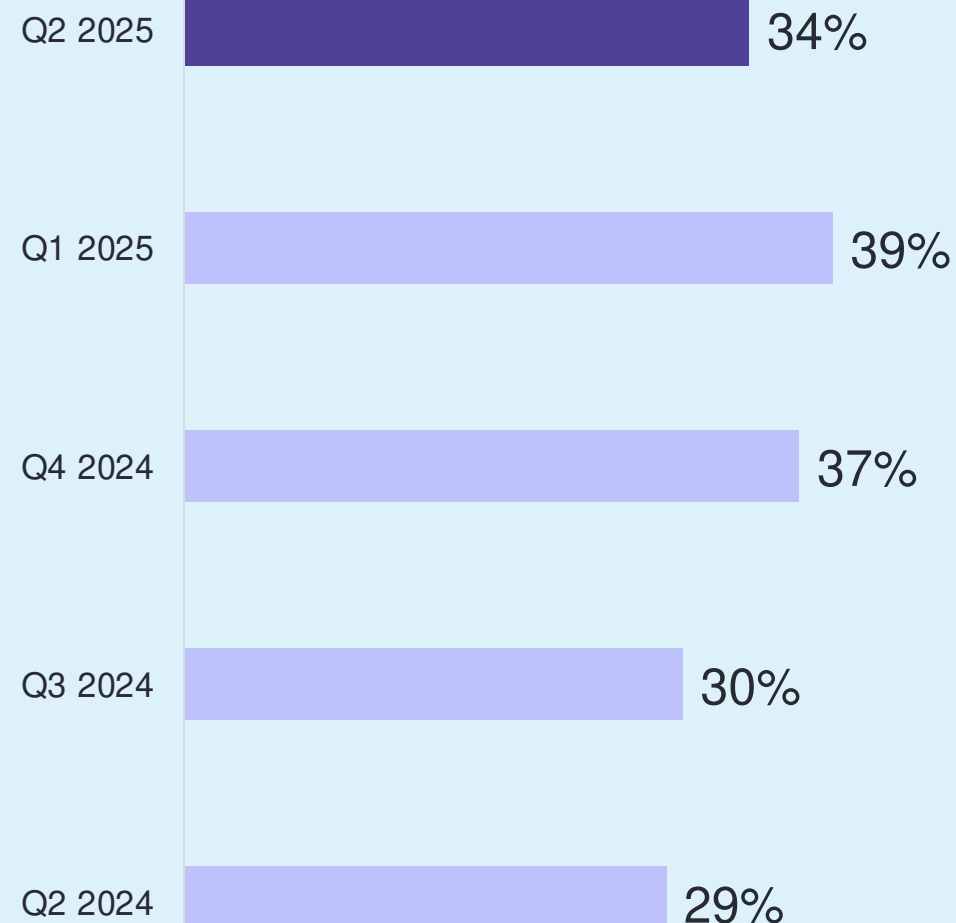
The APAC NEO for the Financials & Real Estate industry is 34%. This figure decreased by 5 points since the previous quarter but increased by 5 points when compared to the same period last year.

### Financials & Real Estate Net Employment Outlook:

# 34%



INCREASED  
YEAR-OVER-YEAR



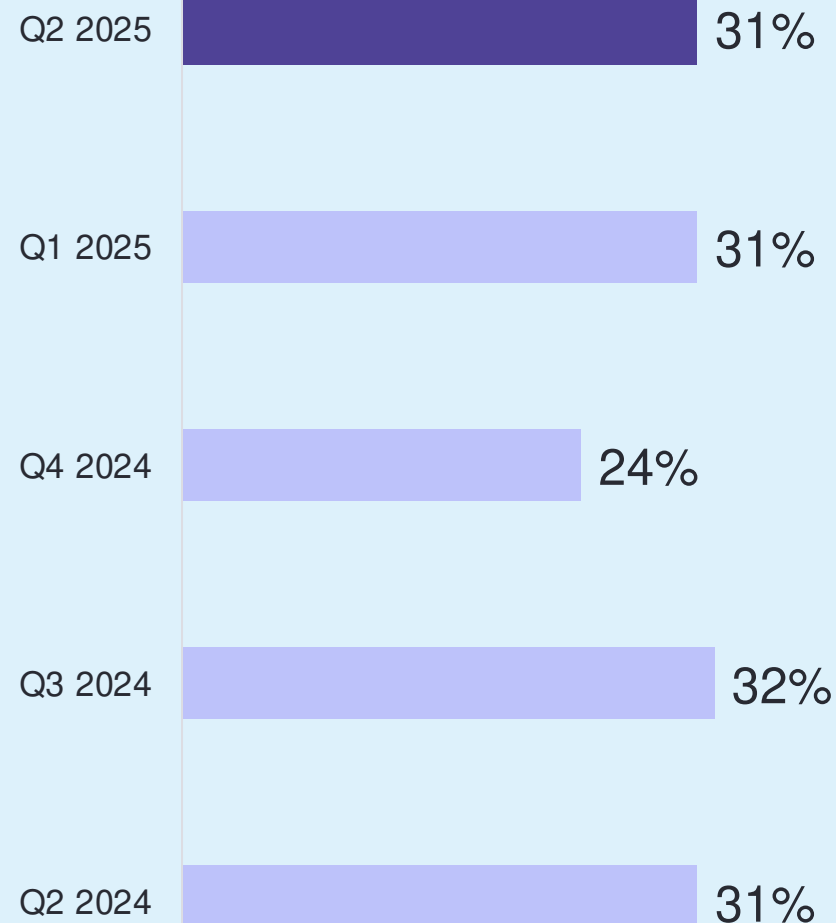


## Healthcare & Life Sciences

The APAC NEO for the Healthcare & Life Sciences industry is 31%. This figure remained unchanged since both the previous quarter and when compared to the same period last year.

### Healthcare & Life Sciences Net Employment Outlook:

# 31%



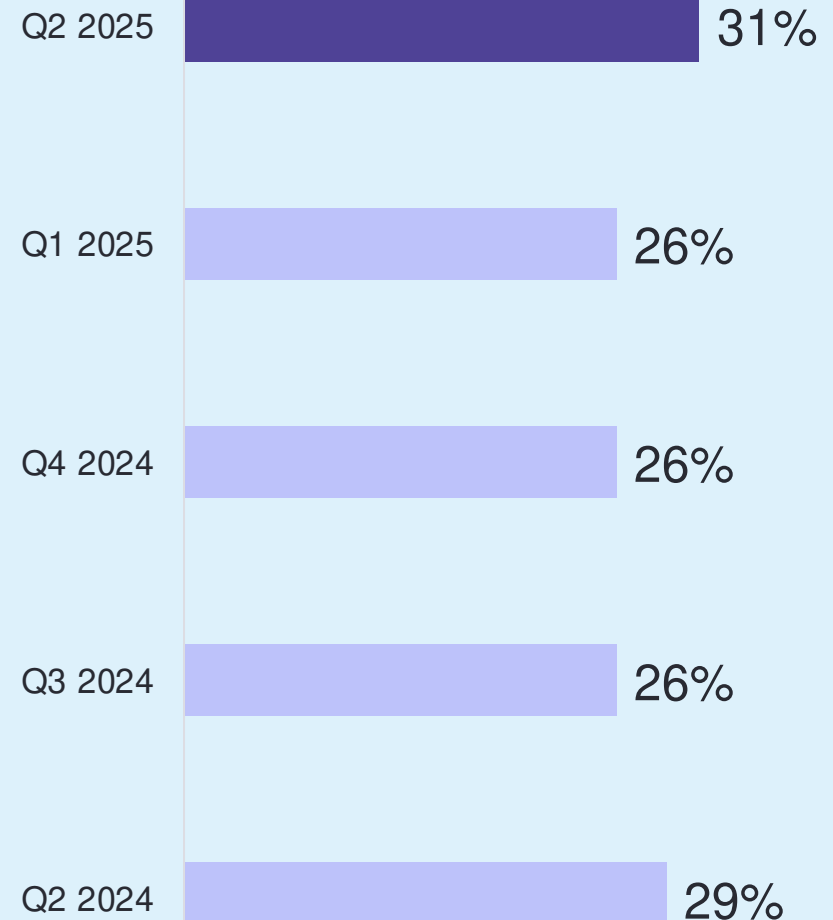
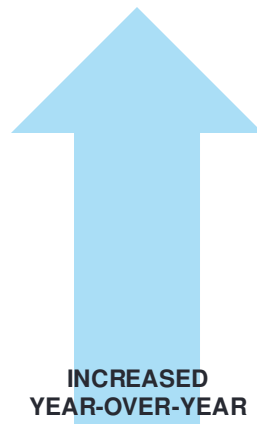


## Industrials & Materials

The APAC NEO for the Industrials & Materials industry is 31%. This figure increased since both the previous quarter and when compared to the same period last year, by 5 points and 2 points, respectively.

### Industrials & Materials Net Employment Outlook:

# 31%



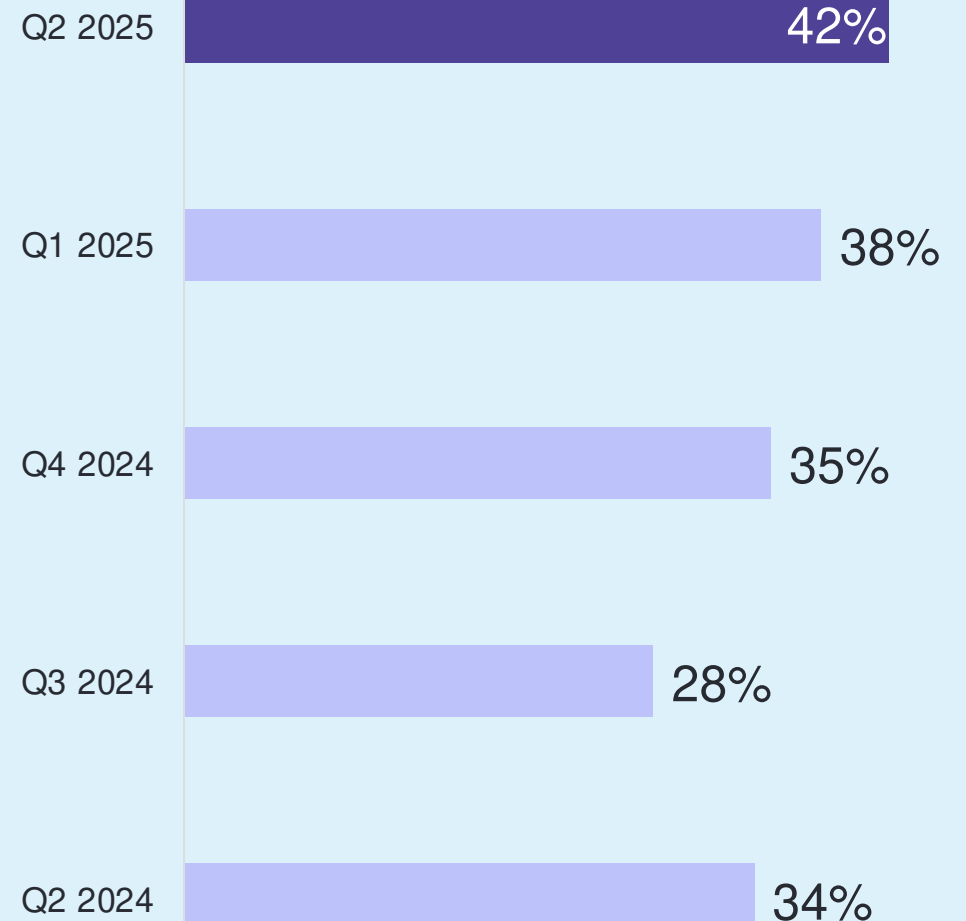
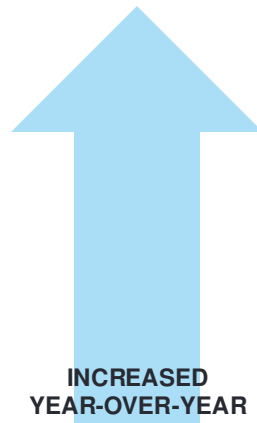


## Information Technology

The APAC NEO for the Information Technology industry is 42%. When compared to both the previous quarter and the same time last year, this figure increased by 4 points and 8 points, respectively.

### Information Technology Net Employment Outlook:

# 42%



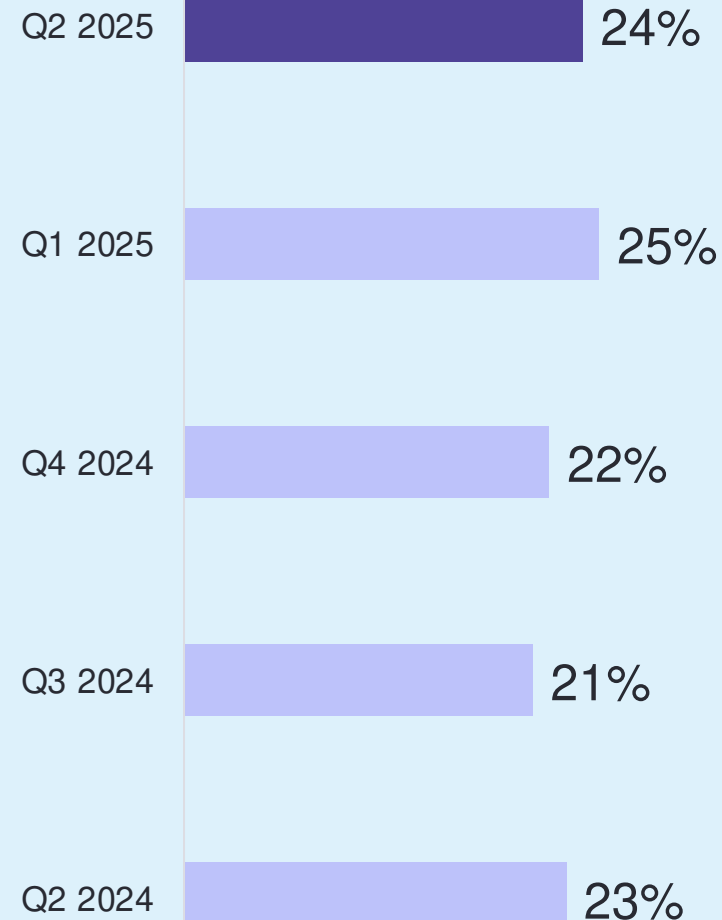


## Transport, Logistics & Automotive

The APAC NEO for the Transport, Logistics, & Automotive industry is 24%. This figure remained relatively stable when compared to both the previous quarter and the same time last year, decreasing and increasing by 1 point, respectively.

### Transport, Logistics & Automotive Net Employment Outlook:

# 24%





# About the Survey







# About the Survey

**The ManpowerGroup Employment Outlook Survey is the most comprehensive, forward-looking employment survey of its kind, used globally as a key economic indicator.** The Net Employment Outlook is derived by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers expecting a decrease in hiring activity. Running since 1962, various factors underpin the success of the Survey:

**Unique** – It is unparalleled in its size, scope, longevity and area of focus. The ManpowerGroup Employment Outlook Survey is the most extensive, forward-looking employment survey in the world, asking employers to forecast employment over the next quarter. In contrast, other surveys and studies focus on retrospective data to report on what occurred in the past.

**Independent** – The survey is conducted with a representative sample of employers from throughout the countries and territories in which it is conducted. The survey participants are not derived from ManpowerGroup's customer base.

**Robust** – The survey is based on interviews with 39,449 public and private employers across 41 countries to measure anticipated employment trends each quarter. This sample allows for analysis to be performed across specific sectors and regions to provide more detailed information.

**Focused** – For more than six decades the survey has derived all of its information from a single question: "How do you anticipate total employment at your location to change in the three months to the end of June 2025 as compared to the current quarter?"

**Survey Methodology** – Survey responses were collected from January 2-31, 2025. Size of organization and sector are standardized across all countries and territories to allow international comparisons.

## Forward-Looking Statements –

This report contains forward-looking statements, including statements regarding labor demand in certain regions, countries and industries, and economic uncertainty. Actual events or results may differ materially from those contained in the forward-looking statements, due to risks, uncertainties and assumptions. These factors include those found in the Company's reports filed with the U.S. Securities and Exchange Commission (SEC), including the information under the heading "Risk Factors" in its Annual Report on Form 10-K for the year ended December 31, 2024, whose information is incorporated herein by reference. ManpowerGroup disclaims any obligation to update any forward-looking or other statements in this release, except as required by law.



## Frequently Asked Questions

### **What is meant by Net Employment Outlook (NEO)?**

The Net Employment Outlook is derived by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers that expect to see a decrease in employment at their location in the next quarter. A positive Net Employment Outlook figure means that, on balance, there are more employers who expect to add to their headcount in the following three months than those who intend to reduce staff.

### **What is Seasonal Adjustment and why is it used in the ManpowerGroup Employment Outlook Survey?**

Seasonal adjustment is a statistical process that allows the Survey data to be presented without the impact of hiring fluctuations that normally occur through the course of the year, usually as a result of various external factors, such changes in weather, traditional production cycles, and public holidays. Seasonal adjustment has the effect of flattening peaks and smoothing troughs in the data to better illustrate underlying employment trends and provide a more accurate representation of the ManpowerGroup Employment Outlook Survey results.

### **How are companies selected for the survey?**

Employers are selected based on the types of companies and organizations they represent. We want to ensure that our panel is representative of each participating country's national labor market, so each country's panel is built in proportion to that country's overall distribution of industry sectors and organization sizes.

### **Who do you interview in each company?**

The person we select to interview will be someone with a good overview of staffing levels and hiring intentions within their organization. Normally this will be the head of HR or an HR manager. However, in smaller organizations, that person may be a general manager or even the CEO.

# ManpowerGroup Solutions Across the Entire HR Life Cycle



**Workforce  
Consulting &  
Analytics**



**Workforce  
Management**



**Talent  
Resourcing**



**Career  
Management**



**Career  
Transition**



**Top Talent  
Attraction**



Visit [www.manpowergroup.com](http://www.manpowergroup.com) to learn more.

*ManpowerGroup operates in Egypt under a Manpower brand license agreement with Target Human Resources Services SAE.*