foundit
Insights Tracker

Feb 2025

Hiring Trends in Singapore

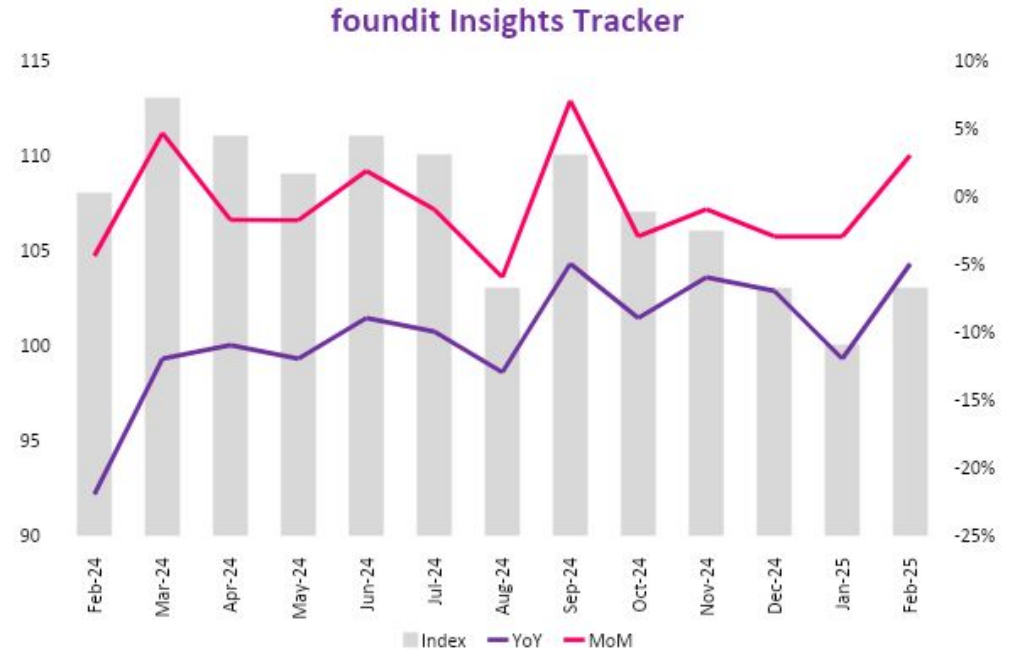For any additional or custom insights, kindly email on
PR@foundit.ai

Contents

Key Highlights of the Month

foundit Insights Tracker in Singapore recorded a 5% annual drop in hiring activity in February'25.

✅ The foundit Insights Tracker (fit) reported a 5% decline in e-recruitment activity in February year-on-year, with the index dropping from 108 in February 2024 to 103, indicating a downward trend.

✅ On a month-over-month basis, hiring activity saw an uptick, with the index rising from 100 in January 2025.

✅ The tracker witnessed muted hiring activity over the past three months, influenced by budget constraints, shifting industry priorities, and evolving workforce strategies. However, demand remains strong for innovative and digitally-driven roles, particularly in emerging fields such as AI, fintech, and sustainability. In Singapore, the job market is expected to stay stable in 2025, with a growing emphasis on technological advancements and skill-based hiring. While economic uncertainties may impact certain sectors, continuous upskilling and employer-led training initiatives will be key to workforce resilience and long-term career growth.
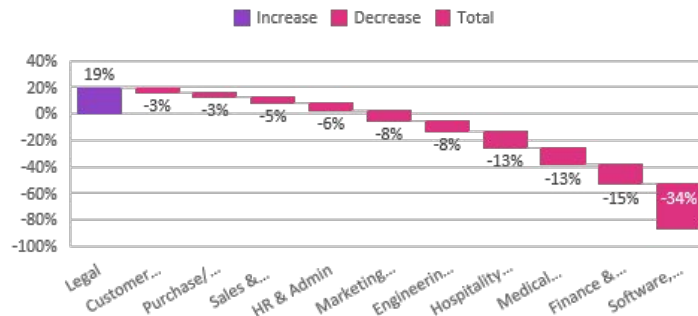
foundit Insights Tracker

Legend: Index, YoY, MoM
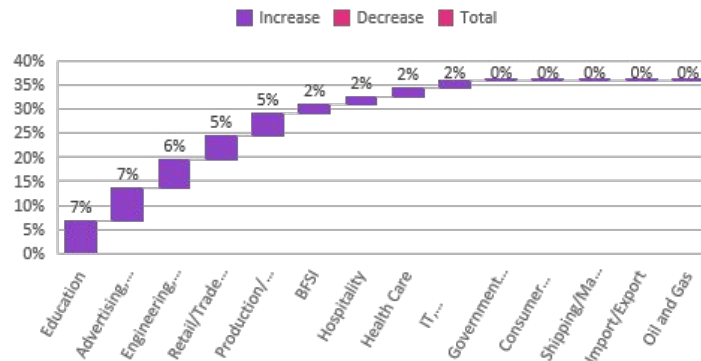
03

Hiring Trends – Industry*

Hiring increased in 9 of the 15 industry sectors monitored by the tracker over the last month.

✅ Singapore's job market remains active, with key industries experiencing positive hiring momentum despite evolving economic conditions. **Advertising, Market Research, Public Relations, Media, and Entertainment** (+7%) saw the highest monthly hiring growth, driven by increased digital marketing efforts and brand-building strategies. The **Education sector** (+7%) also recorded strong monthly and annual growth, reflecting a continued emphasis on workforce upskilling. Additionally, **Engineering, Construction, and Real Estate** (+6%) and **Retail, Trade, and Logistics** (+5%) experienced solid hiring demand, fueled by sustainability initiatives and evolving business needs.

✅ Conversely, several industries like **Oil and Gas** (0%), **Import/Export** (0%), **Shipping/Marine** (0%), **Government/ PSU/ Defence** (0%) and **Consumer Goods/FMCG** (0%) exhibited **stagnant hiring activity over the last month**, reflecting stability rather than expansion in workforce demand.

✅ However, the **Production/Manufacturing, Automotive, and Ancillary** (+5%), **Hospitality & Travel** (+2%), **IT, Telecom/ISP, and BPO/ITES** (+2%), **BFSI** (+2%) and **Healthcare** (+2%) sectors demonstrated positive hiring momentum in February 2025, signaling steady job creation across industries.

YoY Function Trends

MoM Industry Trends

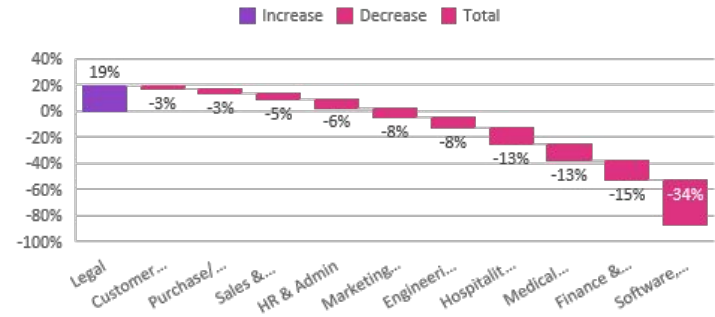* All figures represent percentage change between January'25 and February'25
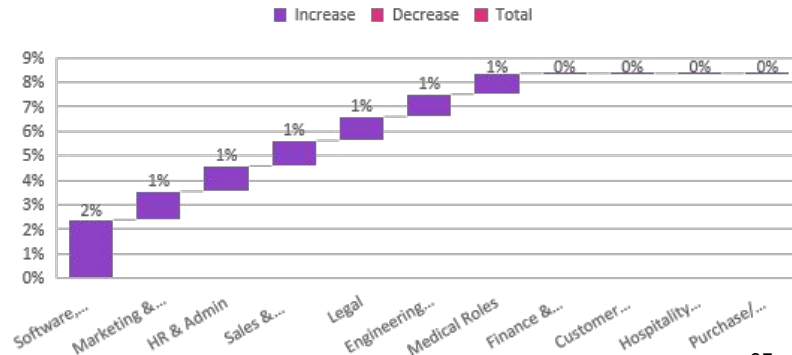
04

Hiring Trends - Functional Area*

Half of the 12 tracked functions experienced muted hiring activity in February'25 compared to the previous month.

✅ The **Software, Hardware, and Telecom sector** (+2%) recorded the highest demand among all monitored functions last month, underscoring the growing need for tech talent amid ongoing digital transformation initiatives. Additionally, **Marketing & Communications** (+1%) saw an upward hiring trend, driven by increased brand engagement efforts and the expansion of digital marketing strategies. Meanwhile, **HR & Admin** (+1%) also experienced positive growth in February'25.

✅ Conversely, **Hospitality Roles** (0%), **Customer Service** (0%), **Finance & Accounts** (0%), and **Purchase/Logistics/Supply Chain** (0%) saw no significant hiring activity over the past month, indicating a period of stability in workforce demand across these functions.

✅ Several other functions, including **Engineering/Production** (+1%), **Sales & Business Development** (+1%), **Medical Roles** (+1%), and **Legal** (+1%) saw **modest yet positive hiring demand** over the last month. Among them, the Legal sector stood out with a significant 19% year-on-year growth, underscoring the rising need for legal professionals amid evolving regulatory landscapes, corporate expansions, and compliance requirements.

YoY Function Trends

Legend: ■ Increase ■ Decrease ■ Total

Legal	Customer...	Purchase/...	Sales &...	HR & Admin	Marketing...	Engineeri...	Hospitalit...	Medical...	Finance &...	Software...
19%	-3%	-3%	-5%	-6%	-8%	-8%	-13%	-13%	-15%	-34%

MoM Function Trends

Legend: ■ Increase ■ Decrease ■ Total

Software...	Marketing &...	HR & Admin	Sales &...	Legal	Engineering...	Medical Roles	Finance &...	Customer...	Hospitality...	Purchase/...
2%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%

* All figures represent percentage change between January'25 and February'25

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 March 2011; Philippines and Malaysia in May 2015 with data collected since March 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.sg, formerly Monster, is a leading jobs & foundit, formerly Monster (APAC & ME) is Asia's leading jobs & talent platform offering comprehensive employment solutions to recruiters and job seekers across APAC & ME. In addition to a powerful AI-powered job search, foundit offers e-learning, assessments, and services related to resume creation, interview preparation, and professional networking. Since its inception, the company has assisted over 120 million job seekers across 18 countries in connecting them with the right job opportunities and upskilling. foundit is now also the Official Talent Partner of the Badminton World Federation across 20 key world tour events.

Over the last two decades, the company has been a leader in the world of recruitment solutions and has launched a cutting-edge solution to give recruiters access to passive candidates in addition to active ones. With the use of advanced technology, foundit is seeking to efficiently bridge the talent gap across industry verticals, experience levels, and geographies. Today, foundit 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 offer precision hiring. Additionally, foundit has been recognised as a Great Place To Work, reflecting its dedication to fostering a supportive and dynamic work

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	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25
IT, Telecom/ISP and BPO/ITES	131	130	127	124	128	129	128	129	131	128	122	122	124
BFSI	135	134	131	129	132	131	128	125	119	114	109	113	115
Health Care	129	128	127	125	127	128	126	127	123	124	123	121	123
Hospitality & Travel	126	124	122	118	121	117	115	116	113	112	114	115	117
Government/ PSU/ Defense	72	72	71	71	71	70	70	71	70	70	69	69	69
Education	137	139	139	140	140	146	142	147	151	152	146	145	155
Retail/Trade and Logistics	103	104	102	102	104	104	102	105	105	102	101	101	106
Engineering, Construction and Real Estate	106	108	108	106	107	107	104	104	102	101	99	100	106
Production/Manufacturing, Automotive and Ancillary	92	92	92	90	91	90	88	89	89	88	87	87	91
Consumer Goods/ FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	78	78	78	78	77	77	77	77	76	76	75	75	75
Advertising, Market Research, Public Relations, Media and Entertainment	94	94	92	91	93	88	91	90	89	90	89	90	96
Shipping/Marine	92	92	92	92	91	91	91	91	91	91	91	91	91
Import/Export	90	90	91	92	89	87	86	89	85	86	84	84	84
Oil and Gas	85	85	85	85	85	85	85	85	84	84	84	84	84

Annexure: Functional Area Data*

Functions	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25
Software, Hardware, Telecom	132	127	117	114	114	108	103	94	101	97	82	85	87
Finance & Accounts	95	96	94	93	93	94	92	103	91	88	83	81	81
Sales & Business Development	104	104	103	102	103	104	102	89	105	104	101	98	99
Customer Service	116	116	114	113	113	114	113	116	114	114	118	113	113
Marketing & Communications	91	92	92	92	92	89	88	114	86	86	84	83	84
HR & Admin	104	107	105	105	104	104	101	92	101	100	98	97	98
Engineering /Production	116	117	117	116	116	117	113	105	112	111	108	106	107
Hospitality Roles	118	115	113	108	109	107	104	106	104	104	103	103	103
Medical Roles	132	129	126	122	122	119	118	106	117	117	115	114	115
Legal	174	180	181	196	200	203	205	223	238	238	217	205	207
Purchase/ Logistics/ Supply Chain	93	94	94	93	93	93	92	119	92	91	90	90	90

Thank you

foundit