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APAC Hiring Intentions Strengthen as Employers Express Optimism for Q2 2025

- The Net Employment Outlook for Q2 2025 in Asia Pacific is 30%, up 3 points from both Q1 2025 and Q2 2024.
- Employers in India (+43%), China (+32%) and Singapore (+27%) report the strongest Outlooks in the region, while Hong Kong shows the most cautious Outlook (+11%).
- The Information Technology sector continues to lead hiring intentions (+42%), followed by Financials & Real Estate (+34%) and Industrials and Materials (+31%).
- Larger organizations demonstrate the strongest hiring intentions, with companies of 5,000+ employees reporting the strongest Outlook (+38%).

SINGAPORE (11 MARCH, 2025) – The latest ManpowerGroup Employment Outlook Survey reveals a strengthened hiring Outlook across the Asia Pacific (APAC) region for Q2 2025, with a Net Employment Outlook (NEO) of 30%. This represents an increase of 3 points compared to both the previous quarter and Q2 2024.

The Survey, which gathered data from over 10,078 employers across seven APAC countries and territories, indicates a growing confidence in the region's labor market as businesses look to expand and invest in talent.

“The latest uptick in hiring intentions across APAC is a promising sign for the market. When compared to the previous quarter, the increased hiring intentions employers are reporting this quarter reflect the region’s adaptability and persistent focus on growth,” said Francois Lancon, Regional President, Asia Pacific & Middle East.

Besides employment Outlooks, the APAC report also shed light on the main reasons for staffing increases. 42% of employers in APAC report company expansion as the top reason for staffing increases, followed by new ventures requiring new roles (33%), and tech advancements needing more expertise (31%).

“Companies across APAC are proactively shaping their workforce for long-term growth and innovation. The focus on technology and expansion reflects a strategic pivot to future-proof businesses, ensuring competitiveness in a rapidly evolving global landscape. Initiatives like China's AI investment fund, Hong Kong’s investment in an AI Research and Development Institute, and Singapore’s New Enterprise Compute Initiative are fueling demand for skilled talent, particularly in

tech and AI. These efforts underscore the region's drive toward technological leadership, even amid economic challenges, solidifying APAC's position as a hub of resilience and opportunity," Mr. Lancon said.

Used internationally as a bellwether of labor market trends, the NEO is calculated by subtracting the percentage of employers who anticipate reductions in staffing levels from those who plan to hire.

HIRING INTENTIONS BY REGION

Asia Pacific (APAC):

The region reports the strongest regional Outlook with 30%, showing a 3-point increase from both the previous quarter and year-over-year.

- India leads global hiring confidence with an Outlook of 43%
- The region leads in creating new roles due to tech advancements, with Taiwan (39%) and India (38%) as frontrunners

The Americas:

With an Outlook of 29%, hiring intentions are unchanged since the previous quarter but up 3 points when compared to the same period last year.

- Employers in the U.S.A. (34%), Mexico (33%), Canada (32%), and Costa Rica (32%) reported the strongest hiring intentions across the regions for Q2
- However, Argentina reports the lowest global Outlook at 0%, reflecting continued economic challenges

Europe and the Middle East:

Hiring expectations remain the lowest regionally (20%) but have strengthened by one point since Q1 2025 and four points year-over-year.

- The UK (31%), the Netherlands (27%), and Norway (27%) report the strongest hiring intentions in the region
- The strongest Outlook globally for the Energy and Utilities industry vertical was reported by employers in Switzerland (59%), Healthcare and Life Sciences in Austria (55%), and Transport, Logistics, and Automotive in the Netherlands (53%)

To view the complete results for the Q2 2025 ManpowerGroup Employment Outlook Survey, including regional and country data, visit: www.manpowergroup.com.sg/meos-apac. The next survey will be released in June 2025 and will report hiring expectations for the third quarter of the year.

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About the Survey

The ManpowerGroup Employment Outlook Survey is the most comprehensive, forward-looking employment survey of its kind, used globally as a key labor market indicator. The Net Employment Outlook (NEO) 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.

Survey Methodology

The methodology used to collect the data for the Employment Outlook has been digitized in 41 markets for the Q2 2025 report. Survey responses were collected in January 2025. The question

asked and the respondent profile remains unchanged. Size of organization and sector are standardized across all countries and territories to allow international comparisons.

About ManpowerGroup

ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing, and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organizations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Our expert family of brands – Manpower, Experis, and Talent Solutions – creates substantially more value for candidates and clients across more than 75 countries and territories and has done so for more than 75 years. We are recognized consistently for our diversity – as a best place to work for Women, Inclusion, Equality, and Disability, and in 2025 ManpowerGroup was named one of the World's Most Ethical Companies for the 16th time – all confirming our position as the brand of choice for in-demand talent.

For more information, visit www.manpowergroup.com, or follow us on LinkedIn, X, Facebook, and Instagram.

Forward-Looking Statements

This press release contains forward-looking statements, including statements regarding labor demand in certain regions, countries, and industries, economic uncertainty, and workforce trends. Actual events or results may differ materially from those contained in the forward-looking statements, due to risks, uncertainties, and assumptions. ManpowerGroup disclaims any obligation to update any forward-looking or other statements in this release, except as required by law.