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Employers Across APME Hold Steady with a Net Employment Outlook of +28% *ManpowerGroup survey reveals UAE continues to lead hiring intentions across the region*

- The Net Employment Outlook for Q4 2025 in Asia Pacific and the Middle East (APME) stands at +28%.
- Employers in United Arab Emirates (UAE) (+45%), India (+40%), and China (+34%) report the strongest Outlooks in the region. The UAE continues to rank first globally, exceeding the global average by 22 percentage points.
- The Information Technology sector continues to lead hiring intentions (+38%), followed by Financials and Real Estate (+38%), and Transport, Logistics, and Automotive (+32%).
- 42% of employers in the region plan to hire in Q4, with 41% citing company expansion as the top reason for staffing increases, followed by new ventures requiring additional roles (34%).

SINGAPORE (9 SEPTEMBER 2025) – The latest ManpowerGroup Employment Outlook Survey shows a steady labor market in Asia Pacific and the Middle East (APME), with a seasonally adjusted Net Employment Outlook (NEO) of +28% for Q4 2025—remaining unchanged from Q3 2025 and up five points compared to Q4 2024. Employers in United Arab Emirates (UAE) continue to lead at +45%.

The Survey, which gathered data from over 12,437 employers across 10 APME countries and territories, found that employers are evenly split, with 42% planning to expand their workforce and another 42% aiming to maintain current staffing levels. Meanwhile, 13% anticipate a reduction in headcount.

“Across Asia Pacific and the Middle East, employers are navigating a complex landscape with a steady hand, focusing on long-term workforce resilience. While expansion and diversification continue to drive hiring across the region, there is a noticeable shift toward more strategic talent planning,” said François Lançon, Regional President, Asia Pacific & Middle East, ManpowerGroup. “Employers are rethinking how work gets done, aligning talent strategies with business continuity and adaptability. This reflects a broader shift toward workforce agility, where stability and flexibility go hand in hand.”

Besides employment Outlooks, the APME report highlights shifting talent strategies.

KEY FINDINGS

- **Flexible workforce strategies gain traction:** Almost a third of employers (32%) utilize temporary workers for specialized short-term tasks, narrowing the gap with

permanent employees (29%). Employers are also more likely to use temporary workers for seasonal or surge support (32%), compared to 30% for permanent staff.

- **Core roles remain anchored in permanent staffing:** Employers continue to rely on permanent employees for administrative tasks (55%), customer service (50%), and operational support (49%).
- **Employers are struggling to attract qualified candidates**, with 46% identifying it as their top talent acquisition challenge. This is followed by difficulties in filling complex technical roles (32%) and managing a high volume of applications (30%).
- **Employers across APME feel confident in their hiring processes**, with 67% indicating that they are effective in selecting the right people for the right roles. Only 4% rated their hiring process as poor.
- **Work-life balance leads retention strategies:** 47% of employers across APME identify work-life balance and workload as the most effective retention strategy. This is especially prominent in the Healthcare & Life Sciences sector, where 51% of employers prioritize it to retain talent.

HIRING INTENTIONS BY REGION

Asia Pacific and the Middle East (APME):

- Leading globally with an Outlook of +28%, unchanged quarter-over-quarter and strengthening five percentage points year-over-year.
- Employers in the UAE (+45%) continue to lead regional confidence, followed by India (+40%), and China (34%).
- On the flip side, employers in Taiwan (+16%) and Japan (+12%) are more reserved, while Hong Kong (+6%) continues to be the most cautious in the region.

The Americas:

- The region reports the second strongest Outlook at +25%, with hiring intentions weakening three percentage points both quarter-over-quarter and year-over-year.
- Brazil (+36%) and Costa Rica (+35%) report the strongest hiring intentions in the region.
- However, Argentina continues to face challenges, reporting the weakest global Outlook at +5%.

Europe:

- Hiring expectations remain the lowest globally at +18%, strengthening by one percentage point compared to last quarter, but weakening by five percentage points year-over-year.
- Ireland leads the region with an Outlook of +29%, followed by the Netherlands (+28%) and Sweden (+26%).
- By contrast, Hungary (+8%) and Romania (+9%) reported the weakest Outlooks.

To view the complete results for the Q4 2025 ManpowerGroup Employment Outlook Survey, including regional and country data, visit: www.manpowergroup.com.sg/meos-apme. The next survey will be released in December 2025 and will report hiring expectations for the first quarter of 2026.

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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

Survey responses were collected from July 1-31, 2025. 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 70 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](#), [Facebook](#), and [Bluesky](#).

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.