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# Employment Index

April 2021

## Hiring Trends in Singapore



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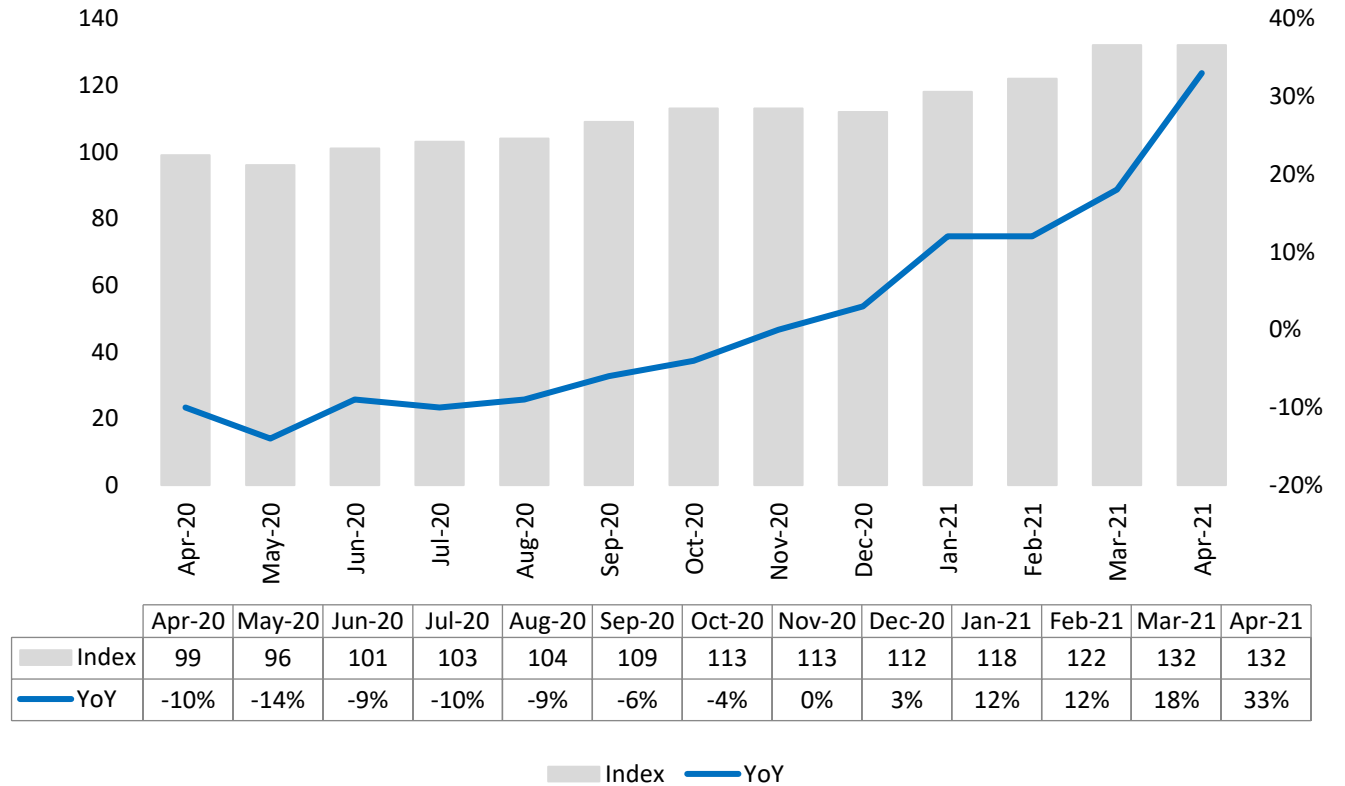
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# Key Highlights of the Month

## Monster Employment Singapore grew by 33% on year-over-year basis in April'21

- ✓ The Monster Employment Index (MEI) stood at 132 in April'21 as compared to 99 in April'20.
- ✓ Month-on-month, it remained neutral; as March 2021 also saw an index of 132. In the last six months, average growth of 17% was noticed which shows the significant growth in the hiring demand among companies.

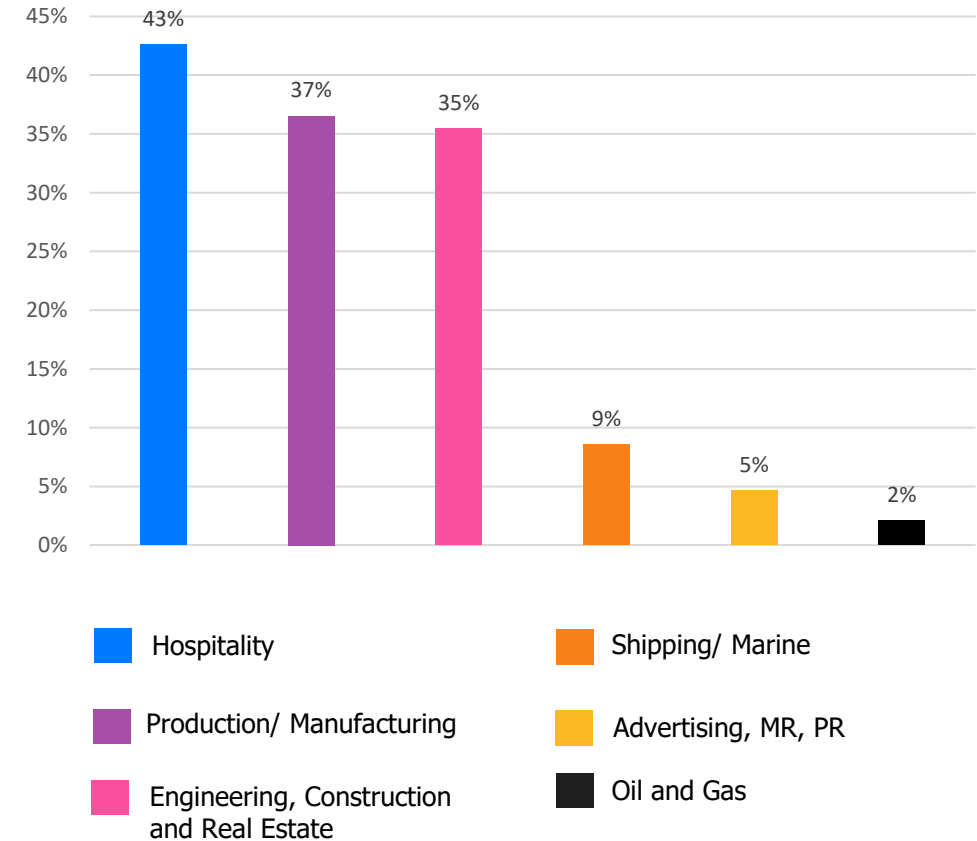
### Monster Employment Index



# Hiring Trends – Industry\*

Online hiring demand in April'21 exceeded April'20 level in all of the 14 industries monitored by the Index

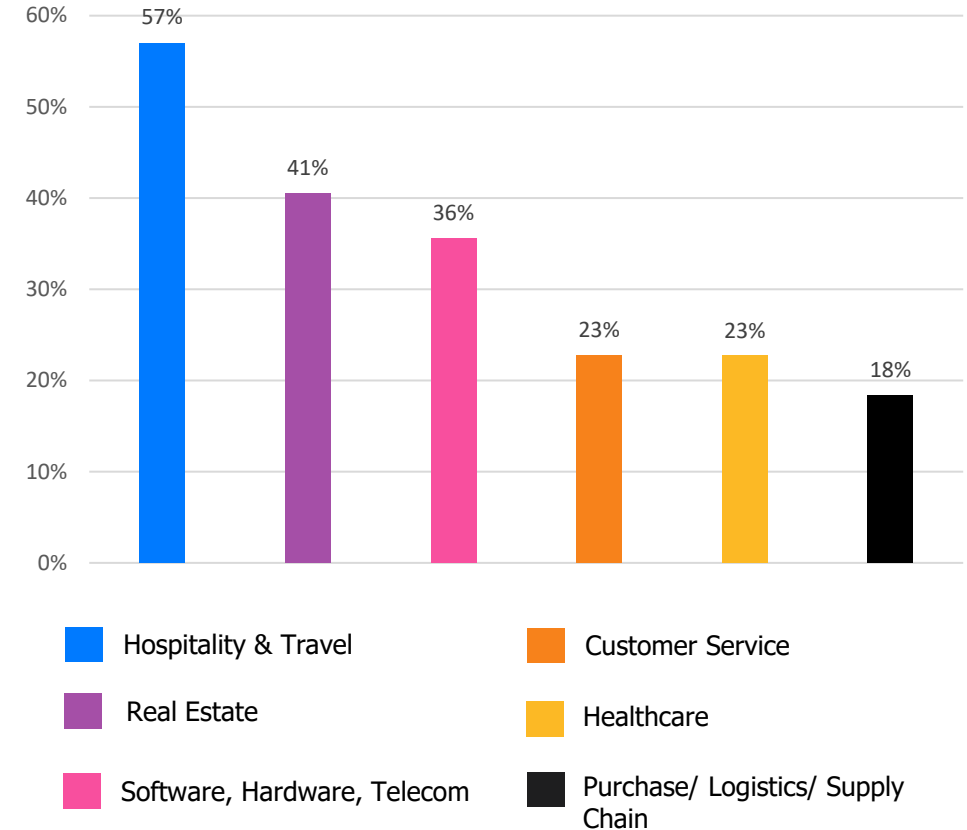
- ✓ **Hospitality** (+43%) saw the significant year-on-year growth in e-recruitment among industries. This was followed by **Production/ Manufacturing** (+37%) and **Engineering, Construction and Real Estate** (+35%).
- ✓ **Shipping/Marine** (+9%), **Advertising, Market Research, Public Relations, Media and Entertainment** (+5%), **Oil & Gas** (+2%) marked the lowest growth among other monitored industries in April'21 from the year-ago level.
- ✓ Hiring in industries like **Government/ PSU/ Defence** (+14%), **Consumer Goods /FMCG** (+14%), **Import/ Export** (+18%), **Retail/Trade and Logistics** (+19%), **BFSI** (+25%), **Healthcare** (+27%), **Education** (+29%) and **IT, Telecom/ISP and BPO/ITES** (+30%) also surged on annual basis.



# Hiring Trends - Functional Area\*

Annual online demand for professionals increased for all of the 12 functional areas monitored by the Index

- ✓ **Hospitality & Travel** (+57%) professionals witnessed steepest year-on-year growth. This was followed by increase in demand for **Real Estate** (+41%), **Software, Hardware, Telecom** (+36%) and **Legal** (+36%) and professionals.
- ✓ Functional areas like **Customer Service** (+23%), **Healthcare** (+23%) and **Purchase/Logistics/Supply Chain** (+18%) saw the lowest hiring demand among companies from the year ago level.
- ✓ **Engineering /Production** (+34%), **Finance & Accounts** (+30%), **Sales & Business Development** (+30%), **Marketing & Communications** (+28%) and **HR & Admin** (+26%) also reported annual surge in April'21.



# Data & Methodology

The Monster Employment Index is a broad and comprehensive monthly analysis of online job posting activity conducted by Monster India. Based on a real-time review of millions of employer job opportunities culled from a large, representative selection of online career outlets, the Monster Employment Index presents a snapshot of employer online recruitment activity nationwide.

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.

Monster Employment Index was first launched in India in May 2010 with data collected since October 2009 followed by Gulf in April 2011 with data collected since October 2010; Singapore in May 2014 with data collected since January 2011; Philippines and Malaysia in May 2015 with data collected since February 2014.

Monster has taken due care in compiling and processing the data available from various sources for Monster Employment Index, 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.



# About Monster APAC & Gulf

Monster is a leading online career and recruitment resource, and with its cutting-edge technology, it provides relevant profiles to employers and relevant jobs to jobseekers across industry verticals, experience levels and geographies. Monster started its operations with India in 2001 and today has operations across India, Singapore, Malaysia, Philippines, Hong Kong, Vietnam, Thailand, Indonesia, UAE and Kingdom of Saudi Arabia

In India, it is headquartered in Hyderabad, and has presence in more than 10 other cities of India, including Mumbai, Delhi, Bangalore, Chennai, Pune, Kolkata, Ahmedabad, Baroda, Chandigarh, and Cochin. In India, the Monster Mobile App was voted Product of the Year 2016, under the 'Mobile App Job' category in a survey of over 18,000 people by Nielsen. Monster continues its pioneering work of transforming the recruiting industry with advanced technology using intelligent digital, social and mobile solutions, and a vast array of products and services.

**To learn more about Monster in APAC & Gulf, visit:**

[www.monsterindia.com](http://www.monsterindia.com)

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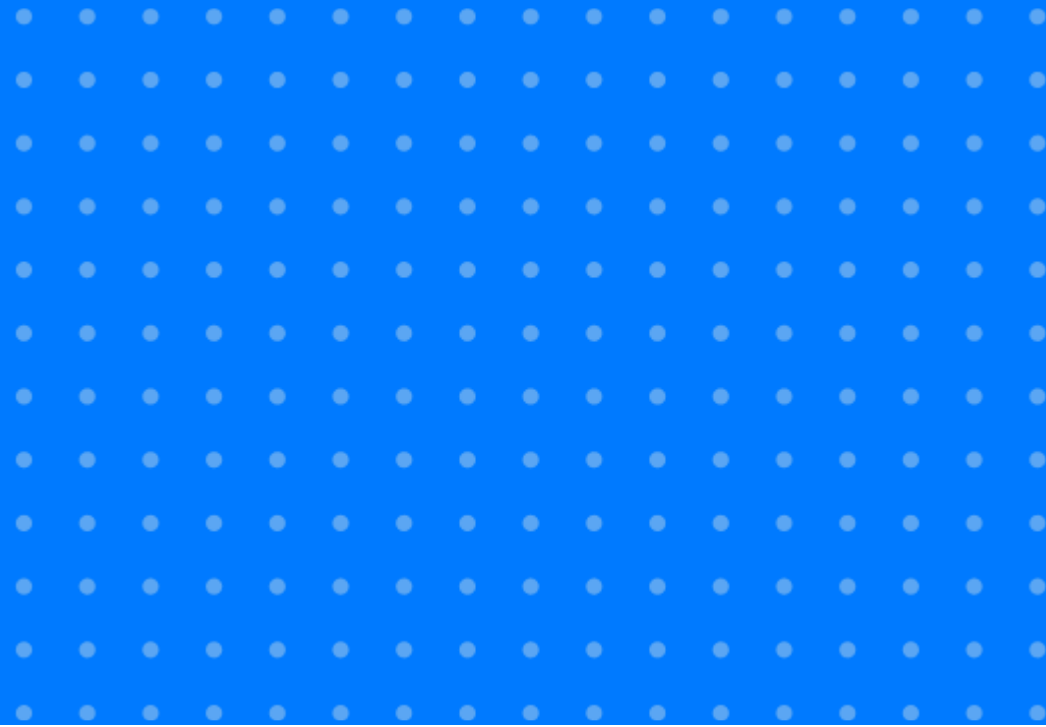
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# Annexure





# Annexure: Industry Data\*

Industries	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21
IT, Telecom/ISP and BPO/ITES	193	181	187	193	193	208	218	220	218	234	239	246	250
BFSI	161	149	152	151	151	159	161	161	157	175	181	198	201
Health Care	122	125	126	133	135	139	146	141	141	147	148	151	155
Hospitality	101	96	99	103	106	115	134	132	134	141	137	140	144
Government/ PSU/ Defense	84	81	88	89	86	96	94	90	87	89	89	92	96
Education	111	111	116	115	114	120	125	120	130	131	134	142	143
Retail/Trade and Logistics	96	88	91	94	95	97	101	102	100	108	110	114	114
Engineering, Construction and Real Estate	93	88	91	94	94	99	107	108	109	116	120	123	126
Production/Manufacturing, Automotive and Ancillary	104	100	105	111	110	116	125	121	119	129	130	137	142
Consumer Goods/ FMCG, Food & Packaged Food , Home Appliance, Garments/ Textiles/ Leather, Gems & Jewelry	98	95	95	92	91	95	98	99	102	108	110	109	112
Advertising, Market Research, Public Relations, Media and Entertainment	129	118	123	117	114	114	120	118	118	124	128	132	135
Shipping/Marine	93	93	93	96	97	101	106	91	96	97	99	100	101
Import/Export	85	86	87	88	89	94	97	89	92	95	97	98	100
Oil and Gas	96	95	94	94	93	95	95	93	94	94	97	96	98

# Annexure: Functional Area Data\*

Functions	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21
Software, Hardware, Telecom	166	178	180	174	170	170	173	197	193	203	208	229	225
Finance & Accounts	79	74	78	80	81	87	85	90	85	91	96	107	103
Sales & Business Development	86	77	83	86	88	94	98	97	97	102	107	117	112
Customer Service	101	91	97	100	103	108	114	113	114	118	119	124	124
Marketing & Communications	81	77	83	86	88	90	95	94	96	97	100	105	104
HR & Admin	77	70	75	78	79	81	85	86	86	90	91	101	97
Engineering /Production	95	87	94	97	98	106	110	115	114	117	120	128	127
Hospitality & Travel	79	73	82	88	93	103	118	119	118	125	122	124	124
Health Care	119	121	125	131	134	136	146	144	137	143	144	148	146
Legal	104	98	101	102	101	110	112	119	119	125	127	138	141
Purchase/ Logistics/ Supply Chain	87	84	88	91	92	94	95	96	96	98	98	103	103
Real Estate	79	72	83	85	87	90	95	92	91	99	105	113	111

**Thank you**

