

25 September 2025

HR trends 2025

Csaba DEMETER
operational and digital director



partner for talent.

about randstad.

Hungarian overview



a global snapshot of 2024.

key figures



#1
global leader in
HR services



39
markets



41,400
corporate
employees



50%
women in
management positions



€ 24,122
revenue in
millions



260,300
number of permanent
placements (incl. RPO)



570,300
number of talent
working on daily basis

Randstad in Hungary - founded in 2004.

the No1. market player in recruitment*



6,5 billion
2024
revenue



425
invoiced clients
in 2024



1094
candidates placed
in 2024



157
average corporate
employees in 2024

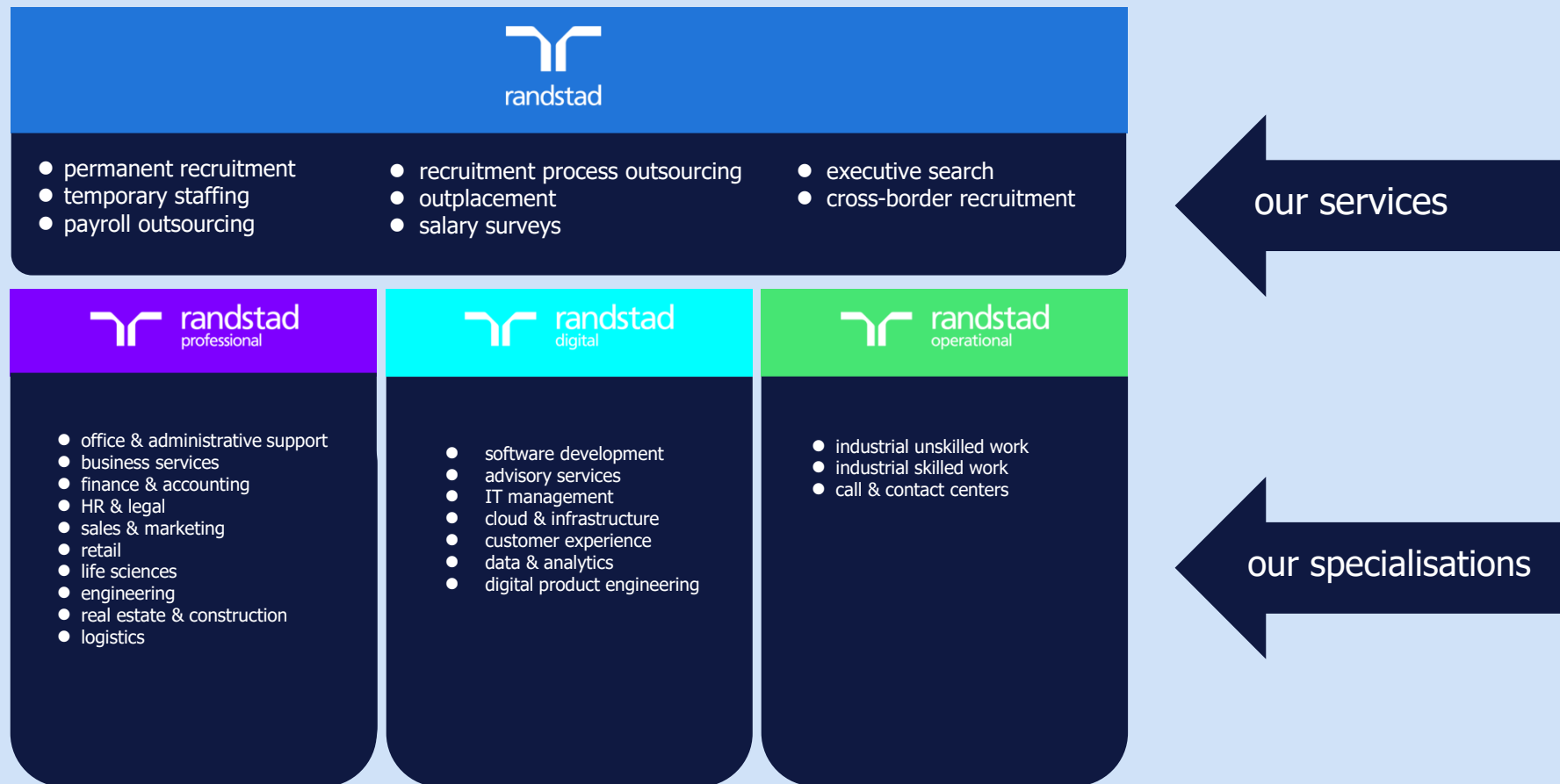


5
locations
in Hungary

*Budapest Business Journal, Book of Lists 2024.
**all data as of year end 2024.



we support our talents and clients at all levels.



hr trends 2025

(corporate plans)

hungary



partner for talent.

summary.

The Randstad 2025 HR Trends report presents data gathered from Hungarian companies operating in a variety of industries.

The most represented sectors are industrial-manufacturing and services, together covering 41% of the sample.

Organizations employing more than 500 people represent 34% of the sample.

More than half of the respondents work as a HR manager and 29% as a company leader or director.

87% of the respondents are involved in the recruitment process, having either a decisional or recommending role.

67% of the respondents are from Central Hungary.

For the research, analysis and design of this report, Randstad partners with Evalueserve, a global market research and analytics firm (www.evalueserve.com).



Sensitivity: Public

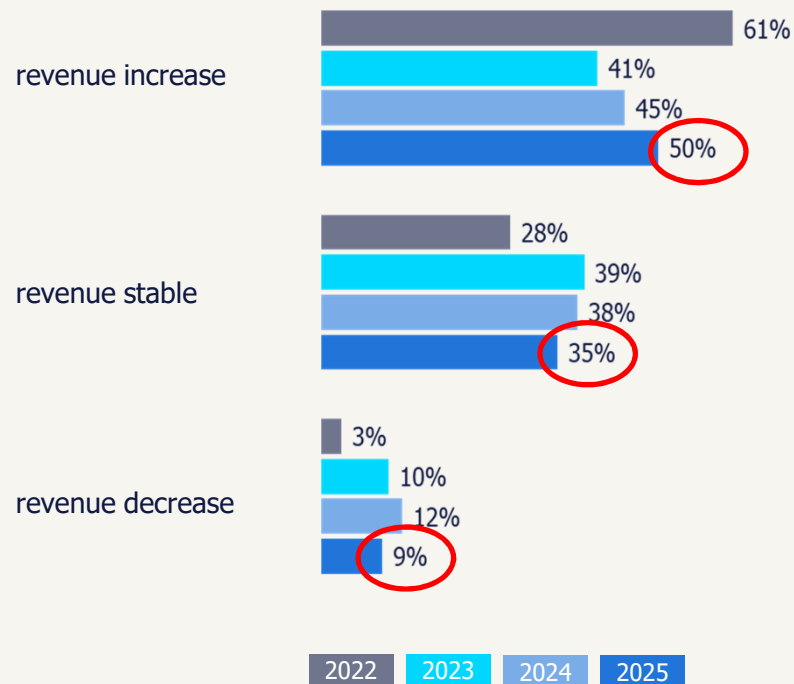
respondent profile. by sector.

395 respondents from various industries, see below:

	percentage	respondent s
industrial-manufacturing	31%	123
services	10%	38
IT & telecom	7%	29
FMCG	7%	28
BSS	7%	26
real estate/construction	7%	26
automotive	6%	24
retail	5%	21
life sciences	4%	16
HORECA	4%	14
transport-logistics	3%	12
finance	3%	11
power & utilities	1%	4
other	6%	23

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expected business evolution.



As opposed to last year, when 45% of the respondents believed their net sales would increase, this year the companies are slightly more optimistic, with 50% of them expecting an increase.

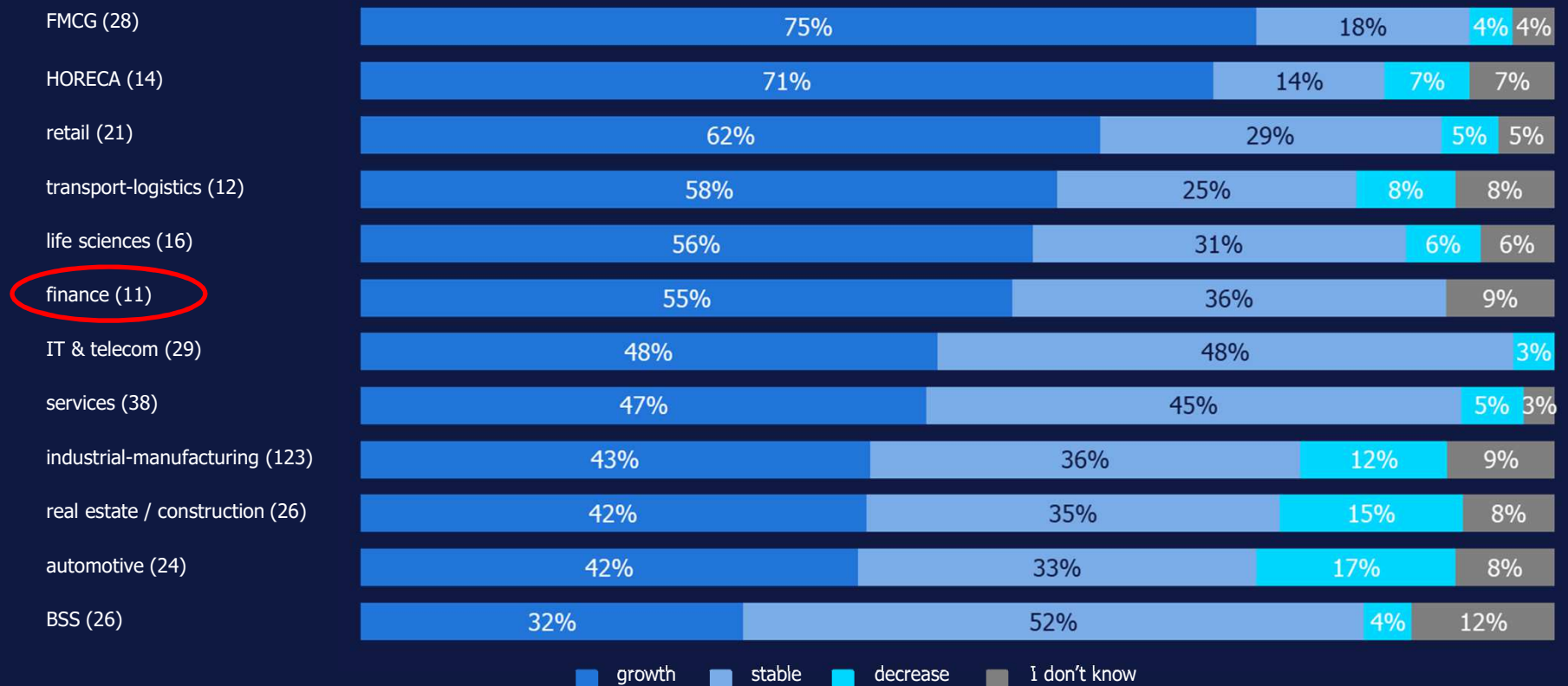
9% think their company's net sales will decrease this year, compared to last year when 12% believed so.



the percentages do not add up to 100%, as those who selected 'I don't know' are not displayed on the slide.

expected net sales evolution in 2025.

sectors deep-dive.



Sensitivity: Public

03

attracting talent.



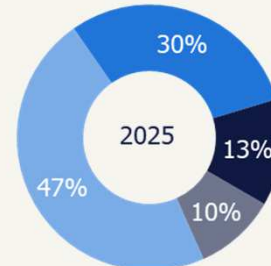
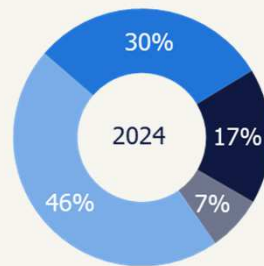
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hiring plans for 2025.

In 2022, **89%** of the respondents were planning to increase headcount, which significantly decreased to **34%** by 2023.

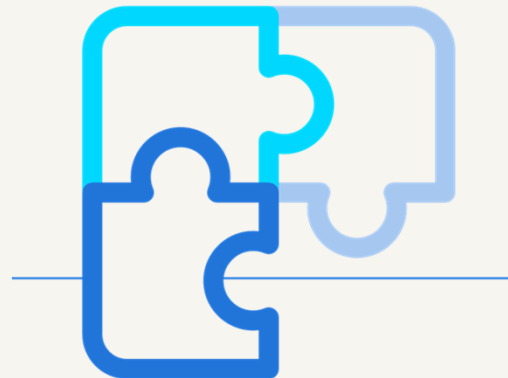
plans to change headcount in the first half of 2025
results in 2024 and 2025.



- increase
- no change
- decrease
- no headcount changes planned, but temporarily will not replace those who leave

number of temporary open positions

1-4	3%
5-15	3%
20-50	3%
≥50	1%



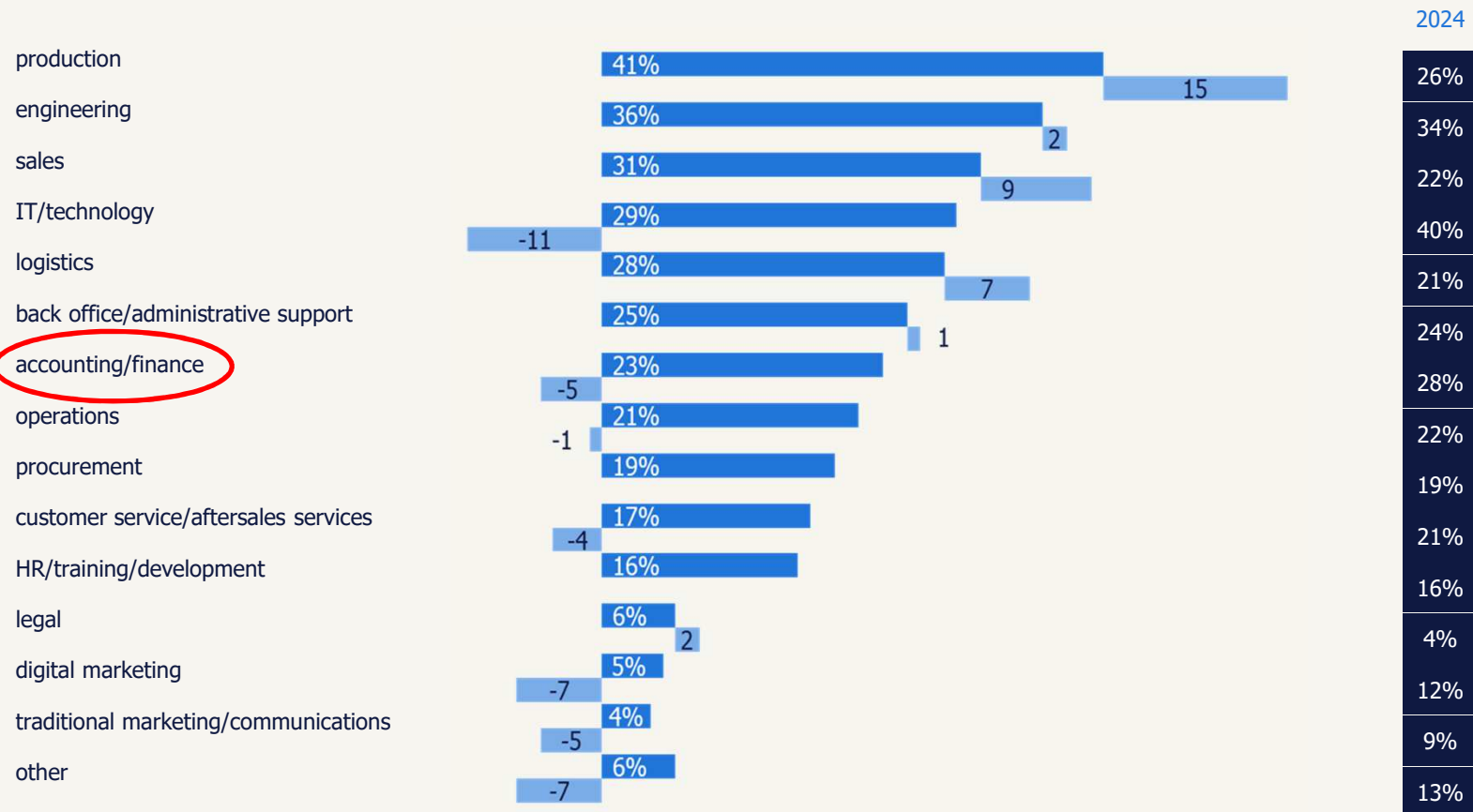
number of permanent open positions

1-4	4%
5-15	8%
20-50	7%
≥50	4%



hiring intentions by job types.

increasing demand mainly in production, sales, logistics profiles, while in IT significantly decreasing.

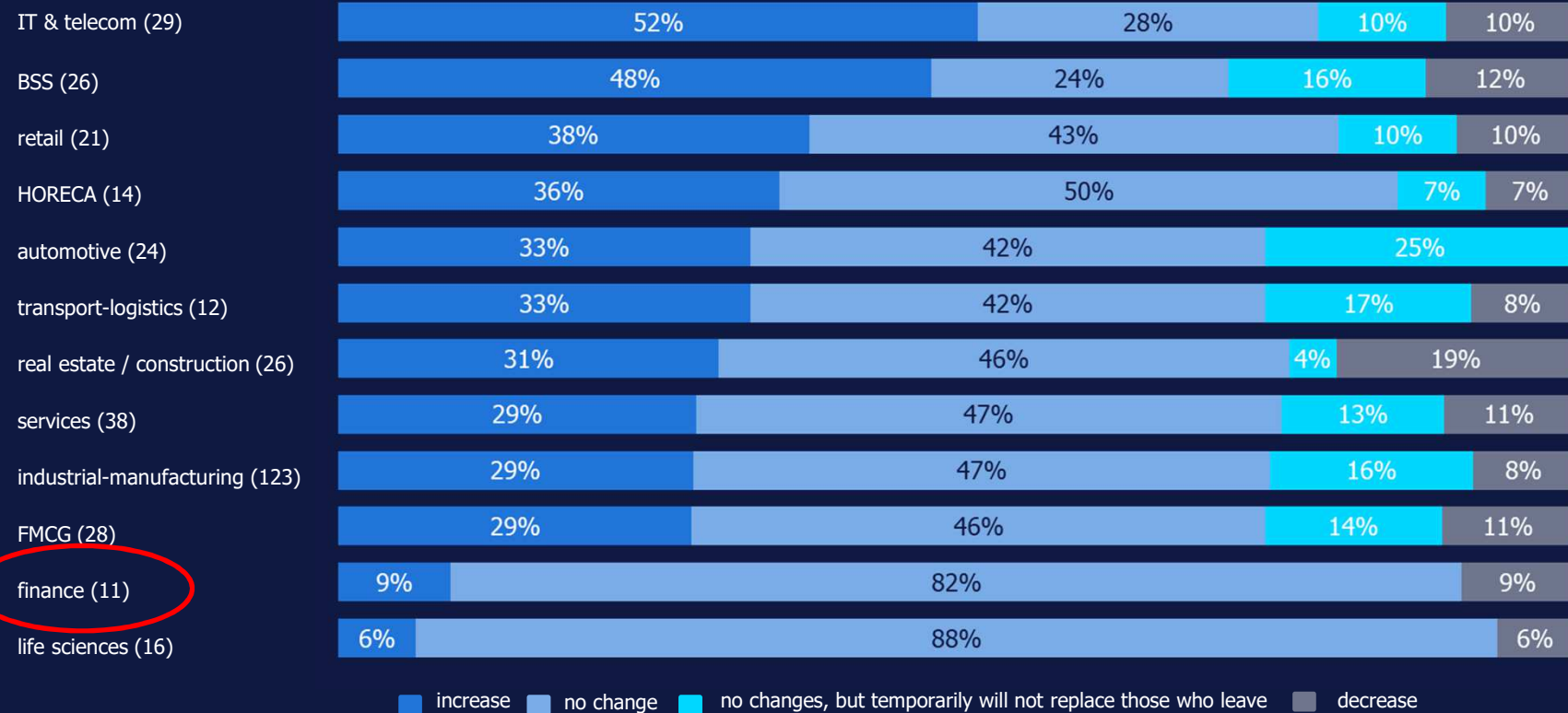


2025

deviation vs. 2024

recruitment intentions by industry in 2025

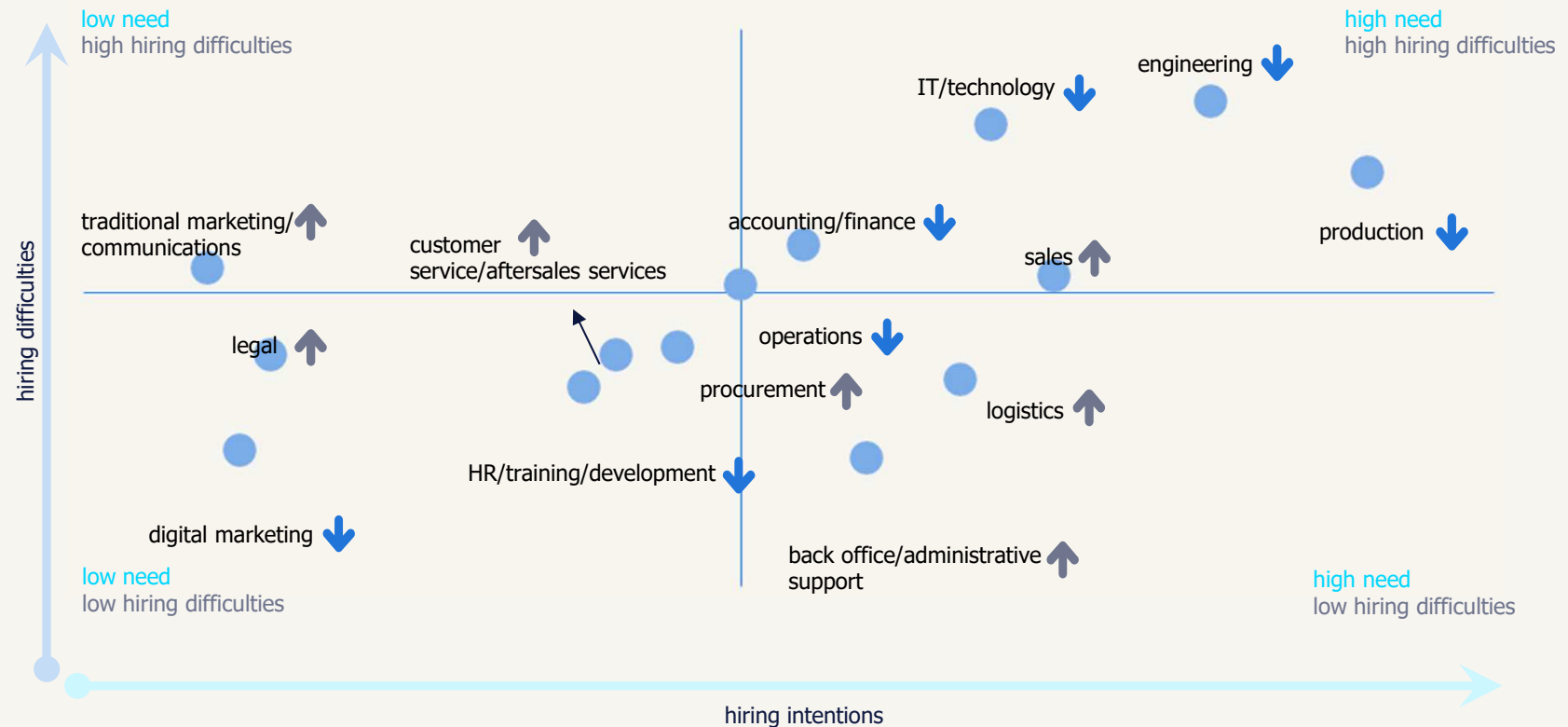
sectors deep-dive.



Sensitivity: Public

difficulty to hire matrix.

most companies expect difficulties to hire in engineering, IT and production departments.



arrows represent the increase/decrease of the difficulty to hire compared to 2024.

04

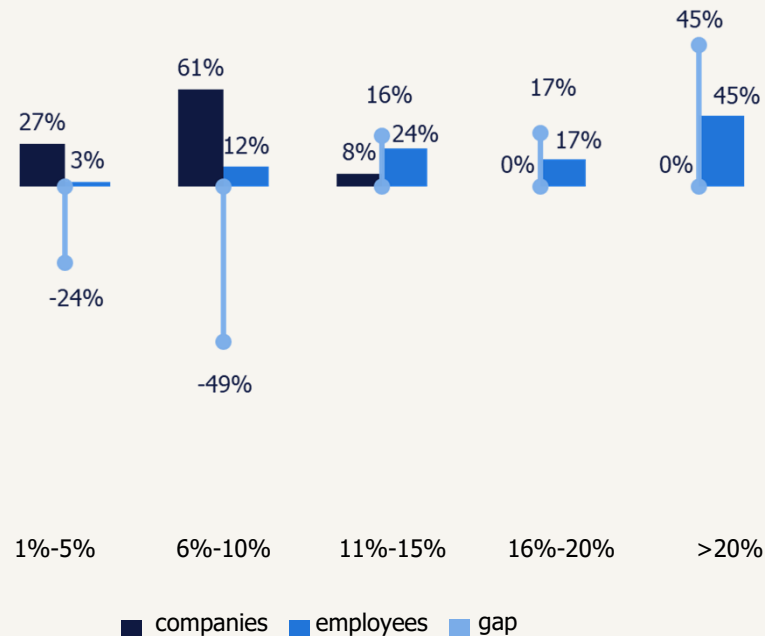
salary evolution.



salary increase plans do not meet the expectations.

employees' expectations are higher than the salary increase the employers intend to offer in 2025.

salaries increase planned vs wanted.



In order to attract and retain talent, 61% of the employers are willing to compensate by paying with about 6%–10% more in 2025.

According to a Randstad Hungary social media poll*, this does not correspond to what the employees expect and think is realistic in the current market situation.

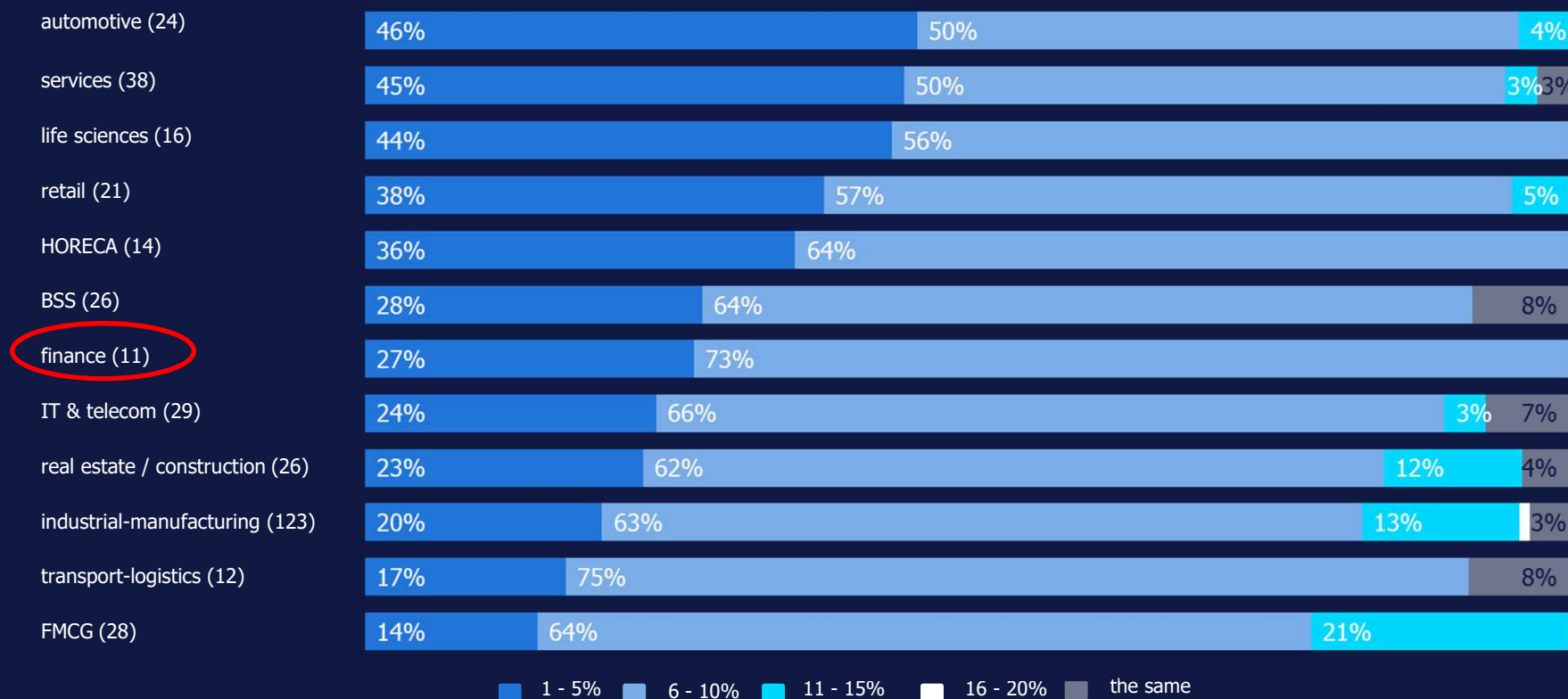
The biggest gap between what the companies are offering and what the employees are asking for is in the >20% salary increase range, that was selected by 45% of the employees, and none of the employers.

*N=425, Facebook & LinkedIn



allocation of salary increases by industry in 2025.

sectors deep-dive.



Sensitivity: Public



employer brand research 2025

(what employees want)

the sample.

34 markets surveyed covering more than 75% of the global economy.



argentina
australia
austria
belgium
brazil
canada
denmark

chile
china
czech republic
france
germany
greece
hong kong
SAR

hungary
india
italy
japan
luxembourg
malaysia
mexico

the
netherlands
new zealand
norway
poland
portugal
romania
singapore

spain
sweden
switzerland
united
kingdom
united states
uruguay



worldwide.

170.000

respondents

6084

companies surveyed.

hungary.

7291

respondents

282

companies surveyed

sample

- aged 18 to 64
- representative on gender
- overrepresentation of age 25 – 44
- comprised of students, employed and unemployed workforce

fieldwork

- online interviews
- january 2025

length of interview

- 14 minutes

02

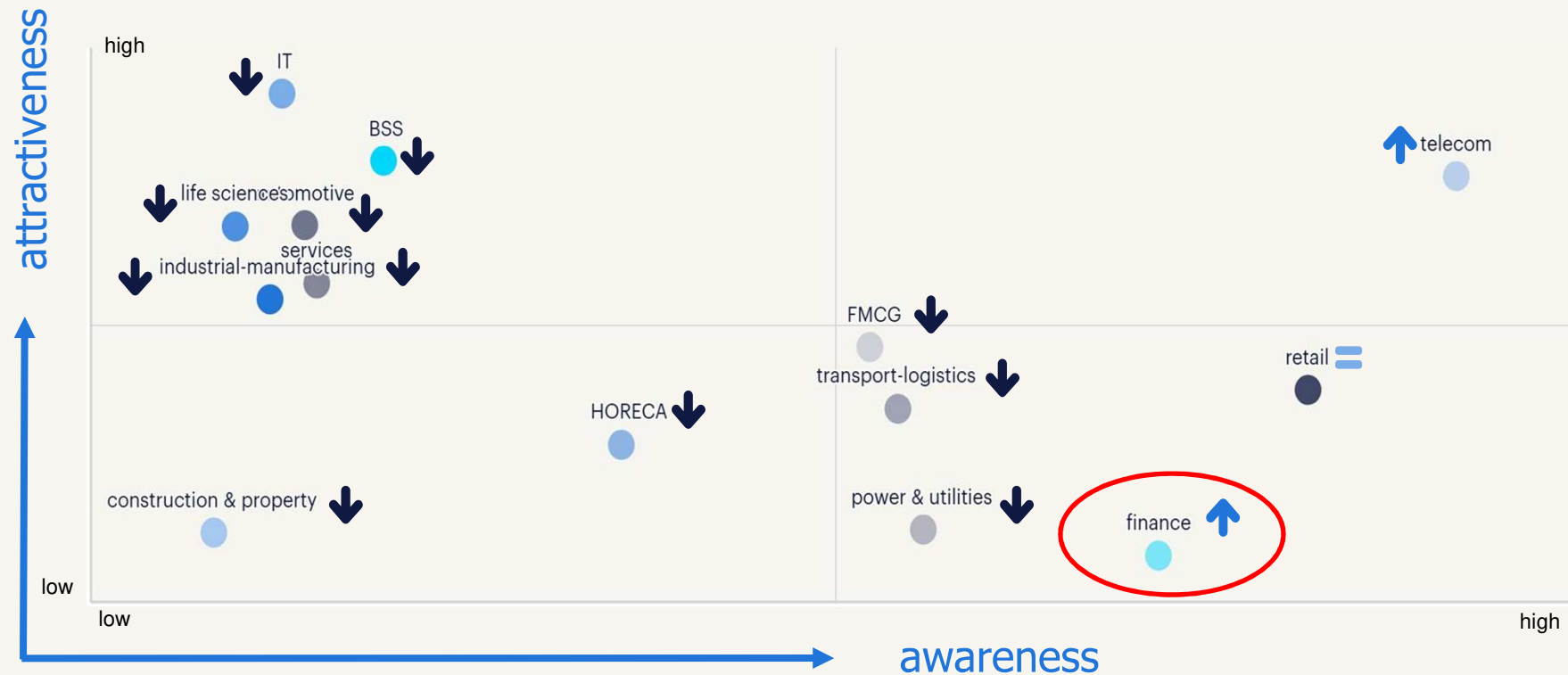


sector
attractiveness.



top performing sectors in hungary in 2025

by awareness and attractiveness.



02

key drivers.

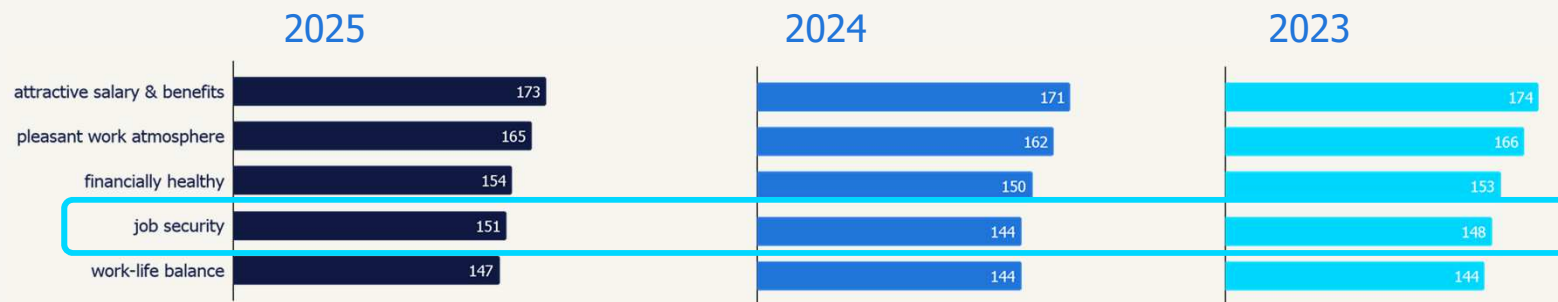


what potential employees want

the 5 most important drivers when choosing an employer.

The ideal employer profile in hungary has remained consistent over the past three years.

However, job security has surpassed work-life balance after marginally declining last year. Attractive salary and benefits, a positive work environment, and financial health are the top three factors, showcasing the importance of functional and emotional aspects. It is interesting to note how sensitively employees are responding to economic and labor market realities and how they continue to consider job security even more important than in the previous year.



how to read the above indexed scores:

150: driver is chosen 50% more often than the average driver to be important

75: driver is chosen 25% less often than the average driver to be important



Q. Thinking about your ideal employer, please pick those elements that this organization should most definitely have?

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profile of an ideal employer

preferences by specializations.

While salary and benefits is the top priority across all specializations, the importance of other factors varies by role.

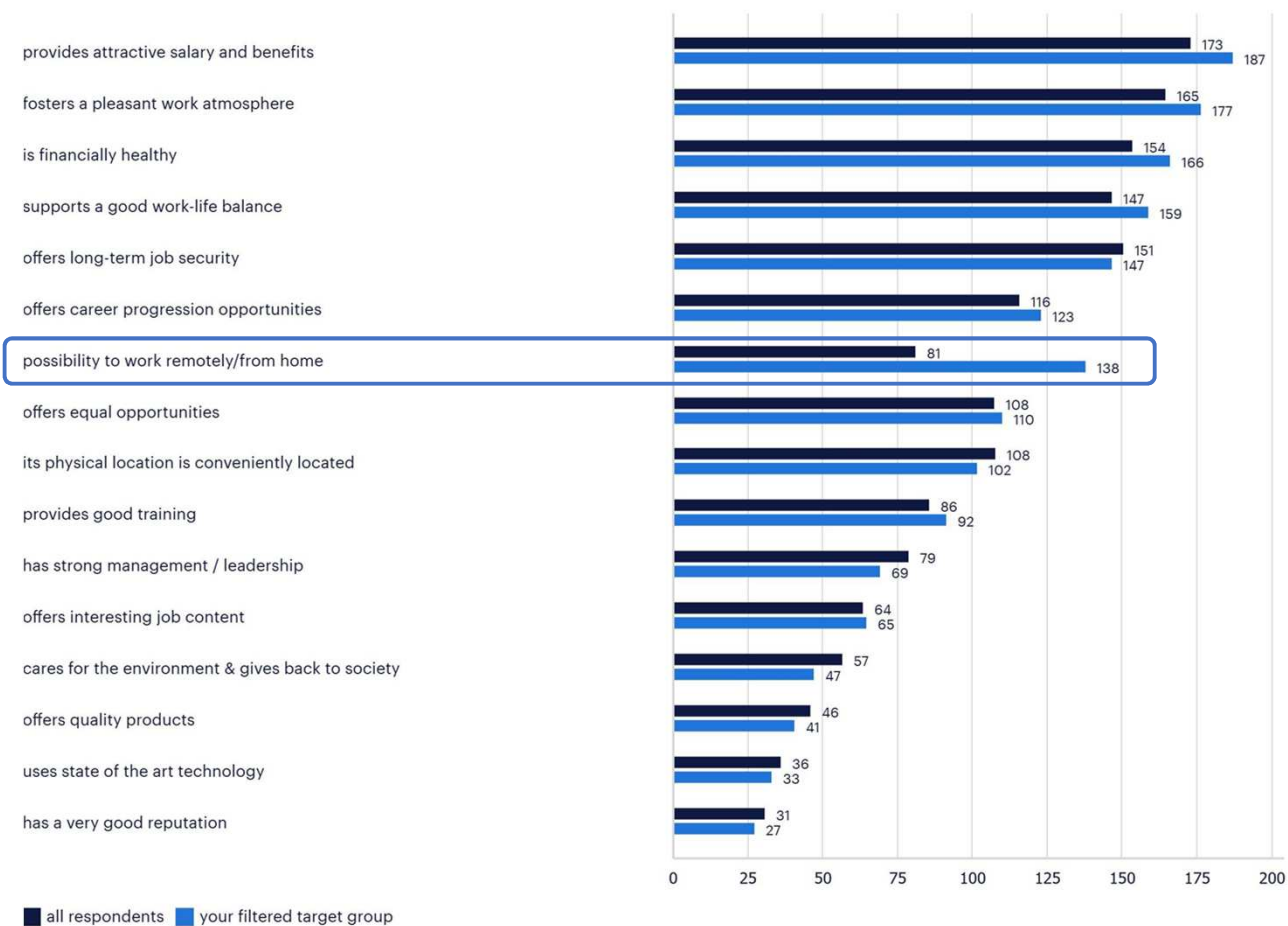
While operational and professional roles share similar priorities, digital talent differs—placing greater importance on work-life balance and job security while prioritizing remote work over a pleasant work atmosphere.



Q. Thinking about your ideal employer, please pick those elements that this organization should most definitely have?

key driver importance (finance)

importance of driver: all respondents vs selection



04



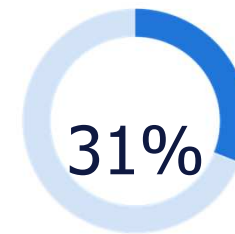
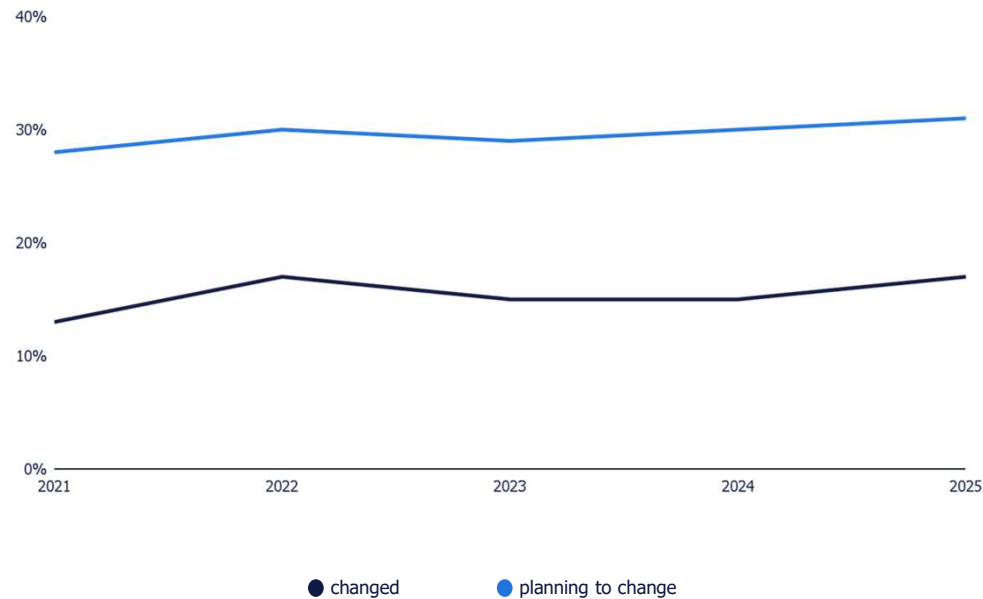
job switching
behaviour
in focus.



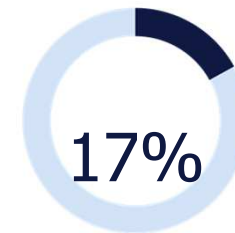
job switching behaviour in Hungary

has had a marginal increase compared to last year, perhaps suggesting a gradual increase in job switching behaviour.

have changed employer in the last 6 months



are planning to change jobs in the first 6 months of 2025



have changed employer in the last 6 months

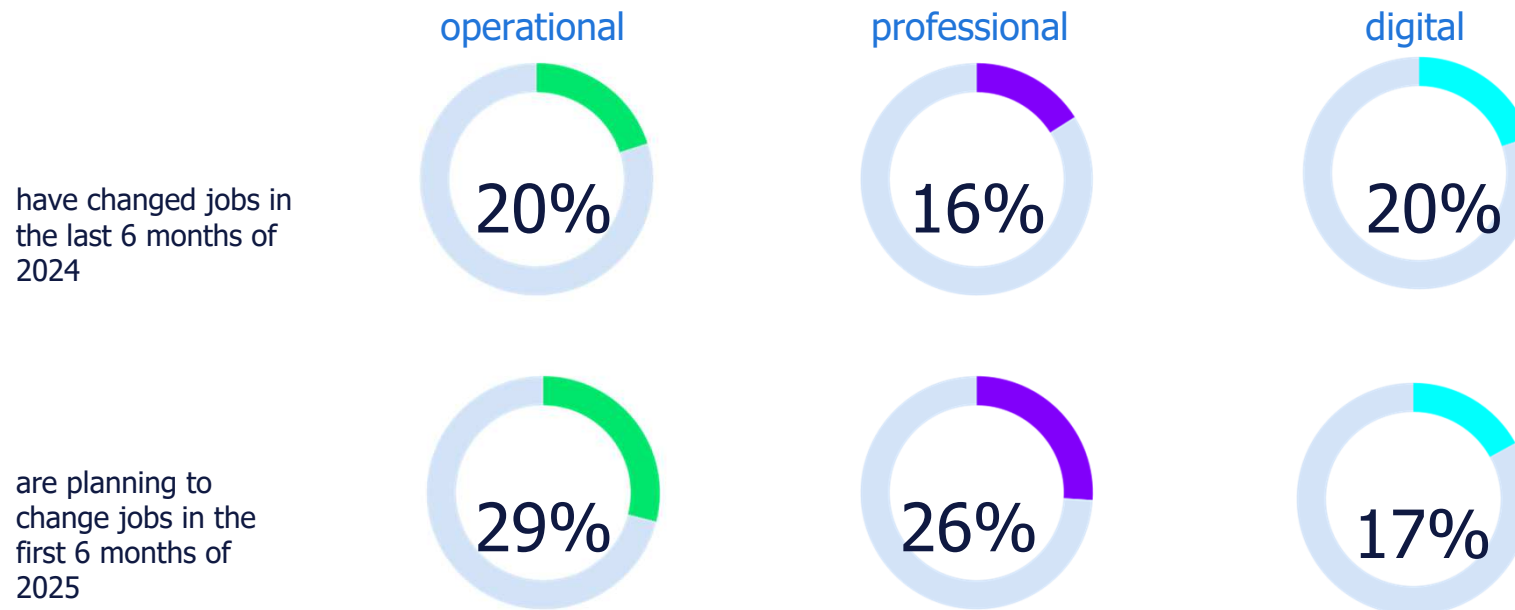


Q. Did you change jobs in the last 6 months?
Q. Do you plan to change jobs within the next 6 months?

employer brand research 2025 – hungary |

operational talent express a higher intention to switch, whereas a larger proportion of digital talent made a move compared to the stated intentions.

This suggests that job changes in digital roles often occur spontaneously rather than as a planned decision.



Q. Did you change jobs in the last 6 months?
Q. Do you plan to change jobs within the next 6 months?

employer brand research 2025 – hungary |

For what reasons did you or would you decide to leave your employer?

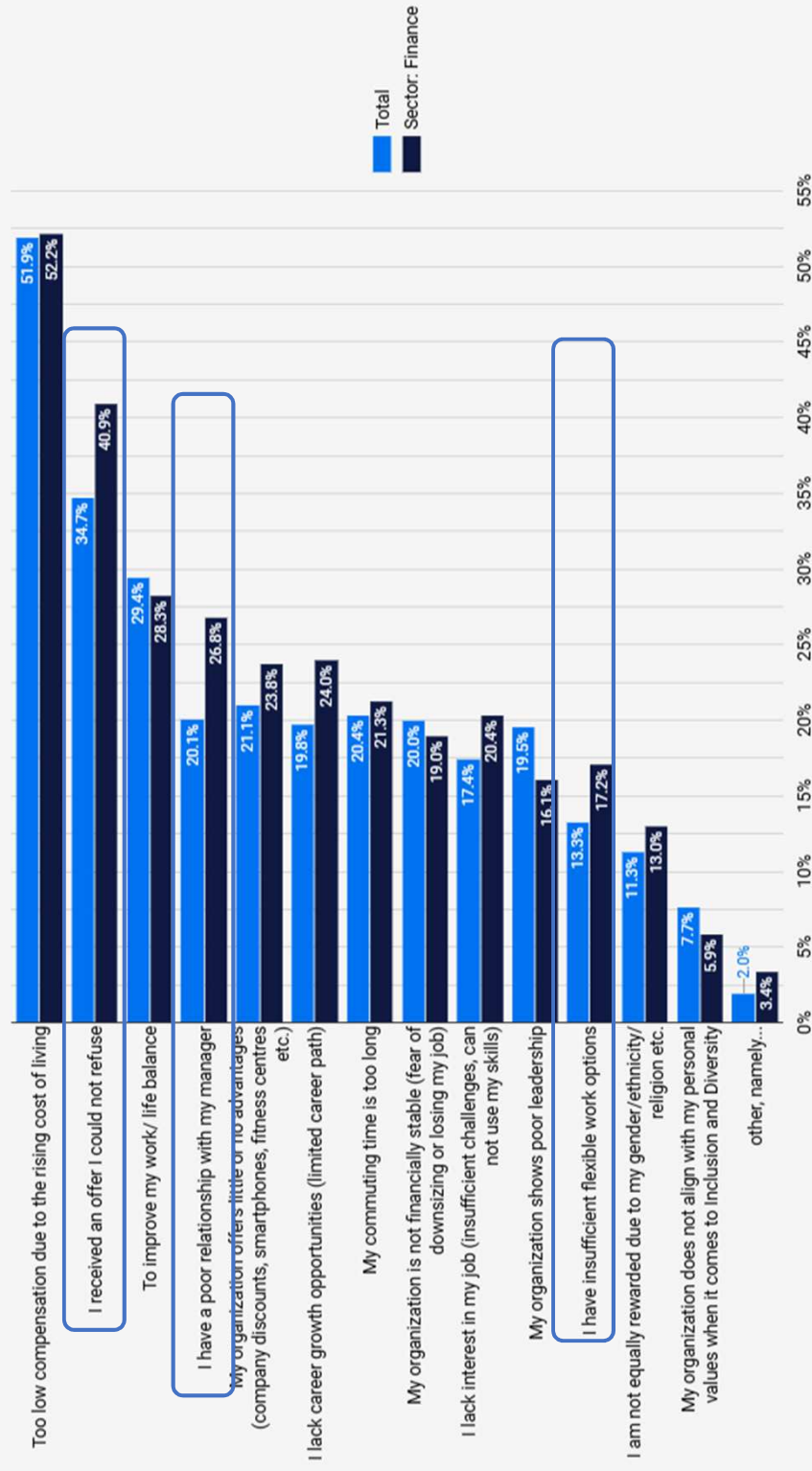


BASE NR: 5675

Respondents who previously stated they were in employment. (excluding freelance worker)

Filter: Total, Sector: Finance (2) ▾

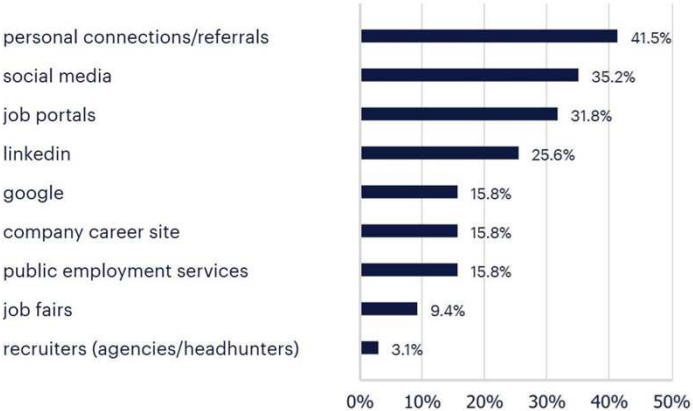
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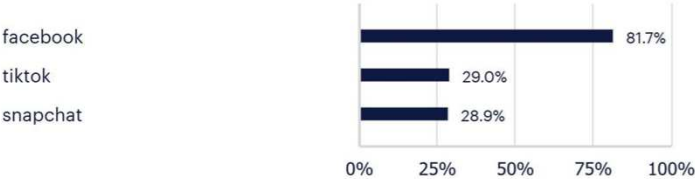
source: Randstad Employer Brand Research 2025

search channels (finance)

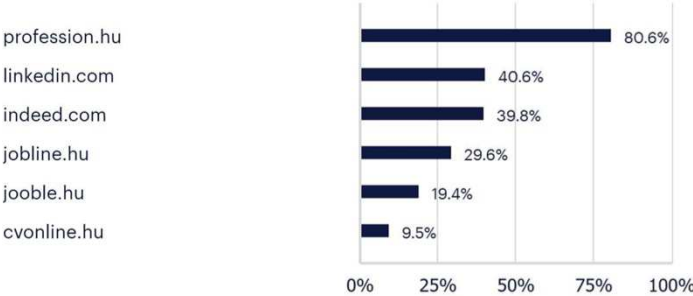
channels used to find a job



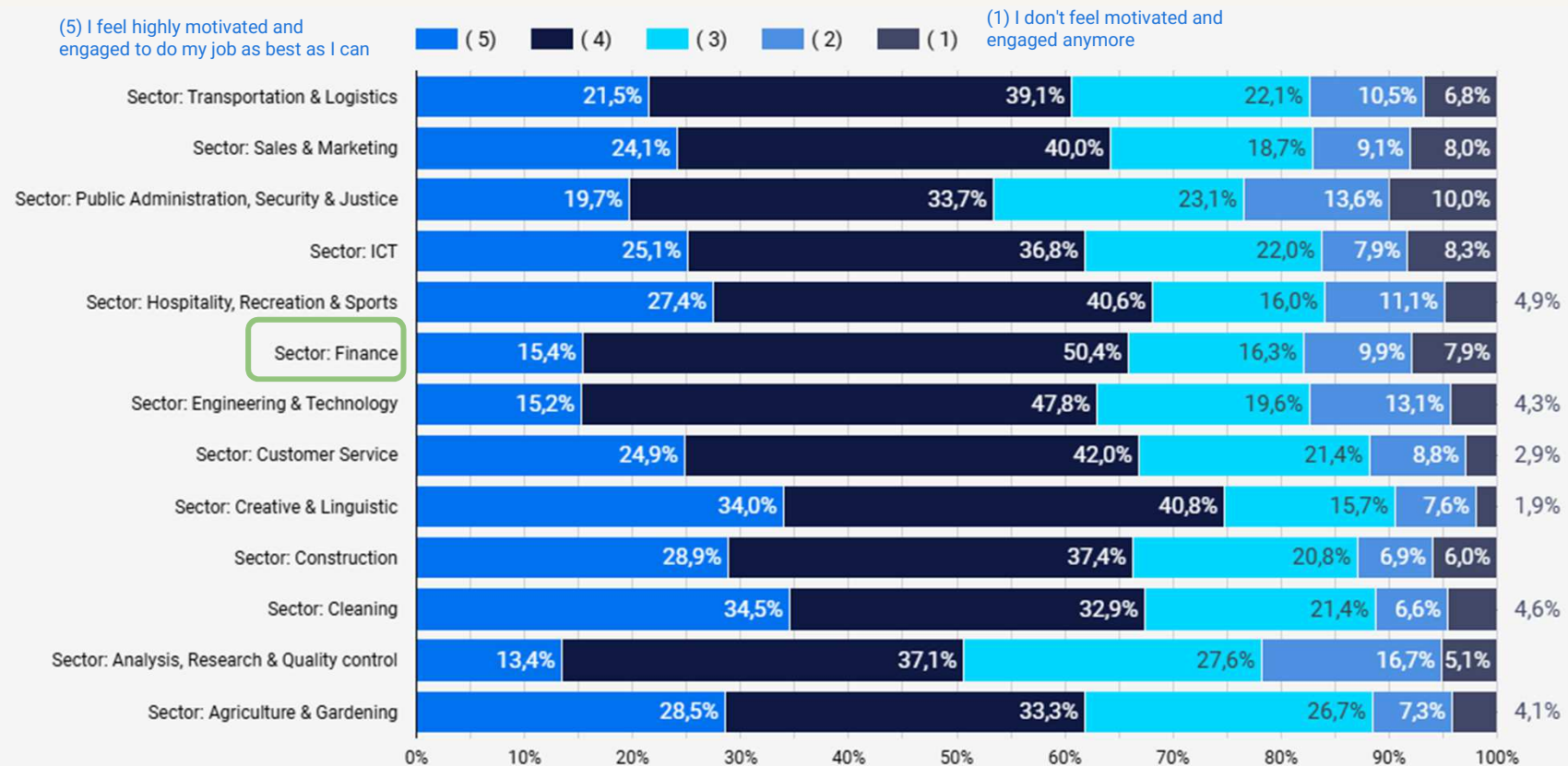
among social media



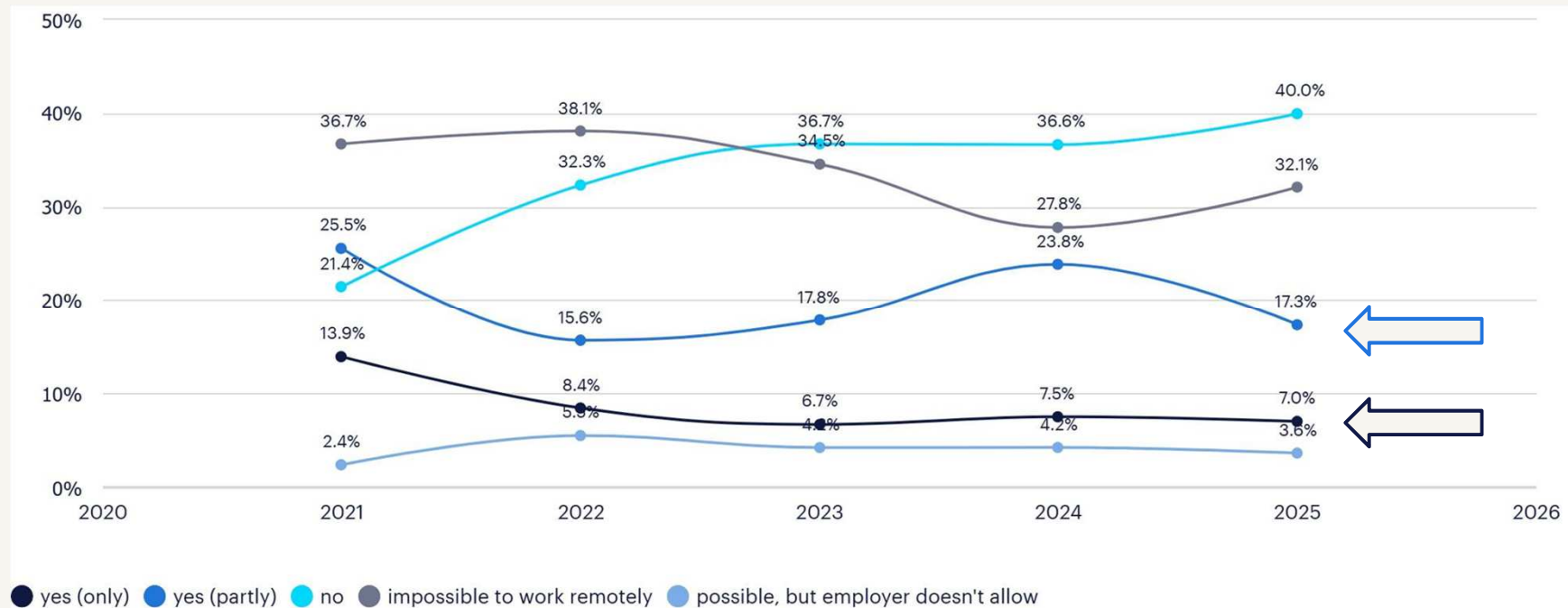
among job portals



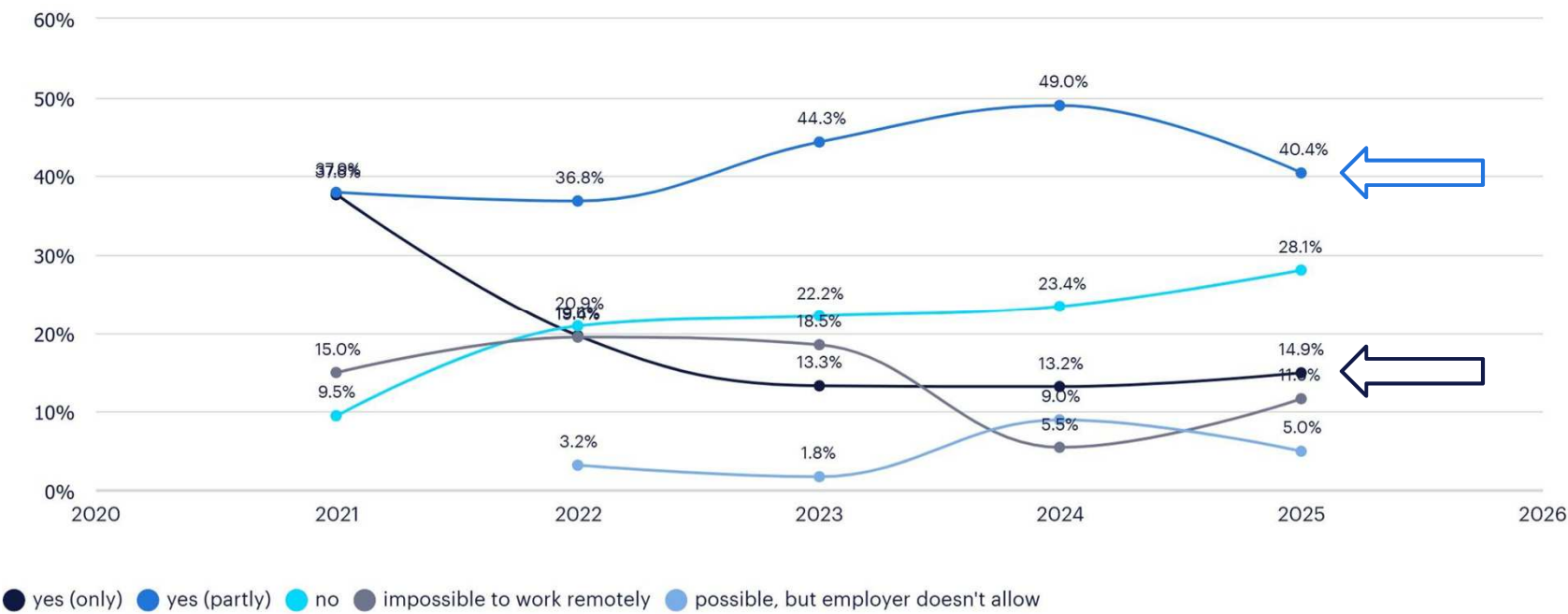
current motivation in different sectors.



working remotely/from home. (total population) 5-year trend



working remotely (finance)



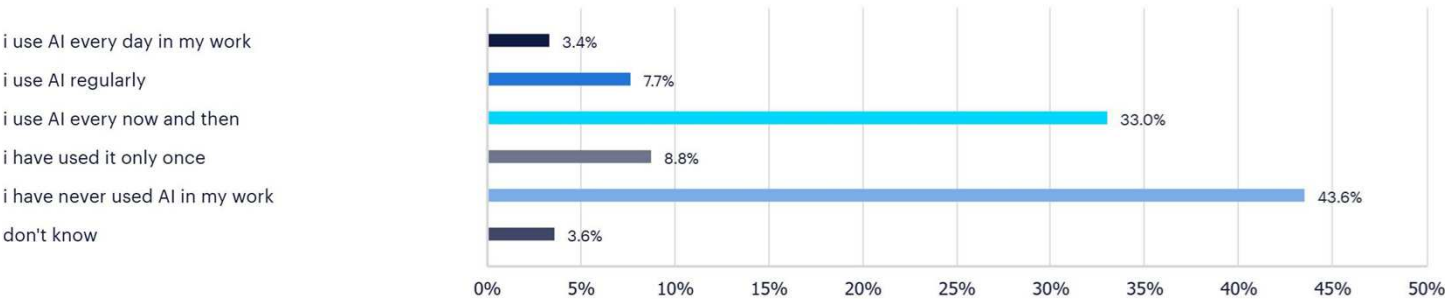
05

annual topics: artificial intelligence.

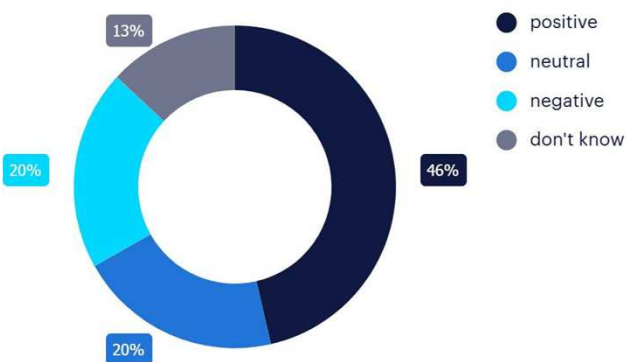


artificial intelligence (finance)

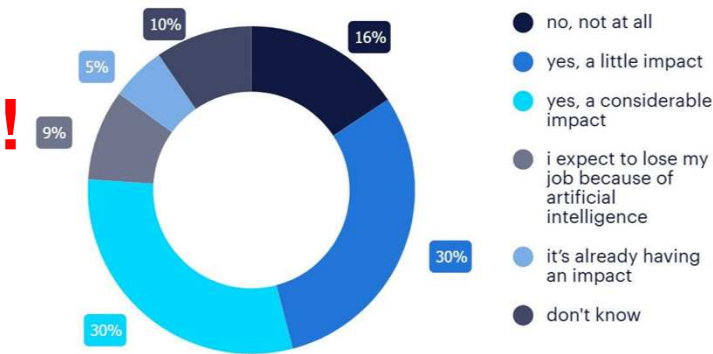
to what extent are you using artificial intelligence in your work today?



what do you expect the impact of AI on your job satisfaction to be?



do you expect that AI will have an impact on your job in the next five years, or is this already the case?



thank
you.

