NAUKRI JOBSPEAK REPORT

Hiring Trends By City, Industry & Experience

2023
December

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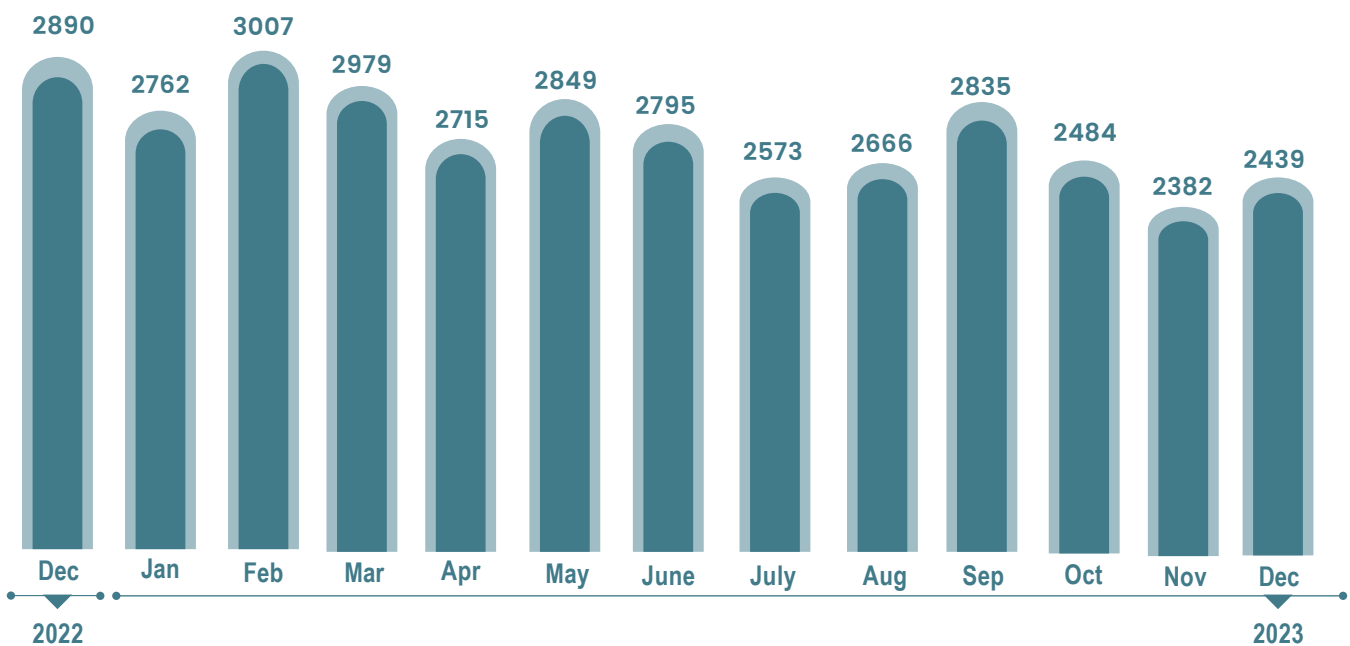
INDEX FOR DECEMBER 2023

Hiring demand continues in Hospitality, Pharma, AI in Dec 2023: Naukri JobSpeak

OVERALL HIRING TRENDS

Dec 2022	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec 2023
2890	2762	3007	2979	2715	2849	2795	2573	2666	2835	2484	2382	2439

- Naukri JobSpeak Index, the premier job index for white collar hiring in India, stood at 2439 for December 2023, up 2% compared to November 2023, and down 16% from December 2022.

- The major sectors that witnessed job growth in December 2023 were Hospitality and Pharma.

- New job offers for AI stood out with 5% growth in the latest month as against the corresponding month of 2022.

Pawan Goyal,

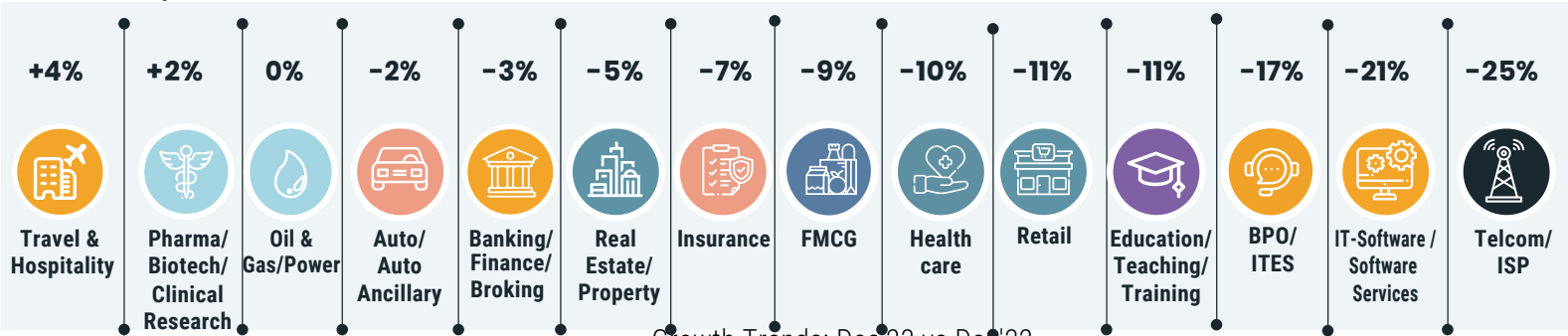Chief Business Officer, Naukri.com

We observe marginal sequential growth of 2% in December hiring activity compared to November, driven by Non-IT sectors. However, the IT sector continued to be significantly impacted pulling the overall index down vs last year signaling a longer wait for a complete recovery in IT hiring.
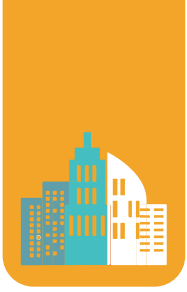
HIRING TRENDS
ACROSS INDUSTRIES

- Hospitality sector continued its growth momentum in new job offers with 4% increase in hiring as compared to December 2022.
- The job growth for this sector is highest in the cities of Mumbai and Delhi NCR.
- Senior professionals with over 16 years of experience emerged as the most sought-after candidates for hiring in the sector.
- The Pharma sector saw an increase in hiring of 2% in December 2023 as compared to the corresponding month of 2022.
- There has been a renewed focus on R&D in the Pharma sector which has led to its growth and jump in placements.
- The sector experienced maximum growth in new job offers in the cities of Ahmedabad, Vadodara, and Mumbai.
- Professionals with 16 years of experience or more saw highest demand from the industry in the sector.
- Senior Marketing Managers and Store Manager job roles witnessed decent hiring in December 2023.
- Although the new job offers in the Oil & Gas sector were not spectacular in December 2023, it stayed at the same level as witnessed in December 2022.
- In the cities of Ahmadabad and Delhi NCR however, there was a spurt in hiring in the sector.
- Industrial Relations, Maintenance Engineer, Maintenance Head, and Operations Manager were the job roles that were in demand in the sector in December 2023.
- Sectors like BPO, Education, Retail, and Healthcare were some of the major sectors that displayed cautious hiring sentiments, declining by 17%, 11%, 11%, and 10% respectively in job offers in December as against the corresponding month of 2022.
- Hiring in the IT sector displayed similar trends as seen in the most of second half of 2023.
- It declined by 21% in December 2023 as against the same month of 2022 and by 4% as compared to the immediately preceding month of November 2023. Full Stack Data Scientist, IT Infrastructure Engineer, and Automation Engineer were some of the job roles that saw decent hiring despite a cautious job market for the IT industry.
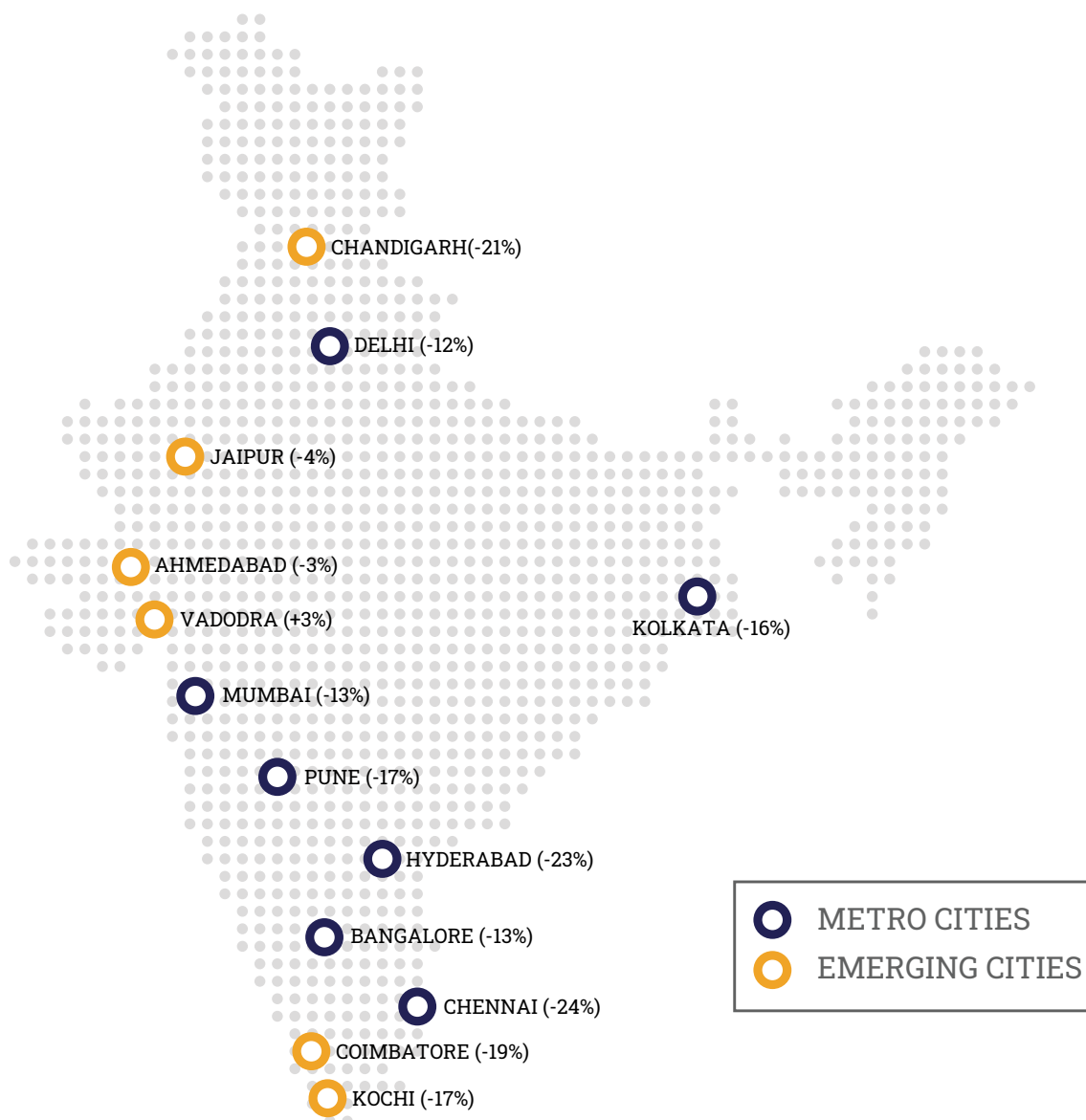
+4%	+2%	0%	–2%	–3%	–5%	–7%	–9%	–10%	–11%	–11%	–17%	–21%	–25%
Travel & Hospitality	Pharma/ Biotech/ Clinical Research	Oil & Gas/Power	Auto/ Auto Ancillary	Banking/ Finance/ Broking	Real Estate/ Property	Insurance	FMCG	Health care	Retail	Education/ Teaching/ Training	BPO/ ITES	IT-Software / Software Services	Telcom/ ISP

Growth Trends: Dec '23 vs Dec '22

Industry	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	June-23	July-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Dec Y-O-Y Growth %
Travel & Hospitality	1577	1547	1705	1816	1625	1739	1634	1519	1736	2025	1675	1581	1639	4%
Pharma/Biotech/Clinical Research	2128	2074	2206	2251	2182	2314	2176	2036	2094	2332	2072	2048	2161	2%
Oil and Gas/Power/Infrastructure/Energy	646	656	625	608	630	675	686	632	642	641	617	581	648	0%
Auto/Auto Ancillary	1219	1193	1322	1287	1195	1271	1238	1193	1173	1270	1188	1114	1195	-2%
Banking/Financial Services/Broking	4016	3919	4260	4555	3721	3768	3644	3261	3533	4817	4014	3989	3876	-3%
Real Estate/ Property	3815	3685	4169	4163	4020	3891	3621	3427	3667	4521	3430	3257	3633	-5%
Insurance	2544	2495	2324	3212	1761	1656	1644	1775	1779	2387	2627	2386	2378	-7%
FMCG/Foods/Beverage	2126	1842	1949	2092	1914	1874	1800	1694	1769	1683	1838	1728	1942	-9%
Medical/Healthcare/Hospital	6674	5770	6328	6504	5948	6052	5696	5500	5758	6456	5957	5686	5985	-10%
Education/Teaching/Training	5208	5076	5221	5638	5005	5088	4993	4561	4773	4772	4274	4145	4614	-11%
Retail	1798	1611	1724	1726	1534	1621	1579	1438	1541	1642	1535	1474	1597	-11%
BPO/ITES/CRM/Transcription	2249	2303	2456	2415	2186	2256	2163	2036	2085	1952	2179	2054	1872	-17%
IT-Software/Software Services	4087	4010	4428	4147	3392	3618	3511	3187	3278	2989	3302	3349	3210	-21%
Telecom/ISP	612	549	636	636	571	645	528	459	547	499	472	474	458	-25%

HIRING TRENDS
ACROSS CITIES

- The non-metros outshined the metros in terms of hiring in December 2023.

- Vadodara registered a growth of 3% in new job offers in the latest month as against the same month of 2022.

- This growth is noticeably better than the metros where Chennai, Bengaluru, Hyderabad, Pune and Kolkata registered declines of 24%, 23%, 23%, 17% and 16%, respectively, in new job offers.
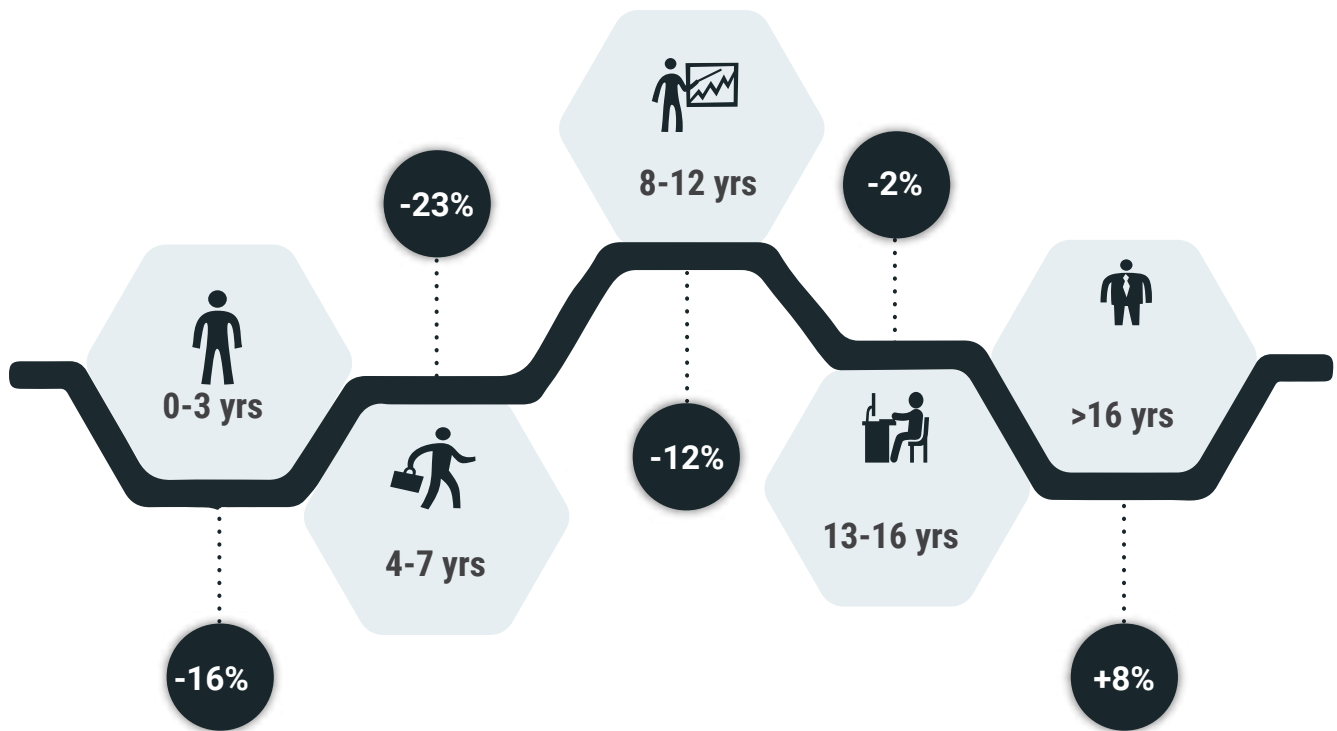
CHANDIGARH(-21%)

DELHI (-12%)

JAIPUR (-4%)

AHMEDABAD (-3%)

VADODRA (+3%)

KOLKATA (-16%)

MUMBAI (-13%)

PUNE (-17%)

HYDERABAD (-23%)

BANGALORE (-13%)

CHENNAI (-24%)

COIMBATORE (-19%)

KOCHI (-17%)

METRO CITIES
EMERGING CITIES

Growth Trends: Dec'23 vis-à-vis Dec'22

HIRING TRENDS
ACROSS EXPERIENCE LEVELS

- Senior professionals continued to be in demand in the latest month, in line with the trend seen in most of 2023.

- The hiring for professionals boasting of over 16 years of experience witnessed 8% jump in hiring in December 2023 over the same month of 2022.

- However, job offers for professionals falling in the experience categories of 13-16 years, 8-12 years, and of 4-7 years corrected by 2%, 12%, and 23% respectively.

- For freshers, new offers recorded negative growth of 16% in the latest month over the same month of 2022.

8-12 yrs   -2%   >16 yrs
-23%
0-3 yrs
4-7 yrs   -12%   13-16 yrs
-16%   +8%

Growth Trends:Dec'23 vs Dec'22

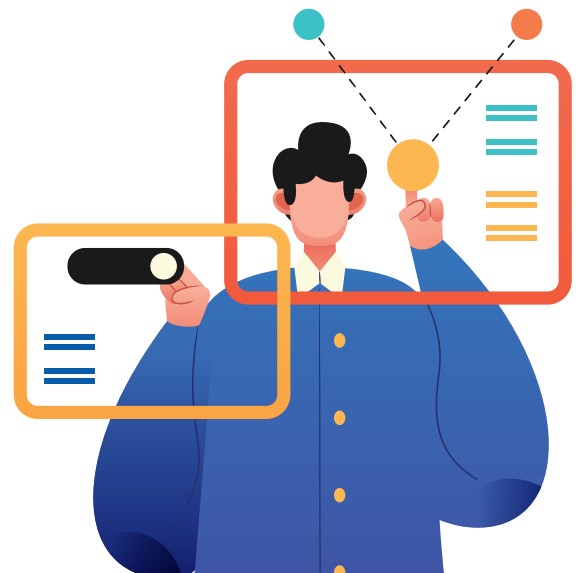| Exp Bucket	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Dec Y-O-Y Growth %
0-3 yrs	3106	2926	3073	3144	2834	2945	2890	2672	2769	2933	2642	2484	2618	-16%
4-7 yrs	2998	2871	3104	3010	2725	2846	2770	2516	2567	2717	2361	2282	2316	-23%
8-12 yrs	2676	2568	2885	2859	2625	2774	2724	2507	2633	2861	2431	2343	2366	-12%
13-16 yrs	2231	2159	2362	2389	2217	2370	2379	2271	2372	2421	2227	2116	2195	-2%
16 + yrs	2184	2051	2273	2373	2230	2355	2370	2276	2457	2522	2361	2247	2357	+8%

METHODOLOGY:

The Naukri JobSpeak is a monthly Index representing the state of the Indian job market & hiring activity based on new job listings and job-related searches* by recruiters on the resume database of Naukri.com. The JobSpeak Index captures hiring activity across multiple dimensions, including industries, cities, functional areas, and experience bands. July 2008 is the base month with an index value of 1,000, and the subsequent monthly index values are compared with the data for July 2008. The Index is a highly robust and reliable indicator of white-collar hiring in India. It is aggregated based on the hiring activity of over 100,000 clients with over 70 Lakh new job mandates yearly. The report does not cover gig employment, hyperlocal hiring, or campus placement. Over an extended period, JobSpeak could be impacted by factors like internet penetration and Naukri's market share.

*Index now includes job-related searches on Naukri's resume database, which helps generate statistically significant data at a more granular level.

ABOUT NAUKRI.COM

Naukri.com, India's No. 1 job site and the flagship brand of Info Edge introduced the concept of e-recruitment in India. Since its inception in 1997, Naukri.com has continuously grown while outperforming its competitors in every sphere. Info Edge was the first internet company to be listed in India. As the market leader, the brand has enjoyed the highest awareness and market share amongst job seekers and recruiters for over two decades. It has become synonymous with the jobs category. The platform has over 1 Crore active app installs and receives over 3 Million job applications daily. It provides hiring-related services to corporates, recruiters, placement agencies, and job seekers in India & overseas. It offers multiple products like Resume Database Access, listings, Branding, and response management tools. With more than 70 lakh new job mandates every year and over 9 Crore jobseekers, the brand serves over 100,000 unique clients through its 63 offices in 56 cities in India.

ANNEXURE INDUSTRY DATA

Industry	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Dec Y-O-Y Growth %
Media/Dotcom/Entertainment	364	450	402	458	455	480	434	426	397	384	385	389	441	⬆ 21%
Office Equipment/Automation	3229	4049	4148	3361	3596	3902	3786	3778	3905	3447	3536	3511	3809	⬆ +18%
Textiles/Garments/Accessories	1971	1842	2126	2102	2095	2060	2067	1837	1997	1997	1995	1939	2292	⬆ +16%
Gems & Jewellery	5705	5638	5742	6816	5477	6250	5816	5956	6176	6251	5909	5429	6078	⬆ +7%
Chemicals/PetroChemical/Plastic/Rubber	1589	1699	1667	1709	1482	1689	1612	1499	1549	1729	1558	1407	1651	⬆ +4%
Travel & Hospitality	1577	1547	1705	1816	1625	1739	1634	1519	2025	2025	1675	1581	1639	⬆ +4%
Printing/Packaging	1151	1149	1189	1183	1198	1157	1207	1260	1250	1354	1204	1110	1180	⬆ +3%
Pharma/Biotech/Clinical Research	2128	2074	2206	2251	2182	2314	2176	2036	2332	2332	2072	2048	2161	⬆ +2%
Construction/Engineering/Cement/Metals	1050	1004	1061	1045	1031	1083	1089	1013	1066	1138	1043	1010	1056	⬆ +1%
Oil and Gas/Power/Infrastructure/Energy	646	656	625	608	630	675	686	632	641	641	617	581	648	⬆ 0%
Accounting/Taxation/Finance	4740	4506	4787	4212	4000	3879	3554	3303	3638	3642	4989	4712	4735	⬆ 0%
Fertilizers/Pesticides	5550	5060	5385	5223	5246	6375	5720	5373	5057	5165	6758	5567	5508	⬇ -1%
Defence/Government	7254	7391	7662	7684	6373	8906	9560	6796	7529	7353	8049	7951	7119	⬇ -2%
Auto/Auto Ancillary	1219	1193	1322	1287	1195	1271	1238	1193	1173	1270	1188	1114	1195	⬇ -2%
Banking/Financial Services/Broking	4016	3919	4260	4555	3721	3768	3644	3261	4817	4817	4014	3989	3876	⬇ -3%
Consumer Durables	842	788	831	797	750	886	825	772	754	740	795	789	815	⬇ -3%
Architecture/Interior Designing	2434	2605	2675	2728	2589	2811	2610	2612	2596	2926	2512	2368	2314	⬇ -5%
Real Estate/Property	3815	3685	4169	4163	4020	3891	3621	3427	3356	3356	3430	3257	3633	⬇ -5%
Legal	5724	5540	6272	6599	5413	5851	5637	5071	5263	5357	6011	4825	5381	⬇ -6%
Insurance	2544	2495	2324	3212	1761	1656	1644	1775	1779	2387	2627	2386	2378	⬇ -7%
Semiconductors/Electronics	5185	4727	5199	5208	5004	5095	5371	5067	5096	4865	4359	4158	4769	⬇ -8%
FMCG/Foods/Beverage	2126	1842	1949	2092	1914	1874	1800	1694	1683	1683	1838	1782	1942	⬇ -9%
Industrial Products/Heavy Machinery	1602	1286	1483	1612	1560	1489	1484	1377	1466	1387	1352	1341	1449	⬇ -10%
Medical/Healthcare/Hospital	6674	5770	6328	6504	5948	6052	5696	5500	6456	6456	5957	5686	5985	⬇ -10%
NGO/Social Services	3855	3378	3395	3306	3242	3724	3256	3104	3541	4024	3536	3747	3457	⬇ -10%
Export/Import	1429	1319	1451	1240	1239	1405	1181	1224	1300	1204	1092	1036	1285	⬇ -10%
Retail	1798	1611	1724	1726	1534	1621	1579	1438	1642	1642	1535	1474	1597	⬇ -11%
Education/Teaching/Training	5208	5076	5221	5638	5005	5058	4993	4561	4772	4772	4274	4145	4614	⬇ -11%
Shipping/Marine	1029	992	1064	1044	958	985	914	895	949	923	895	861	893	⬇ -13%
BPO/ITES/CRM/Transcription	2249	2303	2456	2415	2186	2256	2163	2036	2085	1952	2179	2054	1872	⬇ -17%
Security/Law Enforcement	1778	2038	1891	1971	2027	1804	1862	1784	1563	1662	1434	1389	1438	⬇ -19%
Courier/Transportation/Freight	3048	2788	2931	3020	2908	3030	2975	2777	2961	2661	2500	2238	2475	⬇ -19%
Advertising/PR/MR/Events	5498	4736	5559	5403	4607	4556	4497	4014	4458	4593	4380	4477	4423	⬇ -20%
IT-Software/Software Services	4087	4010	4428	4147	3392	3618	3511	3187	3278	2989	3302	3349	3210	⬇ -21%
Telecom/ISP	612	549	636	636	571	645	528	459	547	579	472	474	458	⬇ -25%
Agriculture/Dairy	1641	1544	1657	1916	1463	1390	1308	1260	1260	1427	1219	1012	1087	⬇ -34%
IT-Hardware & Networking	758	745	816	863	749	733	680	581	636	657	551	492	493	⬇ -35%
Recruitment/Employment Firm	3840	3764	3950	3803	2555	2411	2110	1744	1151	896	648	662	685	⬇ -82%

ANNEXURE CITY DATA

City	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Dec Y-O-Y Growth %
Delhi / NCR	2933	2782	3014	2975	2759	2912	2650	2457	2613	2670	2558	2375	2572	⬇ -12%
Mumbai	2365	2264	2414	2369	2191	2299	2248	2039	2112	2191	1998	1883	2049	⬇ -13%
Kolkata	3754	3413	3754	3522	3198	3544	3375	3132	3152	2967	2857	3032	3156	⬇ -16%
Pune	3869	3682	4131	3932	3550	3669	3607	3272	3382	3157	3147	3071	3218	⬇ -17%
Bengaluru / Bangalore	3150	3027	3389	3267	2947	3020	2945	2660	2730	2564	2576	2511	2429	⬇ -23%
Chennai	2337	2207	2558	2478	2121	2192	2128	1927	1983	1843	1817	1856	1769	⬇ -24%
Hyderabad / Secunderabad	3590	3431	3898	3663	3377	3446	3266	2945	3009	2895	2951	2967	2777	⬇ -23%
Vadodara / Baroda	3416	3320	3517	3778	3177	3507	3074	2933	2992	3013	3442	2858	3802	⬆ +3%
Ahmedabad	6006	5601	5856	6041	5402	5614	5639	5335	5531	5981	5532	4757	5817	⬇ -3%
Jaipur	4857	4550	4768	4934	4823	4935	4274	4446	4844	4823	4280	4009	4642	⬇ -4%
Chandigarh	2182	1974	2232	2176	1958	2120	2052	1819	1946	2091	1727	1595	1724	⬇ -21%
Coimbatore	3322	3150	3647	3547	2927	3037	3165	3083	3122	3167	2698	2702	2700	⬇ -19%
Ernakulam / Kochi / Cochin	4360	4495	4630	4835	4225	4528	3975	3532	3431	3212	3460	3973	3622	⬇ -17%