



Jobspeak

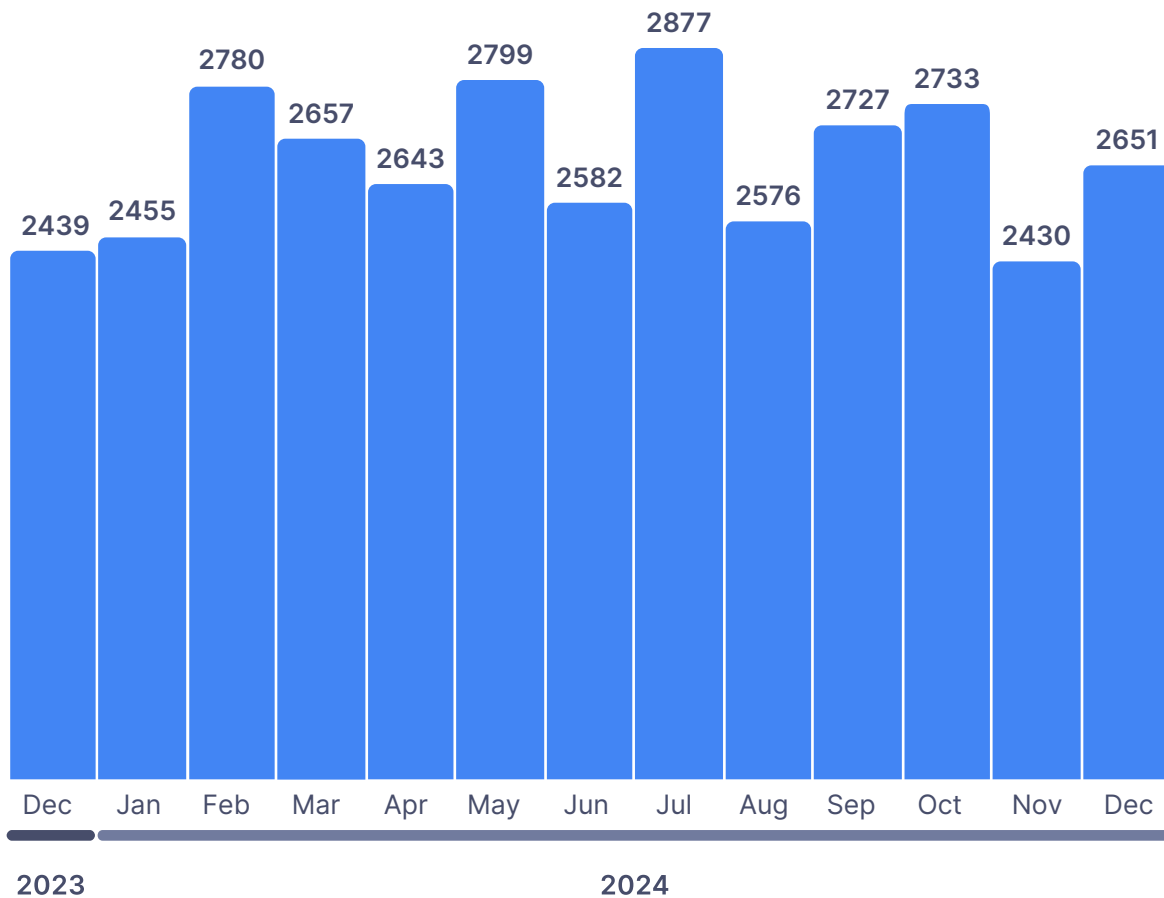
December, 2024

In-depth hiring trends by
city, industry & experience



New Year's Cheer as Job Market Grows 9%, FMCG Sees Record Fresher Hiring

Overall Hiring Trends



- Naukri JobSpeak Index, India's premier indicator of white-collar hiring activity, closed 2024 on a high note. The index reached **2,651** points in December, reflecting a robust **9%** year-on-year growth—a promising sign for the year ahead.
- December's hiring activity showcased the Indian job market's resilience and adaptability, with growth driven by high-skill and strategic roles
- Key sectors that were primary growth drivers in December 2024 included **AI/ML (+36%)**, **Oil & Gas (+13%)**, **FMCG (+12%)** and **Healthcare (+12%)**.

"India's job market is entering 2025 with vigor, driven by AI/ML growth and creative sectors. The surge in fresher hiring and evolving C-suite roles shows we're transforming into a more dynamic landscape. Traditional sectors like FMCG are embracing this evolution, combining fresh talent with strategic expertise."



Dr. Pawan Goyal

Chief Business Officer, Naukri

HIRING TRENDS BY INDUSTRIES

- Creative, lifestyle and retail sectors like Design (39%), Beauty & Wellness (+26%) and Consumer Durables (+19%) emerged as fresher hiring hotspots respectively
- The FMCG sector achieved an 18% growth in fresher hiring during December 2024, marking the highest monthly increase for the sector in fresher recruitment throughout the year.
- Against the backdrop of a slight decline in overall retail hiring, the consumer durables sub-sector carved out an impressive 14% growth. The sector saw roles grow 21% in Bangalore and 35% in Chennai



Growth Trends: Dec'24 vs Dec'23

Industry	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Dec YOY%
IT/Software Services	3210	3233	3748	3501	3456	3630	3341	3713	3310	3539	3487	3116	3266	↑ 2%
AI-ML	1183	1252	1516	1399	1327	1572	1424	1680	1454	1566	1590	1470	1603	↑ 36%
GCC	863	955	1116	1038	1055	1119	1027	1143	1024	1069	1067	948	991	↑ 15%
BPO/ITES	1872	1939	2157	2264	2181	2195	1961	2157	1995	2036	2077	1887	1984	↑ 6%
Auto/Auto Ancillary	1195	1158	1323	1232	1294	1324	1274	1356	1258	1279	1243	1146	1291	↑ 8%
Pharma	2161	2145	2409	2286	2290	2471	2314	2560	2283	2290	2325	2073	2379	↑ 10%
Oil and Gas	648	679	754	743	722	768	704	755	673	724	731	662	734	↑ 13%
FMCG	1942	1925	2088	2016	2133	2196	2011	2136	1968	2075	1987	1891	2173	↑ 12%
Healthcare	5985	6150	6229	6269	6095	6507	5759	6371	5784	5967	6165	5693	6691	↑ 12%
Retail	1597	1506	1605	1637	1625	1736	1608	1694	1420	1572	1525	1315	1536	↓ -4%
Banking/Financial Services	3876	3916	4260	3858	3890	4214	3705	4152	3678	3917	3915	3412	3770	↓ -3%
Insurance	2378	2295	2745	2514	2361	2450	2106	2519	2299	2465	2773	2186	2249	↓ -5%
Hospitality/ Travel	1639	1620	1662	1801	1877	1872	1642	1695	1632	1752	1733	1615	1757	↑ 7%
Education	4614	4730	4991	5146	4644	4842	4550	4750	4250	4403	4285	4159	4899	↑ 6%
Telcom/ISP	458	428	510	441	458	508	463	498	477	491	489	434	475	↑ 4%
Real Estate	3633	3744	3932	3873	3798	4070	3720	4200	3617	3739	3914	3415	4092	↑ 13%

HIRING TRENDS ACROSS CITIES

While Chennai (+35%) and Bangalore (+21%) sustained their impressive growth, Coimbatore emerged as a standout, with fresher hiring growing by 14%, fueled by a 52% surge in foreign MNC hiring. Hyderabad also posted 15% growth, reflecting the region's sustained appeal for high-skill and fresher roles across sectors like IT, Consumer Durables, and Real Estate.



Growth Trends: Dec'24 vs Dec'23

HIRING TRENDS BY EXPERIENCE LEVEL

0-3 yrs



6%

4-7 yrs



4%

8-12 yrs



13%

13-16 yrs



15%

>16 yrs



23%

↑ 6%

increase in job opportunities for professionals with experience of 0-3 years, compared to Dec'23

↑ 23%

growth in hiring for professionals with 16+ years of experience in Dec'24 as compared to Dec'23

Growth Trends: Dec'24 vs Dec'23

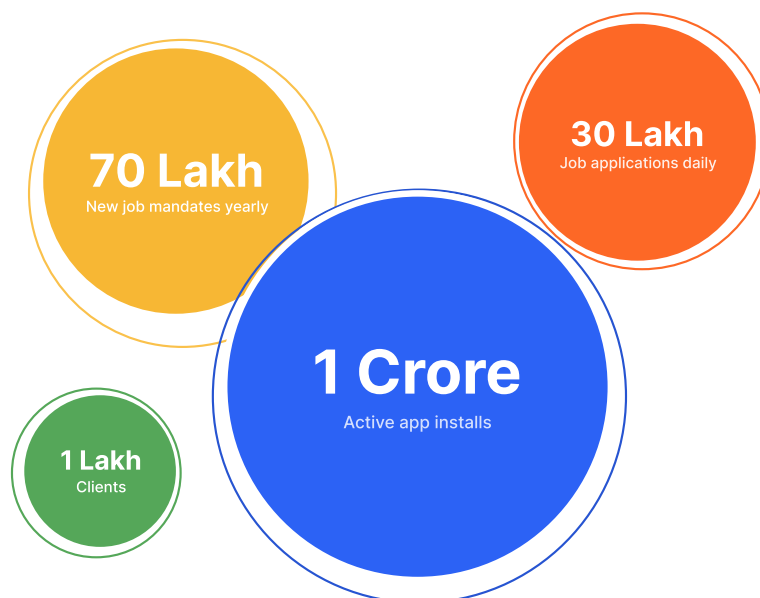
Exp Bucket	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Dec YOY%
0-3 yrs	2618	2621	2822	2788	2783	2891	2619	2869	2585	2739	2789	2482	2787	↑ 6%
4-7 yrs	2316	2339	2624	2482	2471	2607	2420	2688	2401	2529	2505	2226	2406	↑ 4%
8-12 yrs	2366	2374	2797	2655	2619	2807	2590	2920	2600	2771	2785	2474	2667	↑ 13%
13-16 yrs	2195	2196	2523	2412	2407	2570	2379	2671	2407	2548	2570	2308	2522	↑ 15%
16+ yrs	2357	2429	2744	2640	2690	2893	2687	2994	2729	2872	2906	2552	2890	↑ 23%

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

Naukri, 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'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Y-O-Y%
Accounting/Finance	4735	4989	5535	5440	5792	5422	5198	6036	5526	5820	5793	5319	5979	↑ 26%
Advertising/PR/MR/Events	4423	4368	4819	4449	4352	4595	4226	4505	4145	4475	4467	4037	4264	↓ -4%
Agriculture/Dairy	1087	1168	1224	1080	1210	1292	1048	1171	1111	1070	1129	921	1061	↓ -2%
Architecture/Interior Designing	2314	2707	2951	2856	3179	3150	2669	2796	2859	2843	3101	2830	3146	↑ 36%
Auto/Auto Ancillary	1195	1158	1323	1232	1294	1324	1274	1356	1258	1279	1243	1146	1291	↑ 8%
Banking/Financial Services/Broking	3876	3916	4260	3858	3890	4214	3705	4152	3678	3917	3915	3412	3770	↓ -3%
BPO/ITES	1872	1939	2157	2264	2181	2195	1961	2157	1995	2036	2077	1887	1984	↑ 6%
Chemicals/PetroChemical/Plastic/Rubber	1651	1640	1677	1694	1763	1831	1742	1940	1717	1772	1759	1598	1786	↑ 8%
Construction/Engineering/Cement/Metals	1056	1126	1198	1178	1155	1208	1181	1256	1138	1221	1192	1084	1265	↑ 20%
Consumer Durables	815	815	816	823	852	918	840	1009	823	907	849	761	931	↑ 14%
Courier/Transportation/Freight	2475	2425	2663	2700	2431	2729	2679	2937	2622	2788	2756	2547	2702	↑ 9%
Defence/Government	7119	6692	8923	7599	7289	8463	7897	8121	6968	7886	7288	7822	8003	↑ 12%
Education/Teaching/Training	4614	4730	4991	5146	4644	4842	4550	4750	4250	4403	4285	4159	4899	↑ 6%
Export/Import	1285	1219	1298	1281	1258	1307	1164	1311	1241	1183	1109	1019	1251	↓ -3%
Fertilizers/Pesticides	5508	5580	6574	6018	6685	6194	5605	6874	6403	6390	5834	5455	5743	↑ 4%
FMCG/Foods/Beverage	1942	1925	2088	2016	2133	2196	2011	2136	1968	2075	1987	1891	2173	↑ 12%
Gems & Jewellery	6078	5846	6426	6305	6242	5720	6269	6248	6227	6164	6655	5694	6496	↑ 7%
Hotels/Restaurants/Airlines/Travel	1639	1620	1662	1801	1877	1872	1642	1695	1632	1752	1733	1615	1757	↑ 7%
Industrial Products/Heavy Machinery	1449	1416	1632	1552	1557	1678	1582	1649	1480	1577	1586	1395	1586	↑ 9%
Insurance	2378	2295	2745	2514	2361	2450	2106	2519	2299	2465	2773	2186	2249	↓ -5%
IT-Hardware & Networking	493	566	640	564	552	616	617	670	594	656	598	521	573	↑ 16%
IT-Software/Software Services	3210	3233	3748	3501	3456	3630	3341	3713	3310	3539	3487	3116	3266	↑ 2%
Legal	5381	4839	6389	5980	5619	6218	5229	6009	5158	5819	5914	4878	4840	↓ -10%
Media/Dotcom/Entertainment	441	386	456	438	477	476	424	528	437	456	468	382	413	↓ -6%
Medical/Healthcare/Hospital	5985	6150	6229	6269	6095	6507	5759	6371	5784	5967	6165	5693	6691	↑ 12%
NGO/Social Services	3457	3651	4483	3995	4119	4158	4259	4422	4108	4108	4255	3825	3999	↑ 16%
Office Equipment/Automation	3809	3789	4212	4102	4069	4115	4082	4197	3741	3700	3899	3285	4105	↑ 8%
Oil and Gas/Power/Infrastructure/Energy	648	679	754	743	722	768	704	755	673	724	731	662	734	↑ 13%
Pharma/Biotech/Clinical Research	2161	2145	2409	2286	2290	2471	2314	2560	2283	2290	2325	2073	2379	↑ 10%
Printing/Packaging	1180	1148	1220	1262	1366	1288	1350	1449	1244	1417	1221	1155	1250	↑ 6%
Real Estate/Property	3633	3744	3932	3873	3798	4070	3720	4200	3617	3739	3914	3415	4092	↑ 13%
Recruitment	685	675	772	724	764	850	723	697	628	645	668	578	642	↓ -6%
Retail	1597	1506	1605	1637	1625	1736	1608	1694	1420	1572	1525	1315	1536	↓ -4%
Security/Law Enforcement	1438	1250	1406	1601	1406	1471	1351	1422	1169	1370	1588	1198	1438	— 0%
Semiconductors/Electronics	4769	4696	5171	5016	5124	5390	5156	5503	5061	5519	5065	4532	5286	↑ 11%
Shipping/Marine	893	928	1010	938	1068	1036	986	1175	1030	1137	1159	905	1136	↑ 27%
Telcom/ISP	458	428	510	441	458	508	463	498	477	491	489	434	475	↑ 4%
Textiles/Garments/Accessories	2292	2100	2195	2367	2431	2438	2307	2439	2267	2345	2182	1977	2367	↑ 3%

ANNEXURE INDUSTRY DATA

Industry	Dec'23	Jan'24	Feb'24	Mar'24	Apr'24	May'24	Jun'24	Jul'24	Aug'24	Sep'24	Oct'24	Nov'24	Dec'24	Y-O-Y%
Animation	755	667	795	669	724	774	763	784	652	686	678	697	689	↓ -9%
Aviation / Aerospace Firms	924	835	1039	954	1166	1220	1072	1444	1010	1272	1139	967	1021	↑ 11%
Electricals / Switchgears	1676	1709	1800	1895	1812	1913	1770	1954	1729	1927	1817	1591	2001	↑ 19%
Facility Management	1144	1212	1324	1284	1351	1404	1352	1322	1100	1231	1392	1362	1335	↑ 17%
Food Processing	1340	1337	1450	1359	1477	1451	1396	1552	1421	1512	1388	1295	1372	↑ 2%
Internet/Ecommerce	964	895	974	932	932	965	877	988	914	929	936	818	870	↓ -10%
KPO / Research /Analytics	865	918	1127	1005	1036	1071	953	1013	961	1040	1127	1079	1289	↑ 49%
Medical Devices / Equipments	1445	1347	1353	1368	1329	1471	1376	1504	1324	1512	1396	1214	1475	↑ 2%
Mining	1550	1488	1534	1506	1510	1768	1568	1742	1715	1653	1640	1609	1645	↑ 6%
Other	1086	1128	1243	1172	1206	1317	1286	1331	1249	1303	1334	1078	1225	↑ 13%
Publishing	1174	1129	1364	1269	1271	1463	1321	1453	1327	1321	1347	1126	1229	↑ 5%
Steel	1483	1515	1639	1575	1749	1583	1539	1736	1664	1707	1763	1578	1701	↑ 15%
Strategy /Management Consulting Firms	1004	1144	1221	1168	1141	1213	1154	1274	1151	1189	1282	1047	1075	↑ 7%
Water Treatment / Waste Management	1202	1156	1209	1262	1535	1519	1323	1545	1371	1401	1302	1202	1437	↑ 20%
Wellness / Fitness / Sports / Beauty	1091	1151	1233	1292	1236	1296	1239	1354	1166	1348	1299	1163	1273	↑ 17%

ANNEXURE CITY DATA

State	City	Dec'23	Dec'24	MOM (%)	Y-O-Y%
Andhra Pradesh	Nellore	1150	1139	-4%	↓ -1%
	Tirupati	1133	1231	3%	↑ 9%
	Vijayawada	997	1071	4%	↑ 7%
	Visakhapatnam/Vizag	812	942	11%	↑ 16%
Assam	Guwahati	1137	1059	1%	↓ -7%
Bihar	Patna	1278	1246	16%	↓ -3%
Chandigarh (UT)	Chandigarh	1724	1685	12%	↓ -2%
Chhattisgarh	Raipur	1478	1525	10%	↑ 3%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1382	1391	18%	↑ 1%
Delhi (NCT)	Delhi / NCR	2572	2768	14%	↑ 8%
Gujarat	Ahmedabad	5817	6249	23%	↑ 7%
	Vadodara/Baroda	3502	3353	16%	↓ -4%
	Bharuch	1267	1274	9%	↑ 1%
	Gandhinagar	1433	1426	30%	— 0%
	Jamnagar	1451	1608	7%	↑ 11%
	Rajkot	1477	1641	36%	↑ 11%
	Surat	1520	1634	30%	↑ 8%
Jammu & Kashmir	Jammu	1288	1717	30%	↑ 33%
Jharkhand	Jamshedpur	1209	1155	0%	↓ -4%
	Ranchi	1318	1301	15%	↓ -1%
Karnataka	Bangalore/Bengaluru	2429	2674	5%	↑ 10%
	Hubli	1446	1308	19%	↓ -10%
	Mangaluru/Mangalore	927	1019	6%	↑ 10%
	Mysore/Mysuru	942	1031	5%	↑ 9%
Kerala	Kochi/Cochin	3622	3538	3%	↓ -2%
	Calicut/Kozhikode	1015	887	1%	↓ -13%
	Cannanore/Kannur	950	886	-7%	↓ -7%
	Kollam/Quilon	742	743	-2%	— 0%
	Trivandrum/Thiruvananthapuram	555	597	10%	↑ 8%
Madhya Pradesh	Bhopal	1241	1242	9%	— 0%
	Gwalior	1340	1399	8%	↑ 4%
	Indore	1162	1460	22%	↑ 26%
	Jabalpur	1168	1222	13%	↑ 5%
Maharashtra	Mumbai	2049	2125	14%	↑ 4%
	Pune	3218	3578	11%	↑ 11%
	Aurangabad	1168	1218	29%	↑ 4%
	Kolhapur	988	864	16%	↓ -13%
	Nagpur	912	1115	21%	↑ 22%
	Nasik/Nashik	1220	1227	15%	↑ 1%

ANNEXURE CITY DATA

State	City	Dec'23	Dec'24	MOM (%)	Y-O-Y%
Odisha	Bhubaneswar	993	1430	25%	↑ 44%
Puducherry (UT)	Pondicherry/Puducherry	868	835	0%	↓ -4%
Punjab	Amritsar	1223	1090	12%	↓ -11%
	Ludhiana	1287	1207	9%	↓ -6%
Rajasthan	Jaipur	4642	5368	18%	↑ 16%
	Jodhpur	1459	1662	29%	↑ 14%
	Kota	1158	1396	30%	↑ 21%
	Udaipur	1309	1471	20%	↑ 12%
Tamil Nadu	Chennai	1769	1999	4%	↑ 13%
	Coimbatore	2700	3480	8%	↑ 29%
	Madurai	1029	1180	13%	↑ 15%
	Salem	1251	1292	1%	↑ 3%
	Tiruchirapalli/Trichy	925	1013	11%	↑ 10%
	Vellore	1166	1181	6%	↑ 1%
Telangana	Hyderabad/Secunderabad	2777	3189	4%	↑ 15%
Uttar Pradesh	Agra	1275	1345	26%	↑ 5%
	Allahabad/Prayagraj	983	1148	19%	↑ 17%
	Bareilly	1005	1256	31%	↑ 25%
	Kanpur	1380	1549	28%	↑ 12%
	Lucknow	1304	1370	19%	↑ 5%
	Varanasi/Benaras	1318	1320	13%	— 0%
Uttarakhand	Dehradun	1335	1330	7%	— 0%
	Haridwar	1801	1686	16%	↓ -6%
West Bengal	Kolkata	3156	3366	8%	↑ 7%
	Siliguri	1167	1144	1%	↓ -2%