

May 2025

partner for talent

Networking



randstad



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



€ 24.1

revenue in
millions



50%

women in
management positions



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



1,094
candidates placed
in 2024



157
average corporate
employees in 2024



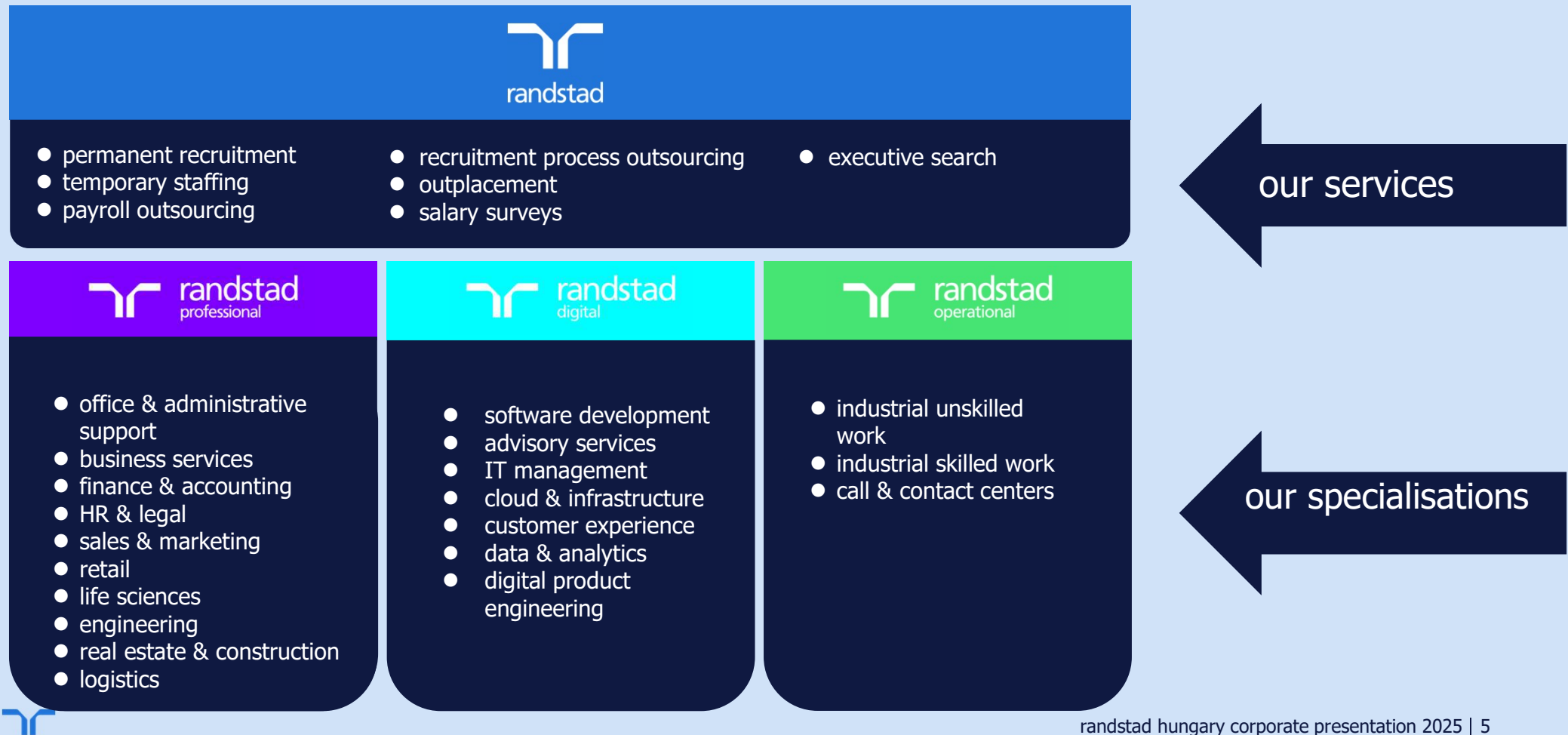
5
locations
in Hungary

*Budapest Business Journal, Book of Lists 2024.

**all data as of year end 2024.



we strive for hyper relevant talent communities, immediate talent availability, seamless talent experience during the whole life cycle with any type of work arrangements.



2025

networking



randstad



partner for talent.

Networking: tudatos kapcsolatépités (nem tolakodó)

1. Ad hoc, multiple contact, strong relation (I can call till friendship)
2. Objectives: personal and/or company interest?
 1. Professional development about trends, tools: conference.
 2. Senior leaders – job opportunities/mentors.
 3. Junior members - possible coworkers.
 4. Same level - competitors insights, information (HR etc): be careful with competition law though...
 5. Client and supplier.
 6. Personal and professional life others.
3. Win – win.
4. Event
 1. Arrival, targeting, introduction.
 2. Break, meal.
 3. From participant to podium.
 4. AIDA.
 5. Elevator speech. Fix a target.
 6. Follow up.
 7. Follow up.
 8. Follow up.
5. Online
 1. Network
 2. Personal marketing.



2025

hr trends 2025.

hungary



randstad



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).

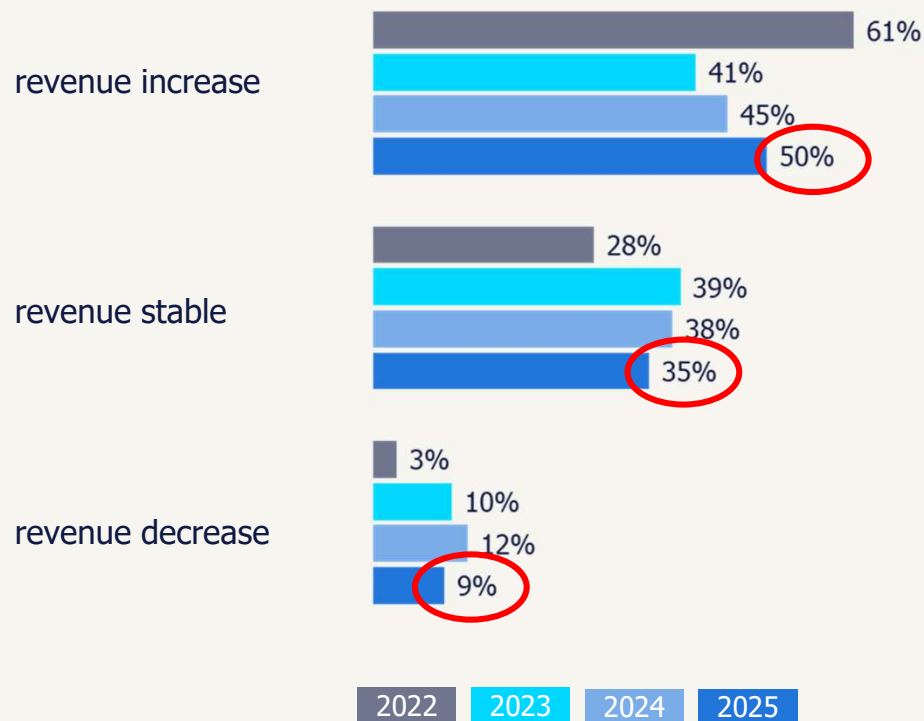
respondent profile. by sector.

395 respondents from various industries, see below:

	percentage	respondents
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



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.

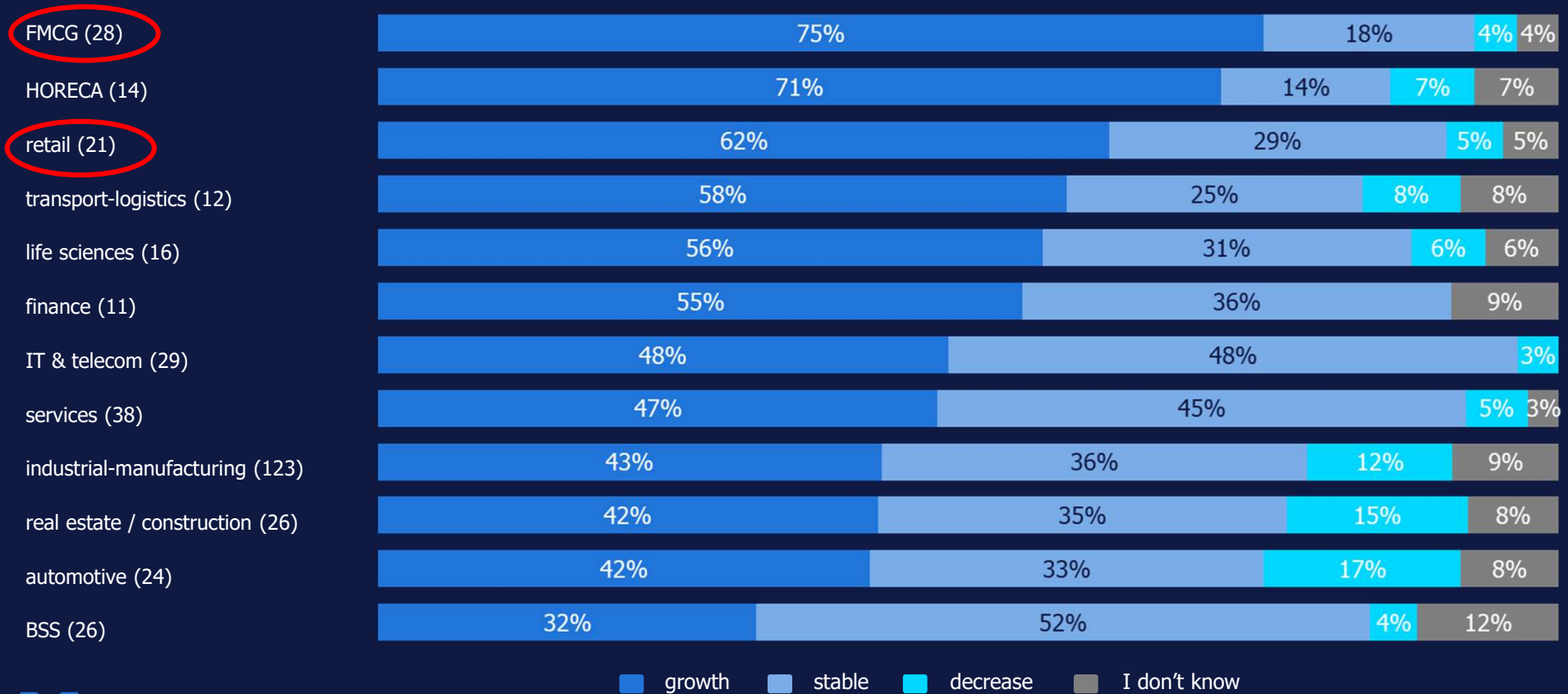
9% think their company's net sales will decrease this year, compared to last year when 12% believed so.



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.

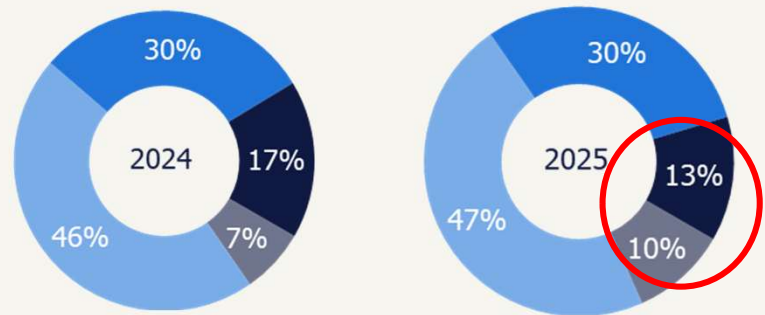
sectors deep-dive.



hiring plans for 2025.

In 2023, **34%** of the respondents were planning to increase headcount.

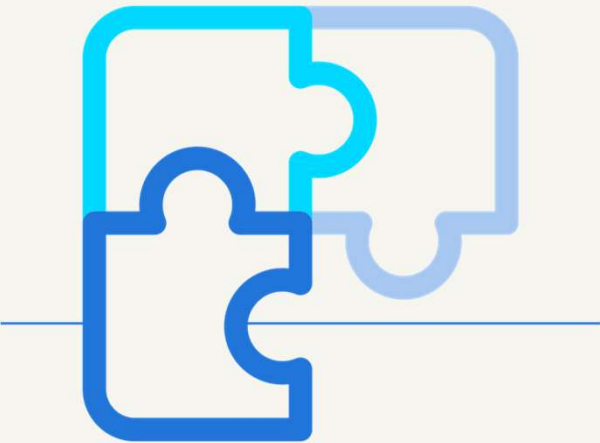
plans to change headcount in the first half of the year
results in 2024 and 2025.



- 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%



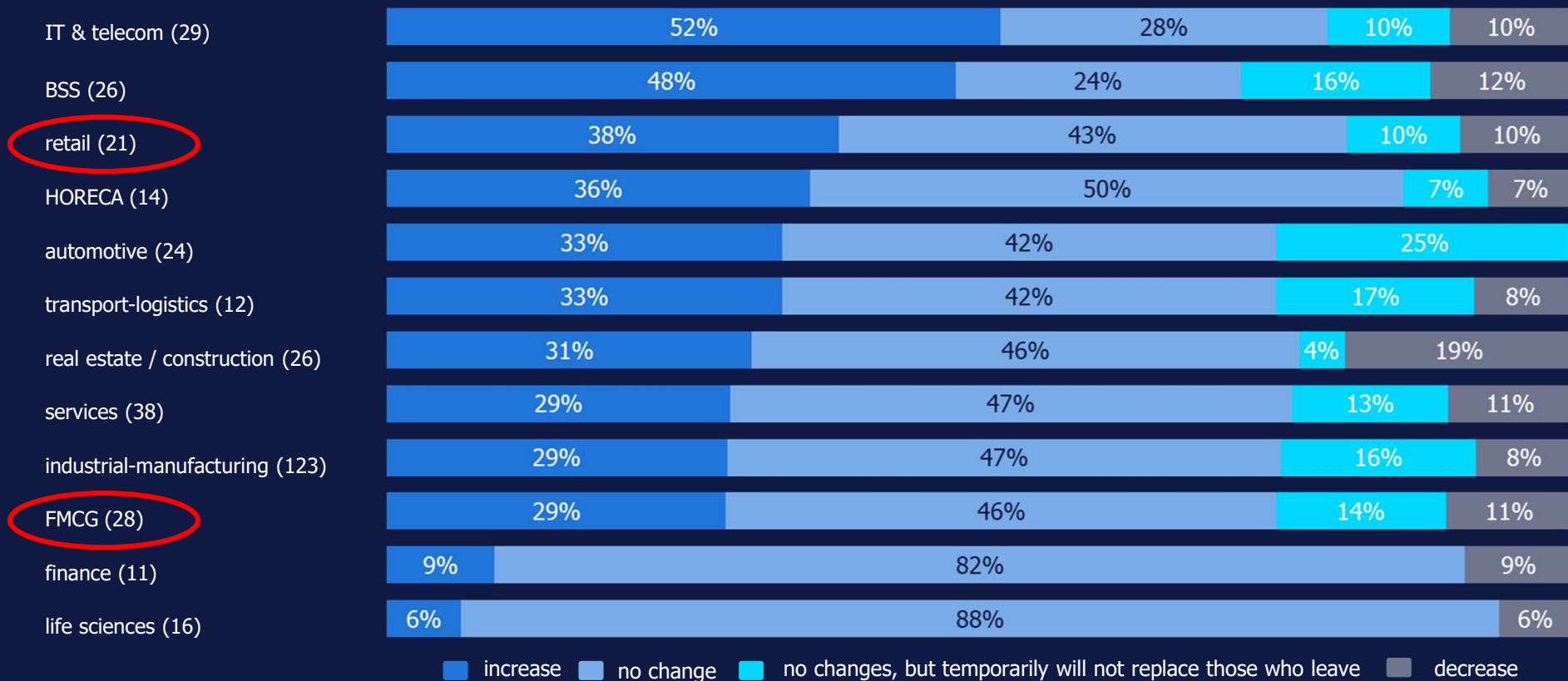
number of permanent open positions

1-4	4%
5-15	8%
20-50	7%
≥50	4%



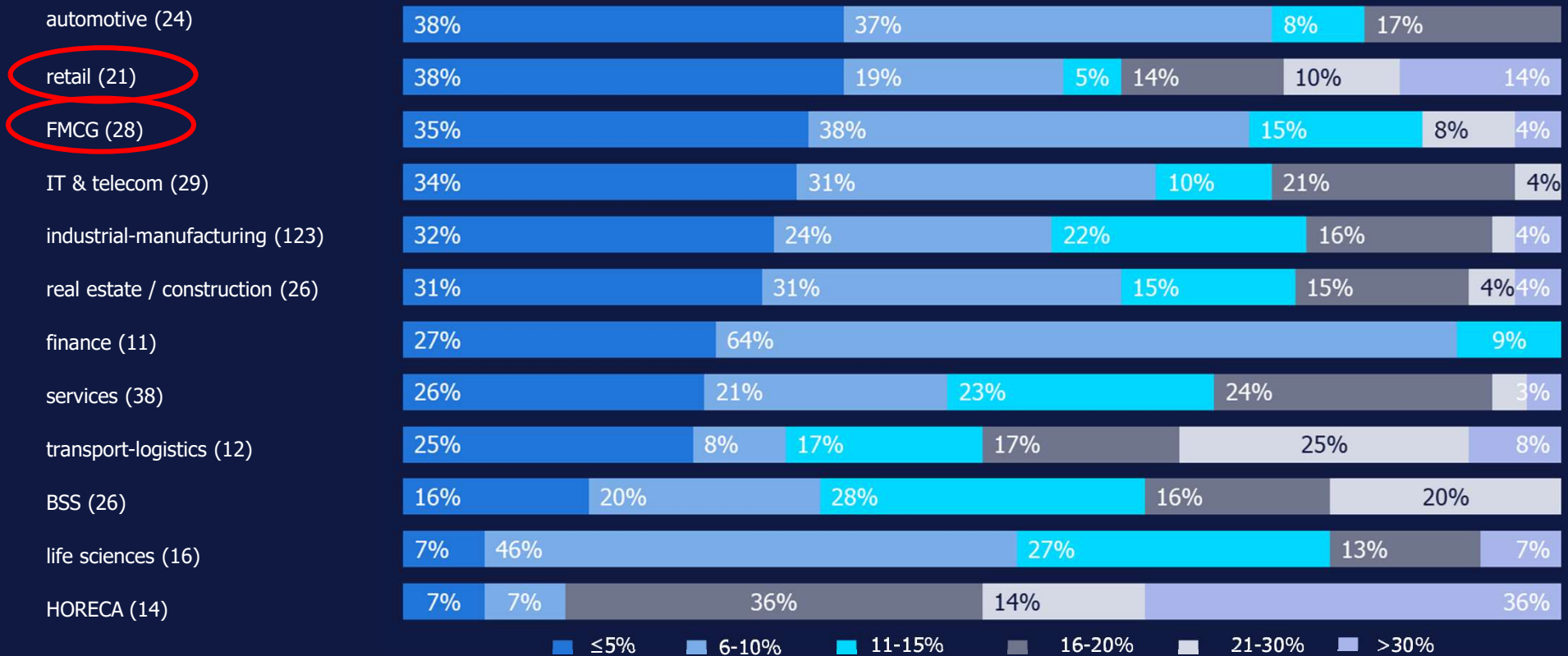
recruitment intentions by industry in 2025

sectors deep-dive.



turnover rates by industry in 2024.

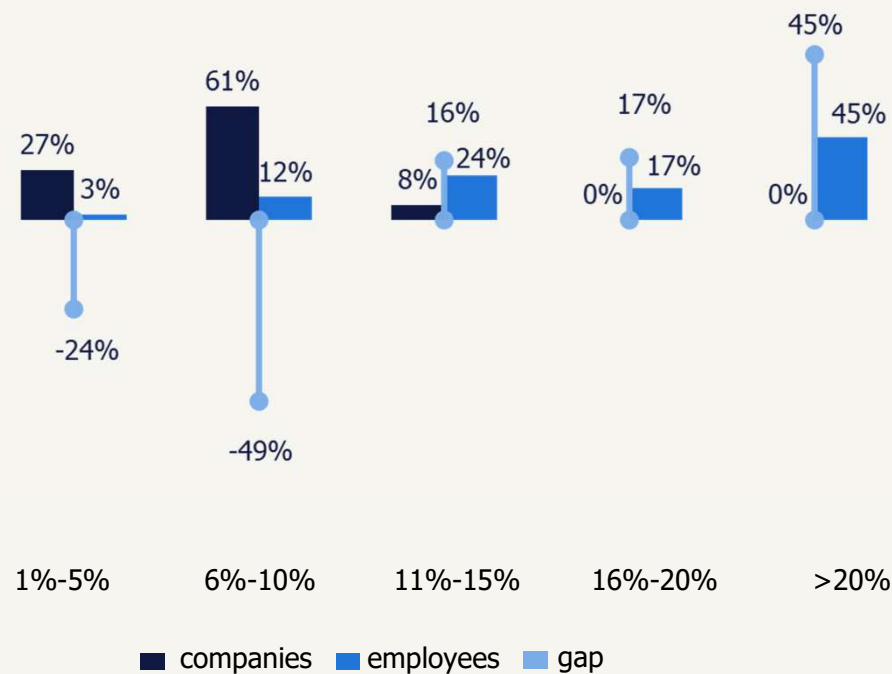
sectors deep-dive.



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.

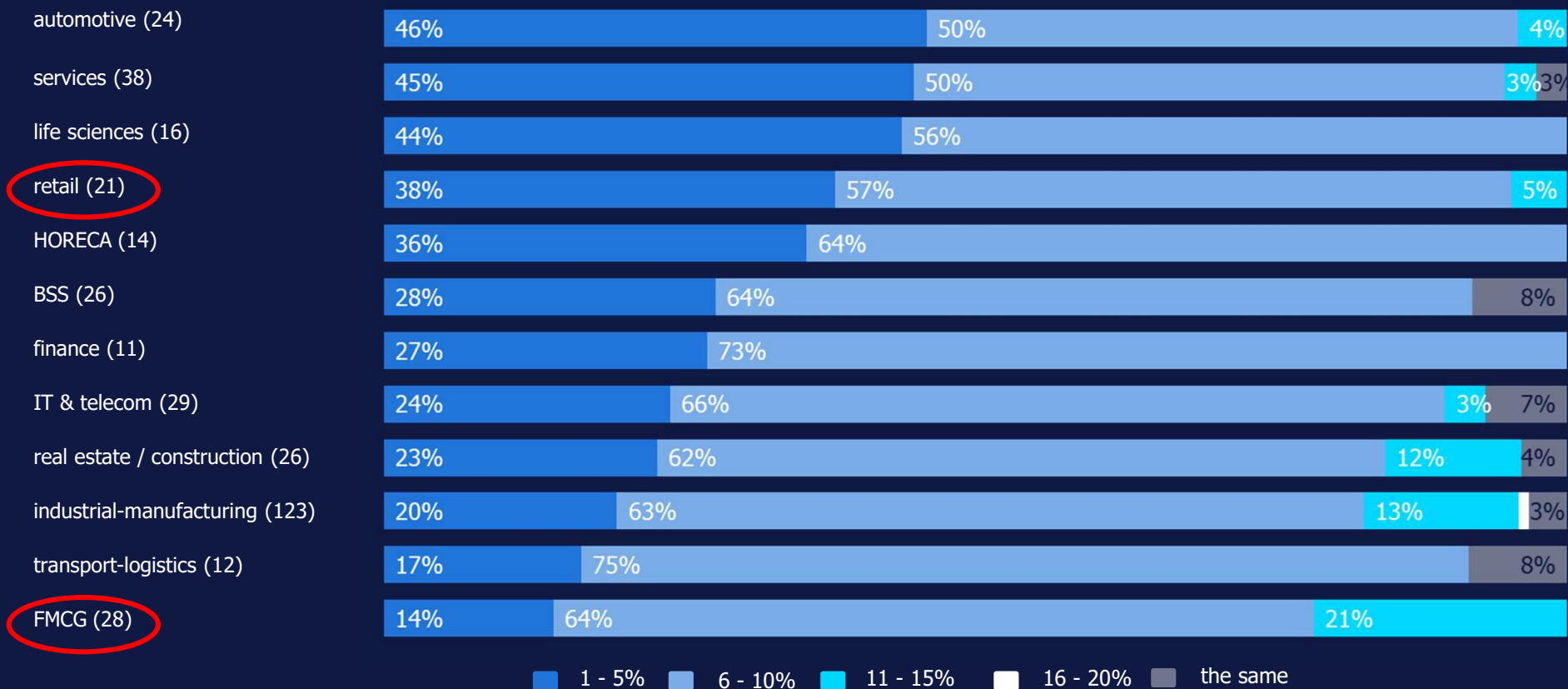
The biggest gap between what the companies are offering and what the employees are asking for is in the >20% salary increase range, that was selected by 45% of the employees, and none of the employers.

*N=425, Facebook & LinkedIn



allocation of salary increases by industry in 2025.

sectors deep-dive.





Employer brand research 2025.



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

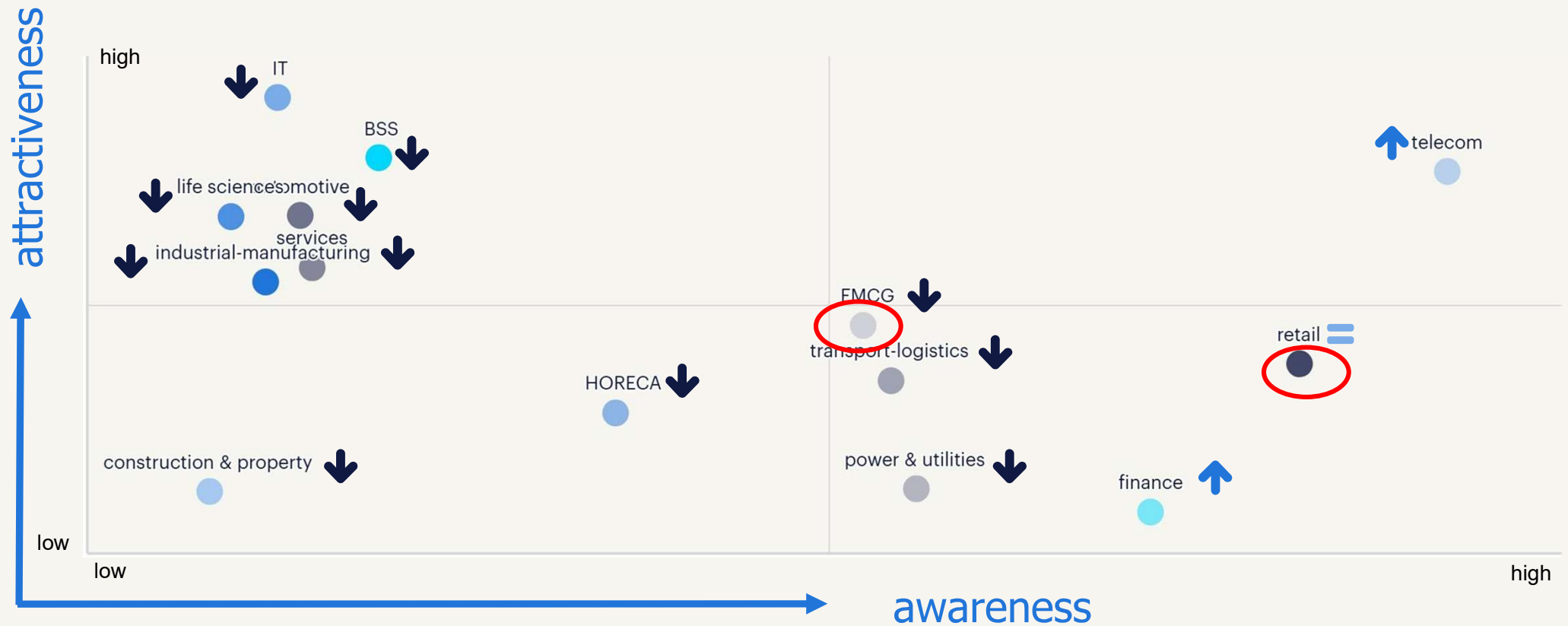


sector
attractiveness.

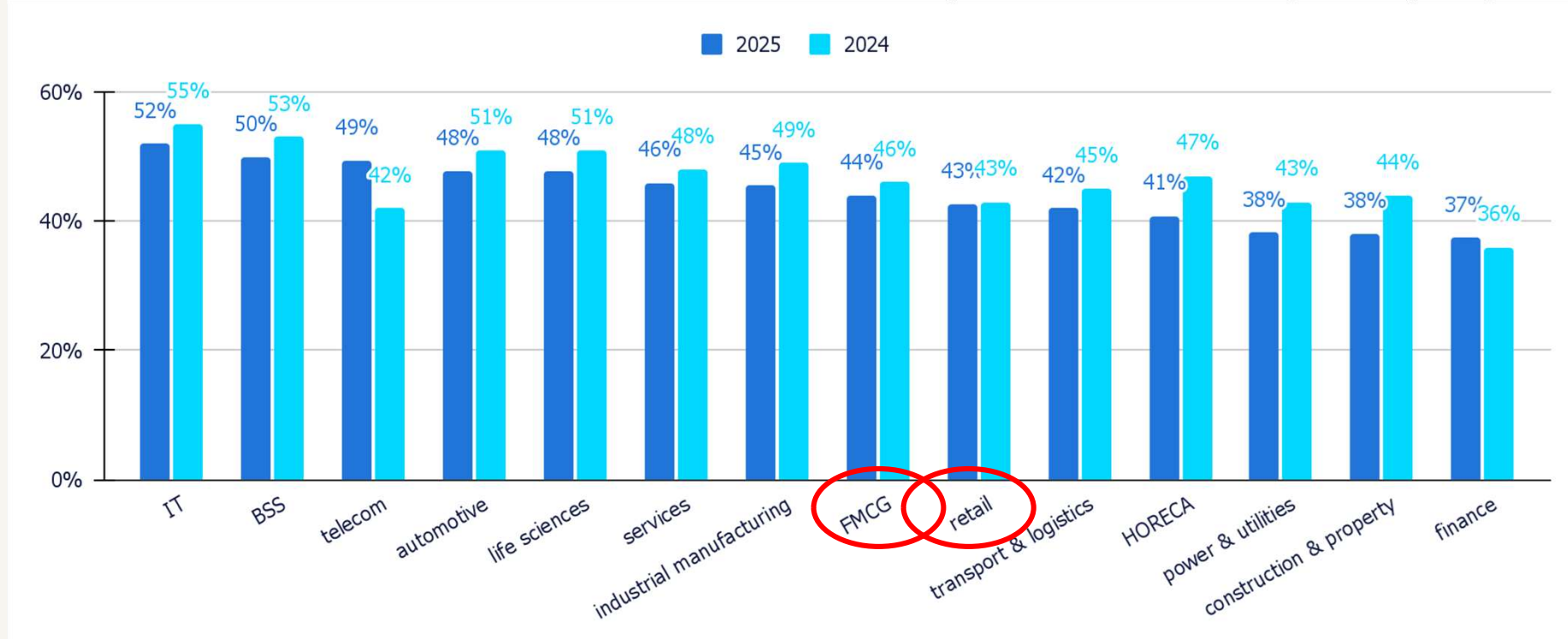


top performing sectors in hungary in 2025

by awareness and attractiveness.



sector attractiveness - assessment preferences by employees

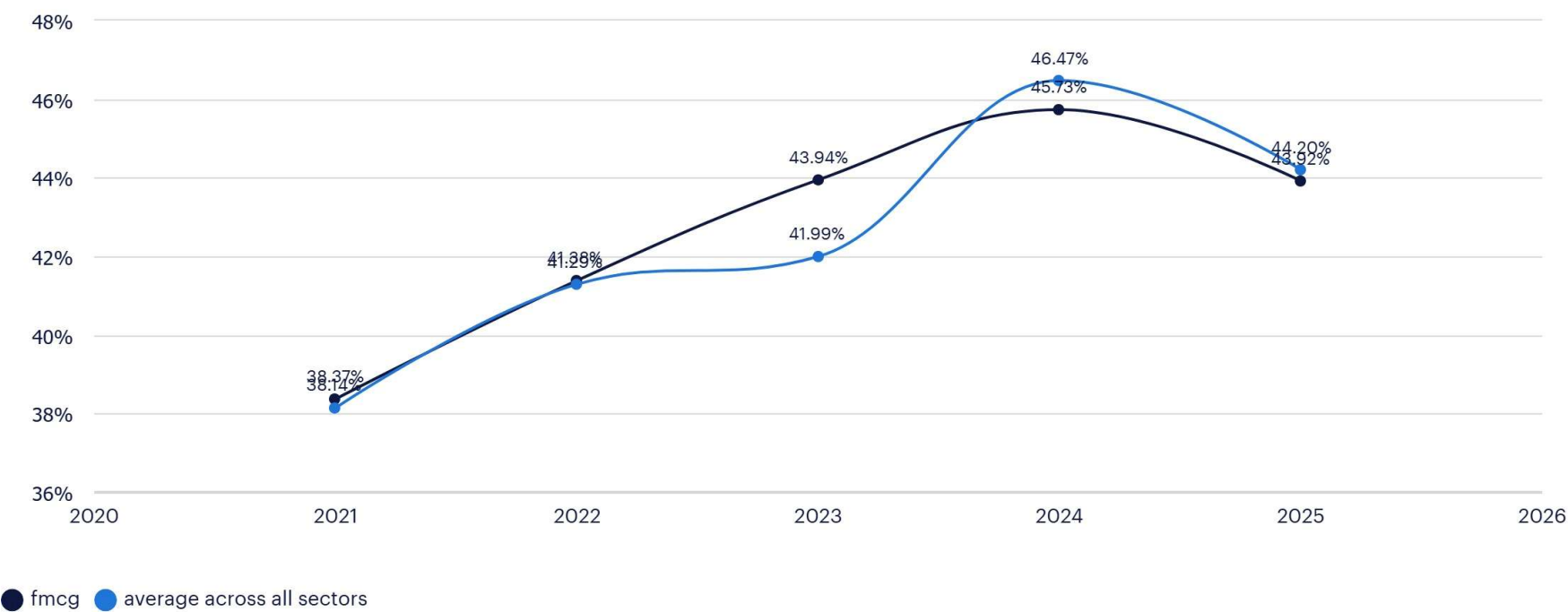


In 2025, IT and business services are still the most attractive employers, with their popularity remaining strong for years.

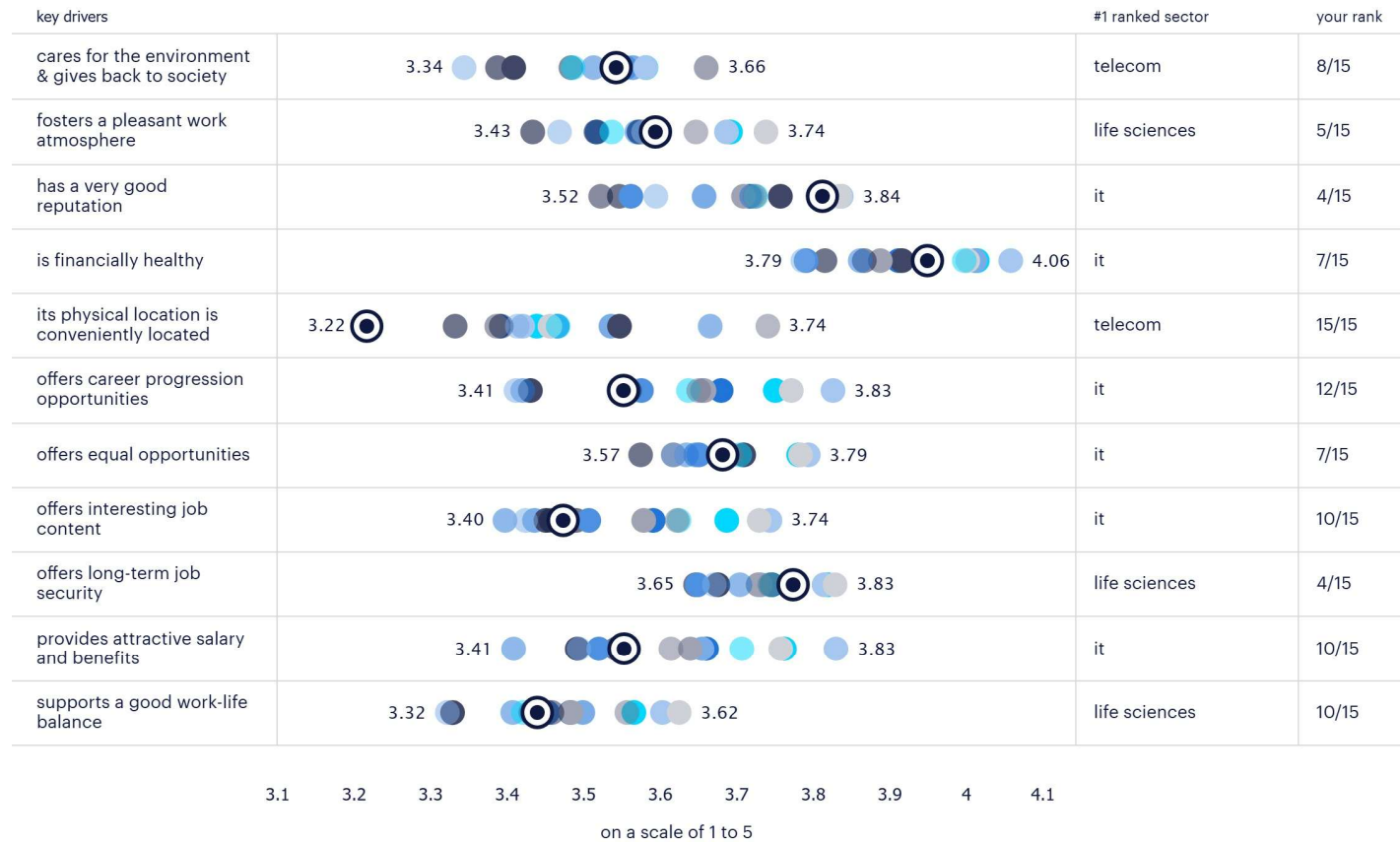
Showing significant improvement compared to last year, telecommunications companies moved up to third place.

There is little difference between the attractiveness of the sectors, so companies in these industries compete not only with each other but also with other sectors for employees.

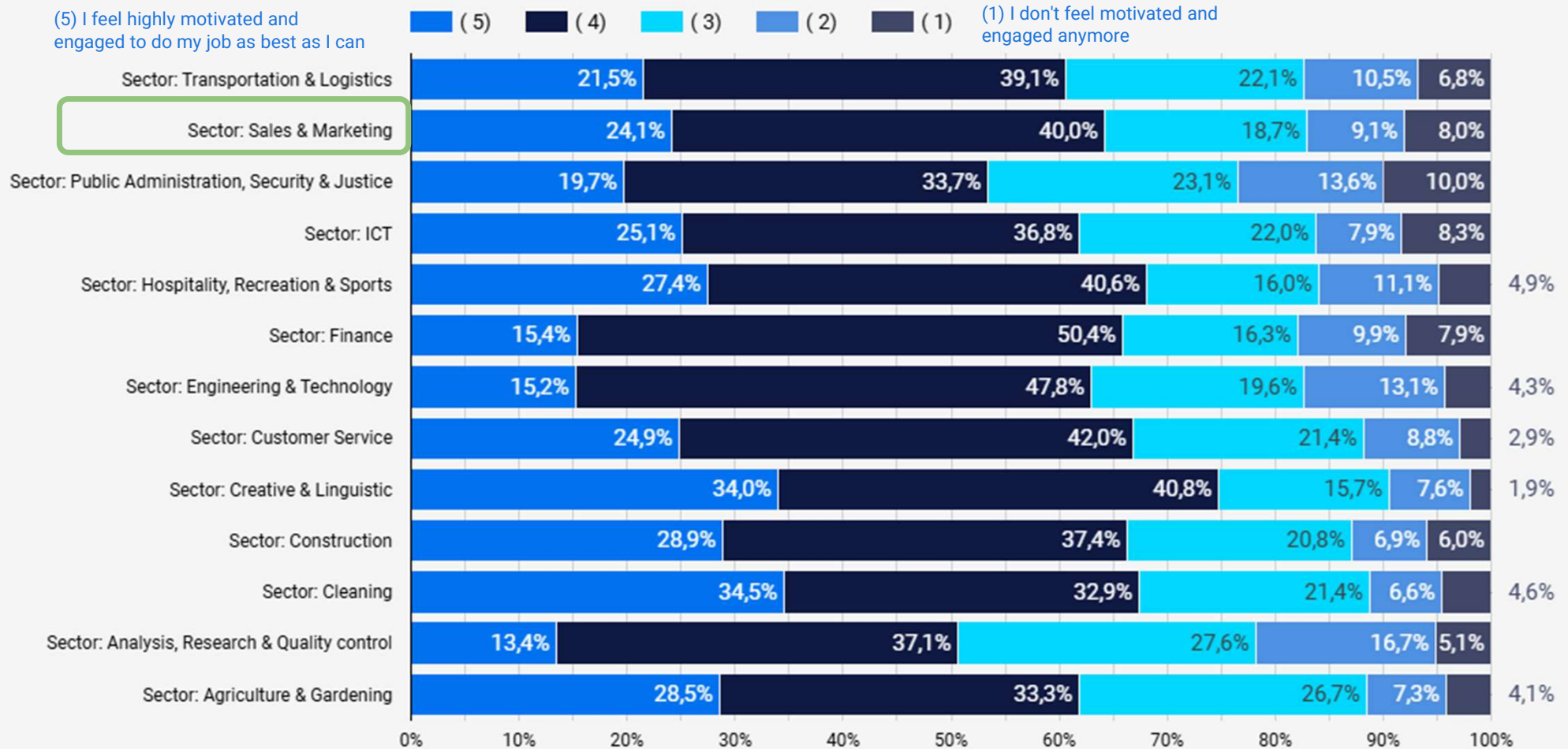
sector performance over time



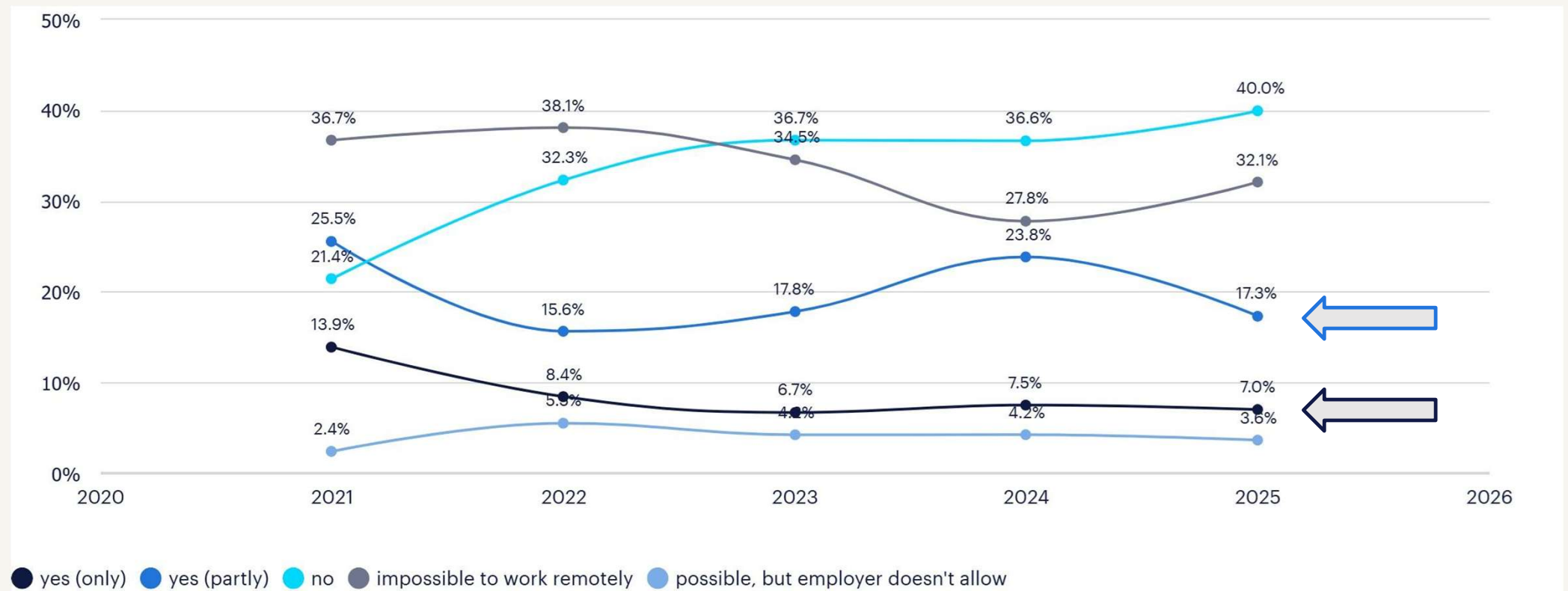
sector ranking - key drivers on a 5 point scale



current motivation in different sectors.



working remotely/from home. 5-year trend



thank you.

let's start a conversation

Our research has many insightful, but complex insights so we'd love the opportunity to walk you through every aspects, share our thoughts and answer any questions you might have.

For more information please [contact us here](#).

