

january 2026

HR trends 2026.

Hungary



randstad



partner for talent.

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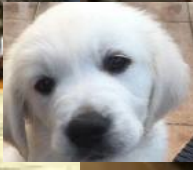
05 salary evolution

06 human capital strategy

07 artificial intelligence

08 trade marketing





about randstad.

Hungarian overview



Frits Goldschmeding 1933-2024



02

our vision:

to be the world's most equitable and specialised talent company.

our strategy:

a trusted partner for talent.



a global snapshot of 2025.

key figures



#

a global leader in
HR services



39

markets



38,480

corporate
employees



52%

women in
management positions



€ 23,077

revenue in
millions



250,000

number of permanent
placements (incl. RPO)



560,900

number of talent
working on daily basis

randstad committed to 5 out of 17 UN sustainable development goals.
we are included in Dow Jones Sustainability Index.



Randstad in Hungary - founded in 2004.

the No1. market player in recruitment*



6,7 billion
2025
revenue



382
invoiced clients
in 2025



897
candidates placed
in 2025



157
average corporate
employees in 2025



5
locations
in Hungary

*Budapest Business Journal, Book of Lists 2025.

**all data as of year end 2025.



we support our talents and clients at all levels.



- permanent recruitment
- temporary staffing
- payroll outsourcing
- recruitment process outsourcing
- outplacement
- salary compass
- executive search
- cross-border recruitment



- office & admin support
- business services
- finance & accounting
- HR & legal
- sales & marketing
- retail
- life sciences
- engineering
- real estate & construction
- logistics



- software development
- advisory services
- IT management
- cloud & infrastructure
- customer experience
- data & analytics
- digital product engineering



- industrial unskilled work
- industrial skilled work
- call & contact centers



- recruitment process outsourcing
 - recruiter on demand
 - end-to-end solution
- outplacement



sales & marketing (& HR)

jelölt adatbázisunk

(leinterjúzott, bemutatott jelöltek)



- sales profilok:
 - értékesítési képviselő
 - key account manager
 - sales manager
 - kereskedelmi / értékesítési igazgató
 - turisztikai / rendezvény / szállodai szakemberek
- marketing profilok:
 - marketing specialista
 - marketing koordinátor
 - marketing generalista
 - digitális marketing szakemberek
 - **trade / brand marketing szakemberek**
 - marketing manager
 - marketing igazgató
- HR profilok.
 - HR generalista
 - HR specialista (L&D, comp & ben, toborzás)
 - HR business partner
 - HR manager
 - HR igazgató

our promises.

hyper relevant talent
communities



43.480 interviewed candidates
in 590 pools.



partner for talent



immediate talent
availability

full talent
life cycle



all work
arrangements



seamless
experience



partners for success.

1st presented candidates within 3 days from name checks/job intake



international and SME companies among our thousands of customers

FMCG

consumer brands

retail

BSS

industrial

Hungarian

ICT





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

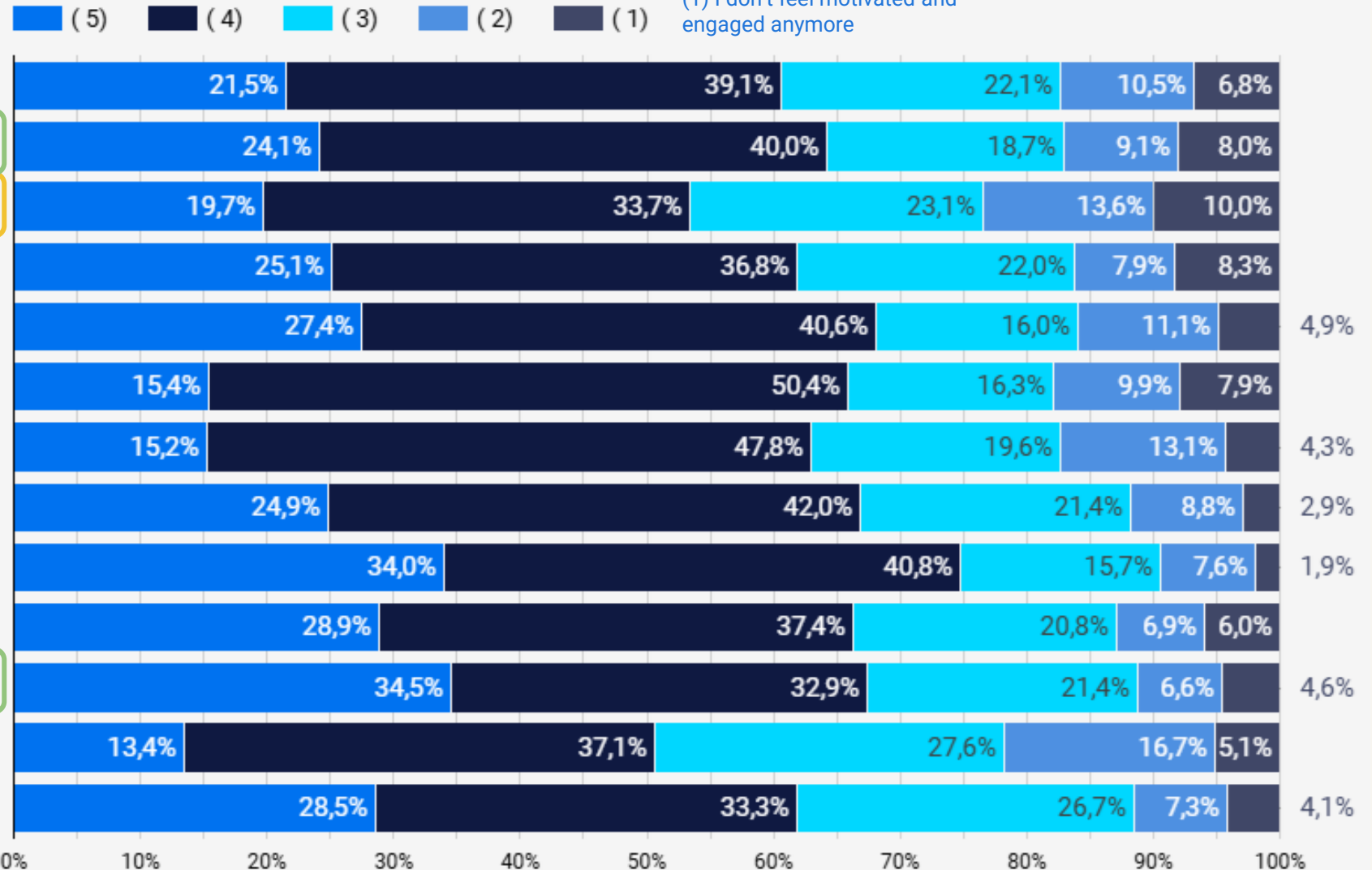
- 14 minutes



current motivation in different sectors.

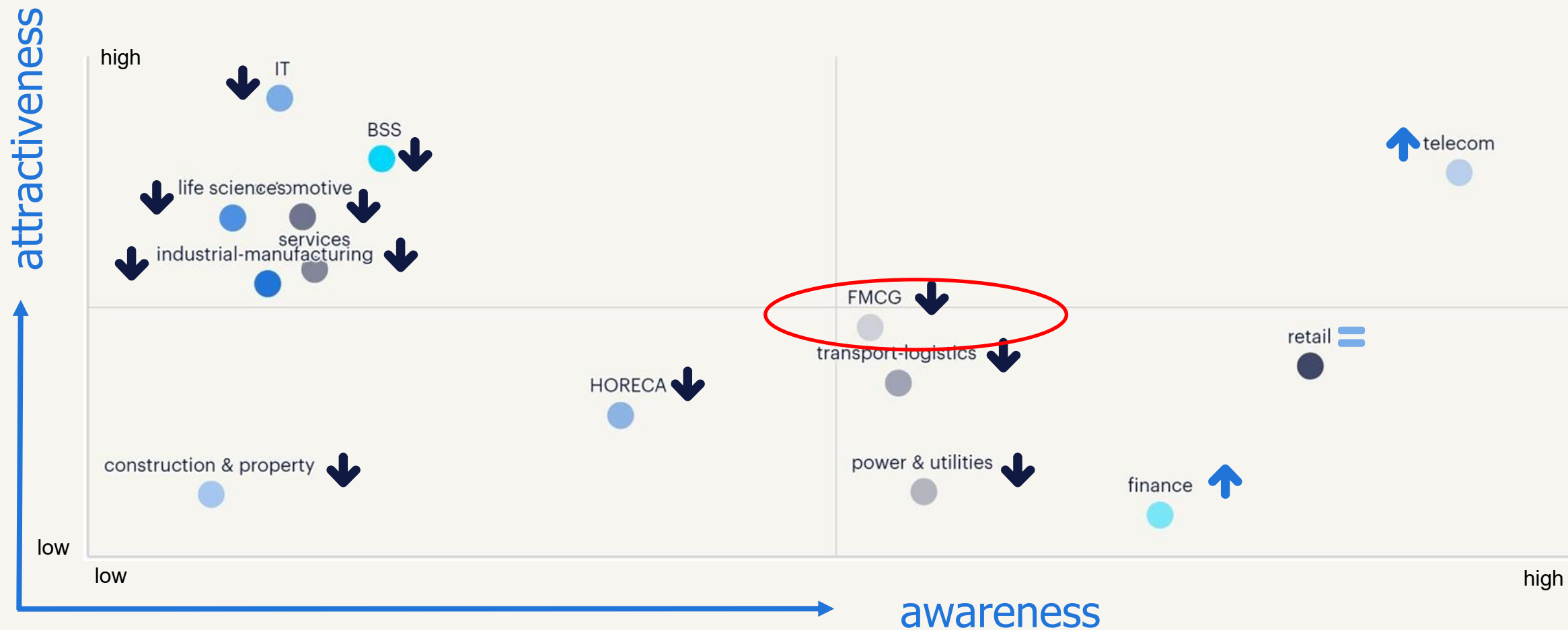
(5) I feel highly motivated and engaged to do my job as best as I can

(1) I don't feel motivated and engaged anymore

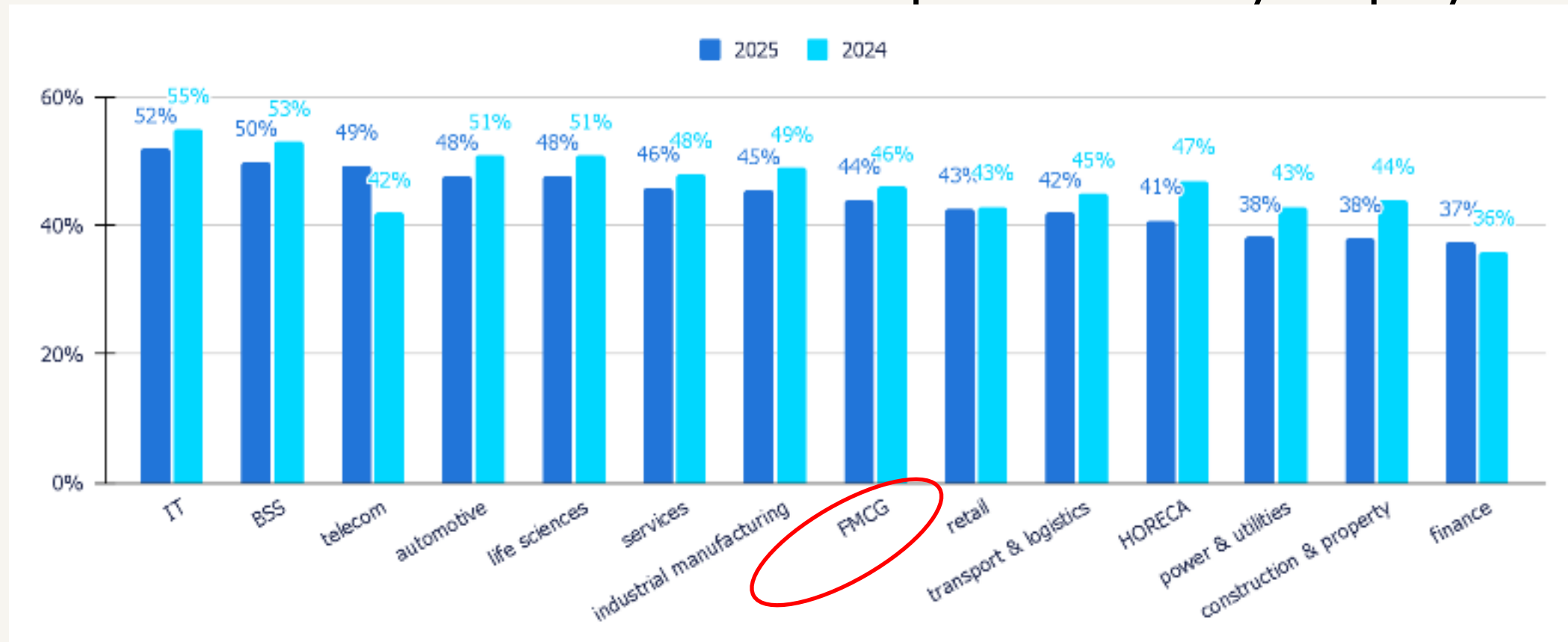


top performing sectors in hungary in 2025

by awareness and attractiveness.



sector attractiveness - assessment preferences by employees

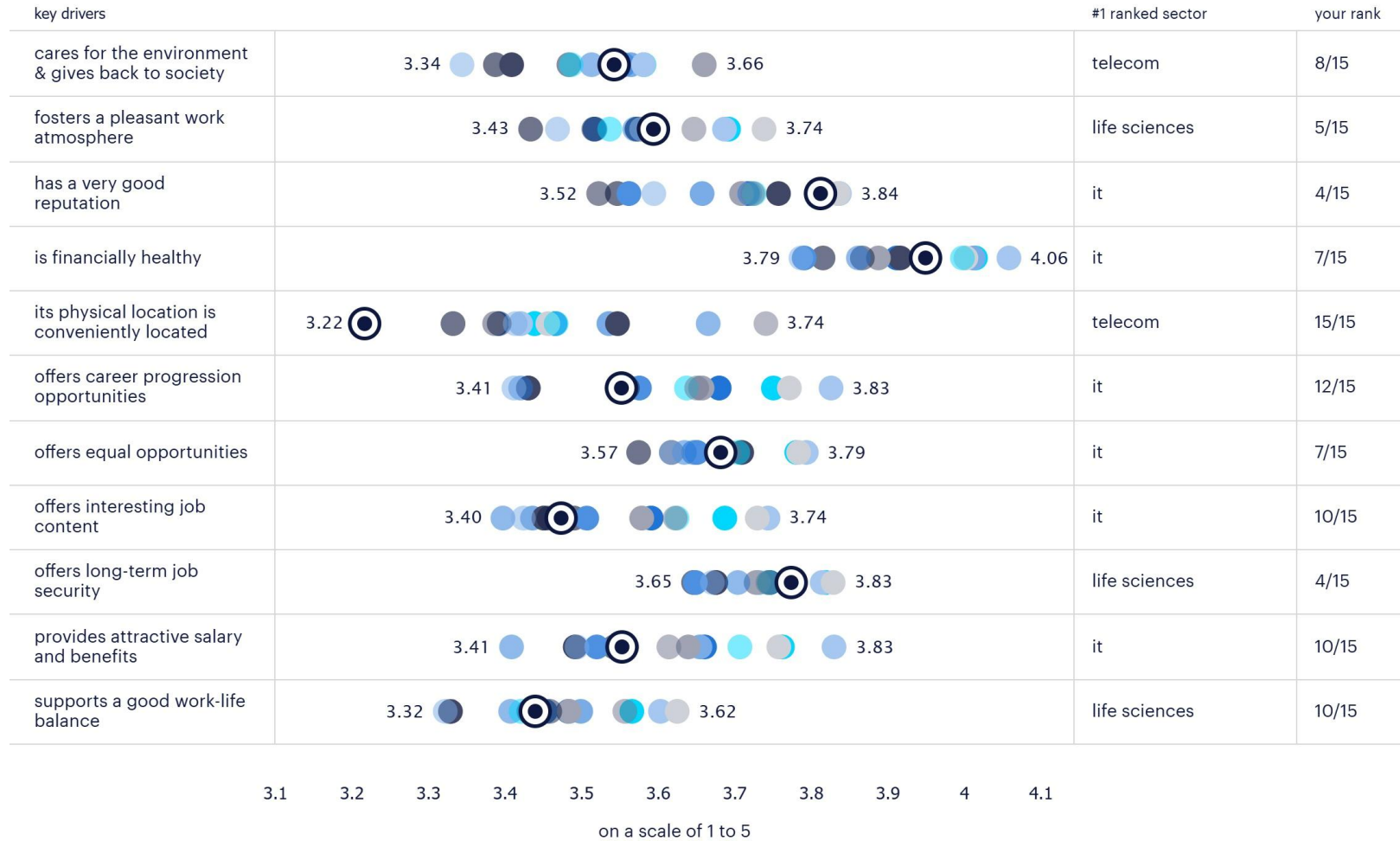


In 2025, IT and business services are still the most attractive employers, with their popularity remaining strong for years.

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 ranking - key drivers on a 5 point scale



01

HR trends



summary.

An independent **local survey** conducted yearly in January, **since 2019**. In 2026 in addition to Hungary, the Czech Republic and Romania also participated.

The Randstad HR trends survey is dedicated to delivering insights into

- how companies and sectors are adapting to the current economic context
- what are the major business and HR challenges they are facing
- how do they plan to deal with them in the following year.

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

respondent profile. by sector.

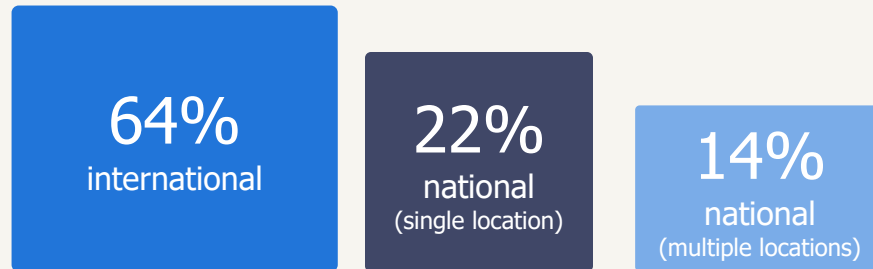
434 respondents from various industries, see below:

	percentage	respondents
industrial-manufacturing	26%	111
retail	12%	51
IT & telecom	10%	42
services	9%	40
FMCG	7%	32
automotive	7%	29
BSS	5%	20
real estate / construction	5%	20
finance	4%	18
transport - logistics	4%	16
HORECA	3%	12
life sciences	2%	10
power & utilities	2%	8
other	4%	19

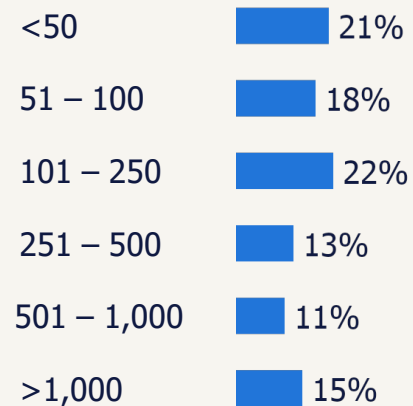


respondent profile.

by the size of the company.



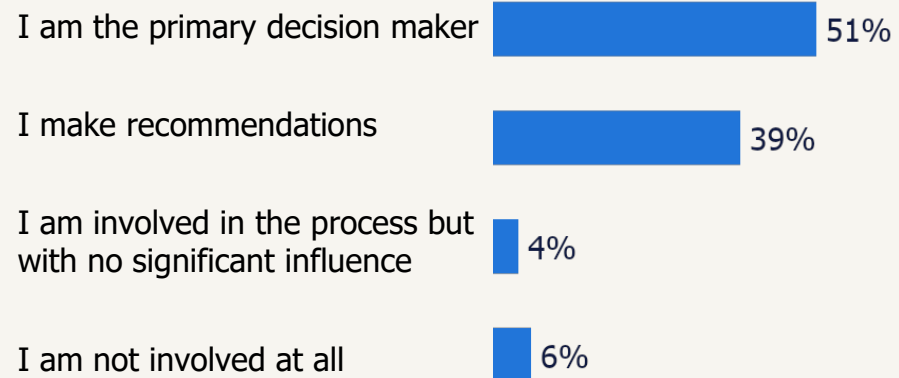
by number of employees.



by department.

HR manager/leader/director	55%
company leader/director (A level position)	34%
subordinate in any of the mentioned areas	2%
sales leader/director	1%
CFO	1%
other	5%

by participant's role.



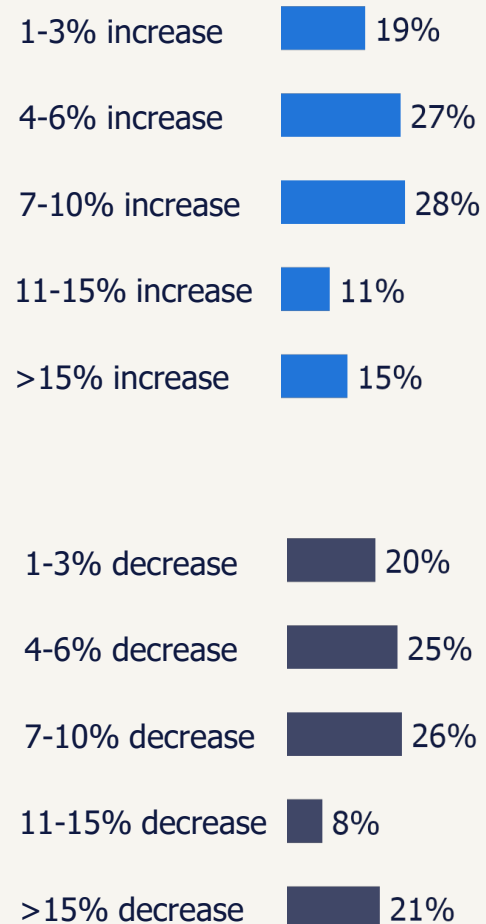
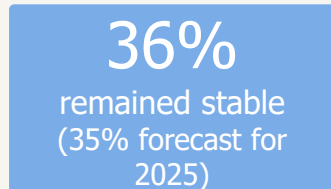
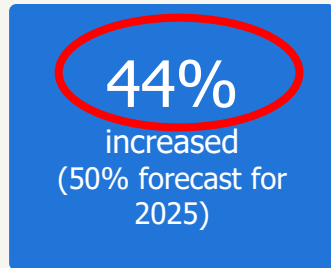
03

business evolution.



revenue 2025 - realisation vs. forecast

despite the revenue pressure, growth was still the dominating trend.



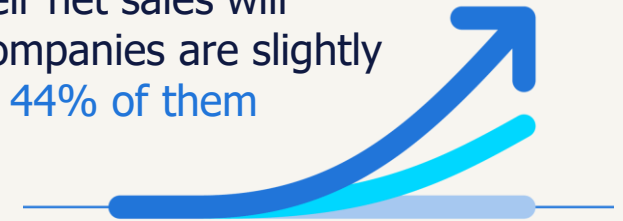
Despite forecasting 50% growth, actual results showed 44% increase with 36% remaining stable. Actual decreases (20%) more than doubled initial expectations (9%).

Growth was led by 7-10% increases (28%), while declines were spread across ranges, with 7-10% drops being most common (26%).

expected business evolution (forecast) in the previous years and for 2026.



As opposed to last year, when 50% of the respondents believed their net sales will increase, this year the companies are slightly less optimistic, with only 44% of them expecting an increase.

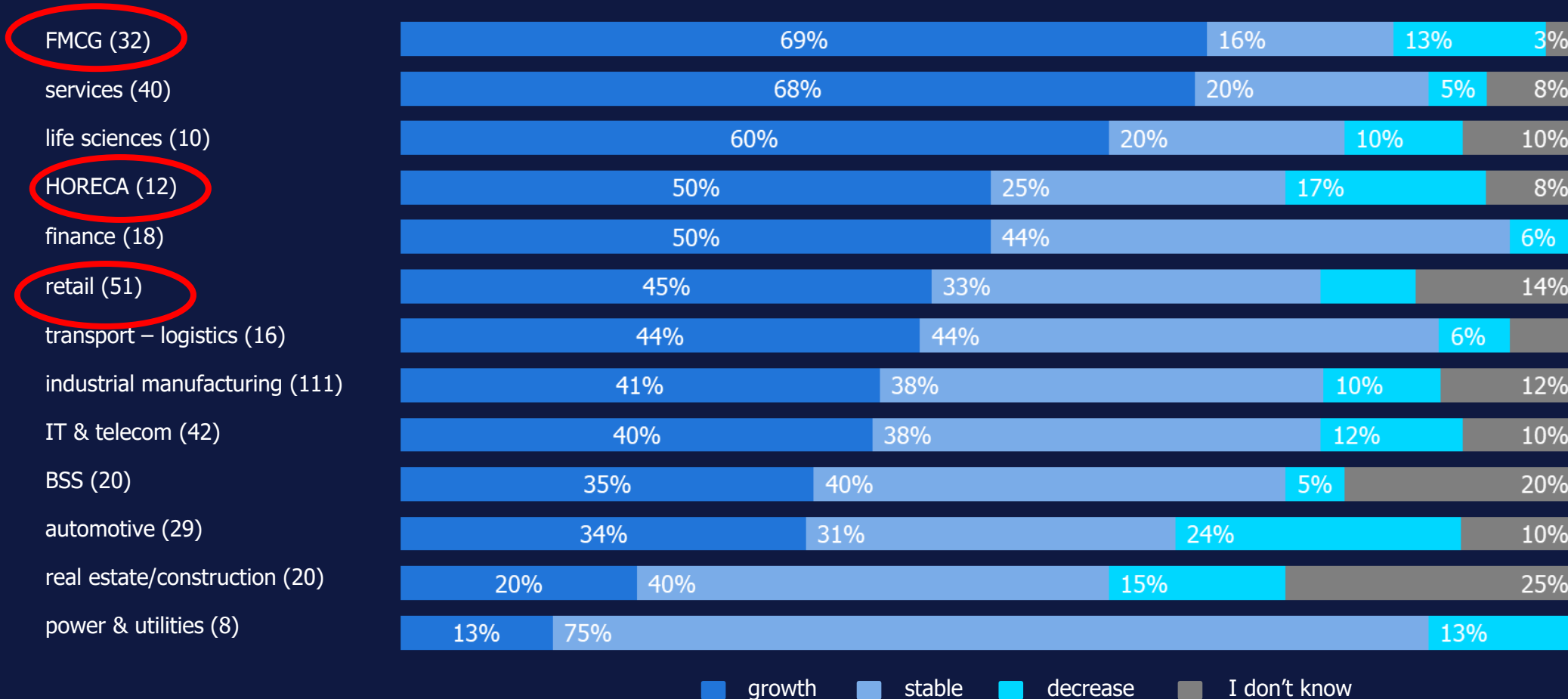


10% think their company's net sales will decrease this year, compared to last year when 9% believed so.

11% of respondents, almost double compared to last year, remain uncertain, indicating unclear business outlook for some.

expected net sales evolution in 2026.

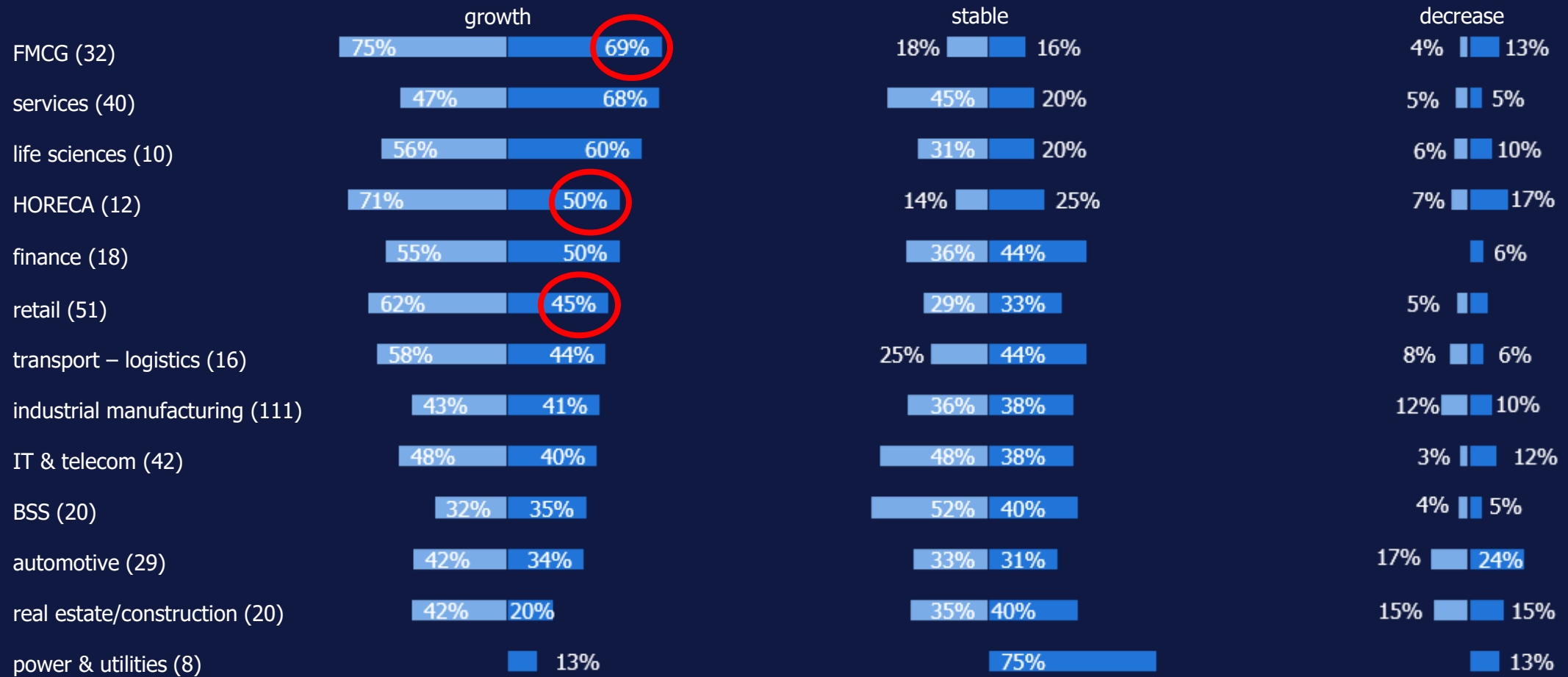
sectors deep-dive.



the numbers in brackets represent the number of respondents in the sector.

expected net sales evolution 2026 vs 2025.

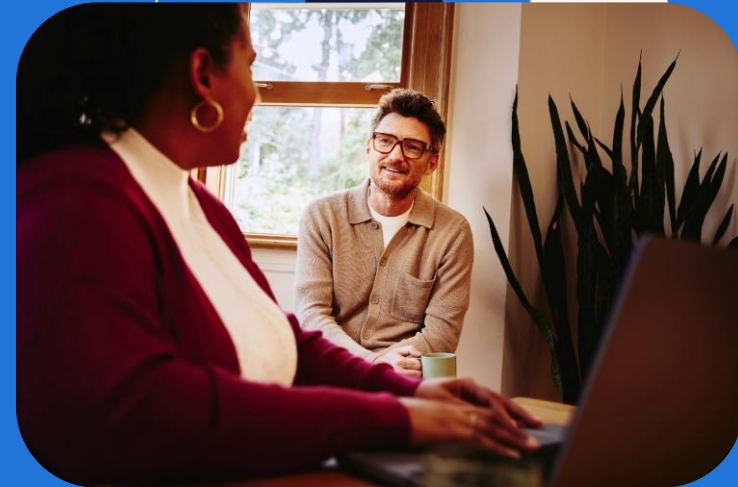
sectors deep-dive.



those who selected 'I don't know' are not displayed on the slide.
the numbers in brackets represent the number of respondents in the sector.

04

attracting talent.



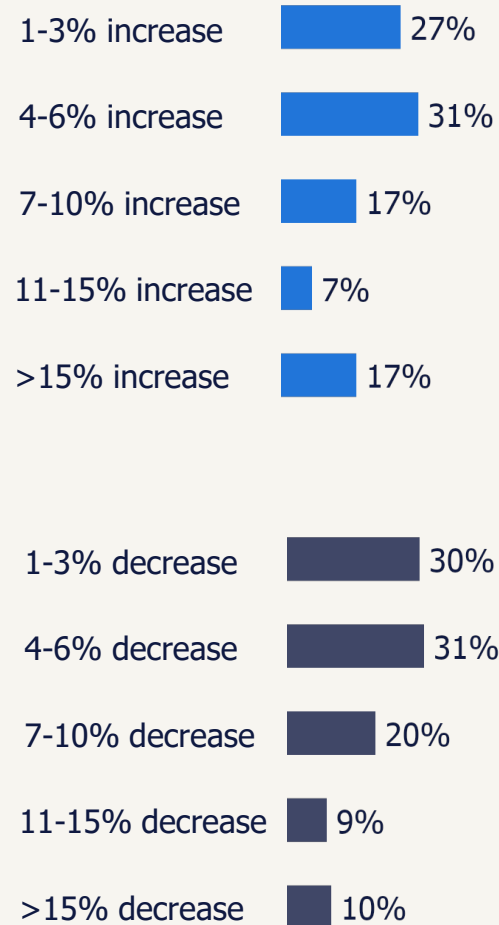
workforce change in 2025.

companies were split between growth and cuts.

34%
increased

28%
remained stable

38%
decreased



While 34% of companies expanded their workforce, the majority faced contraction, with 38% reducing headcount and 28% maintaining stable levels.

Among those growing, most increases were modest: 58% added 1-6% of staff, while 24% achieved larger expansions (over 15%).

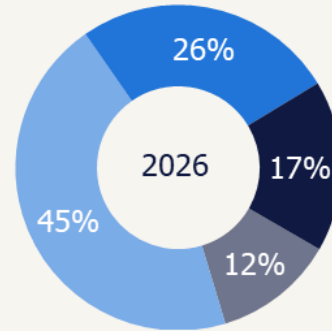
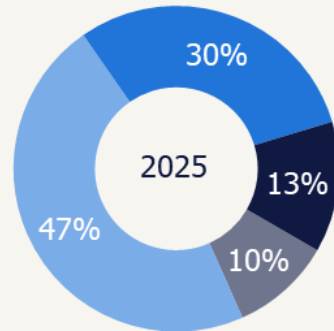
Decreases dominated workforce changes: 61% of reductions were small (1-6%), but significant cuts of more than 7% affected 39% of companies.



hiring plans for 2026.

In 2025, **30%** of respondents planned to increase headcount, the 2026 forecast slightly decreased to 26%.

plans to change headcount in 2026 vs. plans for the first half of 2025.



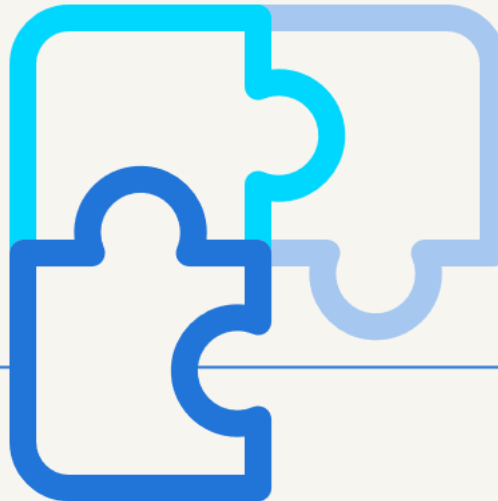
- increase
- no change, but will replace those who leave*
- decrease
- no headcount changes planned, but temporarily will not replace those who leave

number of temporary open positions

1-4	2%
5-15	3%
20-50	2%
≥50	2%

number of permanent open positions

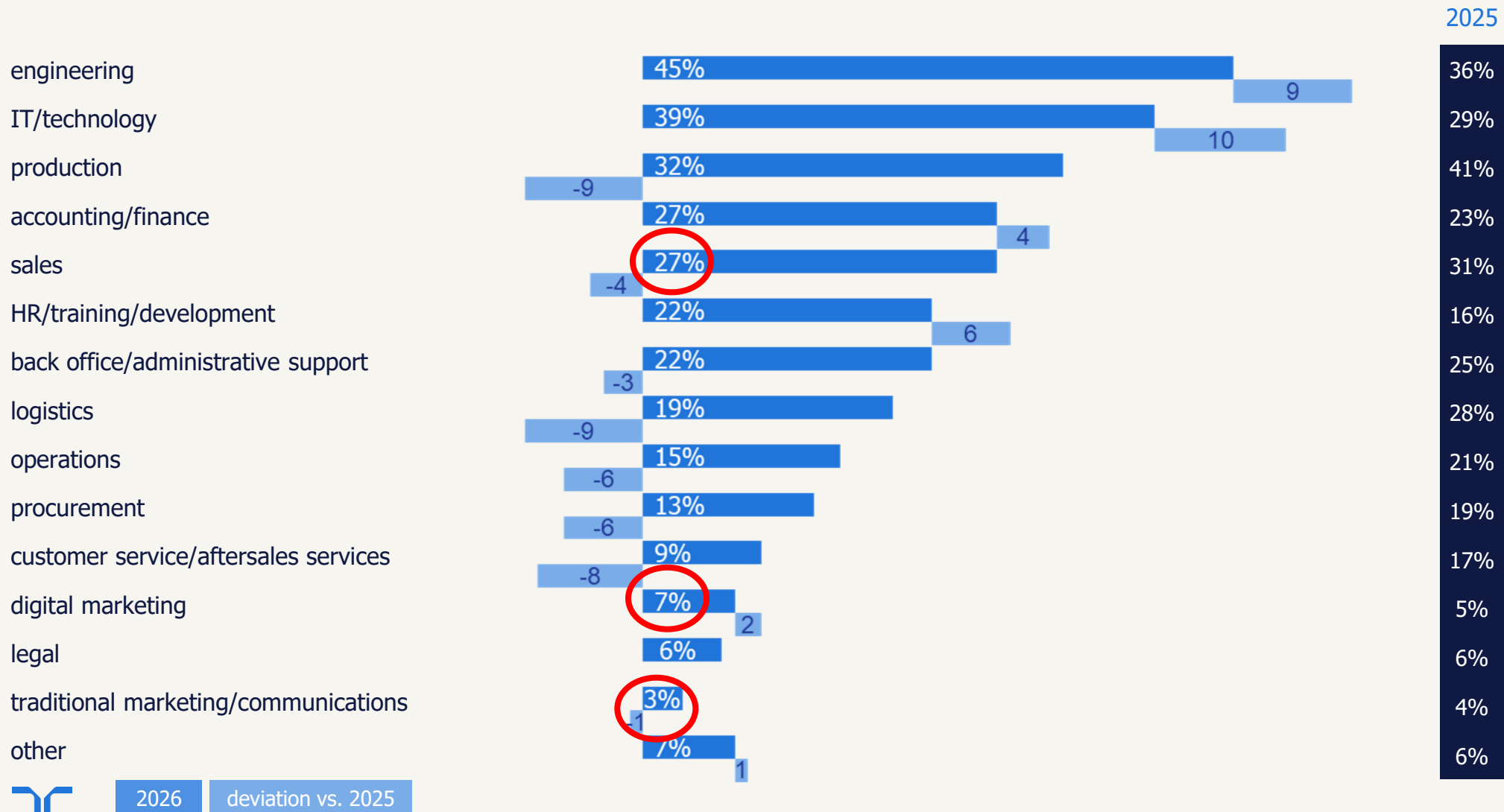
1-4	6%
5-15	10%
20-50	6%
≥50	4%



* In the 2025 survey this response option was only: "no change"

hiring intentions by job types.

significantly increasing demand mainly in IT and engineering profiles, while in production, logistics and customer service shows the biggest decrease.

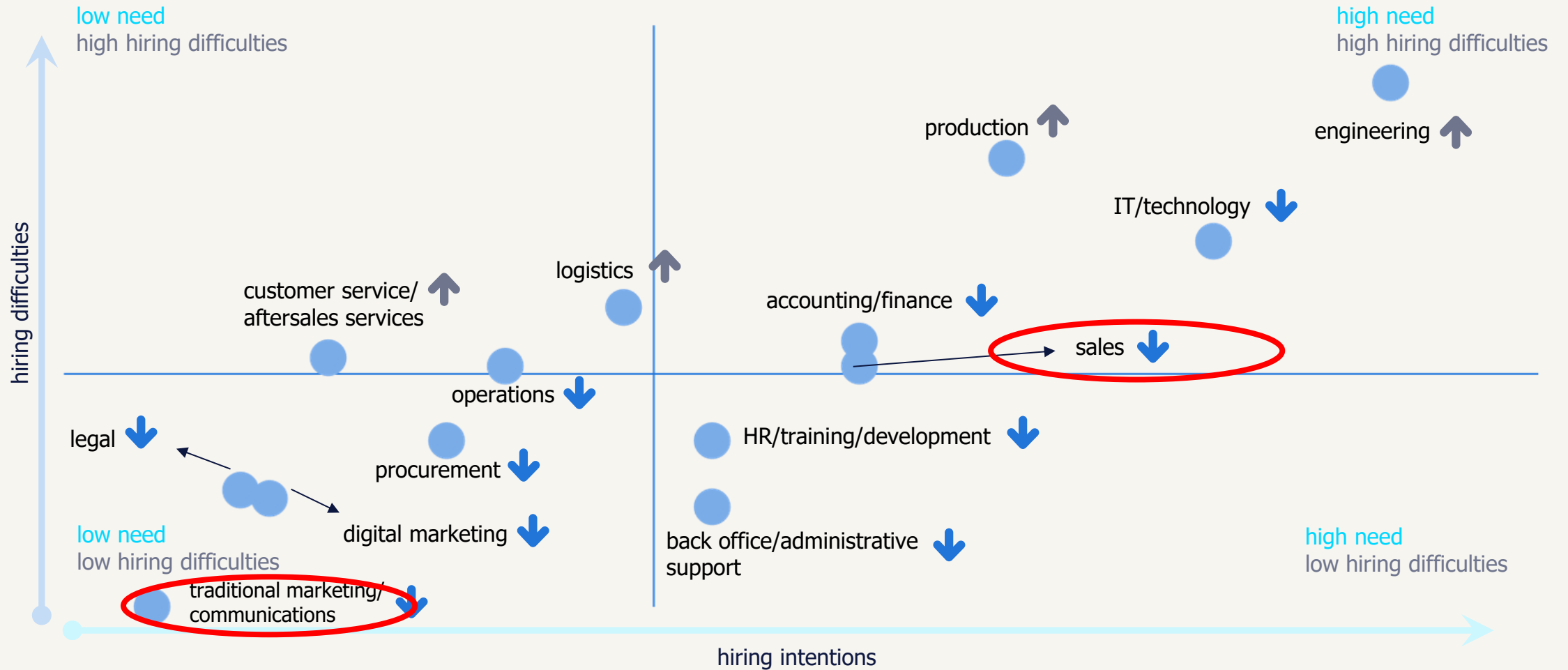


2026

deviation vs. 2025

difficulty to hire matrix.

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

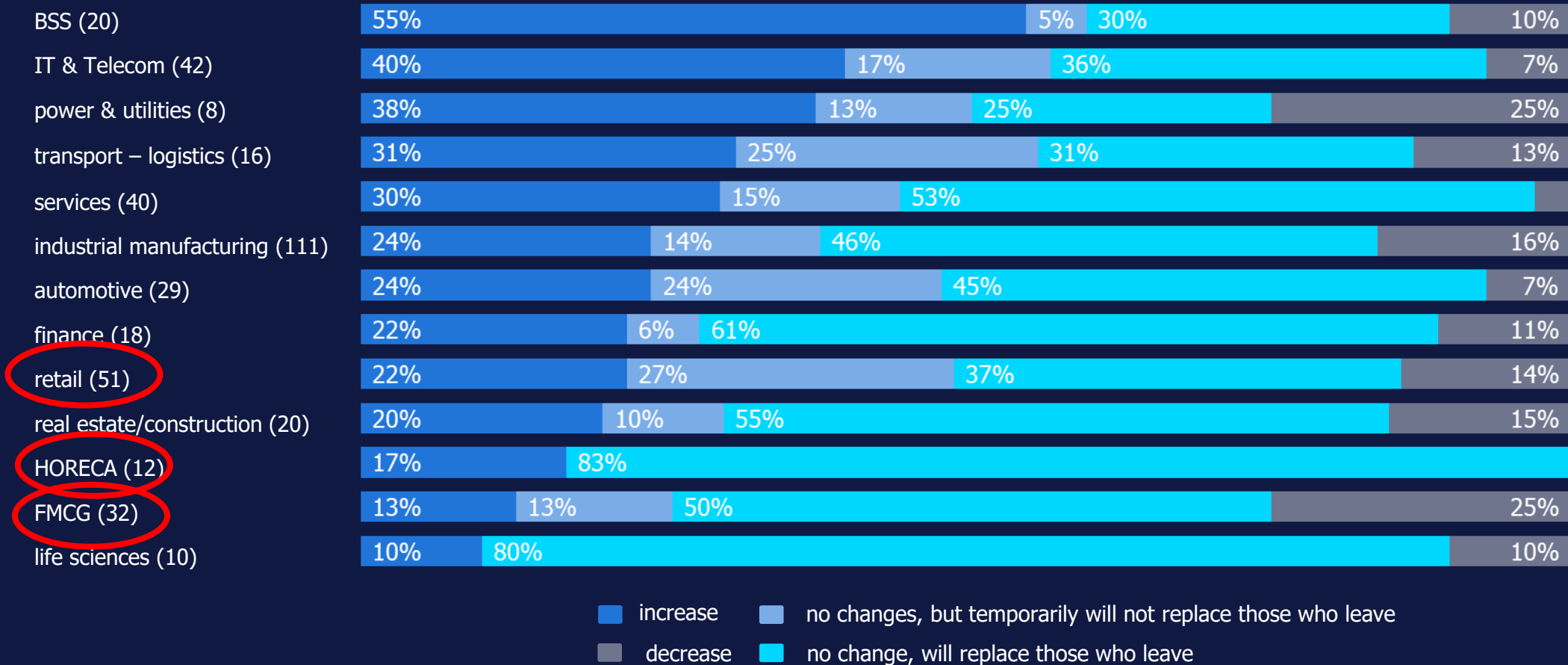


arrows represent the increase/decrease of the difficulty to hire compared to 2025.



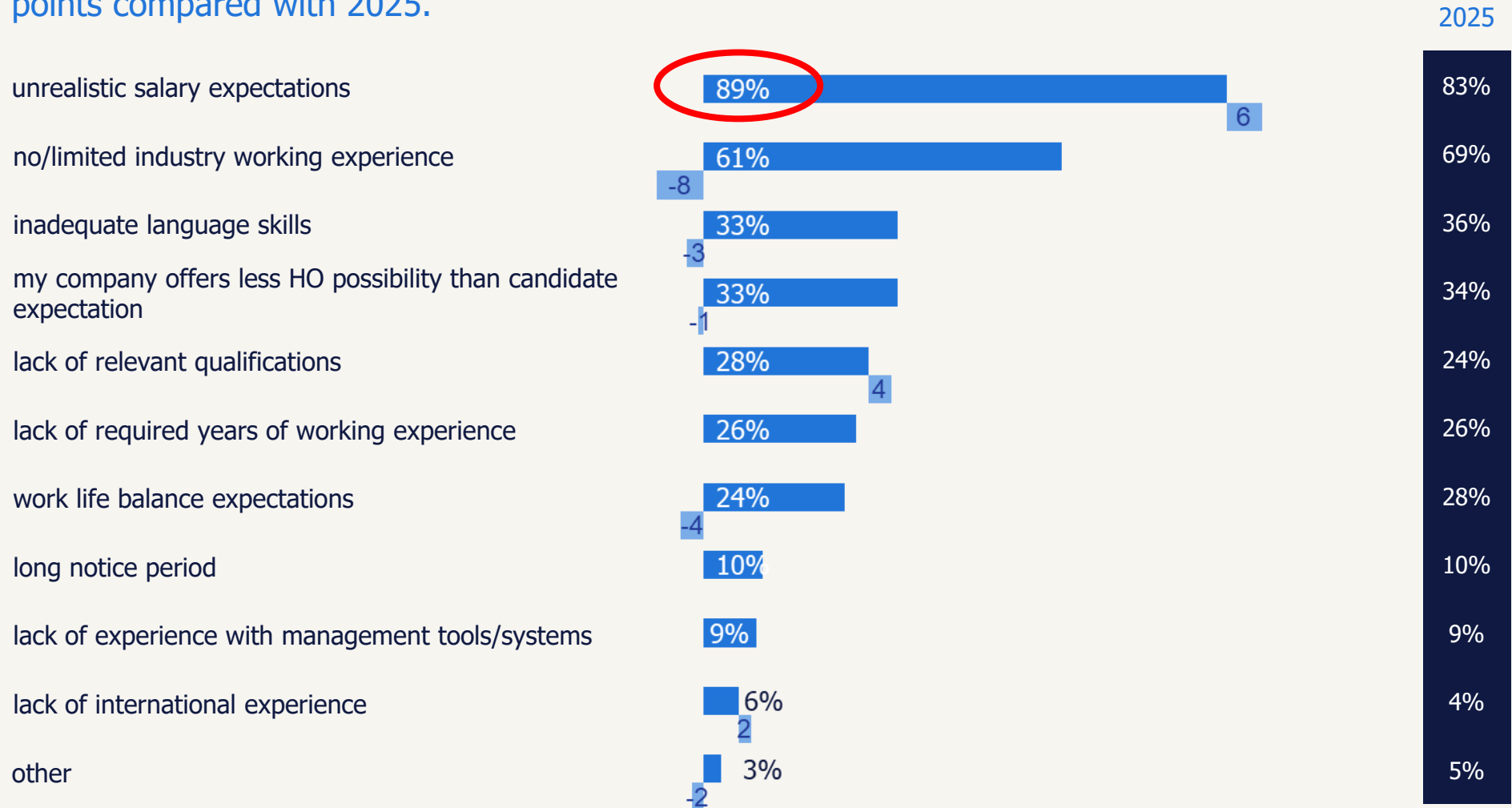
recruitment intentions for 2026

sectors deep-dive.



impediments when recruiting.

unrealistic salary expectations are by far the most frequently cited recruitment obstacle, increasing by 6 percentage points compared with 2025.



05

salary evolution.



salary evolution in 2026

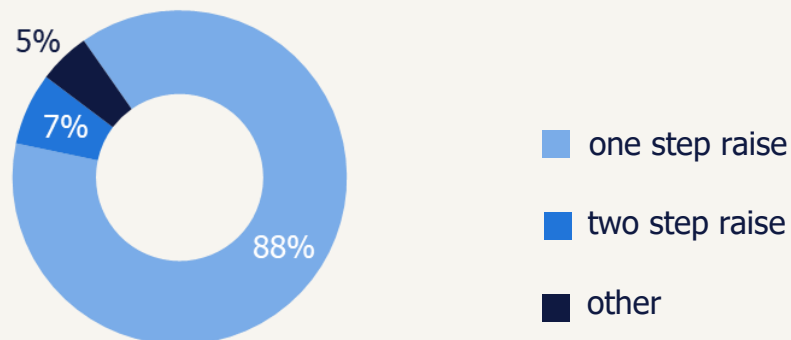
blue- vs white-collar.

97% of the participant companies are planning to increase salaries in 2026 for both white- and blue-collar employees.

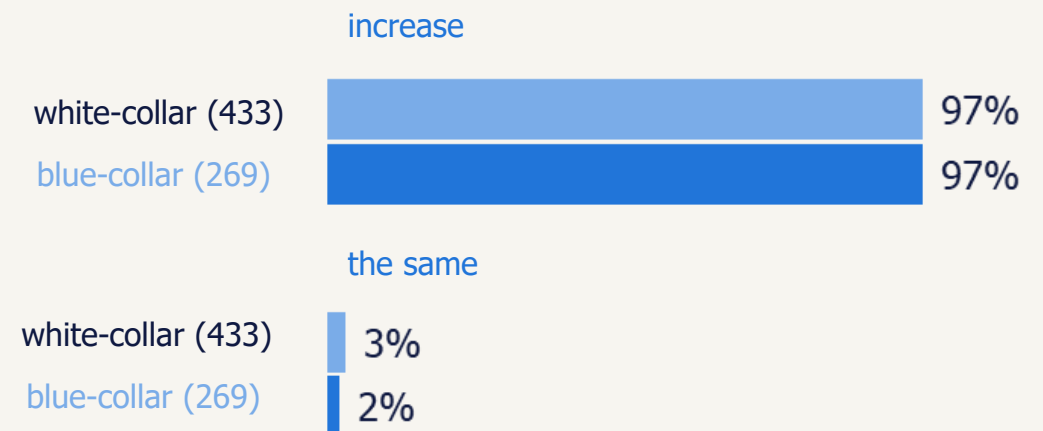
For 3% (white-collar) and 2% (blue-collar) the salaries will remain the same.

Like last year, none of the respondents expect salary decreases in their company in 2026.

how salary increase will be applied in 2026.



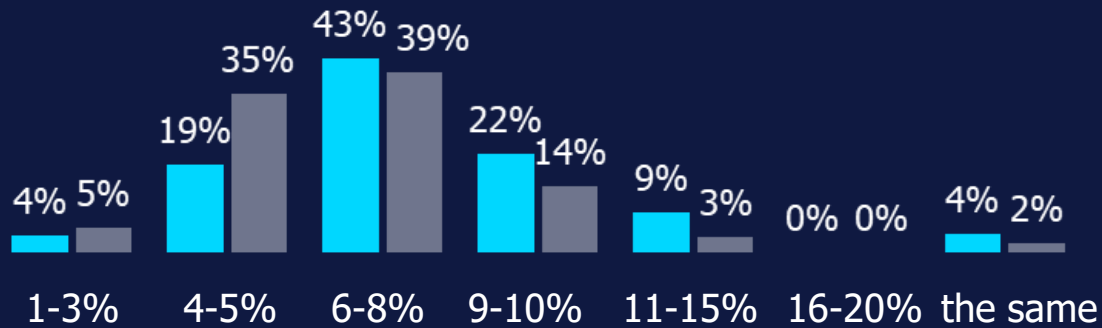
expected salaries evolution in the next twelve months.



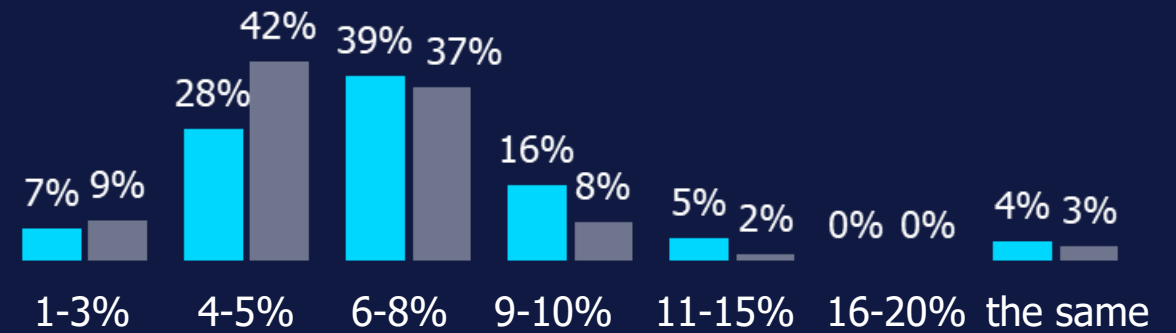
the percentages might not add up to 100% due to rounding.
numbers in brackets show the sample size for each type of employee.

salary evolution plans for 2026 vs. 2025 in blue-white collar split.

trends in blue-collar (269)



trends in white-collar (433)



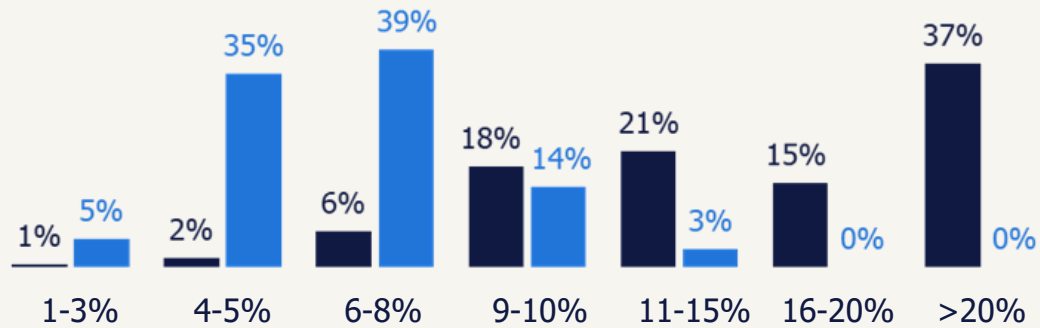
■ increase 2025
■ increase plans for 2026



numbers in brackets show the sample size for blue- or white-collar.

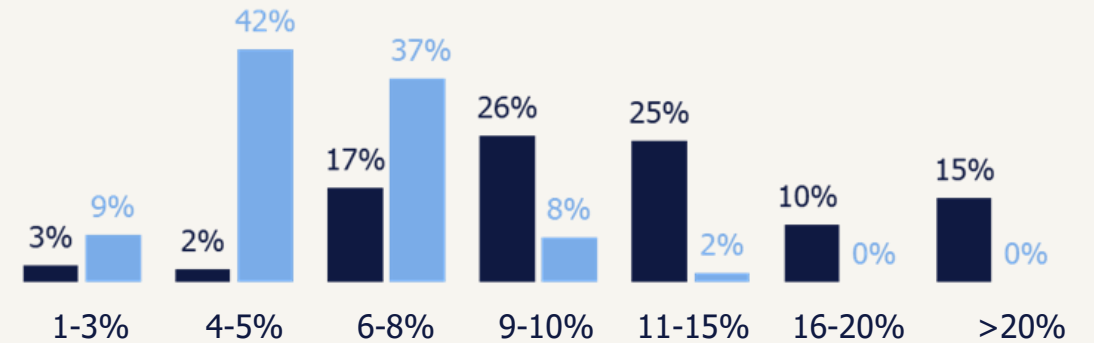
salary expectation benchmarking employers vs. employees

blue-collar



- employee expectations regarding pay raises (342)
- increase plans for 2026 – employer perspective (269)

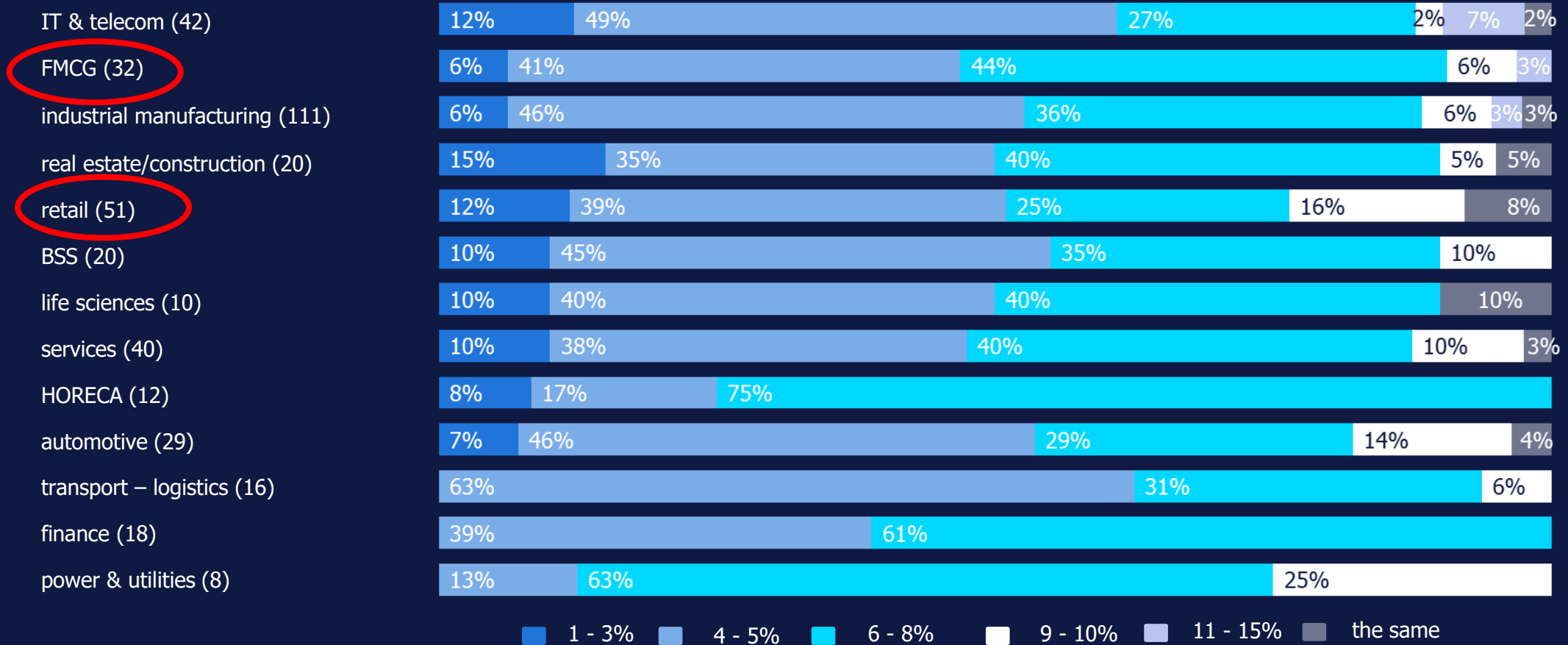
white-collar



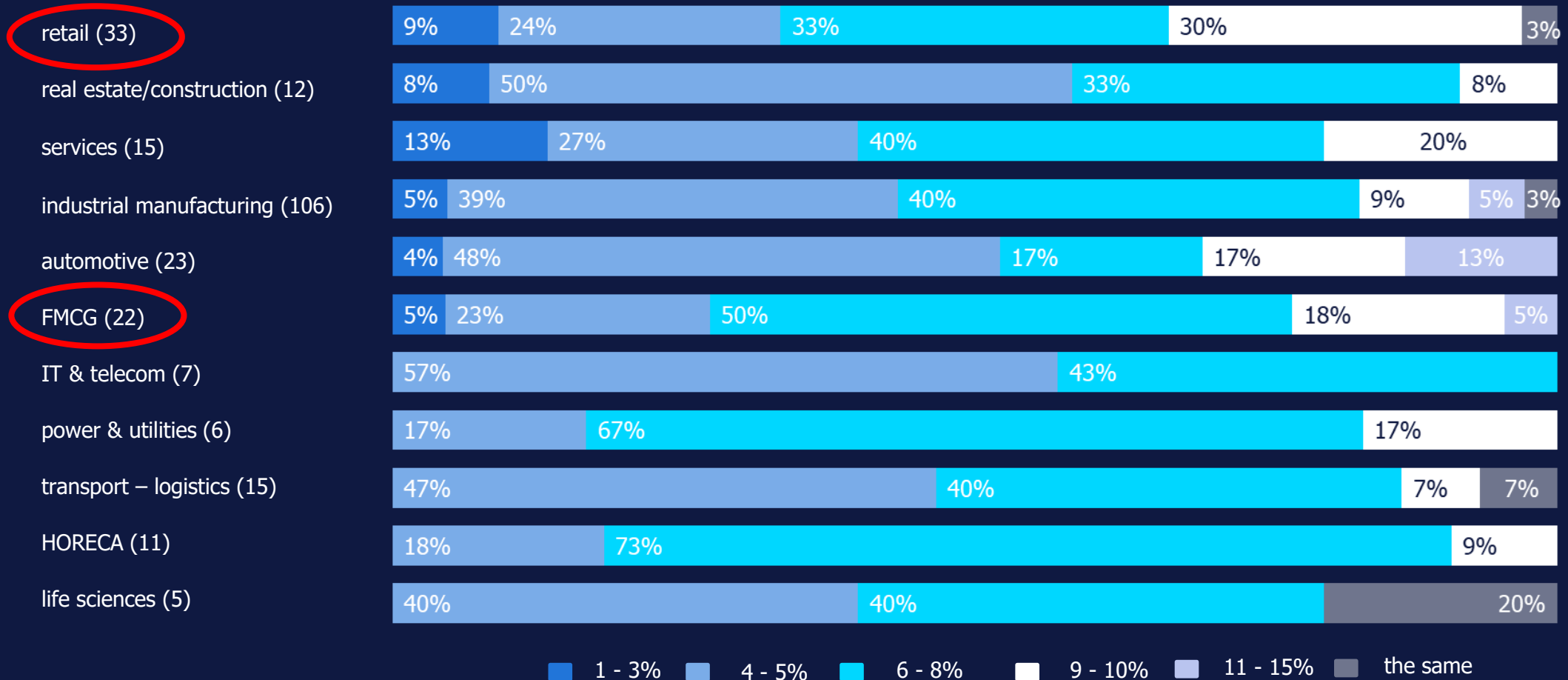
- employee expectations regarding pay raises (204)
- increase plans for 2026 – employer perspective (433)



planned allocation of salary increases in 2026 – white-collar sectors deep-dive.



planned allocation of salary increases in 2026 – blue-collar sectors deep-dive.



06

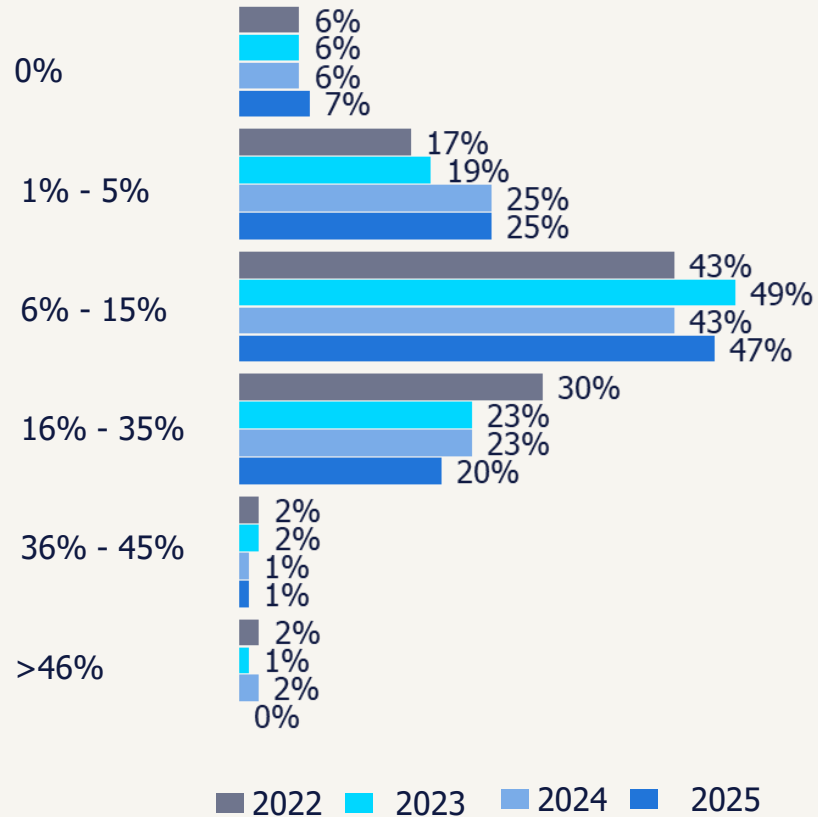
human capital strategy.



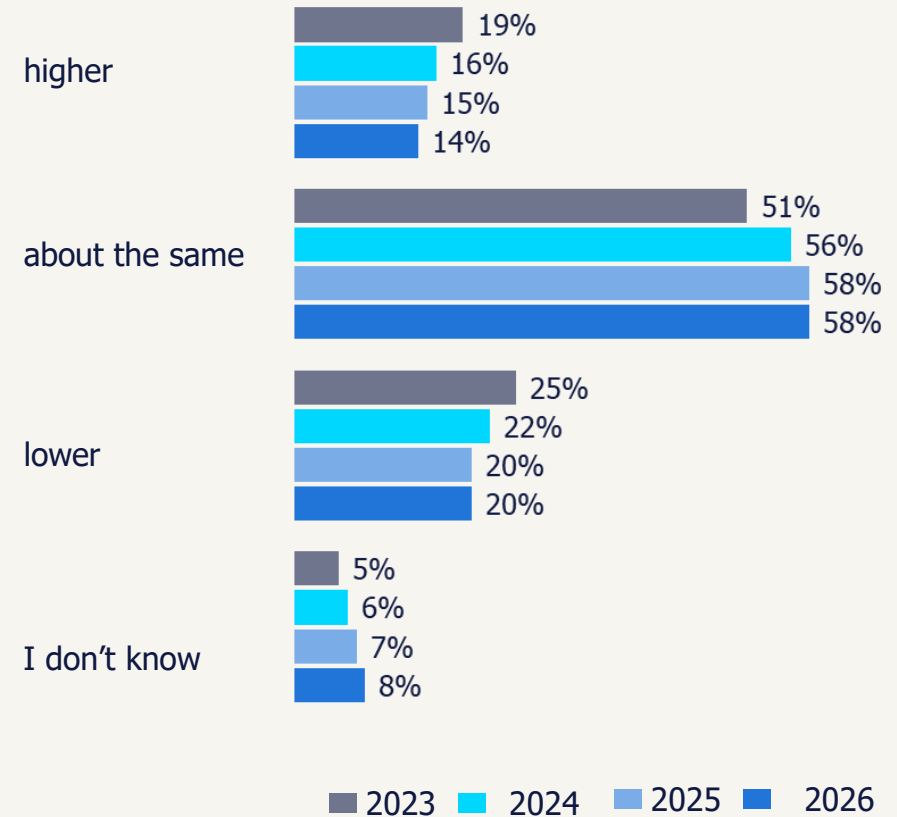
staff turnover.



turnover rate in 2025 vs previous years.

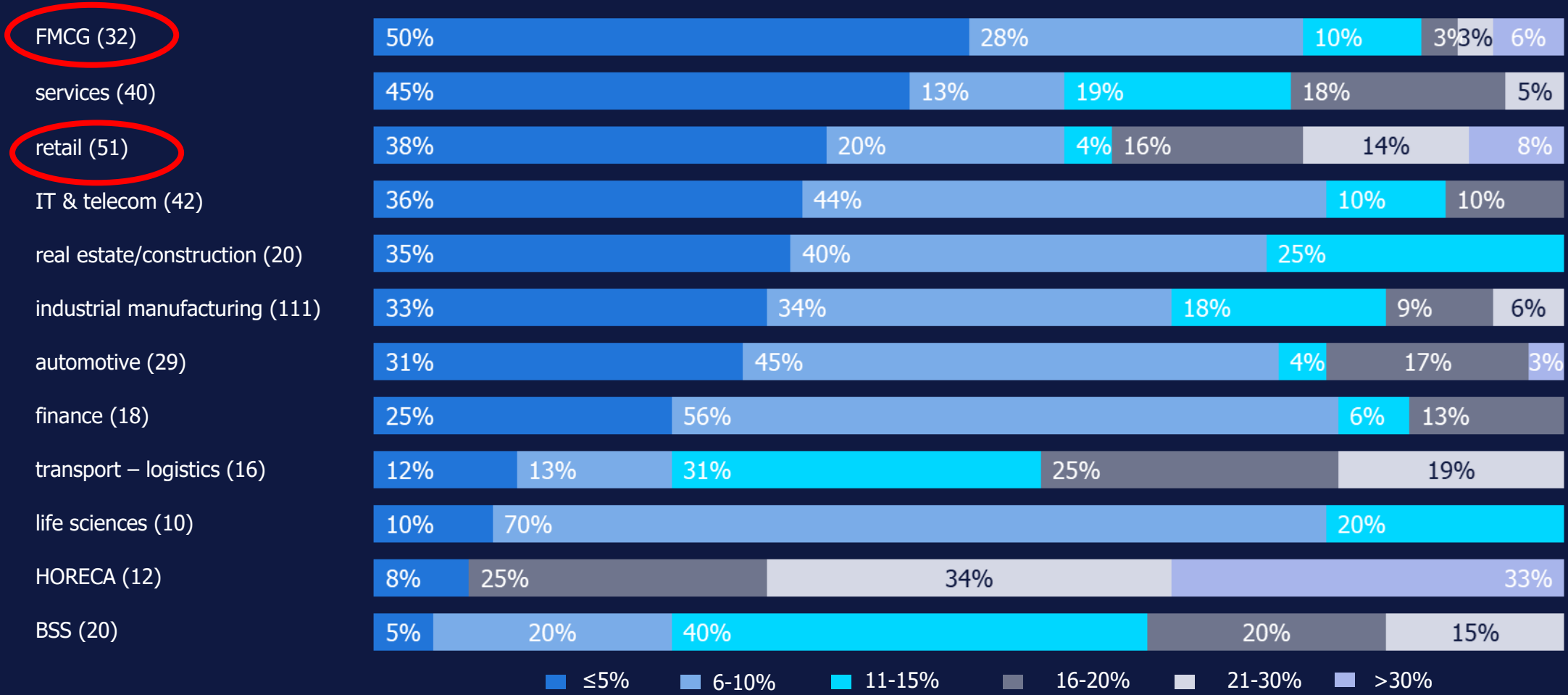


2026 expected turnover compared to the previous years.



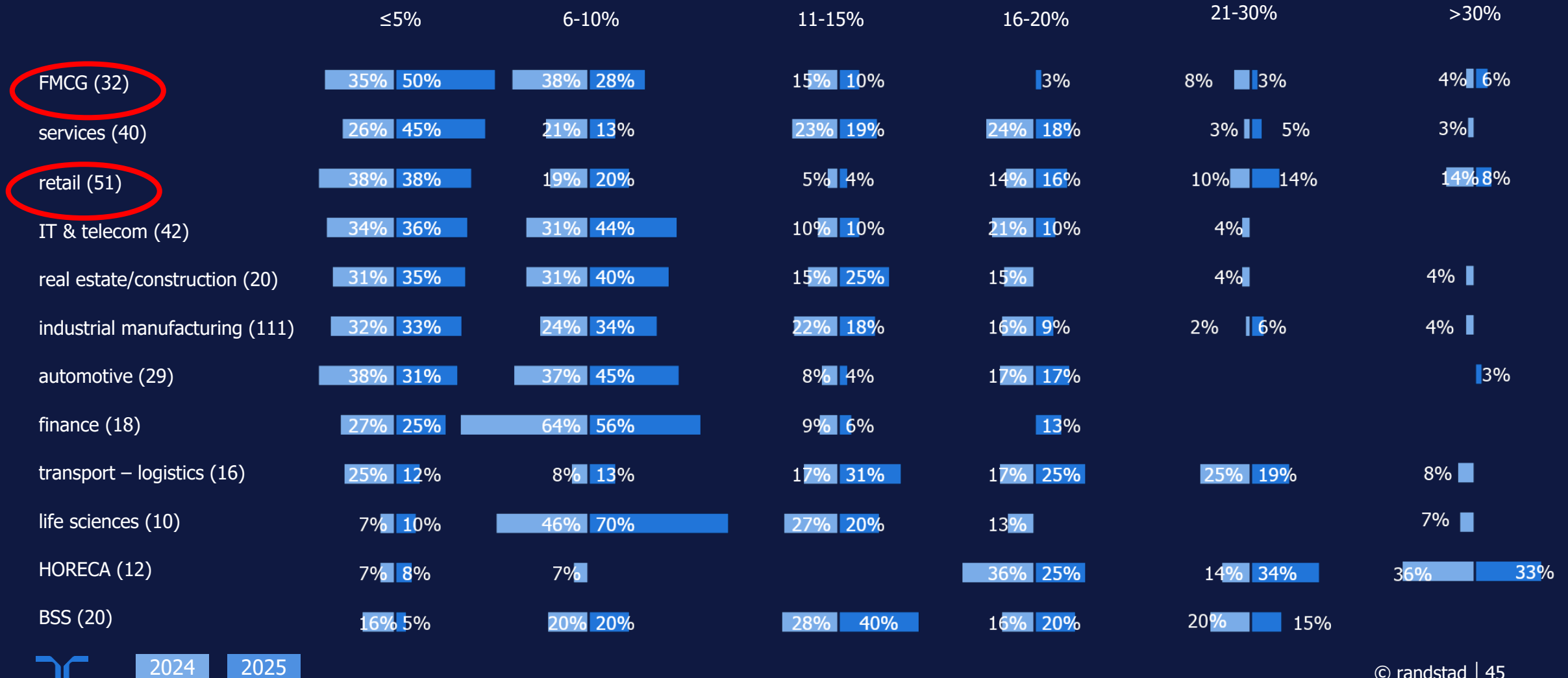
turnover rates in 2025

sectors deep-dive.



turnover rate change - 2025 vs 2024.

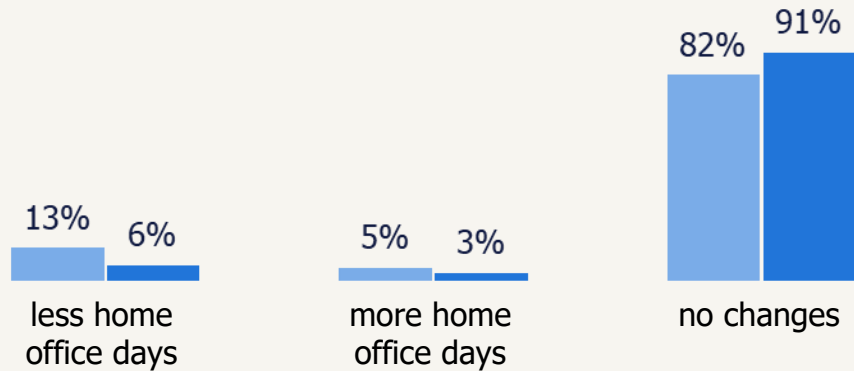
sectors deep-dive.



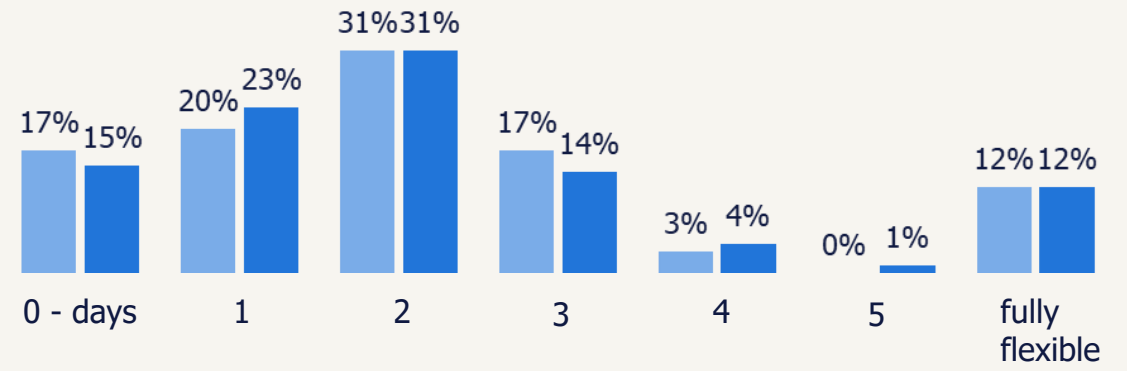
home office.

in 2026, 91% of companies do not plan to change their home-office arrangements. Among companies that offer home-office days, two days per week remains the most common arrangement, unchanged from 2025.

home office offer vs plans.



number of home office days that the organization offers.



■ plans for 2026
■ offered in 2025

■ 2025
■ 2026



07

artificial intelligence.



attitude towards AI.

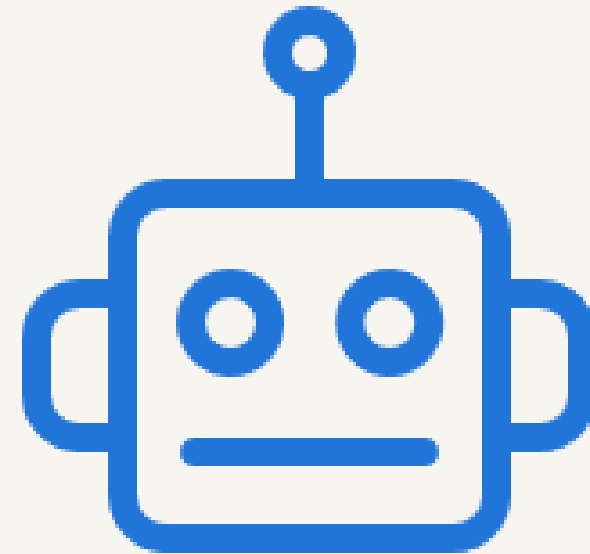
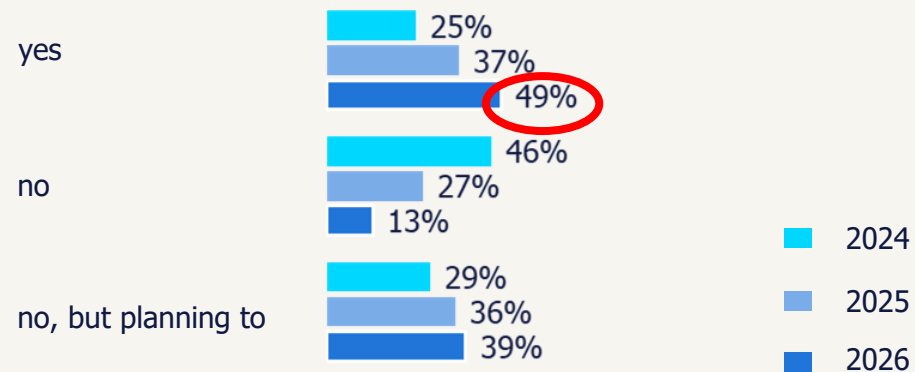
37% vs 28% in 2025
and 19% in 2024
of respondent companies
support the use of AI and
plan to expand it at
large.

35% vs 31% in 2025
and 28% in 2024
of respondent companies
are open to the use of
AI, but only in certain
areas.

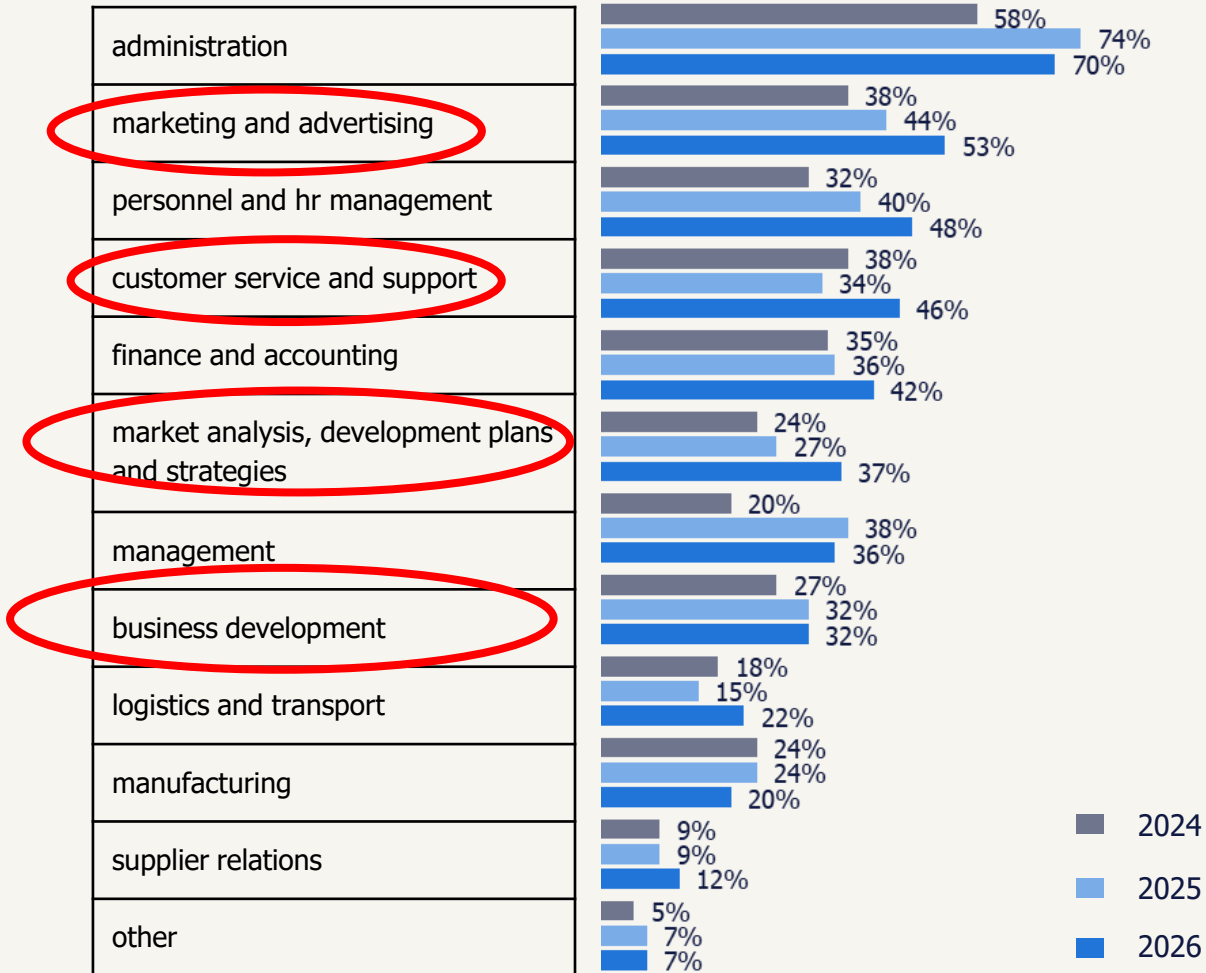
26% vs 36% in 2025
and 46% in 2024
of respondent companies
do not have a clear view
on the use of AI.

2% vs 5% in 2025
and 7% in 2024
of respondent companies
do not foresee the use of
AI in the future.

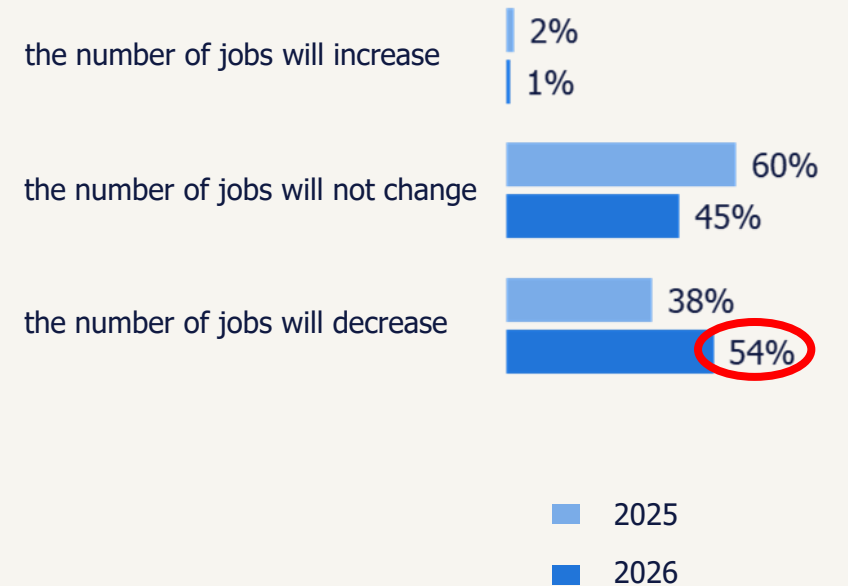
does your company offer AI learning & development opportunities for the employees?



areas in companies plan to use AI



impact that implementing AI will have on the labor market.



Trade marketing helyzete a mai munkaerőpiacon



randstad



partner for talent.

Trade marketing nyitott pozíciók és jelöltek gyakorisága a piacon

Pozíció	Jelöltek elérhetősége	Nyitott pozíciók gyakorisága	Toborzás/megtartás kritikus eleme
Trade marketing asszisztens	gyakori, pályakezdő réteg könnyebben elérhető, de megfelelő szűrés itt is kell	gyakori, ettől a pozíciótól kezdik el a cégek építeni a trade-es csapatot	pályakezdő kollégák állománya = első munkahelyi tapasztalat; monotonitástűrés kérdése
Trade marketing specialista/manager (nem people manager)	gyakori, azonban akkor mozgathatóak, ha bérben/szakmailag fejlődést jelent (erős igény brand irányba váltásra)	ritkább, mert ez a karrierút következő lépése az asszisztensek számára	szakmai továbblépés, fejlődés kérdése, karrierút tervezése
Head of Trade Marketing	ritka, hogy dedikált vezető legyen a területre	nem jellemző, inkább belülről tölti egy szervezet, ha van ilyen igény	egy jó szakember nem feltétlen jó vezető is, vezetői skilllek kellő felmérése fontos

Trade marketing pozíciók jelenlegi bérsávjai (bruttó, havi alapbér, HUF)

Pozíció	Junior (1-3 év tapasztalat)		Medior (3-5 év tapasztalat)		Senior (>5 év tapasztalat)	
	minimum	maximum	minimum	maximum	minimum	maximum
Trade marketing asszisztens	550.000	650.000	650.000	750.000	nem jellemző	
Trade marketing specialista/manager (nem people manager)	700.000	800.000	800.000	1.000.000	1.000.000	1.250.000
Head of Trade Marketing	nem jellemző		1.000.000	1.200.000	1.200.000	1.400.000

alapkéren felüli juttatások preferenciák szellemi beosztott területen.

- Teljesítményhez kötött bónusz, melynek mértéke eltérő, jellemzően az éves alapkér 10-20%-a
- A 13. havi fizetés rendkívül erős vonzerővel bír a jelöltek körében
- A cafeteria a kompenzáció egyik kulcseleme, jellemzően bruttó 30-40 000 Ft / hó összegben látjuk a piacon
- Céges autó biztosítása, korlátlan magánhasználattal (amennyiben min. 30% terepmunka igényelt)
- Életbiztosítás és/vagy magán egészségügyi szolgáltatás (szakorvosi ellátás is)
- Lehetőség a rugalmas munkaidőre és az otthoni munkavégzésre
- A munkahely közelsége / könnyű megközelíthetősége nagy értéket képvisel
- Belső / külső képzési lehetőségek, éves fejlesztési terv
- A munkavégzéshez szükséges eszközök (laptop, mobiltelefon) magáncélú használatának lehetővé tétele



partner
for talent.

