

# Q3<sup>2024</sup>

# ManpowerGroup Employment Outlook Survey

*India Findings*





# Executive Summary

In the latest edition of the ManpowerGroup Employment Outlook Survey, 3150 employers in India were asked about their third quarter hiring intentions, AI adoption journey, and challenges faced along the way.

## 30% India Net Employment Outlook:

Calculated by subtracting employers planning reductions vs. those planning to hire.\* Weakened since the previous quarter and the same time last year by -6%.

**More than half of companies (62%)** said they have already adopted AI, an increase of 6% year-over-year, though employers reveal that AI optimism varies by seniority.

**More than half (68%)** of employers expect to increase headcount due to AI and ML over the next two years and nearly one in six believe there will be no impact.

## Highest Hiring Demand:



Finance and  
Real Estate



Healthcare and  
Life Sciences



Information  
Technology (IT)

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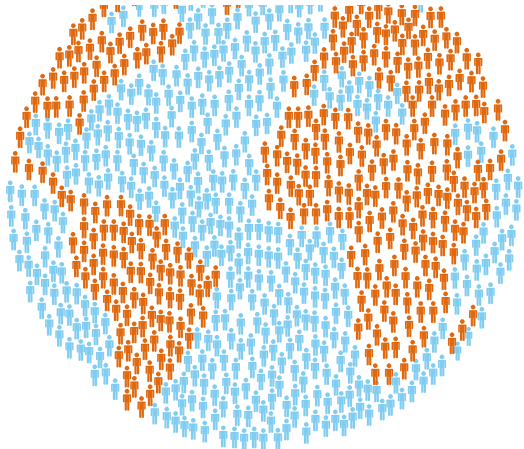
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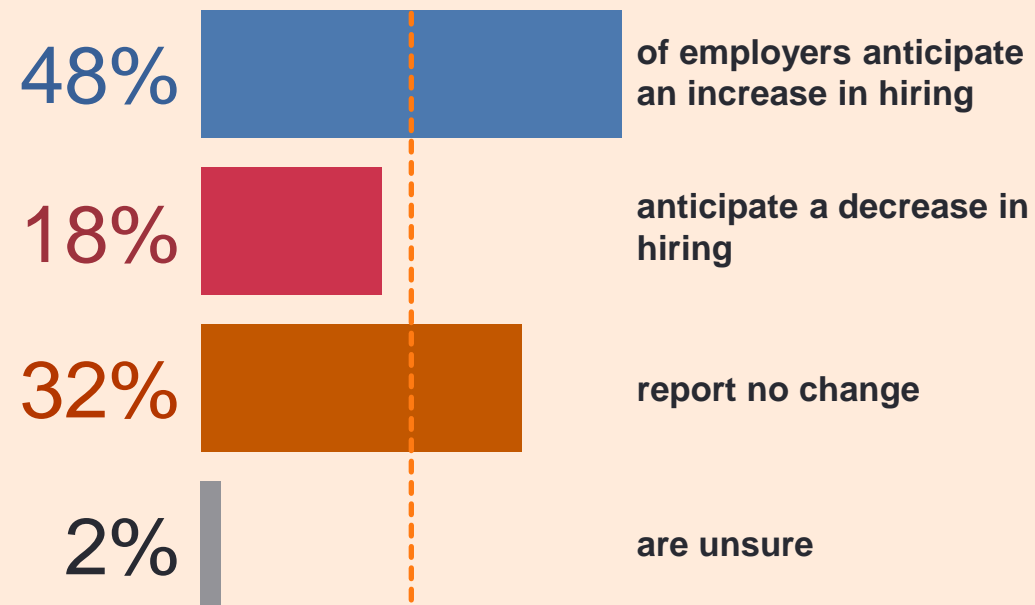
# Q3 Employment Outlooks





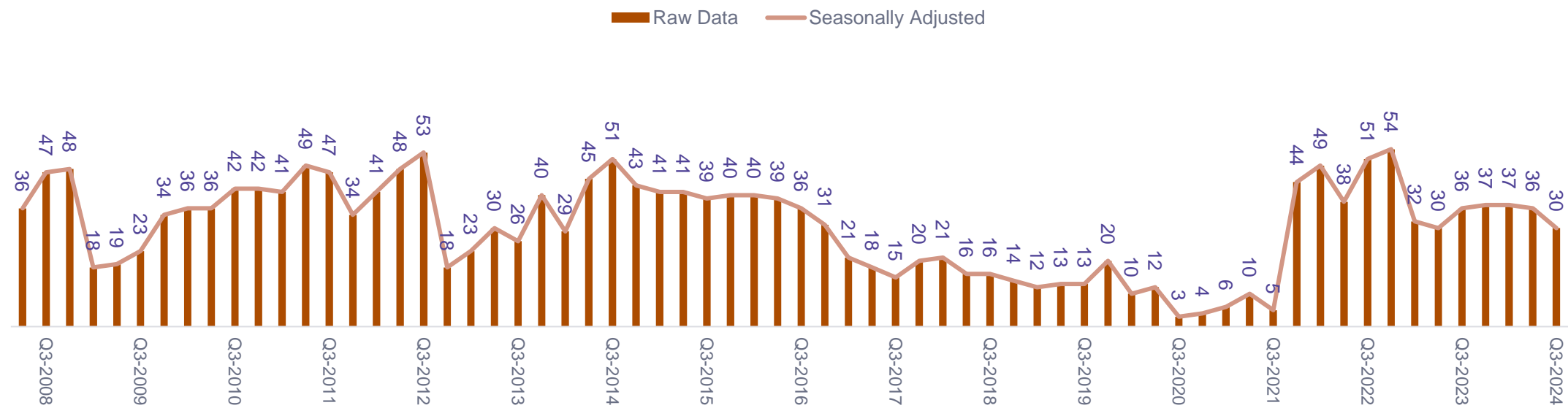
## India Employment Outlook for Q3 2024

Used internationally as a bellwether of labor market trends, the Net Employment Outlook (NEO) — calculated by subtracting the percentage of employers who anticipate decrease in hiring intent to staffing levels from those who plan to hire — **continues at 30%.**



# Changes Over Time

India outlook weakened since the previous quarter and same time last year by -6%.





# Hiring Expectations for July through September by Country

## Seasonally Adjusted Net Employment Outlooks (NEO)

 **35%** Costa Rica  
Strongest NEO

 **22%** Global  
Average NEO

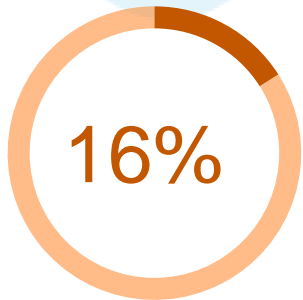
  **3%**  
Argentina and Romania  
Weakest NEO

<b>Costa Rica</b>	<b>35%</b>	Germany	23%	Slovakia	15%
Switzerland	34%	Ireland	23%	Spain	15%
Guatemala	32%	Finland	22%	Hungary	14%
Mexico	32%	Norway	22%	Poland	14%
South Africa	31%	Austria	20%	Sweden	13%
India	30%	Colombia	20%	Japan	12%
U.S.	30%	Singapore	20%	Greece	10%
China	28%	U.K.	20%	Puerto Rico	8%
The Netherlands	28%	Panama	19%	Hong Kong	8%
Brazil	27%	Portugal	18%	Czech Republic	8%
Belgium	25%	Taiwan	18%	Chile*	7%
Peru	25%	Türkiye	17%	Israel	4%
France	24%	Italy	16%	<b>Argentina</b>	<b>3%</b>
Canada	23%	Australia	15%	<b>Romania</b>	<b>3%</b>

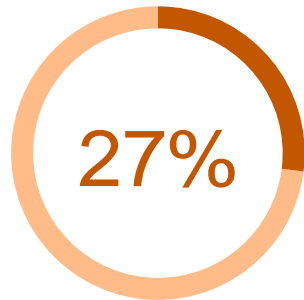
\*Chile joined the program in Q2 2024. There is currently no historical data, and the data has not been seasonally adjusted.

# Hiring Expectations by Company Size

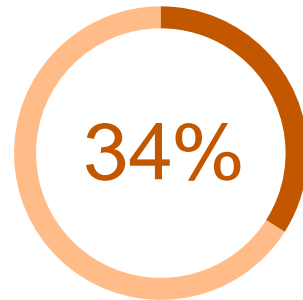
**Less than 10**  
Employees



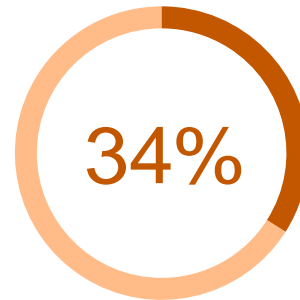
**10 - 49**  
Employees



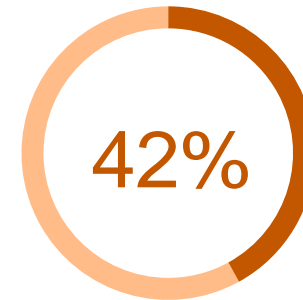
**50 - 249**  
Employees



**250 - 999**  
Employees



**1,000 - 4,999**  
Employees



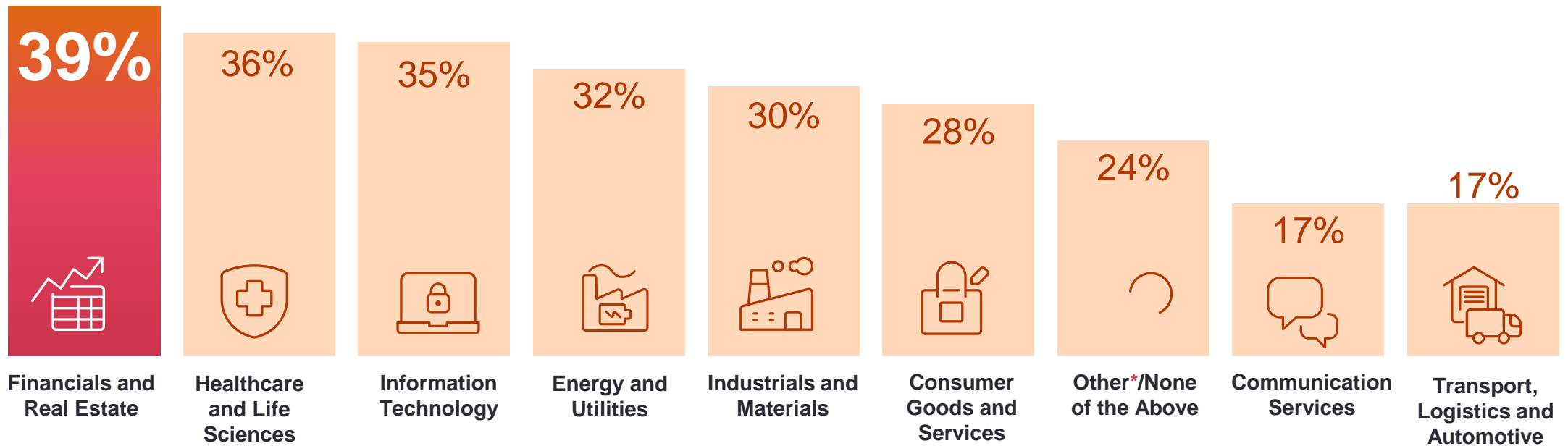
**5,000+**  
Employees





# India Employment Outlooks Across Key Industry Sectors

Businesses in the **Financials and Real Estate industry** reported the **strongest Outlook** improving by 1% quarter on quarter while declining by -2% when compared to the same period last year.



\*Includes: Government or Public Service; Not for Profit/NGO/Charity/Religious organization; Other Industry; Other Transport, Logistics and Automobiles Sub-Industry; Educational Institutions; Agriculture and Fishing



# Employment Outlooks Across Regions

Hiring expectations remain the strongest in North India (+36%) followed by West India (+31%) weakening in both regions by -4% when compared to the same time last quarter and -3% and -11% respectively when compared to the same time last year.

Net Employment Outlook in South India stands at +30% which is lower by -3% when compared to the last quarter and year whereas East India has weakened by -9% when compared to last quarter and -8% when compared to last year.

## ↗ Strongest Hiring Intentions

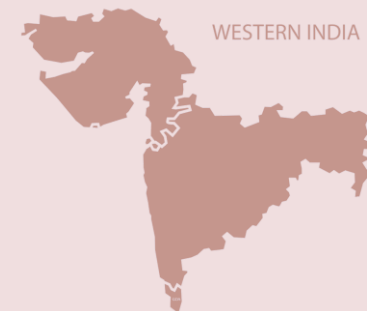


NORTH  
INDIA

North India  
**+36%**

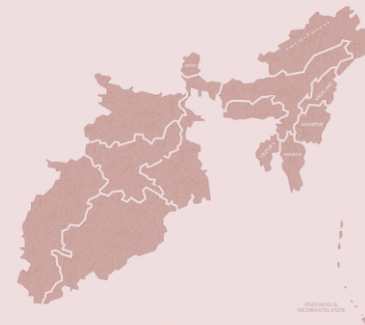
West India

**+31%**



WESTERN INDIA

## ↘ Weakest Hiring Intentions



East India

**+21%**

# Employment Outlooks Across The Asia-Pacific



Hiring managers across the Asia-Pacific countries anticipate the second strongest regional Outlook (23%), a decline from both the previous quarter (-4%) and when compared to the same time last year (-8%).

India (30%) and China (28%) continue to report the strongest Outlooks in the region.

The most cautious Outlooks were reported by employers in Hong Kong (8%) and Japan (12%).

## Strongest Hiring Intentions



India  
30%



China  
28%

## Weakest Hiring Intentions



Hong Kong  
8%



Japan  
12%

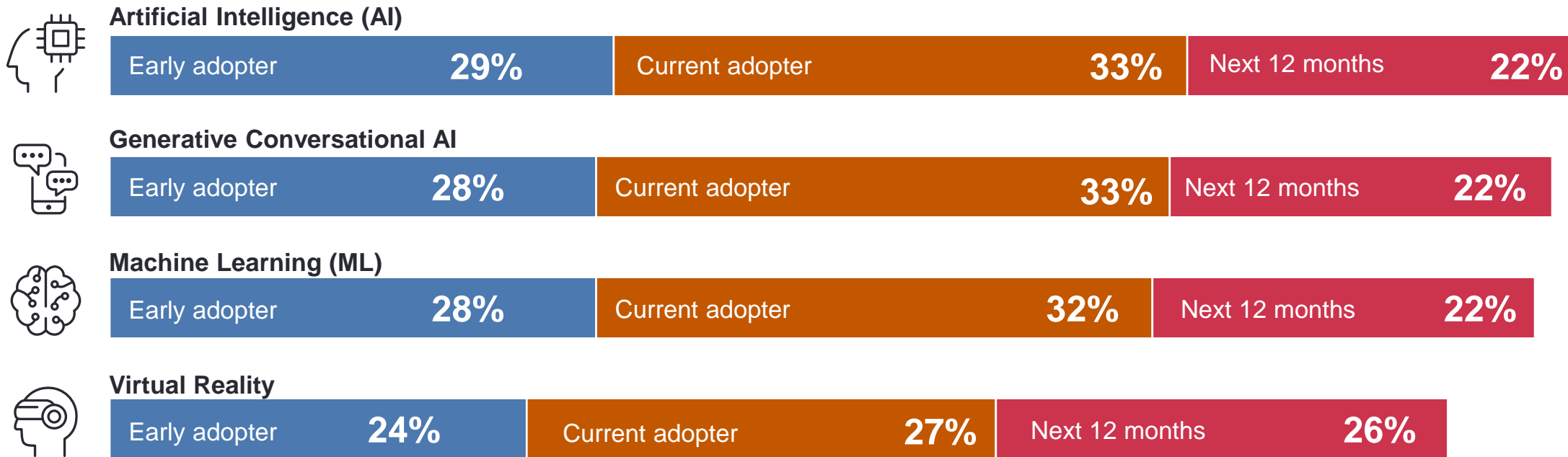


# Workforce Trends



# Navigating AI Adoption

More than half (62%) of companies said they have already adopted AI, including generative conversational AI.



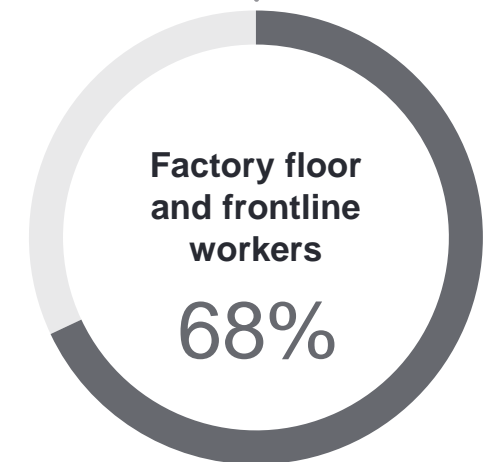
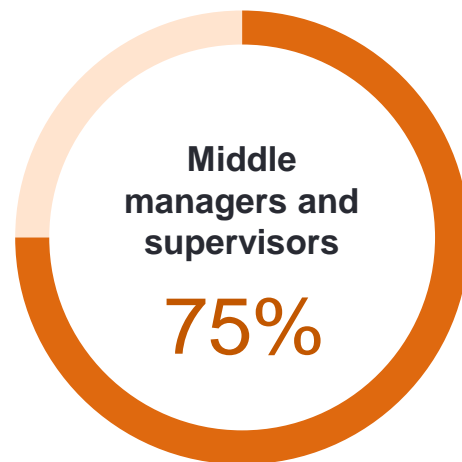
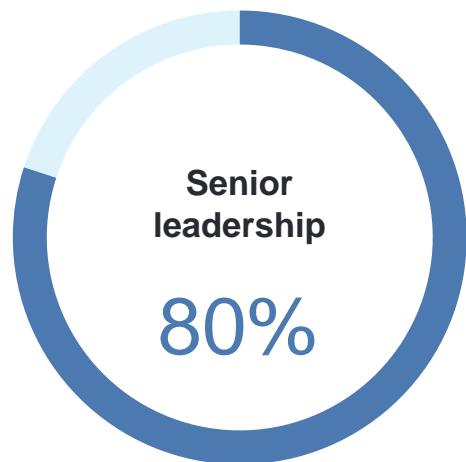


# Diverging Sentiments Emerge on AI Impact to Work

**Employers reveal that AI optimism varies by seniority.** With a 12-point-gap between senior leadership and frontline workers, leaders can seize the opportunity to clearly communicate the positive influence that AI will bring to their workload.



**Factory floor and frontline workers are least optimistic about AI**



# AI Optimism Varies by Seniority and Region

**Most of the workforce (65%) at all seniority levels believe AI will have a positive impact on the future of work.** However, the level of optimism varies based on the region and seniority of the employees. While office professionals in the South and Central Americas are the most optimistic (76%) about the positive impact of AI, less frontline workers (54%) in Europe share this view.



**North  
America**

<b>Senior leadership</b>	<b>68%</b>
Middle managers and supervisors	66%
Office workers	67%
Factory floor and frontline workers	59%



**South and  
Central America**

Senior leadership	73%
Middle managers and supervisors	74%
<b>Office workers</b>	<b>76%</b>
Factory floor and frontline workers	66%



**EMEA**

<b>Senior leadership</b>	<b>67%</b>
Middle managers and supervisors	65%
Office workers	66%
Factory floor and frontline workers	54%

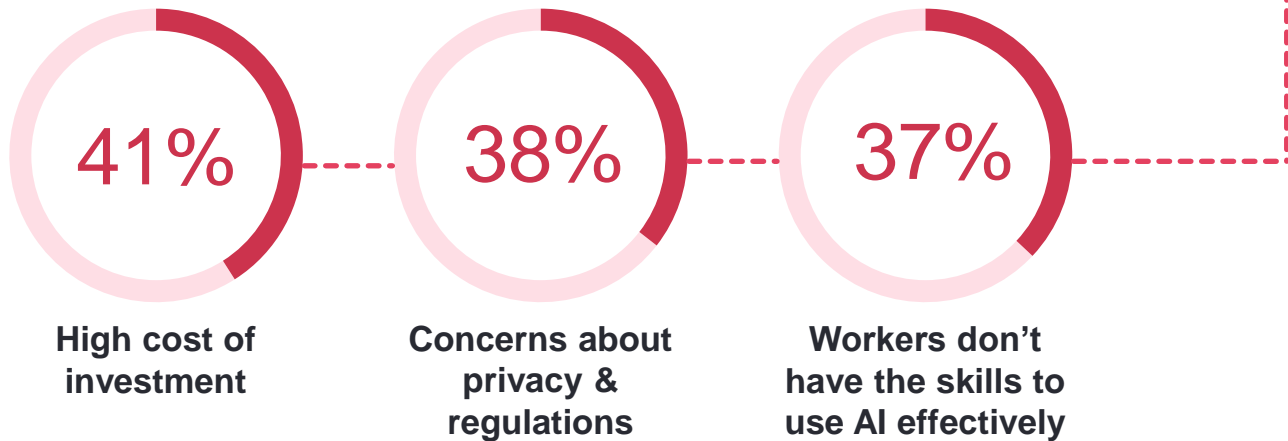


**Asia-  
Pacific**

<b>Senior leadership</b>	<b>69%</b>
Middle managers and supervisors	68%
Office workers	68%
Factory floor and frontline workers	56%

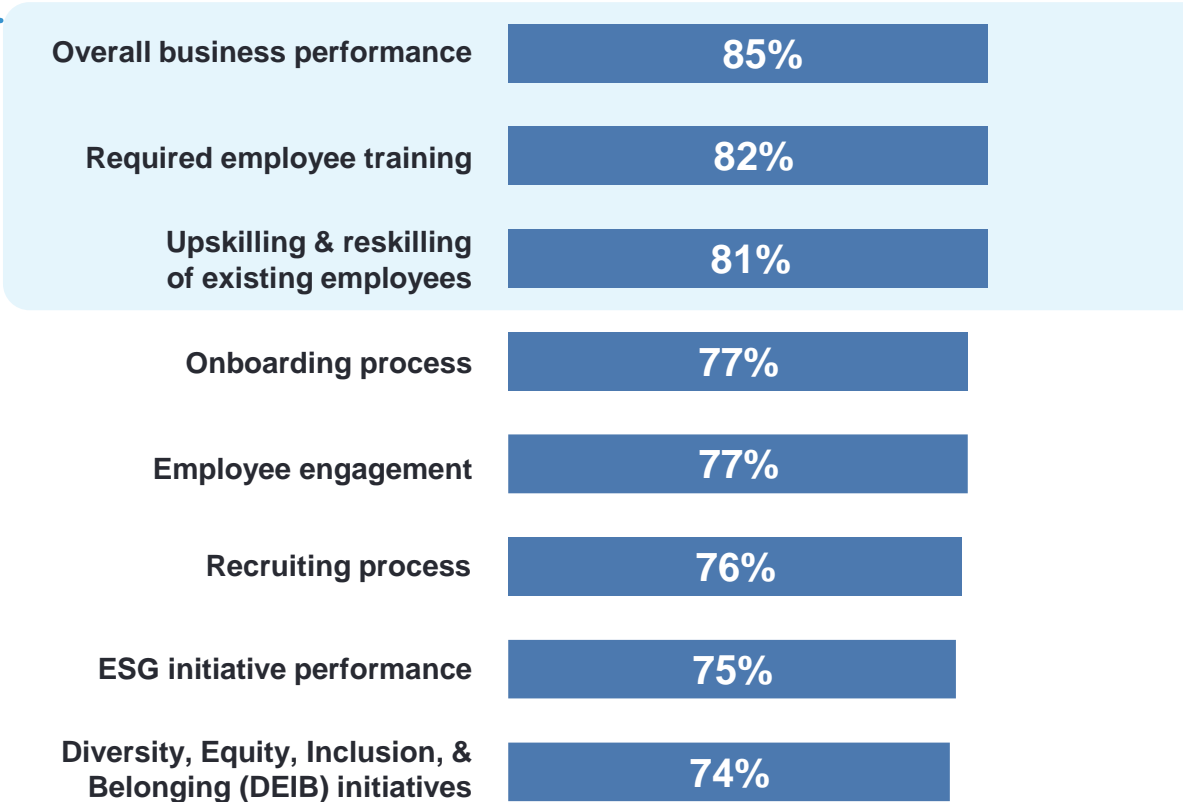
# Employers Reveal that Nearly All Organizations Encounter AI Adoption Challenges

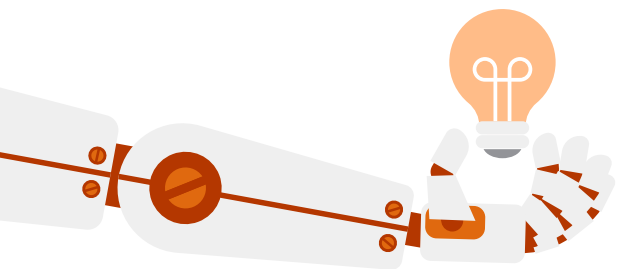
Most common ones relating to **cost, privacy, and lack of AI skills.**



# Employers Begin Identifying Future Impacts From AI






When asked to predict the future impact of AI and ML at their organization, **employers globally found consensus across industries and regions that these tools will have a positive impact on business performance**, especially in the IT and Financials and Real Estate industries. They were nearly equally optimistic about the effect on upskilling, reskilling, and training employees.





## Projected Impact of AI and ML on Headcount by Industry

**More than half expect to increase headcount due to AI and ML over the next two years.** Nearly one in six believe there will be no impact and less than one in five anticipate staffing decreases.

	 Increase headcount	 No impact to headcount	 Decrease headcount
 <b>Global Average</b>	<b>55%</b>	<b>24%</b>	<b>18%</b>
 <b>India Average</b>	<b>68%</b>	<b>14%</b>	<b>16%</b>
<b>Communication Services</b>	75%	8%	15%
<b>Consumer Goods &amp; Services</b>	66%	16%	16%
<b>Energy &amp; Utilities</b>	66%	20%	14%
<b>Financials &amp; Real Estate</b>	72%	12%	15%
<b>Healthcare &amp; Life Sciences</b>	65%	14%	18%
<b>Industrials &amp; Materials</b>	70%	14%	14%
<b>Information Technology</b>	70%	13%	17%
<b>Transport, Logistics &amp; Automotive</b>	64%	15%	20%



# Engaging the Next Generation of Workers

**Work Life balance, Workplace technology expectations and Employee engagement and motivation expectations** are the top three challenges employers are facing with newer workers (less than 10 years in the workforce).

**Work Life balance expectations is the top challenge employers face with new workers**



# Improving Tech Tools Points to Promising Results

Employers globally have found that **improving technology tools and emphasizing well-being** are the top **two drivers** in boosting engagement and productivity of their newer workforce.

Improving  
technology  
tools

84%

Information  
Technology

83%

Financials &  
Real Estate





# About the Survey





# About the Survey

**The ManpowerGroup Employment Outlook Survey is the most comprehensive, forward-looking employment survey of its kind, used globally as a key economic indicator.** The Net Employment Outlook is derived from the percentage of employers anticipating an increase in hiring activity and subtracting from it the percentage of employers expecting a decrease. Running since 1962, various factors underpin its success:

**Unique:** It is unparalleled in its size, scope, longevity and area of focus. The Survey is the most extensive, forward-looking employment survey in the world, asking employers to forecast employment over the next quarter. In contrast, other surveys and studies focus on retrospective data to report on what occurred in the past.

**Independent:** The Survey is conducted with a representative sample of employers from throughout the countries and territories in which it is conducted. The survey participants are not derived from ManpowerGroup's customer base.

**Robust:** The Survey is based on interviews with 40,374 public and private employers across 42 countries and territories to measure anticipated employment trends each quarter. This sample allows for analysis to be performed across specific sectors and regions to provide more detailed information.

**Focused:** For more than six decades, the Survey has derived all its information from a single question: "How do you anticipate total employment at your location to change in the three months to the end of September 2024 as compared to the current quarter?"

**Survey Methodology:** The methodology used to collect NEO data has been digitized in 42 markets for the Q3 2024 report. Survey responses were collected from April 1-30, 2024. Both, the question asked and the respondent profile remain unchanged. The size of the organization and sector are standardized across all countries and territories to allow international comparisons.

## Forward-Looking Statements:

This report contains forward-looking statements, including statements regarding labor demand in certain regions, countries and industries, economic uncertainty and the use and impact of AI. Actual events or results may differ materially from those contained in the forward-looking statements, due to risks, uncertainties and assumptions. These factors include those found in the Company's reports filed with the U.S. Securities and Exchange Commission (SEC), including the information under the heading "Risk Factors" in its Annual Report on Form 10-K for the year ended December 31, 2023, whose information is incorporated herein by reference. ManpowerGroup disclaims any obligation to update any forward-looking or other statements in this release, except as required by law.



# Frequently Asked Questions

## What does Net Employment Outlook mean?

The Net Employment Outlook (NEO) is derived by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers that expect to see a decrease in employment at their location in the next quarter. A positive NEO figure means that, on balance, more employers expect to add to their headcount in the following three months than those who intend to reduce staff.

## What does Seasonal Adjustment mean? Why is it used in the ManpowerGroup Employment Outlook Survey?

Seasonal adjustment is a statistical process that allows the Survey data to be presented without the impact of hiring fluctuations that normally occur through the course of the year – typically due to various external factors, such as changes in weather, traditional production cycles and public holidays. Seasonal adjustment has the effect of flattening peaks and smoothing troughs in the data to better illustrate underlying employment trends and provide a more accurate representation of the Survey results.

## How are companies selected for the Survey?

Employers are selected based on the types of companies and organizations they represent. We want to ensure that our panel is representative of each participating country's national labor market, so each country's panel is built in proportion to that country's overall distribution of industry sectors and organization sizes.

## Who do you interview in each company?

The person we select to interview will be someone with a good overview of staffing levels and hiring intentions within their organization. Normally, this will be the head of human resources (HR) or an HR manager. In smaller organizations, however, that person may be a general manager or even the CEO.



# ManpowerGroup Solutions Across the Entire HR Life Cycle

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Management**



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Resourcing**



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Attraction**



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