

Pnet. **JOB MARKET** **TRENDS** **REPORT** FEB 2025



The Pnet Job Market Trends Report provides insights into recruitment and employment trends in the South African market. Developed to give local businesses a useful summary of the monthly trends shaping the recruitment market, the report also unpacks sector-specific insights – from both an employer and candidate perspective.

Recruiters can use our data to develop their recruitment strategies and to constructively guide and advise their HR talent-management solutions.

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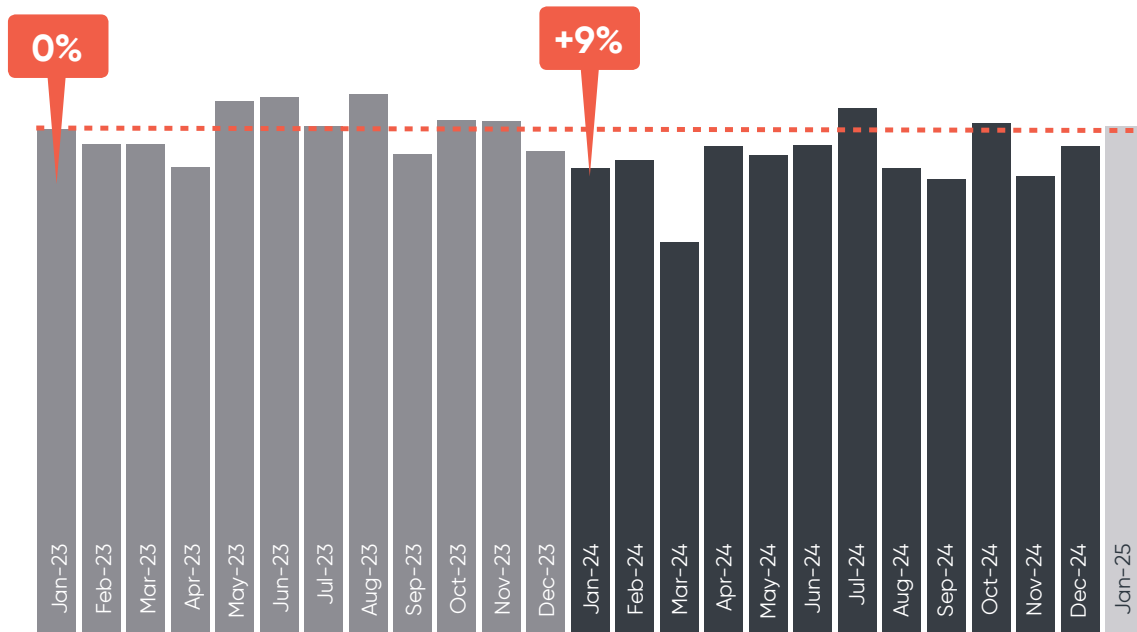
Regional Job Trends

A regional view on the latest job market trends. We are taking a closer look at three provinces, while the provinces will rotate every month.

JOB MARKET ACTIVITY

MONTHLY JOB POSTINGS

Vacancies (seasonally adjusted)



Month-on-month local hiring activity was up **+4%** from December 2024 to January 2025.

Year-on-year, hiring activity reflected growth of **+9%**, compared to January 2024.

The trend for the two-year comparison remains similar, when comparing recruitment activity between January 2023 and January 2025.

RECRUITERS
list your jobs here.

TRENDING JOBS

Analysing last month's hiring activity, these are the latest trending jobs that are showing increased demand for workers and professionals.

- 1**
Secretary
Admin, Office & Support

- 2**
Personal Assistant
Admin, Office & Support

- 3**
Warehouse Operations
Warehousing & Logistics

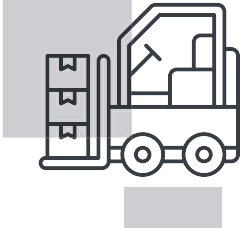
- 4**
Account Management
Sales

- 5**
Bookkeeping
Finance

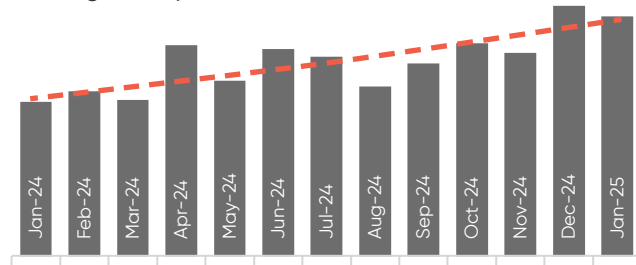

TRENDING JOB SECTORS

Sector-specific hiring activity trends can provide valuable insights into the local job market and South African economy. Stable and increasing recruitment activity indicates confidence in the local economy and business growth.

Warehousing & Logistics



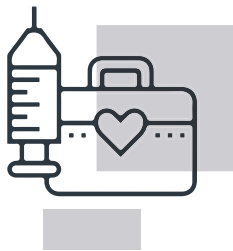
- There has been a significant increase in hiring activity for Warehousing & Logistics professionals over the last five months.
- Year-on-year, this sector has seen a **+55%** increase in hiring activity.



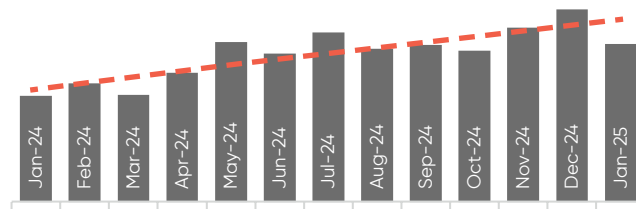
Find **Warehousing & Logistics** jobs



Medical & Health



- Increasing hiring activity for Medical & Health staff was evident towards the end of 2024.
- Year-on-year, this sector has seen a **+49%** increase in hiring activity.



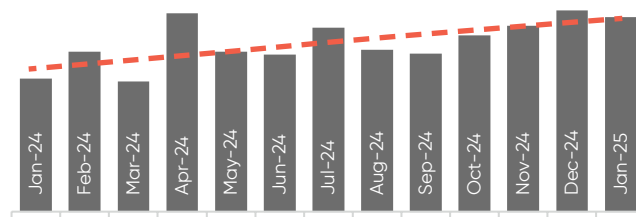
Find **Medical & Health** jobs



Marketing



- There was a strong uptake in hiring activity for Marketing staff in Q4:2024.
- Year-on-year, this sector has seen a **+45%** increase in hiring activity.



Find **Marketing** jobs



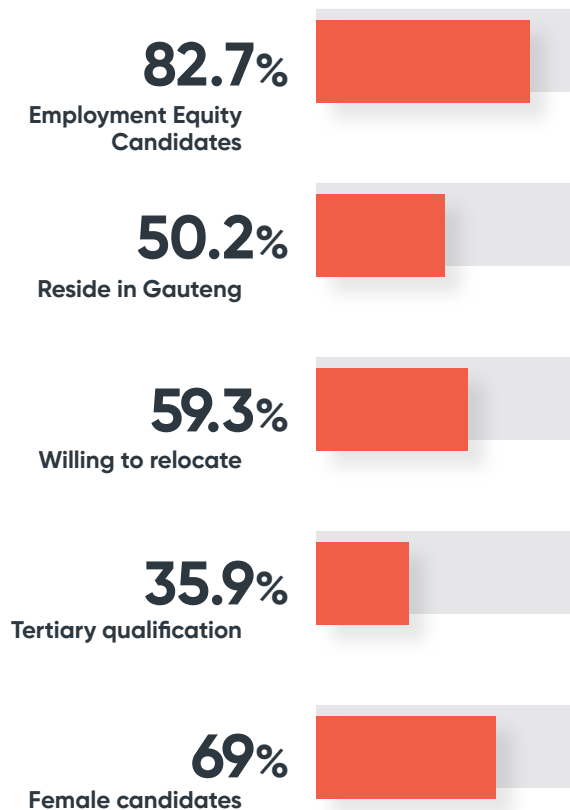
SNAPSHOT OF THE MEDICAL & HEALTH SECTOR



AVERAGE STAY BY CANDIDATES IN THEIR JOBS

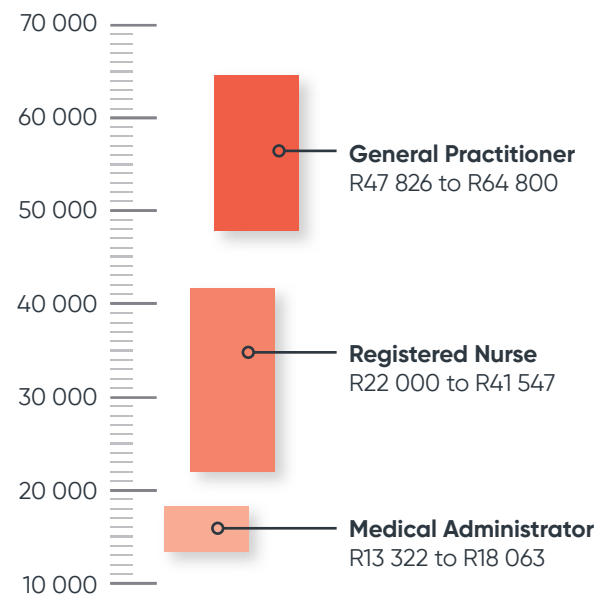
3 YEARS AND
2 MONTHS

CANDIDATE TRENDS FOR THE MEDICAL & HEALTH SECTOR



WHAT'S BEEN OFFERED?

Market-related monthly salaries (CTC)
for top in-demand skills



FIND JOBS
in MEDICAL & HEALTH



BRAIN DRAIN IN NUMBERS

HOW INTERNATIONAL MARKETS COMPETE FOR SA'S TALENT

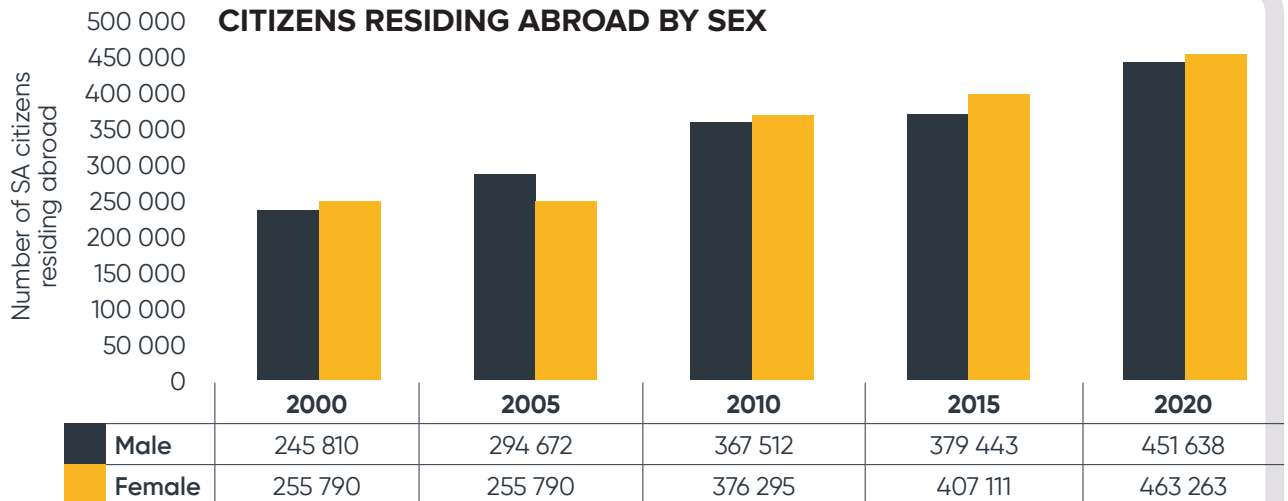
The migration of skilled professionals to other countries & continents which offer higher salaries and/or better living conditions is called the "Brain Drain". South Africa, like many other African countries, has experienced a rise in citizens leaving their home country and moving abroad over the last few decades.

BRAIN DRAIN IN NUMBERS

HOW INTERNATIONAL MARKETS COMPETE FOR SA'S TALENT

Stats SA's 'Migration Profile Report For South Africa' provides insights into the increasing trend of South Africans moving abroad from the year 2000 to 2020.

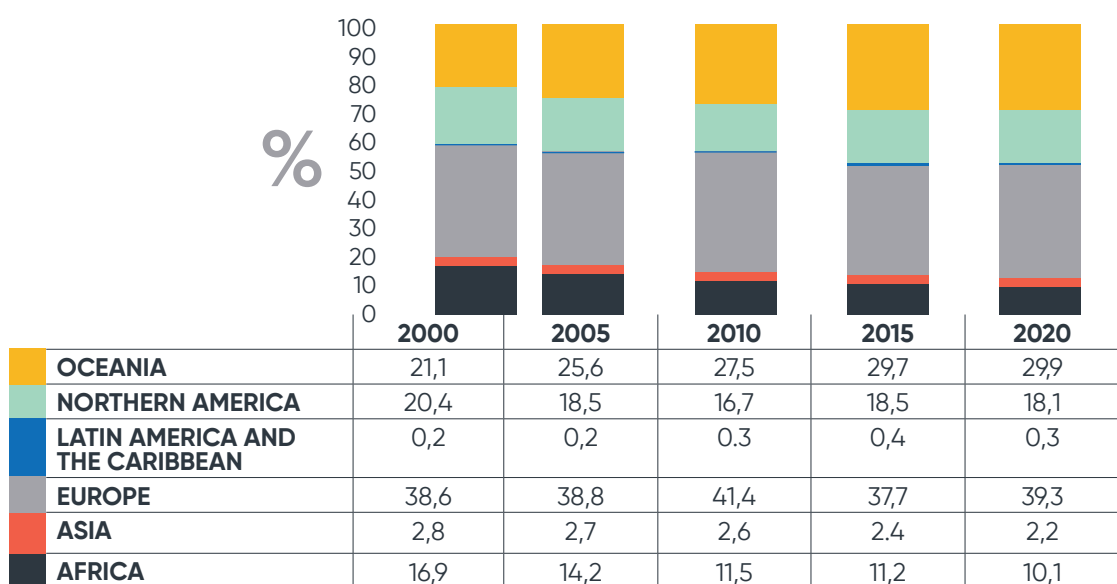
FIGURE 3.1: DISTRIBUTION OF SOUTH AFRICAN CITIZENS RESIDING ABROAD BY SEX



Source: Stats SA, Migration Profile Report For South Africa, A Country Profile 2023
[chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/https://www.statssa.gov.za/publications/03-09-17/03-09-172023.pdf](https://www.statssa.gov.za/publications/03-09-17/03-09-172023.pdf)

The report further reveals the regional preferences when moving abroad, with Europe on top of the list, followed by Oceania and North America. Looking at the top 3 countries, South Africans favour the UK, Australia and the USA when moving abroad.

FIGURE 3.2: PERCENTAGE DISTRIBUTION OF REGION OF RESIDENCE OF SOUTH AFRICAN CITIZENS RESIDING ABROAD



Source: Stats SA, Migration Profile Report For South Africa, A Country Profile 2023
[chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/https://www.statssa.gov.za/publications/03-09-17/03-09-172023.pdf](https://www.statssa.gov.za/publications/03-09-17/03-09-172023.pdf)

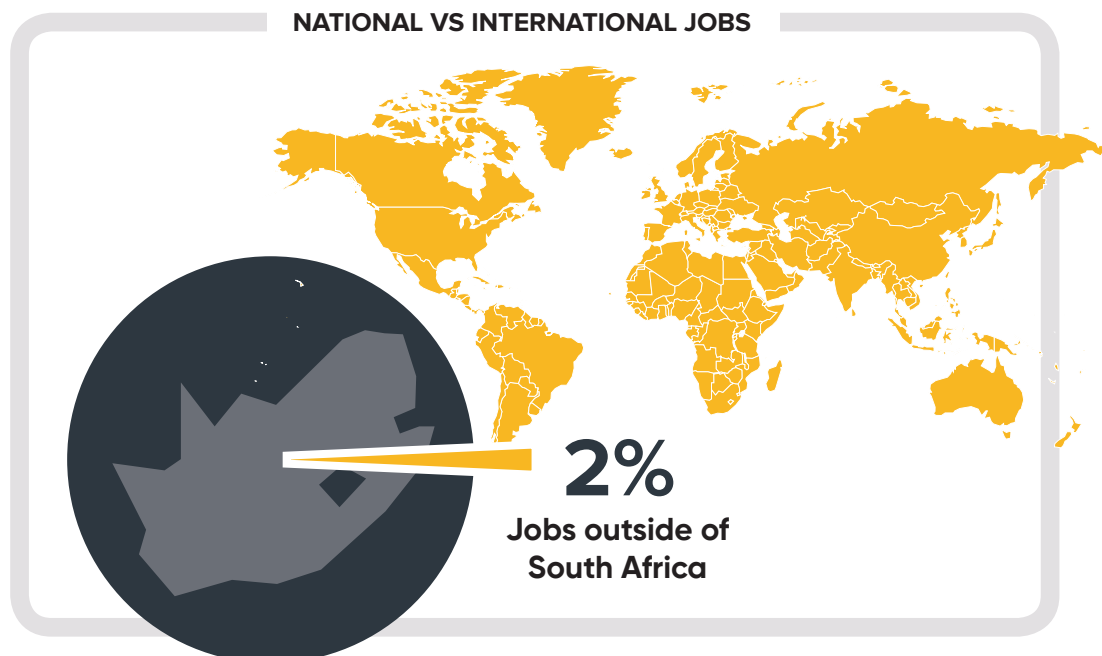
The report clearly highlights the migration of South African living abroad. Looking at demand for South African labour outside of South Africa, bears the questions:

1. How actively does South African talent (i.e. skilled professionals) get "poached" by companies abroad?
2. Which countries or regions are looking for South African professionals?
3. What kind of professionals from SA are high in demand internationally?

1

How actively does South African talent (i.e. skilled professionals) get "poached" by companies abroad?

Pnet investigated international jobs attracting South African talent over 12 months (January to December 2024). Pnet's research shows that 2% of all advertised jobs are international jobs, meaning located outside of South Africa.



2

Which countries are looking for South African professionals?

The top 5 countries recruiting for skilled South African professionals are Australia, Namibia, The Netherlands, Ireland and Germany.

TOP 5 COUNTRIES LOOKING TO EMPLOY SOUTH AFRICANS

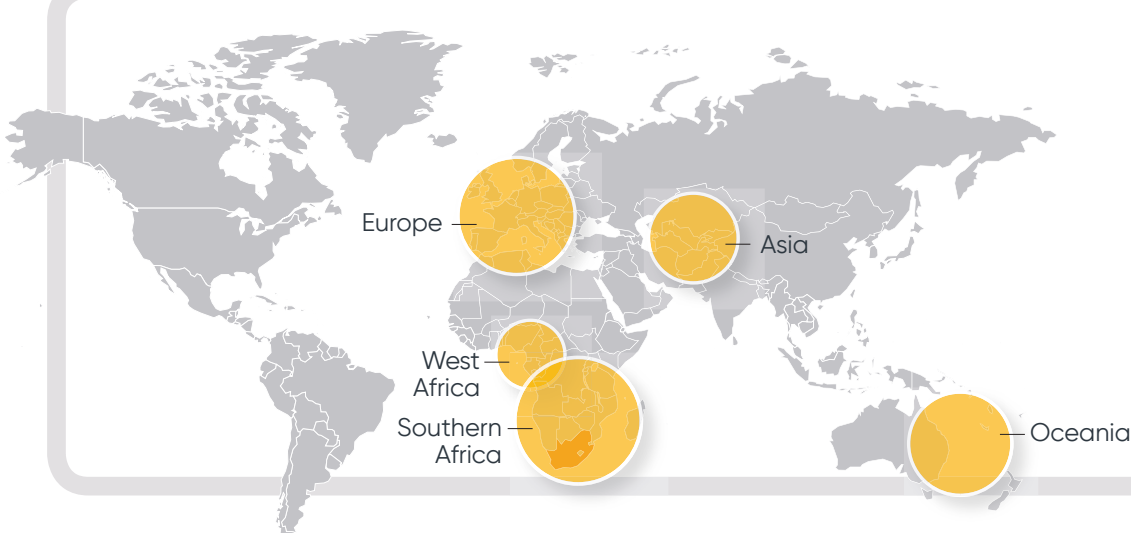


Looking at the vast variety of countries advertising jobs to South African professionals, some clear trends emerge in terms of regions that advertise jobs to South Africans much more frequently than other regions.

The number one region recruiting for South African talent is Southern Africa, with Namibia, Botswana and Tanzania on top of the list. The second top region to recruit for South Africans is Europe, with the Netherlands, Ireland and Germany frequently looking for South African professionals. Third in place is Oceania, with Australia and New Zealand

recruiting in South Africa. The fourth top region in terms of recruiting South Africans is Asia, with Saudi Arabia, the United Arab Emirates and India on top of the list. West Africa is the fifth top region when recruiting South Africans, with companies particularly in Liberia, Niger and Ghana looking to fill jobs with South African professionals.

TOP 5 REGIONS LOOKING TO EMPLOY SOUTH AFRICANS



3

What kind of professionals from SA are high in demand internationally?

Interestingly, the type of South African professional Ireland is looking for is different to what Kenya is looking for when recruiting for South Africans. While Irish companies are mainly interested in South African mechanics and construction project managers, Kenyan recruiters are looking for South African managerial staff such as department managers, senior managers or executive managers. This is just one example of how international demand for certain types of professionals differs from country to country.

Although there are great differences in the demand for South African professionals when looking at different countries, on a regional level the demand for South African professionals is far more homogeneous.

REGIONAL FOCUS WHEN RECRUITING FROM SOUTH AFRICA

Europe

Maintenance & Repair

- Vehicle & Mobile Equipment Installation / Repair
- Electrical & Electronic Equipment Installation / Repair
- HVAC Installation / Repair
- Instrument & Equipment Installation / Repair

Engineering

- Electrical Engineering

Building & Construction

- Building Project Management

Manufacturing & Assembly

Millwrights

Asia

Business & Management

- Middle / Department Management
- Senior Management

Medical & Health

- Various Medical & Health professions

Engineering

- Various Engineering professions

West Africa

Business & Management

- Middle / Department Management
- Executive Management / Director

Finance

- Various Accounting professions

Southern Africa

Business & Management

- Middle / Department Management
- Executive Management / Director
- Senior Management

Finance

- Various Accounting professions

Oceania

Building & Construction

- Building Project Management
- Quantity Surveying
- Land Surveying

Engineering

- Civil / Structural Engineering
- Electronic Engineering
- Mining Engineering

Medical & Health

- Therapist
- Pharmacist
- Nursing / Professional Care Giving

BRAIN DRAIN IN NUMBERS

HOW INTERNATIONAL MARKETS COMPETE FOR SA'S TALENT

In summary, there appears to be a significant drive to recruit South African managerial staff in Southern Africa, West Africa and Asia. In addition, Southern Africa and West Africa are trying to attract accounting professionals from South Africa.

South African Engineers are demanded in Europe (focus on Electrical Engineers), Oceania (focus on Civil / Structural, Electronic and Mining engineers) and Asia (various Engineers). What also stands out is that Europe displays a frequent demand for blue collar workers from South Africa. European companies are specifically looking for Technicians and Mechanics in the Maintenance & Repair sector. South African Millwrights as well as Building Project Managers seem to be popular in Europe too.

Asia and Oceania both recruit medical & health professionals like Nurses, Therapists and Pharmacists from South Africa. South African construction workers like Building Project Managers as well Surveyors are in demand in Australia and New Zealand.



REGIONAL JOB TRENDS

A regional view on the latest job market trends.
Here we take a closer look at three different locations every month.

NORTHERN CAPE

Top in-demand professionals:

- **Business & Management**
- **Finance**

Overall, the Northern Cape shows low hiring activity. However, demand for Finance staff has increased substantially year-on-year.

FREE STATE

Top in-demand professionals:

- **Business & Management**
- **Finance**
- **Admin, Office & Support**

Year-on-year, recruitment for Finance professionals as well as Admin, Office & Support professionals increased in the Free State.

However, demand for Sales staff in this region decreased by **-38%** year-on-year.

KWAZULU- NATAL (KZN)

Top in-demand professionals:

- **Business & Management**
- **Finance**
- **Sales**
- **Admin, Office & Support**

Year-on-year, KZN saw an increase in hiring activity for Admin, Office & Support professionals and IT professionals.

On the other hand, year-on-year this region saw a decreased demand for Manufacturing staff as well as Architecture & Engineering professionals.





The Pnet Job Market Trends Report has been created and interpreted by our expert team of data insights specialists. The report is based on empirical data sourced from The Stepstone Group South Africa's online recruitment platforms, which currently hold a combined database of over 9 million registered users.

For any data-related queries or to discuss tailored insights solutions for your business, reach out to us at insights@pnet.co.za

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