

Pnet.



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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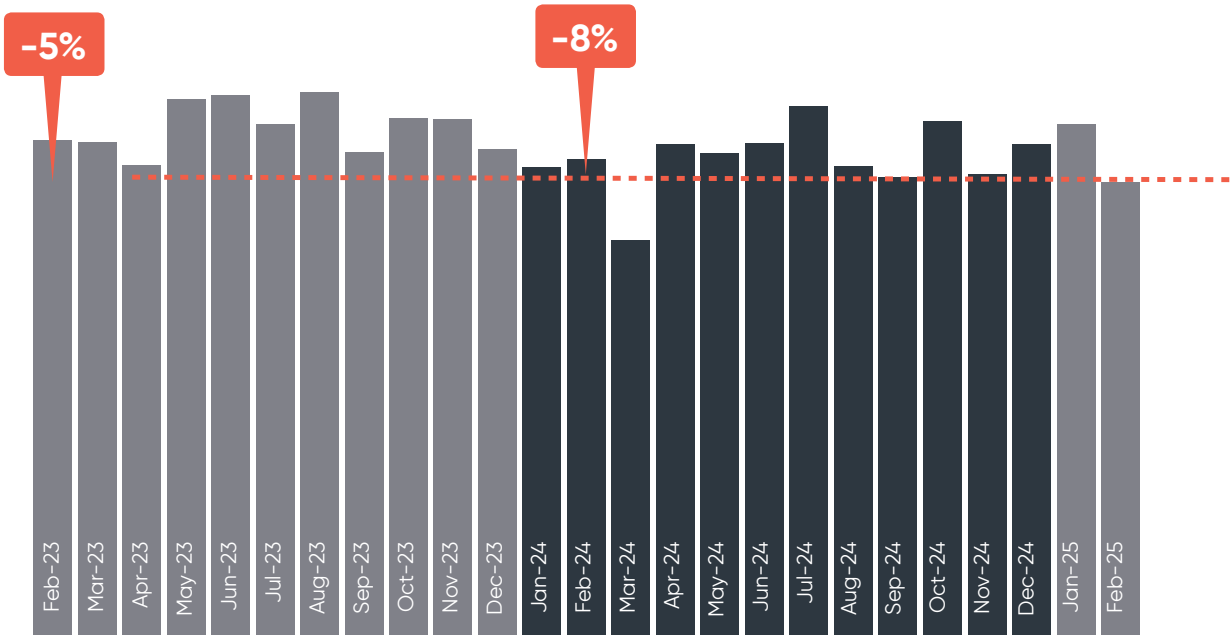
Regional Job Trends

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 declined by **-11%** from January to February 2025.

Year-on-year, hiring activity decreased by **-8%**, compared to February 2024.

The trend for the two-year comparison shows a decline of **-5%**, when comparing recruitment activity between February 2023 and February 2025. This trend reflects continued volatility in the local Job Market.

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.

- Representative / Sales Consulting Sales**
- Senior Management Business & Management**
- Personal Assistant Admin, Office & Support**
- Account Management Sales**
- Business Analysis Information Technology**

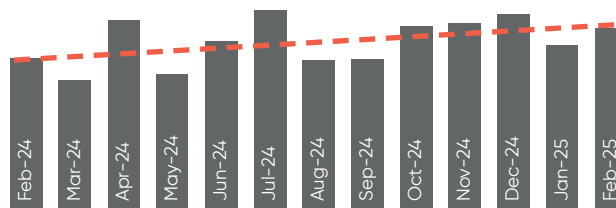
TRENDING JOB SECTORS

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.



Cleaning, Maintenance & Repair

- There has been a decrease in hiring activity for Cleaning, Maintenance & Repair professionals over the last two months. However, overall, this sector has seen a growing trend since September 2024.
- Year-on-year, this sector has seen a **+23%** increase in hiring activity.

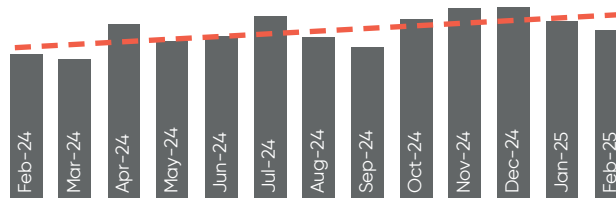


Find **Cleaning, Maintenance & Repair** jobs



Business & Management

- Hiring activity for Business & Management professionals has decreased slightly over the last two months.
- Year-on-year, this sector has seen a **+16%** increase in hiring activity.

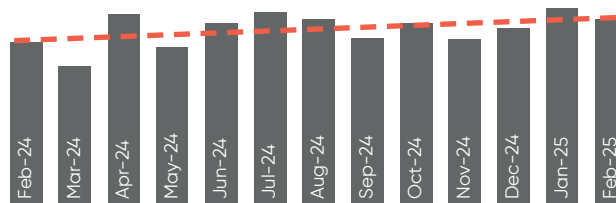


Find **Business & Management** jobs



Sales

- Over the past 3 months, hiring activity for Sales staff has increased.
- Year-on-year, this sector has seen a **+13%** increase in hiring activity.



Find **Sales** jobs

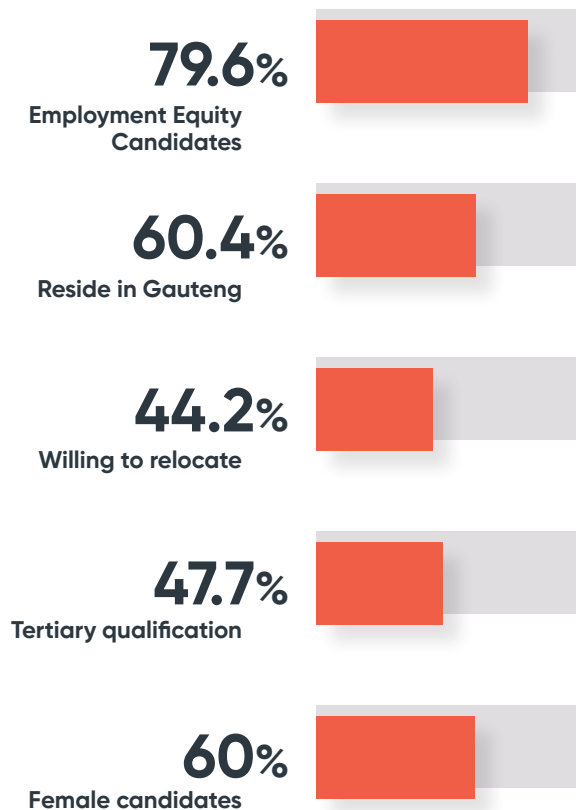
SNAPSHOT OF THE FINANCE SECTOR



AVERAGE STAY BY CANDIDATES IN THEIR JOBS

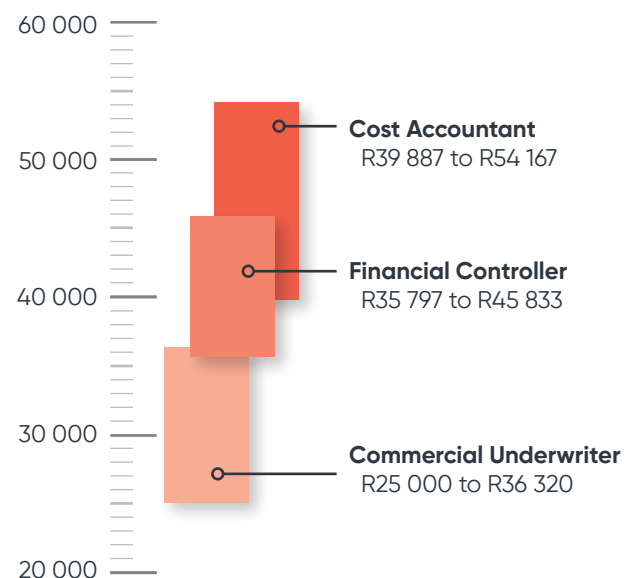
3 YEARS AND
4 MONTHS

CANDIDATE TRENDS FOR THE FINANCE SECTOR

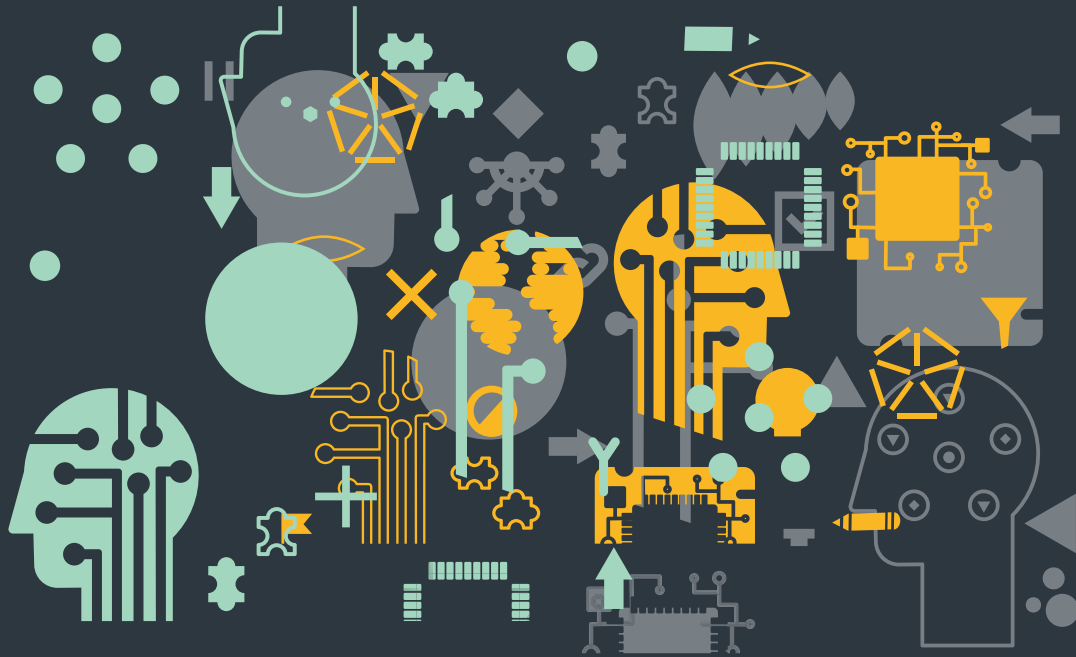


WHAT'S BEEN OFFERED?

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



FIND JOBS
in Finance



THE RISE OF AI PROFESSIONALS

IN SOUTH AFRICA'S JOB MARKET

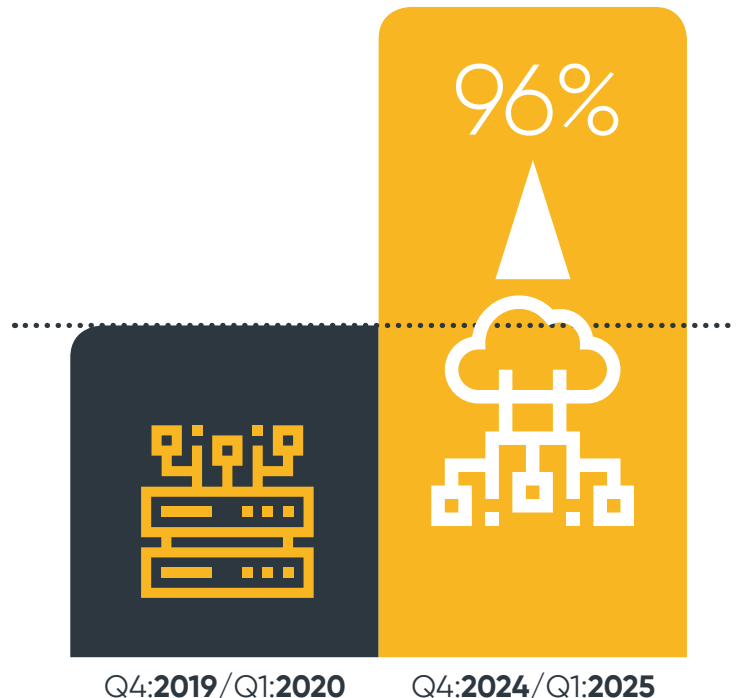
Artificial Intelligence (AI) is no longer a buzzword – it's fast becoming one of the most attractive skill sets in the world of work.

THE RISE OF AI PROFESSIONALS IN SOUTH AFRICA'S JOB MARKET

In Pnet's February 2024 Job Market Trends Report, we tracked a staggering 183% increase in AI-related job postings between Q1:2018 and Q1:2024. It's clear that companies across South Africa are ramping up their search for AI talent to stay competitive in a tech-driven economy.

But demand is only one side of the story. In this edition, we turn our attention to the professionals behind the skill. By analysing Pnet's extensive candidate database, we explore which industry sectors are hiring AI professionals – and what kinds of AI roles are landing those jobs.

Compared to Q4:2019/Q1:2020, the number of AI professionals securing new roles has nearly doubled, with a 96% increase recorded by Q4:2024/Q1:2025.



WHAT KIND OF INDUSTRY SECTORS ARE EMPLOYING AI PROFESSIONALS?

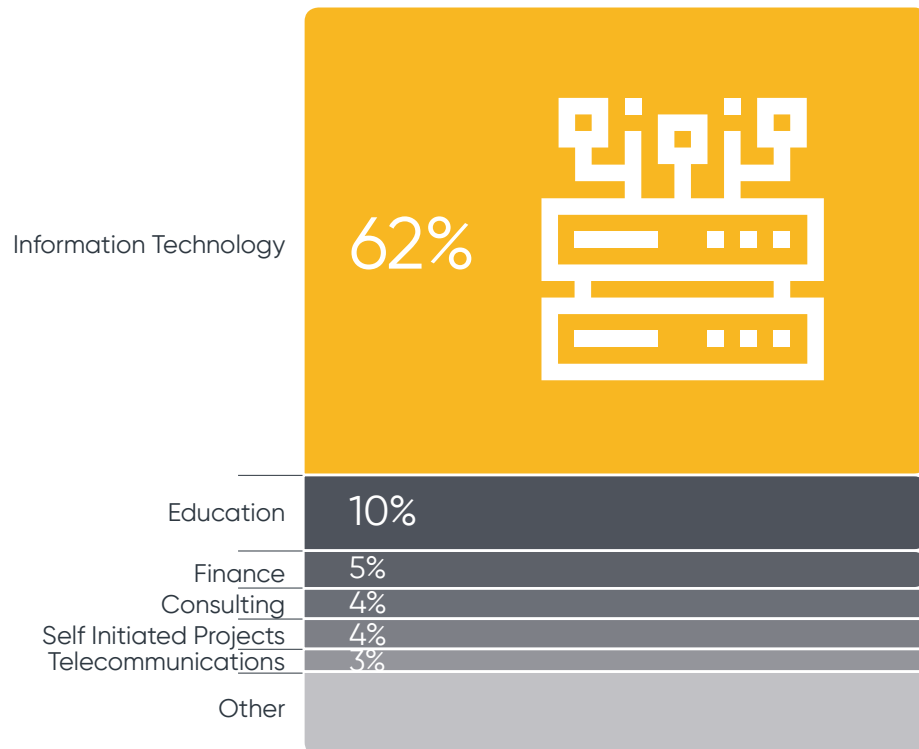
Over the last year, the vast majority of companies employing AI professionals have been IT companies. Companies specialising in software and AI development are currently the most prominent employers for AI professionals.

About 10% of AI professionals find employment in the Education sector, mainly in training or tertiary educational institutions.

THE RISE OF AI PROFESSIONALS IN SOUTH AFRICA'S JOB MARKET

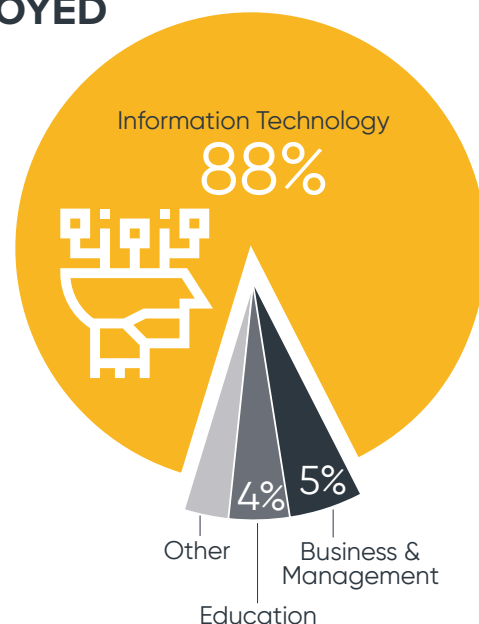
Other companies which employ AI professionals, but on a much smaller scale, are players in the finance industry, consulting firms and companies in telecommunications. Interestingly, there are AI professionals who invest their time in their own ideas and 'self-initiated projects', indicating the potential for start-up companies in the AI space.

INDUSTRIES EMPLOYING AI PROFESSIONALS



WHAT KIND OF AI PROFESSIONALS ARE CURRENTLY BEING EMPLOYED IN SOUTH AFRICA?

Pnet's data tells a very clear story about AI professionals finding employment in the current market: The majority of AI professionals come from an IT background. They are IT experts in software development or in the data science and AI fields. About 45% of AI professionals with IT expertise are AI developers and AI engineers, indicating the rapid pace of innovation in the AI space. Another 27% are AI trainers, who manage and organise data and verify AI outputs. AI trainers seem to be increasingly in demand in the AI space. This is a clear indicator that AI systems are being fine-tuned and getting "market-ready" as they're being applied across different fields and applications.



THE RISE OF AI PROFESSIONALS IN SOUTH AFRICA'S JOB MARKET

Aside from IT, AI specialists are also being employed in Education and Business & Management professions. Aligned with the industrial demand for AI professionals in the education sector, there are more and more employment opportunities for AI teachers and AI tutors.

Within Business & Management roles, there are AI consultants and AI business leaders who are finding employment. This indicates that businesses are starting to see the need for AI strategies and AI guidance.

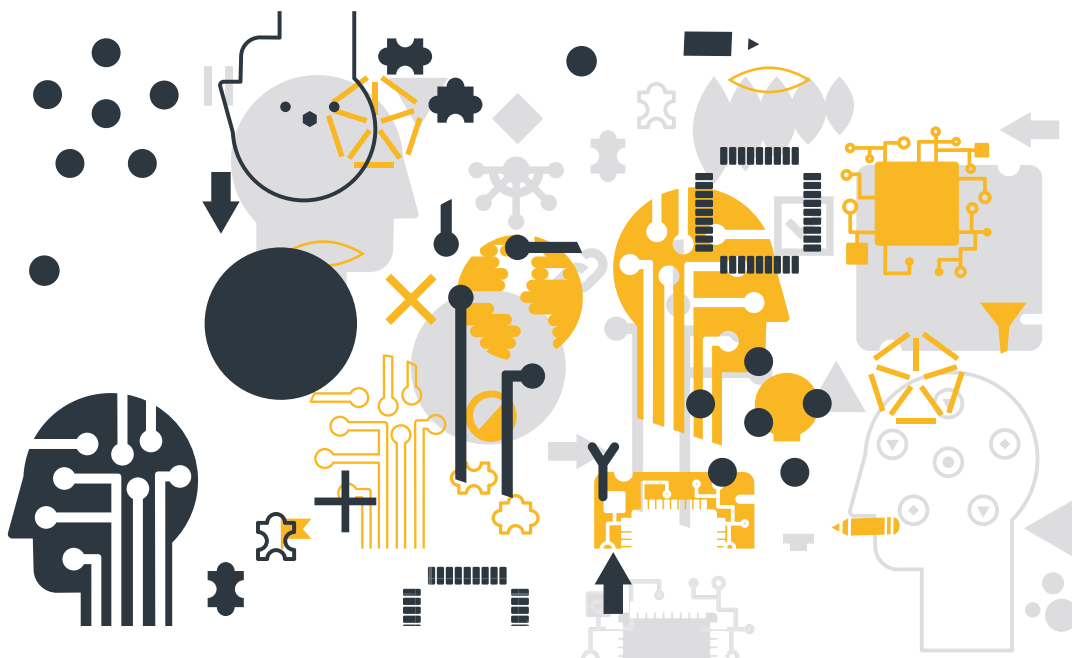
CONCLUSION

The employment trends within South Africa's AI sector reveal a clear and exciting trajectory. A 96% increase in the hiring of AI specialists signals that companies – particularly in IT and software – are beginning to invest seriously in AI solutions. Many innovations are emerging from startups and project-based environments, showing that AI is no longer experimental. It's being refined, implemented, and made market-ready.

As businesses begin to grasp the strategic value of AI, the demand for expert guidance and well-defined AI strategies is growing. Education is also evolving, with more roles for AI tutors and teachers emerging to meet future skills needs.

For jobseekers, the message is clear: those who understand and can effectively apply AI tools will unlock a wealth of career opportunities.

In a market increasingly shaped by digital innovation, the ability to align AI capabilities with business goals will set top candidates apart.



REGIONAL JOB TRENDS

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

INTERNATIONAL

Top in-demand professionals:

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

Year-on-year, international demand for Business & Management professionals has doubled.

Hiring activity for international jobs also increased for Cleaning, Maintenance & Repair professionals, Manufacturing professionals, Sales professionals and Building & Construction professionals.

WESTERN CAPE

Top in-demand professionals:

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

The Western Cape experienced significant growth in hiring activity for Design, Media & Arts professionals over the last year.

Substantial growth in demand for labour is also evident for Building & Construction as well as Architecture & Engineering professionals.

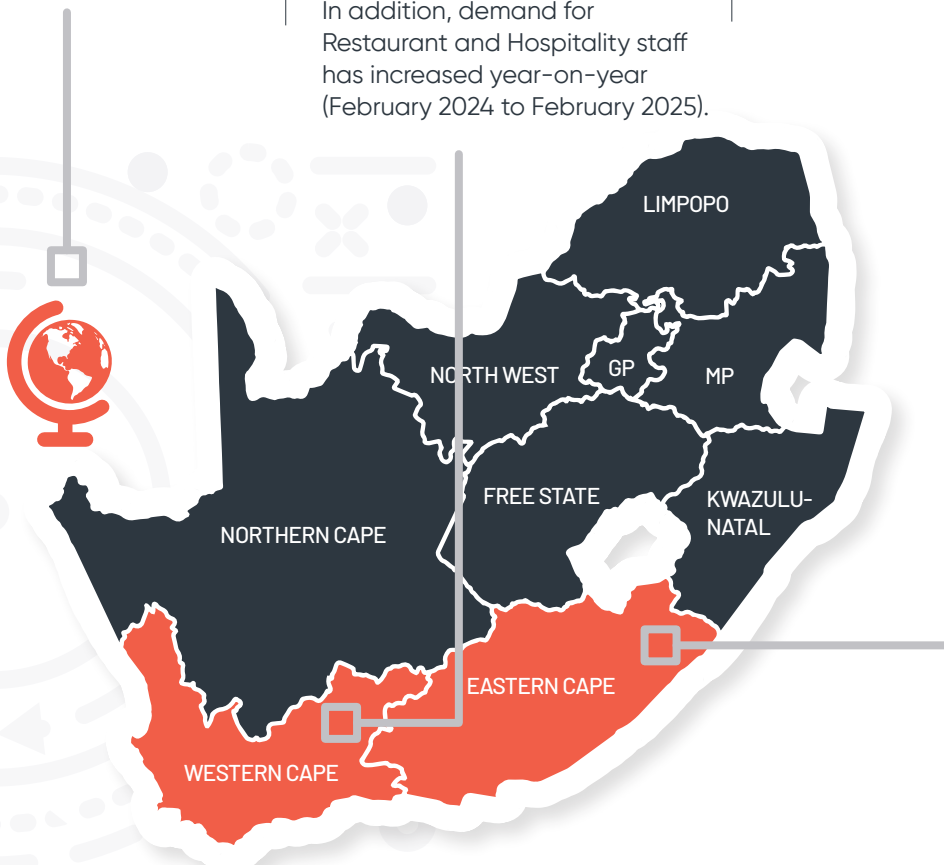
In addition, demand for Restaurant and Hospitality staff has increased year-on-year (February 2024 to February 2025).

EASTERN CAPE

Top in-demand professionals:

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

Hiring activity in the Eastern Cape is volatile. Many sectors saw a year-on-year decrease in hiring activity, however demand for technicians and repair staff increased by +34% year-on-year.





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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