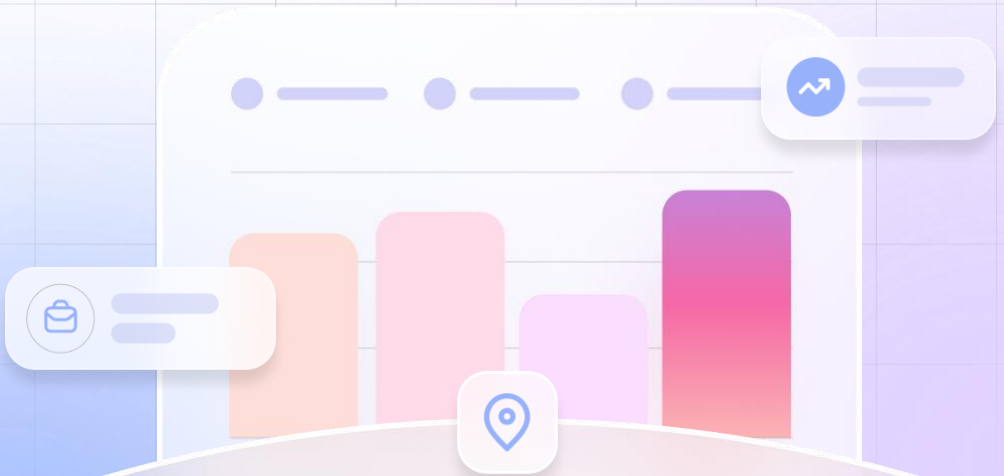




JobSpeak

December, 2025



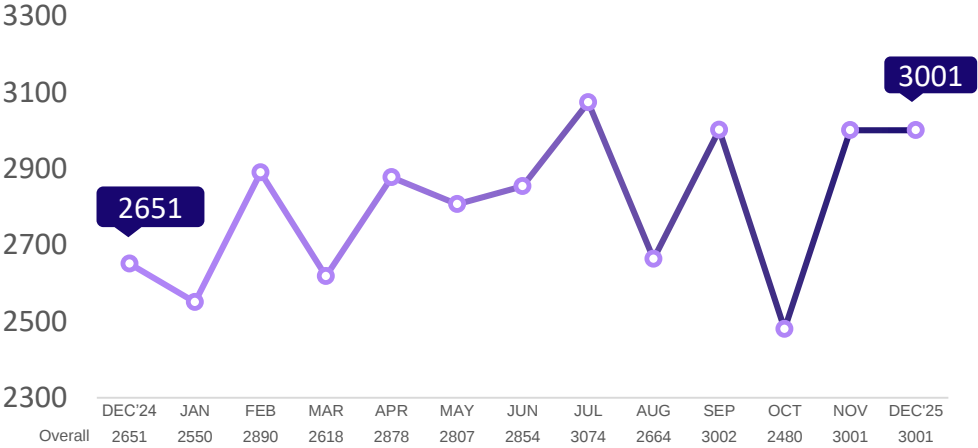
In-depth hiring trends by
city, industry & experience



White-Collar Hiring Ends 2025 with 13% Growth in December, Making Oct-Dec the Year's Strongest Quarter at 9%

OVERALL HIRING TRENDS

Strong **+13%** YOY growth witnessed in hiring, led by non-IT sectors



HIGHLIGHTS

Insurance	+34%	Banking	-7%
Hospitality	+29%	Auto	0%
BPO/ITES	+24%	IT	+8%

“

The consistent strength in **non-tech sectors** through the year—culminating in the strongest quarter at **9% in OND**—shows this shift is now well entrenched. Equally heartening is how these same sectors have steadily opened more entry-level opportunities, giving **freshers** a broader set of options as we step into 2026.



Dr. Pawan Goyal

Chief Business Officer, Naukri



Hiring trends by industries

	Insurance	+34%		FMCG	+7%
	Hospitaliy/Travel	+29%		Retail	+4%
	BPO/ITES	+24%		Healthcare	+4%
	Real Estate	+21%		Auto	0%
	Oil & Gas	+18%		Banking/Fin. Services	-7%
	Pharma/Biotech	+11%		Telecom	-8%
	Education	+9%		GCC	+6%
	IT/Software Services	+8%		AI/ML	+53%

- ✦ The **Insurance** sector recorded +34% overall growth, driven by a +57% surge in **fresher hiring**
- ✦ The **Hospitality** sector grew +29% overall, led by metros like **Mumbai** (+28%) and **Delhi NCR** (+25%)
- ✦ While **Banking** sector saw a -7% de-growth, **startup** hiring in the sector witnessed a strong +11% YOY growth

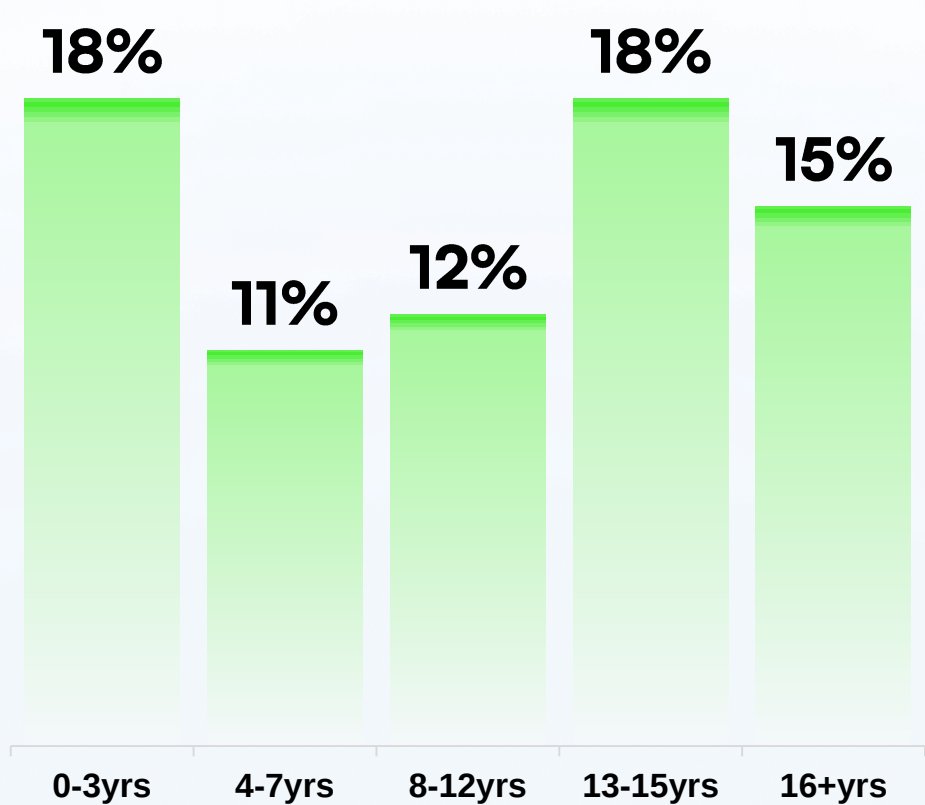
Hiring trends by experience level

18%

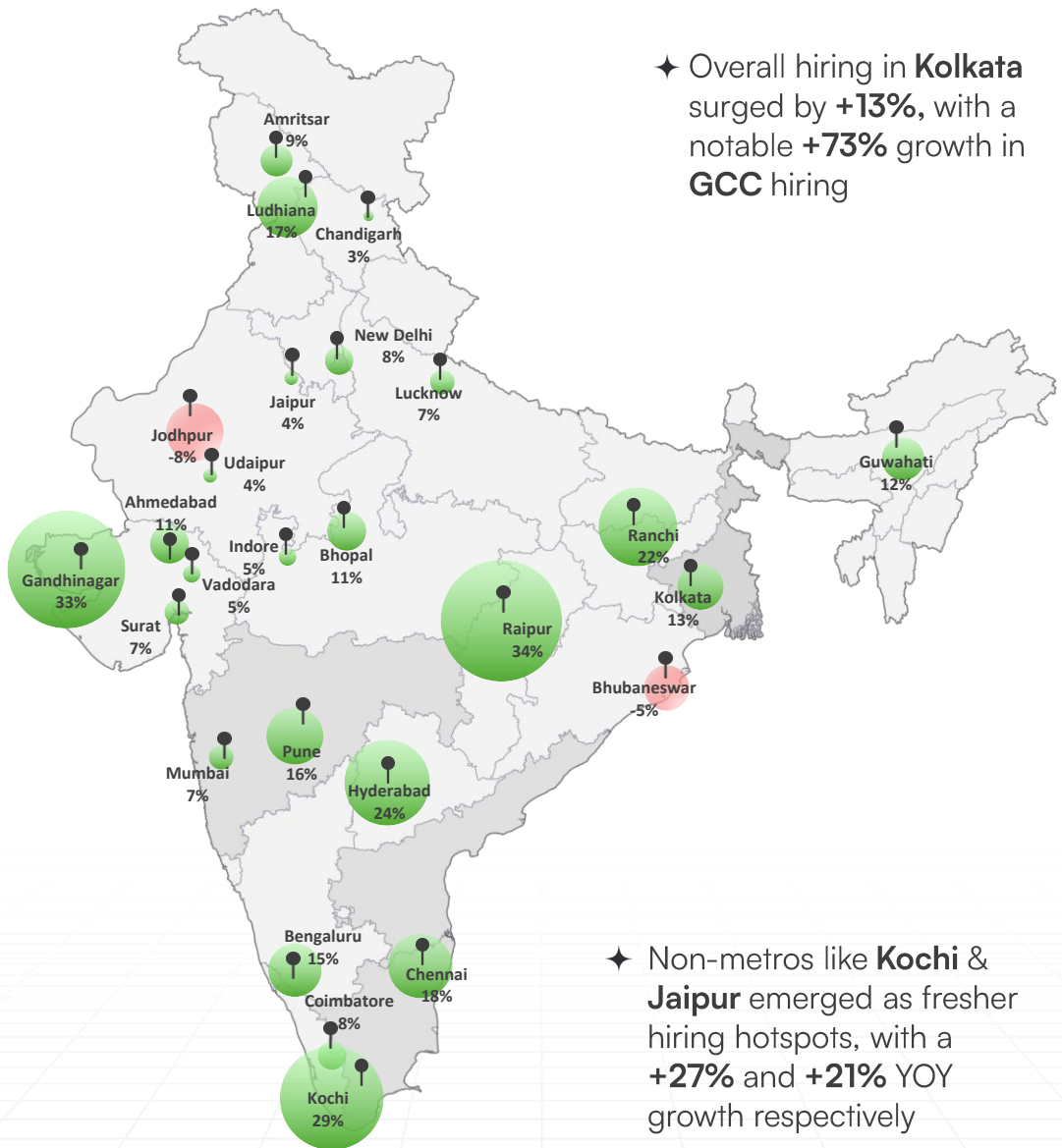
growth recorded in fresher hiring driven by non-IT sectors like **Hospitality & Insurance**.

15%

growth in seasoned professional hiring (>16 years of experience) driven by sectors like **Real Estate and Oil & Gas**



Hiring trends by geography



Methodology

The Naukri JobSpeak is a monthly Index that tracks Indian job market trends and hiring activity based on new job listings and recruiter searches on Naukri.com's resume database. Using July 2008 as the base month (Index value: 1,000), it analyzes hiring across industries, cities and experience levels. The Index aggregates data from over 100,000 clients, representing 70 Lakh+ new job mandates annually. It excludes gig employment, hyperlocal hiring, and campus placements.

About naukri

Naukri, pioneering e-recruitment in India since 1997, is the country's leading job site and Info Edge's flagship brand. As the first internet company to be listed in India, Info Edge through Naukri has maintained the highest market share and brand awareness among both job seekers and recruiters for over two decades. The platform has consistently outperformed competitors, making it synonymous with online job search in India.

30 L

DAILY JOB
APPLICATIONS

1 L

CLIENTS

1 CR

ACTIVE APP
INSTALLS

70 L

NEW JOB
MANDATES YEARLY

Annexure Industry Data

Industry	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25	Jul'25	Aug'25	Sep'25	Oct'25	Nov'25	Dec'25	YOY(%)
Accounting/Finance	5979	5167	6513	5926	7218	6502	6989	7947	7456	8329	6658	8975	9121	↑53%
Advertising/PR/IMR/Events	4264	4575	5189	4522	4885	4794	5149	5322	5091	5536	4782	5890	5774	↑35%
Agriculture/Dairy	1061	1202	1111	1105	1321	1248	1233	1207	1166	1344	1066	1310	1271	↑20%
Architecture/Interior Designing	3146	3119	3528	3512	3390	3478	4002	4388	4492	4779	4022	5143	4980	↑58%
Auto/Auto Ancillary	1291	1250	1374	1239	1310	1296	1324	1446	1222	1349	1066	1306	1290	↑0%
Banking/Financial Services/Broking	3770	3736	3992	3546	3822	3819	3783	4026	3269	3664	2989	3535	3506	↑7%
BPO/ITES	1984	1909	2171	2095	2314	2282	2339	2450	2332	2532	2193	2475	2460	↑24%
Chemicals/PetroChemical/Plastic/Rubber	1786	1746	1867	1641	1937	1974	1971	2082	1802	1935	1585	1973	1937	↑8%
Construction/Engineering/Cement/Metals	1265	1240	1287	1168	1344	1284	1306	1369	1207	1329	1092	1377	1430	↑13%
Consumer Durables	931	930	1019	899	1101	1002	1085	1221	868	904	732	940	1006	↑8%
Courier/Transportation/Freight	2702	2809	2802	2645	2835	2870	2933	3288	2785	3145	2357	2870	2791	↑3%
Defence/Government	8003	6872	7747	9646	9433	8921	9679	9007	9786	10843	8730	9587	10413	↑30%
Education/Teaching/Training	4899	4613	5010	4420	5044	4994	5020	5515	4945	5357	4831	5973	5345	↑9%
Export/Import	1251	1161	1353	1313	1347	1279	1348	1478	1269	1354	1044	1372	1263	↑1%
Fertilizers/Pesticides	5743	6234	6430	5920	6528	6521	6534	6305	6063	6325	5292	6352	5439	↑5%
FMCG/Foods/Beverage	2173	2225	2248	2082	2272	2235	2211	2224	2003	2376	1859	2349	2321	↑7%
Gems & Jewellery	6496	6137	6459	5989	6554	7140	6581	6993	6750	7119	6296	8140	8257	↑27%
Hotels/Restaurants/Airlines/Travel	1757	1767	1991	1718	1971	1939	1982	2139	1992	2086	1846	2268	2272	↑29%
Industrial Products/Heavy Machinery	1586	1557	1614	1546	1720	1622	1708	1849	1616	1715	1331	1730	1717	↑8%
Insurance	2249	2637	2641	2547	2530	2609	2780	3075	2858	3162	2586	2981	3010	↑34%
IT-Hardware & Networking	573	578	615	596	615	618	621	660	510	580	519	647	689	↑20%
IT-Software/Software Services	3266	3190	3711	3413	3573	3457	3523	3688	3111	3585	2967	3565	3531	↑8%
Legal	4840	5786	6423	5786	5762	5443	5148	6004	5191	5600	4554	4897	4978	↑3%
Media/Dotcom/Entertainment	413	441	461	464	493	560	492	566	514	547	437	565	539	↑31%
Medical/Healthcare/Hospital	6691	5920	6504	6019	6266	6338	6364	6632	5845	6995	5771	7164	6990	↑4%
NGO/Social Services	3999	3968	3999	3426	3627	4293	4274	5048	3891	4685	3465	4344	4530	↑13%
Office Equipment/Automation	4105	3950	4337	3986	4554	4590	4837	4906	4142	4883	3701	4656	4731	↑15%
Oil and Gas/Power/Infrastructure/Energy	734	718	790	665	789	797	813	851	717	766	628	779	866	↑18%

Annexure Industry Data

Industry	Dec'24	Jan'25	Feb'25	Mar'25	Apr'25	May'25	Jun'25	Jul'25	Aug'25	Sep'25	Oct'25	Nov'25	Dec'25	YOY(%)
Pharma/Biotech/Clinical Research	2379	2390	2535	2253	2607	2501	2494	2666	2269	2522	2064	2594	2631	↑11%
Printing/Packaging	1250	1269	1381	1275	1494	1375	1426	1638	1335	1420	1098	1423	1541	↑23%
Real Estate/Property	4092	3997	4301	3874	4212	4288	4316	4518	4277	4711	3765	4784	4963	↑21%
Recruitment	642	613	694	662	666	685	699	703	484	545	502	681	876	↑36%
Retail	1536	1518	1546	1429	1635	1577	1641	1712	1466	1656	1385	1611	1603	↑4%
Security/Law Enforcement	1438	1646	1532	1321	1428	1483	1778	1979	1862	1885	1320	1544	1650	↑15%
Semiconductors/Electronics	5286	5295	5592	5290	5646	5805	5584	6184	5362	5588	4461	5475	5414	↑2%
Shipping/Marine	1136	1159	1266	1077	1107	1032	1114	1183	944	1031	864	947	1025	↓10%
Telcom/ISP	475	472	505	437	474	467	459	451	413	508	367	453	437	↓8%
Textiles/Garments/Accessories	2367	2434	2529	2272	2557	2451	2584	2747	2356	2581	2167	2680	2611	↑10%
Animation	689	699	701	690	478	573	621	806	604	661	638	765	565	↓18%
Aviation / Aerospace Firms	1021	1113	1238	1042	1100	1192	1049	1259	861	1113	797	1143	1348	↑32%
Electricals / Switchgears	2001	1858	2028	1973	2192	2048	2095	2239	1979	2195	1607	2183	2239	↑12%
Facility Management	1335	1314	1470	1281	1464	1412	1429	1359	1134	1259	1088	1364	1377	↑3%
Food Processing	1372	1404	1481	1293	1502	1547	1502	1620	1439	1550	1229	1529	1492	↑9%
Internet/Ecommerce	870	943	1003	879	944	968	910	984	878	953	762	890	855	↓2%
KPO / Research /Analytics	1289	1076	1164	1080	1114	1094	1134	1111	999	1207	981	1083	1044	↓19%
Medical Devices / Equipments	1475	1436	1676	1459	1641	1662	1821	1669	1519	1745	1414	1679	1724	↑17%
Mining	1645	1671	1525	1377	1787	1759	1692	1984	1568	1826	1534	1744	2019	↑23%
Other	1225	1218	1315	1226	1389	1408	1487	1622	1346	1612	1252	1661	1643	↑34%
Publishing	1229	1136	1176	1112	1265	1236	1250	1383	1138	1253	1039	1275	1344	↑9%
Steel	1701	1631	1738	1627	1879	1838	1817	1898	1707	1813	1538	1717	1676	↓1%
Strategy /Management Consulting Firms	1075	1129	1294	1119	1093	1017	1104	1179	1017	1208	928	1211	1218	↑13%
Water Treatment / Waste Management	1437	1375	1576	1397	1624	1591	1647	1627	1464	1622	1252	1596	1743	↑21%
Wellness / Fitness / Sports / Beauty	1273	1318	1393	1238	1399	1428	1422	1518	1371	1599	1331	1587	1507	↑18%

Annexure City Data

State	City	Dec'24	Dec'25	MOM(%)	YOY(%)
Andhra Pradesh	Nellore	1139	1266	-3%	↑11%
	Tirupati	1231	1334	-5%	↑8%
	Vijayawada	1071	1390	13%	↑30%
	Visakhapatnam/Vizag	942	1099	6%	↑17%
Assam	Guwahati	1059	1184	-7%	↑12%
Bihar	Patna	1246	1413	8%	↑13%
Chandigarh (UT)	Chandigarh	1685	1732	-3%	↑3%
Chhattisgarh	Raipur	1525	2050	10%	↑34%
Dadra & Nagar Haveli (UT)	Dadra & Nagar Haveli and Daman & Diu	1391	1595	-5%	↑15%
Delhi (NCR)	Delhi / NCR	2768	2994	0%	↑8%
Gujarat	Ahmedabad	6249	6921	4%	↑11%
	Vadodara/Baroda	3353	3537	0%	↑5%
	Bharuch	1274	1384	-4%	↑9%
	Gandhinagar	1426	1901	11%	↑33%
	Jamnagar	1608	1737	9%	↑8%
	Rajkot	1641	1716	2%	↑5%
Jammu & Kashmir	Surat	1634	1755	4%	↑7%
	Jammu	1717	1837	1%	↑7%
Jharkhand	Jamshedpur	1155	1116	2%	↓3%
	Ranchi	1301	1592	21%	↑22%
Karnataka	Bangalore/Bengaluru	2674	3083	-1%	↑15%
	Hubli	1308	1574	12%	↑20%
	Mangaluru/Mangalore	1019	1128	-7%	↑11%
	Mysore/Mysuru	1031	1338	8%	↑30%
Kerala	Kochi/Cochin	3538	4548	1%	↑29%
	Calicut/Kozhikode	887	955	-3%	↑8%
	Cannanore/Kannur	886	917	-1%	↑3%
	Kollam/Quilon	743	907	-2%	↑22%
	Trivandrum/Thiruvananthapuram	597	737	0%	↑23%
Madhya Pradesh	Bhopal	1242	1377	-4%	↑11%
	Gwalior	1399	1604	5%	↑15%
	Indore	1460	1531	5%	↑5%
	Jabalpur	1222	1416	16%	↑16%

Annexure City Data

State	City	Dec'24	Dec'25	MOM(%)	YOY(%)
Maharashtra	Mumbai	2125	2282	2%	↑7%
	Pune	3578	4150	-1%	↑16%
	Aurangabad	1218	1421	8%	↑17%
	Kolhapur	864	936	4%	↑8%
	Nagpur	1115	1111	6%	0%
	Nasik/Nashik	1227	1462	9%	↑19%
Odisha	Bhubaneswar	1430	1356	9%	↓5%
Puducherry (UT)	Pondicherry/Puducherry	835	894	-5%	↑7%
Punjab	Amritsar	1090	1192	6%	↑9%
	Ludhiana	1207	1417	0%	↑17%
Rajasthan	Jaipur	5368	5582	5%	↑4%
	Jodhpur	1662	1530	4%	↓8%
	Kota	1396	1210	-4%	↓13%
	Udaipur	1471	1527	-4%	↑4%
Tamil Nadu	Chennai	1999	2354	-2%	↑18%
	Coimbatore	3480	3765	-3%	↑8%
	Madurai	1180	1272	0%	↑8%
	Salem	1292	1470	-7%	↑14%
	Tiruchirapalli/Trichy	1013	1188	-1%	↑17%
	Vellore	1181	1183	-7%	0%
Telangana	Hyderabad/Secunderabad	3189	3946	-1%	↑24%
Uttar Pradesh	Agra	1345	1588	15%	↑18%
	Allahabad/Prayagraj	1148	1048	1%	↓9%
	Bareilly	1256	1471	13%	↑17%
	Kanpur	1549	1431	2%	↓8%
	Lucknow	1370	1471	-3%	↑7%
	Varanasi/Benaras	1320	1501	11%	↑14%
Uttarakhand	Dehradun	1330	1564	5%	↑18%
	Haridwar	1686	1733	-3%	↑3%
West Bengal	Kolkata	3366	3816	1%	↑13%
	Siliguri	1144	1366	-4%	↑19%