

May 2025

# poland.

country report randstad  
employer brand research  
2025

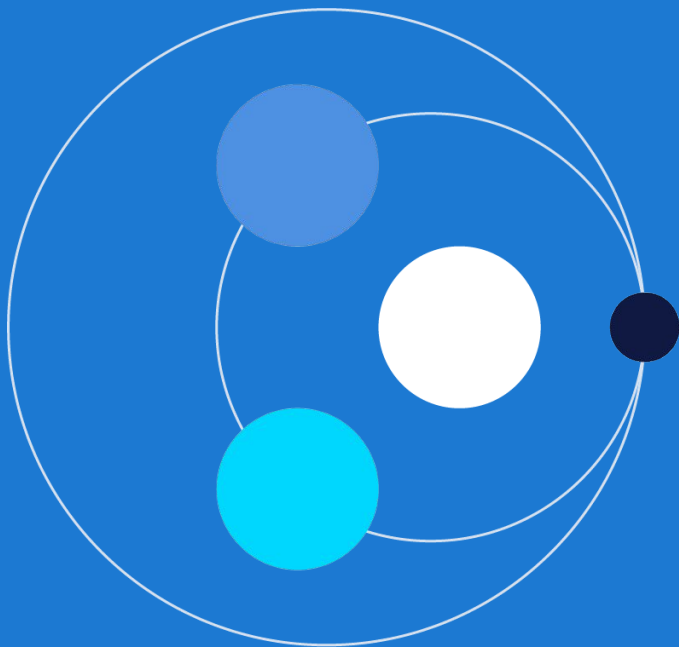


randstad



partner for talent.

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# introduction.





## a few words about the report.

The beginning of 2025 marks a period of further economic stabilization and accelerated growth across numerous sectors, presenting Polish employers with a wealth of new opportunities. At the same time, it indicates continued talent-related challenges. [In this latest edition of the Randstad Employer Brand Research](#), you can read not only how competitive compensation, benefits, and a positive workplace atmosphere continue to be effective in attracting and retaining talent but also about the [increasing need to properly address motivation of employees](#).

As it turns out, this very element is becoming one of the most critical factors shaping long-term employee engagement and loyalty towards employers today.

This year's analysis reveals that factors such as a lack of recognition, insufficient remuneration, or a scope of responsibilities mismatched to an employee's capabilities can lead to decreased engagement and a desire to seek new employment. What does this mean for employers? Which employee groups are the least motivated? And what steps are worth taking to unlock employee potential and effectively retain them within teams?

You will find answers to these questions, as well as more insights into other factors influencing the talent attraction, engagement and motivation, in the [Randstad Employer Brand Research 2025 report](#). Enjoy your reading!





# information about the report.



employer brand research 2025 –  
poland



# what is the randstad employer brand research?



A [representative employer brand research](#) based on perceptions of the general audience. Optimized through 25 years of experience worldwide and [15 years in Poland](#) on how to effectively shape the employer image.



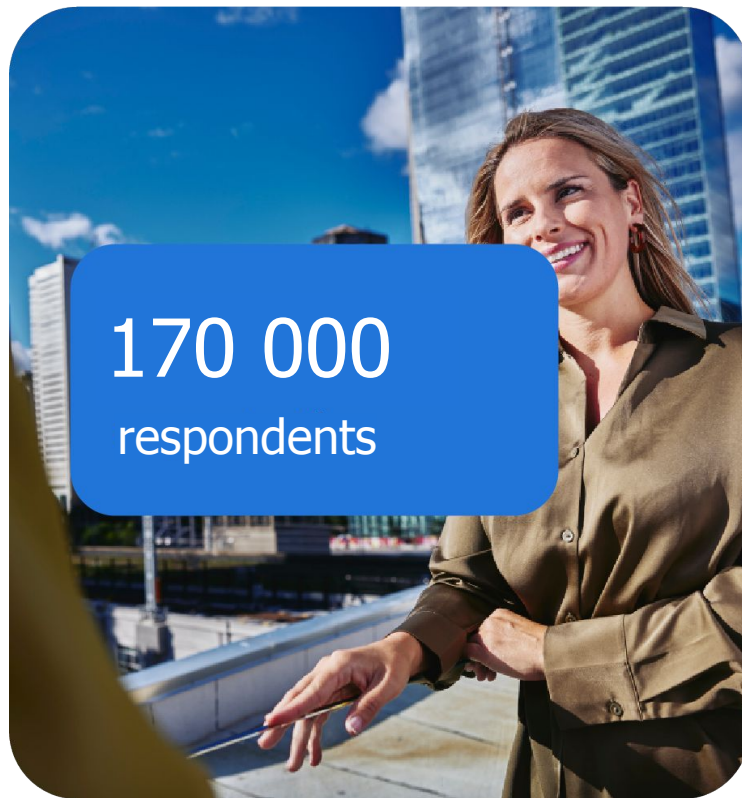
An independent survey with nearly [170 000 respondents](#) and [6 400 companies](#) surveyed worldwide. In Poland, we asked the opinion of [4 623 respondents](#).



A reflection of employer attractiveness in a given country for [the 150 largest companies in the market](#), known by [at least 15% of the population](#), and additional companies necessary to maintain a benchmark in sectors.



Provides valuable insights to help employers shape their employer brand.



# 34 markets surveyed covering more than 75% of the global economy.

## sample

- aged 18 to retirement
- age representative on gender
- overrepresentation of age 25-44
- comprised of students, employed and unemployed workforce

## fieldwork

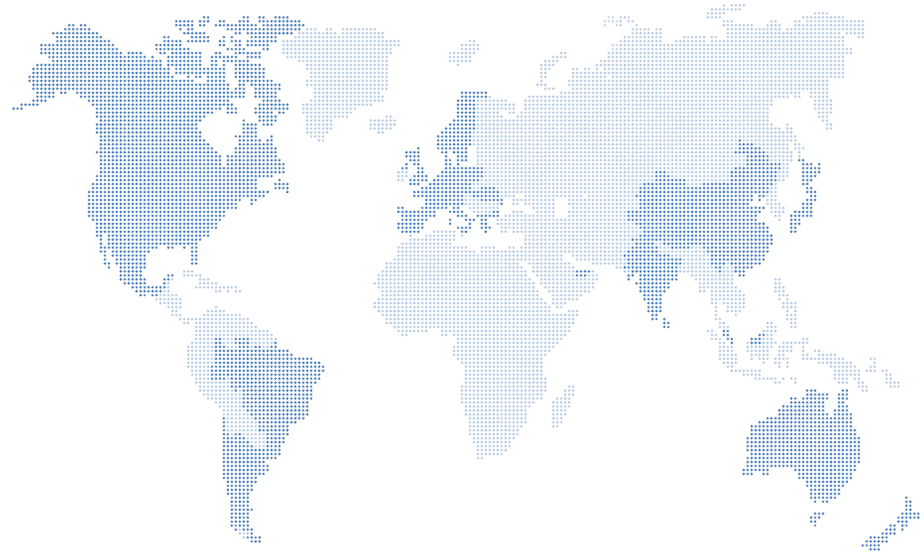
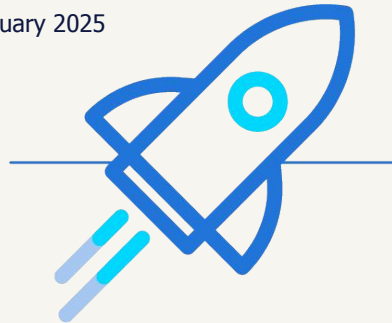
- online interview conducted in February 2025

## length of interview

- 14 minutes

## Poland

- 4623 respondents



argentina  
australia  
austria  
belgium  
brazil  
chile  
china

czech republic  
denmark  
france  
greece  
spain  
netherlands  
hongkong

india  
japan  
canada  
luxembourg  
malaysia  
mexico  
germany

norway  
new zealand  
poland  
portugal  
romania  
singapore  
united states

switzerland  
sweden  
uruguay  
hungary  
united kingdom  
italy

# main assumptions behind the randstad employer brand research.

---

## 30 companies per respondent

„do you know this  
company?“  
determines awareness.

## recognized companies

„would you want to work  
for this company?“  
determines attractiveness.

## for each company known

rating on a set of drivers  
determines reasons of  
attractiveness.

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## EVP drivers

each company is  
evaluated on:

- 01 financially healthy
  - 02 job security
  - 03 career progression
  - 04 equal employment opportunity  
regardless of age, gender, ethnic  
background, etc.
  - 05 pleasant work atmosphere
  - 06 work-life balance
  - 07 good reputation
  - 08 attractive salary and benefits
  - 09 cares about the environment  
& gives back to society
  - 10 interesting job content
  - 10 location
- 

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## smart sampling

Each respondent is shown 30 companies. Each  
company is evaluated only by respondents who are  
aware of that particular brand.

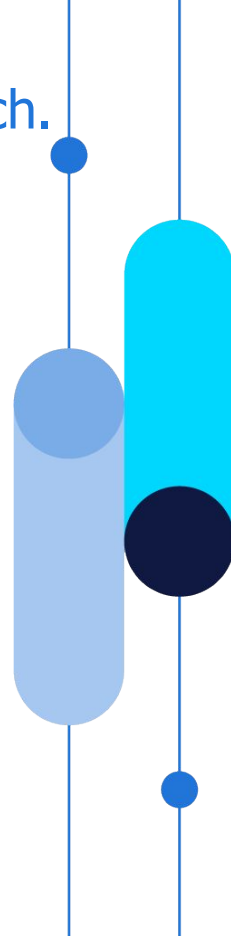
In order to make sure that the less well known brands  
are assessed by a sufficient number of respondents,  
we make use of a smart sampling method.

This method ensures that companies with lower  
awareness are shown to more people. As a result,  
Randstad Employer Brand Research provides more  
reliable insights into both less and better known  
employer brands.

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## KANTAR TNS

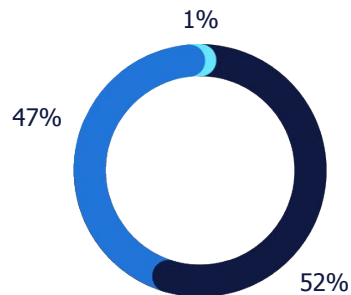
For this research, Randstad partners with Kantar,  
one of the world's largest insight, information and consultancy networks.





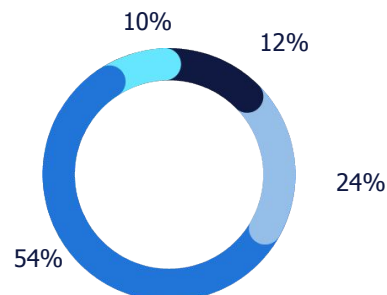
# sample characteristics in Poland: gender, age, region, education.

gender



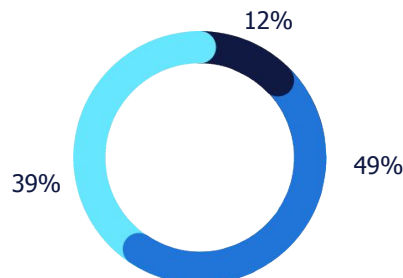
- female
- male
- other

age



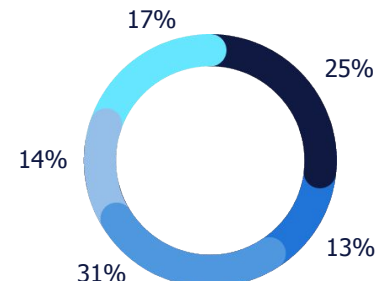
- 18-24
- 25-34
- 35-54
- 55-64

education



- primary or vocational
- secondary
- higher

region



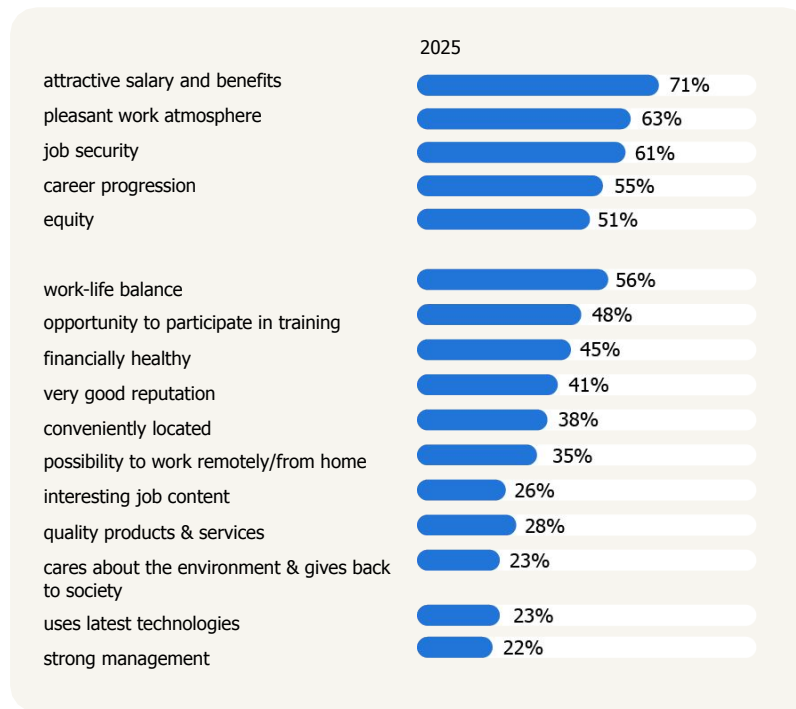
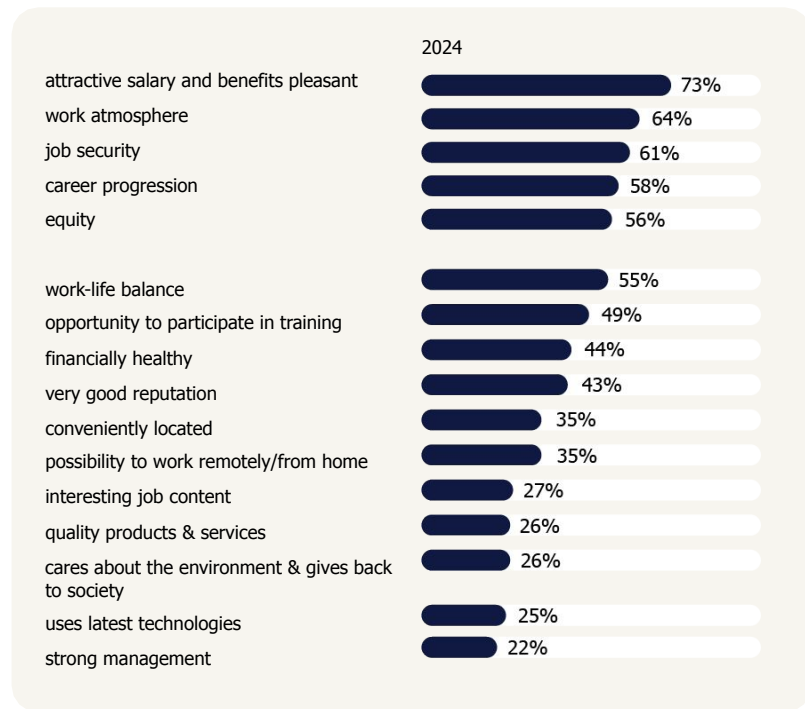
- central  
łódź voivodeship, masovian voivodeship, świętokrzyskie voivodeship
- northern  
pomorian voivodeship, warmian-masurian voivodeship, west pomorian voivodeship
- southern  
lower silesian voivodeship, lesser poland voivodeship, opole voivodeship, silesian voivodeship
- eastern  
lublin voivodeship, subcarpathian voivodeship, podlaskie voivodeship
- western  
kuyavian-pomeranian voivodeship, lubusz voivodeship, greater poland voivodeship



# employer attractiveness factors in poland.



# which factors most strongly determine employer choice in 2025?



# what should an employer offer in 2025?



remuneration  
consistently  
ranked first

Just as in previous edition, [attractive remuneration and benefits](#) once again enjoy the greatest interest among employees with 71% of respondents indicating it as an important decision factor when choosing an employer.

However, [not all age groups rate this element equally high](#). Its significance increases with age.



friendly  
atmosphere still  
very important

For another consecutive year, a [friendly workplace atmosphere](#) holds the second position. It was indicated by 63% of respondents – almost exactly the same as last year.

Moreover, a friendly workplace atmosphere is the most important factor determining employer choice among [the youngest and the oldest](#) employee groups who participated in the study.



seeking stability,  
work-life balance,  
and development

Further employer attractiveness factors include: [job security](#) (61%), [work-life balance](#) (56%), [career development](#) (55%), and [equal opportunities regardless of age, gender, or origin](#) (51%).

Interestingly, work-life balance has moved up from sixth to fourth place over the past year. Its importance increases with age showing a greater need to reconcile professional and family obligations.

# what do employees think of their current employer's offer?

The largest number of respondents state their employers provide them with **job security**. This is most strongly noticed by individuals aged 25-34 and 35-54, and least by the youngest employees. Followed by **good workplace location**, **good financial standing of the company**, and **ensuring equal opportunities** regardless of age, gender, or ethnic origin.

## are employee needs being met?

Employees indicated **career development opportunities**, **attractive remuneration and benefits**, **environmental awareness**, and **employer's social engagement** as the least frequently present attractors in their workplaces. Each of these elements was selected by about half of the respondents, on average.

### assessment of current employer

1. job security
2. location
3. good financial standing of the company
4. ensuring equal opportunities regardless of age, gender, ethnic origin, etc.
5. friendly work atmosphere
6. good reputation
7. work-life balance
8. interesting job content
9. career development opportunities
10. attractive remuneration and benefits

### ideal employer profile

1. attractive remuneration and benefits
2. friendly work atmosphere
3. job security
4. work-life balance
5. career development opportunities
6. ensuring equal opportunities regardless of age, gender, ethnic origin, etc.
7. opportunity to participate in training
8. good financial standing of the company
9. good reputation
10. location







## expectations of Polish women and men towards employers differ.

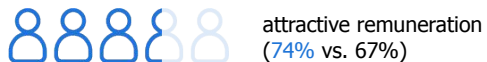
Compared to last year's survey, the current needs of employees and candidates have not changed significantly. Employees know what they want and clearly define their expectations towards potential employers.

However, significant differences in expectations towards employers, as well as in the current workplace perception, emerge [when we look at how women and men responded to our questions this year.](#)

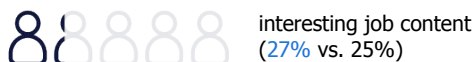
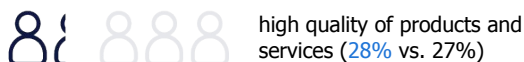
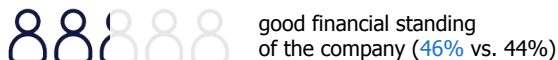
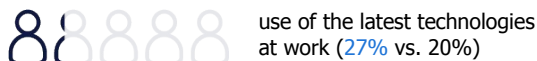


## most significant differences in the perception of **ideal employer** attractiveness factors by gender

### factors of greater importance to women:



### factors valued higher by men:

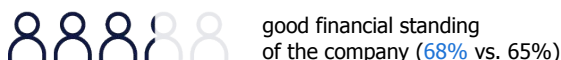
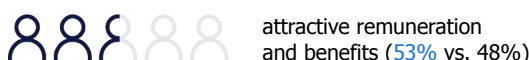


## most significant differences in the perception of the **current employer's** offer by gender

### women rate higher:



### men rate higher:



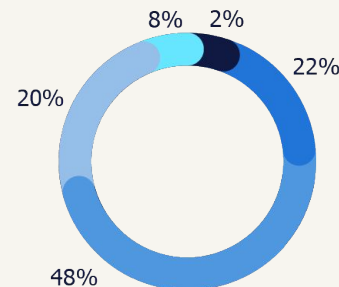
# remote, on-site, or hybrid work?

After 2020, remote and hybrid work became popular forms of employment, significantly changing the face of the labor market. However, especially in the last 2 years, a growing trend of [returning to offices](#) is increasingly visible. As a result, our research shows that [almost half](#) of employees (48%) perform their duties exclusively on company premises, and one-fifth have no possibility of working [from home](#) at all. Only 8% work remotely, and 20% in a hybrid model.

The remote and hybrid models are more frequently used by employees aged 18-24 and 25-34, i.e., representatives of younger generations, for whom the possibility of using flexible forms of work is particularly attractive.

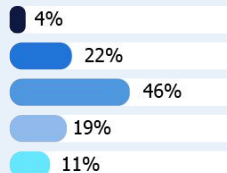
## do you work remotely?

- I want to work remotely, but my employer doesn't allow it
- in my profession, I can't / don't have the option to work from home
- no, I work only on-site at my employer's premises
- yes, I work in a hybrid model
- yes, I work fully remotely

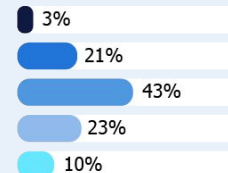


## age

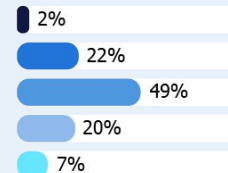
18-24



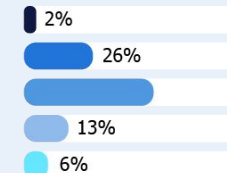
25-34



35-54



55-64



# career development.



# career development: how important is it?

Career development is the fifth most important factor determining employer choice and the third most frequent reason for leaving a job.

Compared to 2024, the age group that values this element the most has changed: in the previous study, it was the youngest employees. In the current one – individuals aged 25-34.

However, both Generation Z and Millennials consistently pay the most attention to career development opportunities when looking for a job. These two groups are also the most likely to decide to change employers due to a lack of career development opportunities and a limited career path within the company.

This means that career development – just as in previous years – is a hugely decisive factor, especially for those at the beginning of their professional journey.

## opportunity of reskilling to aid career development.

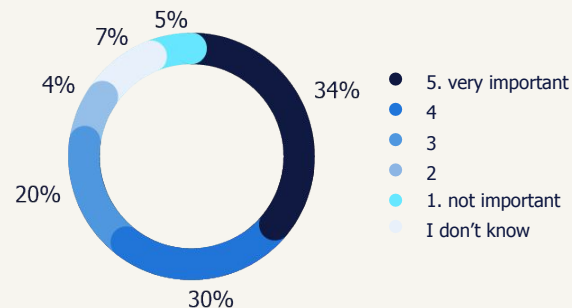
Changes in employers' demand for specific competencies (for example, skills related to the development of new technologies) sometimes require employees to upskill or reskill. That is why we asked respondents how important they believe it is for employers to support their retraining process in order to aid their further career development.

62% of our study participants consider it very important or important that employers provide reskilling opportunities. This need is particularly expressed strong by Gen Z and Millennials, and less by individuals aged 35-54 and 55-64. This indicates that younger employees today are aware that their flexibility to adapt to new conditions and the ever changing labor market is one of the prerequisites for successful career and future development.

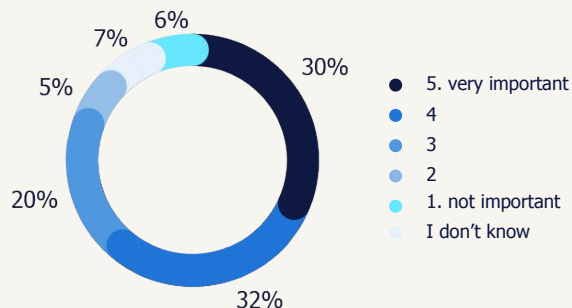
## reskilling opportunities

how important is the possibility of reskilling to you? Responses were given on a scale from 1 to 5, where 1 means "not important" and 5 means "very important."

2024



2025

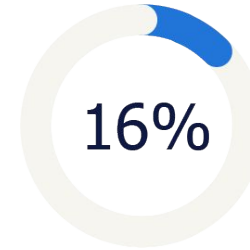
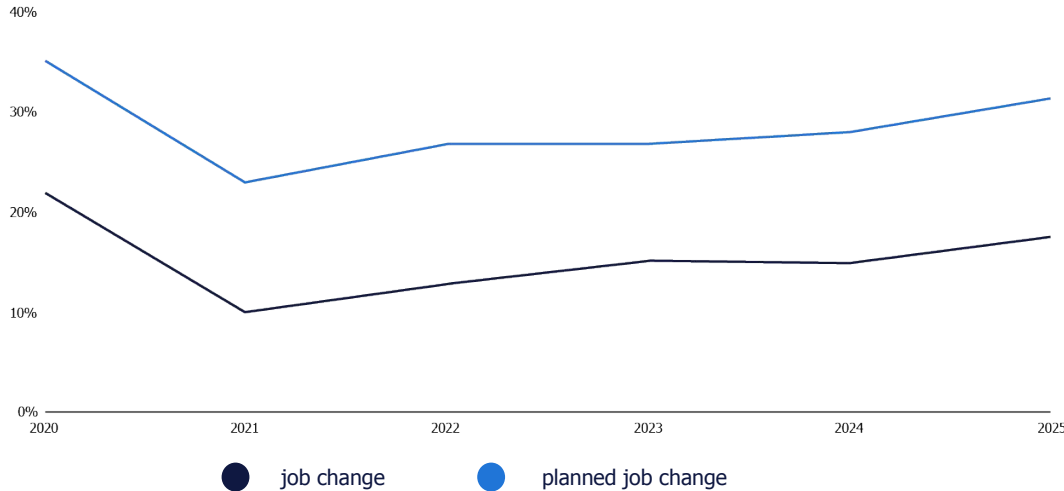




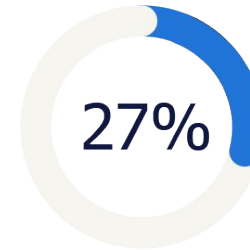
job  
changes.



# how many employees changed jobs in the last 6 months of 2024, and how many plan to do so in 2025?



of respondents  
changed jobs in the  
last 6 months of 2024



of respondents plan  
to change jobs in the  
first 6 months of 2025

# who changes jobs most often?

## job changes in 2024

The vast majority of respondents, regardless of age, **did not change jobs** in the second half of 2024. For employers this means an important task this year to address the needs of this group of employees – in order to maintain their existing loyalty.

The largest number of people who have recently changed jobs are respondents aged 25-34.

The high professional mobility of this group may relate to the fact that its representatives are often at a stage of **intensive career development**, making them more open to changes than older employees. They are also more willing to seek opportunities, which better align their workplace with their expectations and aspirations. For employers, this means the **need for greater attention to the needs of young employees**, investing in career development opportunities, flexible forms of employment, creating a work environment that retains these talents for longer.

## plans for 2025

Over half of the respondents **do not plan to change jobs** in the first half of 2025. Such readiness is expressed by over a quarter of employees – most often aged 25-34, which means the same group that most frequently changed employers in the second half of the previous year.

The least popular option considered by employees, regardless of age group, is changing jobs within the same organization.

Few employees over the age of 55 are willing to change their position or employer.



**32%** of employees aged 25-34 plan to change companies in the next six months



**78%** of the oldest employees (aged 55-64) do not plan to change jobs in the first half of 2025

# top 3 most frequent reasons for leaving a job.



## low salary

Too low salary in relation to the rising cost of living is the most frequent motivation for changing jobs. This reason was indicated by 53% of all respondents, most often by individuals between 35 and 54 years of age.



## lack of company's financial stability

29% of employees responded that they left their job or could leave due to the lack of financial stability in their organization. The significant rise of this factor (from 5th place last year) indicates that more employees are currently feeling fear of job cuts resulting from the company's financial problems.

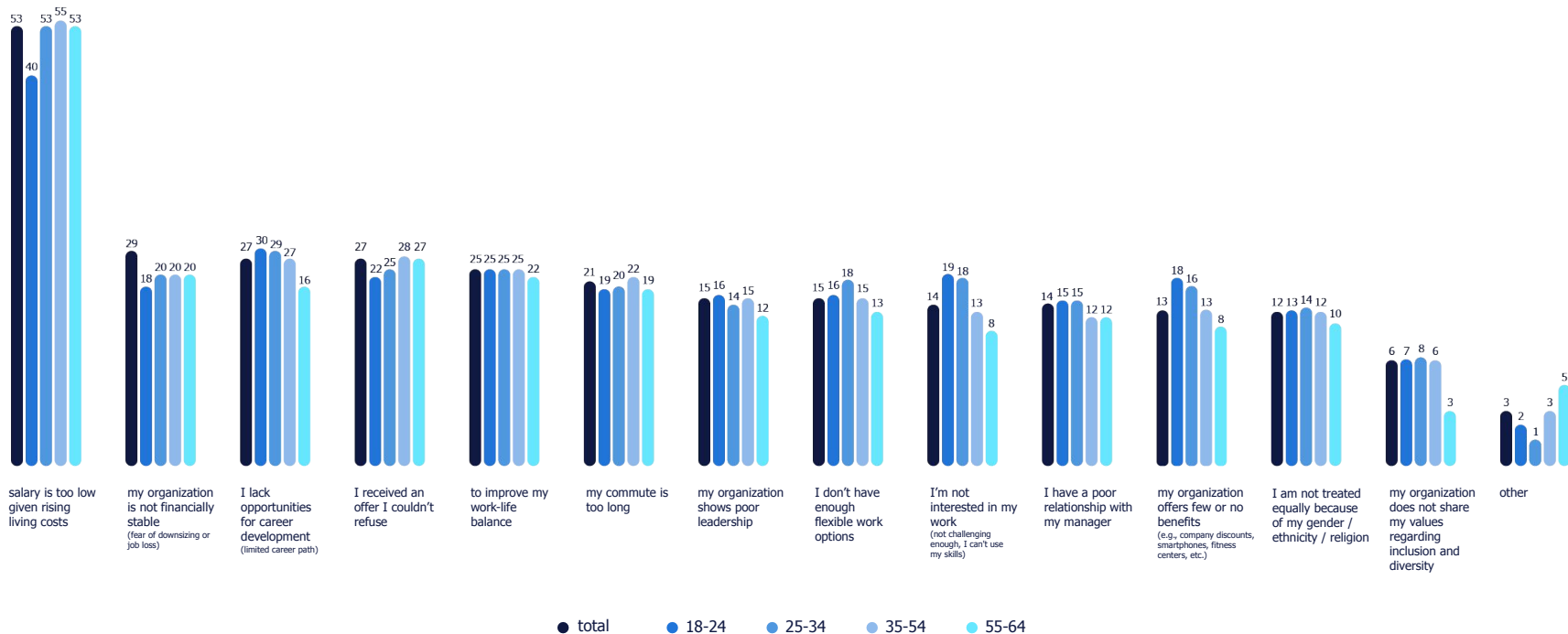


## limited career path

A lack of career development prospects as a reason for leaving the job is pointed out by 27% of employees who participated in the study. This reason is particularly frequently indicated by Gen Z and Millennials (30% and 29%), and least important for individuals between 55 and 64 years of age (16%).

# why do Poles decide to change jobs?

reasons why someone left or might leave their job





# job search channels.

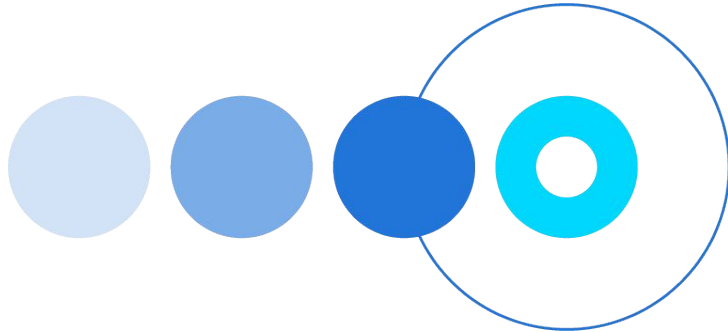


# where do employees look for job offers?

The vast majority (70%) of our study participants look for new employment [on job portals](#). This form of search is chosen by significantly more women than men.

The next sources of offers are [social media](#), [personal contacts](#) and [referrals](#) – this option was indicated by 39% of respondents each. The youngest employees and women most often use social, while the oldest employees and men use the latter.

Slightly less common, but still frequently used job search channels are [employment offices](#), [LinkedIn](#), and [employers' career websites](#).



## top 5 most popular job search channels



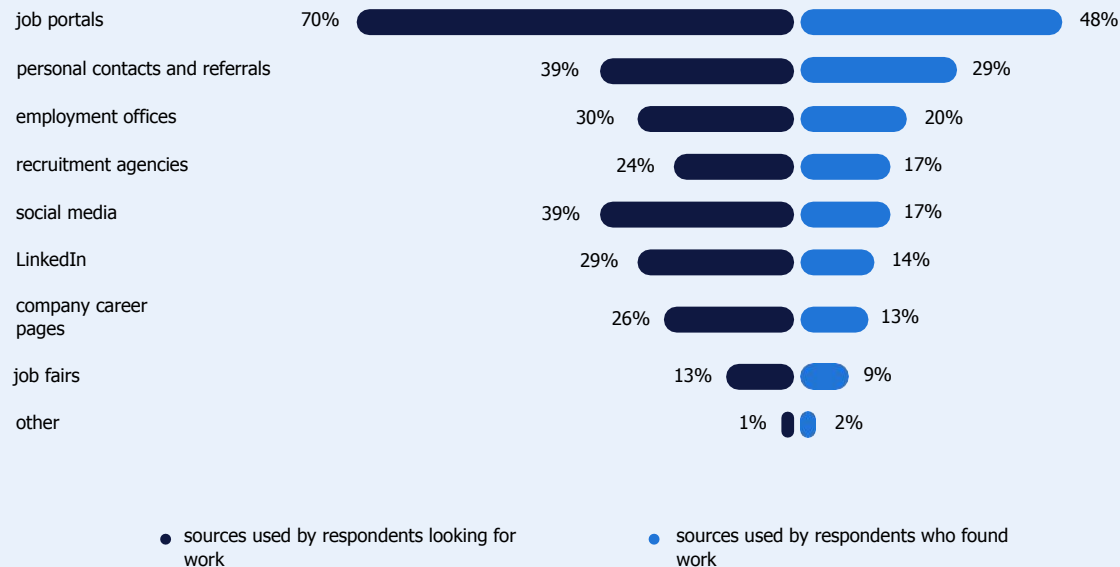
# successful job search.

## which job offer sources were most frequently used by employees who found employment?

Nearly half of the respondents who found a job last year used [job portals](#). This form of job search was most frequently indicated by the youngest employees.

Almost one in three employees managed to find a new job with the help of [personal contacts and referrals](#), and one in five through an [employment office](#).

Compared to last year's edition of the study, the biggest decrease is seen in the number of the youngest employees who found employment with the help of personal referrals and contacts (by as much as 14%). In this age group, [employment offices](#), for a change, gained popularity – 6% more of the youngest employees used them than a year ago.

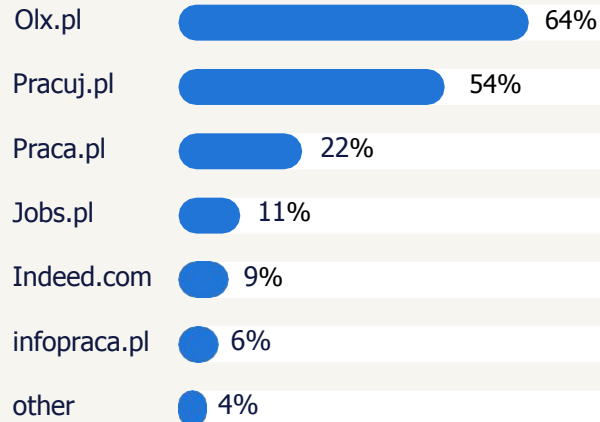


# most popular job portals.

Job portals have proven to be the most frequently chosen source of information about open recruitment for another consecutive year, which is why we asked study participants which specific job websites they use most often.

The classifieds portal [OLX.pl](#) once again triumphed in the ranking, although its popularity decreased by 5 percentage points compared to the previous year. OLX.pl is most often indicated by young generation employees (74% of responses in the 18-24 age group). The popularity of the site has clearly decreased (by as much as 24 percentage points) among the oldest employees.

The second place, with a result of 54%, was taken by [Pracuj.pl](#), which was most often indicated by individuals aged 25-34 and women. The top 3 ranking is closed by [Praca.pl](#) with 22%.



# which social media platforms are helpful for job searching today?

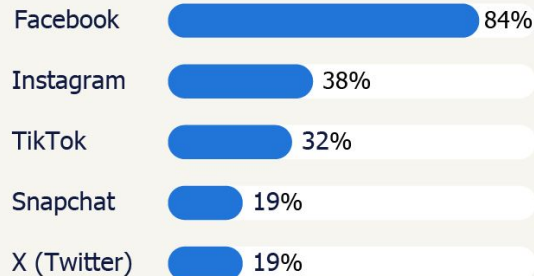
Social media consistently remain the second most frequently chosen source of job offers, right after job portals. Their growing popularity result from the fact that they enable **quick, direct communication with recruiters and potential employers**, as well as convenient access to job offers that, thanks to algorithms, are often **tailored to individual user preferences**.

The most popular social media platform in this regard was once again

**Facebook** with a result of 84%, although it was the only platform in our set that recorded a decrease compared to last year. The rest of the social platforms gained popularity – most notably the TikTok application, through which 11% more people found work than a year ago.

**Instagram** came as second with a result of 38%, and the third (32%) was the aforementioned **TikTok**, particularly popular among the youngest employees.

## most popular social media platforms







# artificial intelligence in the labor market.



# employee concerns and emotions in the light of emerging artificial intelligence-based solutions.

Once again, we asked employees about their expectations and experiences related to the use of artificial intelligence in their daily work. What did we learn?



do employees expect artificial intelligence to impact their work within the next 5 years?

Over half of the employees **believe so**. Moreover, compared to the previous year, there has been an **increase** in the number of people who think that AI will have a **significant** impact on their work. This answer was most frequently given by the youngest employees – one in three Generation Z representatives already believes this. At the same time, the number of people who deny the impact of artificial intelligence on their work has decreased – currently, one in five employees holds this view.

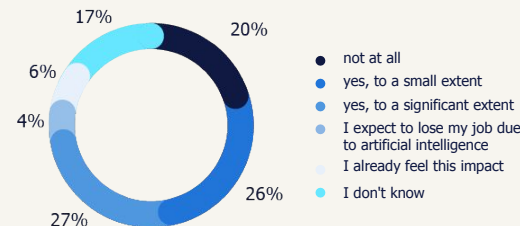
What's more, compared to the previous year, a larger percentage of employees already feel the impact of AI on their daily work – this is more frequently reported by the **youngest employees**.



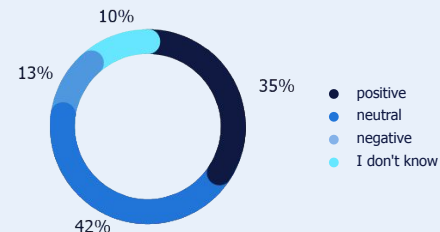
will artificial intelligence have a positive or negative impact on job satisfaction?

The **majority** of employees believe that AI will have a **positive or neutral** impact on their work. This view is more frequently expressed by men. Only 13% of respondents hold the opposite opinion. A negative or unknown impact of artificial intelligence on their work was more often declared by women and the oldest employees.

do you expect artificial intelligence to impact your work within the next 5 years?



what is the expected impact of artificial intelligence on respondents' job satisfaction?

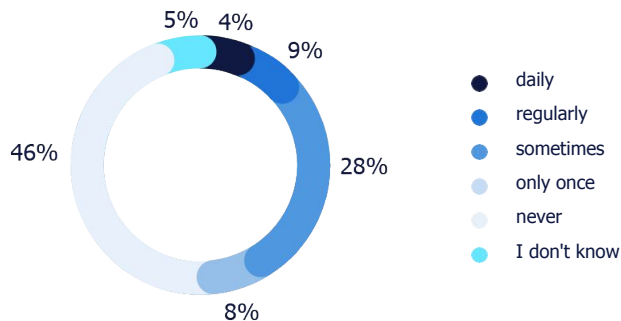




## how often do employees use artificial intelligence in their work?

Although artificial intelligence-based tools are increasingly present in companies nowadays, assisting in many areas (from generating content and graphics to data analysis), **almost half of the employees admit that they have never used AI in their daily work**. We see a significant difference here between the youngest and oldest groups. Only 19% of Gen Z and as many as 63% of individuals aged 55-64 have never used AI at work.

Above **one-fourth of employees** use artificial intelligence for support sometimes – **and this is most often done by younger respondents**, i.e., individuals between 18 and 34 years of age.



65% of participants in the [global] Randstad Workmonitor 2025 survey, when asked about the importance of innovation in the workplace, considered it important. Almost half of the respondents (47%) believe that employers could use AI more often, and 48% think it would make their work more interesting. AI skills are also the most frequently sought-after area of development by employees (40%; an increase from 29% year-over-year).

These conclusions align with the opinions of HR leaders. According to the Talent Trends 2025 survey by Randstad Enterprise, 84% of respondents believe that process automation and machine learning relieve employees in the area of routine tasks, allowing them to focus on key, more advanced tasks. This percentage increased by 6 percentage points year-over-year.

Analyses show that with more time for innovation, creativity, and collaboration, talents feel more fulfilled and have a sense of purpose. AI is thus becoming an important partner in stimulating critical and creative thinking and transforming ideas into action.

source: the talent multiverse. the future is defined by your decisions. talent trends 2025, by randstad enterprise

effective employee  
motivation  
and engagement  
building.



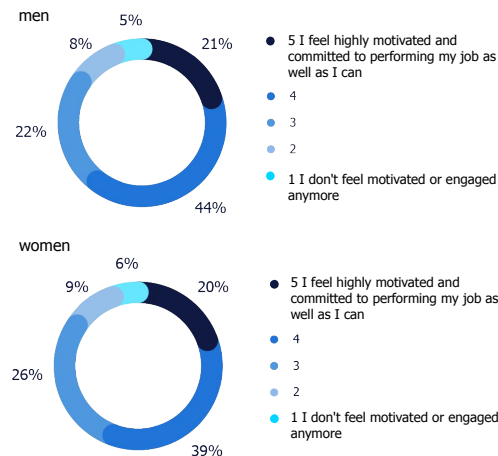
# employee motivation and engagement: what does the situation look like currently and how has it changed over the past year?

Motivation and engagement are factors that impact not only employee effectiveness but also [their well-being and the atmosphere within the company](#). That is precisely why we examined the extent to which employees currently feel motivated and engaged, whether their motivation has changed over the past year, and what contributes to the lack of engagement among some of them.

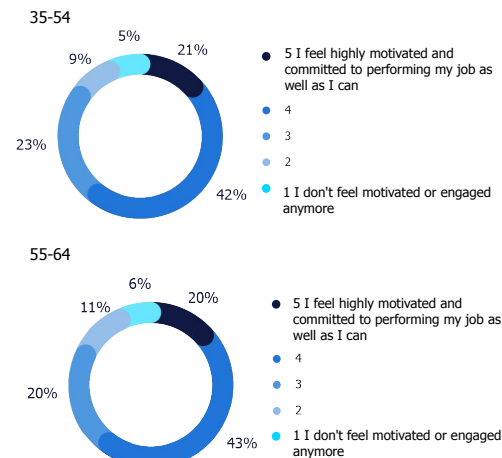
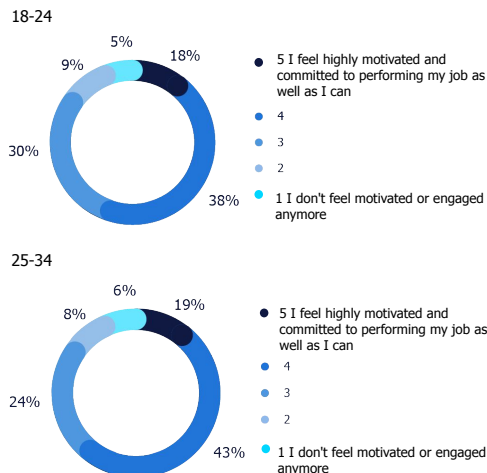


are employees currently motivated and engaged in their positions?

## motivation levels of women and men



## motivation levels across different generations



Employee engagement data indicates that it is particularly **worthwhile to examine the needs and expectations of women and the youngest employees in the workplace** – it is representatives of these two groups who feel less motivated and engaged in their responsibilities compared to other employees and the overall workforce.

possible solutions.

- A good solution in this situation may be **to introduce regular meetings** between employees and HR experts and team leaders to **understand the precise and individual reasons for the low motivation of those employee groups** that report this issue. The next step should be to create an appropriate action plan to strengthen engagement, based on information obtained from employees.
- It is worth remembering **to constantly monitor the atmosphere within the company and to respond promptly** to the first signs indicating a decline in engagement within teams.







## how has employee motivation changed over the past year?

13% of employees feel an increase in motivation and engagement compared to the previous year. In contrast, one in three respondents admits that their motivation and engagement remain at the same level. Lower engagement and motivation are reported by 7% of employees.

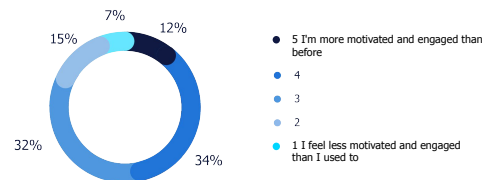


## what does this mean for employers?

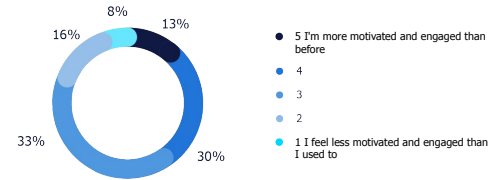
The unchanged or low level of motivation among some employees may indicate that not everyone is experiencing the positive effects of implemented changes or received compensation and benefits – it might be worth revising the applied forms and values of appreciation and motivation to break the stagnation and more effectively ensure the engagement of this group of employees.

## changes in motivation levels of women and men

men

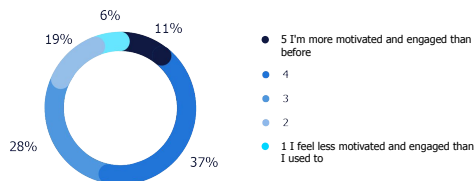


women

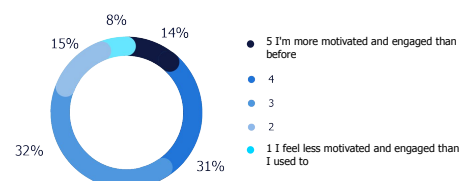


## changes in motivation levels across generations

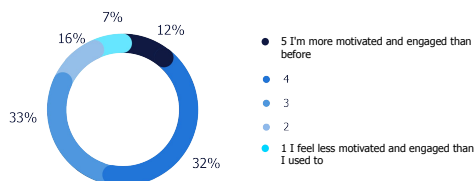
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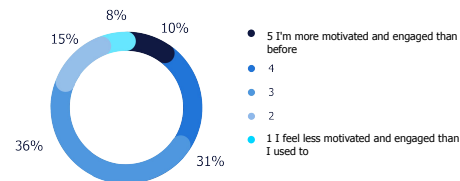
35-54



25-34



55-64





## what are the reasons for low engagement?

We asked those employees in our survey who reported low levels of engagement and motivation about what contributes to this state in their case. The main reasons they indicated were primarily:

- a desire to receive higher pay or better benefits (which clearly aligns with the declarations regarding the characteristics of an ideal employer, which we wrote about at the beginning of the report).
- a lack of recognition and appreciation for their work, as well as a feeling of being undervalued or lacking support from their manager or team members.

Women more often point to a lack of appreciation and recognition at work. This is also the case for employees aged 55-64, who – as our research shows – are also the most loyal to their current employers and, at the same time, the most professionally experienced. It is worth noting that it is the oldest employees who most often cite excessive workload as a reason for low engagement.

## main reasons for low engagement.

88888 46% desire to receive higher pay or better benefits

88888 43% lack of recognition or appreciation for my work

88888 38% feeling undervalued or lacking support from my manager or team

88888 35% excessive workload

88888 32% limited opportunities for professional development or promotion



# what motivates engaged employees?

Those employees in our survey who felt they are more engaged in their professional responsibilities today than they were a year ago most often cited [appropriate recognition and appreciation at work](#). This reason was more frequently given by men and the youngest employees.

The next two most frequently mentioned factors were [work-life balance](#) and [the feeling of being valued and supported by management and team colleagues](#) – all age groups held similar views on this matter.

33% appropriate recognition and appreciation for my work

32% work-life balance

28% feeling valued and supported by my manager or team

27% opportunities for promotion or professional development

27% certainty regarding job security or stability

23% clear and realistic expectations from management



# how to strengthen employee engagement and motivation?

Employees' financial expectations remain a very important motivator and, in many cases, determine engagement – [it is therefore worth verifying whether the company's compensation and benefits system is competitive](#) and meets the real needs of employees.

It is also worth paying attention to the need expressed by employees to [receive support and appreciation from their superiors](#). Since the feeling of being valued has a huge impact on increasing motivation, it may be worth considering rebuilding or strengthening the [culture of feedback](#) and an [atmosphere of support and mutual respect](#) within the organization.

## what else is worth knowing to motivate more effectively?

According to the Randstad Workmonitor 2025 report, talent today increasingly expects work to align with their personal values, ambitions, and life circumstances. Hence, the growing importance of an individual approach to motivation, based on:

- alignment of goals with social and environmental values,
- work-life balance,
- personalized development paths and career advancement prospects tailored to the individual needs of each employee,
- ensuring flexibility, autonomy, and equal opportunities.





## AI to the aid of motivation.

Work overload is one of the main reasons for the decline in employee engagement and motivation. How to effectively counteract it? It turns out that in today's world, employers have gained a powerful ally in this challenging task: artificial intelligence. As we read in the Randstad Talent Trends 2025 report, [creating space for employees to achieve greater creativity and higher quality work is a sure way to increase motivation and job satisfaction.](#)

By leveraging AI-powered tools in their work, [employees can free themselves from routine, repetitive, and time-consuming tasks](#) to focus more on creative work and areas that are most meaningful to them and conducive to development. This, in turn, leads to [greater satisfaction, stronger engagement, and a sense of purpose, and consequently – to higher efficiency.](#)





# the most attractive employers 2025.



employer brand research 2025 –  
poland



# top employers to work for in poland.

## 2025

1. Allegro
2. LG Energy Solution Wrocław
3. Volvo Polska
4. Fujitsu Technology Solutions
5. Grupa TZMO
6. Toyota Motor Manufacturing Poland
7. Eko-Okna
8. PGE Polska Grupa Energetyczna
9. Grupa Saint-Gobain w Polsce
10. KGHM Polska Miedź

## 2024

1. Volvo Polska
2. Kompania Piwowarska
3. Toyota Motor Manufacturing Poland
4. Volkswagen Poznań
5. Fujitsu Technology Solutions
6. Stellantis
7. PGE Polska Grupa Energetyczna
8. Neuca
9. LS Airport Services
10. Grupa Saint-Gobain w Polsce

## 2023

1. EMC Instytut Medyczny
2. LS Airport Services
3. Fujitsu Technology Solutions
4. Volvo Polska
5. Signify (dawniej: Philips)
6. Toyota Motor Manufacturing Poland
7. BSH Sprzęt Gospodarstwa Domowego
8. Flextronics International Poland
9. Volkswagen Poznań
10. Pratt & Whitney Rzeszów



# top 3 EVP drivers of the top 5 companies.

The top 5 companies excel across similar characteristics, with financial health standing out as the primary factor. While this may not be a top driver in the ideal employer profile, this suggests that employees may prioritize it more than anticipated.

The subsequent rankings highlight the appeal of a strong employer reputation and long-term job security. This aligns with our overall findings on key drivers of attractiveness and provides a tip for employers to strongly emphasize these aspects in their employer branding efforts.

## top 5 employers

- |                                 |
|---------------------------------|
| 1. Allegro                      |
| 2. LG Energy Solution Wrocław   |
| 3. Volvo Polska                 |
| 4. Fujitsu Technology Solutions |
| 5. Grupa TZMO                   |

## 1.

- |                     |
|---------------------|
| financially healthy |
| financially healthy |
| financially healthy |
| financially healthy |
| financially healthy |

## 2.

- |                        |
|------------------------|
| very good reputation   |
| long-term job security |
| very good reputation   |
| long-term job security |
| very good reputation   |

## 3.

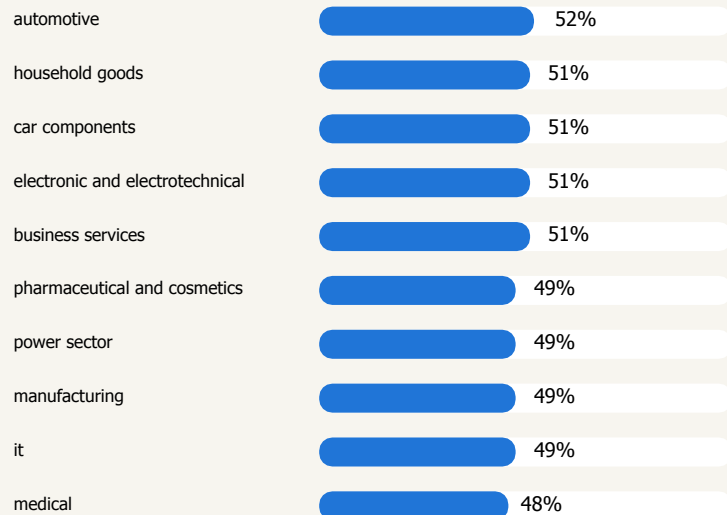
- |                             |
|-----------------------------|
| equal chances of employment |
| career progression          |
| equal chances of employment |
| career progression          |
| pleasant work atmosphere    |

# the most attractive sectors 2025.



# sector attractiveness.

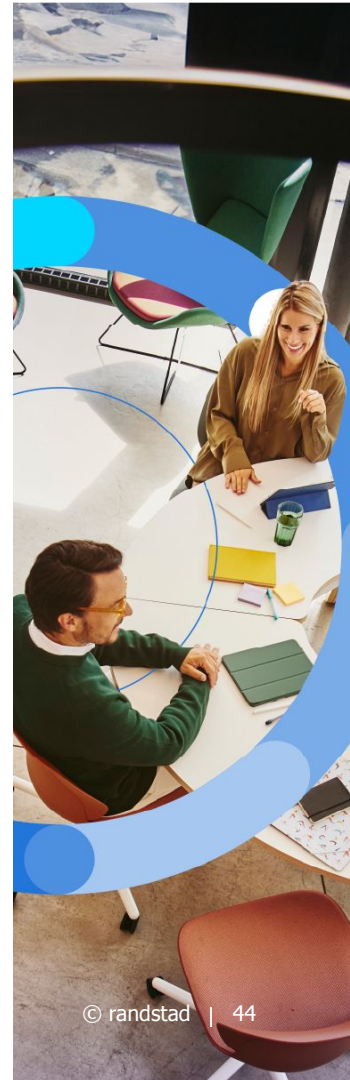
## top 10 best performing sectors



## automotive pointed as the most attractive sector

Last year's leader in the ranking: IT gave way at the top to the automotive sector, which was only one percentage point ahead of the next four industries.

The differences in attractiveness between the ranked sectors are minimal or almost none. The same number of respondents selects: household goods, automotive components, electronics & electrotechnical, as well as business services industries. And this means that competing for talent today happens not only within the same industry, but also across other sectors of the economy.



thank you.



partner for talent.