

 **2025**

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HONG KONG TALENT PULSE

Mid-Year Update



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50% Mid to Senior Roles



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Preface

The first half of 2025 marks a pivotal chapter in Hong Kong SAR's evolving talent landscape. Amid economic recalibration, geopolitical tension, and digital transformation, hiring strategies shift, revealing changing priorities across sectors in both candidate expectations and organizational needs. This Mid-Year Talent Pulse Report by KOS International provides a cross-sectoral view of workforce dynamics across 13 sectors.

In financial services, front-office hiring remains steady in retail and private banking, while corporate banking takes a more cautious approach. Mid-back office functions such as compliance, internal audit, and finance see hiring primarily driven by succession planning and restructuring, especially at the senior level. The retail and luxury sector focuses on trilingual, tech-savvy talent to drive omnichannel experiences, while supply chain and procurement emphasize ESG, compliance, and digital integration. The B2B and industrial sector is driven by R&D and innovation, boosting demand for talent in AI, green tech, and specialized sales and marketing. Property and construction hiring is selective, driven by infrastructure and sustainability needs. Demand grows for skilled talent in healthcare and life sciences amid industry shifts. The F&B, hospitality, travel and tourism sector gains momentum from tourism recovery. The FMCG sector faces shortages as demand grows for sales and digital expertise, while charities and NGOs adapt through recruitment strategy development, funding diversification, and skilled volunteer engagement.

The accounting and finance markets remain polarized, with active jobseekers facing intense competition and passive talent preferring stability. Legal hiring is cautious, with selective senior roles in commercial sectors and growing demand for junior to mid-level compliance talent in financial services. Human resources hiring remains focused on mid-level roles, while business support recruitment is driven by replacements and succession planning. In tech and digital, AI, cybersecurity, and cloud expertise drive demand, with many companies turning to contract hiring as a flexible solution amid tighter budgets.

As a listed one-stop HR services provider in Hong Kong SAR, KOS remains committed to supporting your workforce planning and business success in the second half of 2025 and beyond.

Financial Services



Front Office

The first half of 2025 witnessed diverse talent trends across retail banking and wealth management, corporate banking, and private banking sectors, reflecting their unique strategic directions and responses to market dynamics.

In retail banking and wealth management, employers demonstrated robust hiring activity, seeking both to replace existing staff and add new headcount. On the employee side, movement remained conservative, yet a notable trend emerged as talent migrated from private banking to retail banking. The market favoured candidates with cross-border sales experience, indicating a strategic push towards expanding international business and diversifying client portfolios.

Corporate banking employers took a more cautious approach, with more senior candidates entering the market, likely reflecting the challenging business environment. Constrained by restructuring initiatives and economic uncertainties, hiring primarily focused on replacement, aiming to maintain operational stability while minimizing risks.

Private banking employers sustained a steady hiring pace, covering both replacement and new positions. Candidates with extensive experience and strong networks held a distinct advantage. This implies that private banks are aiming to retain and enhance their relationships with high-net-worth clients, as these clients are crucial for the bank's profitability and growth in the private banking segment. Employee mobility remained conservative. Some private banking professionals transitioned to retail banking or family offices.

Overall, these trends underscore the adaptability of Hong Kong SAR's banking sector, with each segment strategically aligning its hiring and talent management strategies amidst a complex economic backdrop.

Financial Services



Mid-Back Office

Despite the challenges posed by the evolving landscape, it is heartening to note that there continues to be a steady demand for skilled professionals in areas such as Compliance, Risk, Accounting, Operations, and Finance.

In particular, Financial Services and Fintech companies are actively seeking individuals to fill key roles in these functions through replacement hiring or restructuring initiatives. However, it is important to acknowledge that traditional banks seem to be taking a more conservative approach, with a focus on cost-cutting measures and limiting hiring to replacement headcount.

This shift in strategy towards budget constraints may have implications for the overall hiring landscape within the sector. It is crucial for us to stay informed and adaptable in order to navigate these changes effectively.

Accounting & Finance



The Hong Kong SAR accounting and finance recruitment landscape in the first half of 2025 continues to reflect a cautious hiring environment amid ongoing economic recalibration. Market dynamics reveal a distinct polarization between active and passive job seekers. On one hand, active candidates face intensified competition due to a surge of available professionals from multinational corporations across various industries undergoing restructuring. On the other hand, passive talent remains hesitant about career moves, prioritizing job security despite varying degrees of compensation dissatisfaction—resulting in constrained talent supply for specialized positions.

Notable hiring activity has emerged at the senior level, particularly within internal audit functions across both corporate and regulatory entities, driven primarily by succession planning requirements. This segment has seen especially competitive compensation packages as organizations compete for limited top-tier candidates.

The market's evolving requirements now emphasize finance professionals who can operate as strategic business partners rather than traditional number-crunchers. Employers increasingly value candidates who can spearhead cost optimization programs, implement operational efficiencies, and contribute meaningfully to strategic decision-making. Technological fluency, particularly with emerging financial tools and platforms, has become a critical differentiator for top candidates.

Sector-specific developments present a mixed picture: while consumer-facing industries continue to face headwinds, anticipated regulatory changes are gradually generating new demand in specialized areas like sustainable finance and ESG compliance. As we progress into the second half of the year, the outlook remains cautiously optimistic. Organizations that can effectively communicate stable career pathways and professional development opportunities will likely gain an advantage in attracting top accounting and finance professionals in this job market.

Legal & Company Secretarial



Commercial Legal

The legal talent landscape in Hong Kong SAR during the first half of 2025 has been characterized by a cautious and measured approach. Hiring activity has slowed down, with clients carefully assessing headcount and organizational structure to ensure their legal teams align with evolving business needs. However, a positive trend has emerged in practical industries like property development, where senior legal roles are being discreetly filled as part of succession planning for impending retirements. Beyond technical legal expertise, firms are prioritizing candidates with strong business acumen and refined communication skills, signaling a shift away from the traditional "by-the-books" approach toward a more strategic, adaptable legal function.

Financial Services Legal

Despite the challenges posed by the evolving landscape of the Financial Services Legal sector, the first half of 2025 has seen a slowdown. Global economic uncertainty has led to unfortunate layoffs of some senior Legal Counsel at International Banks. Companies are taking a cautious approach, carefully evaluating headcount and organizational structures to ensure that their legal teams are in alignment with the changing business landscape.

Nonetheless, there are still active placements in the areas of litigation, regulatory affairs, and the emerging crypto sector. As we progress through 2025, it is becoming increasingly clear that the hiring needs in the compliance market are shifting. There is a noticeable trend where the demand for junior and middle-level positions surpasses that of senior-level hires, indicating a shift in recruitment priorities.

As we navigate these changes and adapt to the evolving needs of the industry, it is crucial for companies to stay agile and proactive in their talent strategies to remain competitive in the dynamic Financial Services Legal sector.

Human Resources & Business Support



Human Resources

The HR market has demonstrated consistent hiring trends in 2025, although there has been a noticeable decline in senior-level job openings across industries. Currently, most recruitment activities are focused on roles ranging from Assistant Manager to Senior Manager levels. These mid-level positions remain in demand as companies continue to seek professionals who can support day-to-day operations and drive team performance, even amid cautious expansion plans.

Additionally, there has been a slowdown in the decision-making process on the client side. Employers are becoming increasingly deliberate in their hiring processes, carefully assessing candidates and taking more time to finalize offers. This is largely due to heightened awareness of increased candidate exploration and movement, despite an overall decrease in job opportunities. As a result, companies are more mindful of aligning talent decisions with tightened budgets and long-term planning.

Industries such as Retail, Property & Construction, Food & Beverage, and Consumer Services are facing more visible recruitment challenges. At the same time, Manufacturing and Trading & Distribution companies are reevaluating their hiring strategies in response to ongoing geopolitical tensions, particularly those involving the United States and other global markets. These factors continue to shape workforce planning and hiring timelines. Although expansion hiring has slowed, the primary reasons for recruitment have remained steady—mainly to cover replacements, manage succession planning, and address retirements. Companies are choosing to hire selectively, filling only roles critical to maintaining operational continuity.

Across all sectors, organizations continue to prioritize HR professionals with strong business acumen who can align HR strategies with broader organizational goals. This ability remains a key asset in navigating today's complex and evolving business environment.

Human Resources & Business Support



Business Support

The administrative and executive support talent market is gradually evolving in 2025, driven by the current economic situation and digital transformation.

Employers are prioritizing workforce stability over aggressive hiring, with most openings in the first half of the year stemming from replacement hires or succession planning for soon-to-rotate employees. Due to economic constraints, companies are exercising budgetary caution, often opting to shift permanent positions to renewable contracts as a cost-saving measure.

Additionally, administrative and executive support professionals are now seen as strategic partners, managing complex workflows and actively contributing to decision-making processes. Employers increasingly seek individuals with problem-solving expertise and business acumen.

Given the tight labor market, candidates are encouraged to enhance their technological proficiency, particularly in AI-powered tools, and develop project management skills to remain competitive.

Technology & Digital Transformation

Technology & Digital Transformation Permanent

Digital transformation and the integration of AI are reshaping skill demands in Hong Kong SAR. Industries such as banking, finance, manufacturing, and healthcare are struggling to attract AI talent, which is essential for creative content development, risk evaluation, fraud detection, and enhancing operational efficiency.

In response, companies are shifting from traditional credential-focused recruitment to a skills-based hiring model that emphasizes competencies like data analytics, AI implementation, and process optimization, along with multilingual skills in Cantonese, Mandarin, and English. The influx of top talent from Mainland China and improved cross-border mobility in the Greater Bay Area are helping to bridge talent gaps.

Simultaneously, cybersecurity has become increasingly critical as organizations face a surge in cyber threats. Many companies are vulnerable due to limited IT resources and outdated systems. Key roles in cybersecurity include Security Operations Center (SOC) Analysts, who monitor for threats; Incident Response Specialists, who manage security incidents; Cybersecurity Consultants, who advise on best practices; Network Security Engineers, who design secure networks; and Cloud Security Architects, ensuring resilient cloud infrastructures.

Additionally, the shift to Network-as-a-Service (NaaS) allows businesses to access networking resources on demand, a trend particularly relevant in Hong Kong SAR due to high real estate costs. Key roles in this area include Network Engineers skilled in cloud networking, Cloud Solutions Architects focused on NaaS implementation, and DevOps Engineers who leverage automation and monitoring solutions to enhance efficiency.

These trends are likely to persist, fostering increased agility and aligning more closely with companies' long-term transformation goals.

Technology & Digital Transformation

Technology & Digital Transformation Contract

Employers in Hong Kong SAR are continuing to tighten budgets and increasingly hiring contract workers, particularly among global multinational companies that are undergoing rightsizing in response to a sluggish economy and ongoing digital disruptions. This trend has had a disproportionate impact on middle and senior-level professionals, especially in sectors such as banking, insurance, and technology, where restructuring efforts are more pronounced. As organizations aim to maintain operational efficiency while controlling costs, many are turning to flexible staffing models to navigate the current market conditions.

To address workforce gaps, companies are actively seeking contract workers with specialized IT skills. The demand for professionals in areas such as cybersecurity, cloud computing, and data analytics is on the rise, as organizations continue to adapt to evolving technology requirements and digital transformation initiatives. These contract roles offer businesses the flexibility to scale their teams according to project needs without committing to long-term employment costs.

In addition to the private sector, we anticipate increased hiring activity within the education and NGO sectors. These sectors are also experiencing talent shortages, largely driven by the need to keep pace with technological advancements and digital service delivery. As a result, contract recruitment is emerging as a critical solution to fill these gaps efficiently.

This growing emphasis on flexible workforce solutions underscores the increasing importance of contract recruitment in the IT sector. As companies recalibrate their workforce strategies, contract hiring is set to play a central role in supporting business continuity and digital innovation across industries.

Retail and Luxury

Frontline

Since early 2024, the market has remained conservative and challenging, prompting brands to prioritize frontline staff who can deliver immersive customer experiences over transactional interactions. This shift emphasizes skills in omnichannel engagement, personalized service, and tech-augmented retail. As a result, frontline talent is now expected to bring more diversified skill sets to meet evolving customer expectations.

With mainland tourists driving recovery in 2025, fluency in Mandarin, Cantonese, and English has become essential for frontline roles. Tourism-focused retail sectors are actively recruiting to serve rising visitor volumes, aided by government investments in tourism. Trilingual capabilities are no longer a bonus but a necessity in many frontline positions.

Digital integration in frontline roles is also accelerating. Employers are looking for staff who are proficient in data-driven CRM tools, e-commerce support, and social media-driven sales. Skills in digital analytics and generative AI for personalized customer interactions are increasingly prioritized, reflecting the industry's push toward digital transformation.

Despite ongoing volatility in retail sales, many brands have changed their commission schemes, increasing the weight of individual rewards. This has led to a "survival of the fittest" environment, creating retention challenges, particularly in maintaining high-performing "top billers." To stay agile and better align with new store development plans, brands are also adopting contract-based hiring models. This flexible approach allows them to respond more quickly to market shifts while managing workforce costs.

In summary, the market values adaptable, multiskilled frontline talent who can use digital tools, enhance customer experience, and serve a trilingual base. Employers offering flexibility and updated rewards are better positioned to attract this talent.

Retail and Luxury

Sales & Marketing

The retail sector, including luxury retail, continues to offer diverse sales and marketing roles, driven by Hong Kong SAR's status as a regional shopping hub. Luxury brands focus on customer experience, brand storytelling, and personalized marketing to attract affluent consumers. Job opportunities include sales executives, brand managers, and customer relationship specialists who can deliver high-touch service and leverage digital marketing tools.

Luxury retail employers seek professionals adept at integrating online and offline customer engagement, managing VIP client relationships, and executing promotional events. The growing importance of social media and influencer marketing in this segment requires candidates to be digitally savvy and culturally attuned to local and Mainland Chinese consumer trends.

Retail companies also invest in merchandising and marketing leadership to optimize product displays, pricing strategies, and seasonal campaigns. The sector values candidates with strong analytical skills and the ability to coordinate with supply chain and operations teams to ensure inventory availability and timely product launches.

Supply Chain and Procurement



Hong Kong SAR's supply chain and procurement sector is undergoing strategic realignment amid complex mid-2025 trade dynamics, with talent demands reflecting heightened needs for agility, technological integration, and risk mitigation.

The temporary US tariff reduction on Chinese-origin goods offers limited respite, while the elimination of de minimis exemptions subjects all Hong Kong SAR shipments to formal customs scrutiny, intensifying pressure on supply chain resilience. This fuels urgent demand for trade compliance experts skilled in tariff classifications and customs automation, cost optimization specialists to drive nearshoring and supplier diversification, and data analysts capable of modeling tariff impacts on inventory strategies.

Simultaneously, Hong Kong SAR's year-over-year Q1 retail decline—with luxury goods down—is accelerating procurement innovation. Companies now prioritize talent adept at supplier consolidation for FMCG renegotiations, AI-driven efficiency, and sustainable sourcing expertise to align with HKMA's net-zero financing goals through green logistics.

Emerging opportunities include Greater Bay Area integration roles and sectoral talent shifts from luxury retail to healthcare, green tech, and FMCG supply chains.

Despite persistent tariffs and retail headwinds, Hong Kong SAR's pivot toward digitalization and ESG compliance is generating high-value roles in strategic procurement, compliance automation, and risk governance.

Firms leading the second half of the year talent race will prioritize upskilling in AI, sustainable logistics, and adaptive supply chain redesign—transforming geopolitical challenges into competitive advantage through strategic human capital investment.

B2B and Industrial



R&D, Engineering & Innovation

Hong Kong SAR's B2B and industrial sector is undergoing a strategic transformation in mid-2025, driven by supply chain realignment, technological innovation, and the emergence of government-backed R&D clusters. Industrial output grew year over year in Q2, fueled by advanced manufacturing and logistics, while the Industrial Revitalization Fund accelerated new innovation hubs in the Northern Metropolis—specializing in smart mobility, advanced materials, and industrial AI. This R&D expansion complements Hong Kong SAR's traditional trade strengths while reshaping talent demands.

Urgent needs have emerged for research scientists and AI integration specialists to lead green technology initiatives, alongside product development engineers scaling advanced manufacturing solutions.

Concurrently, firms seek digital twin technology and blockchain supply chain experts to optimize regional operations, while tightened carbon regulations spur demand for circular economy strategists and clean production managers to meet decarbonization targets. Talent acquisition now prioritizes cross-disciplinary skills, with firms seeking candidates blending technical and commercial acumen to bridge R&D and market implementation.

Workforce dynamics reflect this shift. The Tech Talent Visa scheme attracted overseas specialists to R&D sectors in the first half of 2025, while major corporations partner with universities on tailored upskilling programs in industrial IoT and smart factory management. Flexible work models now cover non-production roles to enhance retention.

Looking ahead, Hong Kong SAR's convergence of industrial infrastructure and cutting-edge R&D positions it as Asia's innovation fulcrum. Companies securing specialized technical talent—particularly in sustainability and AI-driven supply chains—and fostering cross-sector collaboration will lead growth through the second half of 2025.

B2B and Industrial



Sales & Marketing

In the B2B sector, sales and marketing roles are increasingly specialized, focusing on business development, key account management, and solution selling. Companies in technology, professional services, and industrial sectors prioritize candidates with strong networks, consultative selling skills, and experience in managing complex sales cycles.

There is a noticeable shift towards hiring talent with expertise in digital transformation, cybersecurity, fintech, and data services, reflecting broader market trends. Sales roles in these areas often require the ability to engage with C-suite executives and tailor solutions to client needs.

Marketing functions in B2B emphasize content marketing, corporate communications, and event management to build brand authority and generate leads. Candidates with experience in managing cross-border projects and fluency in multiple languages, including English, Cantonese, and Mandarin, are highly sought after.

Property and Construction



As Hong Kong SAR's property and construction sector navigates economic headwinds in mid-2025, talent dynamics reflect strategic adjustments to market consolidation, infrastructure shifts, and changing workforce expectations. Growth is projected to slow in 2025—following a sharp decline in 2024—due to persistent high interest rates, geopolitical uncertainties, and a government budget deficit fueled by weak land sales and stamp duty revenues. Despite these challenges, selective talent opportunities are emerging in key niches.

Market pressures reshape hiring priorities. The sector faces a "musical chairs" recruitment landscape, where talent mobility outpaces net job creation. Major projects like the Three-Runway System are nearing completion, while the Northern Metropolitan scheme progresses slowly, creating uneven demand. Residential construction contends with a high unit inventory surplus, prompting developers to adopt aggressive pricing and repurposing strategies, such as converting unsold units into rentals. Infrastructure remains a relatively bright spot, with budget approved for highway expansions and railway projects like the Tung Chung Line Extension, sustaining demand for engineering and project management expertise.

Technical and compliance roles lead hiring. High demand persists for Electrical & Mechanical Engineers and Building Services Professionals, whose skills in retrofitting and facilities management are critical as new developments stall. Cost Optimization Experts are also prioritized as firms focus on margin protection in a low-growth environment. Meanwhile, the evolving HKMA net-zero mandates are driving hiring Sustainable Design Engineers, though sustainability recruitment remains measured. In retail and leasing, a decline in rents and a drop in luxury sales have shifted demand toward Creative Leasing Agents and Digital Marketers who can revitalize tenant engagement in oversupplied markets.

Workforce priorities and upskilling take center stage. Job seekers increasingly prioritize

Property and Construction



stability, accepting reduced bonus expectations. Flexible work arrangements, such as "window working" (staggered scheduling), are gaining traction as retention tools. Employers are also addressing skill gaps, by investing in L&D programs for AI, data analytics, and green construction. This aligns with a broader shift toward career lattice models, where lateral mobility and continuous upskilling are favored over traditional hierarchical progression.

Selective opportunities emerge amid caution. While hiring for mid-to-senior roles remains cautious, infrastructure projects and specialized innovation areas continue to offer talent opportunities. Employers who balance competitive compensation with strategic upskilling and adaptive work models will be best positioned to secure critical expertise through the second half of 2025. The sector's ability to navigate economic constraints while leveraging niche growth areas will define its talent strategy in the coming months.

Healthcare and Life Sciences



There is an increased demand for skilled talent amid talent shortages, especially in AI-driven health solutions, manufacturing, research & development, regulatory and quality assurance, clinical and medical affairs, sales and marketing, healthcare, and allied health across Hong Kong and Southeast Asia. There is an inflow of skilled talent in the Hong Kong SAR healthcare industry with support from several HKSAR's talent admission schemes that help attract global professionals.

The shortage of healthcare and allied health professionals and the rise of an aging population in the region impact public and private sector patient care and reduces patient access to healthcare services.

We continue to see an increased demand for manufacturing talent in pharmaceuticals, medical device and biotechnology companies in Southeast Asian countries due to the shift of pharmaceuticals, medical device and biotechnology manufacturing plants to Southeast Asian countries such as Vietnam, Thailand, or Malaysia—where operational costs are lower and import and export tariffs may not apply. The “Made in China 2025” initiative will continue to boost domestic manufacturing and product commercialization for medical device, pharmaceuticals and biotechnology industry sectors, and China will continue to fuel the demand for local and cross-border sales, business development, marketing, scientific, research & development, manufacturing talent to support local and regional expansion, particularly in Singapore.

The unemployment rate for senior management positions has drastically increased due to reorganization of multinational healthcare companies in Hong Kong SAR and Southeast Asia by merging teams from different countries into one regional cluster and outsourcing commercial teams to a distributor business model as part of their cost savings strategy. Salaries are not expected to rise significantly in 2025 due to market dynamics, but retention strategies are evolving. Salary increments range from up to 5% for internal employees, and up to 15% for new hires. Talent is being sought by companies that offer flexible work arrangements, career development opportunities, and job security.

Food & Beverage, Hospitality, Travel & Tourism

Talent demand in Hong Kong SAR's hospitality, food and beverage, and travel tourism sectors continues to surge. Hong Kong SAR's tourism sector is rebounding with 44.5 million visitors in 2024, which is a 31% increase versus 2023, and with 2025 projections exceeding 50 million visitors. This growth underscores the urgency of addressing talent shortage. Multilingual talent with Cantonese, Mandarin and English language skills are critical, with additional language skills in Japanese or Korean being an added advantage in finding employment in the industry due to the growing Asian tourist markets. The talent skilled in culinary, front-of-house, digital marketing, data analytics, technology integration, and sustainability are in high demand.

Companies are facing recruitment challenges caused by talent deficit in Hong Kong SAR, particularly in junior to mid-level management roles, prompting employers to explore alternative recruitment channels and adopt creative recruitment strategies. There is fierce competition for skilled talent, with front of house and back of house professionals in high demand. Some employers have improved their monetary and non-monetary benefits to retain and nurture employees. We see an overall increase in salaries ranging from 10% to 20%, with sales and marketing professionals in high-growth sectors like tourism seeing salary hikes of up to 25% for professionals moving into a new role.

There is a softening of local spending and demands due to economic pressure and high operational costs which makes Hong Kong SAR less competitive for inbound tourism. The Greater Bay Area integration and the development blueprint for Hong Kong SAR's Tourism Industry 2.0 initiative promote tourism and boost demand for hospitality and food and beverage businesses in Hong Kong SAR but this is being exacerbated by talent shortages.

Companies are providing professional training for their employees to upskill and reskill their abilities and knowledge, and enhancing the education system can develop new talent and leaders in the industry. The industry continues to adopt digital technologies to strengthen their omnichannel guest experiences, operational efficiency, and ease off manpower shortages.



Digital, Product & Innovation

The Fast-Moving Consumer Goods (FMCG) sector is experiencing a prominent talent trend, driven by evolving consumer preferences, digital transformation, economic conditions and competitive market dynamics in Hong Kong SAR. The industry is facing talent shortages with skills in digital, AI, data analytics, and product innovation. FMCG-driven tourism from mainland China and Southeast Asia is a significant revenue source for the Hong Kong SAR market bolstered by favorable taxation and sophisticated retail landscape.

Companies are seeking talent with expertise in data analytics, AI and CRM to meet consumer demands and to drive sales growth through online sales channel diversification, and to establish a stronger brand presence to reach a different customer segment.

The industry is experiencing a strong shift towards product innovation, sustainability and premiumization. Consumers are willing to pay a premium for innovative and healthier products focusing on health, wellness, electronics and sustainability.

Talent shortage and scarcity is a significant challenge in the FMCG job market in Hong Kong SAR. The market is undergoing competitive hiring with companies offering an average salary increment for junior to mid-level sales talent ranging from 5% to 15%, and digital, technology, and research & development talent fetching up to 30%, and senior commercial head talent with up to 20% for talent who are switching roles.

Professionals staying in their roles can expect a salary increment averaging from 3% to 5%. To address talent scarcity and cost savings strategies, companies in the FMCG industry are exploring contract staff and flexible work arrangements to support business operations.



Sales & Marketing

The FMCG sector remains a robust source of sales and marketing opportunities in Hong Kong SAR. There is strong demand for professionals with experience in brand management, key account management, and sales leadership roles. Employers seek candidates capable of driving growth through both traditional retail channels and rapidly expanding e-commerce platforms. The rise of online shopping has intensified the need for marketing talent skilled in digital campaigns and omni-channel strategies.

There is a consistent demand for sales professionals who can improve customer experience and build customer loyalty for FMCG brands. Amid the challenges of the FMCG industry impacted by the current economic trends and customer behavior, this industry remains a steady field for junior to managerial sales professionals who are seeking job stability and growth. Additionally, FMCG companies emphasize strategic sales training and development programs to enhance team capabilities and adapt to changing market conditions.

Positions such as Sales Manager, Marketing Manager, and Key Account Executive are frequently advertised, with companies valuing candidates who have 2 to 5 years of relevant experience and a proven track record in managing product portfolios and sales teams. Senior roles, including Senior Merchandising & Marketing Manager, require 12 to 15 years of experience, strong leadership, and cross-functional collaboration skills to oversee product assortment, pricing, promotions, and supply chain coordination. Fluency in English and Chinese, with Mandarin as a plus, is often preferred due to the regional market scope.

Charities and Non-Profit Organizations



The market trend of NGO and charity recruitment and activities in Hong Kong SAR in recent years and into 2025 reveals a dynamic and evolving landscape shaped by social needs, funding initiatives, and competitive talent acquisition challenges.

Recruitment Trends in NGOs and Charities

Hong Kong SAR's social service sector has seen significant developments in recruitment platforms and strategies. Despite the economic situation in the last 12 months, the overall hiring environment in Hong Kong SAR remains highly competitive. Employers, including NGOs, face challenges in attracting and retaining talent due to uncompetitive salary and benefits packages. Moreover, employee satisfaction with benefits is low, and job security concerns are rising. While workplace flexibility is a key demand from employees, some organizations have increased in-office attendance expectations, potentially causing friction in talent retention.

In response, some employers plan to increase salaries for hard-to-fill roles in 2025, signaling a shift toward more aggressive recruitment efforts, which may also affect NGOs competing for skilled professionals.

NGOs often compete with the corporate sector for talent, and many rely heavily on volunteers to supplement their workforce. The trend toward more strategic volunteer engagement and skill-based volunteering is growing, helping NGOs to maximize impact despite limited paid staff.

Funding and Support Mechanisms

Funding remains a critical factor influencing NGO activities and recruitment capabilities. Many NGOs in Hong Kong SAR face challenges due to inconsistent or insufficient funding, which affects program sustainability and staff retention. To mitigate this, various support

Charities and Non-Profit Organizations



platforms and initiatives have been developed to connect NGOs with potential funders and resource partners. For instance, community support platforms profile smaller NGOs to raise their visibility among donors and collaborators.

Crowdfunding and online donation channels are increasingly important, as NGOs adopt digital tools to diversify funding sources and engage a broader donor base. Incorporating mobile technologies and customer relationship management (CRM) software helps NGOs track donations and improve fundraising efficiency.

Philanthropic foundations and government grants continue to play a significant role in sustaining the sector, often focusing on areas such as youth development, poverty alleviation, environmental sustainability, and social inclusion. These funding streams enable NGOs to expand their services and invest in capacity building.

NGO Activities and Volunteer Engagement

NGOs in Hong Kong SAR deliver a wide range of services addressing community needs, including support for the elderly, youth programs, environmental conservation, and social inclusion initiatives. Volunteerism remains a cornerstone of NGO operations, with seasonal peaks in volunteer participation observed around certain times of the year, such as October and November.

Volunteer engagement strategies are evolving to emphasize proximity and convenience, as data shows that volunteers prefer opportunities close to home. Platforms facilitating volunteer matching have improved the efficiency of connecting individuals with suitable causes, which is crucial given the sector's reliance on volunteer labor.

Moreover, NGOs are increasingly focusing on building partnerships with corporate entities and professional service providers to leverage expertise and resources. This collaborative

Charities and Non-Profit Organizations



approach helps NGOs enhance their impact and address complex social challenges more effectively.

In summary, the NGO and charity sector in Hong Kong SAR is adapting to resource limitations and a competitive talent market by leveraging digital recruitment platforms, data-driven volunteer matching, and strategic partnerships. Funding diversification through online donations and crowdfunding is becoming more prevalent, supported by philanthropic and government grants focused on key social issues. Volunteerism remains vital, with an emphasis on matching opportunities to volunteer preferences to sustain engagement. These trends collectively help NGOs in Hong Kong SAR to strengthen their capacity and continue delivering impactful community services despite ongoing challenges.

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