

2025

WHITE PAPER

PeopleNTech 2025 Hiring & Salary Insights

A Comprehensive Guide to Talent Trends,
Compensation Strategy & Recruitment Innovation



EXECUTIVE SUMMARY

The 2025 labor market is in a state of cautious balance—steady job creation and a cooling inflation rate have fostered a sense of optimism, but talent shortages and evolving workforce expectations continue to challenge employers. PeopleNTech's 2025 Hiring & Salary Insights offers a comprehensive overview of the trends, skills, and compensation shifts that employers need to understand in order to stay competitive in today's complex hiring environment.

This report is designed for HR leaders, hiring managers, and business decision-makers who must navigate a job market shaped by automation, generational diversity, and post-pandemic workforce behavior. You'll find forward-looking strategies to attract and retain top talent, sector-specific hiring trends, a breakdown of in-demand skills (technical and soft), and salary benchmarks to guide your compensation planning.

2.7% U.S. Inflation Rate in Late 2024

The inflation rate dropped below 3% for the first time since 2021, hitting 2.7% in Q4 2024, giving employers renewed confidence in investing in hiring and compensation.

81% of Employers Use Skills-Based Hiring

A record 81% of employers reported using skills-based hiring practices in 2024—up from just 57% in 2022—reflecting a major shift away from degree-based evaluations.

180,000

Jobs Added Per Month in 2024

Despite predictions of a slowdown, the U.S. economy added an average of 180,000 jobs per month, matching the pace of job growth seen before the pandemic.

U.S. EMPLOYMENT OUTLOOK FOR 2025

The U.S. labor market is showing resilience. Job creation is steady at pre-pandemic levels—around 180,000 jobs added monthly in 2024. Inflation has cooled to 2.7%, and unemployment remains low. However, the labor force remains tight, with a persistent imbalance between job openings and available talent. Although fewer employees are voluntarily switching jobs (quit rate at 2.1%), wage growth hasn't outpaced the rising cost of living. Employers must be cautious yet nimble, watching inflation, candidate sentiment, and shifting demographics.

SECTOR-SPECIFIC HIRING TRENDS

The 2025 employment landscape remains uneven across sectors, with some industries rapidly scaling up talent acquisition and others still recalibrating post-pandemic or due to global supply chain pressures. Employers must adopt industry-specific strategies to compete in today's segmented job market. Here's a breakdown of hiring patterns across the key sectors:

1. Information Technology (IT)

In simple words, a business proposal is a document or written offer from the side of the seller to the buyer for getting a project to be put into action in the future time.

While 2024 brought a wave of layoffs in big tech, 2025 has ushered in a rebounding demand for tech professionals—particularly in AI integration, cloud computing, full-stack development, and cybersecurity. AI engineers and machine learning specialists remain among the highest-paid and hardest-to-fill roles. With increased scrutiny on ethical AI, roles in AI auditing and bias mitigation are emerging.



Sector-Specific Hiring Trends



2. Telecommunications

The global rollout of 5G infrastructure, along with the growth of remote work, has increased demand for network engineers, VoIP specialists, cybersecurity analysts, and telecom project managers. Many telecom companies are also investing in fiber-optic expansion, prompting a surge in demand for skilled field technicians and infrastructure planners.

3. Banking, Financial Services & Insurance (BFSI)

The BFSI sector is undergoing digital transformation, driving up demand for professionals in fintech development, blockchain compliance, digital risk assessment, and cloud-based financial analysis. Roles in regulatory compliance and financial crime prevention have also grown, particularly in response to evolving global AML (anti-money laundering) standards.



Sector-Specific Hiring Trends



4. Hospitality

This sector made a strong post-pandemic recovery in 2024, and hiring momentum continues into 2025. Hotels, resorts, and restaurants are hiring for front-of-house operations, guest experience design, travel concierge services, and culinary roles. Digital skills, such as hospitality CRM platforms and reputation management, are now as critical as traditional service expertise.

5. Fast-Moving Consumer Goods (FMCG)

Hiring is focused on supply chain optimization, digital marketing, and data-driven product innovation. As consumer behavior leans toward personalization and eco-conscious products, roles in sustainability, logistics automation, and brand analytics are expanding rapidly.



Sector-Specific Hiring Trends



6. Public Sector

Government agencies are ramping up recruitment across education, infrastructure, cybersecurity, and climate resilience initiatives. Demand for policy analysts, environmental engineers, and digital transformation officers is increasing, fueled by both federal and state-level modernization efforts.

7. Automotive

The shift toward electric vehicles (EVs) and autonomous systems is redefining talent needs. There's rising demand for EV battery specialists, AI systems engineers, automotive software developers, and robotics integration experts. Traditional mechanical roles are being re-skilled toward smart vehicle systems and sustainable manufacturing.



Sector-Specific Hiring Trends



8. Transportation & Logistics

Driven by e-commerce growth and global trade normalization, this sector is hiring aggressively for logistics analysts, fleet managers, route optimization engineers, and supply chain strategists. Warehousing and fulfillment operations are becoming more digitized, increasing the need for workers who can operate and manage automated logistics platforms.

9. Retail

Retail is increasingly omnichannel. The hiring focus has shifted from purely sales-based roles to e-commerce operations, customer experience analysts, UX/UI designers, and inventory tech specialists. In-store associates with digital literacy are more valued than ever, as POS and CRM systems dominate floor operations.



Sector-Specific Hiring Trends



10. Energy & Utilities (Including Oil & Gas)

As the sector transitions toward renewables, hiring in solar, wind, and smart grid technologies is gaining pace. That said, traditional oil and gas firms continue to seek petroleum engineers, safety experts, and ESG compliance officers. Data scientists are also in demand for predictive maintenance and energy consumption forecasting.

11. Pharmaceuticals & Life Sciences

2025 continues to show robust hiring in clinical research, biotech engineering, pharmacovigilance, and regulatory affairs. The focus on mRNA technology, personalized medicine, and AI-led drug discovery is reshaping talent requirements. Experienced lab technicians and quality assurance analysts are in high demand due to stricter post-COVID protocols.



SHIFTING EMPLOYER PRACTICES

Employers are adopting new approaches to meet evolving expectations:



Remote & Hybrid Work:

Preferences vary by generation. Gen Z demands flexibility, while older generations are more open to hybrid or onsite models. A balanced approach—offering both flexibility and structure—is now favored.



Skills-Based Hiring

Over 80% of companies now prioritize practical competencies over formal degrees. This trend enhances equity and reduces hiring time.



Compensation Changes

Organizations are boosting pay (3–5% raises) and offering cost-of-living adjustments, performance bonuses, and improved benefit packages to attract top-tier talent.



CRITICAL SKILLS FOR THE MODERN WORKFORCE

Adaptability – Essential in a constantly shifting environment.

Communication – Required across hybrid and digital workspaces.

Leadership – Especially important in collaborative and cross-functional teams.

CERTIFICATIONS & MICRO-CREDENTIALS

Short-term, specialized training programs are becoming preferred over 4-year degrees. Employers value certifications that verify specific, job-relevant skills—especially in IT, healthcare, and project management.

TOP SKILLS

Data Analytics
(Python, SQL, R)

Cloud
Engineering
(AWS, Azure)

AI & Machine
Learning
Integration

Cybersecurity

Blockchain &
Automation
Tools

Top Technical Skills



TECHNOLOGY'S EVOLVING ROLE IN HIRING

AI and automation are revolutionizing the recruiting pipeline. Tools are now widely used for resume parsing, skill verification, interview scheduling, and even candidate assessments.

Use of AI

Over 60% of employers use AI in hiring; 68% plan to expand this use.

Challenges

Bias in AI algorithms can lead to discriminatory outcomes. Ethical frameworks are being adopted to mitigate this risk.

Future Outlook

Blockchain may soon be used for secure credential verification, and predictive analytics will play a larger role in forecasting workforce needs.

Employers need multifaceted strategies to appeal across this generational spectrum.

Talent Shortages

Even with training and automation, some roles—like cybersecurity professionals and skilled tradespeople—simply don't have enough supply.

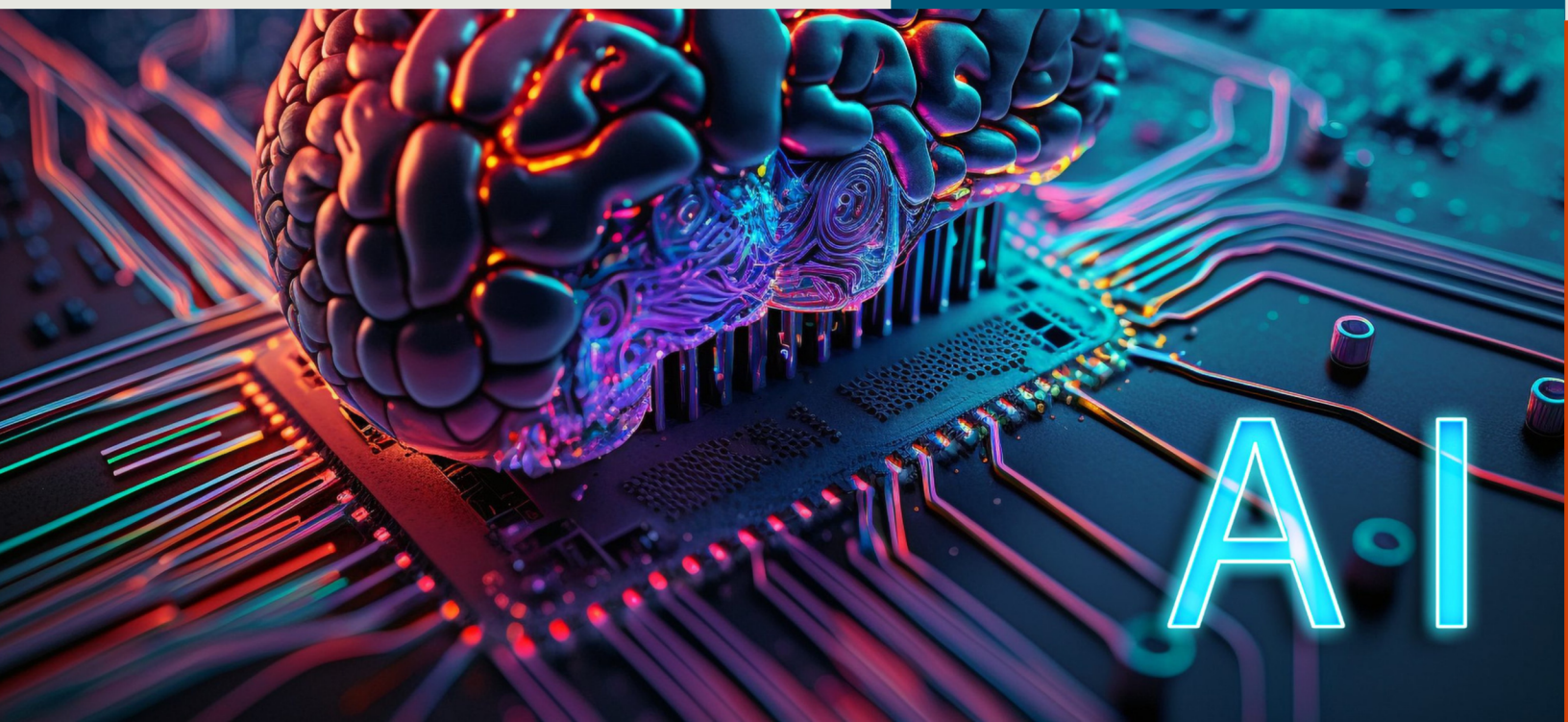
Wage Pressure

Real wages (inflation-adjusted) have stagnated in several sectors. Cost of living continues to rise, especially for families and renters.

Generational Expectations

Gen Z wants flexibility and mental health support. Millennials value purpose and career development. Gen X seeks recognition and growth, while Boomers prioritize stability and benefits.

HIRING CHALLENGES AHEAD



EMPLOYER PLAYBOOK: WINNING TALENT IN 2025

Strategies for Attracting and Retaining Top Talent:



Build an Employer Brand

Highlight workplace culture, purpose, and values across digital and in-person channels.



Flexible Work Models

Offer remote, hybrid, or flex-time arrangements based on role needs and employee preferences.



Learning & Development

Gen Z and Millennials prioritize growth. Offer access to certifications, mentoring, and leadership tracks.



Support Well-Being

Integrate mental health services, EAPs, and work-life balance policies.



Human-Centered Automation

Use tech to streamline, not replace, personal candidate engagement. Personalized communication remains essential.

Note: Salaries are based on compiled data from national job boards, labor bureau data, and industry surveys. Actual compensation may vary based on location, experience, certifications, and company size.

INFORMATION TECHNOLOGY

Role	Low	Average	High
Software Engineer	\$110,000	\$133,000	\$148,000
Front-End Developer	\$92,000	\$112,000	\$130,000
Full Stack Developer	\$105,000	\$126,000	\$145,000
Cybersecurity Analyst	\$86,000	\$115,000	\$155,000
Cloud Solutions Architect	\$118,000	\$140,000	\$165,000
DevOps Engineer	\$100,000	\$125,000	\$145,000
IT Support Specialist	\$47,000	\$60,000	\$74,000

FINANCE, ACCOUNTING & INSURANCE (BFSI)

Role	Low	Average	High
Financial Analyst	\$65,000	\$82,000	\$108,000
Accountant	\$55,000	\$72,000	\$92,000
Internal Auditor	\$70,000	\$88,000	\$110,000
Compliance Officer	\$80,000	\$97,000	\$122,000
Risk Analyst	\$72,000	\$89,000	\$115,000
Claims Adjuster	\$52,000	\$66,000	\$83,000

Sample Salary Benchmarks (National Averages)

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HUMAN RESOURCES & ADMINISTRATION

Role	Low	Average	High
HR Generalist	\$57,000	\$70,000	\$78,000
Talent Acquisition	\$60,000	\$75,000	\$90,000
HR Business Partner	\$80,000	\$95,000	\$120,000
Compensation & Benefits	\$95,000	\$115,000	\$135,000
Executive Assistant	\$52,000	\$64,000	\$78,000

PHARMACEUTICALS & LIFE SCIENCES

Role	Low	Average	High
Clinical Research / Development	\$68,000	\$85,000	\$105,000
Pharmacovigilance	\$72,000	\$91,000	\$115,000
Laboratory Technician	\$45,000	\$58,000	\$72,000
Regulatory Affairs	\$75,000	\$95,000	\$118,000

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RETAIL, FMCG, & CUSTOMER SERVICE

Role	Low	Average	High
Customer Service	\$31,000	\$40,000	\$51,000
Retail Store Manager	\$45,000	\$60,000	\$78,000
Supply Chain Analyst	\$60,000	\$77,000	\$98,000
Brand Manager (FMCG)	\$82,000	\$101,000	\$125,000
E-commerce Operations	\$88,000	\$106,000	\$130,000

AUTOMOTIVE, TRANSPORTATION & ENERGY

Role	Low	Average	High
Mechanical Engineer	\$72,000	\$89,000	\$115,000
EV Systems Engineer	\$85,000	\$105,000	\$132,000
Logistics Coordinator	\$48,000	\$62,000	\$76,000
Fleet Manager	\$58,000	\$72,000	\$90,000
Petroleum Engineer	\$98,000	\$122,000	\$150,000
Energy Analyst	\$76,000	\$92,000	\$118,000

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HOSPITALITY, PUBLIC SECTOR & OTHER ROLES

Role	Low	Average	High
Hotel Operations	\$62,000	\$80,000	\$105,000
Event Coordinator	\$40,000	\$52,000	\$68,000
Public Health Administrator	\$74,000	\$92,000	\$118,000
Policy Analyst (Public Health)	\$66,000	\$84,000	\$102,000
Administrative Assistant	\$38,000	\$46,000	\$56,000

CONCLUSION

2025 offers employers an opportunity to recalibrate, not retreat. By understanding evolving labor trends, investing in modern skills, and aligning workplace offerings with candidate expectations, organizations can not only compete—but thrive.

PeopleNTech remains committed to helping businesses adapt and succeed in this new hiring era. Whether you're planning a major talent acquisition push or refining your existing recruitment practices, our experts are ready to support your goals.

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