



2026 Q3

ManpowerGroup Employment Outlook Survey

VIETNAM FINDINGS →



Executive Summary

265 employers in **Vietnam** reported a Net Employment Outlook (NEO) of **28%** as they forecast **Q3** staffing changes in the latest edition of the ManpowerGroup Employment Outlook Survey.



Anticipated hiring increases are driven by **company expansion**.



Expected decreases are driven by **economic challenges**.



The Q3 2026 Vietnam Net Employment Outlook **decreased significantly** from the **previous quarter** (-19 percentage points).

Strongest Hiring Demand in Vietnam

Reported for Q3 2026

50%

Tech & IT services

33%

Southern Region

39%

Organizations with 50-249 employees

Vietnam's NEO Ranks

Reported for Q3 2026

10th

Among 42 markets globally

3rd

Among 11 markets in APME**

*Net Employment Outlook results range from +100% to -100%

** Asia-Pacific and Middle East (APME) region



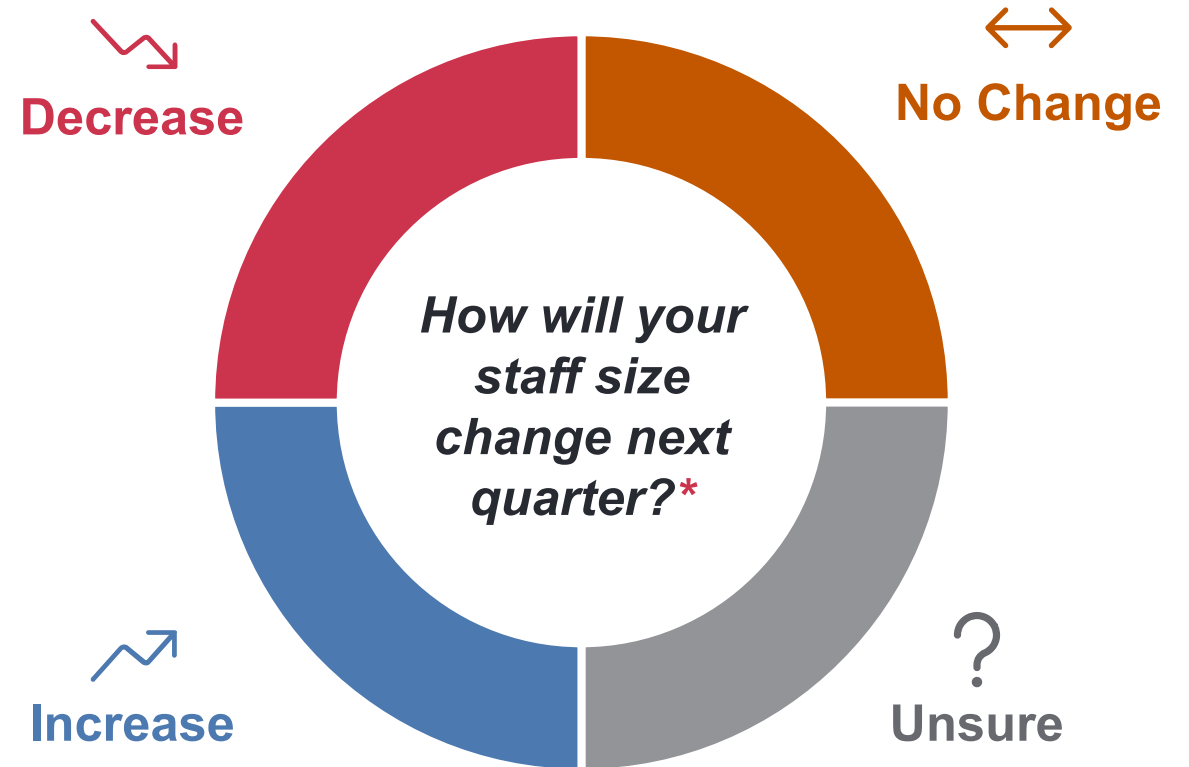
Q3 Employer Hiring Sentiment



Capturing Future Hiring Plans

Since 1962, ManpowerGroup has asked organizations about their quarterly hiring plans. More than **40,500 employers** across **42 countries and territories** reported **hiring expectations for Q3 2026** in the latest edition of the Employment Outlook Survey.

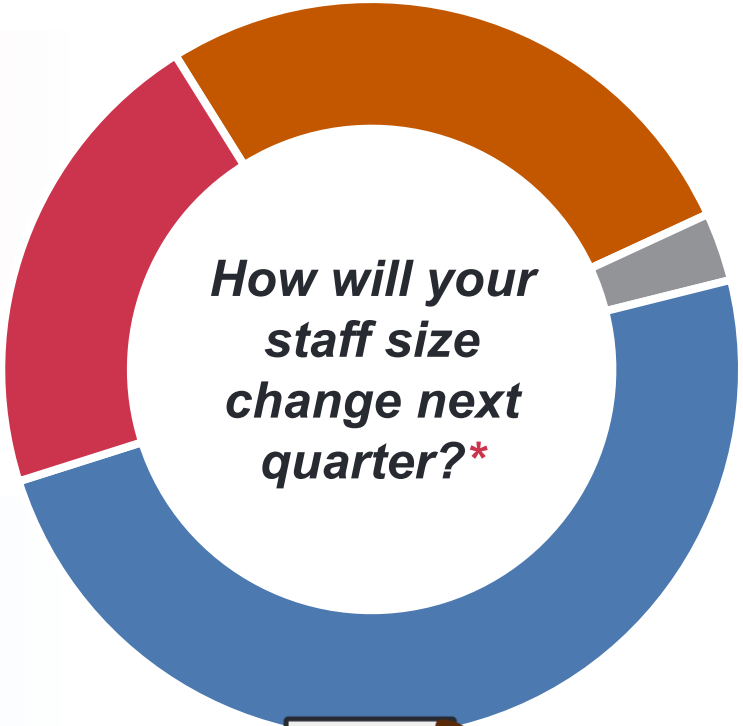
Respondents shared whether their staffing levels would remain unchanged, increase through new hiring, or decrease due to layoffs or anticipated departures.



*The survey question has been modified for clarity, and the full text is available in the [About the Survey](#) section.


Employer Expectations in Vietnam in Q3 2026

 **21%** of employers reported they were anticipating **staff reductions**.



27% of employers said they planned to keep **staffing levels unchanged**. 

 **49%** of employers said they planned to **increase their staff** between July and September.

3% of employers were **unsure how staffing levels would change** in the months ahead. 



Measuring With the Net Employment Outlook

Hiring sentiment is quantified using the **Net Employment Outlook (NEO)**, defined as the difference between the percentage of employers planning to increase staff and those planning to reduce staff.

Vietnam's NEO for the third quarter of 2026 is 28%, derived from 49% of employers anticipating staffing increases and 21% expecting decreases. This figure is in line with the APME average (28%) and 2 percentage points above the global average (26%).



*Net Employment Outlook results range from +100% to -100%

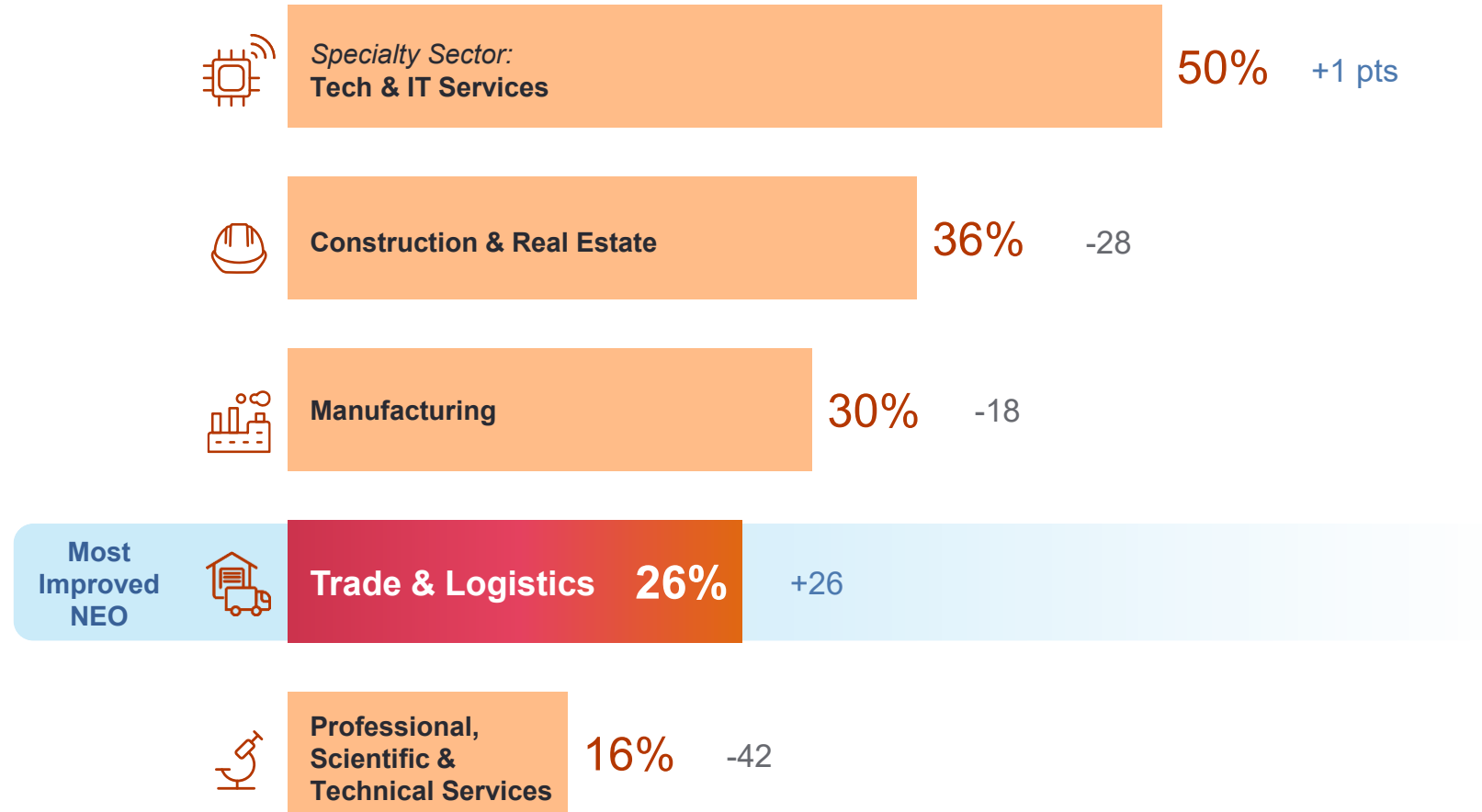
As a newer market in MEOS, Vietnam's NEO is currently unadjusted and will be seasonally adjusted once 16 quarters of data are available. Where relevant, note that the historical trendline is limited at this stage.



Key Sectors Shaping Q3 Hiring Outlook

Employers in **Tech & IT Services*** reported the strongest hiring outlook in Vietnam in Q3 2026, with a Net Employment Outlook (NEO) of 50%.

When compared to the previous quarter, **Trade & Logistics** reported the most improved outlook (+26 points).



Note:
Tech & IT Services is a specialty sector that combines subsectors across Manufacturing, Information, and Professional Services to provide a holistic view of all aspects relating to IT and telecoms.

Company Expansion Drives Q3 Staffing Increases in Vietnam

About half of employers cite **company expansion as the main driver of staffing increases**. This reason is most pronounced among **Trade & Logistics businesses (61%)**.

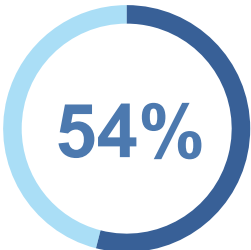
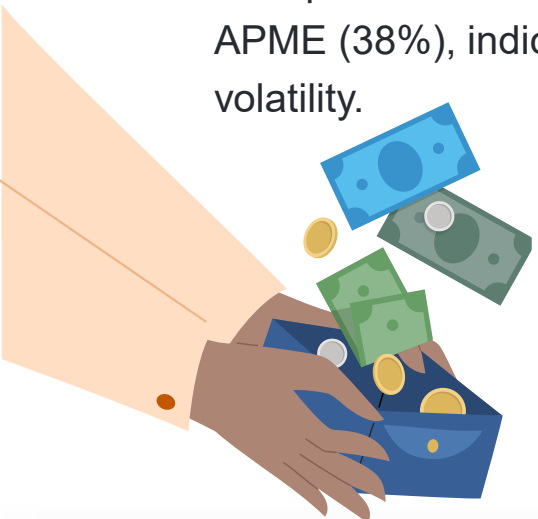
Advances in technology are also fueling hiring demand in Q3, mentioned by nearly one-third of surveyed employers.



Economic Challenges Influence Workforce Reductions

For employers anticipating a staffing decrease in Q3 2026, **economic uncertainty is cited as the main challenge**, followed by process optimization for efficiency.

Economic uncertainty has a stronger impact on enterprises in Vietnam compared to global (37%) and APME (38%), indicating more caution toward external volatility.



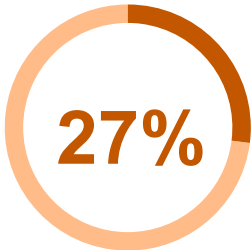
Economic challenges impacting staffing



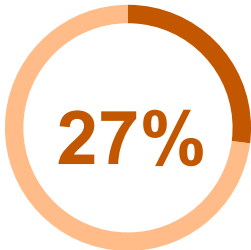
Process improvements are consolidating roles



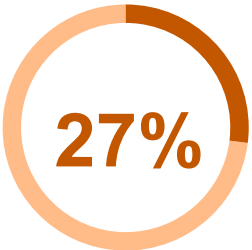
Adjusting to current demand



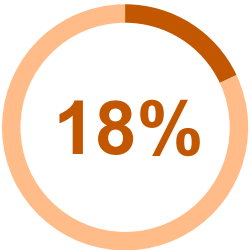
Restructuring or downsizing



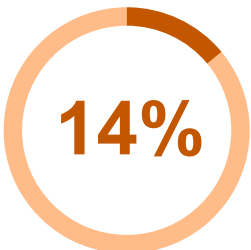
Automation has reduced some roles



Market shift lowering job demand



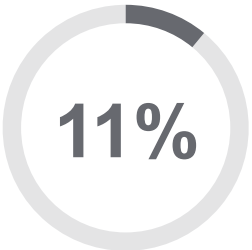
Geopolitical challenges impacting staffing



Voluntary staff departures, unable to backfill



Skill changes have reduced certain roles



Project-based roles are ending

Hiring Expectations by Company Size

Despite a 24-point drop since last quarter, medium-sized employers in Vietnam (50-249 employees) remain more optimistic than their global counterparts, **exceeding the global average by 13 percentage points.**



Hiring Expectations for July – September by Country



Vietnam ranks **3rd** in the **Asia-Pacific & Middle East (APME)** region and **10th** globally for hiring outlook in Q3 2026.

India	48%	Colombia	22%	Ireland	12%
Puerto Rico	48%	Norway	22%	Panama	11%
U.S.	45%	Czech Republic	20%	Spain	11%
Brazil	37%	Switzerland	19%	Finland	10%
U.K.	37%	Portugal	18%	Belgium	8%
Costa Rica	36%	Taiwan	17%	Greece	7%
Sweden	34%	U.A.E.*	17%	Argentina	6%
China	33%	Guatemala	16%	Germany	6%
Mexico	28%	Poland	16%	Japan	5%
Vietnam*	28%	Australia	15%	France	3%
Peru	27%	Hungary	15%	Italy	3%
Israel	26%	Singapore	13%	Slovakia	-6%
Türkiye	24%	Canada	12%	Hong Kong	-9%
The Netherlands	23%	Chile*	12%	Romania	-12%

28%
APME Average

26%
Global Average

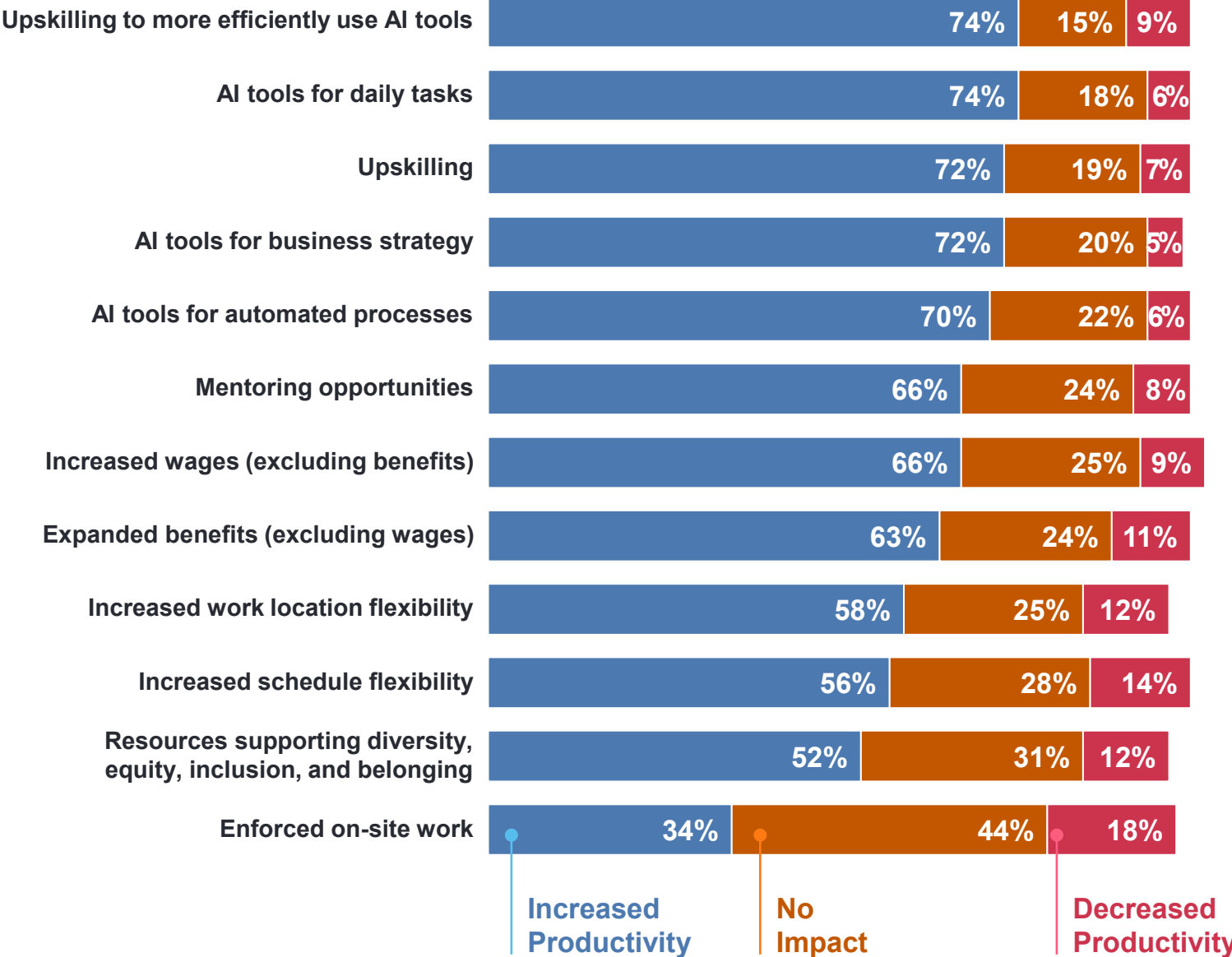
*The NEOs for Chile, the U.A.E., and Vietnam are currently unadjusted and will be seasonally adjusted after sixteen quarters of data.



Workforce Trends

Employers Rank Sources of Workforce Productivity Gains

When asked to identify key drivers of productivity growth over the past year, nearly three-fourths of employers in Vietnam cited **AI tools** and **upskilling**, including both general and AI-specific training.

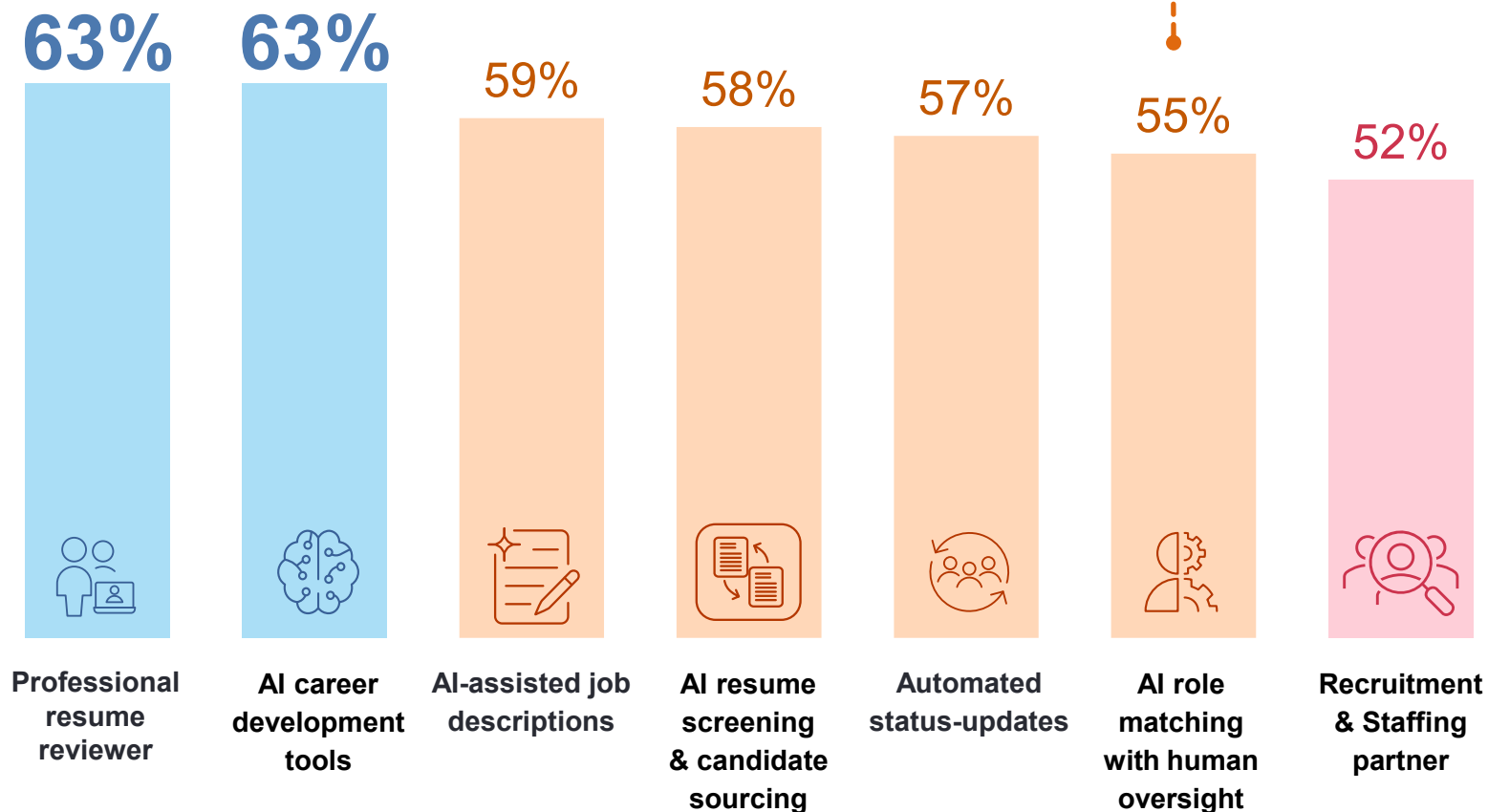


Employers Value Human Touch + AI to Optimize Hiring Process

Both **human resume review** and **AI career development tools** are reported as **equally valuable for hiring** in Vietnam (63%), reflecting a balanced, hybrid hiring approach.

52% of employers value **third-party recruitment partners** for effective hiring in an AI-driven landscape.

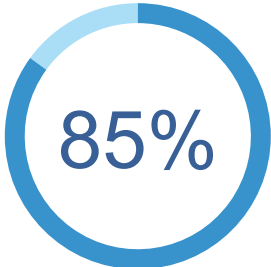
AI Solutions



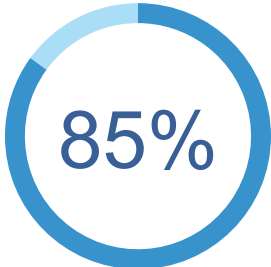
Percentage of respondents who said the services or innovations were “extremely” or “very” valuable regarding hiring in their organization.

Employers Share Most Valuable Soft Skills

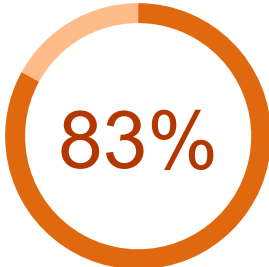
For this coming quarter, employers in Vietnam prioritize **digital literacy** and **adaptability & willingness to learn**, with readiness to pay a premium for these skills significantly exceeding the APME average (+20 and +15 points, respectively).



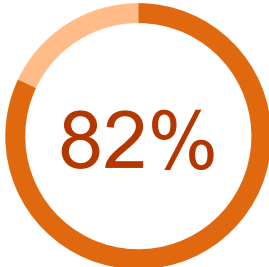
Digital literacy



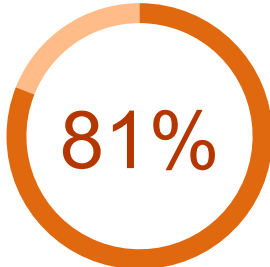
Adaptability



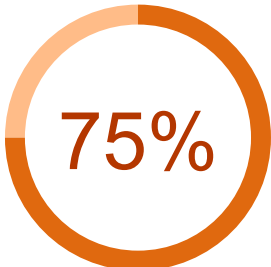
Communication



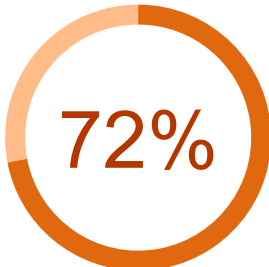
Problem-solving



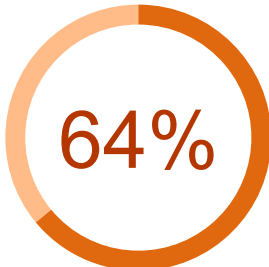
Strong work ethic



Time management



Leadership



Cultural inclusion

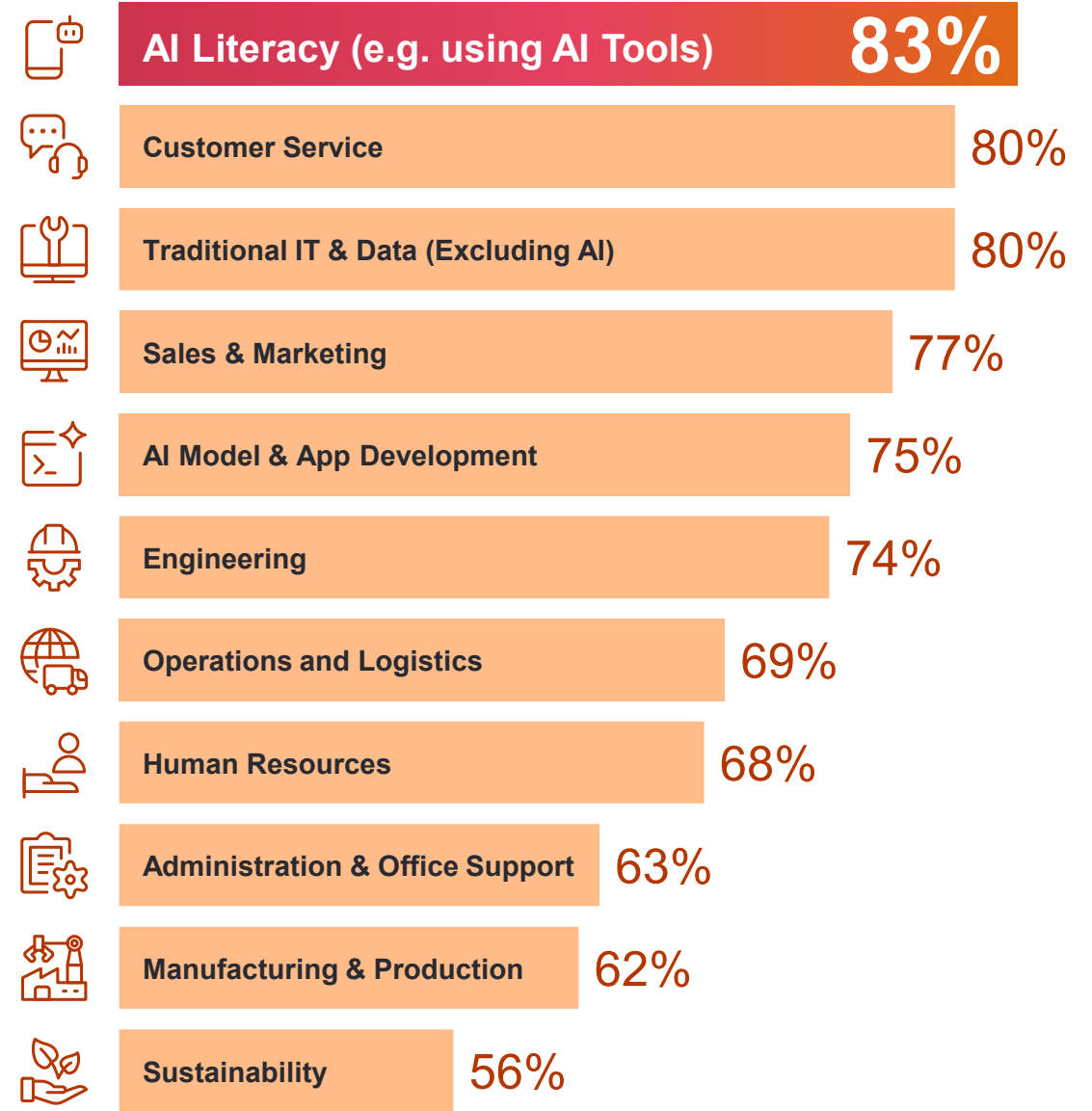
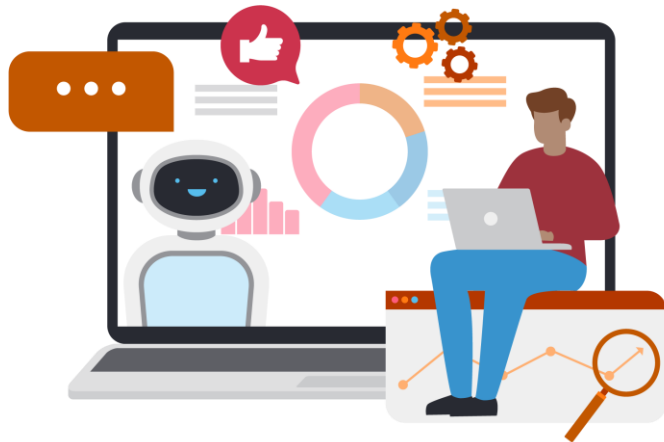


Mentoring

Employers Share Most Valuable Technical Skills

Among technical skills, employers in Vietnam were most willing to pay a premium for **AI literacy**, **customer service**, and **traditional IT & data skills** to secure the talent needed for growth.

AI literacy is a **top hiring priority in the South**, with nearly 9 in 10 employers (**88%**) emphasizing its importance.





About the Survey

About the Survey

The ManpowerGroup Employment Outlook Survey is the most comprehensive, forward-looking employment survey of its kind, used globally as a key economic indicator. The Net Employment Outlook is derived by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers expecting a decrease in hiring activity. Running since 1962, various factors underpin the success of the Survey:

Unique – It is unparalleled in its size, scope, longevity and area of focus. The ManpowerGroup Employment Outlook Survey is the most extensive, forward-looking employment survey in the world, asking employers to forecast employment over the next quarter. In contrast, other surveys and studies focus on retrospective data to report on what occurred in the past.

Independent – The survey is conducted with a representative sample of employers from throughout the countries and territories in which it is conducted. The survey participants are not derived from ManpowerGroup’s customer base.

Robust – The Q3 2026 survey is based on interviews with 40,592 public and private employers across 42 countries to measure anticipated employment changes and trends. This sample allows for analysis to be performed across specific sectors and regions to provide more detailed information.

Focused – For more than six decades the survey has derived all its information from a single question (Q3 2026 example): “How do you anticipate total employment at your location to change in the three months to the end of September 2026 as compared to the current quarter?”

Survey Methodology – The data for the third quarter was collected between April 1-30, 2026. The findings reflect employer sentiment at the time of data collection and may not capture the potential impact of subsequent events. The size of organizations and sectors are standardized across all countries to allow international comparisons.

Forward-Looking Statements –

This report contains forward-looking statements, including statements regarding labor demand in certain regions, countries and industries, and economic uncertainty. Actual events or results may differ materially from those contained in the forward-looking statements, due to risks, uncertainties and assumptions. These factors include those found in the Company’s reports filed with the U.S. Securities and Exchange Commission (SEC), including the information under the heading “Risk Factors” in its Annual Report on Form 10-K for the year ended December 31, 2025, whose information is incorporated herein by reference. ManpowerGroup disclaims any obligation to update any forward-looking or other statements in this release, except as required by law.



Frequently Asked Questions

What is meant by Net Employment Outlook (NEO)?

The Net Employment Outlook is derived by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers that expect to see a decrease in employment at their location in the next quarter. A positive Net Employment Outlook figure means that, on balance, there are more employers who expect to add to their headcount in the following three months than those who intend to reduce staff.

What is Seasonal Adjustment and why is it used in the ManpowerGroup Employment Outlook Survey?

Seasonal adjustment is a statistical process that allows the Survey data to be presented without the impact of hiring fluctuations that normally occur through the course of the year, usually as a result of various external factors, such changes in weather, traditional production cycles, and public holidays. Seasonal adjustment has the effect of flattening peaks and smoothing troughs in the data to better illustrate underlying employment trends and provide a more accurate representation of the ManpowerGroup Employment Outlook Survey results.

How are companies selected for the survey?

Employers are selected based on the types of companies and organizations they represent. We want to ensure that our panel is representative of each participating country's national labor market, so each country's panel is built in proportion to that country's overall distribution of industry sectors and organization sizes.

Who do you interview in each company?

The person we select to interview will be someone with a good overview of staffing levels and hiring intentions within their organization. Normally this will be the head of HR or an HR manager. However, in smaller organizations, that person may be a general manager or even the CEO.

Industry Sectors Defined

Beginning with the Q1 2026 survey, the industry sectors have been updated to align with the North American Industry Classification System (NAICS). Historical data has been reclassified and will still be available as defined below.

Construction & Real Estate: Construction; Real Estate; Building Products; Construction & Engineering; Trading Companies & Distributors; Other Industrials Sub-Industry; Construction Materials; Real Estate Management & Development; Construction of Buildings; Heavy and Civil Engineering Construction; Specialty Trade Contractors; Rental and Leasing Services; and Lessors of Nonfinancial Intangible Assets.

Finance and Insurance: Banking, Finance and Insurance; Banks; Thrifts & Mortgage Finance; Diversified Financial Services; Consumer Finance; Capital Markets; Mortgage Real Estate Investment Trusts; Insurance; Equity Real Estate Investment Trusts; Other Financials & Real Estate Sub-Industry; Monetary Authorities-Central Bank; Credit Intermediation and Related Activities; Securities, Commodity Contracts, and Other Financial Investments and Related Activities; Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles.

Hospitality: Leisure Facilities, Gaming & Casinos; Accommodation, Restaurants, Hotels, Resorts & Cruise Lines; Arts, Entertainment, and Recreation; Accommodation and Food Services

Information: Software; Communications Equipment; Technology Hardware, Storage & Peripherals; Other IT Sub-Industry; Diversified Telecommunication Services; Wireless Telecommunication Services; Media and Publishing; Entertainment; Interactive Media & Services; Other Communication Sub-Industry; Motion Picture and Sound Recording Industries; Newspaper, Periodical, Book, and Directory Publishers; Software Publishers; Broadcasting and Content Providers; Telecommunications; Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services; Web Search Portals, Libraries, Archives, and Other Information Services.

Manufacturing: Manufacturing; Aerospace & Defense; Electrical Equipment; Machinery; Chemicals; Other Materials Sub-Industry; Electronic Equipment, Instruments & Components; Semiconductors & Semiconductor Equipment; Industrials Manufacturing; Energy & Utilities Manufacturing; Materials Manufacturing; Transportation Manufacturing; Consumer Goods & Services Manufacturing; Health Care & Life Sciences Manufacturing; IT Manufacturing; Communication Services Manufacturing; Other Manufacturing; Food Manufacturing; Beverage and Tobacco Product Manufacturing; Textile Mills; Textile Product Mills; Apparel Manufacturing; Leather and Allied Product Manufacturing; Wood Product Manufacturing; Paper Manufacturing; Printing and Related Support Activities; Petroleum and Coal Products Manufacturing; Basic Chemical Manufacturing; Resin, Synthetic Rubber, and Artificial and Synthetic Fibers and Filaments Manufacturing; Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing; Pharmaceutical and Medicine Manufacturing; Paint, Coating, and Adhesive Manufacturing; Soap, Cleaning Compound, and Toilet Preparation Manufacturing; Other Chemical Product and Preparation Manufacturing; Plastics and Rubber Products Manufacturing; Nonmetallic Mineral Product Manufacturing; Primary Metal Manufacturing; Fabricated Metal Product Manufacturing; Machinery Manufacturing; Computer and Peripheral Equipment Manufacturing; Communications Equipment Manufacturing; Audio and Video Equipment Manufacturing; Semiconductor and Other Electronic Component Manufacturing; Navigational, Measuring, Electromedical, and Control Instruments Manufacturing; Manufacturing and Reproducing Magnetic and Optical Media; Electrical Equipment, Appliance, and Component Manufacturing; Motor Vehicle Manufacturing; Motor Vehicle Body and Trailer Manufacturing; Motor Vehicle Parts Manufacturing; Aerospace Product and Parts Manufacturing; Railroad Rolling Stock Manufacturing; Ship and Boat Building; Other Transportation Equipment Manufacturing; Furniture and Related Product Manufacturing; Miscellaneous Manufacturing.

Industry Sectors Defined Continued

Professional, Scientific & Technical Services: Professional, Scientific and Technical Activities; Commercial Services & Supplies; Professional Services; Specialized Consumer Services; IT Services; Administrative and Support Services; Legal Services; Accounting, Tax Preparation, Bookkeeping, and Payroll Services; Architectural, Engineering, and Related Services; Specialized Design Services; Computer Systems Design and Related Services; Management, Scientific, and Technical Consulting Services; Scientific Research and Development Services; Advertising, Public Relations, and Related Services; Other Professional, Scientific, and Technical Services; Management of Companies and Enterprises.

Public Sector, Health & Social Services: Education; Human Health and Social Work; Government (National or Local) or Public Service; Education Services; Health Care Equipment & Supplies; Health Care Providers & Services; Health Care Technology; Biotechnology; Pharmaceuticals; Life Sciences Tools & Services; Other Health Care & Life Sciences Sub-Industry; Not for Profit / Charity / Religious Organization; Educational Institutions; Educational Services; Health Care and Social Assistance; Other Services (except Public Administration); Public Administration.

Trade & Logistics: Wholesale and Retail Trade; Repair of Vehicles; Containers & Packaging; Paper & Forest Products; Air Freight & Logistics; Airlines; Marine; Road & Rail; Transportation Infrastructure; Auto Components; Automobiles; Other Transport, Logistics & Automobiles Sub-Industry; Household Durables; Leisure Products; Textiles, Apparel & Luxury Goods; Distributors; Online & Direct Marketing Retail; Multiline Retail (Department Stores, etc.); Specialty Retail (Apparel, Technology, etc.); Other Consumer Discretionary Goods & Services Sub-Industry; Food & Staples Retailing; Beverages; Food Products; Tobacco; Household Products; Personal Products; Other Consumer Staples Sub-Industry; Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers; Furniture and Home Furnishing Merchant Wholesalers; Lumber and Other Construction Materials Merchant Wholesalers; Professional and Commercial Equipment and Supplies Merchant Wholesalers; Metal and Mineral (except Petroleum) Merchant Wholesalers; Household Appliances and Electrical and Electronic Goods Merchant Wholesalers; Hardware, and Plumbing and Heating Equipment and Supplies Merchant Wholesalers; Machinery, Equipment, and Supplies Merchant Wholesalers; Miscellaneous Durable Goods Merchant Wholesalers; Paper and Paper Product Merchant Wholesalers; Drugs and Druggists' Sundries Merchant Wholesalers; Apparel, Piece Goods, and Notions Merchant Wholesalers; Grocery and Related Product Merchant Wholesalers; Farm Product Raw Material Merchant Wholesalers; Chemical and Allied Products Merchant Wholesalers; Petroleum and Petroleum Products Merchant Wholesalers; Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers; Miscellaneous Nondurable Goods Merchant Wholesalers; Wholesale Trade Agents and Brokers; Motor Vehicle and Parts Dealers; Building Material and Garden Equipment and Supplies Dealers; Food and Beverage Retailers; Furniture, Home Furnishings, Electronics, and Appliance Retailers; General Merchandise Retailers; Health and Personal Care Retailers; Gasoline Stations and Fuel Dealers; Clothing, Clothing Accessories, Shoe, and Jewelry Retailers; Sporting Goods, Hobby, Musical Instrument, Book, and Miscellaneous Retailers; Air Transportation; Rail Transportation; Water Transportation; Truck Transportation; Transit and Ground Passenger Transportation; Pipeline Transportation; Scenic and Sightseeing Transportation; Support Activities for Transportation; Postal Service; Couriers and Messengers; Warehousing and Storage.

Utilities & Natural Resources: Mining and Quarrying; Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation Activities; Energy Equipment & Services; Oil, Gas & Consumable Fuels; Electric Utilities; Gas Utilities; Multi-Utilities; Water Utilities; Waste Remediation; Independent Power and Renewable Electricity Producers; Other Energy and Utilities Sub-Industry; Metals & Mining; Agriculture and Fishing; Agriculture, Forestry, Fishing and Hunting; Oil and Gas Extraction; Mining (except Oil and Gas); Support Activities for Mining; Utilities; Waste Management and Remediation Services.

ManpowerGroup Solutions Across the Entire HR Lifecycle



Workforce Consulting
and Analytics



Workforce
Management



Talent
Resourcing



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Management



Career
Transition



Top Talent
Attraction



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