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**PRESS RELEASE**

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## **ManpowerGroup Employment Outlook Survey: subdued hiring intentions for the fourth quarter of 2020 – up 4 percentage points from previous quarter**

**HELSINKI, FINLAND, September 8, 2020 — According to the results of ManpowerGroup Employment Outlook Survey for the fourth quarter of 2020 published today, Finnish employers anticipate struggling hiring prospects for the October to December period. While 10% of employers anticipate an increase in payrolls, 17% forecast a decrease and 72% expect no change, resulting in a Net Employment Outlook of -7%. Once the data is adjusted to allow for seasonal variation, the Outlook stands at +1% – hiring sentiment is 4 percentage points stronger when compared with the previous quarter, but dips by 8 percentage points year-over-year.**

In Finland, 354 employers were interviewed for the Q4 2020 survey; the survey findings are likely to reflect the impact of the global health emergency and may be notably different to previous quarters. Mixed hiring prospects are reported across the seven industry sectors, with job gains forecast in four, but reductions in three. The strongest hiring prospects are in the Restaurants & Hotels sector (+23%), but employers in the Construction sector (-20%) expect a gloomy labor market.

Globally, employers in 37 of the 43 countries and territories report stronger hiring plans in comparison with the prior quarter, but when compared with the same period in 2019, hiring sentiment weakens in 41 countries and territories.

Hiring plans strengthen in 24 of the 26 EMEA countries when compared with the previous quarter, but weaken in 25 in a comparison with this time one year ago.

### **Key findings of the survey**

- Workforce gains are anticipated in four of seven Finnish **industry sectors** during the October to December period, with employers in the remaining three expecting to trim payrolls. Hiring prospects improve in four sectors quarter-over-quarter, but decline in six when compared with the same period last year.
- The strongest sector hiring intentions are reported in the **Restaurants & Hotels sector**, where the healthy Outlook of +23% matches the strongest reported since the survey began eight years ago (last reported in 4Q 2017). Hiring prospects in the sector improve by 50 and 11 percentage points from 3Q 2020 and 4Q 2019, respectively.

- **Wholesale & Retail Trade sector** (+6%) employers also report stronger hiring sentiment than the national Outlook, improving by 15 percentage points quarter-over-quarter, but declining by 2 percentage points year-over-year.
- The weakest sector forecast of -20% is reported in the **Construction sector**. Hiring plans are the weakest since the survey began, remaining relatively stable quarter-over-quarter, but declining by a steep margin of 32 percentage points year-over-year.
- **Finance & Business Services sector** employers also report the weakest hiring intentions since the survey started. Their Outlook of +3% declines by 5 and 16 percentage points from 3Q 2020 and 4Q 2019, respectively.
- For **Manufacturing** a mild hiring climate is forecast for the October to December period, with employers reporting a Net Employment Outlook of +5%. Hiring sentiment is 8 percentage points stronger quarter-over-quarter, but 4 percentage points weaker year-over-year.
- Job gains are anticipated in two of Finland's four **regions** during the coming quarter, while employers in two expect staffing levels to dip. In a comparison with last year at this time, hiring plans weaken in all four regions.
- Workforce gains are anticipated in two of the four **organization size** categories during the upcoming quarter, most notably for Medium-size employers (+3%). However, Large employers expect to trim payrolls, reporting the weakest of the four Outlooks at -8%.

"Lifting of restrictions and lockdowns seem to reflect quickly into hiring intentions in Restaurant & Hotels and Wholesale & Retail sectors, boosting domestic demand", **Matti Kariola, Managing Director** of ManpowerGroup Finland and the Baltics, analyzes the survey results. Overall, there is somewhat more confidence than three months ago, but many uncertainties lie ahead.

The next big worry, says Kariola, is our exports industries, which have gone down considerably due to the Covid-19 pandemic. The volumes are down by over 25% to some of the main markets, from technology exports to forest industry and services. This is particularly alarming, considering the number of people employed in exports industries and its importance to our economy."

Although hiring levels are down from last year, at the same time we are seeing shifts in the demand for skills sets, Kariola points out. As Covid-19 has changed consumption patterns and digital transactions have peaked, there is more demand for e.g. tech-savvy customer service staff and backoffice support."

### **Recovery to pre COVID-19 hiring levels takes time**

Globally, nearly half (45%) of employers expect their companies to return to pre COVID-19 hiring levels in the next 12 months. However, attitudes towards a return to normalcy differ between regions. The most optimistic outlook is reported in Finland, where 78% of companies forecast they will get back to normal within 12 months. For comparison, the figures for Norway and Sweden are 48% and 49%, respectively.

The most pessimistic of regions is EMEA, with almost a third of companies (30%) stating they don't expect hiring levels to ever return to pre-pandemic levels.

## Remote work and flexible hours on the increase

The survey also highlights some of the long-lasting transformative effects that the pandemic has had on the workforce, as it asks employers how they expect the ways of working will change:

- Over a third (39%) of employers globally plan to offer remote work and flexible hours in the post-pandemic workplace, with one fifth (20%) planning to offer 100% remote work to employees. In Finland the corresponding figures are 66% and 17% respectively.
- Employers expect to offer more opportunities for their employees to learn and develop new skills (31%) alongside more health and wellbeing benefits (30%) as the demands of workers shift with many hoping to leverage a hybrid-working model.

## More information

The results for all 43 countries can be viewed in the interactive Manpower Employment Outlook Survey Explorer tool at <https://www.manpowergroup.com/DataExplorer/>

The ManpowerGroup Employment Outlook Survey results for Q1/2021 will be published on 8th December 2020.

<sup>1</sup> The Net Employment Outlook for the fourth quarter of 2020 in Finland is +1%. The Outlook is calculated by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers expecting to see a decrease in employment at their location in the next quarter. The result of this calculation is the Net Employment Outlook. The data for Finland has been seasonally adjusted. Seasonal adjustment is a calculation method used to eliminate regularly occurring seasonal variation from the results, such as seasons, public holidays, vacation periods, and the seasonal variation in the different industries.

## Media contacts

Matti Kariola, Managing Director  
ManpowerGroup Oy  
[matti.kariola@manpowergroup.fi](mailto:matti.kariola@manpowergroup.fi)  
Telephone +358 40 824 0117

Mika Wilén, Director, Marketing & Communications  
ManpowerGroup  
[mika.wilen@manpowergroup.fi](mailto:mika.wilen@manpowergroup.fi)  
Telephone +358 41 455 2970

## ManpowerGroup Employment Outlook Survey

The ManpowerGroup Employment Outlook Survey is conducted quarterly to measure employers' intentions to increase or decrease the number of employees in their workforces during the next quarter. The survey is unique in being more comprehensive, extensive, longer running and with better coverage than other surveys. The Employment Outlook Survey was launched in the United States more than 55 years ago and is one of the most trusted surveys of employment activity in the world. In Finland, a representative sample of 354 employers were interviewed. All survey participants were asked, "How do you anticipate total employment at your location to change in the three months to the end of December 2020 as compared to the current quarter?"

## ABOUT MANPOWERGROUP

ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organizations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Our expert family of brands – Manpower, Experis and Talent Solutions – creates substantial value for candidates and clients across more than 75 countries and territories and has done so for over 70 years. We are recognized consistently for our diversity - as a best place to work for Women, Inclusion, Equality and Disability and in 2020 ManpowerGroup was named one of the World's Most Ethical Companies for the eleventh year - all confirming our position as the brand of choice for in-demand talent.