

NORGE

2025 Q2

**ManpowerGroup
Employment Outlook Survey**

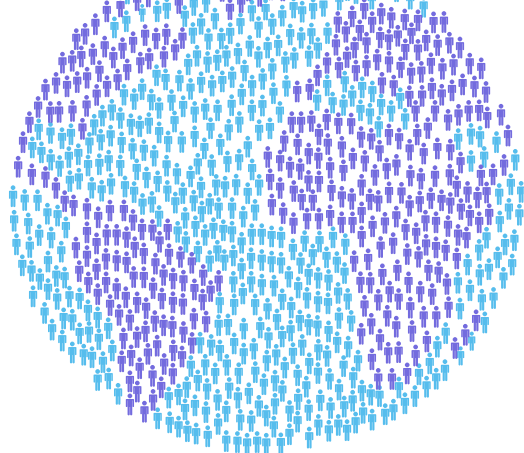




Et landsrepresentativt utvalg på 779 bedriftsledere har fått følgende spørsmål:

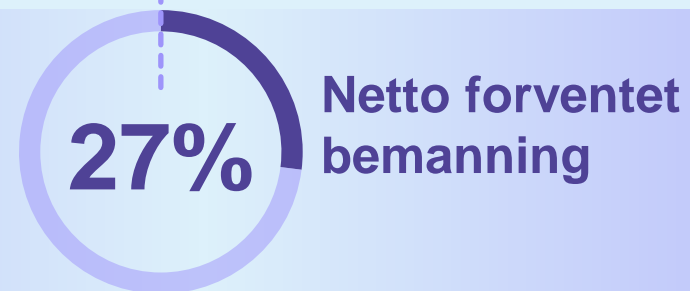
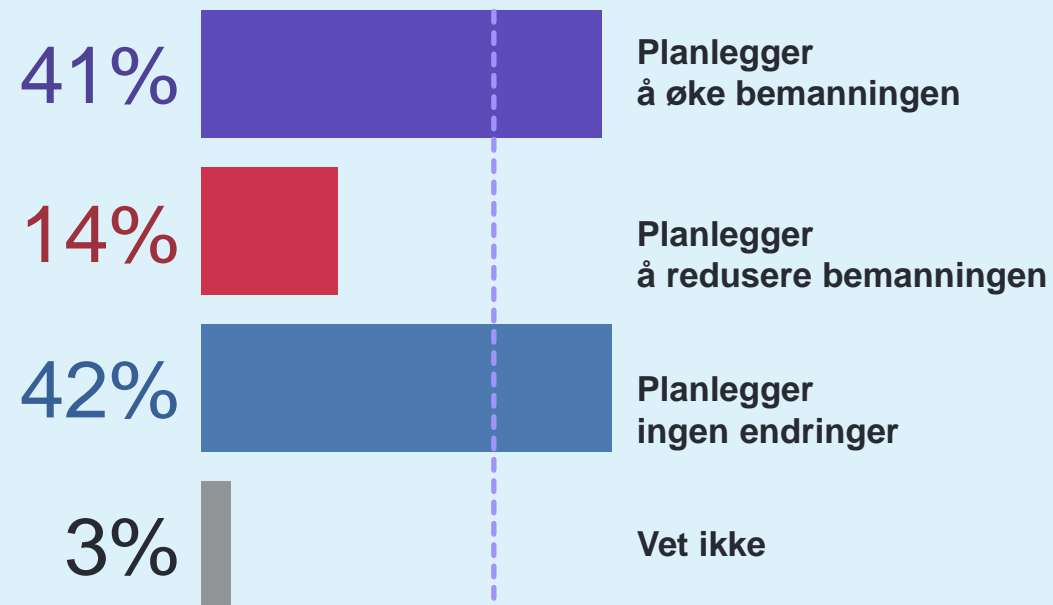
Hvilken endring i totalt antall ansatte forventer du i din bedrift i neste kvartal sammenlignet med inneværende kvartal?

- Økning
- Nedgang
- Ingen endring
- Vet ikke



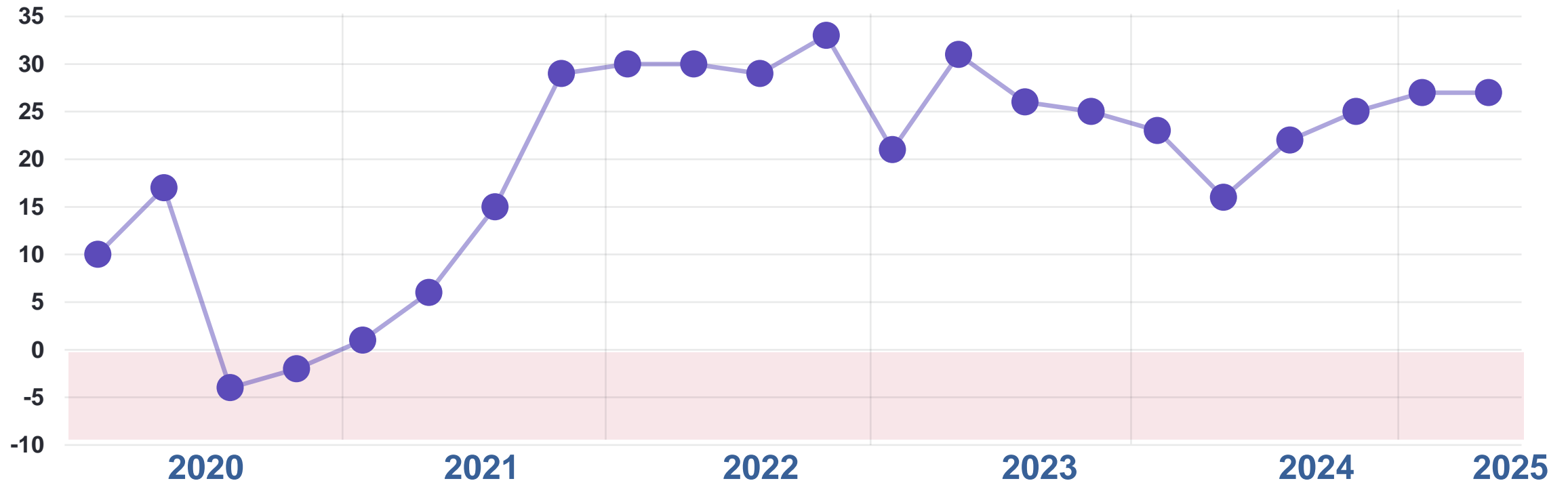
MEOS for Q2 2025

Siden 2003 har vi spurt et representativt utvalg norske virksomheter om hva slags ansettelsesplaner de har for kvartalet vi går inn i. Våre målinger har vist seg å stemme godt med hva som faktisk skjer – for annet kvartal i 2025 ender barometeret på + 27 % (sesongjustert).



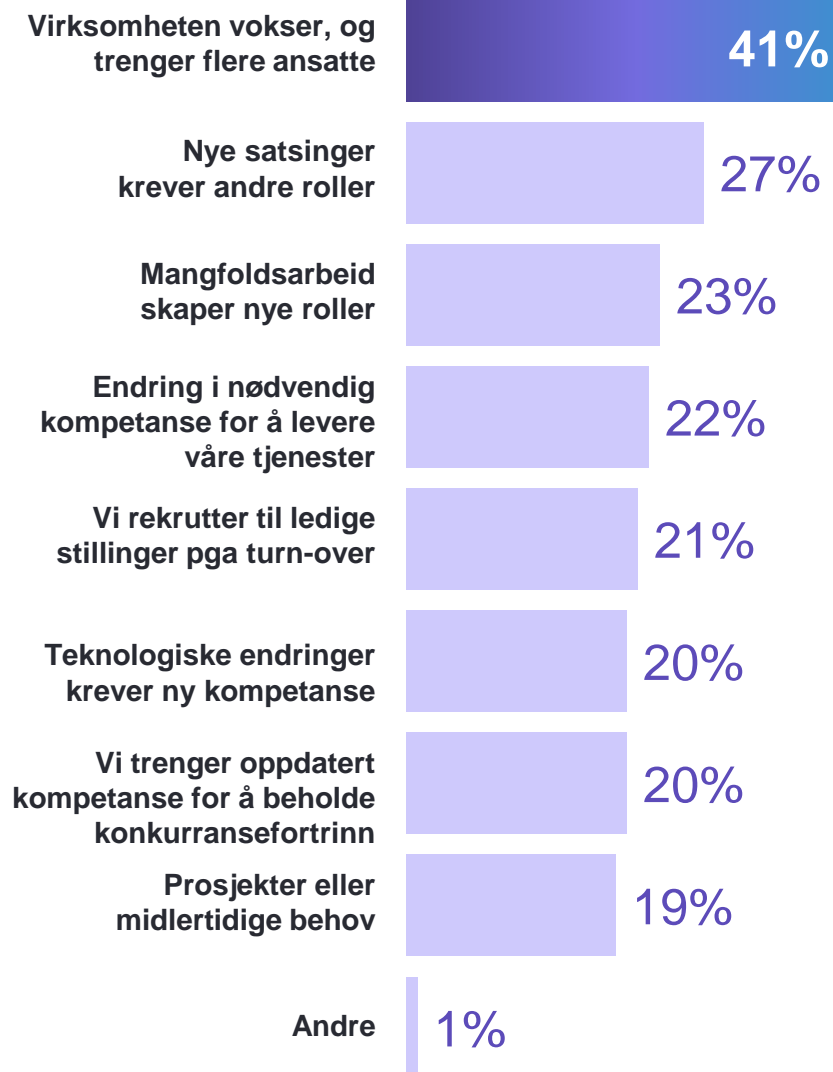
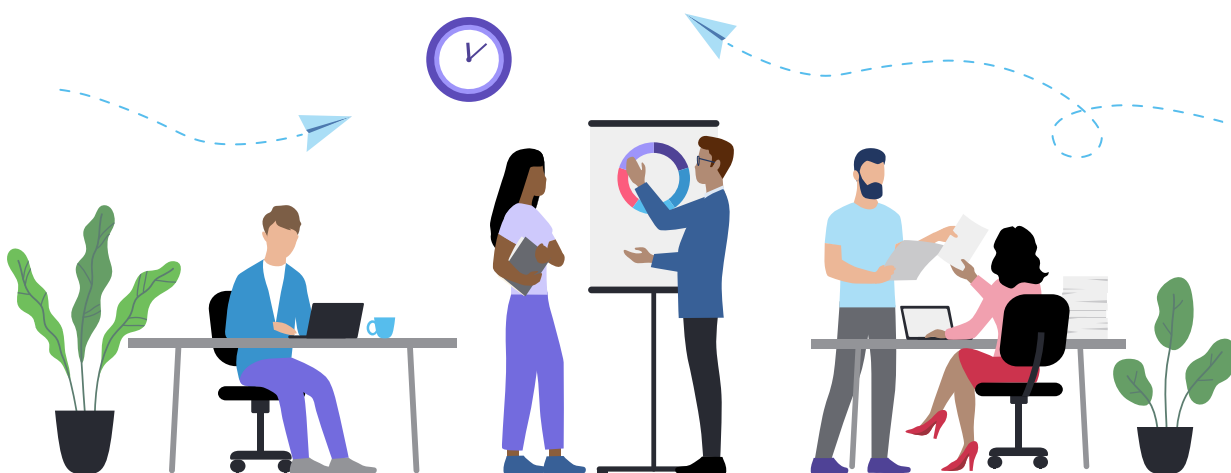
Historisk utvikling siden 2020

MEOS er uendret sammenliknet med forrige kvartal og øker med 11 prosentpoeng sammenliknet med for ett år siden



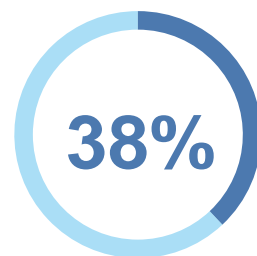
Bakgrunn for bemanningsøkninger

De norske arbeidsgiverne som oppga at de skal ansette flere, fikk spørsmål om hva som var bakgrunnen for økningen

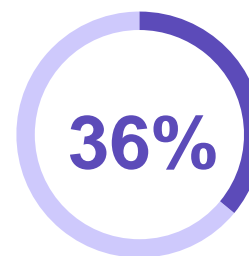


Bakgrunn for bemanningsreduksjoner

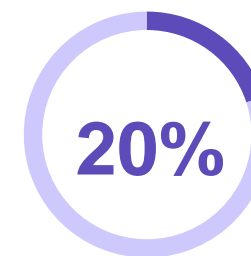
Arbeidsgivere som skal nedbemanne oppgir omorganisering eller økonomiske utfordringer som hovedgrunn til bemanningsreduksjoner.



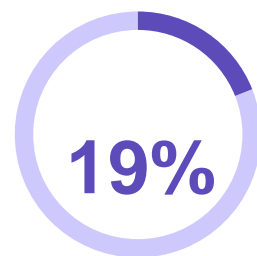
Omorganisering



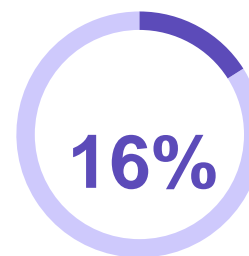
Økonomiske utfordringer



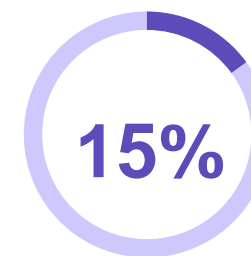
Optimalisering av prosesser og trimming av stab



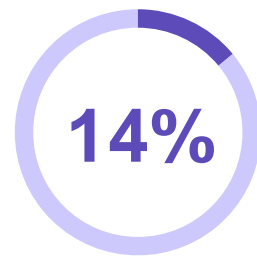
Tilpasning til lavere etterspørsel i markedet



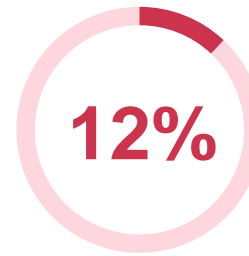
Markedsendringer



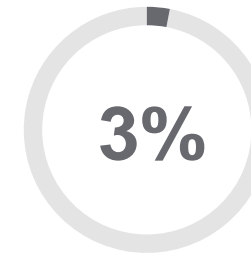
Automatisering



Avslutning av prosjekter



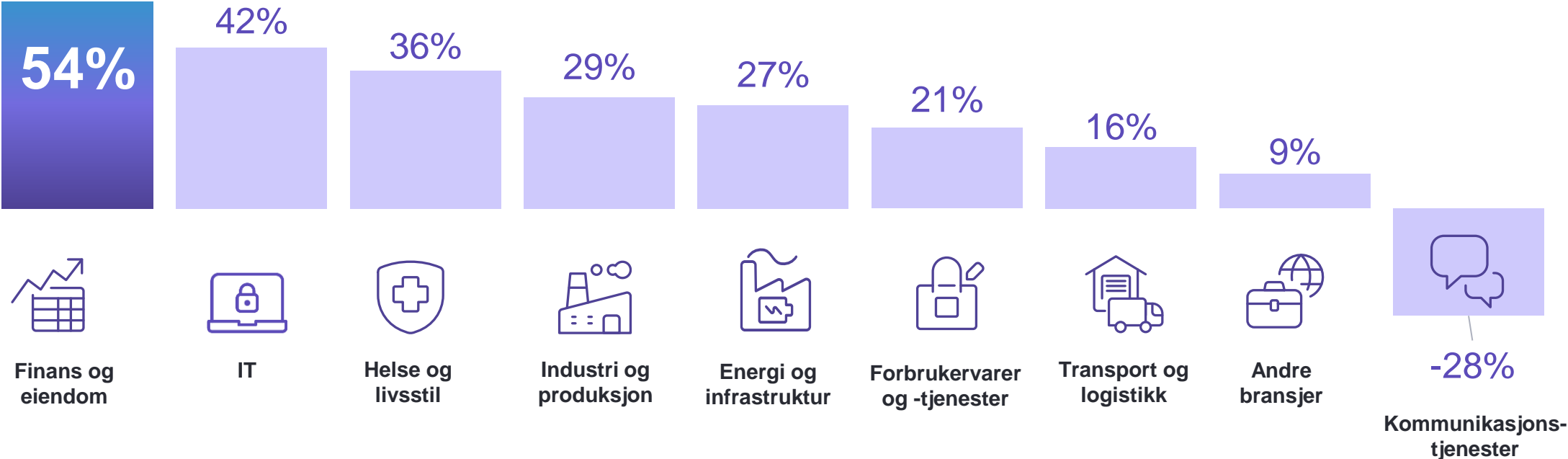
Endret etterspørsel etter kompetanse



Andre

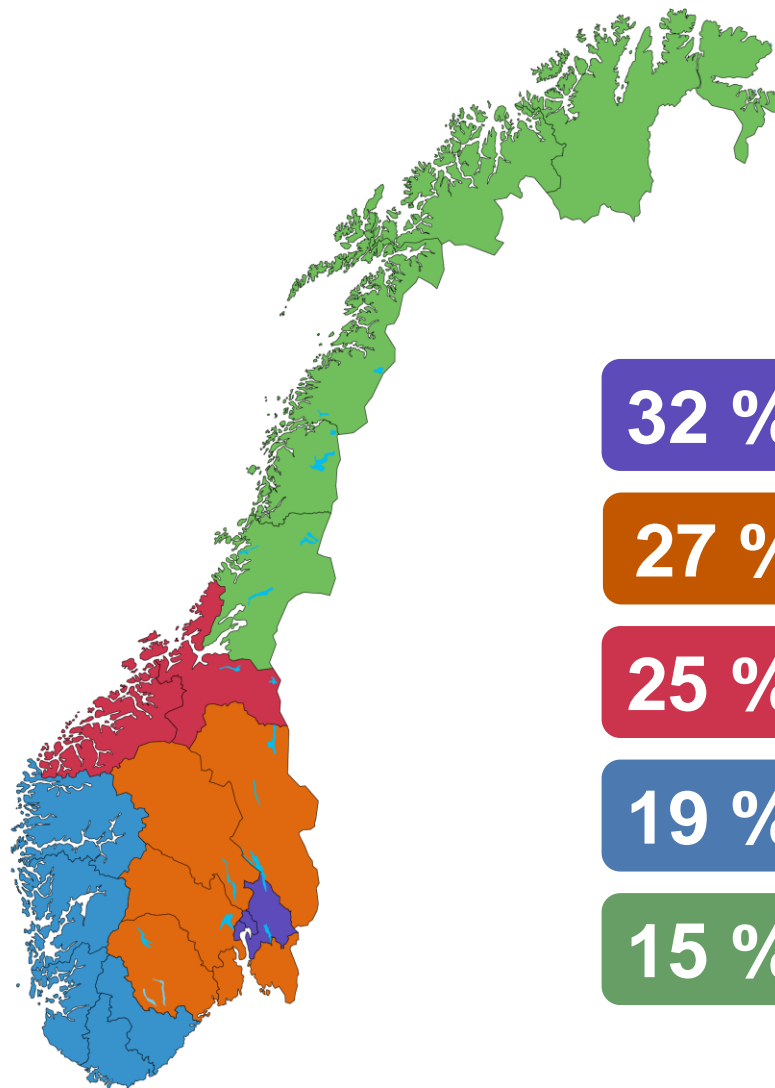
Bransjeutsikter

Finans og eiendom er bransjen med mest positive utsikter, mens det innen telecom, underholdning og media er negative utsikter



Geografisk

Optimisme i alle regioner -
høyest bemanningsforventninger
i hovedstadsområdet
og på Østlandet



32 % Stor-Oslo

27 % Østlandet

25 % Midt-Norge

19 % Sør/Vest

15 % Nord Norge

Globale forventninger



25%

Globalt gjennomsnitt

India	43%	Belgia	24%	Spania	15%
USA.	34%	Tyskland	22%	Japan	14%
Mexico	33%	Finland	21%	Puerto Rico	14%
Canada	32%	Frankrike	20%	Chile	13%
Kina	32%	Panama	20%	Østerrike	12%
Costa Rica	32%	Peru	20%	Israel	12%
Storbritannia	31%	Taiwan	20%	Slovakia	12%
Guatemala	29%	Tyrkia	20%	Hong Kong	11%
Nederland	27%	Colombia	19%	Tsjekkia	10%
Norge	27%	Portugal	19%	Ungarn	8%
Singapore	27%	Sverige	19%	Hellas	7%
Brasil	26%	Italia	18%	Romania	6%
Sveits	26%	Australia	17%	Argentina	0%
Irland	25%	Polen	17%		



År-over-år endringer per land

Year-Over-Year Improvements



Israel

+13%



Norge

+11%



Canada

+10%

Israel	+13%	Irland	+5%	Kina	+0%
Norge	+11%	Panama	+5%	Costa Rica	+0%
Canada	+10%	Polen	+5%	Frankrike	+0%
Taiwan	+9%	Colombia	+4%	Hellas	+0%
Brasil	+8%	Chile	+3%	Puerto Rico	+0%
Italia	+8%	Globalt gjennomsnitt	+3%	USA	+0%
Portugal	+8%	Guatemala	+3%	Ungarn	-1%
Tyrkia	+8%	Japan	+3%	Australia	-2%
Storbritannia	+8%	Singapore	+3%	Finland	-2%
India	+7%	Spania	+3%	Slovakia	-2%
Romania	+7%	Belgia	+2%	Sveits	-3%
Mexico	+6%	Tyskland	+2%	Hong Kong	-4%
Sverige	+6%	Argentina	+1%	Østerrike	-5%
Tsjekkia	+5%	Peru	+1%	Nederland	-5%



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 survey is based on interviews with 39,449 public and private employers across 41 countries to measure anticipated employment trends each quarter. 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 of its information from a single question: “How do you anticipate total employment at your location to change in the three months to the end of June 2025 as compared to the current quarter?”

Survey Methodology – Survey responses were collected from January 2-31, 2025. Size of organization and sector are standardized across all countries and territories 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, 2024, 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.

ManpowerGroup Solutions Across the Entire HR Life Cycle



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Consulting &
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**Workforce
Management**



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