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Specialist Job Market H1 2025

PRACUJ.PL REPORT

Due to the change in the data counting methodology on Pracuj.pl, which was implemented in the first half of 2023, the results of the summary should not refer to years prior to the indicated change.

Currently, the data includes lists of the share of advertisements according to the leading category, i.e. defined by the employer as the most important for a given offer. Job level data, in turn, presents results by classifying each job and according to the lowest candidate level of advancement allowed by the advertiser. Comparative data for previous years were prepared according to the current method of data presentation.

This list reflects the number of offers that are available and publicly visible to users of Pracuj.pl. However, this number is not the same as the number of recruitment projects presented in the periodic reports of Grupa Pracuj S.A.



Grupa Pracuj is a leading technology platform operating in Europe's HR industry. The Group supports businesses in recruiting, retaining, and fostering the development of employees, helps users of its services find suitable employment that allows them to fully realize their potential, and creates world-class technologies that shape the future of the HR market.

The brands belonging to the Group create an advanced digital ecosystem for the HR industry, the most important of which are: Pracuj.pl - the largest Polish online recruitment website, Robota.ua – an online recruitment website operating on the Ukrainian market, eRecruiter – a Polish system supporting recruitment processes offered in the SaaS (Software-as-a-service) mode, as well as softgarden – a leading player in the area of recruitment process support systems (Talent Acquisition Suite) in Germany, which is also present in other European markets.









Grupa Pracuj has been operating for 25 years in Poland, 19 years in Ukraine, and in Germany. The platform employs approximately 1,200 people in total. The Company has been listed on the Warsaw Stock Exchange since December 2021.

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Specialist Job Market in the First Half of 2025

The first six months of 2025 on Pracuj.pl saw a stabilization in the number of job postings and a new record in customer and candidate activity. A noticeable trend was the growing demand for blue-collar jobs.

395 000

The number of job offers published on Pracuj.pl in H1 2025

61 071

A record number of active clients

(active clients are those who have purchased or used products and services on Pracuj.pl within the past 12 months)

6,45%

Year-over-year increase in the number of applications submitted by candidates via Pracuj.pl

19%

were sales job offers, which remained the most sought-after specialization.

TOP5

most sought-after specializations on Pracuj.pl were sales, blue-collar work, IT, customer service, and finance.

32%

of all job postings included at least one flexible work model (remote or hybrid).

66 000

job postings targeted at blue-collar workers.

15%

of job offers targeted entry-level candidates (interns, trainees, junior specialists, and assistants).

* The report, "Specialist Job Market. H1 2025 Summary", is based on the data presentation methodology introduced on Pracuj.pl in H1 2023. Therefore, the data presented should not be compared to previous years. The current data reflects the share of job postings **by primary category**, which is selected by the employer as the most relevant for a given offer, and aims to present the unique number of job postings on the platform. Data regarding job levels classifies each offer based on the lowest level of experience acceptable to the employer. **This summary reflects the number of offers publicly available and visible to users on Pracuj.pl. This number is not equivalent to the number of recruitment projects presented in the periodic reports of Grupa Pracuj S.A.**



Commentary: Rafał Nachyna, Operational Director and member of the Management Board of Grupa Pracuj

Between Stability and Transformation

This report is a summary of the first six months of what is a very special year for us — a year in which Grupa Pracuj celebrates its 25th anniversary.

For a quarter of a century, we have been connecting candidates with employers, helping them to find the best jobs and talent. Over the past 25 years, millions of users and tens of thousands of companies have placed their trust in us — allowing us to gain deep insight into both sides of the job market.

As a technology company, we consistently develop innovative digital solutions that support recruitment processes and employee engagement. At the same time, we are also committed to addressing socially important topics. In the first half of this year, we focused on neuro-diversity — believing that caring for comfort in recruitment and the workplace is not only a sign of responsibility, but also a chance to recognize talents that may have previously gone unnoticed.

Today, by publishing this report, we primarily aim to share observations that help to better understand the labor market, including in the context of the dynamic development of new technologies and the growing role of AI in recruitment processes.

After the first half of 2025, we can speak of a period of stabilization in the Polish labor market. According to Eurostat data, the unemployment rate remained at 3.3% in May, placing Poland among the top countries with the lowest unemployment in the European Union. For employers, this translates into ongoing and intense competition for top talent — where a strong employer brand and effective recruitment tools play a key role. At the same time, companies are paying closer attention to the global economic situation and analyzing the impact of new technologies on their organizational structures.

Despite the market adopting a more cautious approach, Pracuj.pl did not see any significant slowdown. In fact, in the first half of the year, we broke another record — the number of active clients exceeded 61,000, and marked yet another year-over-year increase.

This is proof that in a challenging market environment, trust in proven partners and effective solutions is more valuable than ever.

We are observing two dominant trends that are driving changes in the local labor market: technological transformation and demographic shifts. The ongoing automation and implementation of AI-based solutions have already become a reality for many companies. This is influencing, among other things, a redefinition of in-demand skills — there is growing demand not only for experienced and highly specialized IT professionals, but also for individuals who can collaborate creatively with technology, analyze data, and manage new systems. At the same time, the labor market is being shaped by demographics. The presence of Generation Z — with its clearly defined expectations regarding flexibility, transparency, a sense of purpose, and support for mental well-being — is pushing employers to re-think their HR strategies. At the same time, there is an increasing appreciation for experienced employees and the need to create work environments based on intergenerational collaboration and knowledge transfer.

In our latest report, we once again highlight the growing strength and importance of the blue-collar sector. It is now not only the second most frequently recruited specialization, but also an increasingly conscious career choice for many candidates who seek stability, a positive work environment, and recognition as professionals in their field. The strong demand for workers in this area — actively supported by the efforts of the Pracuj.pl team — signals lasting changes in the structure of the economy.

2025 is a time of stability — but certainly not stagnation. Success on the labor market, for both companies and candidates, will depend on their ability to adapt to rapidly changing conditions. What becomes essential is a readiness for continuous development, the acquisition of new — often digital — skills, and flexibility with regard to work models and intergenerational collaboration.

**We warmly invite
you to read the report!**

Rafał Nachyna

Operational Director and member of the
Management Board of Grupa Pracuj



Job Offers in H1 2025

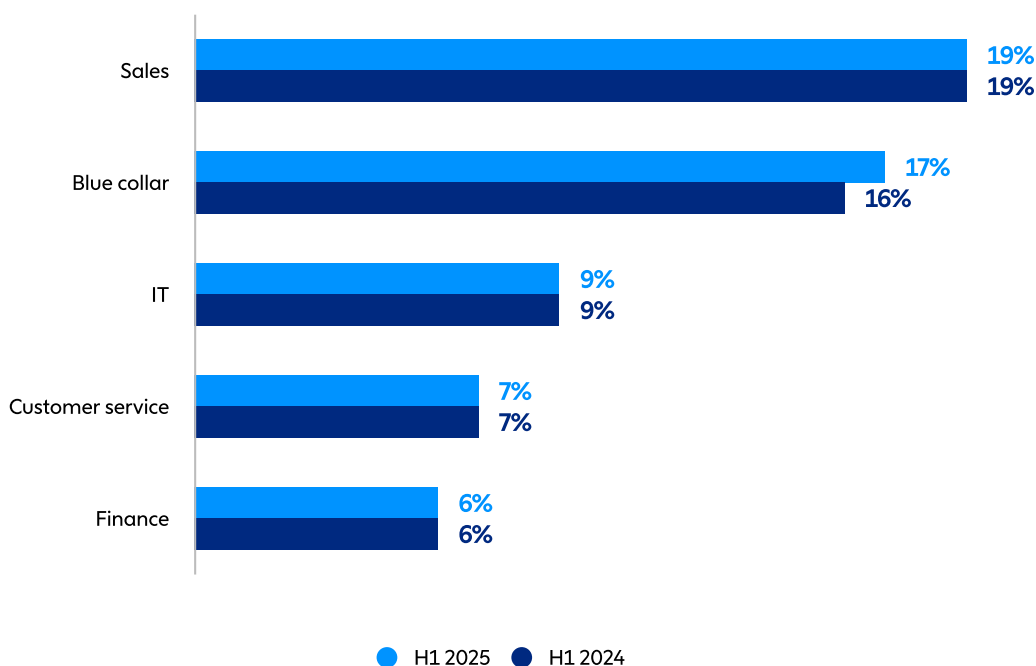
Specializations sought in the first half of 2025

In the first half of 2025, the number of published job offers reached 395,000. The most popular specialization (based on the primary category indicated by employers in job postings) remained sales, which strengthened its position as the leading sector. Its share of all offers held steady at 19%, the same as in the first half of 2024.

Unlike in previously more dynamic years, the ranking of the most popular specializations remained very stable. Physical labor retained second position with a 17% share — a one percentage point increase compared to H1 2024. This confirms the growing demand for blue-collar workers. As Pracuj.pl research shows, for an increasing number of candidates, this is a conscious career choice rather than just a plan B.

The share of IT job offers stabilized at nine percent. Both customer service and finance also retained their position and market share from the first half of 2024, accounting for seven percent and six percent of all postings, respectively.

Most frequently recruited specializations – share in offers on Pracuj.pl



Source: Pracuj.pl report "Specialist Job Market. H1 2025", internal data



Piotr Trzmiel

Business Development Director at Pracuj.pl and theprotocol.it

The stabilization of the IT job offer share is a clear sign that this market has entered a new, more mature phase. The period of rapid expansion — and at times even overheating — observed in previous years, has given way to a more balanced and strategic approach to building technology teams. The current situation is not a slowdown, but rather a market correction and a sign that tech companies are approaching recruitment in a more deliberate manner.

A key shift that we are currently observing concerns the structure of demand. There is a noticeably reduced demand for candidates who are just starting out on their careers, while demand is growing for more experienced candidates. Companies are now actively seeking mid-level and senior specialists who can independently lead complex projects, mentor junior colleagues, and bring unique, specialized competencies to their organizations. This trend is a natural consequence of market evolution — organizations are focusing on optimization, scaling, and implementing advanced solutions in areas such as artificial intelligence, data engineering, and cybersecurity, all of which require expert knowledge. In the longer term, this shift will contribute to the professionalization of the entire sector, and serves as confirmation of the crucial role experienced experts play in the digital transformation of the economy.

Customer and candidate activity in H1 2025

In the first half of 2025, a record-breaking increase in the number of active clients was recorded, resulting in a total of 61,071. This growth not only reflects dynamic development but also sets an all-time record for Pracuj.pl, highlighting the platform's continued effectiveness in connecting candidates with employers as well as the steadily growing trust it enjoys on the market.

In the first six months of 2025, candidate activity on the labor market — measured by the number of clicks on the “Apply” button — once again hit a record high, increasing by 6.45% compared to the same period in 2024. This level of activity may indicate strong candidate trust in Pracuj.pl, which remains their platform of choice when searching for new career opportunities, despite significant economic and technological changes.

Data from a Pracuj.pl study on professional mobility among Poles show that as many as 37% of respondents were currently looking for a job or planning to change employment soon, with the figure rising to 43% among the youngest group surveyed. Notably, 19% of working individuals declared that they had changed jobs in the 12 months prior to the study — and among the youngest respondents, this percentage was as high as 49%.



Paweł Moszyński,

Director of Strategy and Product Development at Grupa Pracuj

Several factors contribute to the increase in candidate activity, and operate on two levels. On the one hand, this rise is the result of highly effective marketing efforts targeting various user groups — we run promotional campaigns aimed both at a broad pool of candidates and those seeking blue-collar jobs. On the other hand, as a technology company and HR market leader, we continuously develop our platform and introduce innovative solutions that genuinely boost user engagement.

Today, the key word that defines Pracuj.pl is hyper-personalization. Starting with the homepage, we use AI technology to personalize job search results for each candidate — based on their application history and by ranking postings according to relevance.

The homepage has also been redesigned to offer a more intuitive user experience, with candidates now being able to benefit from social media-style notifications that make it easier to track new job offers.

Our platform offers as many as five application paths tailored to the needs of different professional groups — including specialists in sales, engineering, and candidates seeking blue-collar jobs. We understand that candidates from various industries have different expectations when it comes to the recruitment process, which is why we ensure it is as simple as possible, and does not require users to click through multiple pages before submitting an application.

Our **new mobile app**, largely powered by artificial intelligence, plays a major role in activating candidates. Thanks to geolocation, it allows users to easily search for jobs in convenient locations, while personalization covers sectors such as sales, IT, blue-collar work, and engineering. A particularly engaging format is **Pracuj Stories** — a social media-inspired way of presenting job postings. Our app enjoys great popularity: it ranks first in the Business category on the App Store and third on Google Play, with users rating it highly.

All of this makes Pracuj.pl the platform of choice for those looking to change jobs or find new career opportunities.

Although the overall level of candidate activity remains stable, there is significant dynamism within the diverse candidate structure. This is especially true when it comes to younger generations, who show a greater willingness to change jobs or positions. Compensation remains the key motivating factor: 55% of all respondents and 52% of the youngest group cited the desire for higher earnings as the main reason for seeking new employment. This suggests that, despite overall market stability, companies need to actively respond to candidates' financial expectations — particularly those of younger generations — if they want to effectively attract and retain talent.

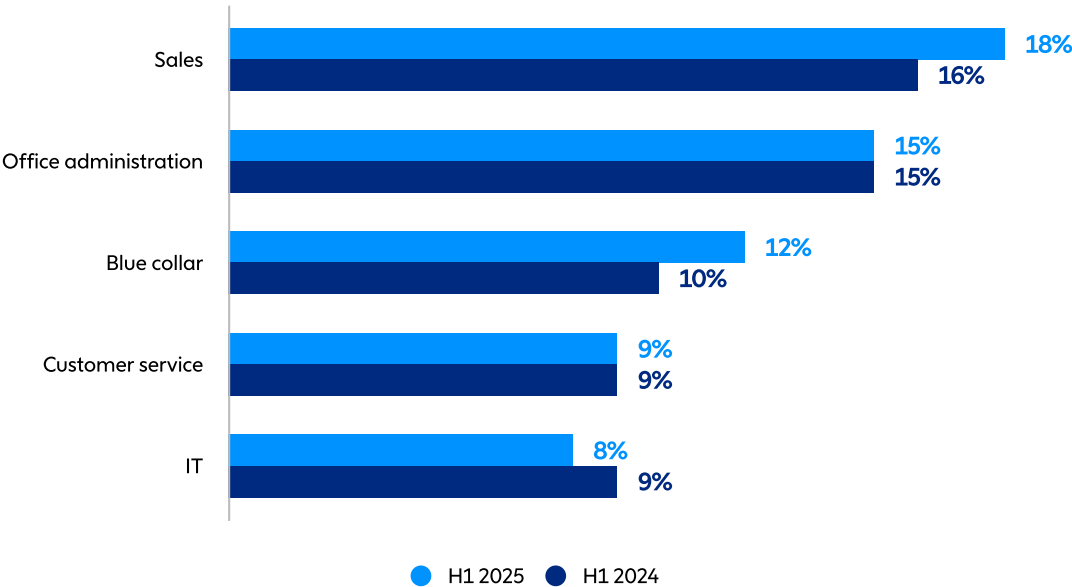


Candidate preferences in the first half of 2025 – which job offers did they apply for most often?

In the first half of 2025, we observed clear shifts in candidate preferences regarding job applications. We are seeing a strengthening of the leading category, increased interest in blue-collar work, and stabilization in the IT sector. Sales-related positions attracted the most applications, accounting for 18% of all “Apply” button clicks. This represents a two percentage point increase compared to H1 2024, ensuring that this category retained its leading position.

Office administration consistently held second place, with a stable 15% share of total applications. Blue-collar work, however, recorded a notable increase in popularity, with applications accounting for 12% of the total — up from 10% a year earlier. Customer service ranked fourth, with a nine percent share. A significant shift also occurred in the IT sector: interest in this field declined, with its share of applications dropping from nine to eight percent. As a consequence, this category fell to fifth place in the TOP 5 ranking.

Top specializations for which candidates most often applied

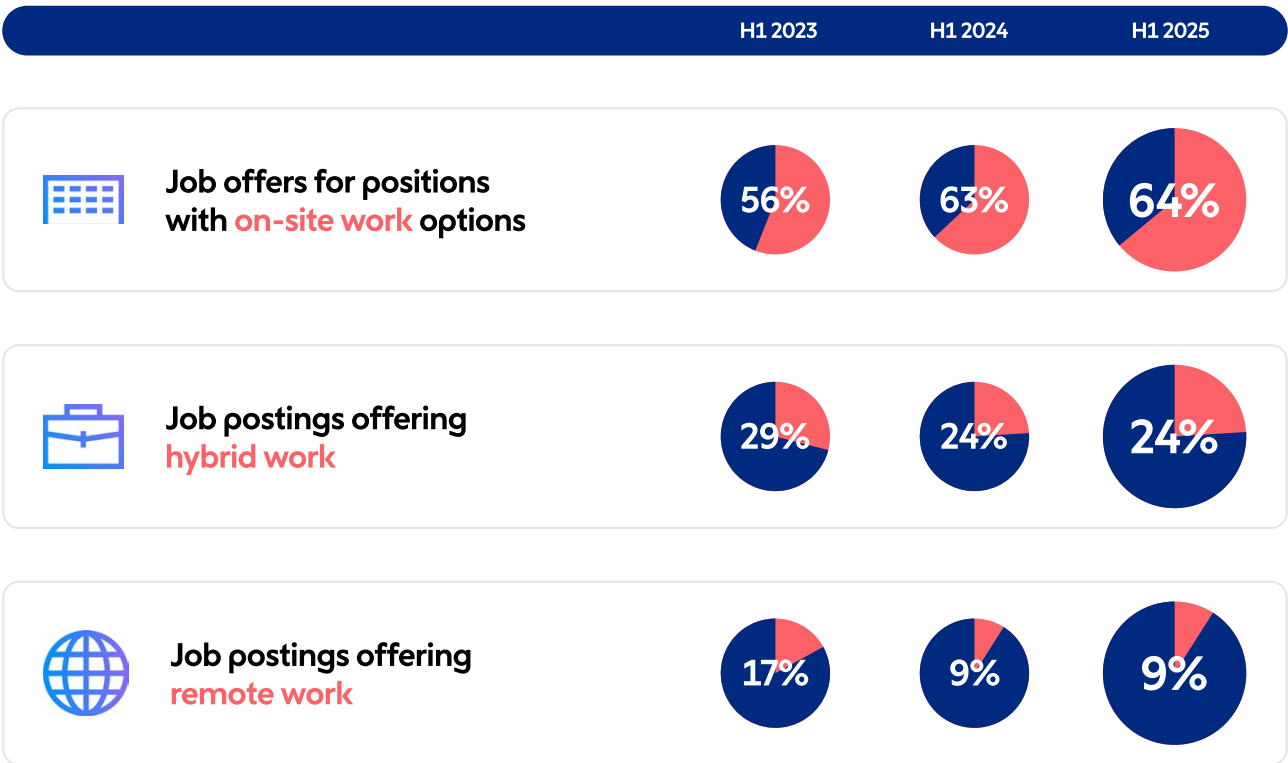


Source: Pracuj.pl report “Specialist Job Market. H1 2025”; internal data

Work models in the first half of 2025

In the first half of 2025, the labor market clearly stabilized in terms of work models. After significant shifts between 2020 and 2023, it is now evident that the balance between different forms of work has been achieved, with these proportions no longer changing as dynamically.

On-site work remains the dominant model, indicated as an option in 64% of all job postings — on a par with the corresponding period a year earlier (63% in H1 2024). Hybrid work also maintained a stable and established position, being offered in 24% of listings, which confirms its enduring presence in the labor market as a model that combines the benefits of office and remote work. Fully remote work, while representing the smallest share, held steady at 9%, illustrating that it has found a permanent niche in specific industries and roles. The current situation suggests that companies have defined their preferred operating models, and indicates that the market has entered a phase of predictability when it comes to offered forms of employment.



Source: Pracuj.pl report "Specialist Job Market. H1 2025", internal data*

*The data does not add up to 100% because the above summaries reflect the total share of job postings published under each work model. This means, for example, that if a posting offers the possibility of remote or hybrid work, it is counted in both categories.



Agnieszka Bieniak

HR Director at Pracuj.pl

The share of each work model observed in job postings during the first half of 2025 sends an important signal to the entire market. It marks the beginning of a new phase of normality.

After years of dynamic change and exploration, companies have learned which solutions best match their organizational culture and industry specifics. The established balance between on-site, hybrid, and remote work reflects the maturity of the market, the adaptation of both employers and employees, along with a reassessment of preferences from both sides.

This new balance, however, allows us to move the discussion to a deeper level. The key question now is not *where* we work — but *how* we work.

For HR departments, the challenge is no longer logistical — it is about consciously building engagement, effective communication, and a cohesive organizational culture across all work models. We must ensure that remote employees have equal opportunities for growth, and that hybrid work does not create divisions within teams. This is a moment when leadership quality, care for employee mental well-being, and investment in technologies that truly support collaboration come to the fore. The stabilization of job offers across various work models provides a foundation on which we must now build a healthy, productive, and inclusive work environment for the future.

Blue-collar workers still in high demand

In the first half of 2025, blue-collar workers were the second most sought-after employee group, with job offers targeting this sector accounting for 17% of all postings. Only sales specialists were more in demand.

According to a [Pracuj.pl](#) study, blue-collar work is increasingly becoming a conscious career choice rather than a temporary necessity. This translates into a high level of dedication, reported by 68% of respondents from this group, and job satisfaction, expressed by nearly half of them (48%). Despite this, these workers face development barriers: half of the respondents did not see real promotion opportunities within their companies, and 48% said that they lacked access to training. They expect to be seen as skilled professionals with potential — for whom development may mean gaining new technical qualifications or learning to operate modern equipment, rather than necessarily being promoted to a higher position.



Bartłomiej Urbański

Sales Manager at Pracuj.pl,
responsible for the blue-collar job sector

For a long time — including in our promotional campaigns — we have been working to break the stereotype of blue-collar work as something simple and repetitive. It is an extremely broad category of professions, encompassing not only people performing routine tasks, but also highly skilled specialists and, at times, true artists in their field.

Blue-collar workers often possess extensive experience, precision, and knowledge that simply cannot be replaced by automation. Just look at carpenters crafting roof structures with attention to every detail, welders skilled in working with a variety of materials, or flooring specialists laying intricate patterns — their work is not just craftsmanship, but often a form of applied art.

An increasing number of people view this career path as a conscious choice — one that provides a sense of independence and a tangible, valuable skill set.

We are seeing that alongside salary, other expectations are also gaining importance: respect, access to training, a sense of purpose, and stability.

At Pracuj.pl, we want to highlight that behind every application is a person with ambition, passion, and tremendous potential — regardless of whether they work in an office, a workshop, or on a production floor. That's why we've created a dedicated section on our platform for blue-collar job offers — we understand that people in these professions have specific needs and preferences when it comes to how they search and apply for jobs.

High demand on the labor market goes hand in hand with the growing expectations of this group. In the first half of 2025, through a campaign dedicated to blue-collar workers, we explored their challenges, needs, and the state of the industry. More details are available in the [Pracuj.pl press office](#).

Blue-collar Job Offers in H1 2025

66 000

job offers in the first half of 2025 were directed at blue-collar workers, making them the second most sought-after candidate group among employers.

17%

– this was the share of job offers in H1 2025 targeting blue-collar workers.

Source: Pracuj.pl report "Specialist Job Market. H1 2025", internal data

The high number of vacancies is closely linked to the condition of key sectors of the economy. The construction industry plays a significant role here, as residential and infrastructure investments generate a constant demand for labor. Similarly, in manufacturing — particularly in sectors such as automotive, furniture, and food production — maintaining production continuity requires a steady inflow of workers to operate assembly and production lines.



Katarzyna Trzaska

eRecruiter expert

The consistently high demand for blue-collar workers is one of the most prominent labor market trends in 2025. However, for recruiters and HR departments, it also presents specific challenges. We are operating in a market where competition for candidates is extremely fierce, and success in hiring depends not only on financial conditions, but also on the speed and quality of the recruitment process itself. As our research shows, blue-collar candidates expect clarity and quick decisions — for many of them, a process lasting more than one or two weeks is a signal to withdraw their application.

That's why companies looking to successfully attract talent in this sector must focus on optimizing and automating their recruitment processes. Tools such as ATS platforms are becoming essential — enabling rapid application screening, smooth communication with candidates, and better process management. In this segment of the market, where every hour counts, ensuring a positive candidate experience is no longer a nice-to-have element, but a cornerstone of an effective hiring strategy.

A quick response, transparency at every stage, and respect for the candidate's time have become powerful tools for both building a competitive edge and nurturing the image of an employer who cares from the first point of contact.

Jobs for beginners

In the first half of 2025, job offers aimed at individuals beginning their professional careers remained at a stable level. Entry-level postings, including those for recent graduates, accounted for 15% of all offers published during this period — the same share as in the corresponding period of the previous year.

This consistent share indicates that the demand for less experienced workers is a structural and predictable element of the labor market. For employers, it reflects a deliberate strategy of building teams from the ground up, training future specialists, and bringing fresh perspectives into their organizations. From the candidates' point of view, this share of job offers sends a clear signal that there is a dedicated pool of positions designed to help them gain their first professional experience and start their career development path.

Entry-level Jobs in H1 2025

58 000

job offers for interns, trainees, junior specialists, and assistants were published on Pracuj.pl in H1 2025.

15%

of all job offers in the first half of 2025 were aimed at candidates applying for junior positions.

Source: Pracuj.pl report "Specialist Job Market. H1 2025"; internal data

Entry-level jobs are typically also positions for the youngest candidates — a generation of workers known for their high professional mobility. In the latest Pracuj.pl survey, 43% of this group declared an intention to change jobs, with nearly half of them (49%) having actually followed through on this intention. Regardless of age, salary remained the main driver behind the desire to change jobs. For 52% of the youngest respondents, improving their financial situation was the primary reason for seeking a new employer.

We take a closer look at the situation of this candidate group during the annual [Pracuj.pl Festival](#) — a job fair dedicated to young professionals. Detailed information about the challenges faced by those entering the job market, as well as practical career advice, can be found in our press office at [media.pracuj.pl](#).



Jolanta Lewandowska-Bitkowska

Employee recruitment and development expert at Pracuj.pl

The stable number of entry-level job offers is a very positive signal, showing that companies are consistently opening their doors to a new generation of employees. An entry-level position serves as a gateway to the labor market. At the same time, we're seeing record-high mobility within this group — creating an apparent paradox: employers invest in young talent, yet it is this group that most often chooses to move on. To truly understand this phenomenon, we need to look beyond the statistics.

While financial considerations are important to young people, their high mobility often stems from a proactive search for the best environment in which to grow.

For the generation entering the labor market, a first job is often seen as a practical extension of their education. Candidates want to learn, acquire new skills, and see real prospects ahead.

When they feel their learning curve is flattening and the organization no longer offers new challenges, they start looking elsewhere. This is not necessarily a sign of disloyalty — rather, it reflects a desire to maximize their potential during the most formative years of their careers.

For employers, this is a valuable insight. To retain young talent for longer, offering competitive pay is just the beginning. What truly matters is designing a well-thought-out onboarding and development path that shows candidates — from day one — what they can learn and where this

path can take them. The role of a direct manager is also crucial, as they can act as a mentor and guide. The companies that succeed in engaging this generation will be those that can offer not just a first job, but an inspiring first chapter in their professional journey.

What's new on the Polish labor market in the first half of 2025?

The first half of 2025 brought a preview of significant changes to the Polish labor market — changes that will undoubtedly influence how employers and employees operate in the coming years. We are seeing not only an evolution in the language of recruitment, but also important legislative developments affecting both flexible forms of employment and the broader system of public institutions supporting the Polish labor market. This is a period of transformation aimed at adapting the law to a changing economic and social reality.

Starting in 2026, Polish employers will have to say goodbye to gender related job ads.

This is due to an amendment to the Labor Code, which introduces a requirement to use gender-neutral language in recruitment processes. The new regulations mandate that job postings must not indicate the gender of the desired candidate. This applies both to job titles and the entire content of advertisements. To prevent linguistic discrimination, employers will be expected to use terms such as “cleaning staff” or “childcare worker,” or apply double-gender forms such as “specialist (male/female).” The change will also affect internal company documents, including workplace regulations and pay scales. These new rules are expected to significantly enhance inclusivity and encourage applications from non-binary candidates, as well as women who may have previously felt excluded by male-dominated job language.

In addition, Poland has undergone one of the most significant labor market reforms in years, following the implementation of the new Labor Market and Employment Services Act. This comprehensive legislation introduces changes to as many as 51 other laws.

On June 1, 2025, 21 key amendments came into force, directly affecting labor law.

These changes primarily concern employees, employers, the unemployed, interns, public employment services, as well as persons with disabilities and their caregivers. The reform also has an institutional dimension, impacting the functioning of labor offices, the Social Insurance Institution (ZUS), the State Fund for the Rehabilitation of Disabled Persons (PFRON), local government units, employers, entrepreneurs, and many other institutions.

An important change — and one that will surely be welcomed by millions of Poles — is the adoption of a Ministry of Labor proposal to include periods of self-employment and work performed under civil law contracts (such as mandate contracts) in the calculation of employment tenure.

Until now, only years worked under an employment contract (i.e., full-time positions) were counted toward tenure. Under previous regulations, a person who spent many years working solely under a mandate contract or running their own business was considered to have a shorter employment tenure than someone employed full-time for a much shorter period — a situation the Ministry of Labor deemed unfair. The adopted proposal aims to level the playing field in access to certain employee benefits, such as longer vacation entitlement, jubilee bonuses, and positions requiring proven professional experience. This is a significant step toward recognizing all forms of professional activity in the Polish labor market.



About the report

This summary is based on internal data from Grupa Pracuj, presenting statistics on job postings published on the platform between January and June 2025. The data covers all job offers published on Pracuj.pl during the reporting period that were visible to users as individual listings in a single location. These figures should not be equated with the number of recruitment projects offered by Grupa Pracuj to its clients (employers), which may include one or more job postings per project, along with reach-enhancing and CV-boosting add-ons.

To enhance the analytical quality and relevance of the reports, the method of presenting specialization data in the “Specialist Job Market” reports was revised, starting with the H1 2023 edition. The data now reflects the share of job postings **by primary category** — the one selected by the employer as the most relevant for a given offer. Comparative data for previous years has been adjusted to align with the current presentation method. Job level data presented is based on the lowest level of seniority acceptable to the employer for each posting.

About Grupa Pracuj

Grupa Pracuj is a leading HR technology platform operating in Europe. Its key brands include: Pracuj.pl – the largest online recruitment service in Poland; Robota.ua – an online recruitment service active in the Ukrainian market; eRecruiter – a Polish SaaS-based recruitment management system; and softgarden – a Talent Acquisition Suite provider in Germany, which is also present in other European markets. Since December 2021, the company has been listed on the main market of the Warsaw Stock Exchange and is included in the mWIG40 index.

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