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Specialist Job Market Summary of 2025

PRACUJ.PL REPORT

This report is based on the data presentation methodology implemented on the Pracuj.pl platform in the first half of 2023. Therefore, the presented comparisons should not be related to previous years. Comparative data for earlier years has been prepared in accordance with the current data presentation method.

Currently, the data includes summaries of the share of job advertisements by **leading category**, i.e. the category designated by the employer as the most important for a given offer, and is intended to present the unique number of job postings on the platform. In turn, data on job levels presents results by classifying each job advertisement according to the lowest level of candidate seniority that is acceptable to the advertiser.

This summary reflects the number of job offers that are publicly available and visible to users of the Pracuj.pl platform. This figure is not identical to the number of recruitment projects presented in the periodic reports of Grupa Pracuj S.A.

Grupa Pracuj is a leading technology platform in Europe's HR industry. The Group supports enterprises in recruitment, employee retention and development, helps users of its services to find suitable employment that enables them to fully utilize their potential, and creates world-class technologies that shape the future of the HR market.

The Group's brands form an advanced digital ecosystem for the HR industry, with the most important including: Pracuj.pl – the largest online recruitment service in Poland; Robota.ua – a leading online recruitment service on the Ukrainian market; eRecruiter – the largest Polish system supporting recruitment processes, offered in the SaaS model (Software as a Service); and softgarden – a leading player in the area of systems supporting recruitment processes (Talent Acquisition Suite) in Germany, and is also present in other European markets.

Grupa Pracuj has been operating for 25 years in Poland, for 19 years in Ukraine, and since 2022 in Germany. It employs a total of approximately 1 200 people. Since December 2021, the Company has been listed on the Warsaw Stock Exchange.

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The Specialist Job Market in 2025

2025 was a period of relative stability on the labor market, characterized by a level of candidate and employer activity similar to that of the previous year. This was reflected in the statistics for the number of customers and applications.

762 827

the number of job offers published on Pracuj.pl in 2025.

61 762

a record number of active customers

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

5%

another year-on-year increase in the number of applications submitted by candidates via Pracuj.pl. Over the past two years, this growth has been as much as 20%.

19%

the share of job offers in sales, 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 and economics.

33%

the share of all job offers that included at least one flexible work model (remote or hybrid).

127 000

job offers were addressed to blue-collar workers.

14%

the share of offers targeted at people at the entry level of employment

(interns, trainees, junior specialists, and assistants).

* The "Specialist Job Market in 2025" report is based on the data presentation methodology implemented on the Pracuj.pl platform in H1 2023. Therefore, the presented comparisons should not be related to previous years. Currently, the data includes summaries of the share of job advertisements by **leading category**, i.e. the category designated by the employer as the most important for a given offer, and is intended to present the unique number of job postings on the platform. In turn, data on job levels presents results by classifying each job advertisement according to the lowest level of candidate seniority acceptable to the advertiser. **This summary reflects the number of job offers that are publicly available and visible to users of the Pracuj.pl platform, and this figure is not identical 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

On solid foundations

2025 was marked by intense debate on the labor market about the impact of artificial intelligence on employment. Public discussion frequently raised questions about which professions might disappear and whether technology would take jobs away from people. However, data from Pracuj.pl presents a different picture – AI is increasingly playing a supportive role rather than replacing humans. We use it to help candidates navigate the labor market more easily and to support employers in better matching job offers to their needs.

In this context, 2025 proved to be a period of relative stability. Despite widely reported large-scale layoffs, the data from Pracuj.pl – similarly to statistics from the Central Statistical Office (GUS) – does not indicate a sharp market downturn. Employer and candidate activity remained at a level comparable to previous years. The recruitment market in 2025 remained balanced, although a clear sense of caution among companies was visible, particularly in the white-collar segment.

Job offers for specialists remained at a level similar to that seen one or two years earlier – without significant growth, but also without significant downturn. Employers made decisions more selectively, focusing on key competencies and real business needs. Under such conditions, the quality of matching, rather than the sheer scale of recruitment, is becoming increasingly important.

The year marking the 25th anniversary of Grupa Pracuj coincided with a moment in which the Polish labor market confirmed its resilience and ability to adapt in a demanding and geopolitically complex environment. Recent years have seen a gradual leaning toward a model based on greater balance, dialogue, and transparency. Today, a more partnership-oriented market is becoming increasingly visible, with the growing importance of human capital as well as long-term thinking regarding development.

At the same time, 2025 showed that directions of labor market development are increasingly shaped by technology and geopolitics. After a period of correction, the IT sector returned to a path of moderate growth – in a new form, focused on the practical use of artificial intelligence and its integration with business objectives. At the same time, the international situation highlighted the strategic importance of blue-collar work. The development of the defense industry and the need to modernize infrastructure have once again increased the importance of technical and craft professions. This is an area of the market where automation and AI have their limits, and where the role of humans remains crucial – both for economic development and for national security.

And what might 2026 bring? This is a question we have been asking ourselves together with employers for some time.

Looking at the stabilizing economic situation, the expected GDP growth, and the unlocking of European Union funds, we see indications that the coming months may bring us closer to the pre-pandemic situation – with stronger competition among companies for candidates' attention. This optimism is already being heard in conversations with employers: a growing number of new customers suggests a broader reopening of recruitment processes. If this trend continues, candidates will gain a wider choice of job offers, while employers will need to work harder on what they have to offer – from competitive salaries as well as transparent recruitment processes to expanded benefits and development opportunities. At the same time, we approach forecasts with caution – the economic situation is still evolving, which is why we are closely monitoring as to what extent the improvement in economic conditions will translate into the scale and quality of recruitment in 2026. Nevertheless, we believe that positive market signals may create conditions conducive to a greater number of job offers and more attractive opportunities for candidates.

I invite you to read the report, which is not only a summary of the past year, but also an attempt to organize the key trends shaping the labor market – at a time when technology is changing the way work is done, but is not replacing its foundations.

Rafał Nachyna

Operational Director and Member of the
Management Board of Grupa Pracuj



Job Offers in 2025

Recruitment in the era of accelerated technological development

2025 confirmed that artificial intelligence is becoming an increasingly permanent element of the recruitment market, primarily changing the way recruitment processes are designed and conducted, rather than impacting the overall scale of employment. Data from Pracuj.pl shows that in many market segments, job offers were created using AI-based tools – in the eCommerce sector alone, this applied to nearly 10% of advertisements. Algorithms are also increasingly supporting other elements of recruitment communication, including the presentation of salaries, which the Pracuj.pl system suggests to advertisers – in the aforementioned eCommerce sector, salary ranges in 6.5% of job offers were proposed with the support of artificial intelligence–based solutions.

These changes are also visible on the candidate side. According to research conducted by Pracuj.pl, half of Poles believe that AI can help match CVs to specific job offers more quickly. In practice, functionalities using artificial intelligence are increasingly organizing the job search process – facilitating the search for relevant offers, helping manage applications, and increasing the transparency of the entire process. For candidates, this means less information overload and greater control over career decisions, while for employers it results in better matching and more efficient access to the right candidates.

In this context, AI does not act as a destabilizing factor for the labor market. On the contrary, it is becoming a tool that supports its professionalization and greater maturity, fostering more selective and better informed recruitment processes.



Paweł Moszyński

Chief Product Officer in Pracuj.pl

From the market perspective, it is becoming increasingly clear that artificial intelligence does not replace people, but rather supports them in making better decisions – both on the candidate and employer sides. What matters most today is not the mere use of AI, but the way it is implemented: as a tool that organizes information, increases matching precision, and reduces users' cognitive overload.

At Pracuj.pl, we have been consistently developing this approach for years. Solutions based on artificial intelligence and new technologies have been created in-house for more than a decade – long before AI became one of the main topics of market debate. As a result, today we not only understand the potential of this technology, but are also able to use it in a practical and responsible way, grounded in the real needs of the labor market.

The effects of this work are visible in the everyday functioning of the platform. Today, more than half of CVs reach employers thanks to AI-based matching mechanisms and recommendations.

Each job offer features an automatically generated summary that allows users to quickly familiarize themselves with its key elements. After submitting an application, the system then suggests questions to help candidates prepare for the recruitment interview.

These are new solutions that organize the job search process and help candidates navigate the market in a more informed way.

We are currently devoting the greatest attention to the development of the search engine and recommendation systems, so that job offers are increasingly well matched to candidates' experience and expectations. With this approach, AI does not make decisions for people, but helps them to both locate the right information more quickly and to make better informed choices. Technology only makes sense when it genuinely helps people navigate the labor market – which is why we treat it not as an end in itself, but as a tool that enhances the quality of decisions on both sides of the market.

Specializations in demand in 2025

Professional mobility remains one of the key phenomena shaping the Polish labor market. According to a [Pracuj.pl survey](#), as many as 78% of employees declared an openness to new job opportunities should they arise in the near future, while 38% were actively seeking a change in employment¹. Every third respondent also considered changing their industry or specialization, which shows that career decisions increasingly go beyond a simple change of employer. Data from Pracuj.pl² indicates that the growing willingness to change goes hand in hand with the need for development, a better alignment of work with individual expectations, and responding to dynamically changing market realities. In this context, what becomes crucial is not only how many job offers appear on the market, but also in which specializations the demand for employees is concentrated.

An analysis of 2025 confirms the trend of stabilization at the top of the list of the most sought-after employees, although slight shifts in the shares of individual specializations are also visible. Sales remains the undisputed leader of the recruitment market. As in 2024, offers addressed to sales professionals accounted for 19% of all job advertisements published on Pracuj.pl. Among positions that most frequently appeared in this category were sales managers and specialists, product experts, customer advisors, and sales representatives. Maintaining a strong result for this specialization demonstrates that, in the face of market challenges, companies continue to prioritize functions responsible for revenue generation.

In second place, with a 17% share, was blue-collar work. This result remained at exactly the same level as in 2024, indicating a steady and consistently high demand for blue-collar workers (including production and construction roles). This sector is characterized not only by strong demand, but also by a changing perception among candidates themselves. [Our research](#) shows that blue-collar work is increasingly becoming a conscious career choice. The data speaks for itself: a study conducted by ARC on behalf of Pracuj.pl indicates that as many as 65% of respondents in the blue-collar sector last changed jobs more than two years ago, while 27% had remained in their current position for over a decade. This demonstrates commitment and loyalty – provided that employers offer fair conditions and treat employees with respect.

The most anticipated year-on-year change turned out to be the rebound in the IT sector. After a period of correction and marked recruitment caution, the technology industry once again increased its share of the total number of job offers. In 2025, IT job postings accounted for 10% of all published offers, compared to 9% a year earlier. Although this does not represent a return to the scale of recruitment seen several years ago, the

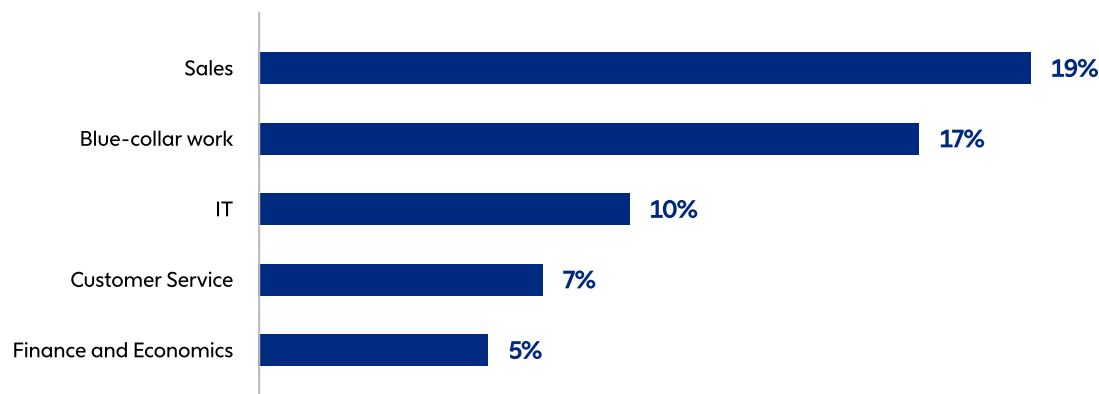
¹ The quantitative data presented in the text were obtained through an opinion survey conducted by ARC Rynek i Opinia in July 2025 among 2,029 Poles aged 18 – 65, using the CAWI method.

² The report “Workplace Relationships” was prepared by Pracuj.pl. The quantitative data presented in the report were obtained through an opinion survey conducted by ARC Rynek i Opinia in July 2025 among 2,029 Poles aged 18 – 65, using the Epanel.pl tool.

data indicates selective growth and a gradual thawing of investments in technological competencies – particularly where they have a direct impact on product development, automation, and data utilization. The nature of this rebound and changes in the structure of sought-after roles are discussed in more detail later in the report.

Customer service, and finance and economics complete the top five. Customer service maintained its position with a stable share of seven percent, identical to the result recorded a year earlier. At the same time, customer service is one of the most diverse categories in terms of industries – encompassing a wide range of roles, from education and training, through environmental and medical sectors, to finance and IT. In contrast, the financial sector recorded a slight decline, with the share of offers in this category decreasing from six percent in 2024 to five percent in 2025. Among the most frequently appearing positions in this category were roles related to controlling, audit, and taxation, as well as positions in advisory and consulting.

Most frequently recruited specializations – share of job offers on Pracuj.pl



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

IT after the correction: where demand is returning

After a period of marked slowdown and correction that had been seen over the previous two years, the IT sector in 2025 began to gradually regain recruitment momentum. For the first time in three years, we are observing an increase in the number of job offers in this area. In 2025, they accounted for 10% of all job postings published on Pracuj.pl, while the growth rate within the category itself was 18% year on year. This rebound was driven primarily by specializations related to software development and data. The fastest growth was recorded in AI/ML (+122%), backend (+33%), QA/testing (+30%), mobile (+28%), and full-stack (+21%). Growth was also visible in data science, business analytics, and IT architecture, confirming that companies have returned to investing in technological competencies directly linked to product development, process automation, and data utilization.

At the same time, some specializations recorded a decline in the number of job offers. This applied, among others, to areas such as security, agile, helpdesk, and IT administration, which may indicate greater caution among employers when recruiting for support-oriented or process management roles. The structure of these changes shows that growth in IT is selective in nature – companies are focusing on competencies that have a direct impact on technological development and business value.

This is also confirmed by data on job levels. The rebound in IT primarily concerned more experienced specialists: in 2025, the number of offers for senior roles increased by 77%, and for expert positions by 20%. At the same time, demand for junior positions declined by four percent, while the number of mid-level offers remained almost unchanged (plus two percent). This signals that employers continue to prioritize competencies that enable the rapid delivery of business value, but limiting recruitment at the entry-level.



Piotr Trzmiel

Business Development Director at theprotocol.it

The dynamics of employment in the IT sector in 2025 were largely the result of the maturation of artificial intelligence usage. Technology companies moved from a phase of testing and experimentation to the real scaling of AI-based solutions in everyday software development processes. This transition had a direct impact on the structure of demand for competencies – the market reopened, but in a selective and cautious manner.

The visible improvement in conditions in IT does not mean a return to the mass recruitment drives that were seen several years ago. Employers are now focusing primarily on experienced specialists who are able to combine technological competencies with an understanding of business objectives. The growing demand for senior and expert roles shows that companies are looking for individuals capable of designing solution architectures, verifying the quality of algorithmic outputs, and taking responsibility for decisions made with AI support.

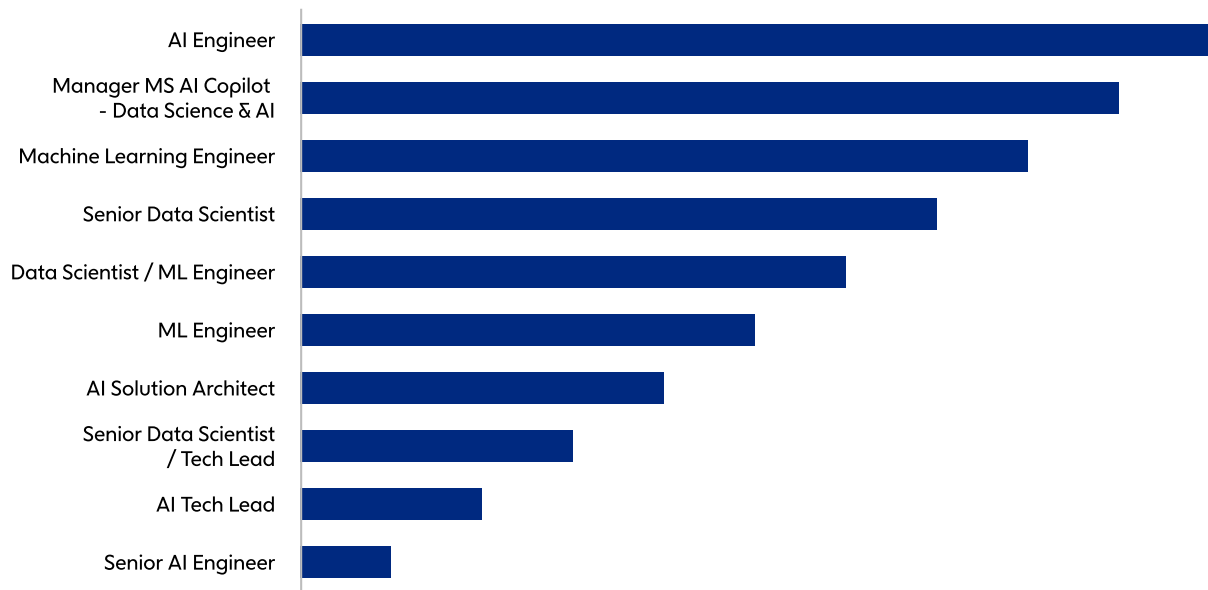
At the same time, demand for entry-level roles is on the decline. The automation of certain tasks and increased pressure to rapidly deliver value mean that organizations are less likely to invest in long-term onboarding of junior employees. The entry threshold to the IT industry has clearly risen – increasingly, it includes not only tool proficiency, but also critical thinking skills, the ability to work with data, and conscious collaboration with artificial intelligence-based systems. Of course, the situation of juniors in the IT labor

market is not entirely negative, as although the number of entry-level roles has decreased, 2025 did see thousands of job postings for junior IT positions still appearing on the market, confirming that this segment – despite its limitations – remains an important part of the labor market.

At the same time, on the candidate side, there is very strong interest in the AI area specifically at the junior level. A large number of applications for internship, trainee, and junior specialist positions shows that artificial intelligence is now perceived as a natural career development path and an area with high potential for entering the IT industry. This gap between candidates' aspirations and employers' cautious approach is creating a new skills gap that the market will need to address in the coming years.

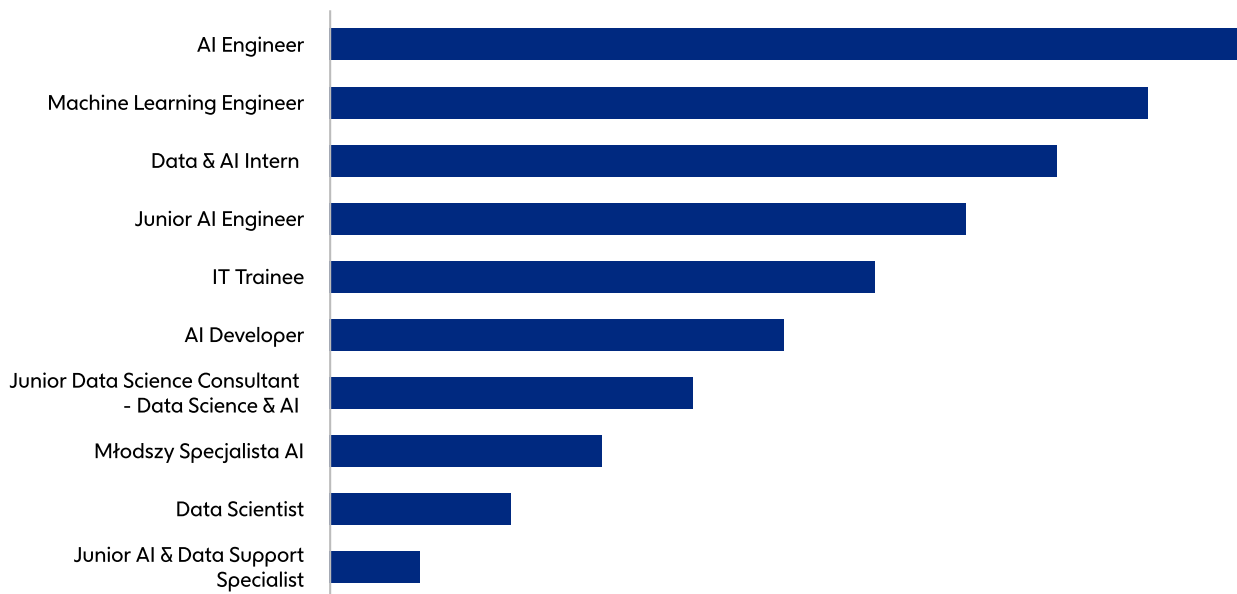
As a result, AI is not replacing IT specialists, but is changing their roles. Those most in demand today are professionals who are able to treat artificial intelligence as part of their professional toolkit rather than a threat – a tool that accelerates product development, automates repetitive tasks, and supports decision-making, but a tool that still requires human oversight and responsibility.

TOP 10 most frequently sought AI-related positions



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

TOP 10 AI job offers most frequently applied for by candidates



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

As data from Pracuj.pl shows, AI currently attracts primarily early-career candidates; however, the market – especially in the technology sector – continues to place greater value on experience and decision-making autonomy, which means that the supply of and demand for competencies do not always develop at the same pace.

The specialization with the highest growth dynamics

The fastest-growing specialization in terms of the number of job offers published in 2025 was the education and training sector. The number of job postings in this area was 23% higher than a year earlier, representing a significant acceleration of a trend already visible in 2024, when year-on-year growth reached seven percent. The scale of this change shows that demand for educational and development-related competencies is growing faster than in many other industries.

This growth can be interpreted as a result of the market adapting to new realities – both technological and organizational. Companies are increasingly investing in the development of their teams' skills, while employees and specialists are actively seeking opportunities to acquire new competencies or change industries. A strong need for development is also confirmed by the results of a recent Pracuj.pl survey – nearly half of women (44%) declared that they planned to upgrade their qualifications in the coming year (among men – 35%), indicating that educational development is becoming one of the key directions of Poles' career plans. As a result, education and training are gaining in importance as a pillar of professional mobility and as a factor in the long-term resilience of the labor market.

Employer and candidate activity in 2025

2025 brought an upturn in activity among people seeking employment. Candidate activity, measured by the number of clicks on the “Apply” button, increased by five percent compared to 2024. This rise in application dynamics corresponds with broader social sentiments, which indicate a high readiness among Poles to make changes in their professional lives.

There were 61 762 active clients in 2025, marking a new all-time high.

As [Pracuj.pl research](#) shows, as many as 78% of employees declared an openness to accepting a new job offer if one appeared in the near future, while 38% were actively seeking new employment³. These decisions are driven primarily by financial factors – 58% of respondents indicated the desire to obtain higher remuneration as the main reason for their job search. However, non-financial aspects also play an important role: 39% of respondents pointed to stress in their current company, while 30% were looking for work that provided a greater sense of purpose.

It is worth noting that professional mobility in 2025 went beyond a simple change of employer. One in three respondents were considering not only changing companies, but a complete career change or a shift in specialization. This trend is particularly strong among the youngest participants in the labor market – in the 18–24 age group, as many

³ The quantitative data presented in the text were obtained through an opinion survey conducted by ARC Rynek i Opinia in July 2025 among 2,029 Poles aged 18–65, using the CAWI method.

as 50% declared such readiness. This data depicts a market in which candidates are not only more active, but are also increasingly flexible and determined to seek optimal conditions for development.



Jolanta Lewandowska-Bitkowska

Senior HR Business Partner, Grupa Pracuj

The readiness to change professions that we observed on the market in 2025 is more than just a typical response to changing economic conditions or the pursuit of higher earnings. It signals a deeper shift in the approach to careers – they are increasingly less often perceived as linear paths within a single field, and more often seen as a set of competencies that can be applied across different roles and contexts. In a world where technologies evolve faster than educational curricula, the ability to move beyond established patterns and quickly acquire new knowledge is becoming more valuable than many years of experience in a single profession.

In this context, soft skills have come to the fore, and are now the most important strengths on the labor market. While technical tools change from year to year, competencies such as communication skills, empathy, critical thinking, and teamwork remain universal. Employers increasingly recognize that it is easier to teach a motivated candidate how to use a new system or understand the specifics of an industry than to instill a proactive attitude or conflict-resolution skills. It is precisely these human qualities that determine the success of career transitions.

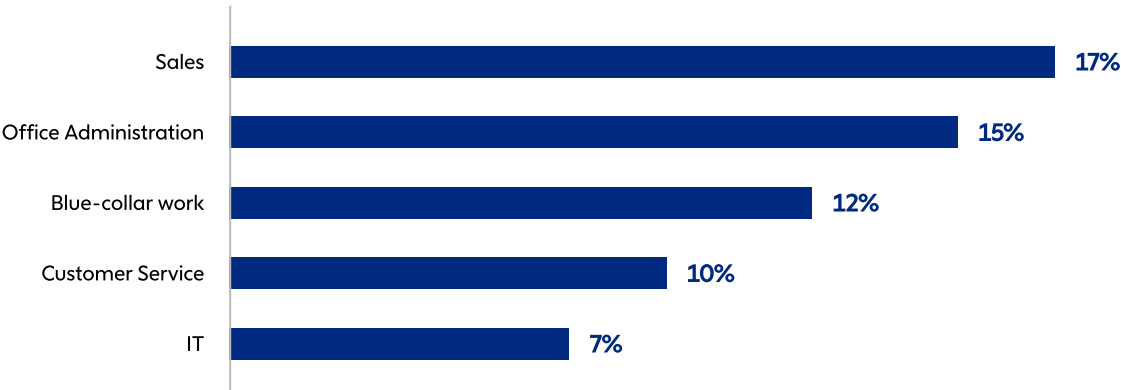
For recruiters, this means the need to change their approach – instead of rejecting a candidate due to a lack of a perfect match in their employment history, it is worth looking for potential and transferable competencies. For employees planning a career change, this is a clear message: your previous experience, even from a completely different field, is not wasted. Time management skills gained in logistics or stress resilience developed in customer service form foundations on which a new professional identity can be successfully developed in many other sectors.

Candidate preferences in 2025 – which job offers did they apply for most frequently?

The analysis of user activity in 2025 indicates a high level of stability in Poles’ declared career preferences. The top categories to which candidates submitted their CVs remained almost unchanged compared to the previous year. At the same time, the data shows that beneath this fairly placid surface, significant changes were taking place in the dynamics of interest in individual specializations.

The largest year-on-year increases, in the number of applications, were recorded in areas that had previously not been among the top categories in terms of their share of total CV submissions. Interest grew fastest in offers from the health, beauty, and recreation category – the number of applications increased by more than 35% compared to 2024. A marked increase was also observed in blue-collar work, where the number of submitted CVs was 26% higher than a year earlier. This was followed by customer service (a 15% increase), education and training (13%), insurance (also 13%), and transport, shipping, and logistics (12%). This data shows that candidates are increasingly directing their attention toward industries offering employment stability, opportunities for reskilling, or which require specific competencies.

TOP 5 specializations most frequently applied for by candidates



Source: Pracuj.pl report, “Specialist Job Market in 2025”, internal data

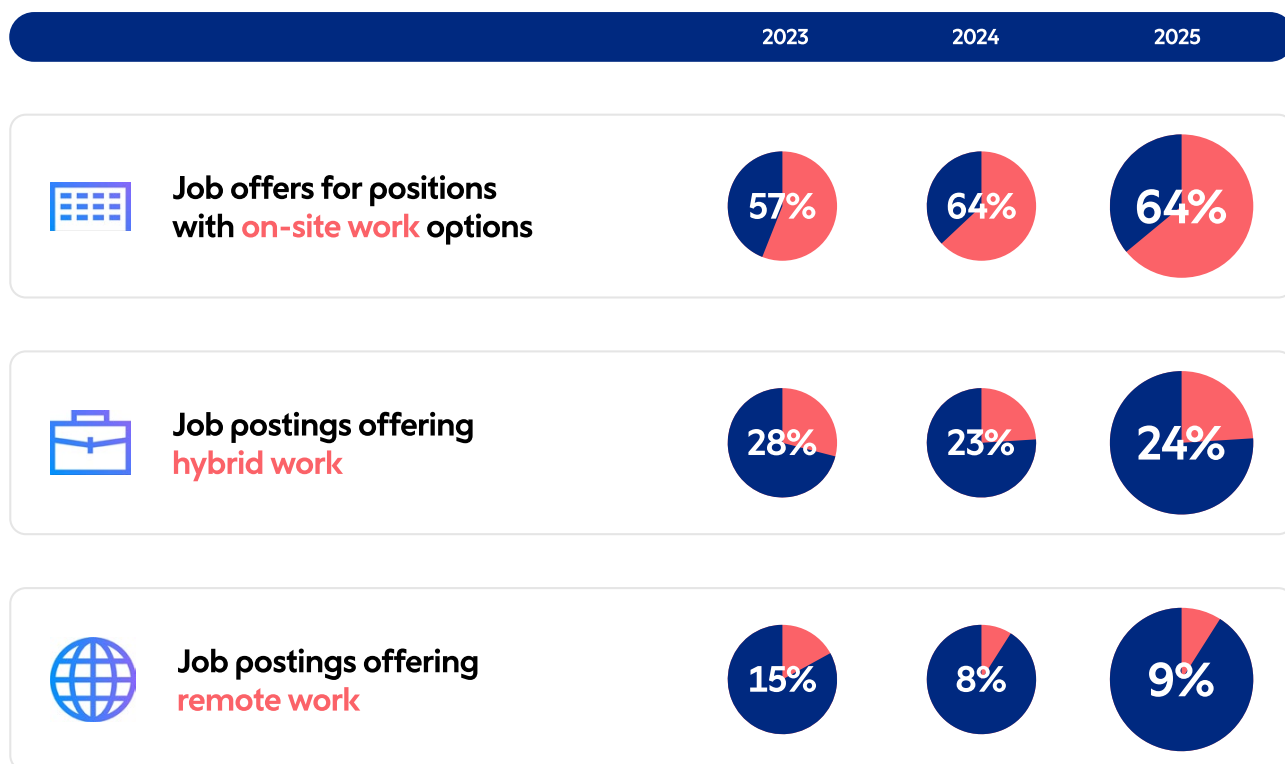
In terms of percentage share in the total number of applications, sales remains the undisputed leader. Applications for sales positions accounted for 17% of all submitted CVs. This result confirms that work in sales continues to be the first choice for the largest group of job seekers.

In second place, with an unchanged share of 15%, was office administration. The stable position of this category demonstrates that organizational support roles are still perceived as a safe and predictable career path. Blue-collar work rounded off the top three. This segment attracted 12% of all applications – a share identical to that of the previous year. Blue-collar work was also one of the categories with the highest growth dynamics in the number of applications.

In 2025, the share of applications for customer service positions remained at 10 percent. The fifth most popular specialization was the IT sector, which claimed a seven percent share of all applications.

Work models in 2025

In 2025, as in previous years, a clear hierarchy in the offered work models could be observed, with the model based on daily presence at the workplace playing a dominant role. An analysis of job postings indicates that on-site work constituted the foundation of operations for most organizations. As many as 64% of all offers published on the platform concerned positions requiring duties to be performed directly at the company's premises or another location designated by the employer.



Źródło: raport Pracuj.pl "Rynek Pracy Specjalistów w 2025 roku", dane wewnętrzne

*Dane nie sumują się do 100%, ponieważ powyższe podsumowania zawierają łączny udział ogłoszeń, które zostały opublikowane w ramach danego modelu. Oznacza to przykładowo, że jeśli dana oferta zakłada możliwość pracy zdalnej lub hybrydowej, to jest ona zaliczona do każdego z tych modeli. W podanym zestawieniu nie liczono pracy mobilnej oraz ofert, gdzie nie pracodawca nie podał modelu pracy.

At the same time, models offering greater flexibility remain an important element of job offers addressed to candidates. The hybrid model, combining office-based work with the possibility of working from home, was available in 24% of job postings. This means that nearly one in four job offers allowed potential applicants to divide their responsibilities between the office and another location.

Fully remote work has the smallest share in the structure of job postings. This model appeared in nine percent of offers, positioning it as a solution available in specific industries or for roles that do not require constant interaction in an office environment. Altogether, offers that included any form of work outside the office (hybrid or remote) accounted for 33% of the market, while the fully on-site model covered nearly two thirds of all recruitment processes.



Alina Michałek

HR Business Partner, Grupa Pracuj

The maintenance of stable proportions between individual employment models demonstrates that emotional debates about the decline of offices have given way to a rational approach that takes into account industry-specific characteristics and the real needs of teams. The market has stopped searching for a “return to normality”, and has instead, simply redefined it.

For employers, the past year was a time of further verification of organizational culture. The dominance of the on-site model confirms that, in the opinion of employers, direct interactions and rapid information flow remain crucial for the business efficiency of most companies. At the same time, the strong and seemingly unthreatened position of hybrid work shows that flexibility has become a market standard that is difficult to abandon when seeking to attract talent. The unchanged share of fully remote work, in turn, suggests that this model has found its position as a stable, specialized niche. This work format is unlikely to be subject to drastic fluctuations in the future, and will become a solution dedicated to specific roles and sectors rather than being a universal benefit.

This situation naturally places greater emphasis on the quality of management. Now that we know where we work from, the key question becomes how to build engagement within these established frameworks. The stabilization of trends gives leaders space to focus on employee well-being and the integration of distributed teams. This entails even greater responsibility for management and the need to pay particular attention to the coherence of company culture, regardless of the physical location in which duties are performed.

Blue-collar workers urgently sought

The blue-collar sector remains one of the pillars of the Polish labor market, maintaining its strong position in 2025. Job offers addressed to blue-collar workers accounted for 17% of all postings published on the platform. This result is identical to that recorded in 2024, confirming the steady and ongoing demand from employers for staff in heavy and light industry, construction, and logistics.

Blue-collar job offers in 2025

127 000

job offers in 2025 were addressed to blue-collar workers. This was the second most popular group of candidates among employers.

17%

– the share of job offers in 2025 that concerned blue-collar workers.

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

In the structure of job offers addressed to blue-collar workers, operational and execution roles dominated. The most frequently sought positions included warehouse workers, production workers, as well as cashiers and sales assistants, along with assemblers and installers. There was also high demand for people in technical and specialist areas, such as electricians, machine operators, and forklift operators. Among the most frequently published offers were also positions related to metal processing – including grinders, turners, welders, and millers – as well as construction and renovation workers, delivery drivers and couriers. This overview shows that the blue-collar segment covers a wide spectrum of roles, ranging from basic operational positions to professions requiring specific qualifications and certifications.

The high demand for blue-collar workers coincides with a significant shift in the perception of this specialization. According to [Pracuj.pl research](#), it is increasingly becoming a conscious career choice, which translated into high engagement levels (68%) and job satisfaction (48%). We have responded to the needs of both employers and workers in this group by creating a dedicated job listings section tailored to their specific preferences.

Most frequently sought positions within the blue-collar specialization



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

Unfortunately, blue-collar workers also face serious challenges. The first is a demanding work environment – according to the [“Professional Sentiment Index”](#) the level of overstimulation, on a five-point scale, was 3.3 in manufacturing, and 3.2 in construction. This indicates a significant sensory burden. The second issue is a lack of prospects: nearly half of employees had no access to training, and 50% saw no opportunities for advancement in their current company. These workers expect a change in approach – they want to be perceived as experts, for whom development, rather than just attaining vertical promotion, primarily means gaining new certifications and learning to use modern technologies. Improving working conditions and training offerings have therefore become key in retaining this workforce.



Bartłomiej Urbański

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

The persistently high demand for blue-collar workers is a phenomenon well known in the Polish economy. It has not been altered by the current technological revolution that is being driven by artificial intelligence. Despite advancing automation, the human factor remains irreplaceable in key sectors such as industry, logistics, and construction. Poland continues to face a skills gap resulting from years of neglect in vocational education and unfavorable demographic trends. The shortage of qualified craftsmen and operators means that competition for these talents is now just as intense as it is for technology specialists. This is a foundation without which the implementation of key infrastructure investments is simply impossible.

At present, this picture is further shaped by a crucial geopolitical factor. The unstable international situation may force Europe to intensively develop its defense industry. The defense sector has the potential to become a new driving force of the labor market, generating a sharp increase in demand for technical personnel. The production of military equipment and ammunition, as well as the construction of defense infrastructure and fortifications, require thousands of skilled hands – welders, mechanics, electricians, and assemblers. Today, national security directly depends not only on strategy, but also on the availability of qualified blue-collar workers who can actually produce the necessary equipment.

As a result, blue-collar work is gaining a strategic dimension, and is becoming a critical resource for state resilience. Employers must prepare for long-term competition for this workforce. The renaissance of heavy industry and the need for armaments mean that the role of blue-collar workers in the value chain will systematically grow in the coming years, increasing both the prestige and importance of these professions in a modern economy.

Job opportunities for beginners

In 2025, the labor market for people taking their first steps in their careers maintained a similar share in the overall pool of recruitment. Job offers addressed to interns, trainees, junior specialists, and assistants accounted for 14% of all postings published on Pracuj.pl. This means that despite economic challenges and intense discussion around the impact of artificial intelligence on the labor market, employers continue to both reserve a significant proportion of vacancies for candidates who require onboarding, and invest in building their workforce from the ground up.

Entry-level jobs in 2025

110 000

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

14%

represented the share of job offers in 2025 targeted at people applying for junior-level positions.

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

Although public debate often raises concerns that the development of AI will primarily limit the availability of entry-level roles, Pracuj.pl data does not confirm a sharp collapse of the job market for beginners. Year-on-year, the data points to stabilization rather than to a structural withdrawal from entry-level recruitment.

It is worth noting, however, that these changes are not evenly distributed across sectors. The greatest caution in recruiting junior employees can be observed in the technology industry, where automation and the use of AI tools have indeed raised the entry threshold to the profession. At the same time, in many other areas – such as sales, customer service, administration, or blue-collar work – positions for candidates with limited experience remain widely available and continue to play an important role in companies' recruitment strategies.

It is precisely among the candidate groups which are targeted by junior-level offers that we observe the highest dynamics and professional mobility. While 38% of Poles overall declared that they were actively seeking new employment, this figure was 57% among the youngest participants in the labor market (aged 18–24). A similarly high level of activity was seen in the 25–34 age group, where 47% of respondents were looking for new challenges.

Importantly, younger generations do not become permanently attached to a single, once-chosen, career path. While, on average, one in three Poles considered changing their industry or specialization, as many as half of respondents aged 18–24 (50%) declared such readiness, as did 40% of those aged 25–34. This data shows that 2025 is a time of intensive exploration of optimal development paths for early-career workers, and that the market – despite the growing role of technology – still offers them real opportunities to enter and continue building their careers. More details are available in the [Pracuj.pl press office](#).



Natalia Lisiecka

Labor market and career development expert

The data indicates a stable share of job offers for people starting their careers; however, the actual professional entry for young people is today significantly more difficult than it was just a few years ago. One of the key reasons is the rapid development of artificial intelligence and automation, which are having a particularly strong impact on junior positions. Tasks that once served as a natural learning ground for beginners are increasingly being taken over by technological tools.

At the same time, we are observing a growing discrepancy between job titles and actual requirements. Candidates for junior roles are increasingly expected to have one or even two years of professional experience, which raises a fundamental question of where and how young people are supposed to gain it. For full-time university graduates who did not have the opportunity to combine their studies with work, internships, or traineeships, this means a significantly higher entry threshold and limited access to first professional experiences. The situation is further complicated by very strong competition in industries that attract large numbers of candidates and where competition at the junior level is particularly intense, such as in the marketing, IT, administration, and HR sectors.

In this context, conscious planning of one's first career steps is becoming increasingly important. Young candidates more often need to think about their career paths as a process, rather than focusing solely on their first job position. Understanding labor market realities, employer expectations, recruitment processes, and how applicant tracking systems (ATS) operate allows these candidates to make more informed decisions and prepare more effectively for entering the job market.

Equally important is the ability to make use of available tools – both technological and developmental – and the consistent building of transferable competencies that are resilient to automation, including analytical thinking, communication, collaboration, and the ability to learn quickly. Technological changes do not have to limit opportunities for young talent, but they do require a different approach to entering the labor market. Flexibility, readiness to learn through transitional roles, and conscious responses to the evolving labor market are now among the fundamental factors of a successful career start – for both candidates and employers.

It is worth looking at the sectors that generate the highest number of vacancies, namely, sales and blue-collar work. Although they are not always perceived by young people as a first-choice option, they provide a solid foundation for future careers. Sales is a school of communication and negotiation, while blue-collar work teaches discipline and teamwork. Starting on the “front line” of business offers a unique perspective and business awareness that employers value highly. More and more young people are recognizing that experience gained in demanding environments pays off later in their careers. We are aware of this, which is why, in March 2026, we are organizing the Pracuj.pl Festival – a space for inspiration and an opportunity to meet employers from various sectors.

What's new on the Polish labor market in 2025

Last year's labor law changes at a glance

2025 saw numerous legislative changes that redefined relations between employees and employers. New regulations affected nearly every area – from wage levels and time off, to parental support and the digitalization of HR processes. Below, we present the most important changes, along with Pracuj.pl data and observations.

Preparations for pay transparency

On December 24, 2025, the EU Pay Transparency Directive came into force. Although full implementation is scheduled for June 2026, the new regulations are already influencing the market. The key change is the obligation for employers to inform candidates about the starting salary or its range no later than before signing the contract, as well as a ban on asking candidates about their previous earnings. According to Pracuj.pl data, 62% of candidates wanted to already know the salary level at the job posting stage. Despite concerns raised by some employers, the regulations do not require salary ranges to be included in every job ad (although this is considered good practice), nor do they mandate the disclosure of individual employees' pay. Transparency is systemic in nature and aims to reduce the pay gap and ensure equal opportunities, rather than publicly disclose individual earnings. More on this topic can be found in the [Pracuj.pl press office](#).

And what does this look like in practice? Salary ranges are currently included in approximately 27% of job postings published on Pracuj.pl, which represents a moderate but steady increase compared to previous years. Pay transparency is growing gradually – without sudden jumps – confirming that the market is preparing for the new regulations in an evolutionary rather than revolutionary manner.

Salary ranges most often appear in industries characterized by high competition and employee turnover, such as call centers, transport, logistics, hospitality, gastronomy, and among blue-collar roles. At the same time, strong year-on-year growth is visible in areas such as consulting, research and development, HR, and law, where the importance of transparency and trust in relationships with candidates is steadily increasing.

Inclusive language in recruitment

2025 was also a time of preparation for changes in recruitment communication that will fully come into force in 2026. Employers began adapting job postings to the requirements of language neutrality. Gendered job titles (such as feminine or masculine forms) are being replaced with neutral terms or dual forms, with the aim of combating discrimination at the CV screening stage. In response to these changes, the Pracuj.pl team has prepared a [Job Titles Dictionary](#) – a solution that supports both employers and employees in adapting to these upcoming requirements. We describe this in more detail in the [Pracuj.pl press office](#).

Increase in the minimum wage

As of January 1, 2025, the minimum wage was raised from PLN 4 300 to PLN 4 626 gross. At the same time, the minimum hourly rate rose to PLN 30.20 gross (previously PLN 28.10). For millions of employees, this means a real increase in income, while for businesses it entails the challenge of rising labor costs.

The importance of wages as one of the main factors influencing professional mobility is also confirmed by [Pracuj.pl data](#). As many as 55% of all respondents indicated the desire to earn higher pay as the main reason for seeking new employment. Among the youngest labor market participants, this share stood at 52%, showing that wage pressure remains one of the most significant drivers of career decisions.

Christmas Eve as a non-working day

A significant change in the employee calendar was the designation of December 24 as a statutory day off work. In 2025, employees were able for the first time to fully devote this day to holiday preparations without the need to use vacation leave. This also entails the closure of retail and service outlets for three consecutive days.

The importance of this decision had already been evident earlier in [Pracuj.pl research](#). In a study conducted in 2024, as many as 85% of respondents indicated that Christmas Eve had a special status and should not be treated as a standard working day, while 76% believed that making it a day off would not negatively impact the economy. This data shows that the 2025 legislative change responded to real employee expectations and became part of the broader debate on work–life balance.

Support for parents of premature babies

As of March 19, 2025, regulations on supplementary maternity leave came into force, aimed at parents of children who are born prematurely or require long-term hospitalization immediately after birth. The new law allows paid childcare leave to be extended – depending on the week of pregnancy and birth weight – by up to 15 weeks, while maintaining a benefit equal to 100% of the base amount.

The need for such solutions is also reflected in [Pracuj.pl data](#) on parents' experiences in the labor market. More than half of respondents pointed to the existence of the so-called “motherhood penalty,” understood as difficulties in career development after having a child, while nearly half observed the phenomenon of a “fatherhood bonus.” The new regulations form part of efforts to reduce these inequalities and create more coherent conditions for combining professional and parental roles.

A revolution in calculating employment seniority

A breakthrough moment for the labor market was the adoption of regulations that equalized different forms of employment in terms of seniority. Periods of running a sole proprietorship and working under civil law contracts are now counted toward employment seniority. This marks the end of systemic unfairness with individuals who spent years working under B2B contracts or mandate contracts now having equal access to experience-based entitlements, such as jubilee awards or longer vacation leave.



About the report

This summary is based on internal data from the Pracuj Group, presenting statistics on job offers published on the platform between January and December 2025. The data included in this report covers all job postings published on Pracuj.pl during the analyzed period that were visible to users as a single job ad in one location. The presented data should not be equated with the number of recruitment projects offered by the Pracuj Group to its clients (employers), which consist of job postings (one or more within a single recruitment project) as well as add-ons designed to extend reach and increase the number of CVs submitted by candidates.

In order to improve the analytical quality and relevance of the reports, starting with the report for the first half of 2023, the method of presenting specialization data in the “Specialist Job Market” reports was changed. Currently, the data includes breakdowns of job postings by **leading category**, defined by the employer as the most important for a given offer. Comparative data for previous years has been prepared using the current data presentation method. Data related to job levels, in turn, presents results by classifying each job posting according to the lowest level of candidate seniority acceptable to the employer.

About Grupa Pracuj

The Pracuj Group is a leading technology platform operating in the HR industry in Europe. The Group's key brands include: Pracuj.pl – the largest Polish online recruitment platform; Robota.ua – an online recruitment service operating on the Ukrainian market; eRecruiter – a Polish system supporting recruitment processes, offered in the SaaS (Software as a Service) model; and softgarden – a provider of recruitment process support systems (Talent Acquisition Suite) in Germany, 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 a constituent of the mWIG40 index.

Media contact:

Anna Goreń

PR Expert

Grupa Pracuj

mail: anna.goren@pracuj.pl

phone: +48 573 787 217

