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Specialist Job Market H1 2026

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 regarding 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. This helps users of Grupa Pracuj's 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 (Software as a Service) model; and softgarden – a leading player in the area of systems supporting recruitment processes (Talent Acquisition Suite) in Germany. Pracuj.pl is also present in other European markets.

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

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Specialist Job Market in H1 2026*

Based on 387 000 job offers and the activity of millions of Pracuj.pl users, we observed sustained activity from both employers and candidates in the first half of 2026. On the employer side, this was reflected in both the number of published job offers, which remained at a level similar to last year's, and a record number of active customers, around 62 000. In the first six months of the year, the number of clicks on the „Apply” button was 4.3% higher than a year earlier, demonstrating that the readiness to look for new professional opportunities remains high.

The growing significance of artificial intelligence-related competencies also deserves special attention. An increasing number of employers are including them in their candidate requirements, showing that AI is no longer the domain of a narrow group of specialists and is gradually becoming a competence that is utilized across many areas of the labor market. This is a trend that will undoubtedly shape the labor market in the coming years.

The first half of 2026 was marked by two significant phenomena. Firstly, a rebound in the technology sector was visible, translating into an increase in the number of job offers in the IT industry. Secondly, the market increasingly felt the impact of EU regulatory changes – both those related to pay transparency and the promotion of gender-neutral language in job advertisements. An increasing number of employers published salary ranges, and inclusive recruitment communication is becoming a new standard.

387 000

the number of job offers published on the Pracuj.pl platform in H1 2026.

62 000

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).

4,3%

year-over-year increase in the number of applications.

TOP5

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

65%

of job advertisements were gender-neutral.

4%

of job offers included knowledge of AI tools in the list of competencies required from candidates.

32%

of listings included salary ranges.

62 000

job offers were targeted at blue-collar workers.

14%

represented the share of offers targeted at people at the entry level of employment.
(interns, trainees, junior specialists, and assistants).

*** Methodology Note:** The report „Specialist Job Market in H1 2026” is based on the data presentation methodology introduced on Pracuj.pl 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.



Rafał Nachyna

Operational Director and Member of the Management Board of Grupa Pracuj

Maturity, Partnership, and a Culture of Transparency

The first half of 2026 demonstrated that the labor market is becoming more transparent, with new technologies increasingly shaping the ways in which we work, recruit, and develop professionally. At the same time, candidates are managing their careers more consciously and making highly deliberate professional decisions. These three phenomena largely drove the labor market dynamics in the first months of this year.

The true breakthrough of this half-year lies in the recruitment culture. The [EU Pay Transparency Directive](#) has accelerated shifts that the market had been preparing for over a long period. We are seeing a steady rise in the number of job postings featuring salary ranges. [Gender-neutral language](#) in job titles is also becoming the norm. Employers increasingly understand that transparency—while partly driven by legal requirements—is now the very foundation of effective recruitment. Furthermore, it positively impacts the quality of HR processes and builds trust among candidates.

At the same time, the role of technology is shifting. Artificial intelligence is steadily solidifying its presence in the daily operations of candidates, employers, and recruiters alike. However, an important task still lies ahead for the market: we need clear rules for utilizing AI alongside an open dialogue regarding its impact on work and professional development.

These market shifts are further supported by the technological evolution of our platform. In the first half of 2026, we rolled out new AI-driven tools and automation features on Pracuj.pl that completely redefine how users browse job advertisements. By personalizing job offers, introducing [geolocation features](#), and implementing solutions that help candidates assess how well they match the requirements of a given role, it is now easier for informed career decisions to be made. This is a practical response to our users' needs. It is becoming increasingly clear that AI is no longer an experiment—it is a natural element of both the job market and the everyday recruitment process. As a technology platform, Pracuj.pl has one ultimate goal: to facilitate rapid, thoughtful, and convenient connections between talent and business for both sides.

Changes are also evident in the recruitment structure. The **IT sector continues its rebound** (after a period of caution and cost-cutting, and once again accounts for a double-digit share of all offers), but companies are primarily focusing on competencies that allow technology to be leveraged in order to achieve business objectives. Working with data, utilizing AI tools, critical thinking, and bridging technological expertise with a deep understanding of organizational requirements are becoming increasingly crucial.

The approach of candidates themselves is shifting just as dynamically.

Changing jobs is less frequently viewed as a risk or an economic necessity, and more often as an element of proactive career development management.

This is confirmed by our research—as many as 84% of respondents viewed changing jobs as a sign of conscious career management, and 92% of those who have changed jobs within the last five years would recommend taking this step to others. Transitioning has become a natural path toward growth, gaining new experiences, and prioritizing personal **well-being**.

Candidates are seeking workplaces that offer financial stability, as well as respecting their personal time and guaranteeing an open organizational culture. Interestingly, this trend is clearly visible in the **blue-collar sector** as well. This sector is gaining new prestige before our eyes, becoming a long-term, fulfilling destination of choice for many.

We also see a growing need for deliberate career direction among the youngest participants in the labor market. Our research shows that as many as 83% of them feel that they currently lack the room to safely test different career paths. We want to change this, which is why we have launched **„Project Grant. The Easiest First Step”** (Projekt Grant. Najłatwiejszy pierwszy krok), allocating PLN 500 000 to fund the initial professional trials and ideas of young people. The ambassador for the initiative is Jakub „Patec” Patecki—a traveler, climber of the Seven Summits, and a popular content creator—who supports us in encouraging young people to boldly take their first steps in the labor market. He himself perfectly illustrates how anyone can explore various paths. We believe that this tangible financial support will help young people turn their passions into a way of life, making it easier to make informed choices rather than arbitrarily selecting a career path.

This report comprehensively summarizes the past months. It is an insightful read for every participant in the market—employers, candidates, as well as leaders and managers. Within it, we highlight how job transparency, modern technologies, and a new wave of candidate mobility are building a collaborative, partnership-driven work environment in Poland.

Rafał Nachyna

Operational Director and Member of the
Management Board of Grupa Pracuj



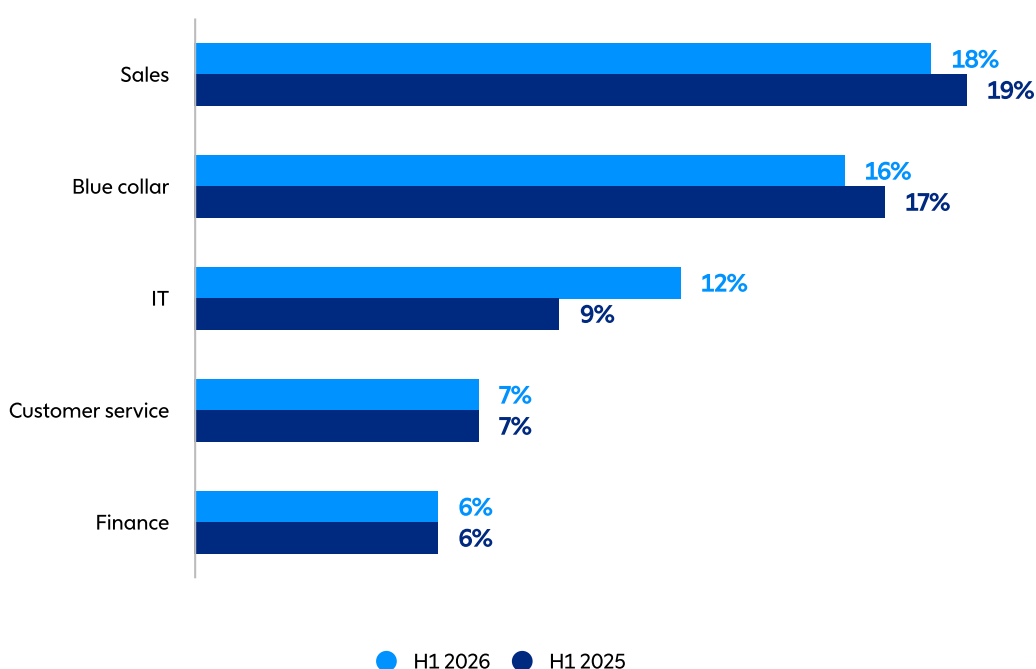
Job Offers in H1 2026

Specializations Sought in H1 2026

Analyzing the activity of tens of thousands of employers on Pracuj.pl, we recorded no changes in the list of the most sought-after employees in the first half of 2026. The market continues to be driven most of all by **sales**, with 18% of all job advertisements currently targeted at sales professionals.

Blue-collar work holds onto second place. Although its share fell slightly from 17% in the corresponding period last year to 16%, demand for manual labor remains high across many key sectors of the economy.

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



Source: Pracuj.pl report, "Specialist Job Market. H1 2026 Summary", internal data

The final spot on the podium belongs to **IT**, which is showing marked acceleration. Following last year's rather cautious rebound, the sector continued to grow, with a share of 12% (compared to 9% in the first half of 2025). What does this mean in practice? Employers have already moved past their initial, experimental artificial intelligence implementations. Now, feeling more confident, they are returning to larger-scale recruitment to genuinely scale up and develop automation technologies.

Rounding off the top five specializations in the market ranking are the areas that ensure smooth business operations: **customer service** (7%) along with finance and **economics** (6%).

In the first half of 2026, **IT was the fastest-growing specialization** in terms of the volume of published job offers.

Where are these professional opportunities concentrated geographically? Mazowieckie Voivodeship remains the largest center of employment, generating over a quarter of all advertisements on the platform (26%). Key regional markets maintain a very strong position, led by the Śląskie, Dolnośląskie, and Wielkopolskie voivodeships, each recording a share of 9%.



Łukasz Piedo

Acting Director of Employee Lifecycle | Employee Lifecycle Department - Lidl Polska

The high, second-place ranking of blue-collar jobs in the recruitment charts for the first half of 2026 comes as no surprise to us. In an organization with a workforce as large as Lidl Polska, business success relies precisely on those working in operational processes, who are supported by specialized departments at both regional and corporate levels.

It is the people working directly in over 950 stores and more than a dozen Distribution Centers who form the bedrock of our business. The daily impact of our male and female employees on the company's results is immense: their dedication directly drives supply chain continuity, consistent product availability, and, ultimately, the satisfaction of millions of customers.

The driving force behind our company is the vast diversity of our teams. We bring together people of various ages, distinct backgrounds, and different talents. This synergy allows us to respond adaptively to everyday retail challenges.

Crucially, the nature of operational and technical work is shifting drastically today. Modern warehouses and stores are highly advanced technological environments where traditional tasks are supported by automation systems and digital sales tools.

As a result, when recruiting for roles such as Store Associate, Forklift Operator, Operational Logistics Specialist, or Process Logistics Specialist, we look for individuals who—in addition to the qualifications required for these positions—possess the ability to learn quickly and have strong soft skills, including excellent self-organization and teamwork.

To attract and retain the best talent, as a modern employer we offer what matters most: stability, competitive salaries, clear career progression paths, and a values-driven culture. This is how we build our competitive edge in the market.

A New Phase in the Tech Industry

The IT industry has moved past a period of dynamic growth driven by digital transformation and pandemic-induced shifts. Following this recruitment boom, the market entered a **phase of normalization**. Our data shows that between 2024 and 2025, companies took a more cautious approach to hiring, focusing on verifying business priorities and investment efficiency. This resulted in IT job offers maintaining a **nine percent share** of all advertisements published on Pracuj.pl.

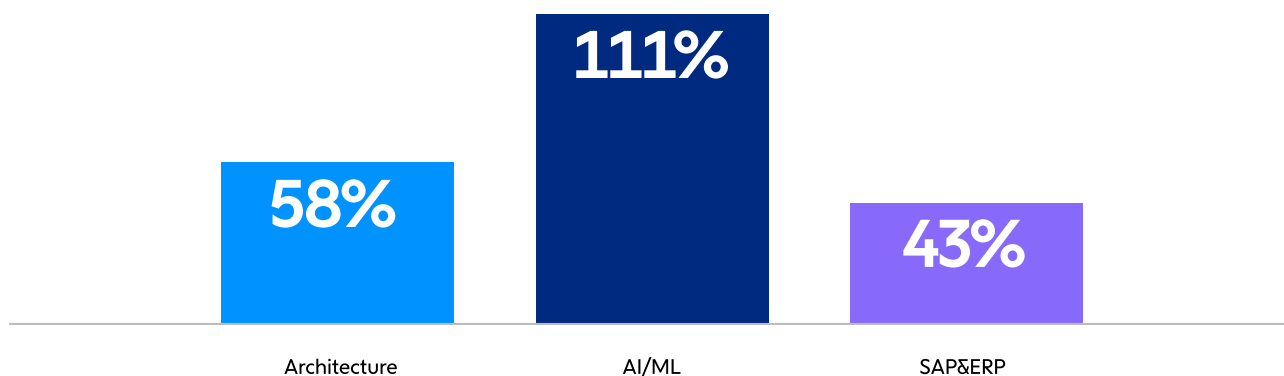
However, the latest figures show a clear revival. In the first half of 2026, the share of the IT sector **rose to 12%**, returning once again to a double-digit level. This signals that, following the normalization period, companies are expanding investments in technology and digital competency development.

It is worth emphasizing, however, that this is not a return to the realities of a few years ago. The current rebound is more **selective in nature** and is strongly linked to the development of artificial intelligence, as well as the search for competencies that allow new technologies to be leveraged in business practice.

The IT Landscape with AI at the Forefront

Recent years have served as a trial period for artificial intelligence to prove its utility in the business environment. Data indicates that these tests were highly successful—product development and new system maintenance are now top priorities.

IT specializations with the biggest growth in job offers



Source: Pracuj.pl report, "Specialist Job Market. H1 2026 Summary", internal data

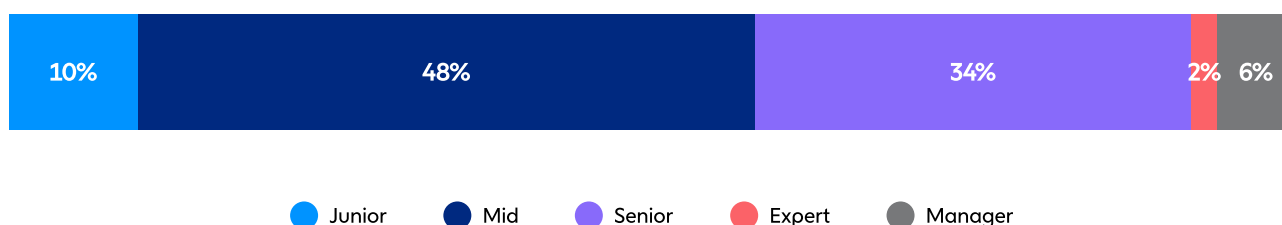
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development and new system maintenance are now top priorities.

The fastest-growing area within the IT industry proved to be **AI/ML specialization**, recording a massive **111% increase in demand**. Strong growth was also visible in areas such as: **Architecture** (+58%) and **SAP & ERP** (+43%). We are also observing the expanding role of data analysis, which is gradually becoming a universal competency—demand for **system analysis** specialists grew by **27%**, while **business analytics** saw an **11%** increase.

Conversely, we recorded a more cautious stance from employers toward areas such as **Game Dev** (a 76% decline in job offers), **Agile** (-35%), and **Frontend** (-22%).

Percentage of job offers in H1 2026 by job level



Technology companies are primarily seeking mid-level professionals and experienced staff. Nearly every other job offer (**48%**) in the first half of 2026 was targeted at **mid-level specialists**. **Senior roles** were the second most sought-after—advertisements for this group accounted for **34%** of all offers, which was **37% higher** than a year earlier.

In line with broader market trends, people with less experience were sought less frequently; **junior positions** were targeted by only **10%** of offers, although this marked a **five percent increase** compared to the corresponding period of 2025. This further proves that entering the labor market remains a significant challenge for IT newcomers. The breakdown is rounded off by listings aimed at **managers** (6%) and a narrow, highly specialized group of **experts** (2%).



Piotr Trzmiel

Business Development Director at theprotocol.it

The return of the IT job offer share to 12% of all advertisements published on Pracuj.pl is a positive sign, though we must not forget that the technology market has undergone lasting changes. The days of mass recruitment drives are a thing of the past; companies are currently approaching hiring in a much more cautious manner and with clear expectations.

This shift is highly visible in the structure of sought-after competencies. Artificial intelligence has been „battle-tested,” and organizations are now focusing on specific implementations and product development. Hence, we see a growing demand not only for AI engineers but also for backend, QA/testing, and embedded systems specialists. Support-oriented and process-driven roles will likely be subject to further optimization.

This approach within the IT sector also explains the rising demand for seniors and experts. While artificial intelligence can process massive amounts of data and automate routine tasks today, interpreting the results and making strategic decisions remains a human domain. The price increases introduced in 2026 for token usage among users of large language models (LLMs) have also had a noticeable impact. We are increasingly hearing of cases where hiring a person proves to be more cost-effective than utilizing AI.

A side effect of current trends remains the high entry threshold for juniors. Today, companies expect candidates to be ready to quickly acquire competencies and demonstrate autonomy at the very start of their careers, which in turn, makes entering the industry more difficult than it was just a few years ago.

However, there are growing voices suggesting that the long-term development of the sector will not be possible without investing in juniors.

During industry conferences and meetups, the question of who will replace today’s seniors and experts in a few years is being raised more and more frequently. Organizations that create space for the development of young talent today stand to gain a significant competitive advantage in the future.

AI Expands Beyond the Tech Sector

With insight into the preferences of thousands of employers, we are seeing the growing importance of artificial intelligence well beyond the tech sector. In the first half of 2026, **AI-related competencies appeared in four percent of all job offers** published on Pracuj.pl, compared to two percent a year earlier. The data shows that varying degrees of competence in AI-based tools is increasingly becoming part of candidate expectations, even outside of the IT industry.

Unsurprisingly, this trend is most pronounced within the technology sector itself. In the first half of 2026, AI competencies appeared in **6.3% of IT job offers**, up from 3.6% the previous year. However, it is becoming increasingly evident that employers are looking for candidates capable of utilizing AI tools not just for technology development, but also in marketing, sales, e-commerce, and the finance sector.

From a market perspective, this signifies a gradual shift in AI's status—moving from a specialized skill to an **increasingly universal element of the everyday toolkit**.

IT Benefits – From Comfort to Hard Facts

Over the past five years, the technology industry has undergone a distinct evolution. The benefits featured in job postings naturally reflect the transformation of this sector and serve as evidence of a higher level of maturity within the industry. An analysis of job postings on the theprotocol.it platform from 2021 to 2026 shows that the role of non-wage benefits has shifted **from an employer-branding tool to providing practical added value**.

Just a few years ago, companies eagerly highlighted perks with high branding potential, competing for talent in creative ways. Access to **chillout zones appeared in 37% of job postings** published on theprotocol.it, while video games were featured in 18% of offers.

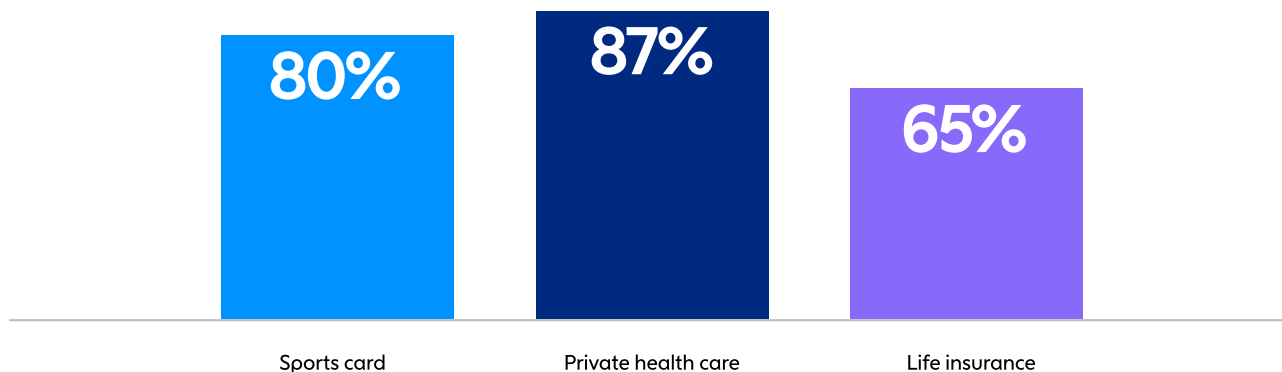
In recent years, benefits have increasingly begun to support not only recruitment but also employee retention. The visibility of perks primarily linked to office life has declined. A prime example is chillout zones, whose share dropped from the aforementioned 37% in 2021 to 19% in 2026. At the same time, certain arrangements, such as flexible working hours or remote work options, have ceased to be perceived as benefits and have become an expected standard of cooperation for many IT specialists. On the other hand, **integration events** remained a stable fixture of job offers, appearing in nearly two-thirds of listings.

In 2026, job postings more frequently feature social benefits: 31% (vs. 26% in 2021) and Additional paid leave: 11% (vs. 6% in 2021)

An interesting case is the **savings fund benefit**—virtually non-existent in offers five years ago, it is now found in seven percent of job postings. This data suggests that organizations

are now trying to attract candidates with tangible advantages, whereas additional office comfort perks are no longer as appealing as they were a few years ago.

TOP 3 benefits offered in IT jobs offers in H1 2026



Certain perks have established themselves as permanent market standards. **Private medical care, sports cards, and life insurance** remain the core foundation of benefit packages, and their absence can actively discourage candidates from participating in the recruitment process.

These shifts reflect a broader trend—both employers and employees are taking a much more pragmatic approach to benefits today. Solutions that address real, tangible needs are gaining importance, while the sheer number of offered perks is becoming less relevant.

More insights into the evolution of IT benefits, the changing role of remote work, and trends regarding transparency and employee expectations can be found in the full analysis published on the [theprotocol.it press office platform](#).

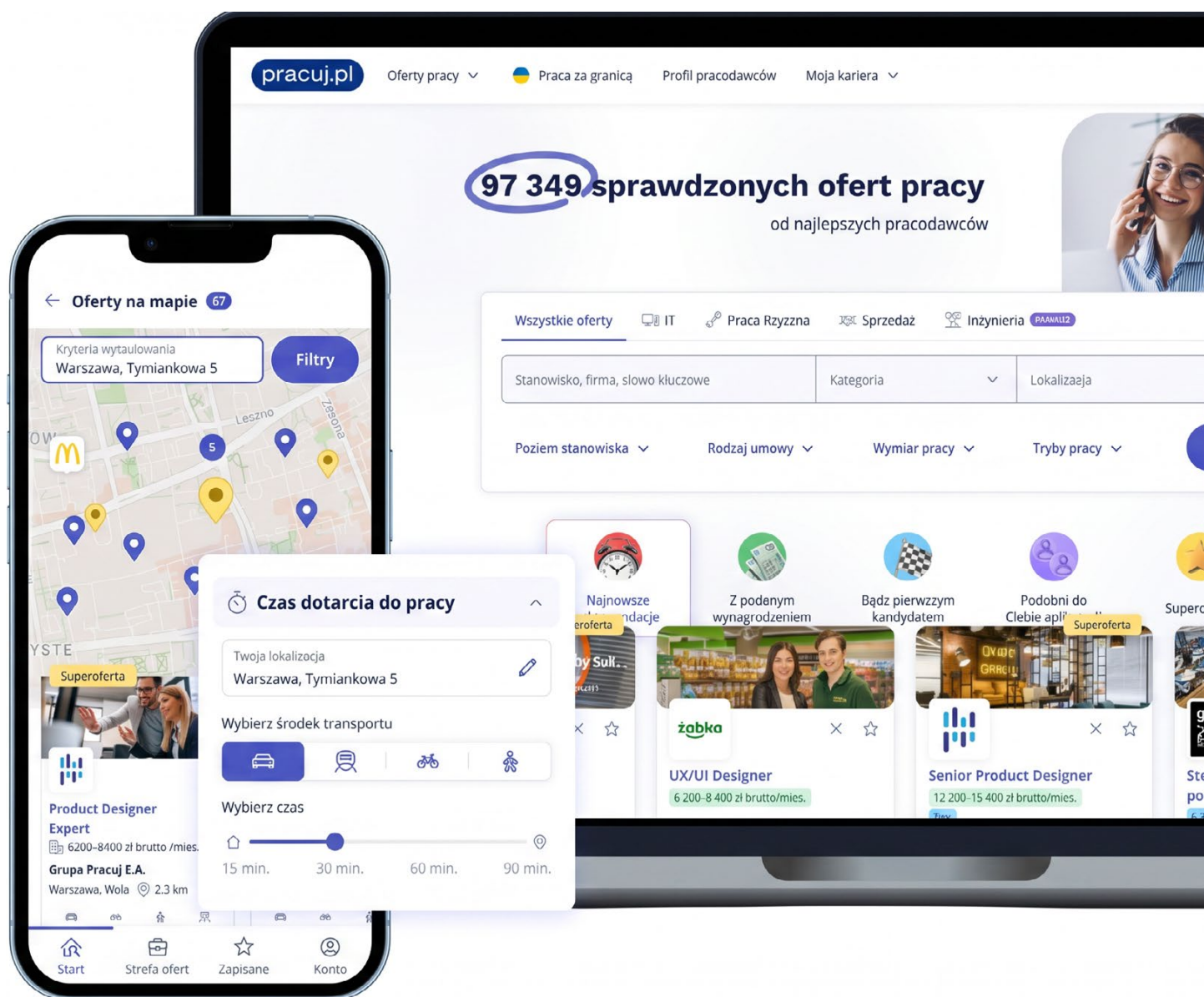
Artificial Intelligence and Hyper-Personalization in Recruitment

Artificial intelligence continues to exert an unprecedented impact on the labor market, and Pracuj.pl remains an active participant in this transformation. With the rapid advancement of new technologies, the role of a recruitment platform today extends far beyond merely publishing job offers. Pracuj.pl operates as a technology platform that supports millions of users and employers in making informed career and recruitment decisions.

The first half of 2026 saw the implementation of further advanced AI-based solutions across the platform. In the face of an overwhelming influx of content and information sources, this technology has become an indispensable tool for organizing data and saving candidates' time.

The cornerstone of this shift is a new, smart search engine powered by AI algorithms that learn users' behavior and preferences. As a result, it delivers the exact job postings that

candidates are truly looking for. This aligns with the broader strategy of hyper-personalization on the Pracuj.pl platform—anchoring the entire candidate experience in AI recommendation mechanisms, a logic that is highly familiar on popular streaming platforms. The more frequently a candidate uses the platform, the more precisely tailored recommendations they receive.



However, searching is just the beginning. Candidates have gained access to the **FitScore** feature, which automatically assesses the match level between the CV and a specific job posting. If the candidate's profile aligns well with the company's requirements, the system clearly signals it. This tool is constantly being developed and tested—different approaches are regularly verified to best meet the needs of both candidates and employers, and to reflect the actual job match as accurately as possible.

Another innovation, unique to the Polish market, is **advanced geolocation**. This highly intuitive system is able to not only show the distance to the office but also calculate the exact commute time as well as suggested mode of transport from the candidate's home. For instance, it can inform a user that the new job is located „7–10 minutes on foot from home.”

When it comes to preparing for an interview with an employer, users are supported by the new **Interview Assistant**. This solution generates a personalized list of potential recruitment questions. The mechanism relies on a smart analysis of a submitted CV and the requirements outlined in the job posting. Furthermore, every job offer is complemented by an automatically generated, clear summary.



Paweł Moszyński

Chief Product Officer at Pracuj.pl

Today, the flood of information and thousands of job postings can easily overwhelm candidates. That is why at Pracuj.pl we have focused heavily on hyper-personalization and advanced tools based on artificial intelligence. Our goal is clear—we want to serve as a support system that takes the information overload off the candidate's shoulders and gathers everything they need for their professional development.

Thanks to the new search engine, the FitScore feature, and the Interview Assistant, we are now entering the era of „agentization.”

This means our platform is transforming into a smart career development hub. It suggests the most closely matched job offers, analyzes commute times from home to the office, and even helps prepare for the recruiter's questions. All of this happens in the background to streamline the entire application process as much as possible.

We very much understand that job searching is often a difficult, stressful process. People look for stability and growth opportunities. We want to be a compass for Poles in the labor market. That is why Grupa Pracuj is creating technology that supports everyone at any stage of their career, making it easier to make secure and fully informed decisions.

Candidate Activity: An Unwavering Readiness for Change

2025, with its five percent increase in the number of submitted applications on Pracuj.pl, had already clearly demonstrated that Poles are highly open to professional changes. The activity of millions of users in the first half of 2026 confirms that this trend is not slowing down. Between January and June, candidates clicked the „Apply” button 4.3% more frequently than in the corresponding period last year.

Rising candidate activity is also driven by the ongoing development of tools available on Pracuj.pl. By leveraging artificial intelligence, these features make it easier to search for job offers, assess job matches, and make more informed career decisions.

Elevated candidate activity continues to be one of the main drivers of the recruitment market. Employees are eager to take matters into their own hands and are not afraid of making bold decisions. They actively seek better employment conditions and, increasingly, openly declare a full readiness for a complete career change.

Candidate Preferences in 2026 – What Sector Do They Most Often Look To?

An analysis of CVs submitted in the first half of 2026 shows that the most popular specializations remain stable, although interesting shifts are taking place within the rankings.

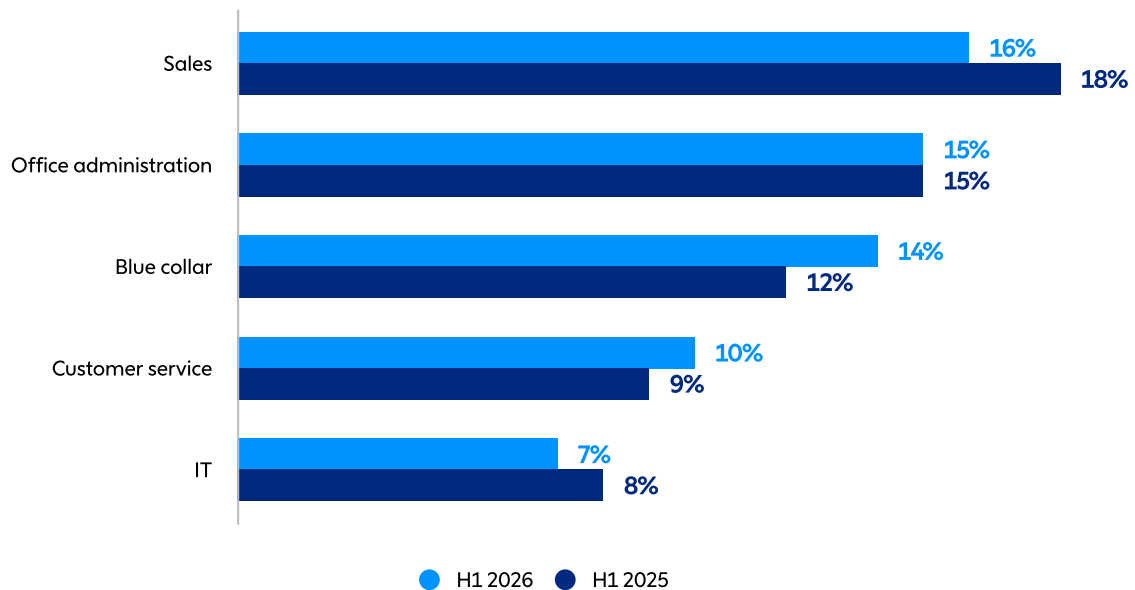
Sales once again claims first place, attracting **16%** of all applications. Although this is a slightly lower share than a year ago (18%), sales continues to be the number one choice in the labor market for the largest group of job seekers. Significant candidate interest here goes hand in hand with employer demand—sales has for years remained the most heavily represented specialization in terms of the volume of published job offers.

Office administration ranks second with an impressive **15%**. Poles remain eager to apply for roles related to organizational support, which they view as offering a safe and predictable career path.

Blue-collar work shows the most significant momentum, continuing its upward trajectory in third place. In the first half of 2025, this category attracted 12% of all applications. In the initial six months of 2026, this share rose to **14%**. Candidates are looking more boldly toward technical and manual professions. These jobs are no longer treated as temporary employment and are becoming a promising and stable long-term career choice in the eyes of many.

Customer service ranks fourth, matching last year’s steady performance at **10%**. The **IT sector** holds fifth position, with job postings in this category drawing **seven percent** of all submitted CVs, as the situation in this segment has clearly stabilized.

TOP 5 specialisations for which candidates most often applied



Source: Pracuj.pl report, "Specialist Job Market. H1 2026 Summary", internal data

What Drives Today's Mobility?

The elevated levels of candidate activity, seen in the first half of 2026, did not “come out of the blue”. Pracuj.pl research shows that Poles now view the labor market completely differently. Changing employers has ceased to be associated with risk or a lack of life stability. Today, such a decision is proof of bold and conscious career management—as many as **84% of surveyed Poles** believe so. Furthermore, 92% of respondents who have changed companies in the last five years would recommend this step to others without hesitation.

Why are people so eager to seek new challenges? Transitioning to a new company most often results in a noticeable improvement in the quality of life and better mental **well-being**:

- **A sense of stability and better finances** – 78% of respondents who changed jobs feel more secure in their new workplace today, and 73% have directly improved their financial situation compared to the previous one.
- **More time and less stress** – the new job gave 74% of respondents more space for themselves and their loved ones, while 69% experienced a clear relief from stress.
- **A great team with the wind in their sails** – 71% of individuals entered a better work environment, and for 77%, the change proved to be an excellent impulse for further development.

Unsurprisingly, employees expect full normalization of this topic today. As many as 95% of respondents believe that we should discuss changing jobs completely openly and naturally—just like health or vacation plans. This signals that professional mobility is no longer perceived as a sign of instability but is increasingly becoming a natural element of conscious career management. For employers, this highlights the growing importance of transparent communication and creating an environment where conversations about professional development are treated as natural rather than a taboo topic.

For many candidates, the initial stage—preparing application documents—can be a barrier to changing jobs. Aiming to streamline this first step in the recruitment process as much as possible, we launched the new, and completely free **CV Creator** on Pracuj.pl in H1 2026. This tool automatically eliminates the most common mistakes and helps efficiently generate a professional profile. As a result, starting a job search and entering the recruitment process is now simpler than ever.



Alicja Wierzbowska

Senior Recruitment and Employer Branding Specialist at Pracuj.pl

Candidates are exceptionally active today, with nearly all of them (as many as 95%) expecting that changing jobs will be discussed completely naturally. For HR departments, this is crucial information and shows that seeking new challenges is no longer a taboo topic. It is a well-thought-out decision, as employees want to live more comfortably, experience less stress (69%), and gain more time for their loved ones (74%). It is also no coincidence that regulatory changes concerning pay transparency and gender-neutral language in recruitment are met with great interest from the market. They respond to candidates' growing expectations regarding transparency and open communication, which is increasingly visible within job postings themselves—the number of offers containing salary ranges is rising, and gender-neutral job titles have become more common.

From a recruiter's perspective, this means one thing—we must remodel our approach. Traditional, closed recruitment processes are gone for good. Today, the key to success is building an organizational culture where discussions about growth, motivation, and even plans to leave the company are treated as a partnership and addressed directly. Openness is essential and makes it easier for candidates to find a workplace that genuinely meets their needs.

We also need to take a different look at the CV screening stage. Since candidates are so eager to alter their career paths, we cannot evaluate them solely through the prism of a single industry or a narrow set of competencies. We must learn to recognize transferable skills that will prove valuable in a new role. Our new, free CV Creator helps candidates overcome initial stress and professionally present their profile. However, it is up to companies to spot this potential, while candidates would benefit from adding information to their CVs about their openness to a complete career change. Organizations must welcome candidates with openness and demonstrate that honest communication is their standard right from the get-go.

Interest in Blue-Collar Work Continues to Grow

The most interesting trend can be seen in the blue-collar sector, where we recorded further growth. In the first half of last year, it generated 12% of applications, before jumping to 14% a year later. Workers are increasingly choosing technical and trade professions with greater confidence. Blue-collar work is finally breaking free from the label of being „just a temporary gig.” Instead, it is becoming a fully conscious, long-term destination of choice that guarantees highly sought-after stability and good employment conditions.

Blue-Collar Job Offers in H1 2026

62 000

job offers in the first half of 2026 were directed at blue-collar workers, making them the second most sought-after candidate group among employers.

14%

represented the share of all applications submitted for blue-collar positions.

This surge in interest is driven by very concrete factors within our economy. Poland is currently seeing a large number of new investments, and given the geopolitical situation in our region, this momentum may increase even further in the near future. The development of key infrastructure, new manufacturing facilities, and the growing importance of the defense industry represent massive projects that require thousands of skilled hands.

Consequently, the rising interest in blue-collar job offers on Pracuj.pl reflects several parallel trends, including the sustained high demand for technical and manual personnel, alongside a gradual shift in how candidates perceive these professions.



Bartłomiej Urbański

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

The increase in the number of applications for blue-collar positions to 14% is a positive sign. Before our very eyes, the definition of a „good profession” is completely shifting. Candidates clearly recognize that modern blue-collar and technical work provide what is often missing in today’s market: greater stability and a concrete, tangible result at the end of the day.

For employers in this sector, the growing influx of CVs represents a massive opportunity, but also a serious test. The fact that candidates apply more eagerly does not automatically mean they are easier to retain. This industry still has to face its unique challenges, such as physical fatigue or a perceived lack of development prospects. Today’s highly skilled workers want to be treated as experts. They expect the company to invest in their new **certifications**, provide them with access to modern technologies, and invite them into a partnership-driven dialogue. Employers who understand this stand to win twice over. They will translate the current candidate interest into long-term cooperation and wisely protect themselves against **talent shortages** for years to come. This is truly priceless at a time when demographics and the geopolitical situation present such major challenges to the entire market.

Entry level jobs

The rapid development of artificial intelligence often raises concerns that there will be no room left in the market for those taking their first steps in their careers. However, the latest data indicates that the selection remains quite broad.

Job offers for entry-level candidates—including interns, assistants, and junior specialists—accounted for **14% of all job postings** on the platform in the first half of 2026. Despite the technological revolution, employers still want to invest in new talent and build their teams from scratch. However, it is worth remembering that the situation for entry-level candidates varies depending on the industry. While the IT sector has seen a decline in the number of junior job offers in recent years, in many other areas, individuals starting their careers can still count on a wide selection of listings and opportunities to gain their first professional experience.

Where is it Easiest to Get a Good Professional Start today? **Sales** opens up by far the most opportunities for newcomers, generating **17%** of all junior job offers. **Office ad-**

ministration (14%) and **customer service (12%)** also remain excellent environments for gaining initial business experience. These are the sectors that are the most welcoming to candidates who are just beginning to „fill out” their CVs.

Entry level jobs in H1 2026

56 000

job offers for interns, assistants, or juniors were posted on Pracuj.pl in the first half of 2026.

14%

represented the share of junior-level positions among all job offers in the first six months of 2026.



Piotr Wlazło

Head of HR at Alior Bank SA

Just a few years ago, candidates starting their professional careers were primarily looking for a place to gain their first employment experience. Today, they expect something more—they want not only to work but also to develop skills that will be useful in the future, regardless of how the labor market changes.

Positions related to customer service, sales, and advisory remain among the best starting points. They allow for the development of competencies that technology cannot replace—such as relationship building, communication, identifying client needs, and decision-making. At the same time, they teach responsibility and demonstrate how everyday work translates into customer experiences and organizational performance.

Young employees bring a fresh perspective, openness to change, and greater fluency in utilizing new technologies to an organization.

This is particularly valuable in the financial sector, which is intensively digitizing and implementing AI-based solutions. Therefore, investing in the development of young talent is an investment not only in future experts and leaders but also in the innovation of an entire organization.

At Alior Bank, we most frequently recruit for customer service and client advisory roles. Today, candidates pay attention not only to salary but, above all, to the quality of onboarding, organizational culture, regular feedback, and management style. The experience gained in these positions often marks the beginning of a career path leading to expert, managerial, or specialized roles in other areas of the bank. We support this growth through training, mentoring, and internal recruitment, giving young employees the opportunity to build a long-term career in the financial sector.

Securing a first job often comes with a great deal of pressure. As statistics show, as many as 83% of candidates at the start of their careers feel they lack the environment to freely and safely test their professional capabilities. The response to this challenge is „Project Grant: The Easiest First Step” (Projekt Grant. Najłatwiejszy pierwszy krok). As part of this initiative, supported by its ambassador, Jakub „Patec” Patecki, Pracuj.pl is allocating PLN 500 000 toward the implementation of debut career ideas. This financial injection allows young talents to boldly verify their professional aptitudes in practice, offering them an opportunity to shape their careers in a fully conscious manner rather than leaving them to chance.

Popular Work Models in H1 2026

The first half of 2026 clearly demonstrated how the market approach to the workplace continues to evolve. An analysis of the preferences of thousands of employers publishing job offers on Pracuj.pl shows that flexibility continues to gain in importance, with the hybrid model expanding its market share step by step:

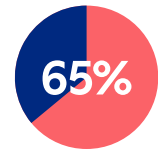
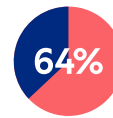
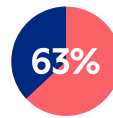
Hybrid work – the option to conveniently combine office and home work appeared in **26% of job postings** in the first half of 2026 (up from 24% in the corresponding period last year).

On-site work – despite growing flexibility, traditional presence at the company remains the absolute foundation of the Polish employment market, applying to **65% of all analyzed vacancies** (compared to 64% in the first half of 2025).

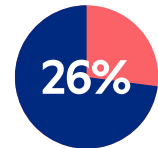
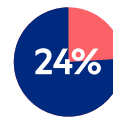
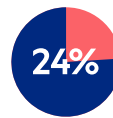
Remote work – job postings offering fully remote work held steady at **nine percent**, matching the exact figure from the corresponding period in 2025.



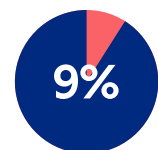
**Job postings for
on-site positions**



**Positions offering
hybrid work**



**Positions offering
fully remote work**



Source: Pracuj.pl report, "Specialist Job Market. H1 2026 Summary", internal data

*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.

The data shows that the discussion surrounding the workplace has entered a new phase. After several years of experimentation and adjustments, companies are increasingly developing their own stable models of work organization. In many organizations, we are observing a gradual return to the office and a greater emphasis on face-to-face team collaboration. At the same time, employers are not completely abandoning flexibility, which remains an important element of the job offer for many candidates. The growing share of hybrid work demonstrates that this specific model is currently the most effective at balancing business needs with employee expectations.

What's New in the Polish Labor Market in the First Half of 2026?

The beginning of 2026 marks a time of significant changes and the implementation of the EU Pay Transparency Directive. Current data shows that these regulations are already tangibly shaping the Polish labor market.

Thanks to the largest labor market database in Poland, we are observing a positive trend regarding pay transparency. Specific **salary ranges were included in 32% of job offers** published on the platform, representing a solid increase compared to last year's 27%. This shows that more and more employers are adapting to the new standards, viewing

them as a potential competitive advantage in attracting new talent. While this growth is encouraging, the situation remains far from ideal. Pracuj.pl continuously educates employers on the benefits of including salary ranges in job postings and encourages their publication in every single listing.

An equally important breakthrough concerns how we communicate with candidates. The changes announced last year have become the new norm. In the first half of the year, as many as **65% of job postings on Pracuj.pl featured inclusive, gender-neutral job titles**. This is a fundamental shift. It makes the market more welcoming and open, while allowing organizations to effectively reduce the risk of discrimination at the very start of the recruitment process.

The first half of 2026 also saw important changes in regulations. One of the most anticipated reforms turned out to be the new approach to work seniority. Since the beginning of the year in the public sector, and also since May 1st in private companies, periods of activity that were previously completely omitted are included in seniority. This applies, among other things, to work on mandate contracts or running one's own business (B2B). This step is a major nod toward employees. In practice, it means quicker acquisition of the right to 26 days of annual leave, as well as higher seniority bonuses and jubilee rewards. This is finally a formal and tangible recognition of actual professional experience.

Speaking of finances, another increase in the minimum wage should also be noted. The market in 2026 had to adjust to the new rates, which currently amount to PLN 4,806 gross for full-time employees and PLN 31.40 gross per hour for civil law contracts.

The regulations entering into force on July 8, 2026, are attracting the most interest among employers. The National Labour Inspectorate (PIP) gains new, powerful tools for verifying civil law contracts. Until now, a court had to resolve whether a given B2B contract or mandate contract was in reality a disguised employment contract. Now, the district labor inspector will be able to determine this independently by means of a much faster administrative decision. Additionally, officials will gain the right to remote inspections and a seamless exchange of data with ZUS and the tax office. For companies, this is the final wake-up call for a thorough review and audit of the cooperation models used.

About the report

This summary is based on the internal data of the Pracuj Group, presenting statistics of job offers posted on the platform between January and June 2026. The data in this summary includes all job offers published on the Pracuj.pl website during the period under review, visible to platform users as a single advertisement 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 advertisements (one or more within a single recruitment project) and add-ons that build reach and increase the number of CVs sent by candidates.

In order to increase the analytical quality and relevance of the reports, starting from the summary for the first half of 2023, the method of presenting data on specializations in the „Specialists’ Labor Market” reports has been changed. Currently, they include breakdowns of the share of listings by leading category, i.e., the one specified by the employer as the most important for a given job offer. Comparative data for previous years has been prepared according to the current method of data presentation. In turn, data regarding position levels present results by classifying each advertisement according to the lowest candidate experience level acceptable by the advertiser.

About Grupa Pracuj

Grupa Pracuj is a leading technology platform operating in the HR industry in Europe. The most important brands belonging to the Group 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 model, Kadromierz - a leading Polish working time management system, and softgarden - operating in the field of systems supporting recruitment processes (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; it is a component of the mWIG40 index.

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