NORGE

2025 Q1

ManpowerGroup
Employment Outlook Survey
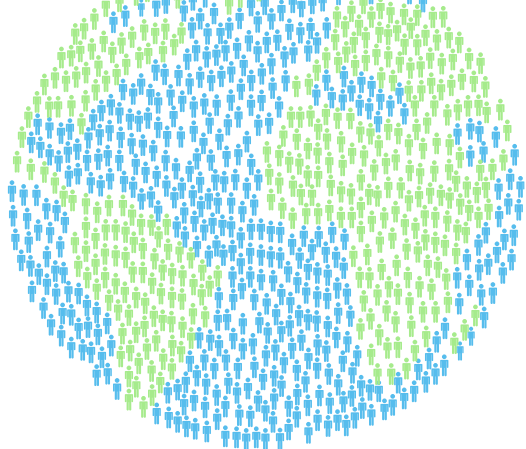
**Et landsrepresentativt utvalg på
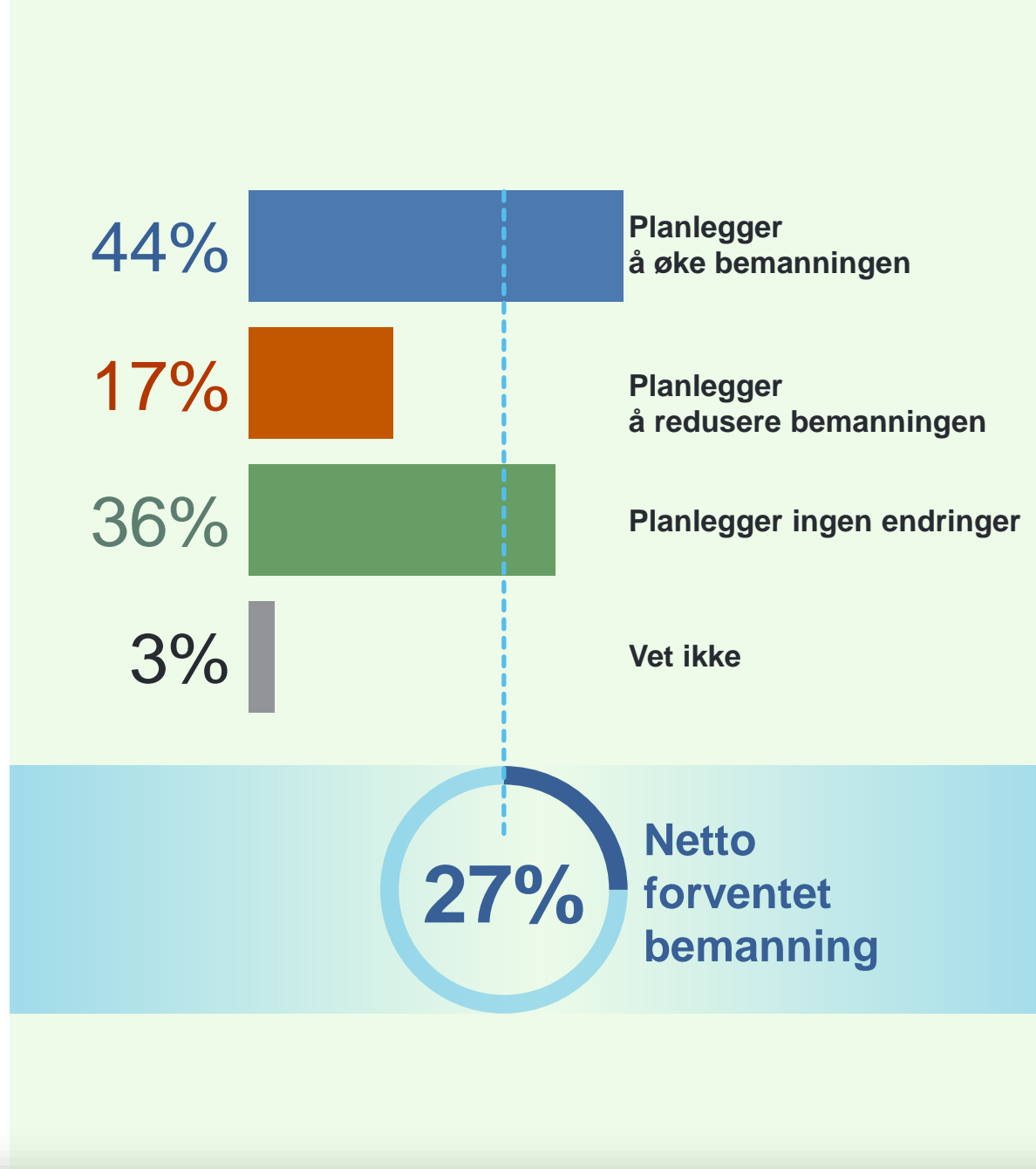786 bedriftsledere har fått følgende spørsmål:**

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

- Økning
- Nedgang
- Ingen endring
- Vet ikke

MEOS for Q1 2025

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

44% Planlegger å øke bemanningen

17% Planlegger å redusere bemanningen

36% Planlegger ingen endringer

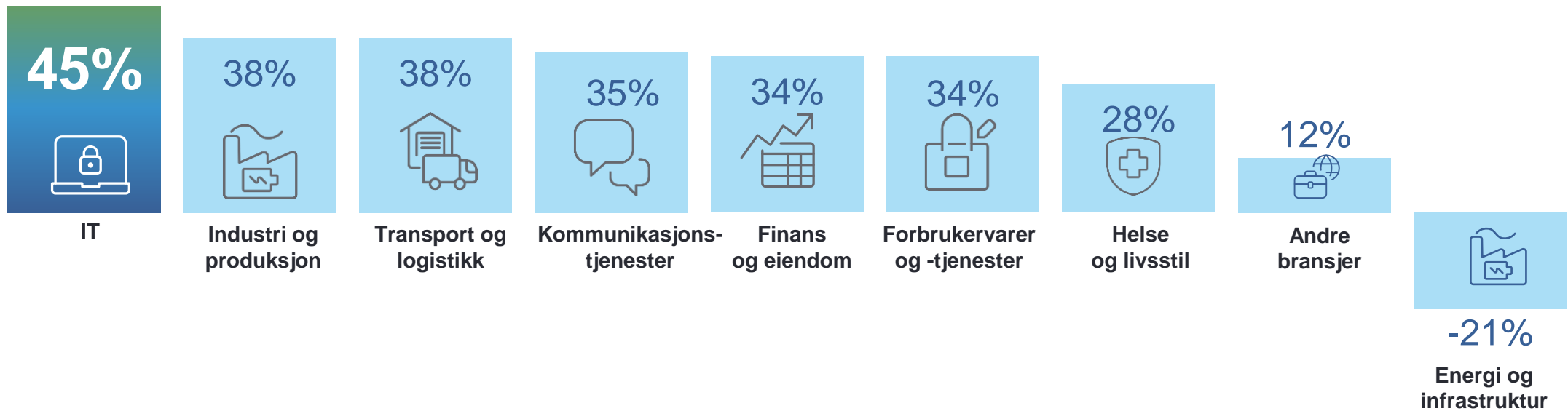**3%** Vet ikke

27% Netto forventet bemanning

Historisk utvikling siden 2020

MEOS viser en økning på 2 prosentpoeng sammenliknet med forrige kvartal og en økning på 4 prosentpoeng sammenliknet med for ett år siden
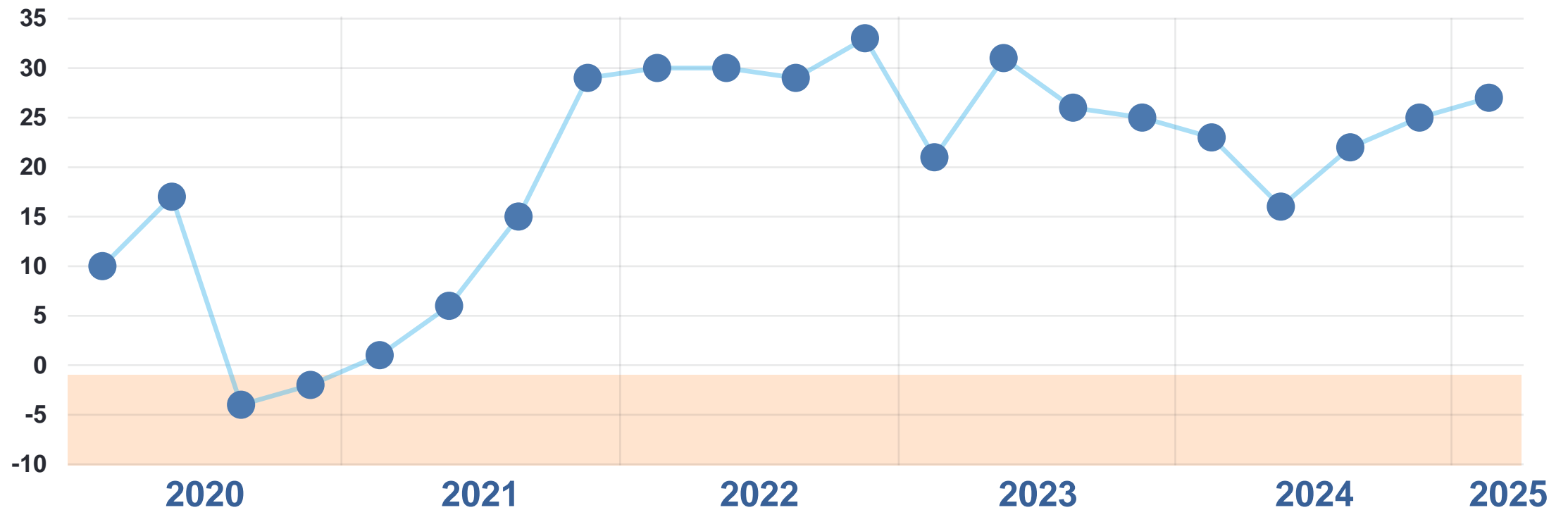
Bransjeutsikter

IT er bransjen med høyest forventninger. Energi og infrastruktur er eneste bransje med negative utsikter.

45%	38%	38%	35%	34%	34%	28%	12%	-21%
IT	Industri og produksjon	Transport og logistikk	Kommunikasjons-tjenester	Finans og eiendom	Forbrukervarer og -tjenester	Helse og livsstil	Andre bransjer	Energi og infrastruktur

Geografisk

Optimisme i alle regioner -
høyest bemanningsforventninger
i hovedstadsområdet
og på SørVest-landet.
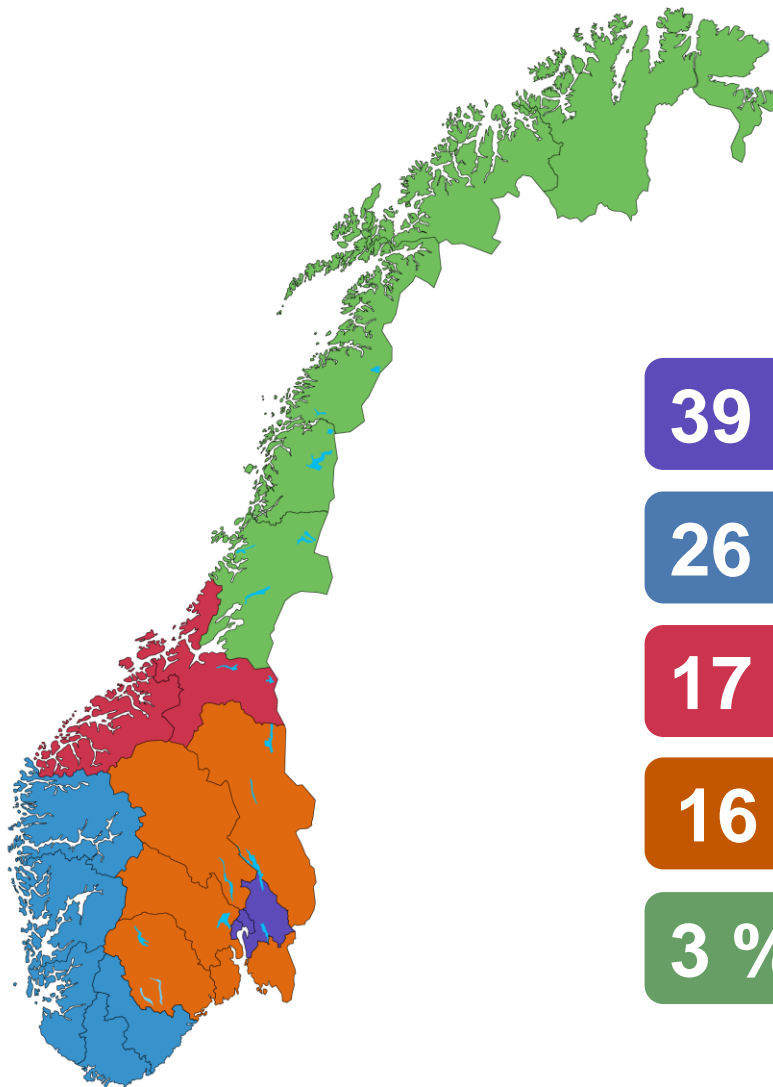
39 % Stor-Oslo

26 % Sør/Vest

17 % Midt-Norge

**16 %** Østlandet

3 % Nord Norge

Globale forventninger

25%
Globalt gjennomsnitt

India	**40%**	Singapore	25%	Japan	15%
USA	34%	Tyskland	24%	Polen	15%
Mexico	32%	Irland	24%	Tsjekkia	14%
Costa Rica	31%	Finland	22%	Ungarn	14%
Sør-Afrika	31%	Frankrike	21%	Hellas	12%
Kina	29%	Colombia	20%	Puerto Rico	12%
Nederland	29%	Peru	20%	Tyrkia	12%
Sveits	29%	Portugal	20%	Australia	11%
Belgia	28%	Italia	19%	Østerrike	10%
Storbritannia	28%	Panama	19%	Romania	10%
Brasil	27%	Spania	17%	Chile	10%
Norge	27%	Sverige	17%	Israel	8%
Canada	26%	Taiwan	17%	Hong Kong	6%
Guatemala	25%	Slovakia	16%	**Argentina**	**-1%**

Historisk sammenlikning av MEOS vs AKU

Legend: MEOS sesongjustert, venstre akse — Sysselsettingsvekst, høyre akse
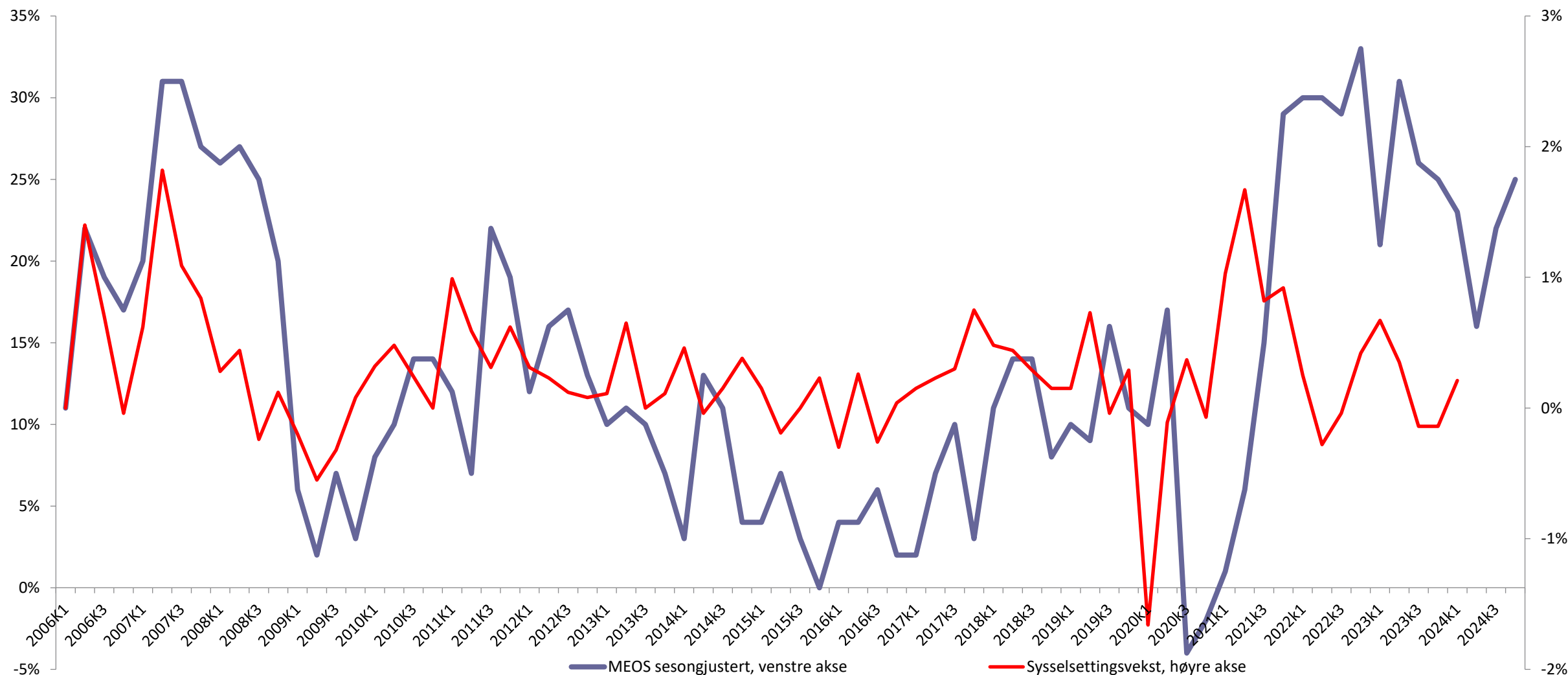
Endringer år-over-år

-1%
Globalt gjennomsnitt

Tsjekkia	**+6%**	Hellas	-1%	Belgia	-5%
Italia	+6%	**Globalt gjennomsnitt**	**-1%**	Brasil	-5%
Japan	+5%	Slovakia	-1%	Romania	-5%
Ungarn	+4%	USA	-1%	Finland	-6%
Norge	+4%	Mexico	-2%	Panama	-6%
India	+3%	Polen	-2%	Tyrkia	-6%
Irland	+3%	Spania	-2%	Guatemala	-7%
Sør-Afrika	+3%	Taiwan	-2%	Nederland	-8%
Frankrike	+2%	Kina	-4%	Portugal	-8%
Canada	+1%	Costa Rica	-4%	Colombia	-11%
Israel	+1%	Peru	-4%	Østerrike	-16%
Storbritannia	+1%	Singapore	-4%	Australia	-17%
Argentina	+0%	Sverige	-4%	Puerto Rico	-21%
Tyskland	-1%	Sveits	-4%	**Hong Kong**	**-23%**
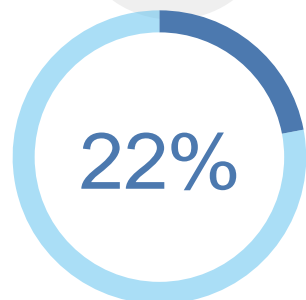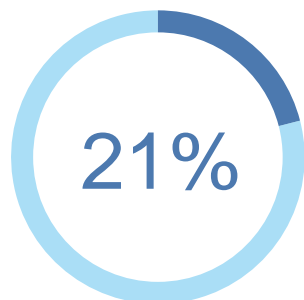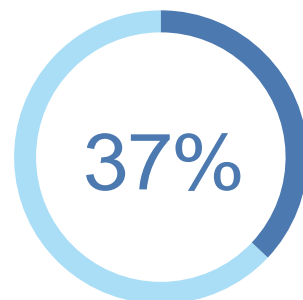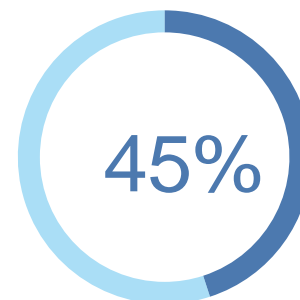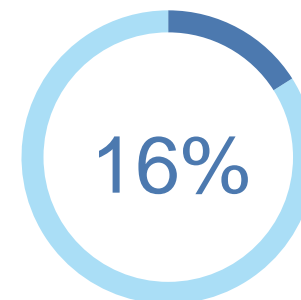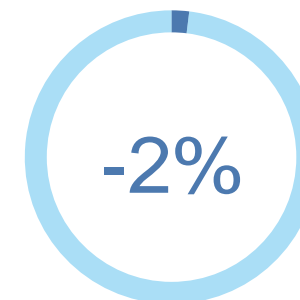
About the Survey

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The ManpowerGroup Employment Outlook Survey is the most comprehensive, forward-looking employment survey of its kind, used globally as a key economic indicator. The Net Employment Outlook is derived by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers expecting a decrease in hiring activity. Running since 1962, various factors underpin the success of the Survey:

Unique – It is unparalleled in its size, scope, longevity and area of focus. The ManpowerGroup Employment Outlook Survey is the most extensive, forward-looking employment survey in the world, asking employers to forecast employment over the next quarter. In contrast, other surveys and studies focus on retrospective data to report on what occurred in the past.

Independent – The survey is conducted with a representative sample of employers from throughout the countries and territories in which it is conducted. The survey participants are not derived from ManpowerGroup's customer base.

Robust – The survey is based on interviews with 40,413 public and private employers across 42 countries to measure anticipated employment trends each quarter. This sample allows for analysis to be performed across specific sectors and regions to provide more detailed information.

Focused – For more than six decades the survey has derived all of its information from a single question: "How do you anticipate total employment at your location to change in the three months to the end of March 2025 as compared to the current quarter?"

Survey Methodology – The methodology used to collect the data for the Employment Outlook has been digitized in 42 markets for the Q1 2025 report. Survey responses were collected from October 1-31, 2024. The question asked and the respondent profile remains unchanged. Size of organization and sector are standardized across all countries and territories to allow international comparisons.

Forward-Looking Statements – This report contains forward-looking statements, including statements regarding labor demand in certain regions, countries and industries, economic uncertainty and workforce trends, including, advancing diversity and inclusion initiatives and closing the skills gap to address ESG goals.. Actual events or results may differ materially from those contained in the forward-looking statements, due to risks, uncertainties and assumptions. These factors include those found in the Company's reports filed with the U.S. Securities and Exchange Commission (SEC), including the information under the heading "Risk Factors" in its Annual Report on Form 10-K for the year ended December 31, 2023, whose information is incorporated herein by reference. ManpowerGroup disclaims any obligation to update any forward-looking or other statements in this release, except as required by law.

Frequently Asked Questions

What is meant by Net Employment Outlook (NEO)?
The Net Employment Outlook is derived by taking the percentage of employers anticipating an increase in hiring activity and subtracting from this the percentage of employers that expect to see a decrease in employment at their location in the next quarter. A positive Net Employment Outlook figure means that, on balance, there are more employers who expect to add to their headcount in the following three months than those who intend to reduce staff.

What is Seasonal Adjustment and why is it used in the ManpowerGroup Employment Outlook Survey?
Seasonal adjustment is a statistical process that allows the Survey data to be presented without the impact of hiring fluctuations that normally occur through the course of the year, usually as a result of various external factors, such changes in weather, traditional production cycles, and public holidays. Seasonal adjustment has the effect of flattening peaks and smoothing troughs in the data to better illustrate underlying employment trends and provide a more accurate representation of the ManpowerGroup Employment Outlook Survey results.

How are companies selected for the survey?
Employers are selected based on the types of companies and organizations they represent. We want to ensure that our panel is representative of each participating country's national labor market, so each country's panel is built in proportion to that country's overall distribution of industry sectors and organization sizes.

Who do you interview in each company?
The person we select to interview will be someone with a good overview of staffing levels and hiring intentions within their organization. Normally this will be the head of HR or an HR manager. However, in smaller organizations, that person may be a general manager or even the CEO.