



2026 Q4 | ManpowerGroup Employment Outlook Survey

Norske resultater ➔



Sammendrag

I Norge er 800 arbeidsgivere intervjuet og spurt om hva slags ansettelsesplaner de har inn mot jul. 40 % sier de skal øke antall ansatte. 14 % sier de skal redusere. Det gir en netto forventet bemanning på +26. Det er en økning på 4 prosentpoeng fra forrige kvartal og en økning med 2 prosentpoeng sammenliknet med samme kvartal i fjor.



Mest optimistiske bransjer:

- Bank, Finans, Forsikring
- Bygg og anlegg
- Hotell, restaurant og opplevelser



Minst optimistiske bransjer:

- Rådgivnings- og konsulenttjenester
- Energi og råvarer
- IT, media og telecom

Norge

Størst optimisme:

- Stor-Oslo
- SørVest-landet

Minst optimisme

- Midt-Norge

Globalt

Norge er på 20. plass av 42 land som er med i undersøkelsen

Globalt gjennomsnitt er +29

Størst optimisme i India, Brasil og Panama



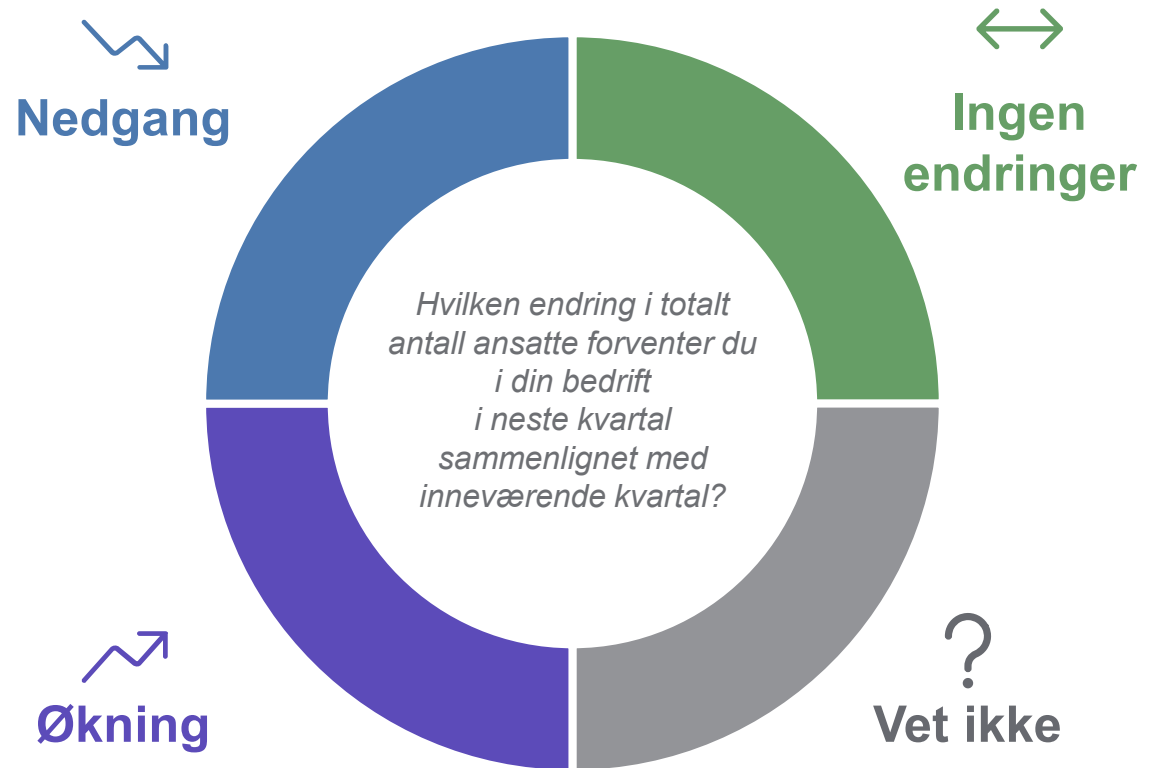
Q4 ansettelsesplaner



Måling av ansettelsesplaner

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. I Norge svarte 800 virksomheter på undersøkelsen



Arbeidsgiverne svarer

 **14 %** planlegger å redusere antall ansatte.

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

44 % planlegger ikke å gjøre endringer i antall ansatte. 

 **40 %** planlegger å øke antall ansatte.

2% vet ikke. 



Netto forventet bemanning i Q4

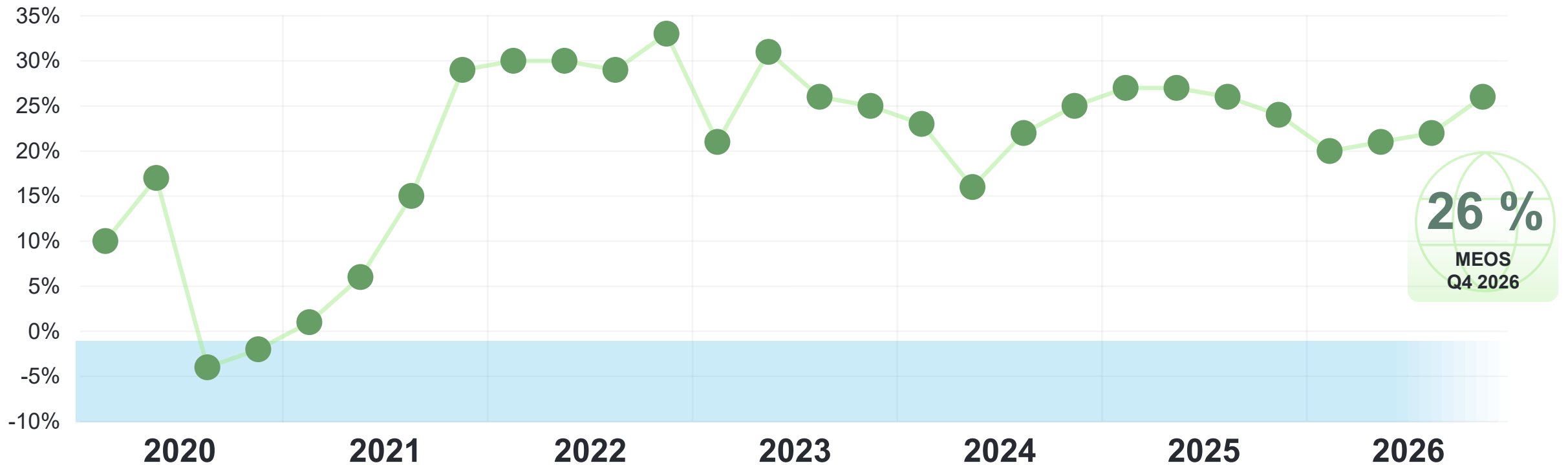
Metoden som brukes for å regne ut netto forventet bemanning, er å trekke fra den prosentandelen som skal redusere antall ansatte, fra dem som sier de skal oppbemanne. Det tallet blir deretter sesongjustert.

MEOS for tredje kvartal ender på +26 sesongjustert



Historisk utvikling siden 2020

MEOS øker med fire prosentpoeng sammenliknet med forrige kvartal og øker med 2 prosentpoeng sammenliknet med for ett år siden





Bransjeutsikter

Optimismen er størst i bank, finans og forsikring

Det er lavest forventninger i offentlig sektor og innen rådgivnings- og konsulenttjenester



Bank, Finans og forsikring

52%

Endring fra
forrige kvartal

+10 pp



Bygg og anlegg

41%

+10



Hotell, restaurant og opplevelser

38%

+42



Handel og transport

31%

+11



Industri og produksjon

26%

-9



IT, media og telecom

22%

-1



Energi og råvarer

22%

-13



**Rådgivnings-
og konsulenttjenester**

16%

-8



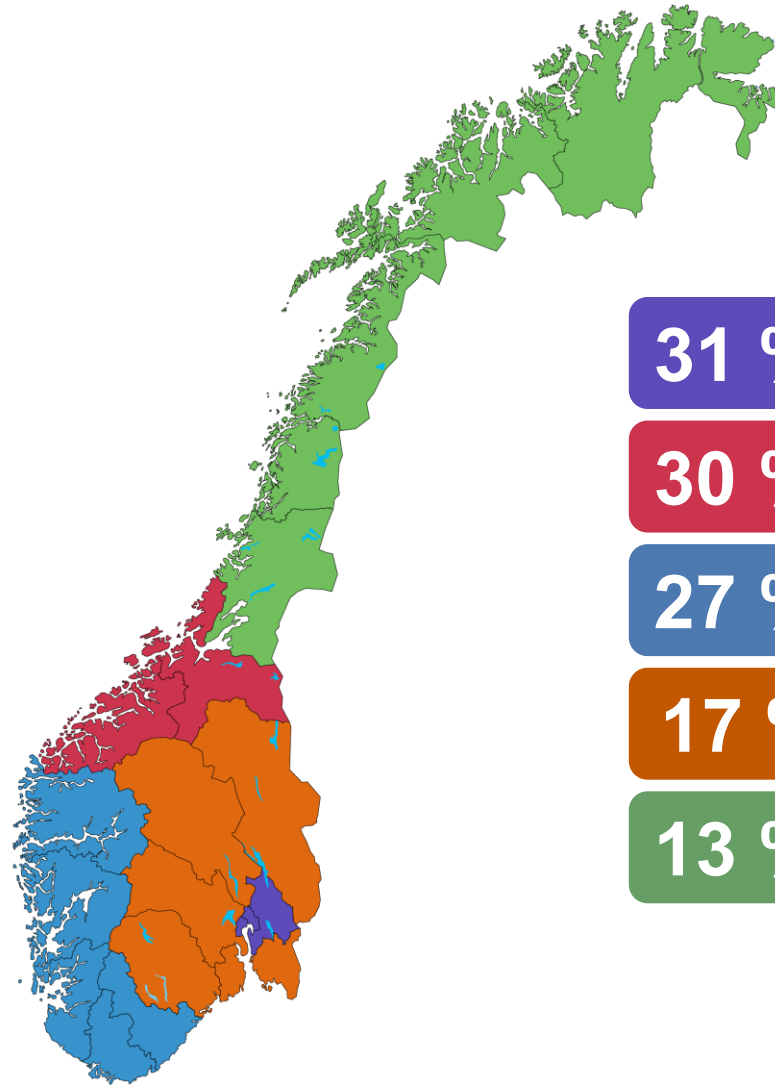
Offentlig sektor

15%

+5

Geografisk

Optimisme i alle regioner -
høyest bemanningsforventninger
i Stor-Oslo og i Midt-Norge



31 % Stor-Oslo

Endring fra
forrige kvartal

+4 pp

30 % Midt-Norge

+17 pp

27 % SørVest

+3 pp

17 % Østlandet

-1 pp

13 % Nord-Norge

+3 pp

Bedriftsstørrelse

Det er høyest optimisme blant de mellomstore arbeidsgiverne med 50 – 249 ansatte. Det er arbeidsplassene med 10 – 49 ansatte som har økt mest mot forrige kvartal.

Mindre enn 10
ansatte

10 - 49
ansatte

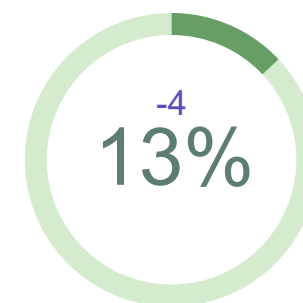
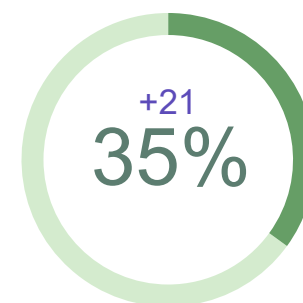
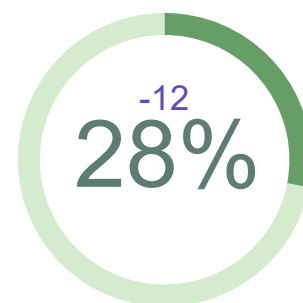
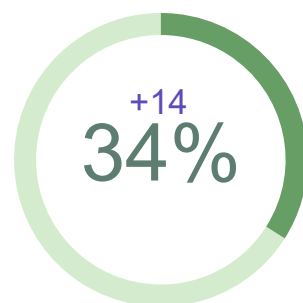
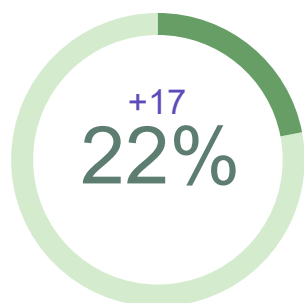
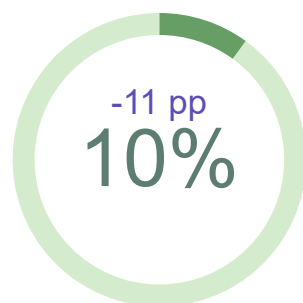
50 - 249
ansatte

250 - 999
ansatte

1,000 - 4,999
ansatte

5,000+
ansatte

Endring mot
forrige kvartal



Globale forventninger



Arbeidsgiverne i **India** har de sterkeste forventningene i fjerde kvartal

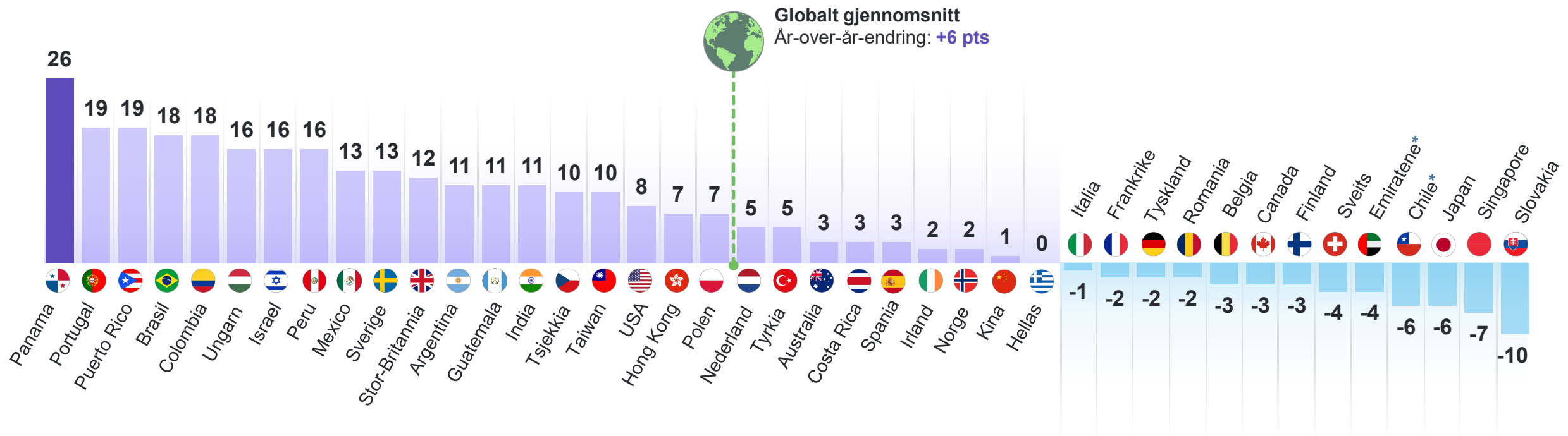
India	54%	Puerto Rico	34%	Spania	18%
Brasil	53%	Nederland	33%	Argentina	16%
Panama	49%	Portugal	32%	Belgia	16%
Mexico	41%	Irland	31%	Italia	16%
Emiratene.*	41%	Australia	27%	Chile*	15%
Peru	40%	Norge	26%	Tyskland	15%
Sverige	39%	Taiwan	26%	Hellas	15%
Costa Rica	38%	Tsjekkia	25%	Hong Kong	14%
Guatemala	38%	Tyrkia	25%	Frankrike	13%
USA.	36%	Ungarn	24%	Singapore	13%
Vietnam*	36%	Stor-Britannia.	23%	Finland	11%
Colombia	35%	Sveits	21%	Japan	7%
Kina	34%	Canada	19%	Romania	4%
Israel	34%	Poland	18%	Slovakia	3%



29 %
Globalt gjennomsnitt

*Resultatene fra Chile, Emiratene og Vietnam er ikke sesongjustert pga manglende historiske data

År-over-år-endringer per land



*Resultatene fra Chile, Emiratene og Vietnam er ikke sesongjustert pga manglende historiske data



MEOS for første kvartal 2027 kommer:

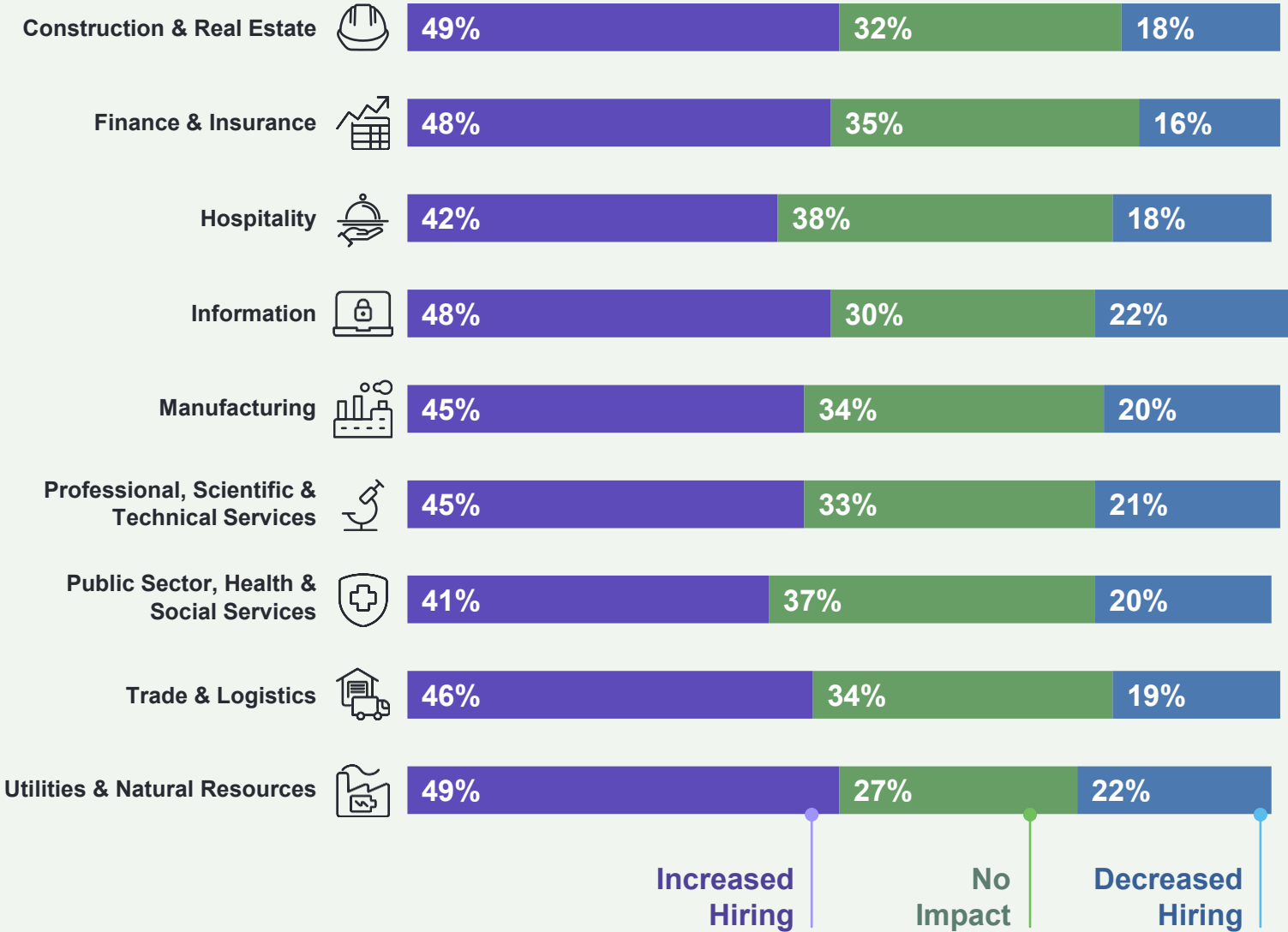
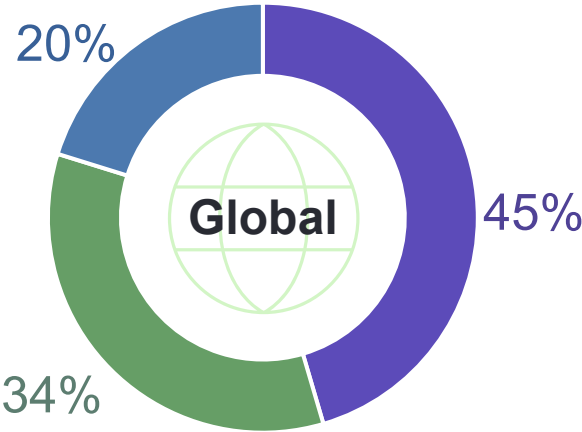
8. desember



Workforce Trends

Entry-Level Talent Consideration Increases Across Industries

Employers across industries worldwide say **hiring of entry level workers is increasing vs. 2025.**



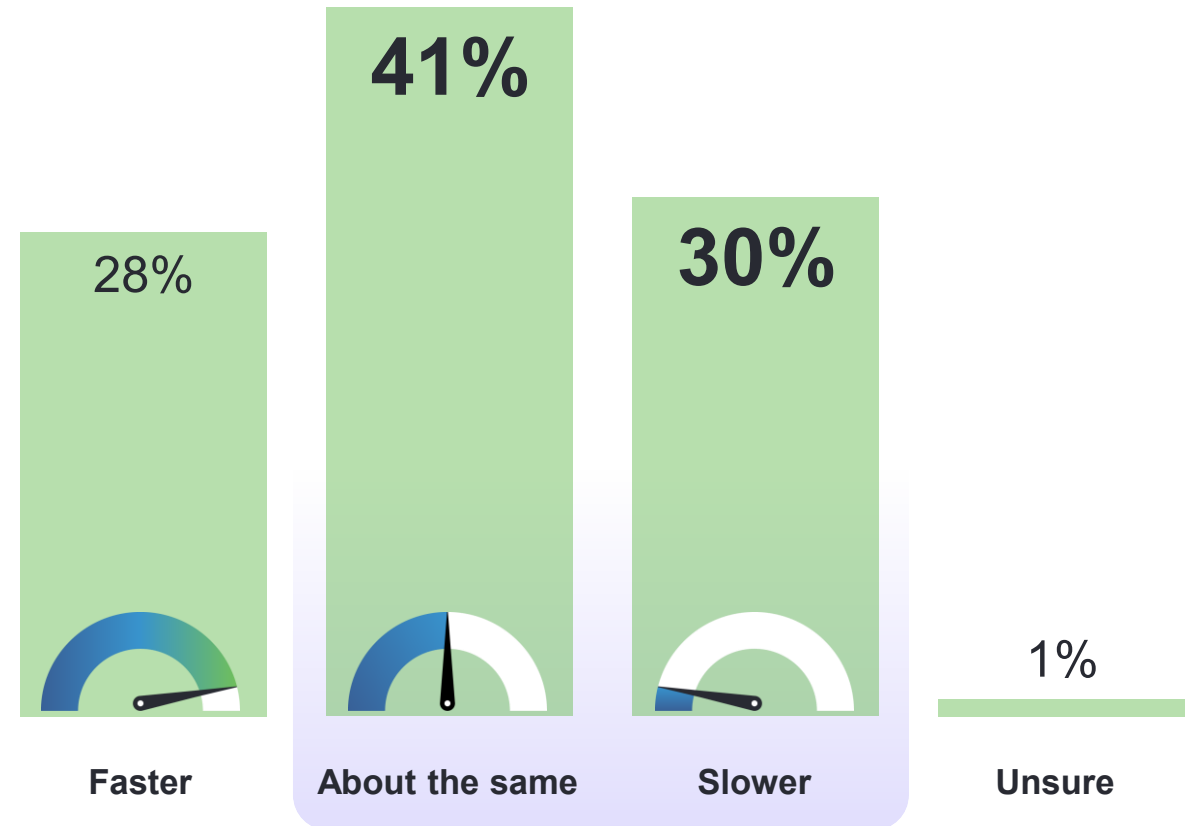
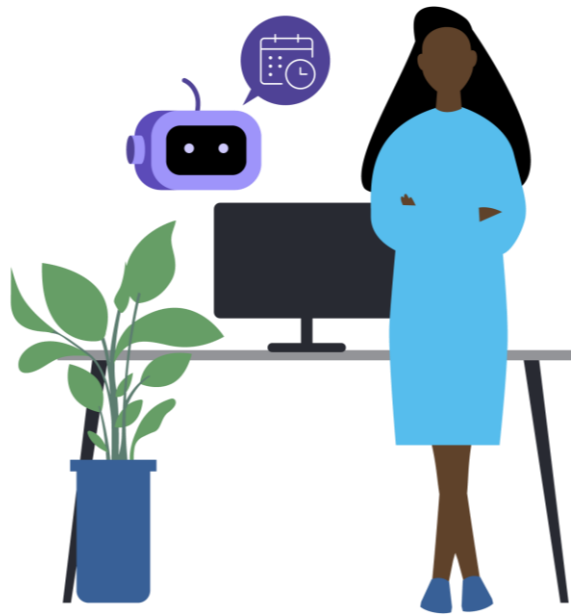
Cost Pressures and Skills Gaps Top AI for Employers Pulling Back on Entry-Level Hiring

1.  Overall hiring has decreased, including early-career roles
2.  Need to hire experienced candidates who are immediately productive due to ongoing cost pressure
3.  Lack of required experience to perform the job
4.  AI-driven automation has reduced early-career roles and tasks
5.  Mismatch between candidate expectations and job requirements
6.  Lack of technical skills
7.  Lack of soft skills (effective communication, problem-solving, etc.)



Despite AI Push, Employers Struggle to Improve Time-to-Hire

Average Global Time to Hire: 2025 vs. 2026



From Gridlock to Green Lights

Employers identified the accelerators and obstacles shaping hiring speed.



Speeding Up

1. Better candidate targeting
2. Faster internal approval & decision-making process
3. Improved collaboration between HR & hiring managers
4. More candidates are applying as we offer increased flexibility (e.g. remote or hybrid options)
5. Effective screening of applications (including filtering AI-generated resumes / CVs)

Slowing Down



1. Lack of candidates with required skills
2. Lack of qualified candidates in the local market
3. Mismatch between candidate expectations and job requirements
4. Fewer candidates being identified through referrals or professional networks
5. Length or complexity of the recruitment process, including getting internal approvals



About the Survey

About the Survey

The ManpowerGroup Employment Outlook Survey is the most comprehensive, forward-looking employment survey of its kind, used globally as a key economic indicator. The Net Employment Outlook is derived by taking the percentage of employers who anticipated an increase in hiring activity and subtracting from this the percentage of employers who expected 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 Q4 2026 survey is based on interviews with 39,878 public and private employers across 42 countries to measure anticipated employment changes and trends. 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 its information from a single question (Q4 2026 example): "How do you anticipate total employment at your location to change in the three months to the end of December 2026 as compared to the current quarter?"

Survey Methodology – The data for the fourth quarter was collected between July 1-31, 2026. The findings reflect employer sentiment at the time of data collection and may not capture the potential impact of subsequent events. The size of organizations and sectors are standardized across all countries to allow international comparisons.

Forward-Looking Statements –

This report contains forward-looking statements, including statements regarding labor demand in certain regions, countries and industries, and economic uncertainty. Actual events or results may differ materially from those contained in the forward-looking statements, due to risks, uncertainties and assumptions. These factors include those found in the Company's reports filed with the U.S. Securities and Exchange Commission (SEC), including the information under the heading "Risk Factors" in its Annual Report on Form 10-K for the year ended December 31, 2025, 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.

Industry Sectors Defined

Beginning with the Q1 2026 survey, the industry sectors have been updated to align with the North American Industry Classification System (NAICS). Historical data has been reclassified and will still be available as defined below.

Construction & Real Estate: Construction; Real Estate; Building Products; Construction & Engineering; Trading Companies & Distributors; Other Industrials Sub-Industry; Construction Materials; Real Estate Management & Development; Construction of Buildings; Heavy and Civil Engineering Construction; Specialty Trade Contractors; Rental and Leasing Services; and Lessors of Nonfinancial Intangible Assets.

Finance and Insurance: Banking, Finance and Insurance; Banks; Thrifts & Mortgage Finance; Diversified Financial Services; Consumer Finance; Capital Markets; Mortgage Real Estate Investment Trusts; Insurance; Equity Real Estate Investment Trusts; Other Financials & Real Estate Sub-Industry; Monetary Authorities-Central Bank; Credit Intermediation and Related Activities; Securities, Commodity Contracts, and Other Financial Investments and Related Activities; Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles.

Hospitality: Leisure Facilities, Gaming & Casinos; Accommodation, Restaurants, Hotels, Resorts & Cruise Lines; Arts, Entertainment, and Recreation; Accommodation and Food Services

Information: Software; Communications Equipment; Technology Hardware, Storage & Peripherals; Other IT Sub-Industry; Diversified Telecommunication Services; Wireless Telecommunication Services; Media and Publishing; Entertainment; Interactive Media & Services; Other Communication Sub-Industry; Motion Picture and Sound Recording Industries; Newspaper, Periodical, Book, and Directory Publishers; Software Publishers; Broadcasting and Content Providers; Telecommunications; Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services; Web Search Portals, Libraries, Archives, and Other Information Services.

Manufacturing: Manufacturing; Aerospace & Defense; Electrical Equipment; Machinery; Chemicals; Other Materials Sub-Industry; Electronic Equipment, Instruments & Components; Semiconductors & Semiconductor Equipment; Industrials Manufacturing; Energy & Utilities Manufacturing; Materials Manufacturing; Transportation Manufacturing; Consumer Goods & Services Manufacturing; Health Care & Life Sciences Manufacturing; IT Manufacturing; Communication Services Manufacturing; Other Manufacturing; Food Manufacturing; Beverage and Tobacco Product Manufacturing; Textile Mills; Textile Product Mills; Apparel Manufacturing; Leather and Allied Product Manufacturing; Wood Product Manufacturing; Paper Manufacturing; Printing and Related Support Activities; Petroleum and Coal Products Manufacturing; Basic Chemical Manufacturing; Resin, Synthetic Rubber, and Artificial and Synthetic Fibers and Filaments Manufacturing; Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing; Pharmaceutical and Medicine Manufacturing; Paint, Coating, and Adhesive Manufacturing; Soap, Cleaning Compound, and Toilet Preparation Manufacturing; Other Chemical Product and Preparation Manufacturing; Plastics and Rubber Products Manufacturing; Nonmetallic Mineral Product Manufacturing; Primary Metal Manufacturing; Fabricated Metal Product Manufacturing; Machinery Manufacturing; Computer and Peripheral Equipment Manufacturing; Communications Equipment Manufacturing; Audio and Video Equipment Manufacturing; Semiconductor and Other Electronic Component Manufacturing; Navigational, Measuring, Electromedical, and Control Instruments Manufacturing; Manufacturing and Reproducing Magnetic and Optical Media; Electrical Equipment, Appliance, and Component Manufacturing; Motor Vehicle Manufacturing; Motor Vehicle Body and Trailer Manufacturing; Motor Vehicle Parts Manufacturing; Aerospace Product and Parts Manufacturing; Railroad Rolling Stock Manufacturing; Ship and Boat Building; Other Transportation Equipment Manufacturing; Furniture and Related Product Manufacturing; Miscellaneous Manufacturing.

Industry Sectors Defined Continued

Professional, Scientific & Technical Services: Professional, Scientific and Technical Activities; Commercial Services & Supplies; Professional Services; Specialized Consumer Services; IT Services; Administrative and Support Services; Legal Services; Accounting, Tax Preparation, Bookkeeping, and Payroll Services; Architectural, Engineering, and Related Services; Specialized Design Services; Computer Systems Design and Related Services; Management, Scientific, and Technical Consulting Services; Scientific Research and Development Services; Advertising, Public Relations, and Related Services; Other Professional, Scientific, and Technical Services; Management of Companies and Enterprises.

Public Sector, Health & Social Services: Education; Human Health and Social Work; Government (National or Local) or Public Service; Education Services; Health Care Equipment & Supplies; Health Care Providers & Services; Health Care Technology; Biotechnology; Pharmaceuticals; Life Sciences Tools & Services; Other Health Care & Life Sciences Sub-Industry; Not for Profit / Charity / Religious Organization; Educational Institutions; Educational Services; Health Care and Social Assistance; Other Services (except Public Administration); Public Administration.

Trade & Logistics: Wholesale and Retail Trade; Repair of Vehicles; Containers & Packaging; Paper & Forest Products; Air Freight & Logistics; Airlines; Marine; Road & Rail; Transportation Infrastructure; Auto Components; Automobiles; Other Transport, Logistics & Automobiles Sub-Industry; Household Durables; Leisure Products; Textiles, Apparel & Luxury Goods; Distributors; Online & Direct Marketing Retail; Multiline Retail (Department Stores, etc.); Specialty Retail (Apparel, Technology, etc.); Other Consumer Discretionary Goods & Services Sub-Industry; Food & Staples Retailing; Beverages; Food Products; Tobacco; Household Products; Personal Products; Other Consumer Staples Sub-Industry; Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers; Furniture and Home Furnishing Merchant Wholesalers; Lumber and Other Construction Materials Merchant Wholesalers; Professional and Commercial Equipment and Supplies Merchant Wholesalers; Metal and Mineral (except Petroleum) Merchant Wholesalers; Household Appliances and Electrical and Electronic Goods Merchant Wholesalers; Hardware, and Plumbing and Heating Equipment and Supplies Merchant Wholesalers; Machinery, Equipment, and Supplies Merchant Wholesalers; Miscellaneous Durable Goods Merchant Wholesalers; Paper and Paper Product Merchant Wholesalers; Drugs and Druggists' Sundries Merchant Wholesalers; Apparel, Piece Goods, and Notions Merchant Wholesalers; Grocery and Related Product Merchant Wholesalers; Farm Product Raw Material Merchant Wholesalers; Chemical and Allied Products Merchant Wholesalers; Petroleum and Petroleum Products Merchant Wholesalers; Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers; Miscellaneous Nondurable Goods Merchant Wholesalers; Wholesale Trade Agents and Brokers; Motor Vehicle and Parts Dealers; Building Material and Garden Equipment and Supplies Dealers; Food and Beverage Retailers; Furniture, Home Furnishings, Electronics, and Appliance Retailers; General Merchandise Retailers; Health and Personal Care Retailers; Gasoline Stations and Fuel Dealers; Clothing, Clothing Accessories, Shoe, and Jewelry Retailers; Sporting Goods, Hobby, Musical Instrument, Book, and Miscellaneous Retailers; Air Transportation; Rail Transportation; Water Transportation; Truck Transportation; Transit and Ground Passenger Transportation; Pipeline Transportation; Scenic and Sightseeing Transportation; Support Activities for Transportation; Postal Service; Couriers and Messengers; Warehousing and Storage.

Utilities & Natural Resources: Mining and Quarrying; Electricity, Gas and Air Conditioning Supply; Water Supply; Sewerage, Waste Management and Remediation Activities; Energy Equipment & Services; Oil, Gas & Consumable Fuels; Electric Utilities; Gas Utilities; Multi-Utilities; Water Utilities; Waste Remediation; Independent Power and Renewable Electricity Producers; Other Energy and Utilities Sub-Industry; Metals & Mining; Agriculture and Fishing; Agriculture, Forestry, Fishing and Hunting; Oil and Gas Extraction; Mining (except Oil and Gas); Support Activities for Mining; Utilities; Waste Management and Remediation Services.

ManpowerGroup Solutions Across the Entire HR Lifecycle



Workforce Consulting
and Analytics



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Management



Talent
Resourcing



Career
Management



Career
Transition



Top Talent
Attraction



Manpower®



Experis®
ManpowerGroup



Talent
Solutions
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Jefferson
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ManpowerGroup®

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Appendix

Do not Include in the Report.