



# Upcoming elections create uncertainty on hiring expectations in Türkiye

Q2 2023

ManpowerGroup  
Employment  
Outlook Survey

# Executive Summary



Used internationally as a bellwether of economic and labor market trends, the Net Employment Outlook – calculated by subtracting the percentage of employers who anticipate reductions to staffing levels from those who plan to hire.

In Q2 2023, employers expect to increase staffing levels at the same rate as last quarter, based on the seasonally adjusted Net Employment Outlook (NEO) that remained at 23 points. In comparison to the previous quarter (28%), the percentage decreased by 7 points, whereas compared to the second quarter report of the previous year (19%), it increased by 1 point.

As a result, the Transport, Logistics, and Automotive sectors, as well as Health and Life Sciences, are forecasting the most optimistic results (+29%), while the Energy & Utilities (6%) and Industry & Construction (12%) sectors are holding back expectations slightly.

The most positive employment targets for the second quarter are observed in Panama (+41%), Costa Rica, and Guatemala (38%).

When examining employment prospects, it is evident that larger organizations (with over 250 employees) are more than twice as optimistic as organizations of other sizes, with a 14% difference.

# Executive Summary



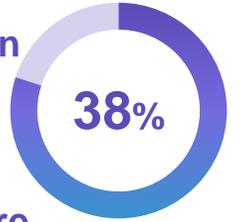
## Türkiye's Net Employment Outlook



The Net Employment Outlook (NEO) is determined by taking the percentage of employers who anticipate an increase in hiring activity and subtracting the percentage of employers who expect a decrease in hiring activity.

A decrease of 11 points was observed when compared to the first quarter (32).

The most ambitious region in Turkey was the Southeastern Anatolia Region with a Net Employment Outlook score of 38 points.



Before the earthquakes, the Southeastern Anatolia Region was ranked first in hiring expectations, and this result is of great significance in reflecting the positive employment environment that existed in the region before the earthquakes

## Sectors with the Highest Employment Expectations in Türkiye



Transport, Logistics & Automotive



Consumer Goods & Services



Health & Life Sciences

[Explore for the Data](#)



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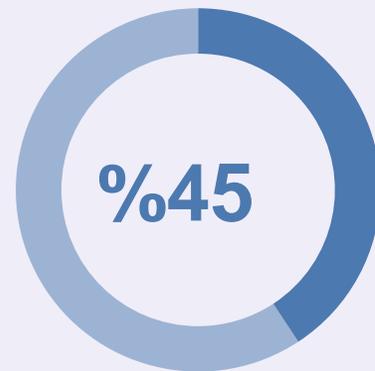
# Q2 Employment Outlooks

# Overview of Employment Outlook for the 2nd Quarter of 2023

According to a survey conducted before the earthquakes in Türkiye, employers in the country are expecting an active hiring environment with a Net Employment Outlook (NEO) of 21% in the second quarter of 2023. Businesses expect NEO to worsen by -7 points compared to the previous quarter, but to strengthen by 2 points compared to the same period last year. With this score, Türkiye is positioned in the upper half of the ranking and is 3 points above the regional average for employment Outlook.

**+%21**  
Net  
Employment  
Outlook

Expected Hiring



Reduction in  
Workforce Expected



Plan to Keep Workforce  
Levels Steady

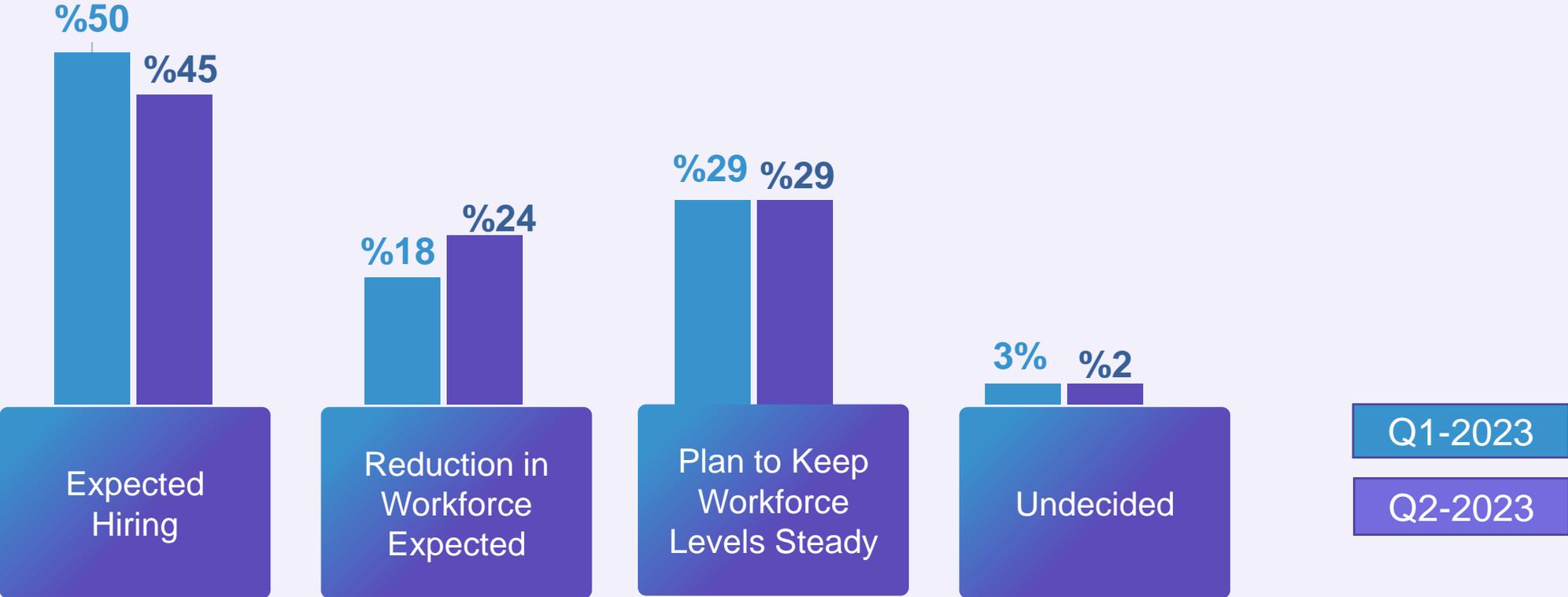


Undecided



# Overview of Net Employment Outlook / Q1 - Q2 Comparison

When comparing the first and second quarter data, it can be observed that there is a decrease in employers' hiring expectations in the second quarter, while employers maintain the same view as the first quarter that workforce levels will remain stable.



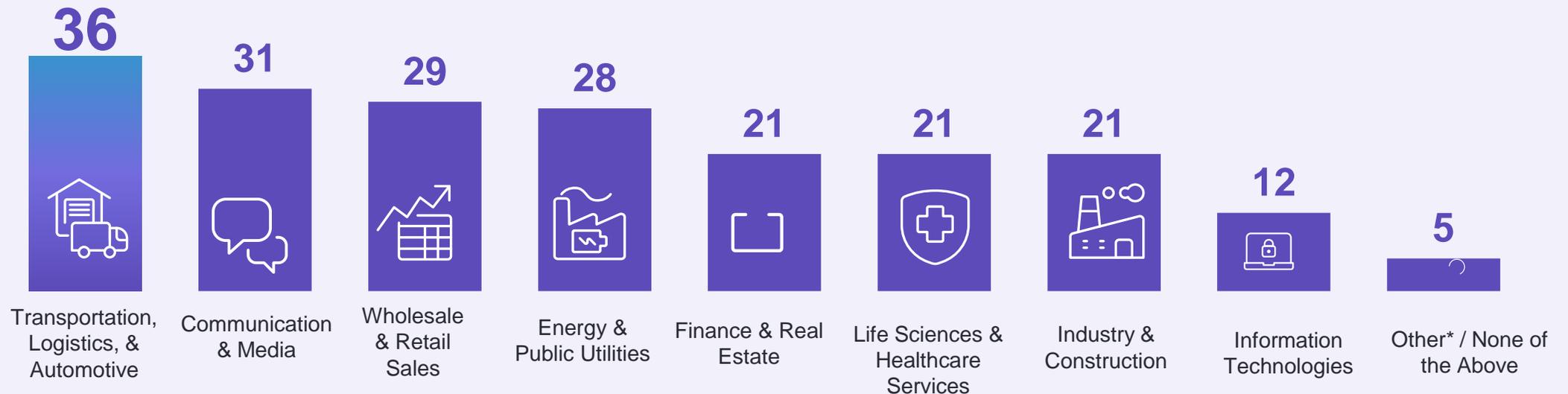
# Net Employment Outlook / Comparison of 2022 and 2023

When the Net Employment Outlook for 2022 and the Q1 and Q2 of 2023 are compared, the hiring expectations in Q1 are reported to be higher than the expectations for 2022, while in Q2, this rate shows a decrease of 7 points.



# Rankings of the Highest Employment Demands are Changing in Turkey

In the second quarter of 2023, "**Transportation, Logistics, and Automotive**" roles become the most in-demand in Turkey. The Transportation, Logistics, and Automotive industry indicates the most positive outlook (+36%), followed by the Communication Services (+31%) and Wholesale & Retail Sales (+29%) industries.



\*Government or Public Service; Not for Profit/NGO/Charity/Religious organization; Other Industry; Other Transport, Logistics & Automobiles Sub-Industry; Educational Institutions; Agriculture & Fishing



# Q2 Global Employment Outlooks

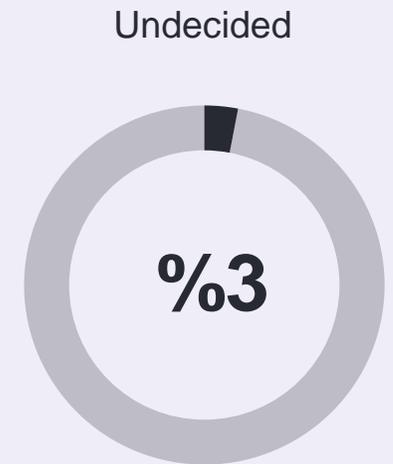


# Global Employment Outlook for Q2

Here's the corrected sentence: "ManpowerGroup conducted a survey with approximately 39,000 employers from 41 countries and regions to measure their hiring expectations for the second quarter of 2023. As a result, it is observed that expectations are higher than the previous quarter in 12 of the 41 countries. Employers from all around the world are expecting an increase in employment in the first quarter of 2023, reporting a seasonally adjusted **Net Employment Outlook of +23%**. However, the overall employment expectation shows a decline of 14% year-over-year and 6% quarter-over-quarter.

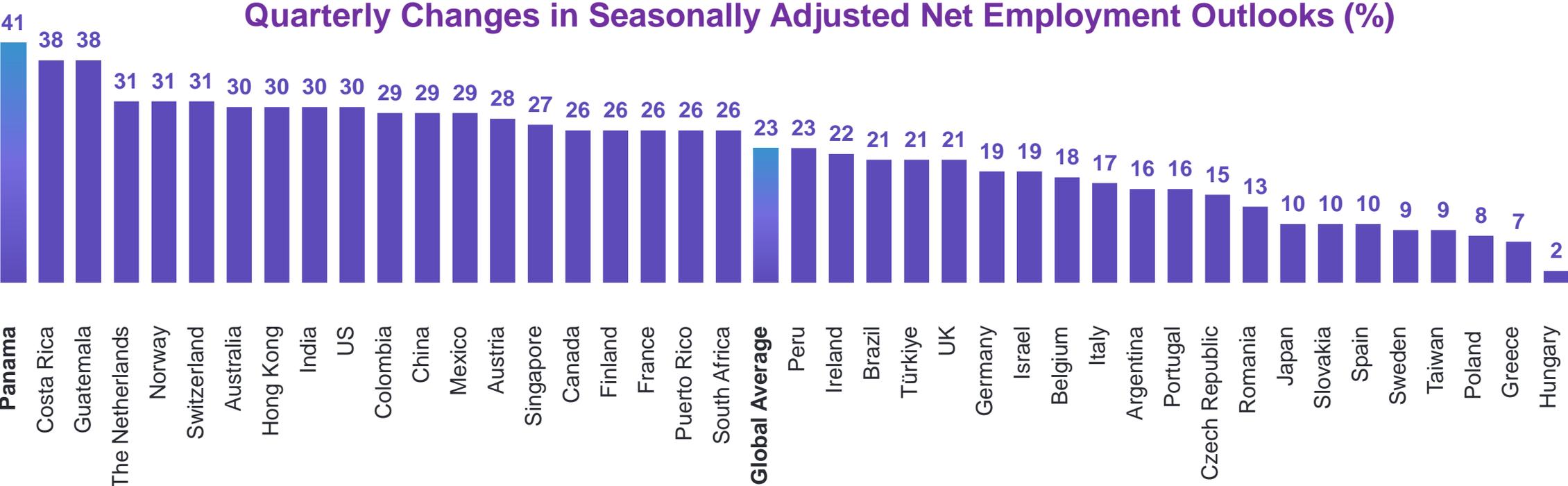
**+%23**

Küresel Net  
İstihdam  
Görünümü



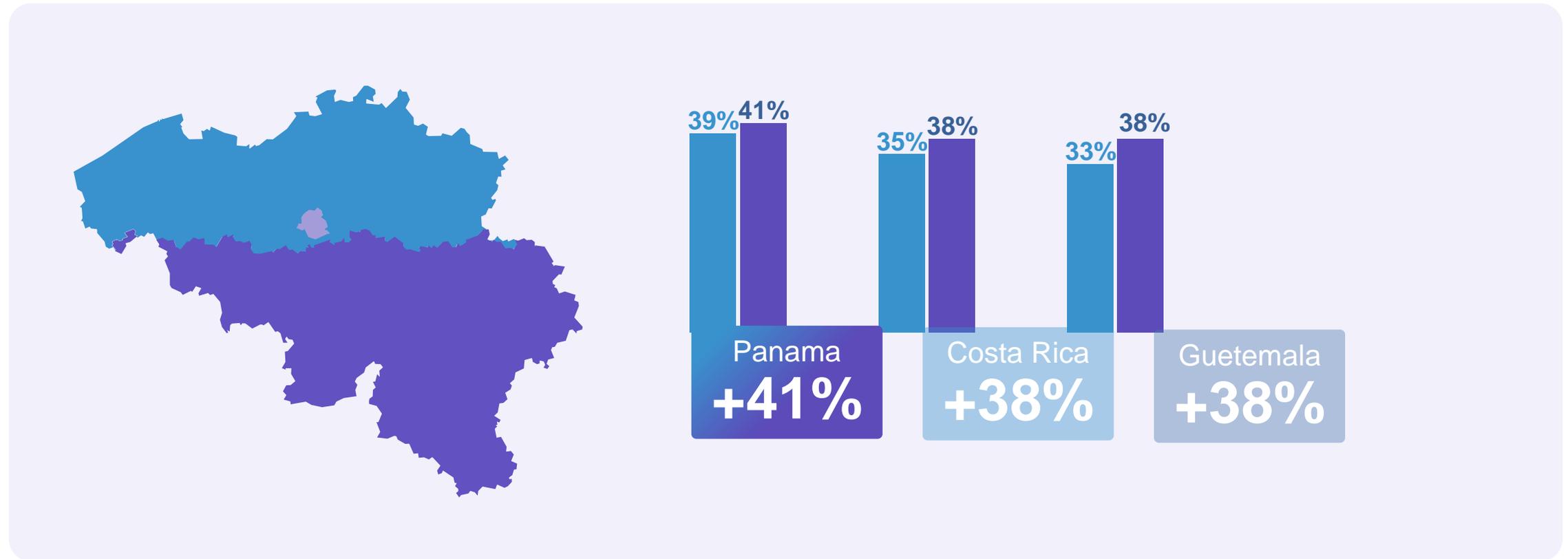
# Global Employers' Hiring Expectations for April - June

Here's the corrected sentence: "As personnel hiring levels for the first quarter are being considered, employers in **38 out of 41 countries** are reporting a positive Net Employment Outlook. However, in the second quarter, hiring expectations in Turkey appear to be 2 points lower compared to global countries.



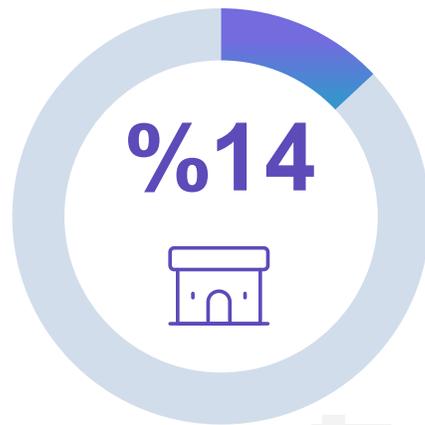
# A moderate level of hiring is expected in the second quarter of 2023

Despite ongoing instability and economic challenges on a global scale, many employers in North, Central, and South America are cautiously optimistic about hiring due to signs of easing inflation and energy prices.

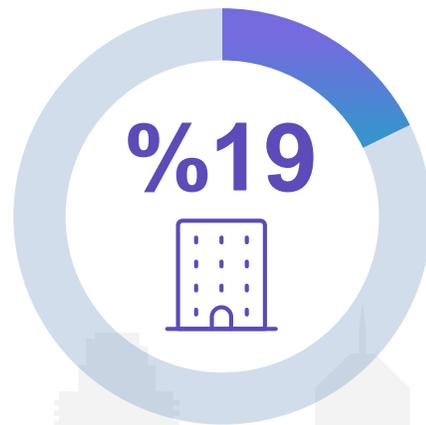


# Large-Scale Companies Are More Optimistic for the Second Quarter

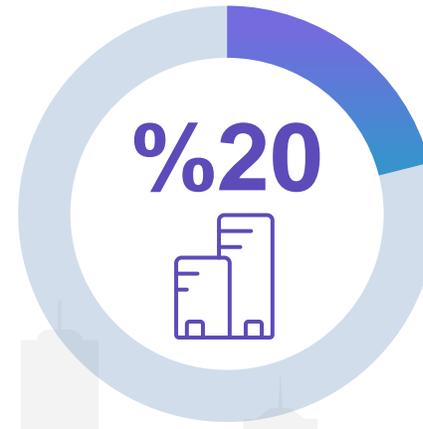
It has been observed that macro-level companies with more than 250 employees can be more optimistic about employment from April to June (second quarter) compared to small-scale micro and small businesses, due to the increase in costs and possible market downturn.



**Micro:**  
<10  
Employees



**Small:**  
10 - 49  
Employees



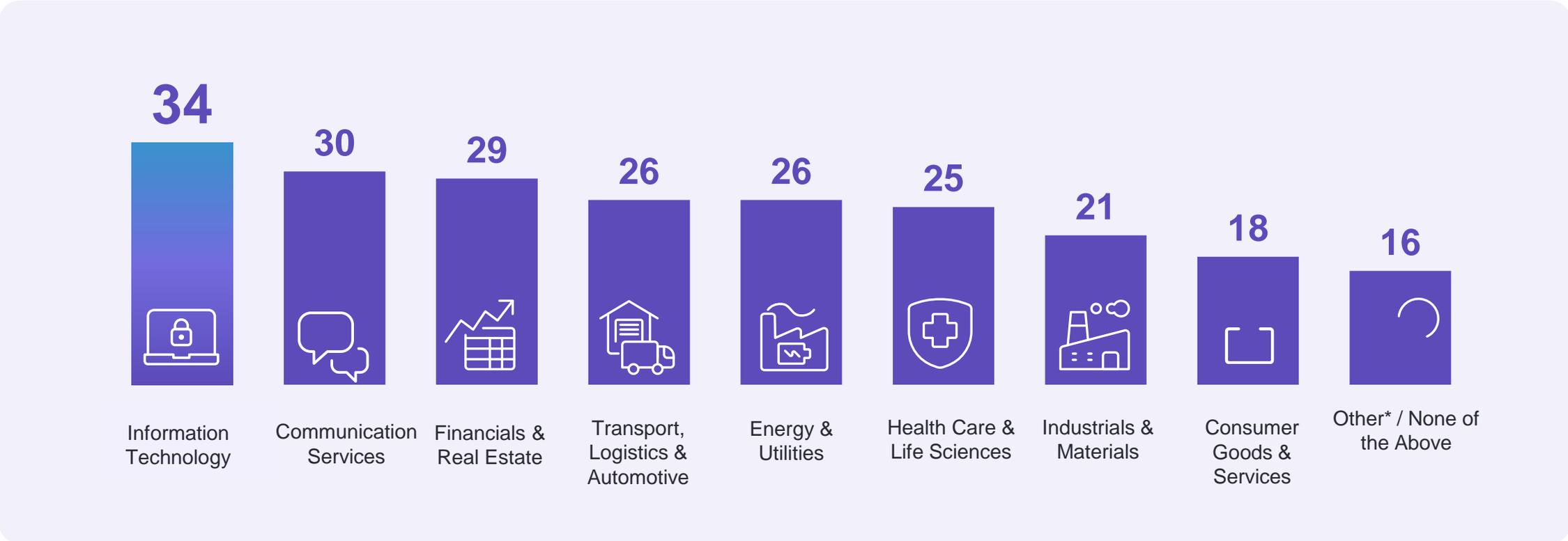
**Medium:**  
50 - 249  
Employees



**Large:**  
250+  
Employees

# Employers Anticipate High Demand For Employment In Key Sectors

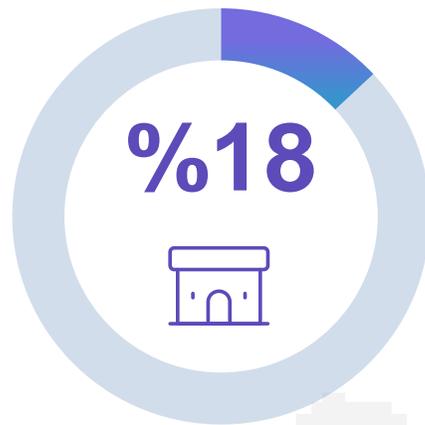
**Digital roles continue to be the most in-demand globally:** The most positive outlook (+34%) is reported by the Information Technology (IT) industry, followed by the Communication Services (+30%) and Financial and Real Estate Services (+29%) industries.



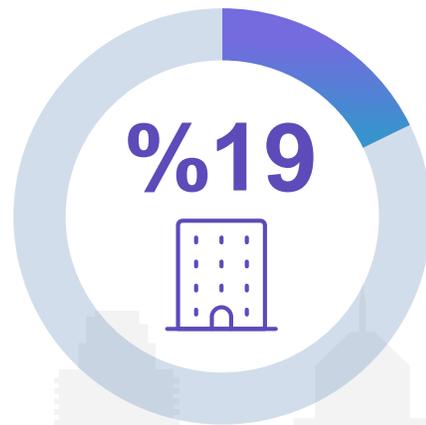
\*Government or Public Service; Not for Profit/NGO/Charity/Religious organization; Other Industry; Other Transport, Logistics & Automobiles Sub-Industry; Educational Institutions; Agriculture & Fishing

# Macro Organizations Brace Themselves for Q2

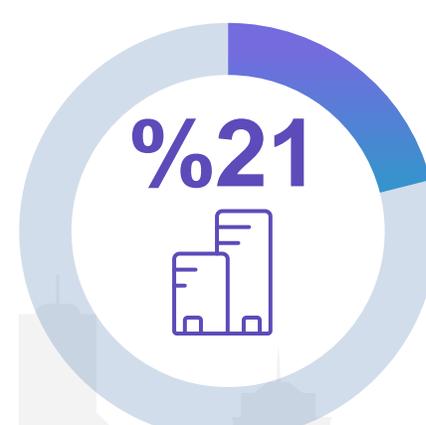
It has been observed that macro-level companies, which number more than 250, can be more optimistic about employment from April to June (for the second quarter) compared to small-scale micro-businesses due to rising costs and potential market downturn.



**Micro:**  
<10  
Employees



**Small:**  
10 - 49  
Employees



**Medium:**  
50 - 249  
Employees



**Large:**  
250+  
Employees

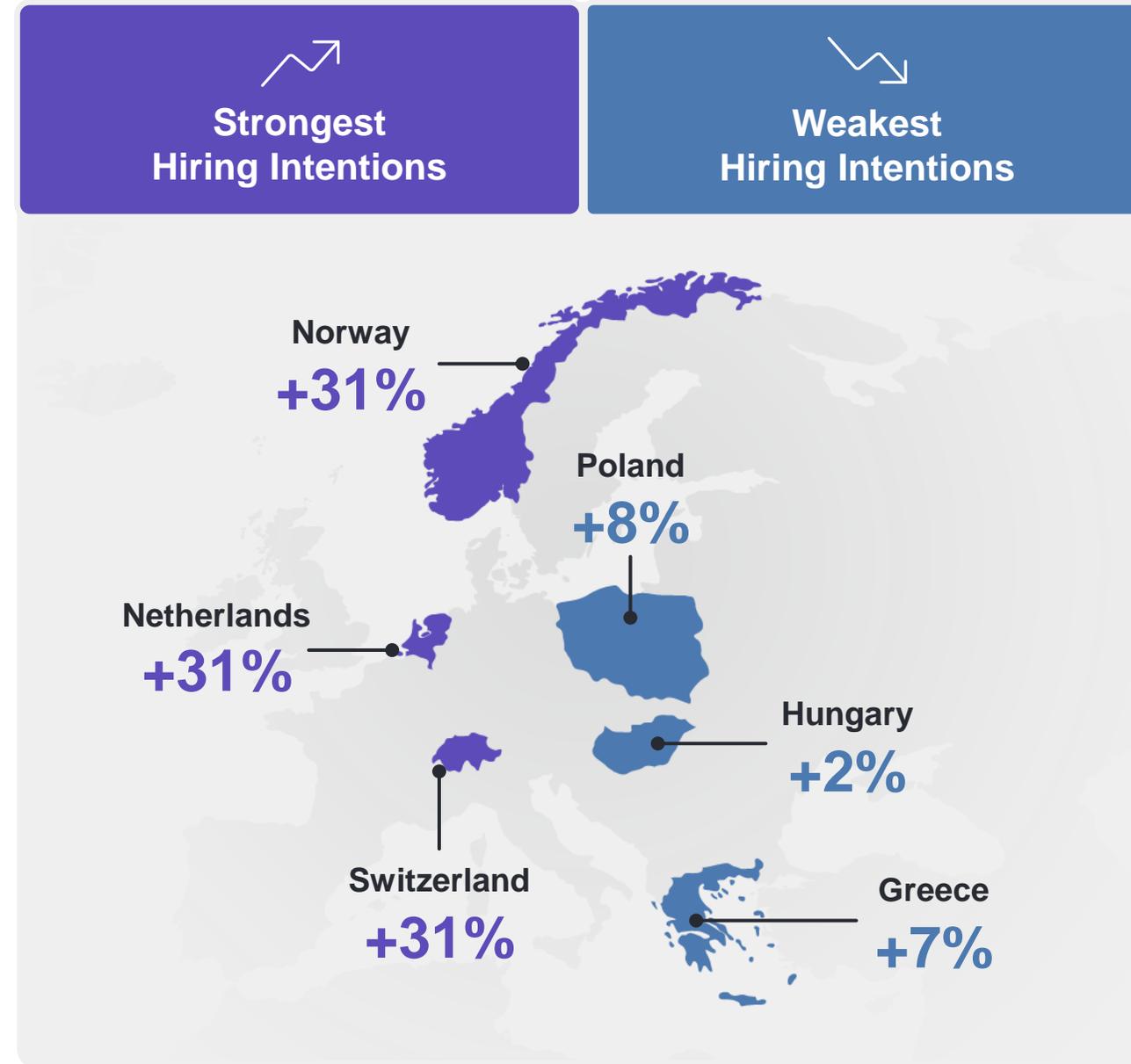
# Employers in Europe, Middle East & Africa Report Consistent Outlooks

Hiring expectations remain the lowest, although steady, in the EMEA region (+18%), unchanged since Q1 and slightly weaker since Q2 2022 (-4 points).

Hungary reports the weakest NEO (2%), although improving from last quarter (+10 points), perhaps as winter temperatures were not as severe as expected.

Indeed, stable European expectations follow the slight easing of inflation while the region's dependency on Russian oil and gas reduced in favor of alternative energy providers. For instance, the resource-rich Norway has seen record-high oil and gas profits, allowing the Norwegian economy to boom.

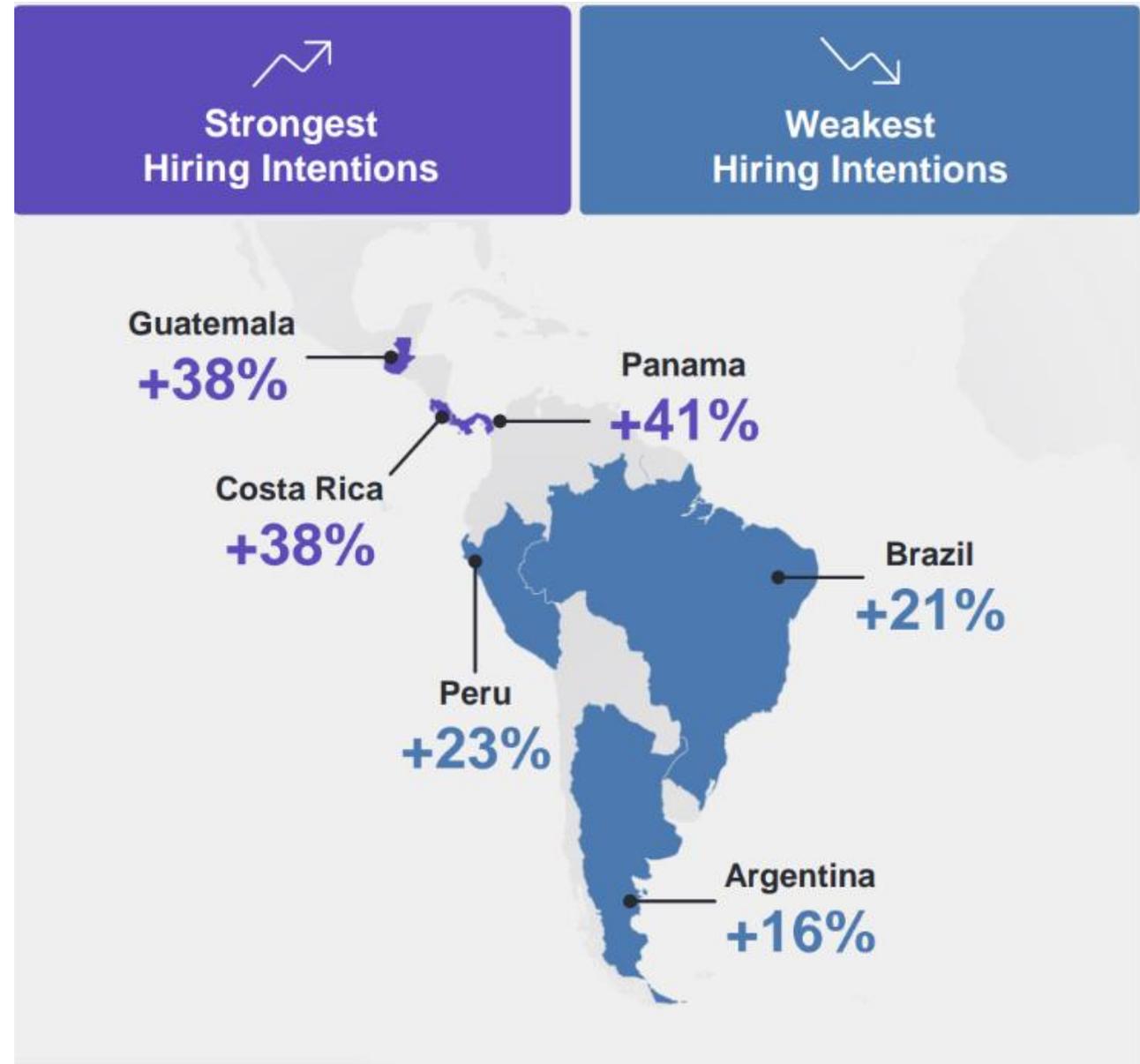
Strongest hiring intentions globally for the Transport, Logistics & Automotive industry are found in Norway (47%), and for Consumer Goods & Services in Switzerland (+36%).



# Hiring Managers Across the Americas Report Continued Confidence

All 11 countries and territories in North, Central and South America report positive employment outlooks for Q2, improving in 7 quarter –over–quarter and 4 compared to this time last year. Employers in the U.S. (+30%) report a moderate increase (+1 percentage point) in their Outlooks compared to last quarter.

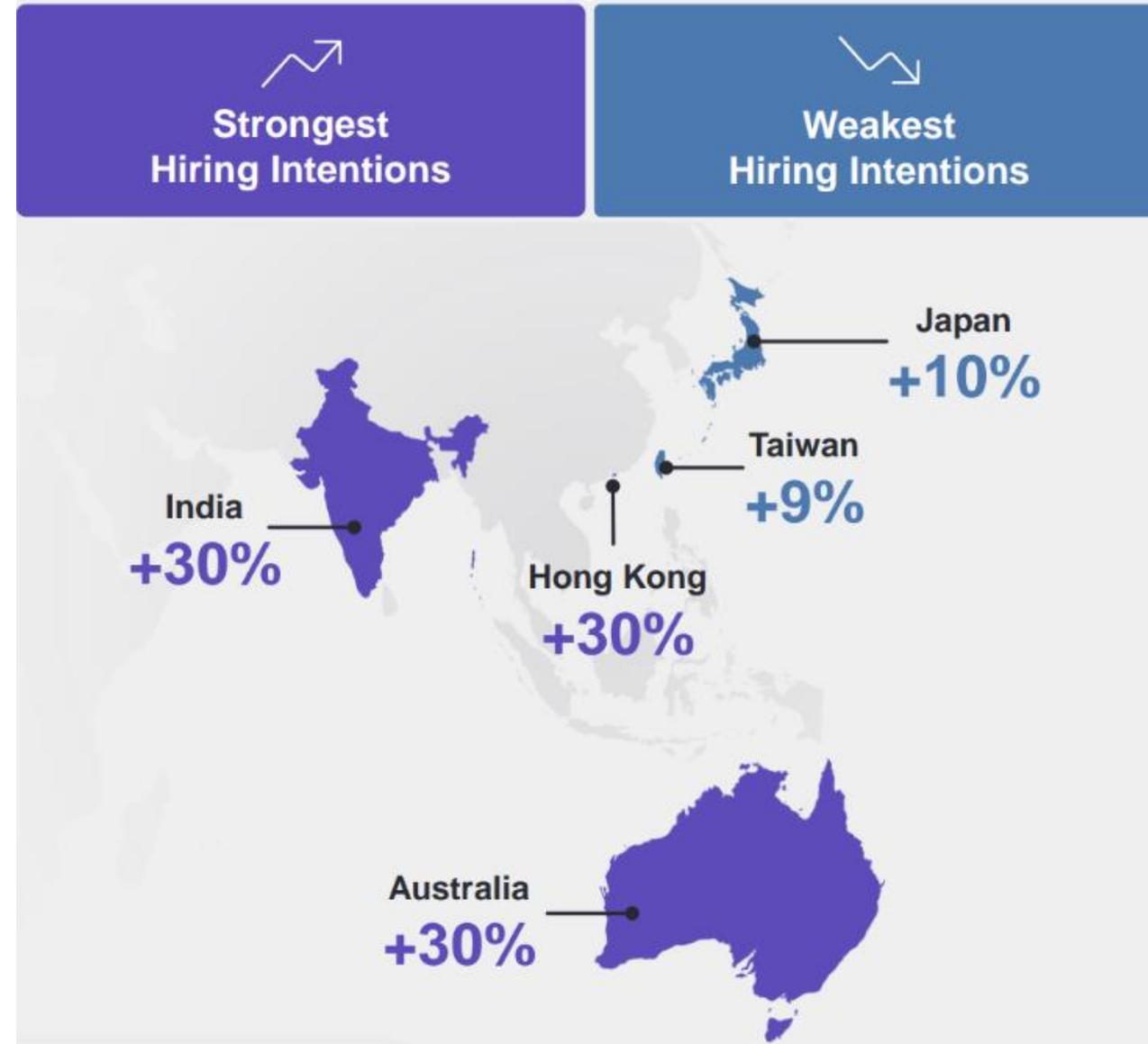
In contrast, employers in Canada (26%) report a decrease (-6 percentage points) and in Puerto Rico (26%) Outlooks remain unchanged. Hiring managers in Panama (+41%) report strongest intentions both regionally and globally, regionally followed by Costa Rica (+38%), and Guatemala (+38%). The lowest confidence is seen in Argentina (+16%).



## Employers Across the Asia Pacific Reveal Optimistic Hiring Intention

Hiring managers across the region anticipate strong (+27%) hiring intentions, improving when compared to the previous quarter (+2 points) but weakening slightly year-over-year (-1 point).

The only region reporting an increase in hiring intentions from Q1, perhaps due to the reopening of trade and travel in mainland China, with its economy beginning to recover. This has affected the rest of the region with rebounding consumer demand and travel. Strongest hiring intentions globally for the Communications Services sector are found in Hong Kong (81%) and Information Technology in Australia (56%).





# About the ManpowerGroup Employment Outlook Survey

# About the ManpowerGroup Employment Outlook 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 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 nearly 39,000 public and private employers across 41 countries and territories 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 2023 as compared to the current quarter?"

## Survey Methodology

The methodology used to collect the data for the Employment Outlook has been digitized in 41 markets for the Q1 2023 report.

Responses prior to Q1 2022 were contacted via telephone and are now collected in a double opt-in online panels where members are incentivized to complete the survey.

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.

[Explore for the Data](#)

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