employers' plans

edition #48: december 2023
randstad research institute

randstad

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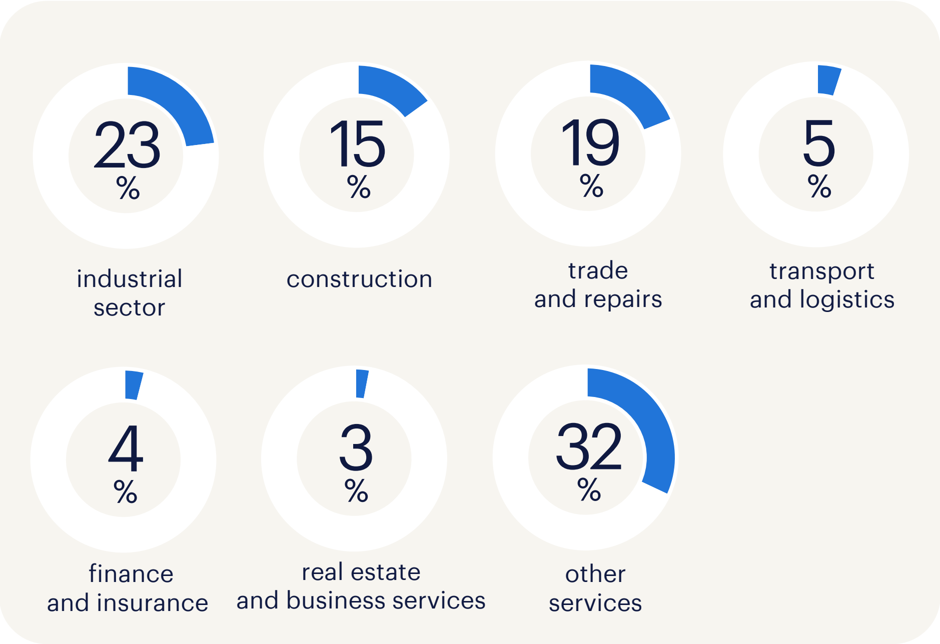
survey methodology.

The Employers’ Plans survey from Randstad has been conducted amongst the persons at companies who are directly responsible for human resources management and recruiting new employees since 2008. Interviews for the current edition of the survey were conducted between 9 October and 23 November 2023 by GfK – a recognized research facility. Representatives of 1000 companies (915 CATI interviews – individual computer-assisted telephone questionnaire interviews, 85 CAWI interviews – online interviews with entrepreneurs in GfK Access Panel). The research sample is representative in terms of industry and region. The sample excluded companies employing fewer than 10 persons, personal counseling agencies and companies that do not use the services of temporary employment agencies (e.g. agriculture, mining). Maximum statistical error for a sample of 1000 people is +/-3.1%.

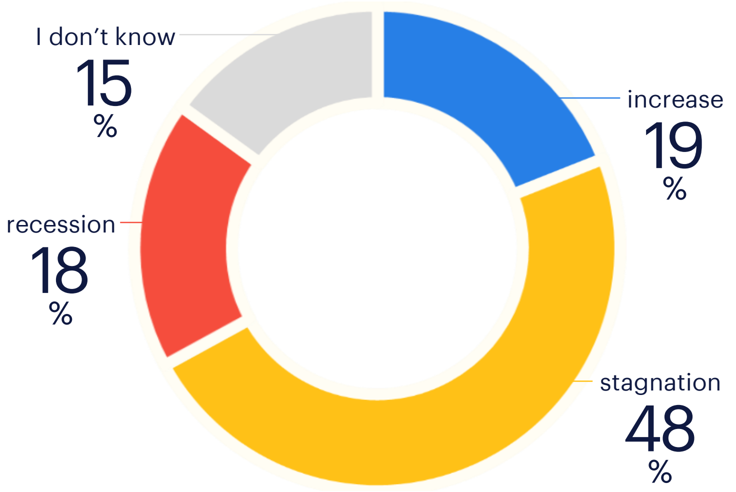
sample in terms of company size.

sample in terms of the business sector.



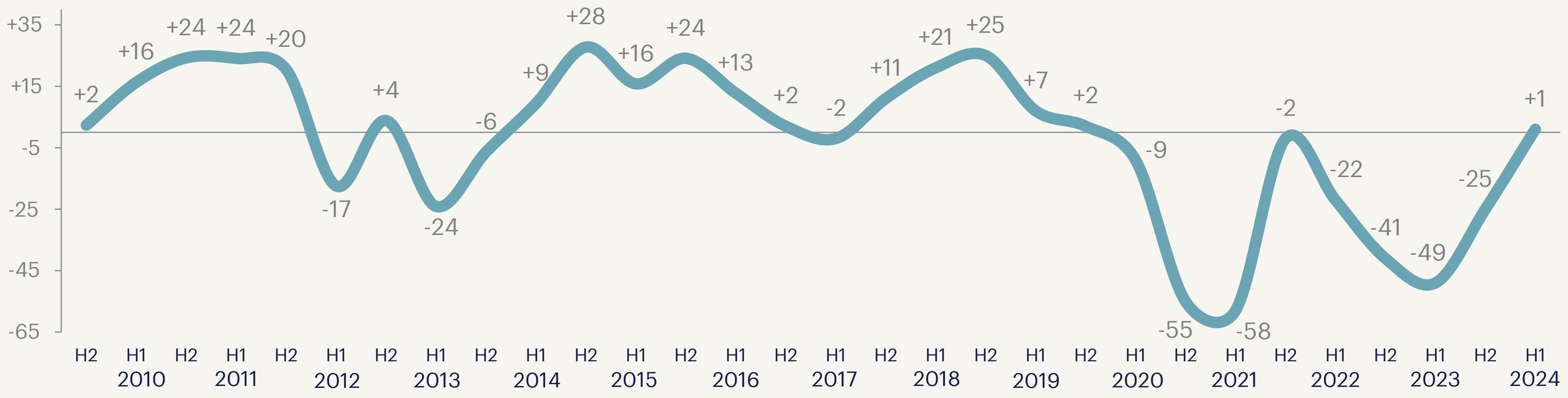
polish employers on the domestic economic situation forecasts.

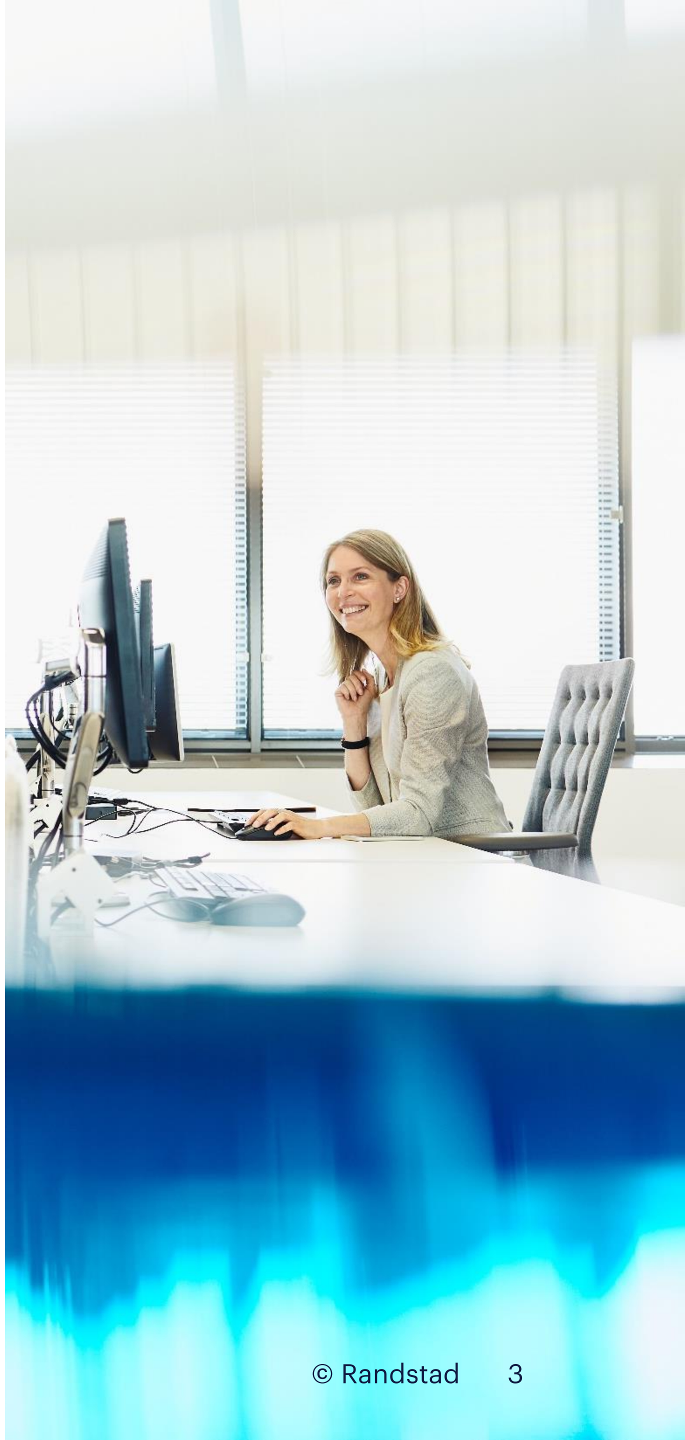
It is the first time since the end of 2019 that the number of employers forecasting an economic growth is slightly higher than the number of respondents who foresee a recession. The most optimistic moods can be noted amongst the transport and logistic companies. On the other hand, employers from the industrial sector speak more often about recession than growth.



economic situation in Poland – employers' optimism index.

difference between the percentage of respondents predicting economic growth over the next 6 months and the percentage of respondents predicting recession.





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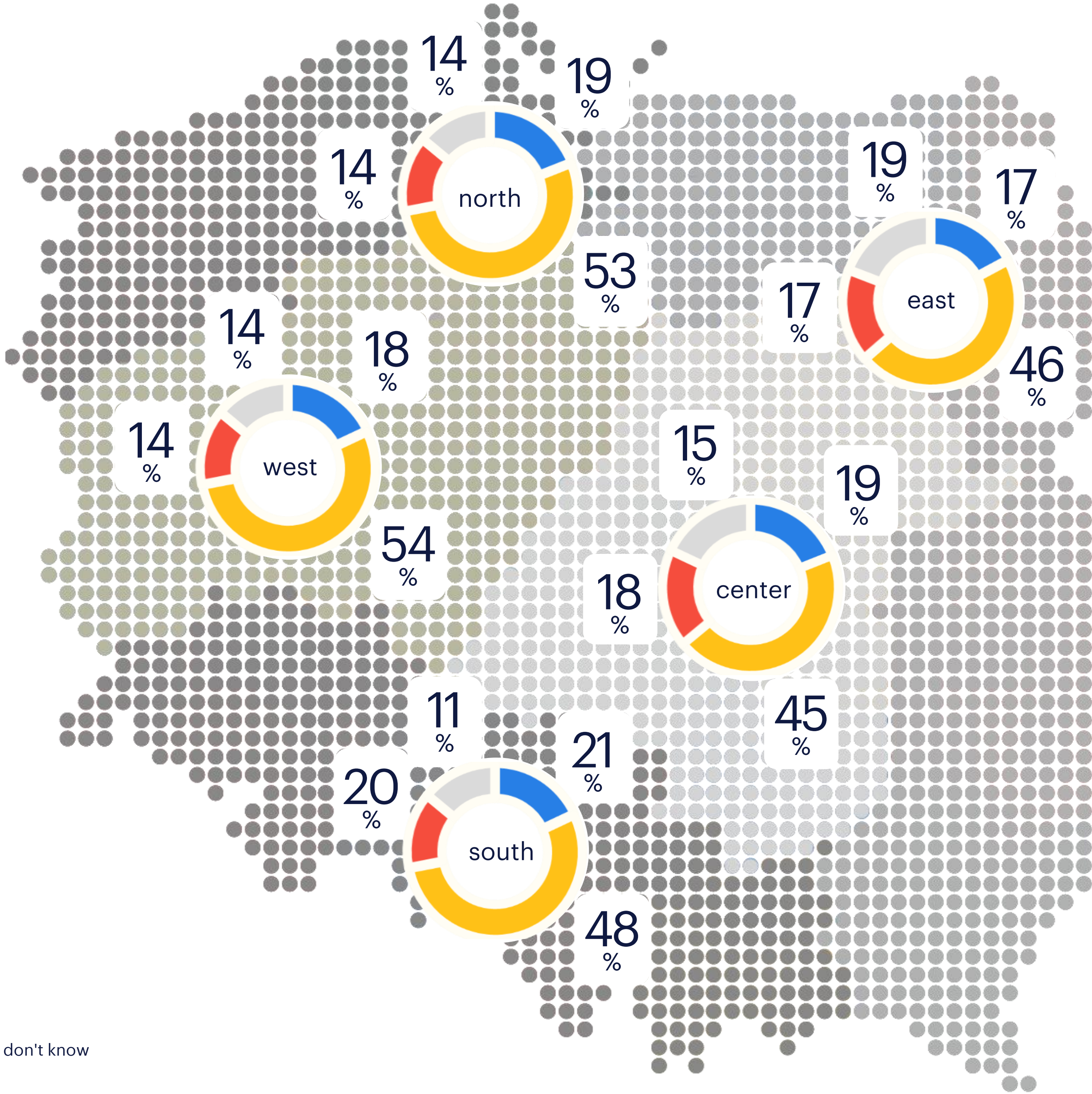
polish employers on the domestic economic situation forecasts.

economic situation forecasts per sector.

	forecasting a recession	stagnation	growth	I don't know
industrial sector	20%	51%	17%	12%
construction	12%	53%	20%	15%
trade and repairs	16%	51%	21%	12%
transport and logistics	20%	41%	29%	10%
finance and insurance	17%	56%	14%	14%
real estate and business services	16%	44%	19%	22%
other services	19%	43%	19%	19%
SSC/BPO	14%	47%	27%	12%

economic situation forecasts per location type.

	forecasting a recession	stagnation	growth	I don't know
city (pop. 200,000+)	18%	48%	20%	14%
town (pop. 50,000-200,000)	18%	52%	18%	12%
town (pop. 20,000-50,000)	16%	49%	19%	16%
town (pop. up to 20,000)	20%	46%	18%	16%
village within an agglomeration	11%	48%	19%	22%
other villages	19%	43%	20%	17%



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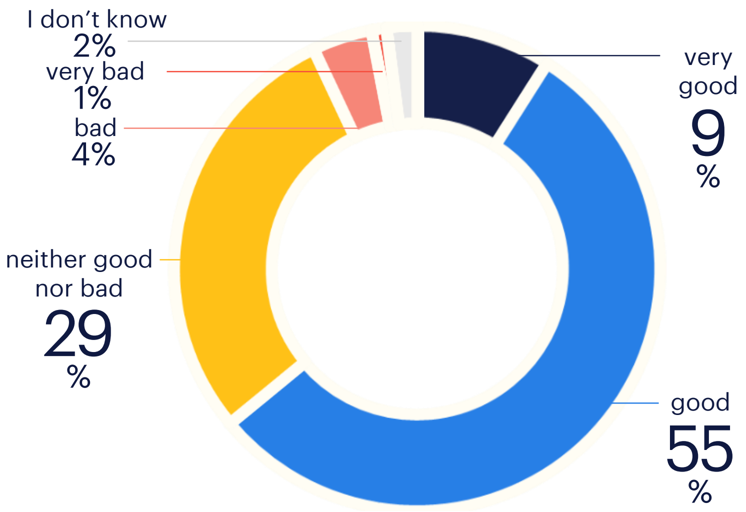
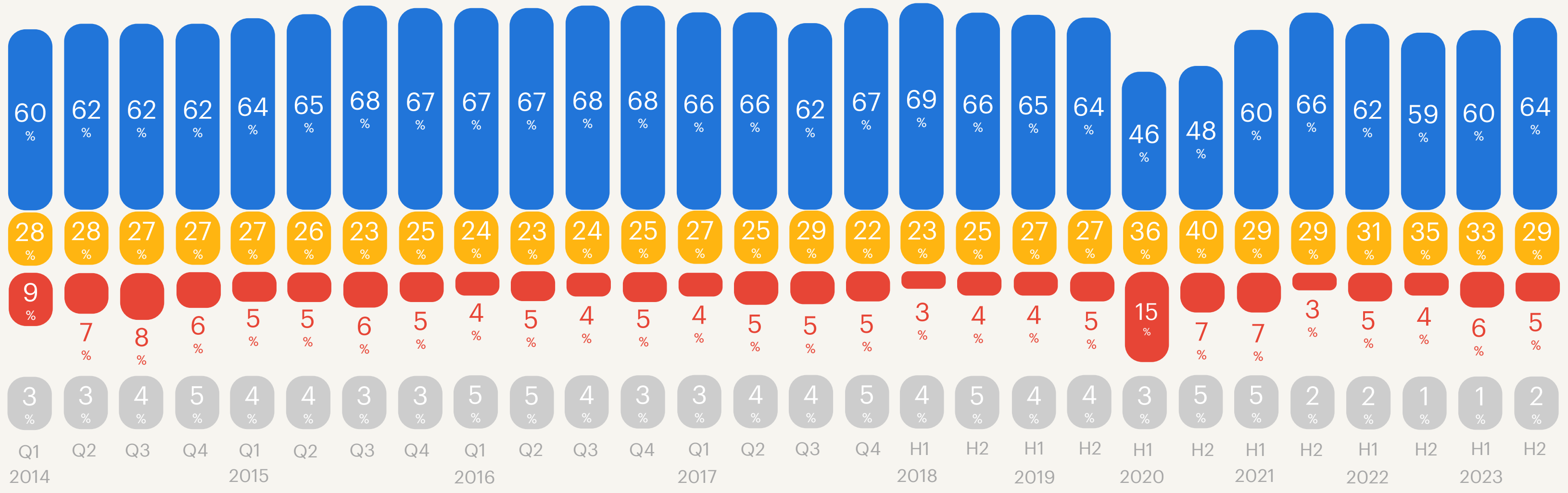
legend:
forecasting a recession | stagnation | growth | I don't know

polish employers on the companies' financial standing.

According to the survey participants, the financial standing of the Polish companies is getting back on the right track. Positive scores are granted by 64% of the respondents. We encountered such results in the periods when there were no unusual occurrences affecting the economy. The best scores are granted by the companies from the finance and insurance sector.



assessment of companies' current financial standing in 2014–2023.



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legend:
bad and very bad standing
neither good nor bad
good and very good
I don't know

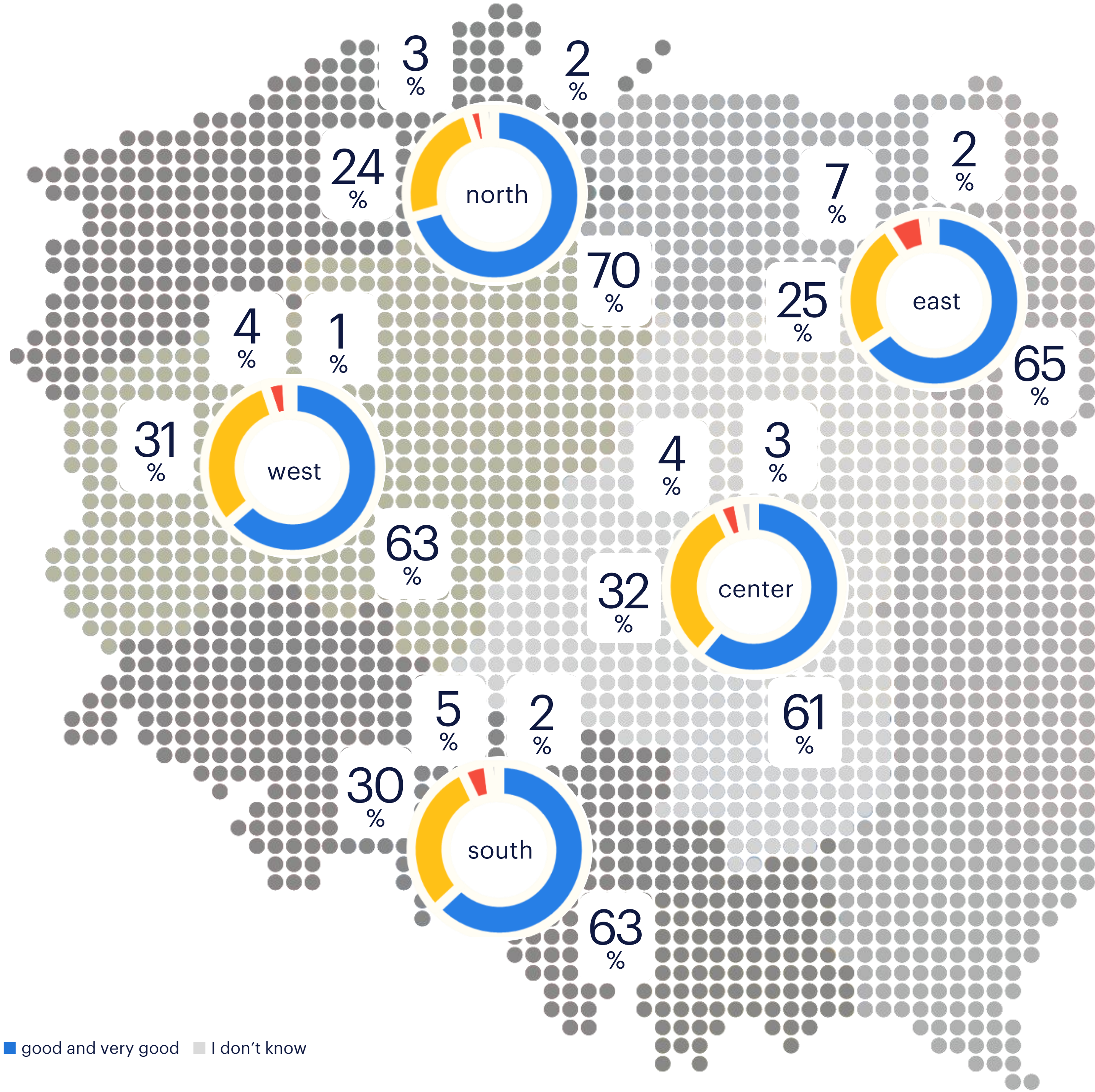
Polish employers on the companies' financial standing.

companies' financial standing per sector.

	bad and very bad standing	neither good nor bad	good and very good	I don't know
industrial sector	4%	28%	66%	2%
construction	2%	26%	72%	0%
trade and repairs	6%	31%	63%	1%
transport and logistics	6%	29%	63%	2%
finance and insurance	3%	22%	73%	3%
real estate and business services	3%	25%	69%	3%
other services	6%	32%	57%	5%
SSC/BPO	7%	19%	73%	2%

companies' financial standing per location.

	bad and very bad standing	neither good nor bad	good and very good	I don't know
city (pop. 200,000+)	3%	27%	65%	3%
town (pop. 50,000-200,000)	3%	30%	64%	2%
town (pop. 20,000-50,000)	4%	28%	65%	3%
town (pop. up to 20,000)	7%	37%	55%	1%
village within an agglomeration	0%	22%	76%	2%
other villages	8%	28%	61%	2%



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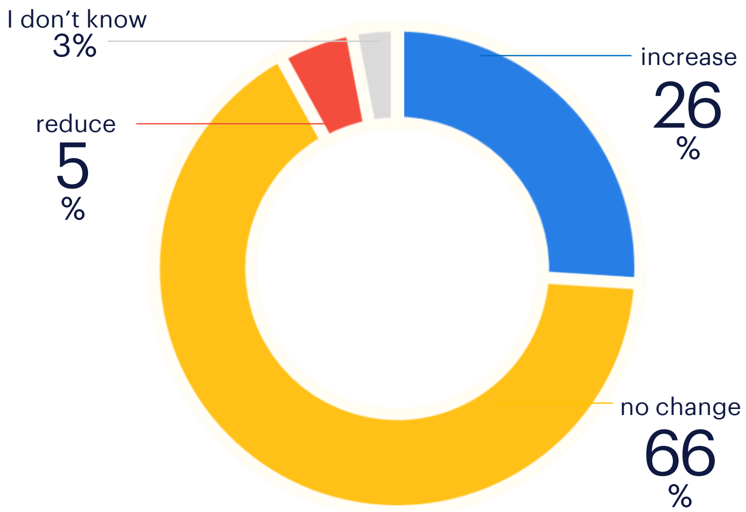
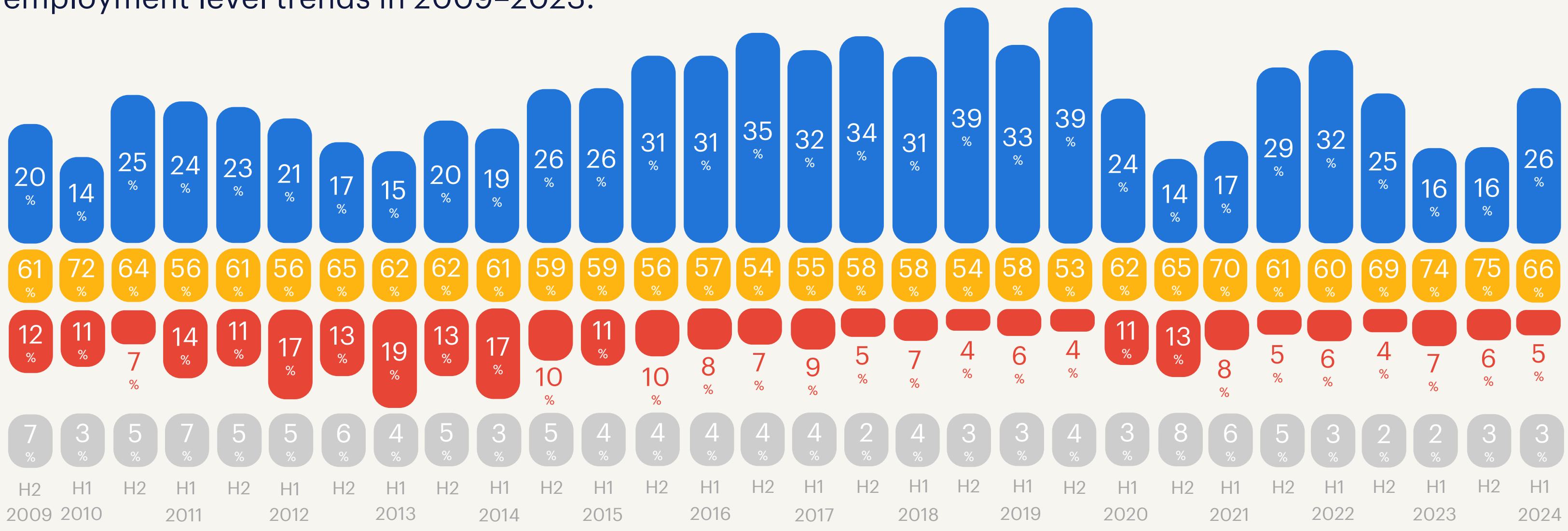
legend:
bad and very bad standing
neither good nor bad
good and very good
I don't know

employment level change plans for H1 2024.

Usually, the end of a year is not a period when companies conduct extensive recruitment activities, but, nonetheless, the planned employment growth level is the highest in three years, comparing year over year. This clear demand results from the perception of the economic situation in Poland and the expected better business condition, which is particularly visible in logistics industry.



employment level trends in 2009–2023.



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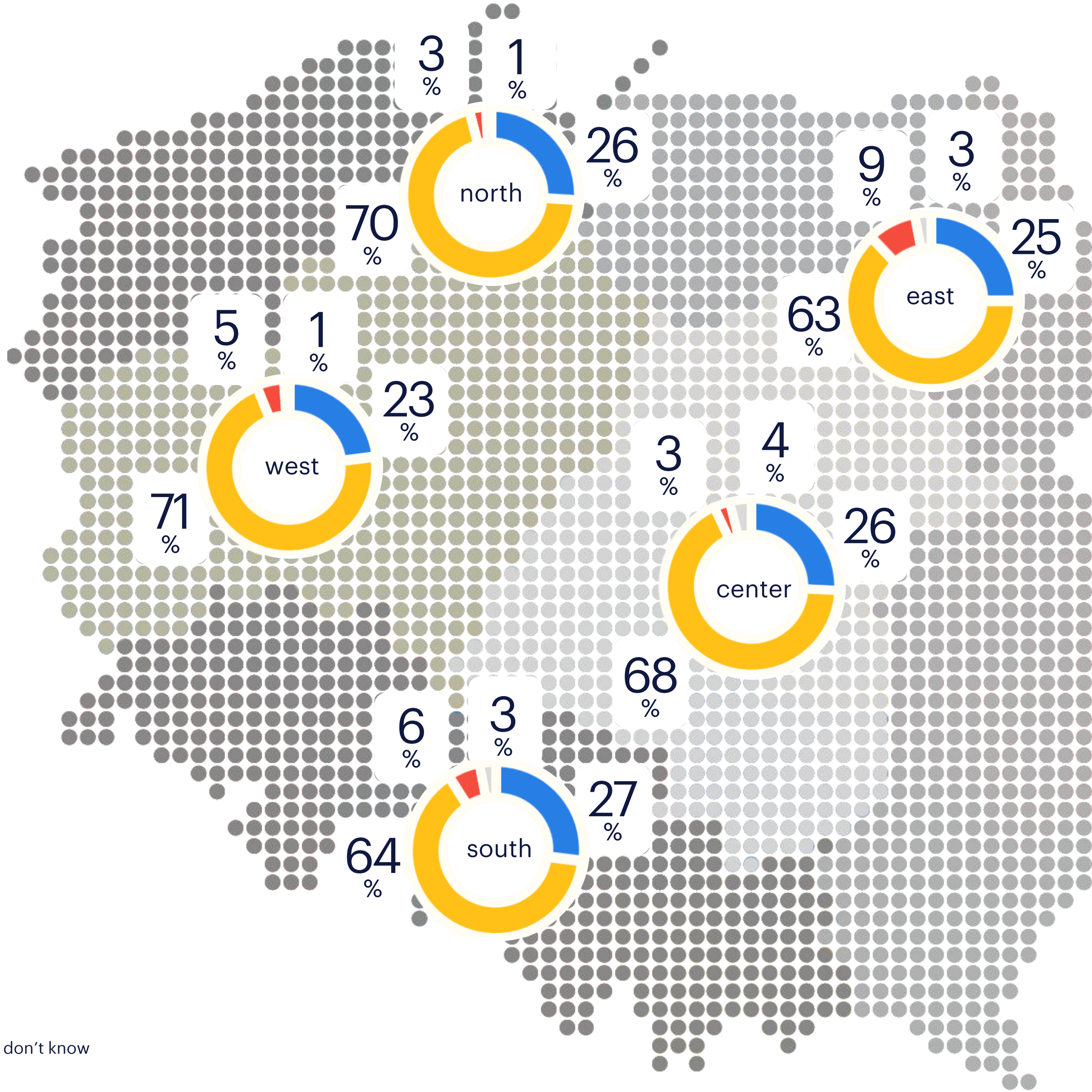
employment level change plans for the first half of 2024.

employment level changes per sector.

	employment reduction	no change	growth	I don't know
industrial sector	6%	66%	27%	2%
construction	4%	68%	28%	1%
trade and repairs	5%	66%	27%	2%
transport and logistics	4%	61%	31%	4%
finance and insurance	8%	64%	22%	6%
real estate and business services	3%	78%	16%	3%
other services	6%	66%	24%	4%
SSC/BPO	10%	58%	31%	2%

employment level changes per location type.

	employment reduction	no change	growth	I don't know
city (pop. 200,000+)	4%	67%	27%	2%
town (pop. 50,000-200,000)	6%	67%	26%	0%
town (pop. 20,000-50,000)	5%	69%	23%	2%
town (pop. up to 20,000)	6%	67%	23%	6%
village within an agglomeration	3%	62%	29%	6%
other villages	7%	59%	28%	6%



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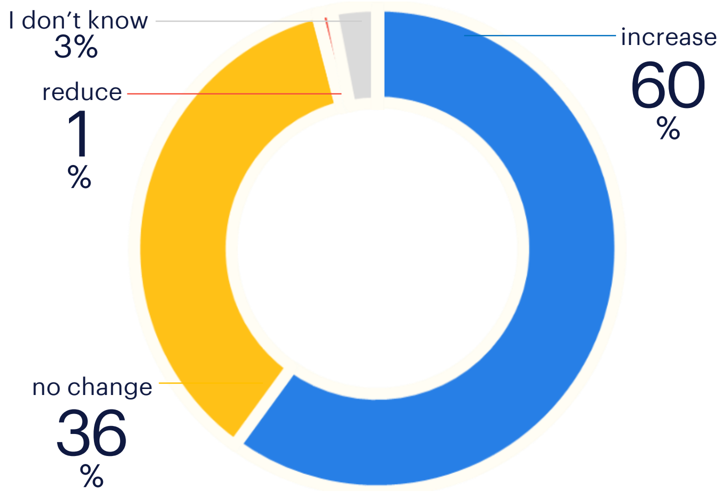
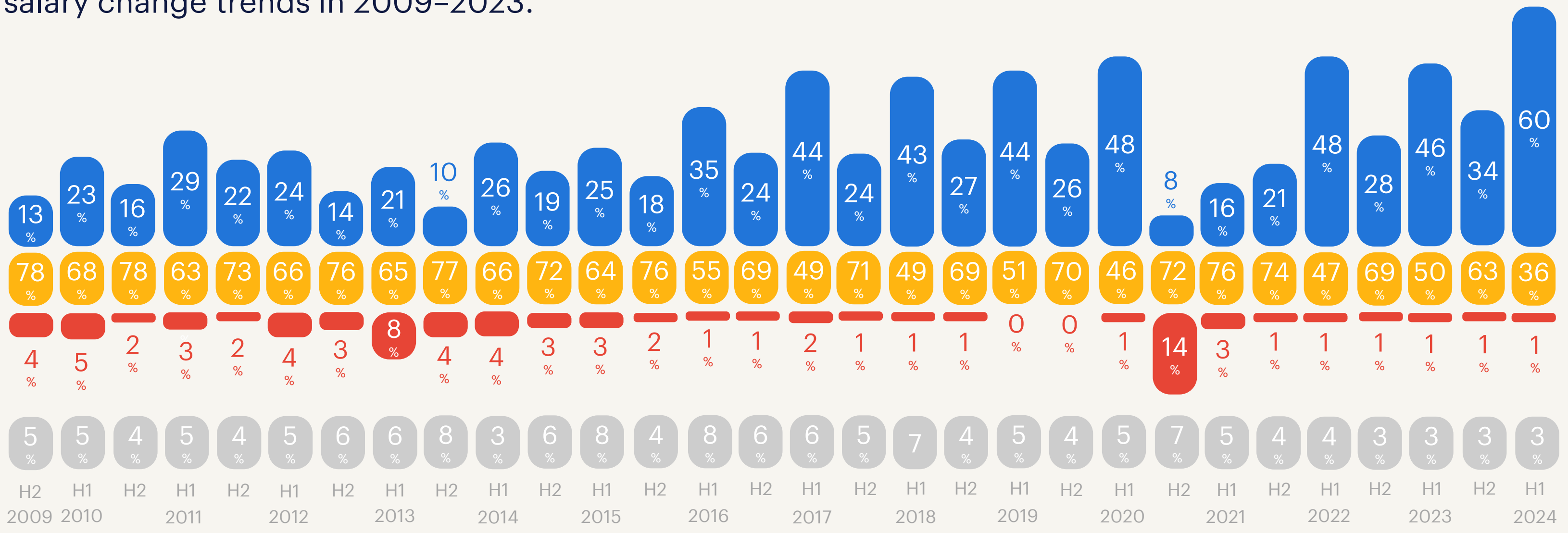
legend:
employment reduction
no change
growth
I don't know

planned changes in salary levels in H1 2024.

Record-breaking number of companies declares pay increases in the first half of 2024. We have not seen a result like this since the beginning of our survey. This is an evidence of an increasing competition for talents in the labor market, as well as the effect of addressing the needs of the employees, who are facing growing life costs. The increase of the minimum wage also is an important factor, which stimulates salary increases for all employee groups.



salary change trends in 2009–2023.



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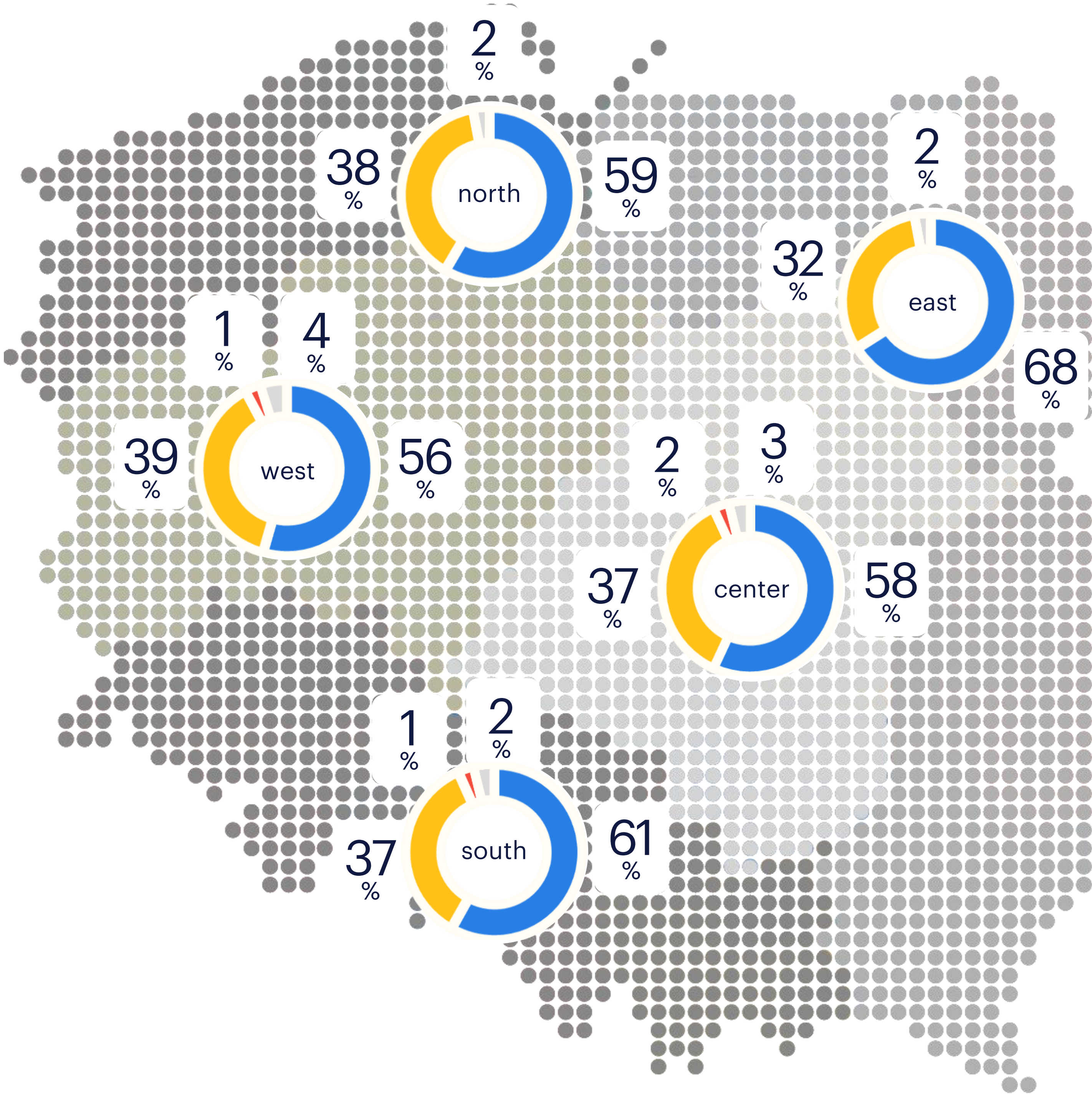
planned changes in salary levels in the first half of 2024.

changes in salary levels per sector.

industrial sector	1%	35%	63%	2%
construction	0%	43%	55%	2%
trade and repairs	0%	41%	56%	2%
transport and logistics	0%	41%	59%	0%
finance and insurance	3%	33%	64%	3%
real estate and business services	2%	28%	69%	0%
other services	0%	32%	61%	5%
SSC/BPO	2%	32%	63%	3%

changes in salary levels per location type.

city (pop. 200,000+)	2%	42%	52%	4%
town (pop. 50,000-200,000)	1%	37%	60%	2%
town (pop. 20,000-50,000)	1%	32%	65%	2%
town (pop. up to 20,000)	1%	33%	64%	3%
village within an agglomeration	0%	38%	60%	2%
other villages	0%	29%	69%	2%



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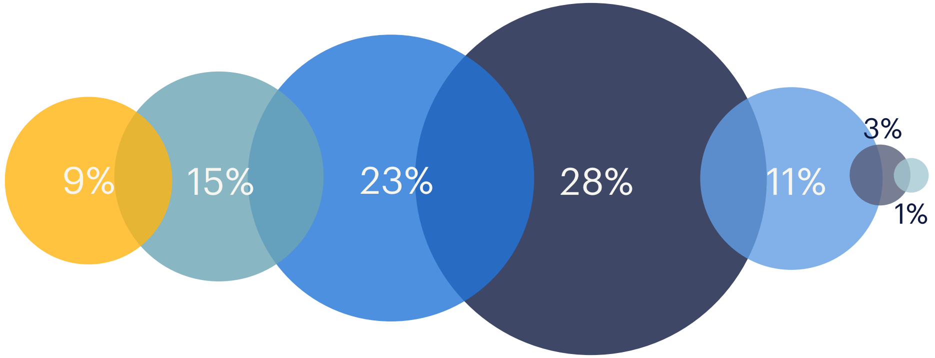
legend:
pay reduction no change growth I don't know

pay increase levels in H1 2024.

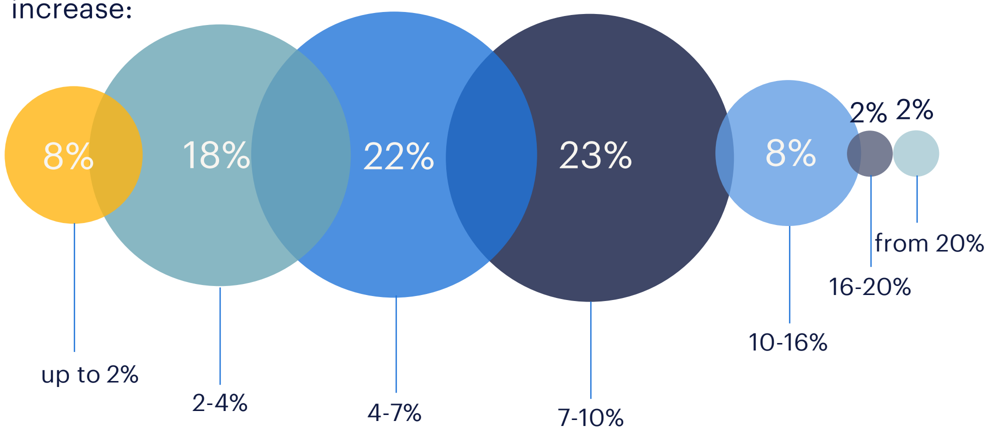
Companies' plans are dominated by increase at the level of 7–10%, although the largest increases clearly result mainly from the growth of minimum wage from January 2024.

salary increase level.

■ including the minimum wage increase:



■ excluding the impact of the minimum wage increase:



sector review.

	up to 2%	2-4%	4-7%	7-10%	10-16%	16-20%	20%+
including the minimum wage increase	XX%	XX%	XX%	XX%	XX%	XX%	XX%
excluding the minimum wage increase	XX%	XX%	XX%	XX%	XX%	XX%	XX%

sector		up to 2%	2-4%	4-7%	7-10%	10-16%	16-20%	20%+
industrial sector	including the minimum wage increase	7%	16%	18%	28%	14%	3%	0%
	excluding the minimum wage increase	5%	21%	20%	23%	7%	3%	1%
construction	including the minimum wage increase	10%	20%	23%	28%	6%	1%	3%
	excluding the minimum wage increase	9%	20%	21%	21%	5%	1%	4%
trade and repairs	including the minimum wage increase	10%	15%	30%	25%	8%	1%	0%
	excluding the minimum wage increase	14%	20%	25%	19%	7%	1%	0%
transport and logistics	including the minimum wage increase	14%	21%	17%	41%	3%	0%	0%
	excluding the minimum wage increase	21%	17%	24%	31%	0%	0%	0%
finance and insurance	including the minimum wage increase	13%	4%	43%	17%	13%	4%	0%
	excluding the minimum wage increase	9%	13%	43%	13%	13%	4%	0%
real estate and business services	including the minimum wage increase	0%	14%	9%	36%	18%	14%	0%
	excluding the minimum wage increase	0%	14%	0%	50%	18%	5%	0%
other services	including the minimum wage increase	9%	13%	22%	27%	13%	3%	2%
	excluding the minimum wage increase	4%	14%	22%	24%	11%	1%	4%

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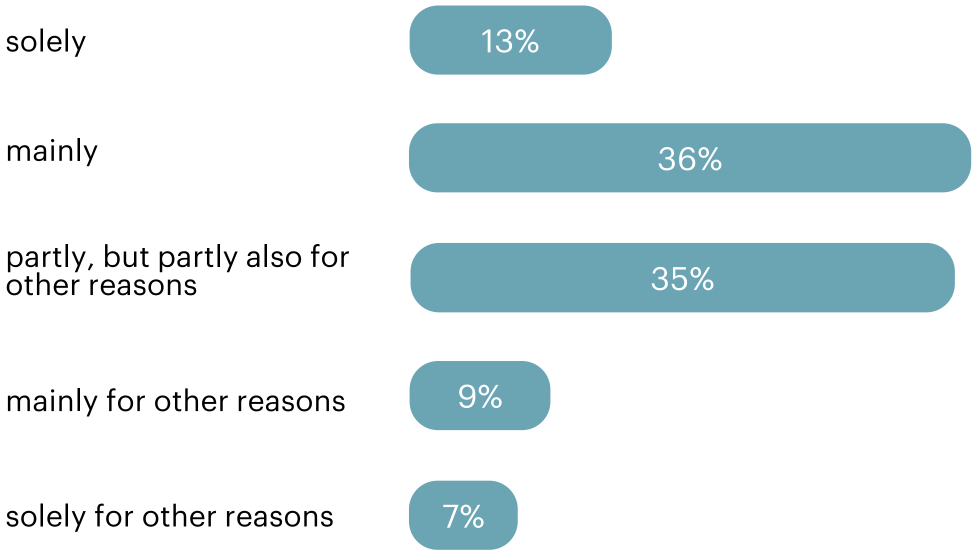
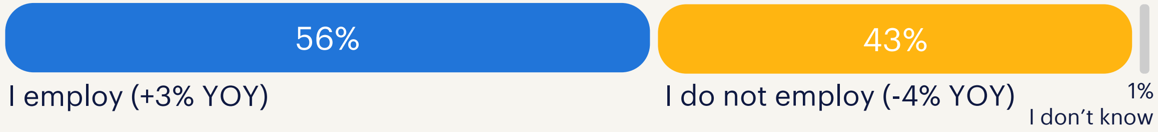
minimum wage and salary increases.

The minimum wage increase is the main reason for salary raises for almost half of the companies. In the most recent survey, more employers (56%) declare that they employ people for minimum wage than in previous years, however, such employees constitute less than 10% of staff in most cases.

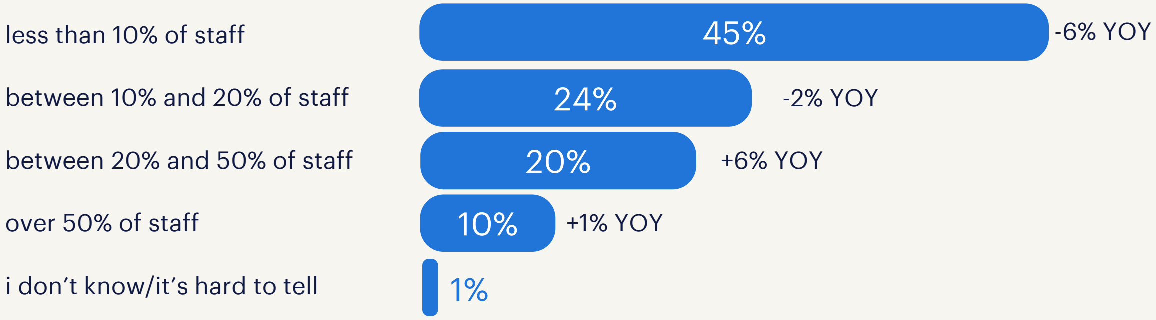
minimum wage increase as the reason for raises.



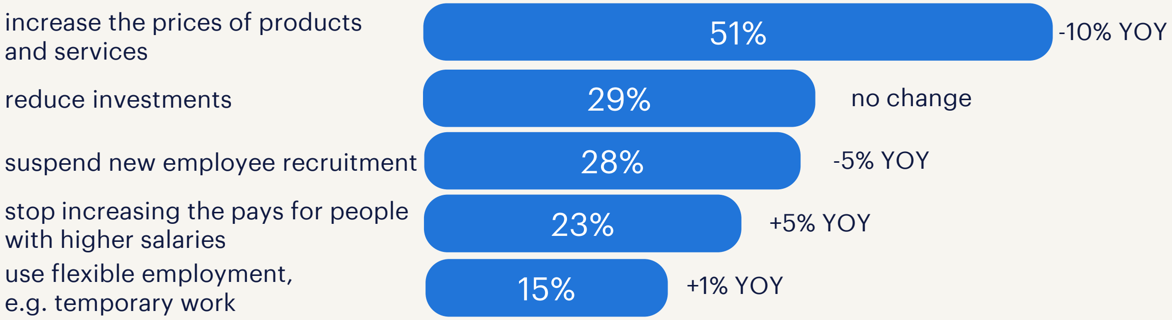
percentage of companies which employ people for minimum wage.



employees who receive the minimum wage constitute...



in relation to the minimum wage increase, the companies intend to...



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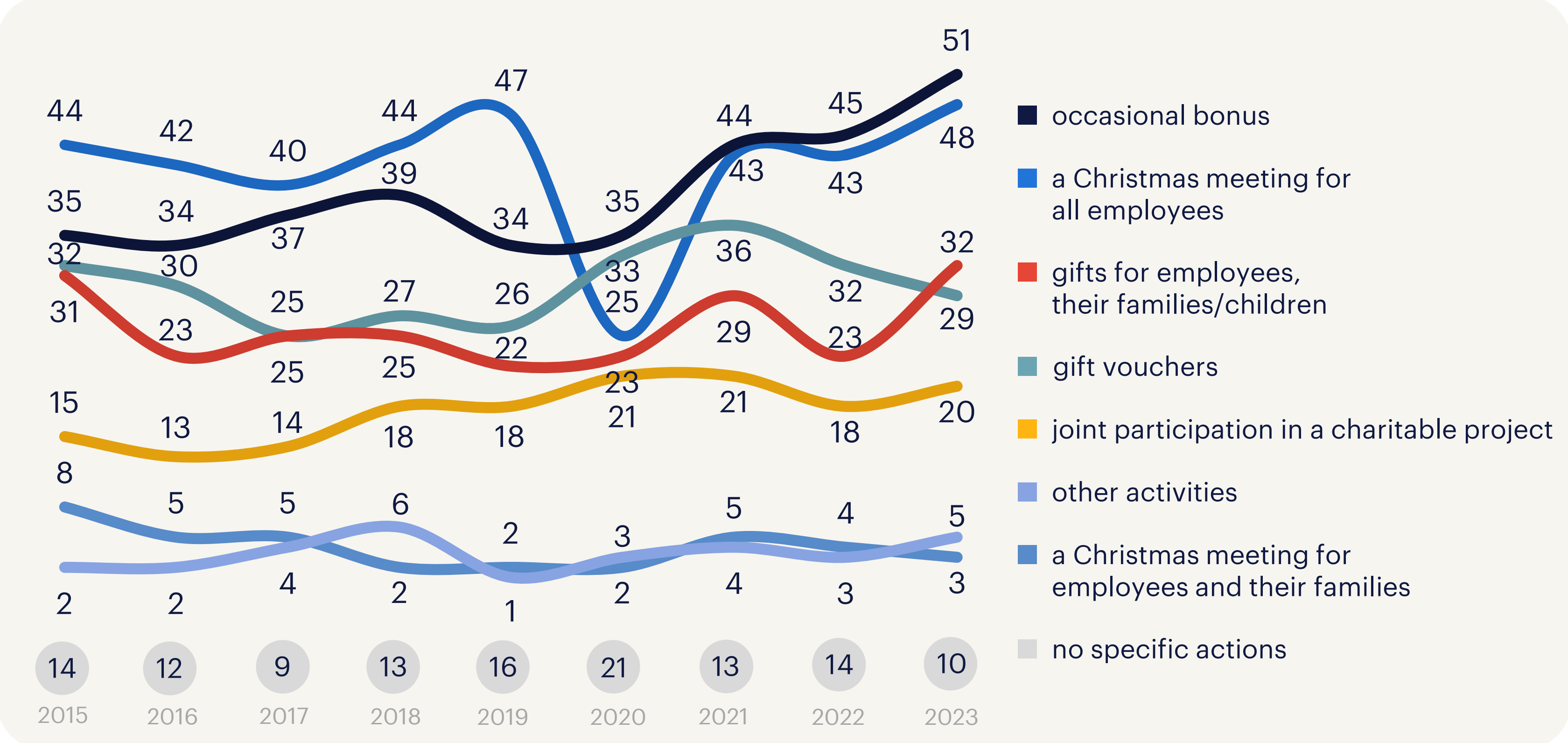
note:
monthly minimum wage in Poland - in December 2023: 3600 PLN / 833,13 EUR / 900,07 USD, in January 2024: 4242 PLN / 981,78 EUR / 1061,14 USD

employers for employees for the holidays.

This year, only one in every ten companies did not prepare any bonuses for its employees for Christmas. The tradition of gifts, care packages, vouchers and company Christmas meetings still stands strong, although there are three initiatives of definitely growing significance this year: occasional bonuses, integration meetings and gifts for children and families. The value of all initiatives per one employee is the highest in the history of this survey. Most often, employers plan to spend over PLN 500 for this purpose.



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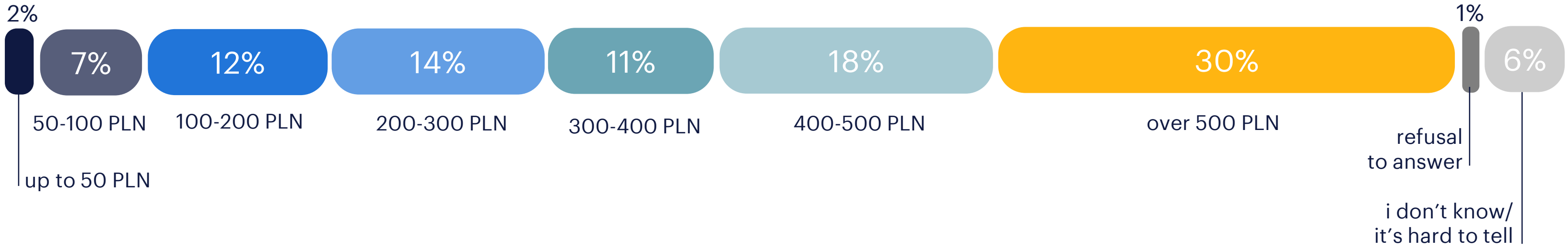
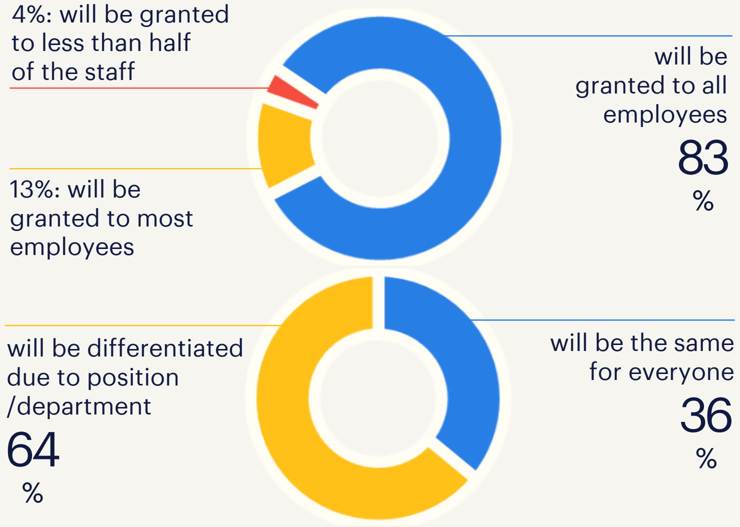
note:
1 PLN = 0,23 EUR / 0,25 USD

employers for employees for the holidays.

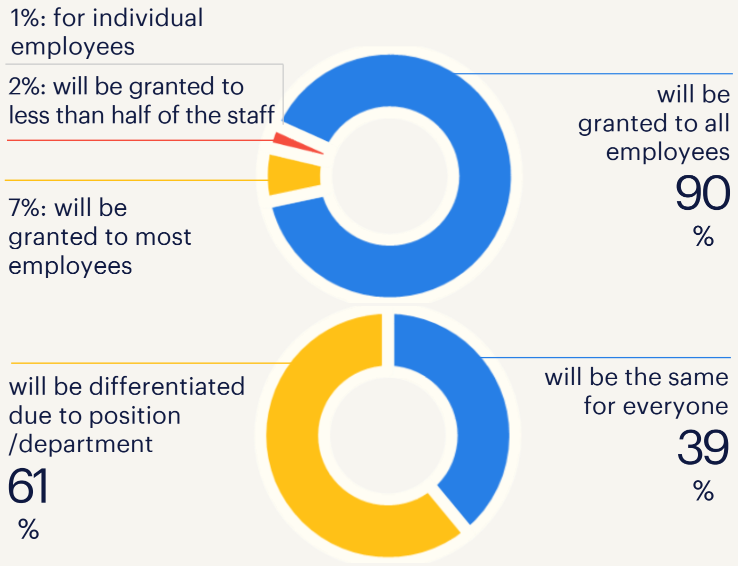
value of all Christmas initiatives per one employee.



Christmas bonuses:



shopping vouchers:



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note:
1 PLN = 0,23 EUR / 0,25 USD

randstad research institute publications.

The labor market is currently experiencing many changes. These are accelerated by social crises, innovative technologies, development of online-platform-based economy, high inflation, demographic crisis and climate change. In addition, the COVID-19 pandemic has accelerated the shift to new ways of working. To prepare for permanent changes, organizations must be ready for flexibility and effective adaptation. This means focusing on three elements of social policy for which we are all responsible as governments, employers and employees:

- creating a sustainable and open labor market with access to fair, high-quality work;
- introducing a contract-neutral social protection system which provides security combined with flexibility;
- facilitating upskilling and raising qualifications for talents to maintain their activity in the labor market.

In the Randstad report we take a closer look at these changes and suggest some solutions which have proven to be effective.

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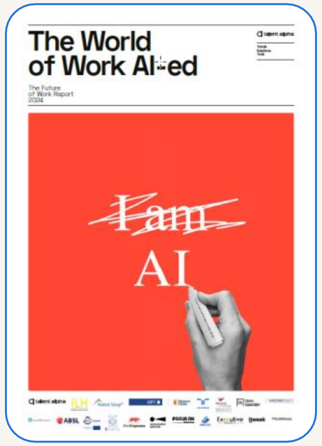

Some companies have experienced a large boost in productivity thanks to AI. However, artificial intelligence also presents huge challenges, which can lead to the darkest scenarios. Managers in the companies introducing AI solutions are change leaders who bear the responsibility for the future of the labor market. The Future of Work 2024 Report provides them with knowledge, specifies good solutions and tools, as well as describes the challenges. It also provides specific tips on the steps which should be taken to prepare yourself and your employees for the new reality.

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