



REPUBLIC OF KENYA

MINISTRY OF LABOUR AND SOCIAL PROTECTION
State Department for Labour and Skills Development

GLOBAL LABOUR MARKET DEMAND OUTLOOK
CANADA AND GERMANY

October to December 2024

Preface



Kenya's strategic vision for economic transformation is anchored on Vision 2030, which aims to position the country as a newly industrialized, middle-income economy. The Bottom-Up Economic Transformation Agenda (BETA) further underscores the government's commitment to creating sustainable employment opportunities, with a target of generating 1.2 million jobs annually.

As Kenya continues to expand its workforce capabilities, identifying international labour market trends is crucial for aligning local skills with global demands. This report presents a comparative analysis of job opportunities in Germany and Canada based on data obtained from job postings in both countries. The analysis highlights the most sought-after occupations, sectoral demands, and skill requirements, offering critical insights for Kenyan job seekers, policymakers, and training institutions. By leveraging these findings, Kenya can develop policies and programs that enhance its workforce's competitiveness on the global stage, fostering international labour mobility and economic growth.

Both Germany and Canada outsource human capital in key industries, including healthcare, engineering, manufacturing, construction, and sales. Kenya, with its youthful and increasingly skilled workforce, has the potential to bridge these gaps through targeted training, policy interventions, and strategic bilateral partnerships. This study supports Kenya Kwanza's vision of employment creation, workforce upskilling, and international labour mobility, providing evidence-based recommendations to align Kenya's human capital with global job market needs.

The insights derived from this report serve as a roadmap for enhancing employability, strengthening vocational training, and fostering mutually beneficial collaborations between Kenya, Germany, and Canada. It is our hope that this document will be a valuable resource for stakeholders seeking to enhance international labour mobility and strengthen cooperation between Kenya and these key global economies.

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CABINET SECRETARY

Acknowledgements



The State Department for Labour and Skills Development extends its heartfelt gratitude to the Directorate of Labour Market Research and Analysis for their dedicated and meticulous efforts in conducting the research that led to the comprehensive information presented in this document. Your thorough analysis and commitment to understanding the intricacies of the labor market have played a pivotal role in providing critical insights that will guide policy decisions aimed at improving the employability of our youth.

We would also like to offer special thanks to the Labour Market Observatory Unit for their tireless work in collecting, verifying, and compiling the vast amounts of data presented here. Your attention to detail and rigorous approach to ensuring the accuracy and reliability of the information is commendable.

This document, a result of your hard work and dedication, serves as an invaluable resource for shaping policies, interventions, and programs that will enhance the skills and employability of Kenyan youth. We trust that it will provide policymakers, educators, employers, and job seekers with the insights needed to address the evolving demands of the labor market. By aligning education, skills development, and employment opportunities with global and local trends, we can create a more dynamic and competitive workforce, better equipped to meet the challenges of today's job market. We remain hopeful that the information in this document will serve as a stepping stone toward a more prosperous and sustainable future for all.

SHADRACK MWADIME, EBS PRINCIPAL SECRETARY

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1.Introduction

The global labour market is undergoing rapid transformations due to technological advancements, demographic shifts, and changing economic priorities. As countries seek to address labour shortages and align workforce capabilities with evolving industry demands, international labour mobility has become a key strategy for filling employment gaps, reducing unemployment, and driving economic growth.

This report provides an analysis of labour market opportunities in Germany and Canada based on job vacancy data collected through web crawling techniques. The study aims to examine sectoral labour demands, the most sought-after occupations, and skill requirements in both countries, providing actionable insights to Kenyan job seekers, policymakers, and educational institutions.

Germany, as one of Europe's largest economies, faces a critical shortage of skilled workers in healthcare, engineering, and technical trades. Similarly, Canada's labour market exhibits strong demand for professionals in hospitality, manufacturing, construction, and service industries. Given Kenya's growing, youthful workforce, strategic alignment with these international labour needs presents a valuable opportunity to enhance employability and economic prosperity.

The analysis identifies areas where Kenya's workforce can integrate effectively into the German and Canadian job markets, emphasizing the need for targeted training, policy reforms, and international collaborations. By bridging labour market gaps through data-driven workforce planning, Kenya can position its workers competitively for global opportunities while ensuring sustainable employment growth domestically.

The findings of this report are intended to inform decision-makers in government, education, and industry, guiding policies that enhance Kenya's workforce preparedness for global labour market integration. Through this effort, Kenya can foster skills development, promote ethical labour migration, and strengthen international partnerships for a dynamic and inclusive labour market.

2. Objectives

The main objectives of this research are:

- 1) To analyze the skill sets and qualifications that are most in demand in Canada and Germany, providing Kenyan job seekers with insights into which skills they should focus on acquiring to increase their global employability.
- 2) To identify key trends in demand across various industries that may have implications for Kenya's future labor market needs.
- 3) To provide actionable recommendations to policy makers, training institutions and curricula developers in aligning Kenya's education to meet global labour market demands.

3.Scope

This report presents an in-depth analysis of data gathered from leading job portals in Canada and Germany, offering valuable insights into key sectors of their economies. It examines the most in-demand skills and qualifications by analyzing job listings to identify the competencies employers are actively seeking. Covering job postings from October to December 2024, the report ensures that the findings reflect the most recent employment trends, providing a timely and relevant perspective on labour market dynamics in these two countries.

4. Methodology

This study follows a structured methodology, which includes data scraping, cleaning, analysis, and reporting. The data was scraped from Canada and Germany job sites using web crawling techniques. These allowed for the automated extraction of job postings, including job titles, industry sectors, required skills and locations.

After scraping, Occupations were coded and classified using the Kenya Standard Classification of Occupations (KeSCO), and industries were categorized using the Kenya Standard Industrial Classification of All Economic Activities (KeSIC). These classifications facilitate standardization of data for easy analysis. After coding of occupations and industries, a syntax code in Stata was used to clean the raw data and remove duplicates to correct inconsistencies. Tables were then generated to identify the most frequently listed occupations and skills by categorizing job listings based on qualifications and job descriptions provided by employers. Data visualizations such as graphs were created to present the findings in a clear and understandable format.

5. Limitations

- 1) This analysis is based on job postings from accessible online portals, meaning some opportunities may not have been captured, particularly those advertised through alternative or restricted channels. As a result, the findings may not fully represent the entire labour market in Canada and Germany.
- 2) The job market is highly dynamic, with demand for skills and qualifications shifting due to economic changes, technological advancements, and industry-specific trends. This report reflects employment patterns within a specific period and may not fully anticipate future fluctuations in the labour market.
- 3) Many job postings do not disclose salary details or specify whether positions are permanent, temporary, or contract-based. This limits the ability to analyze compensation trends and job stability within the labour market.

6.Findings.

The findings presented in this report provide an analysis of the Germany and Canada job advertisements for Quarter Two of the 2024/2025 financial year and provides key insights into labour market trends, sectoral workforce demands, and skill requirements. The findings highlight occupational demand across various industries, reflecting factors such as technological advancements and economic priorities. Understanding these labour market demands is essential for aligning workforce development strategies, guiding career planning, and informing policy decisions to enhance global employability.

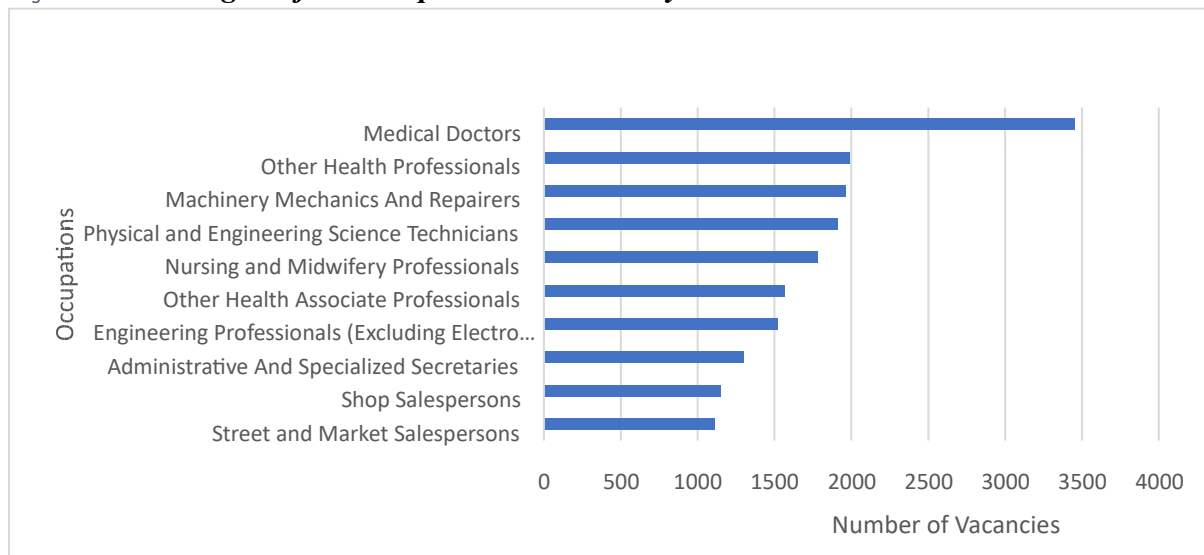
6.1 GERMANY.

6.1.1 MOST SOUGHT-AFTER OCCUPATIONS BY EMPLOYERS

Table 1: *Most Sought-After Occupations by Employers*

Occupation	Number of Vacancies
Medical Doctors	3451
Other Health Professionals	1990
Machinery Mechanics and Repairers	1963
Physical and Engineering Science Technicians	1911
Nursing and Midwifery Professionals	1780
Other Health Associate Professionals	1568
Engineering Professionals (Excluding Electro technology)	1518
Administrative And Specialized Secretaries	1302
Shop Salespersons	1152
Street and Market Salespersons	1112

Figure 1: *Most Sought-After Occupations in Germany Labour Market*



Most Sought-After Occupations in Germany

The most in-demand occupation in Germany was medical doctors, followed by other health professionals, highlighting the country’s pressing need for healthcare workers. Machinery Mechanics and Repairers rank third, reflecting the importance of technical expertise in maintaining industrial operations. Physical and Engineering Science Technicians were fourth, demonstrating the demand for specialized technical skills, while Nursing and Midwifery Professionals came fifth, reinforcing the healthcare sector's workforce shortages. Other high-demand roles include Other Health Associate Professionals, Engineering Professionals, Administrative and Specialized Secretaries, as well as Shop Salespersons and Street and Market Salespersons, indicating a need for both skilled technical labour and frontline service workers.

The high demand for healthcare professionals, engineers, technicians, and skilled trade workers in Germany presents significant opportunities for Kenyan policymakers, career advisors, and curriculum developers to align workforce training with international labour market needs.

Implication:

Policymakers, should strengthen higher education programs in healthcare, engineering, and technical trades, ensuring training meets international standards. They should also establish bilateral agreements with Germany to facilitate skilled labor migration and recognition of Kenyan qualifications.

Career advisors, should guide students toward high-demand professions, emphasizing the importance of healthcare, engineering, and sales roles, while also encouraging language

proficiency in German to enhance employability. They should also educate job seekers on certification processes and migration pathways to access global job markets.

Curriculum developers, should update training programs to incorporate modern healthcare practices, advanced engineering technologies, and retail management skills. Integrating German language training, international certification requirements, and practical apprenticeships will better prepare Kenyan graduates for global job opportunities.

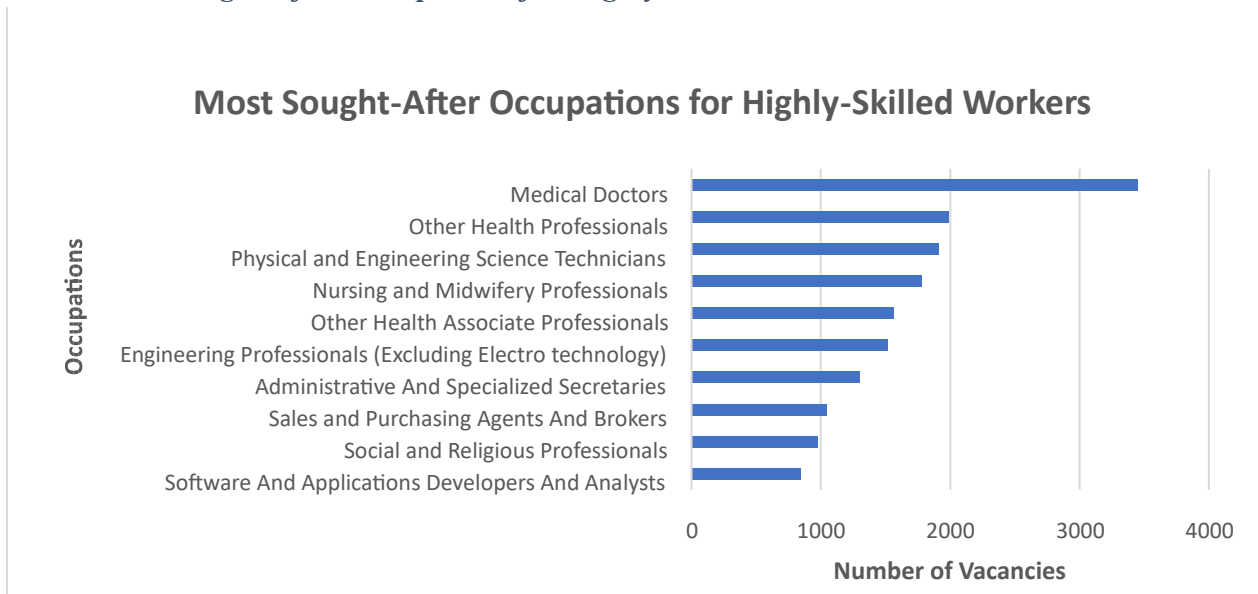
6.1.2 MOST SOUGHT- AFTER OCCUPATIONS BY SKILL LEVEL

6.1.2.1 Most Sought-After Occupations for Highly-Skilled Workers

Occupation	Number of Vacancies
Medical Doctors	3451
Other Health Professionals	1990
Physical and Engineering Science Technicians	1911
Nursing and Midwifery Professionals	1780
Other Health Associate Professionals	1568
Engineering Professionals (Excluding Electro technology)	1518
Administrative And Specialized Secretaries	1302
Sales and Purchasing Agents and Brokers	1046
Social and Religious Professionals	976
Software And Applications Developers and Analysts	847

Table 2: Most Sought-After Occupations for Highly-Skilled Workers

Figure 2: *Most Sought-After Occupations for Highly-Skilled Workers*



The most sought-after highly-skilled workers are Medical Doctors, followed by Other Health Professionals and Physical and Engineering Science Technicians, underscoring a critical demand for specialized expertise, particularly in healthcare and technical fields. The strong demand for Engineering Professionals and Software and Applications Developers highlights the growing need for STEM talent, likely driven by industrial innovation, digital transformation, and technological advancements.

Furthermore, the demand for Administrative and Specialized Secretaries and Sales and Purchasing Agents reflects the essential role of managerial and organizational support across various sectors, ensuring business operations run efficiently. The presence of Social and Religious Professionals suggests ongoing workforce needs in social work, counselling, and community services, emphasizing the importance of these roles in addressing societal and mental health challenges.

There is significant demand for highly skilled professionals in Germany, particularly in healthcare, engineering, IT, and administrative roles. This emphasises the need for Kenyan educational institutions and training programs to focus on these high-demand fields to prepare the workforce adequately. Strengthening international partnerships can facilitate job placements and skill exchange programs.

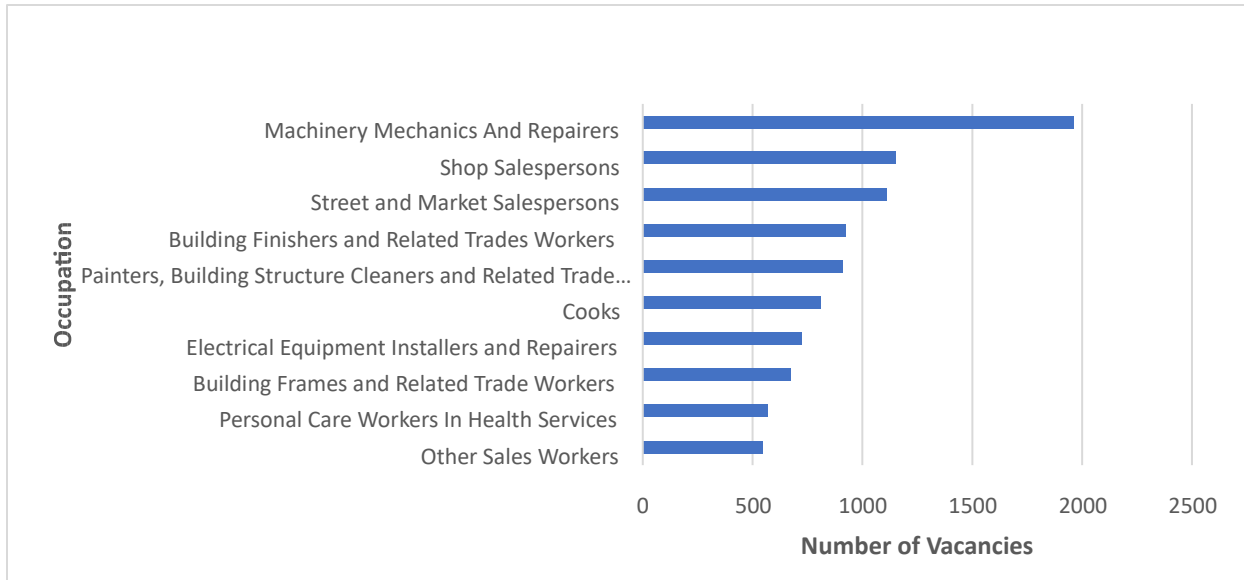
Policymakers should incentivize careers in these sectors, while investment in upskilling initiatives is essential to meet the specific needs of the German labour market and create employment opportunities for Kenyan youth. This strategic approach can guide economic planning and resource allocation effectively.

6.1.2.2 Most Sought-After Occupations for Middle-Skilled Workers

Table 3: *Most Sought-After Occupations for Middle-Skilled Workers*

Occupation	Number of Vacancies
Machinery Mechanics and Repairers	1963
Shop Salespersons	1152
Street and Market Salespersons	1112
Building Finishers and Related Trades Workers	922
Painters, Building Structure Cleaners and Related Trade Workers	911
Cooks	808
Electrical Equipment Installers and Repairers	721
Building Frames and Related Trade Workers	674
Personal Care Workers in Health Services	569
Other Sales Workers	548

Figure 3: **Most Sought-After Occupations for Middle-Skilled Workers**



Most Sought- After Occupations for Middle-Skilled positions

The most demanded occupation among middle-skilled workers was Machinery Mechanics and Repairers, emphasizing the need for technical maintenance and industrial expertise. Shop Salespersons and Street and Market Salespersons indicate strong demand for sales-related occupations.

A notable presence of construction-related roles, such as Building Finishers, Painters, and Electrical Equipment Installers, suggests that Germany's construction sector continues to need human capital, possibly due to infrastructure development and building initiatives. Cooks highlight ongoing demand in the hospitality industry.

Implication:

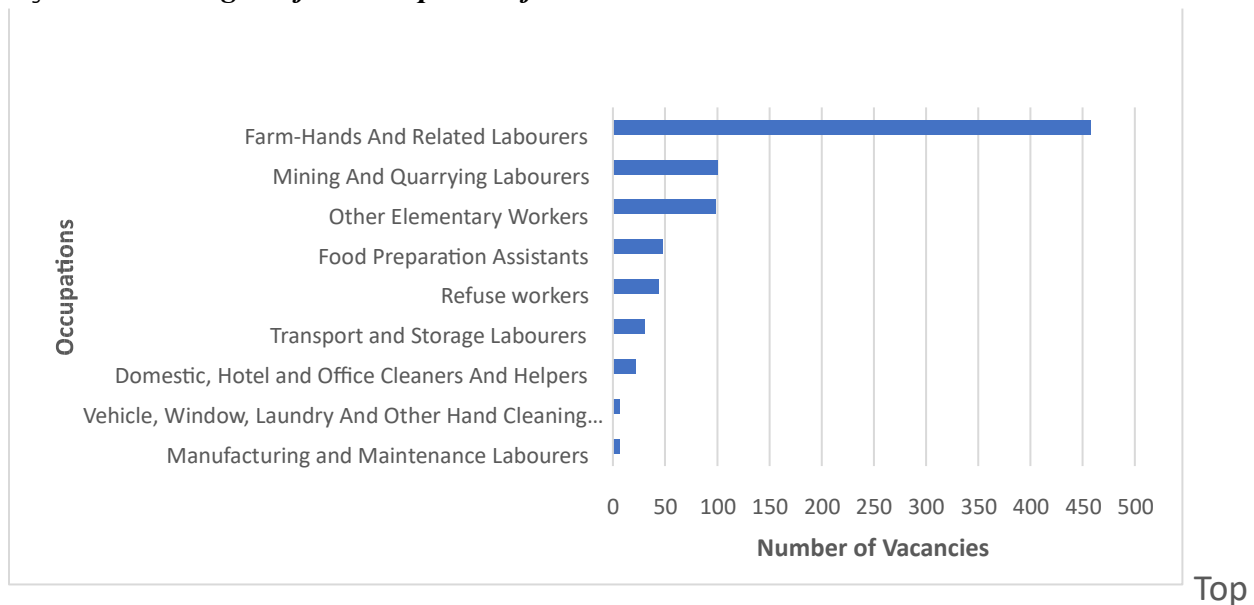
The significant demand for middle-skilled workers in Germany across diverse sectors highlights the importance of vocational training and skill development programs. Kenyan institutions should emphasize training in mechanical, sales, construction, culinary, electrical, and health care skills to align with the job market needs in Germany. Strengthening partnerships with German vocational institutions can facilitate skill transfer and job placements. Policymakers should support vocational education and create pathways for Kenyan workers to meet these demands, thereby enhancing employment opportunities and contributing to economic development. This strategic alignment can ensure a well-prepared workforce ready to seize international job opportunities.

6.1.2.3 Most Sought-After Occupations for Low-Skilled Workers

Table 4: *Most Sought-After Occupations for Low-Skilled Workers*

Occupation	Number of Vacancies
Farm-Hands and Related Labourers	458
Mining And Quarrying Labourers	100
Other Elementary Workers	98
Food Preparation Assistants	48
Refuse workers	44
Transport and Storage Labourers	30
Domestic, Hotel and Office Cleaners and Helpers	22
Vehicle, Window, Laundry and Other Hand Cleaning Workers	6
Manufacturing and Maintenance Labourers	6

Figure 4: *Most Sought-After Occupations for Low-Skilled Workers*



Occupations for Low-skilled workers

The demand for low-skilled workers is significantly lower than for highly-skilled and middle skilled roles in the Germany economy. Farm-Hands and Related Labourers having the highest

demand among the low skilled workers demanded. This suggests that agriculture still relies on manual labour, possibly due to seasonal factors or labour shortages.

Other notable roles include Mining and Quarrying Labourers and Food Preparation Assistants, indicating the need for workers in resource extraction and food service industries. Refuse Workers and Transport and Storage Labourers reflect the essential yet limited demand for general labour in logistics and sanitation.

Kenyan job seekers can improve their employability in the German job market by focusing on middle- and high-skilled jobs, as Germany prioritizes skilled workers.

Policy makers can intervene by encouraging investment in technical training, apprenticeships, and vocational education in fields such as engineering, healthcare, IT, and skilled trades to significantly enhance job prospects. Additionally, labor shortages in agriculture, mining, and food services present opportunities, especially for those willing to take on seasonal roles.

6.1.2 MOST SOUGHT-AFTER OCCUPATIONS BY SECTOR

6.1.2.1 Most Sought-After Occupations in Human Health and social work Sector

Table 5: Top 10 Most Sought-After Occupations in Human Health and social work Sector

Occupations	Number of Vacancies
Other Health Professionals	1496
Nursing and Midwifery Professionals	1424
Medical Doctors	1314
Other Health Associate Professionals	984
Personal Care Workers In Health Services	482
Social and Religious Professionals	448
Nursing and Midwifery Associate Professionals	359
Medical and Pharmaceutical Technicians	226
Child Care Workers and Teachers' Aides	130
Administrative And Specialized Secretaries	89

Figure 5: Top 10 Most Sought-After Occupations in Human Health and social work Sector



Sought-After Occupations in the Human Health and Social

The highest demanded occupation in this sector is Other Health Professionals, followed closely by Nursing and Midwifery Professionals and Medical Doctors. This indicates a strong need for healthcare workers, likely driven by factors such as an aging population in Germany, increased healthcare demands, and possible shortages of qualified professionals. The demand for Personal Care Workers and Nursing and Midwifery Associate Professionals suggests a need for more support roles in healthcare.

High demand for medical doctors, nurses, and health care workers aligns with Germany’s aging population and ongoing healthcare reforms. Recruitment challenges in this sector may also be due to language requirements and reliance on foreign-trained professionals.

The high demand for healthcare professionals in Germany presents a valuable opportunity for Kenya to align its workforce development with global labor market needs. Policymakers should strengthen bilateral agreements to facilitate streamlined recruitment, recognition of Kenyan qualifications, and ethical labor migration while ensuring the local healthcare system remains adequately staffed.

Career advisors should guide students towards high-demand medical careers, emphasizing specialized training and German language proficiency to enhance employability.

Curriculum developers should align medical and nursing training programs with international standards to meet evolving healthcare demands and expand job opportunities for its healthcare

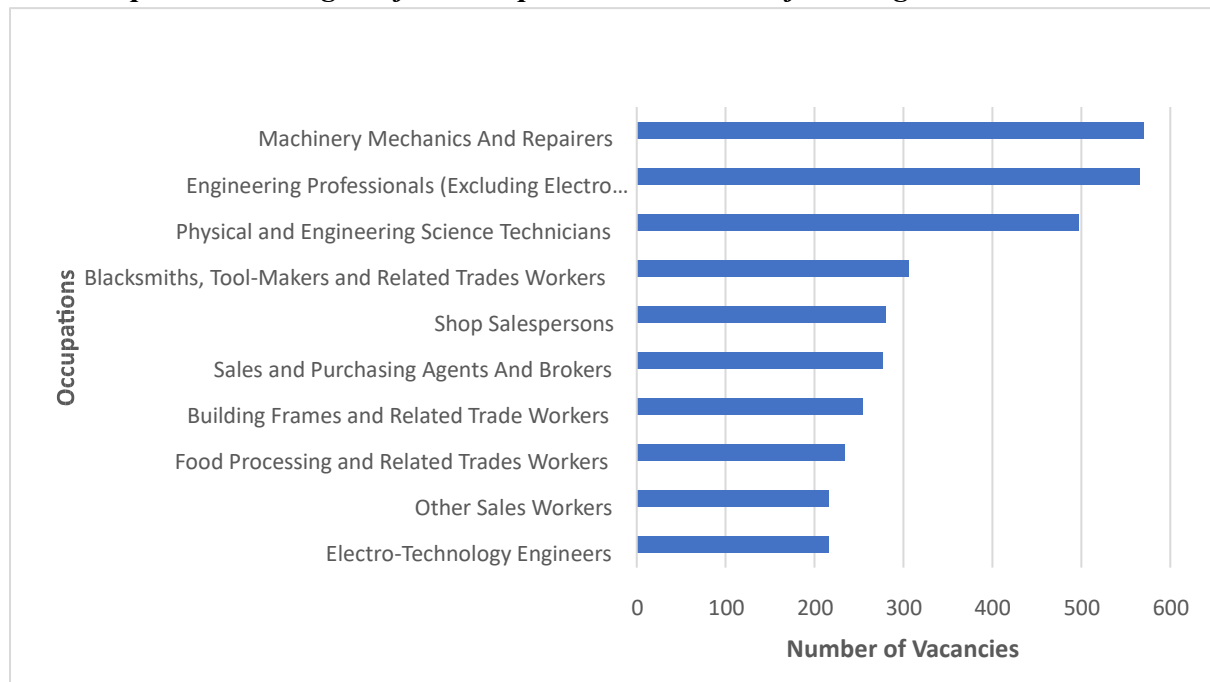
workforce, enhance its global competitiveness, and contribute to both local and international healthcare systems.

6.1.2.2 Most Sought-After Occupations in the Manufacturing Sector

Occupation	Number of Vacancies
Machinery Mechanics and Repairers	570
Engineering Professionals (Excluding Electro technology)	566
Physical and Engineering Science Technicians	497
Blacksmiths, Tool-Makers and Related Trades Workers	306
Shop Salespersons	280
Sales and Purchasing Agents and Brokers	276
Building Frames and Related Trade Workers	254
Food Processing and Related Trades Workers	234
Other Sales Workers	216
Electro-Technology Engineers	216

Table 6: Top 10 Most Sought-After Occupations in the Manufacturing Sector

Figure 6: *Top 10 Most Sought-After Occupations in the Manufacturing Sector*



Most Sought-After Occupations in the Manufacturing Sector

In the manufacturing sector, Machinery Mechanics and Repairers had the highest number of vacancies, reflecting the sector’s reliance on skilled technical workers to maintain production equipment. Engineering Professionals and Physical and Engineering Science Technicians also feature prominently, showing a demand for specialized skills. The presence of Blacksmiths, ToolMakers and Food Processing and Related Trades Workers indicates the diversity of manufacturing activities requiring both traditional and modern technical expertise.

The strong demand for engineers, mechanics, and technicians suggests that Germany’s industrial sector continues to require highly skilled professionals, possibly due to automation, digitalization, and retirements in traditional trades.

The high demand for machinery mechanics, engineers, and technicians in Germany’s manufacturing sector presents a strategic opportunity for Kenyan policymakers, career advisors, and curriculum developers to align workforce training with global industry needs.

Policymakers should invest in technical and vocational education (TVET) reforms, expanding training in industrial automation, and engineering fields while strengthening bilateral agreements to facilitate employment pathways for skilled Kenyan workers. Career advisors should guide students toward high-demand technical professions, emphasizing practical experience and certifications in machinery maintenance, and digital engineering to improve employability.

Curriculum developers should integrate industrial technologies, and hands-on apprenticeship programs into training institutions to ensure graduates are globally competitive.

6.1.2.3 Most Sought-After Occupations in Wholesale and retail trade Sector

Table 7: *Top 10 Most Sought-After Occupations in Wholesale and retail trade Sector*

Occupation	Number of Vacancies
Machinery Mechanics and Repairers	532
Shop Salespersons	460
Administrative And Specialized Secretaries	450
Street and Market Salespersons	413
Sales and Purchasing Agents and Brokers	388
Business Administration Professionals	224
Business Services and Administration Managers	222
Physical and Engineering Science Technicians	142
Tellers, Money Collectors and Related Clerks	124
Other Sales Workers	106

Figure 7: *Top 10 Most Sought-After Occupations in Wholesale and retail trade Sector*



Most Sought-After Occupations in Wholesale and retail trade

The demand for Machinery Mechanics and Repairers suggests the importance of equipment maintenance in retail operations. The high number of vacancies for Shop Salespersons and Street and Market Salespersons underscores the importance of frontline retail jobs. Administrative and Specialized Secretaries and Sales and Purchasing Agents point to the need for organizational and business management skills in retail operations.

Salesperson vacancies indicate the continuous need for frontline retail workers, potentially influenced by high turnover rates or shifts in consumer habits post-pandemic.

Kenyan policy makers should make policies that strengthen TVET programs in retail operations, business management, and equipment maintenance to equip workers with essential technical, customer service, and digital sales skills.

Career advisors should guide job seekers toward frontline and managerial retail roles, emphasizing customer engagement, sales strategies, and business operations.

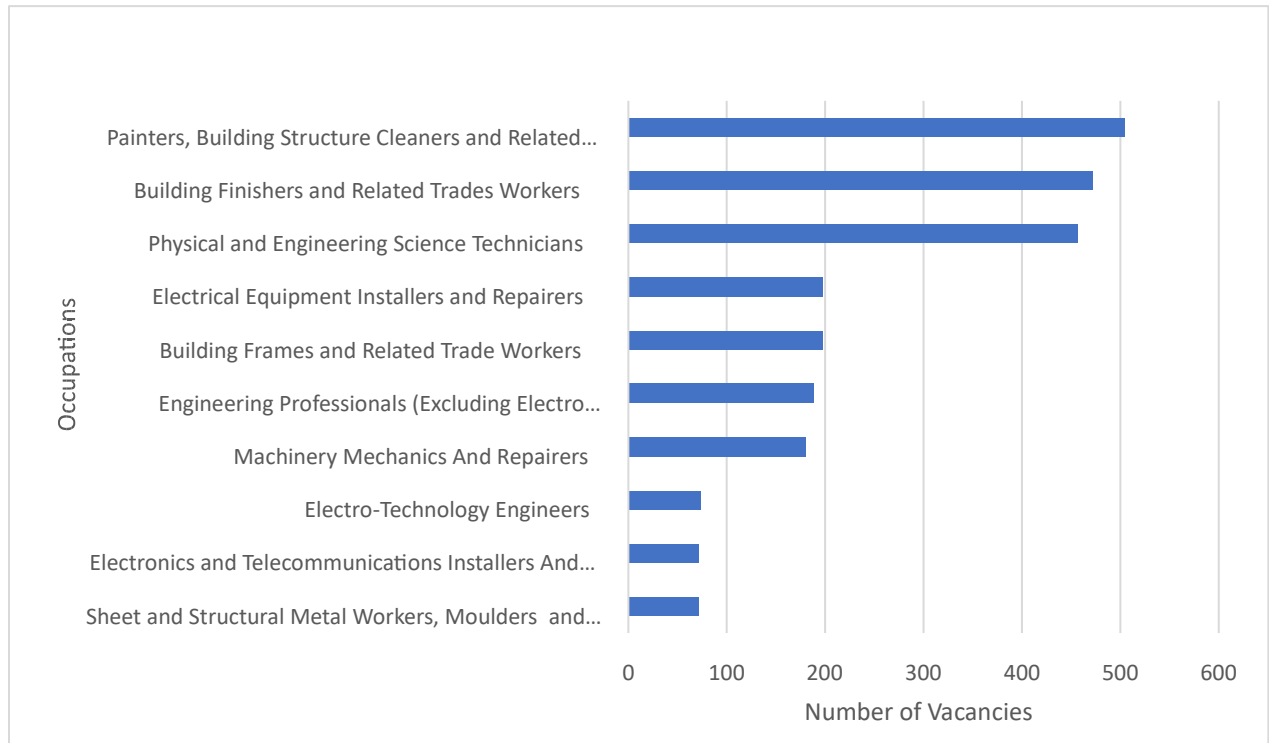
Curriculum developers should integrate digital retail technologies, inventory management, and financial literacy into training programs. By enhancing skills and aligning with global trends, they can build a resilient retail workforce that meets local and international market demands.

6.1.2.4 Most Sought-After Occupations in the Construction Sector

Occupation	Number of Vacancies
Painters, Building Structure Cleaners and Related Trade Workers	504
Building Finishers and Related Trades Workers	472
Physical and Engineering Science Technicians	457
Electrical Equipment Installers and Repairers	198
Building Frames and Related Trade Workers	198
Engineering Professionals (Excluding Electro technology)	188
Machinery Mechanics and Repairers	180
Electro-Technology Engineers	74
Electronics and Telecommunications Installers and Repairers	72
Sheet and Structural Metal Workers, Moulders and Welders and Related Workers	72

Table 8: Top 10 Most Sought-After Occupations in the Construction Sector

Figure 8: *Top 10 Most Sought-After Occupations in the Construction Sector*



Most Sought-After Occupations in the Construction Sector

The highest demand in construction is for Painters, Building Structure Cleaners, and Related Trade Workers and Building Finishers and Related Trades Workers. Physical and Engineering Science Technicians are also in high demand, showing a need for technical expertise. Electrical Equipment Installers and Repairers and Building Frames and Related Trade Workers reflect the need for infrastructure and building specialists.

The demand for painters, finishers, and technicians reflects housing shortages, large-scale urban infrastructure projects, and Germany’s push for energy-efficient buildings. Seasonal hiring trends may also play a role.

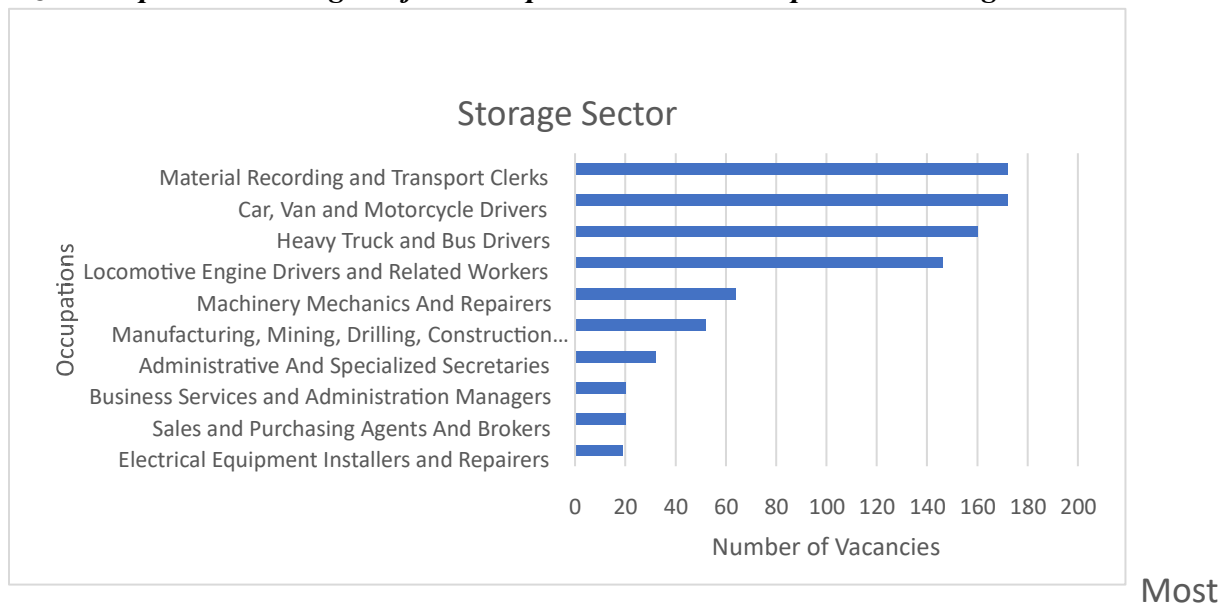
The high demand for painters, finishers, and technicians in Germany’s construction sector reflects efforts to address housing shortages, urban infrastructure projects, and energy-efficient building initiatives. The need for technical expertise and infrastructure specialists highlights growing investments in sustainable construction. Seasonal hiring trends may also influence demand. Meeting these workforce needs will require skilled labor migration, vocational training, and policy support.

6.1.2.5 Most Sought-After Occupations in the Transport and Storage Sector

Table 9: *Top 10 Most Sought-After Occupations in the Transport and Storage Sector*

Occupation	Number of Vacancies
Material Recording and Transport Clerks	172
Car, Van and Motorcycle Drivers	172
Heavy Truck and Bus Drivers	160
Locomotive Engine Drivers and Related Workers	146
Machinery Mechanics and Repairers	64
Manufacturing, Mining, Drilling, Construction and Distribution Manager	52
Administrative And Specialized Secretaries	32
Sales and Purchasing Agents and Brokers	20
Business Services and Administration Managers	20
Electrical Equipment Installers and Repairers	19

Figure 9: *Top 10 Most Sought-After Occupations in the Transport and Storage Sector*



Sought-After Occupations in the Transport and

The most sought-after occupations in the German transport and storage sector were Material Recording and Transport Clerks and Car, Van, and Motorcycle Drivers, both of which had an equal number of job vacancies. Heavy Truck and Bus Drivers ranked second in demand, followed by Locomotive Engine Drivers and Related Workers and machinery mechanics and repairers. Other occupations on demand were Machinery Mechanics and Repairers, Manufacturing, Mining, Drilling, Construction and Distribution Managers, Administrative And Specialized Secretaries, Sales and Purchasing Agents And Brokers, Business Services and Administration Managers and Electrical Equipment Installers and Repairers.

The high demand for material recording and transport clerks suggests a growing need for logistical coordination and inventory management, likely driven by increased e-commerce activity and supply chain expansion. The strong demand for vehicle drivers, both light and heavy indicates a sustained reliance on road transport for goods and passenger mobility. Additionally, the need for locomotive engine drivers highlights ongoing investments in rail transport, which aligns with Germany's push for sustainable and efficient transportation solutions. Addressing these workforce needs may require targeted training programs, improved working conditions, and policies to attract and retain talent in these essential roles.

6.2 CANADA

6.2.1 MOST SOUGHT OCCUPATIONS BY NUMBER OF VACANCIES

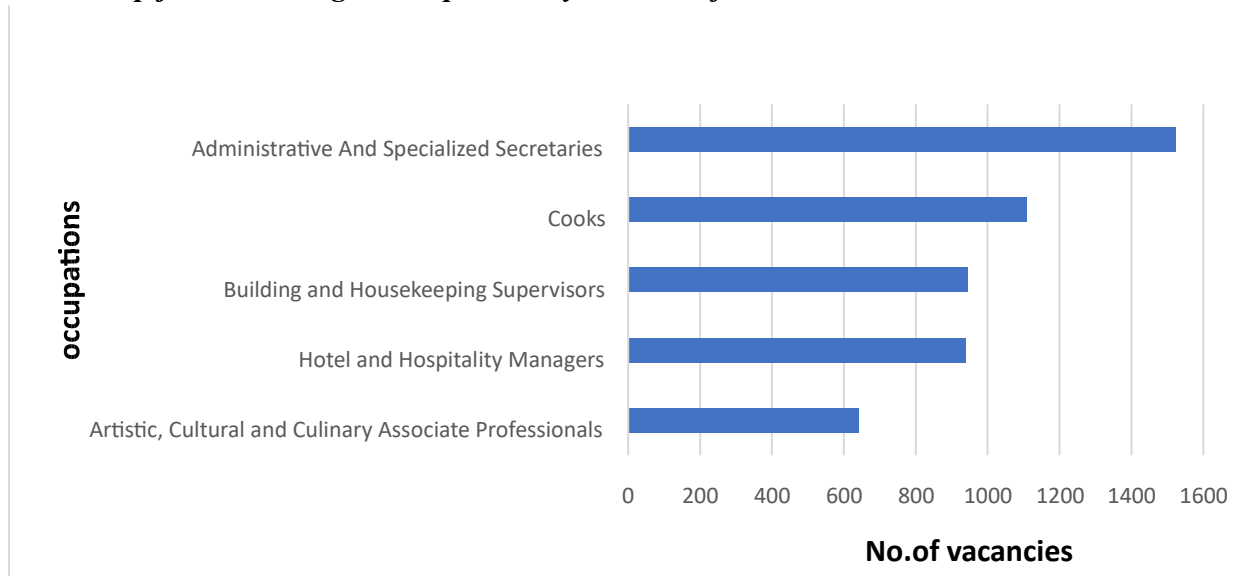
6.2.1.1 Most Sought Occupations by Employers

Table 10: *Top five most sought occupations by number of vacancies*

Occupation	Number of vacancies
Administrative And Specialized Secretaries	1522
Cooks	1109
Building and Housekeeping Supervisors	944

Hotel and Hospitality Managers	938
Artistic, Cultural and Culinary Associate Professionals	640

Figure 10: *Top five most sought occupations by number of vacancies*



Top five most sought occupations by number of vacancies

This reveals a strong demand for administrative, hospitality, and culinary professionals in Canada. The highest demand is for administrative and specialized secretaries, indicating a crucial need for skilled professionals in office management, scheduling, and specialized administrative functions. Cooks follow closely, reflecting growth in the food service industry, likely due to increased restaurant activity and hospitality expansion. Building and housekeeping supervisors are also in demand, suggesting a need for professionals managing cleanliness and maintenance in residential, commercial, and hospitality settings. Additionally, hotel and hospitality managers are sought after. Lastly, artistic, cultural, and culinary associate professionals indicate opportunities in Canada's cultural and food industry.

Implication;

For job seekers, these findings suggest that acquiring relevant skills and certifications in administration, hospitality, and culinary arts will improve employability in Canadian labour market. Job seekers should focus on gaining practical experience and qualifications in

administrative roles, culinary techniques, and hospitality management to align with the high demand in these fields.

For policy makers, these findings underscore that policy interventions should focus on supporting training initiatives that meet the needs of these global labour market.

For training institutions, the demand for skilled workers in these areas calls for educational programs that align with industry needs. Institutions should offer specialized training in administrative tasks, culinary arts, and hospitality management to ensure graduates are equipped with the skills employers require. This alignment between education and labor market demand is critical to addressing current skill shortages and ensuring a workforce that meets industry expectations.

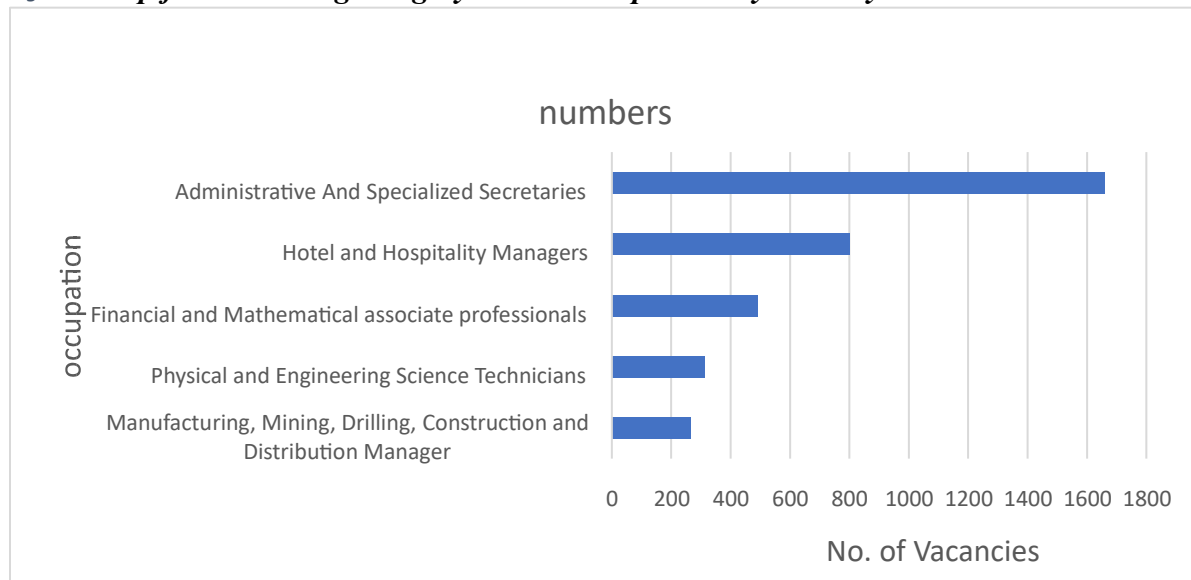
6.2.2 MOST SOUGHT OCCUPATIONS BY SKILL LEVEL

6.2.2.1 Most Sought Occupations for Highly Skilled Workers

Table 11: *Top 5 most sought highly skilled occupations by vacancy numbers*

Occupations	Number of vacancies
Administrative And Specialized Secretaries	1661
Hotel and Hospitality Managers	802
Financial and Mathematical associate professionals	490
Physical and Engineering Science Technicians	312
Manufacturing, Mining, Drilling, Construction and Distribution Managers	266

Figure 11: **Top five most sought highly skilled occupations by vacancy numbers**



Top five most sought highly skilled occupations by vacancy

The high demand for administrative and specialized secretaries suggests a strong need for professionals with expertise in office management, organizational tasks, and technical administrative support, likely driven by business expansion. Similarly, hotel and hospitality managers are highly sought after, reflecting growth in the tourism and service industry and the need for professionals to oversee customer service, business efficiency, and operational management. Financial and mathematical associate professionals are also in demand, highlighting the growing importance of analytical skills in managing financial transactions, risk assessments, and economic planning, particularly in banking, insurance, investment, and financial consultancy. Additionally, the demand for physical and engineering science technicians underscores the need for technical expertise in manufacturing, energy, and environmental sciences, influenced by industrial automation and technological advancements. Furthermore, vacancies for manufacturing, mining, drilling, construction, and distribution managers indicate ongoing economic activity in resource extraction, industrial production, and logistics, emphasizing the need for skilled managers to oversee large-scale projects and ensure operational efficiency.

Implication;

The strong demand for professionals across administrative, hospitality, financial, technical, and industrial sectors highlight Canada's need for a highly skilled and well-trained workforce. For job seekers, acquiring expertise in office administration, financial analysis, engineering, and hospitality management can significantly improve employability. Policymakers should prioritize workforce development strategies, including targeted training programs and incentives to attract talent in these fields. Training institutions must align curricula with industry needs by incorporating practical skills, certifications, and technological advancements into education programs. Strengthening pathways for skills development and career progression will help ensure that Kenya's workforce remain globally competitive.

6.2.2.2 Most Sought Occupations for Middle-Skilled Workers

Table 12: *Top 5 Most sought middle skilled occupations by vacancy numbers*

Occupations	Number of vacancies
Sales Workers	2111
Cooks	1358
Shop Salespersons	739
Building Finishers and Related Trades Workers	545
Building Frames and Related Trade Workers	541

Figure 12: *Top 5 Most sought middle skilled occupations by vacancy numbers*



This highlights key labor market insights with strong demand for sales-related roles such as sales workers and shop salespersons, reflecting the ongoing need for customer service and retail skills, likely driven by business expansion, seasonal hiring patterns, and workforce shortages. The food service industry also requires a significant number of workers, particularly cooks, indicating growth in the hospitality sector due to increased consumer spending, tourism, or difficulties in retaining skilled kitchen staff. Additionally, the construction industry faces a high demand for building frames, building finishers, and related trade workers, pointing to ongoing infrastructure projects, real estate development, and the necessity for skilled labor in both residential and commercial construction

Implication;

For job seekers, the data highlights key employment opportunities for middle-skilled roles in sales, food service, and construction. Those looking for work can align their skills with these high-demand sectors to increase their chances of securing stable employment. Additionally, individuals considering career changes or vocational training can focus on these fields, where demand is evident.

Policymakers, can use this labor market information to design strategies that address workforce gaps. This may include supporting job creation programs and promoting initiatives that encourage skills development in various sectors.

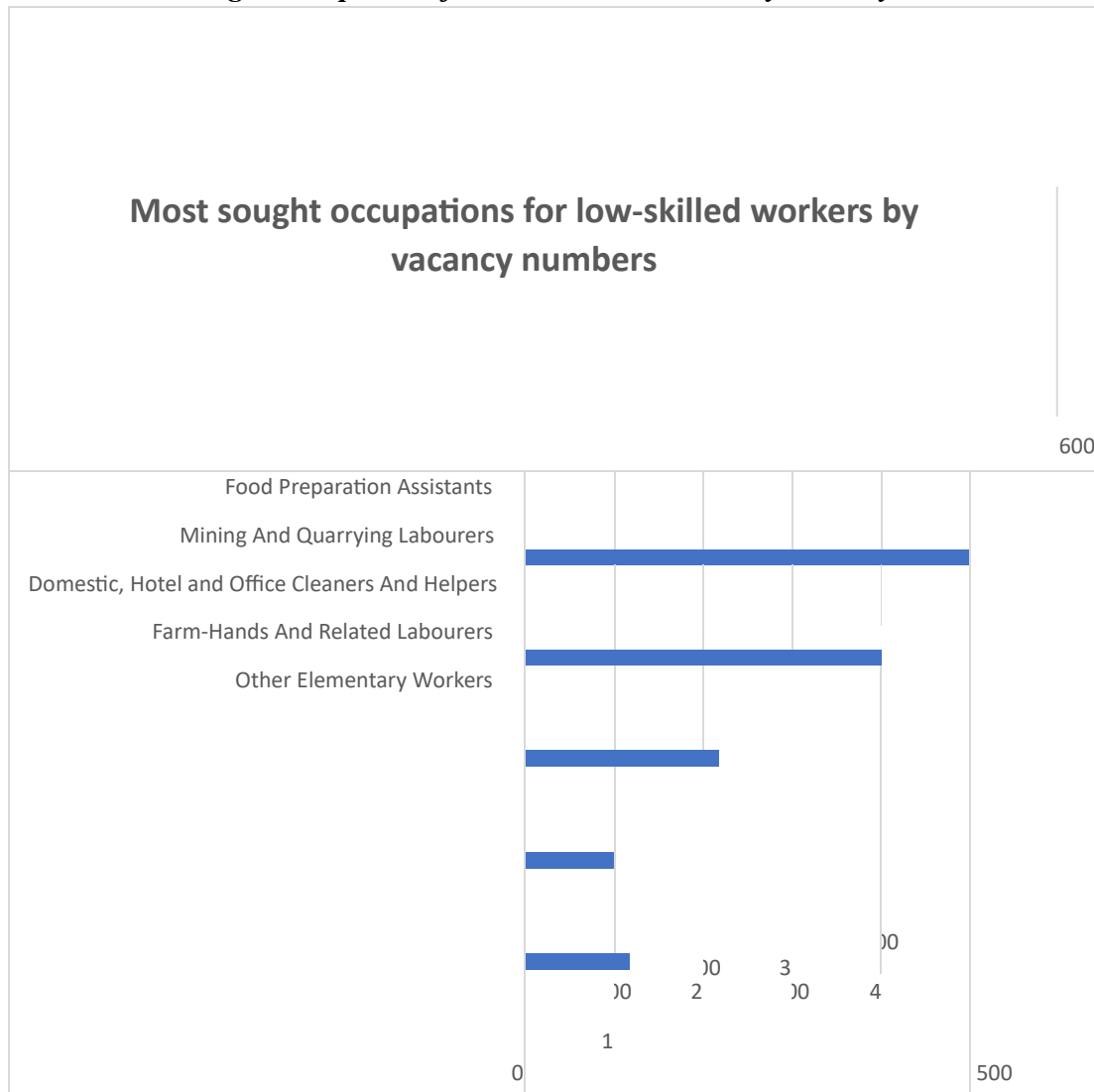
Training institutions, should tailor their programs to match market needs by expanding vocational training in sales, hospitality, and construction trades. Strengthening partnerships with industries to offer practical experience and apprenticeships will ensure that graduates are equipped with the necessary skills. Incorporating emerging technologies and modern training methods can also enhance the employability of trainees in these fields.

6.2.2.3 The Most Sought Occupations for Low-Skilled Workers

Table 13: *Top 5 Most sought low skilled occupations by vacancy numbers*

occupations	Number of vacancies
Food Preparation Assistants	501
Mining And Quarrying Laborers	487
Domestic, Hotel and Office Cleaners And Helpers	259
Farm-Hands and Related Laborers	154
Other Elementary Workers	91

Figure 13: *Most sought occupations for low-skilled workers by vacancy numbers*



The demand for food preparation assistants is the highest among low-skilled occupations, indicating a growing need in the hospitality and food service industries. This suggests that restaurants, hotels, and catering businesses are in need of workers to support kitchen operations. The mining and quarrying sector also has a significant demand for laborers, highlighting ongoing activity in resource extraction. This reflects the need for workers to support operations in mines and quarries, which are crucial for supplying raw materials to industries such as construction and manufacturing.

The demand for domestic, hotel, and office cleaners and helpers suggest a consistent need for workers in maintenance and cleaning services. This is likely driven by increased hygiene standards, and the expansion of businesses and hospitality establishments. Farm-hands and related laborers are also in demand, reflecting the ongoing workforce needs in various sectors. The seasonal nature of manual labor may contribute to labor shortages.

Lastly, the demand for other elementary workers highlights the need for general labor across multiple industries. These roles often involve physically demanding tasks that require little formal education but are essential to supporting businesses and infrastructure.

Implication:

For job seekers, there are opportunities in low-skilled roles in agriculture, cleaning, mining, and food service, with these industries continuing to rely on manual and unskilled labor. As these sectors grow, workers can find stable employment, especially with training in specialized tasks such as food preparation or cleaning techniques.

For policy makers, the high demand for elementary workers suggests a need for policies that promote workforce development in low-skilled roles to increase employability in the global labour market.

For training institutions, the data suggests a need to offer short-term training programs and certifications that equip individuals with the skills required for these roles, including food safety, agricultural practices, and cleaning standards.

6.2.3 MOST SOUGHT OCCUPATIONS BY SECTOR

6.2.3.1 Accommodation and Food service sector

Table 14: *Most sought occupations in accommodation and food services sector*

Occupations	Number of vacancies
Other Sales Workers	484
Administrative And Specialized Secretaries	377
Cooks	309
Hotel and Hospitality Managers	264
Shop Salespersons	176

Figure 14: **Top 5 most sought occupations in Accommodation and food services**



The demand for workers in Canada’s Accommodation and food services sector highlights the crucial role of sales, administrative, and hospitality professionals in supporting industry growth. Other sales workers are the most sought-after, reflecting the significance of customer service and retail roles in hotels and resorts. Administrative and specialized secretaries follow closely, emphasizing the need for skilled professionals to manage office operations and support hospitality businesses. The demand for cooks underscores the vital role of food services in the accommodation sector, driven by tourism. Hotel and hospitality managers are also in demand, showcasing the need for leadership in overseeing guest experiences and operational efficiency. Lastly, shop salespersons indicate the continued importance of retail services within the sector.

Implication;

For job seekers, this study suggests that focusing on customer service, hospitality management, and administrative skills will enhance employability. Opportunities are abundant for those who pursue training in these fields, especially in the areas of sales, culinary arts, and hospitality management.

For policy makers, the growing demand for workers in this sector emphasizes the need to prioritize workforce development initiatives. This includes supporting labor mobility, creating training programs that address skill gaps, and promoting the growth of vocational training that matches industry requirements. It’s important to ensure that policies encourage both skilled and entry-level workers to fill these essential roles.

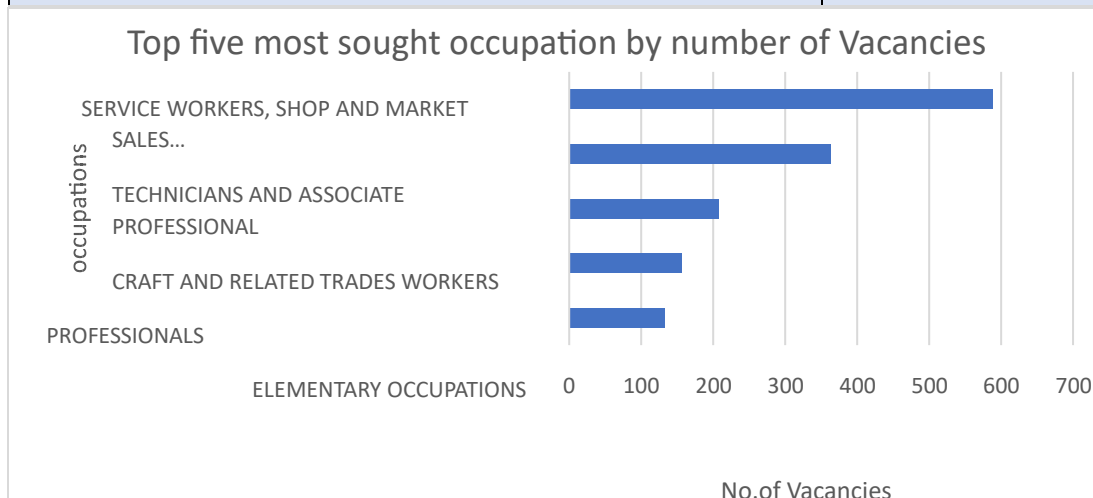
For training institutions, aligning curricula with the market's needs is critical. Offering specialized courses in sales techniques, hospitality management, and culinary arts will better prepare graduates for the labor market. Educational programs that focus on practical skills development in customer

service and management will ensure that job seekers are well-equipped to meet the needs of Canada’s growing accommodation sector.

6.2.3.2 Most sought occupation by number of Vacancies in manufacturing sector

Table 15: *Most sought occupation by number of Vacancies in manufacturing sector*

Occupations	number of vacancies
Service workers, shop and market sales workers	589
Technicians and associate professional	363
Craft and related trades workers	208
Professionals	157
Elementary occupations	133



The demand for workers in Canada's manufacturing sector highlights a need for a diverse range of skills across different occupation levels. Service workers, shop, and market sales workers are in high demand, reflecting the importance of customer service and retail operations within manufacturing environments. Technicians and associate professionals follow closely, showing the necessity for skilled technical workers who support manufacturing processes. Craft and related trades workers are also sought after, pointing to the demand for skilled labor in hands-on roles that are integral to manufacturing activities. Professionals in specialized fields are also needed, indicating a requirement for higher-level expertise to manage and oversee operations. Lastly, elementary occupations are in demand, highlighting entry-level positions that support various aspects of manufacturing operations.

Implications;

For job seekers, these trends suggest that there are opportunities across different skill levels within the manufacturing sector. Those interested in entering the workforce can benefit from pursuing

training in technical fields, such as for technicians and associate professionals, or in skilled trades such as craft and related trades workers. Additionally, customer service skills will be valuable for those seeking roles in retail or sales within manufacturing environments.

For policy makers, the demand across a wide range of occupations indicates the need for diverse workforce development programs that cater to both entry-level and skilled positions. This could include supporting apprenticeships, vocational training, and initiatives that bridge the gap between technical skills and practical experience. Policies that focus on ensuring access to education and training programs for manufacturing workers are crucial to meeting sector needs.

Training institutions should focus on offering specialized programs in technical fields, skilled trades, and sales for the manufacturing sector. Providing hands-on training in areas like machinery operation, quality control, and customer service will better prepare students for the specific demands of the industry.

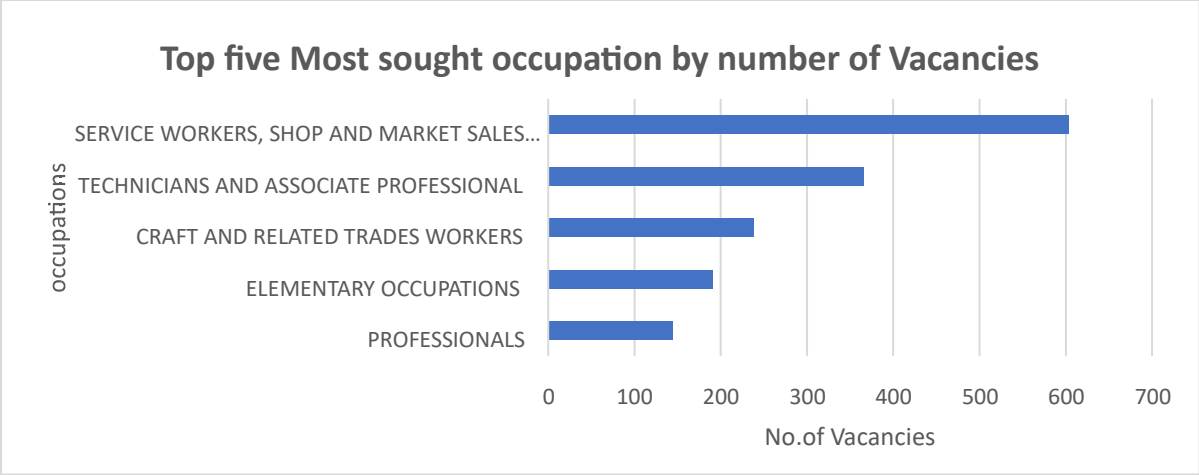
Generally, the data points to the growing need for a well-rounded workforce in the manufacturing sector, which will require targeted training and policies to address the varied skill demands and ensure the sector continues to thrive

6.2.3.3 Most Sought Occupations by Number of Vacancies in Construction Sector

Table 16: Most sought occupation by number of Vacancies in Construction sector

occupations	Number of vacancies
Service workers, shop and market sales workers	604
Technicians and associate professional	366
Craft and related trades workers	238
Elementary occupations	191
Professionals	144

Figure 15: Most sought occupation by number of Vacancies in Construction sector



The most sought-after occupations in the Canadian construction sector include service workers, shop and market sales workers, who are essential in procurement, material sales, and support services within the construction supply chain. Technicians and associate professionals are also in high demand, covering roles such as site supervisors and surveyors who ensure that construction plans are properly implemented. Skilled tradespeople, including masons, carpenters, electricians, and plumbers, play a key role in the industry, emphasizing the need for hands-on expertise in construction work. Elementary occupations, which consist of general laborers and assistants, are crucial in providing support across various construction activities. Professionals, including civil engineers, architects, and project managers, are also needed to oversee planning, design, and project execution. The high demand for service workers highlights the significance of supply chain operations in construction, while the need for technicians and skilled trades reflects their critical role in project success across Canada.

Implication;

For job seekers, these trends suggest opportunities at both entry-level and skilled positions in the construction sector. Those interested in hands-on work can pursue training in specific trades such as plumbing, electrical work, or carpentry. Technical training in areas like project management or drafting can help individuals access opportunities for higher-skilled roles within the industry. Additionally, customer service skills will remain valuable for those looking to work in support roles for construction supplies or equipment.

For policy makers, the demand for diverse occupations in the construction sector points to the need for workforce development programs that target both skilled trades and entry-level positions. Programs that support apprenticeships, vocational training, and technical education are critical to addressing the skills gap in the sector and ensuring there is a ready workforce for construction projects.

Training institutions should align their curricula with the growing demand in construction by offering specialized programs in skilled trades, project management, and construction-related technical fields. Providing hands-on training and certification programs will better equip students

for the specific needs of the sector. This data highlights the need for targeted policies and educational programs that support the development of a robust construction workforce, ensuring that both skilled trades and entry-level workers are available to meet the increasing demand in Canada's construction industry.

7. CONCLUSION

The analysis of Canada and Germany labour markets in highlights a strong demand for skilled professionals across various industries, particularly in healthcare, engineering, manufacturing, hospitality, construction, and retail. Both countries seek human capital in key sectors, presenting opportunities for Kenyan job seekers to fill these gaps through targeted skills development and international mobility initiatives.

Germany's labour market exhibits a significant need for highly skilled professionals, especially in the healthcare and engineering sectors, reflecting the country's aging population and technological advancements. Additionally, there is a demand for middle-skilled workers in sales, construction, and technical trades, while opportunities for low-skilled workers remain limited.

Similarly, Canada's labour market demonstrates a strong demand for administrative professionals, hospitality and tourism managers, construction workers, and service industry employees. The country also requires a steady influx of middle-skilled workers in sales, food services, and skilled trades to support its growing economy.

For Kenya, these findings underscore the importance of aligning education and training programs with international labour demands. By focusing on skill enhancement, certification programs, and strategic partnerships with Canadian and German employers, Kenya can position its workforce for better global employment prospects.

To maximize these opportunities, targeted interventions are needed at both policy and institutional levels to bridge the gap between Kenyan workforce capabilities and the evolving needs of global labour markets. A strategic approach involving government, educational institutions, and private sector collaboration will ensure Kenya remains competitive in the international job market while also fostering sustainable economic growth.

8. RECOMMENDATIONS

For Policymakers:

- Strengthen technical and vocational education (TVET) to align with global labour demands, particularly in healthcare, engineering, and skilled trades.
- Establish bilateral agreements with labour-importing countries like Canada and Germany to facilitate ethical and structured labour migration.
- Develop targeted workforce policies to address skill shortages and promote upskilling programs for youth and unemployed workers.
- Support the integration of international certification programs to enhance Kenyan workers' employability in foreign labour markets.

For Training Institutions:

- Update curricula to include practical skills training, industry certifications, and exposure to global employment trends.
- Strengthen apprenticeships and internship programs to provide hands-on experience aligned with employer expectations.
- Introduce foreign language training, particularly in German and French, to improve workers' adaptability in international markets.
- Collaborate with international institutions to align training programs with current industry demands.

For Career Advisors:

- Guide job seekers toward high-demand professions, emphasizing skill development and certification opportunities.
- Educate job seekers on international job market trends, including certification requirements.
- Promote lifelong learning and adaptability to help workers remain competitive in evolving industries.

For Job Seekers:

- Acquire in-demand skills in healthcare, engineering, construction, and hospitality to align with global job market needs.
- Pursue internationally recognized certifications to enhance employment prospects in Canada and Germany.
- Engage in continuous learning and professional development to improve employability in a rapidly evolving job market.
- Develop language proficiency in German or French to increase access to job opportunities in foreign labour markets.

By implementing these recommendations, Kenya can enhance its workforce readiness, support job seekers in accessing global employment opportunities, and strengthen economic ties with international labour markets, ultimately fostering sustainable economic growth and job creation.

