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**MINISTRY OF LABOUR AND SOCIAL PROTECTION**

**State Department for Labour and Skills Development**

**APRIL- JUNE 2025**

**REGIONAL LABOUR MARKET DEMAND OUTLOOK**

**August, 2025**

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# PREFACE

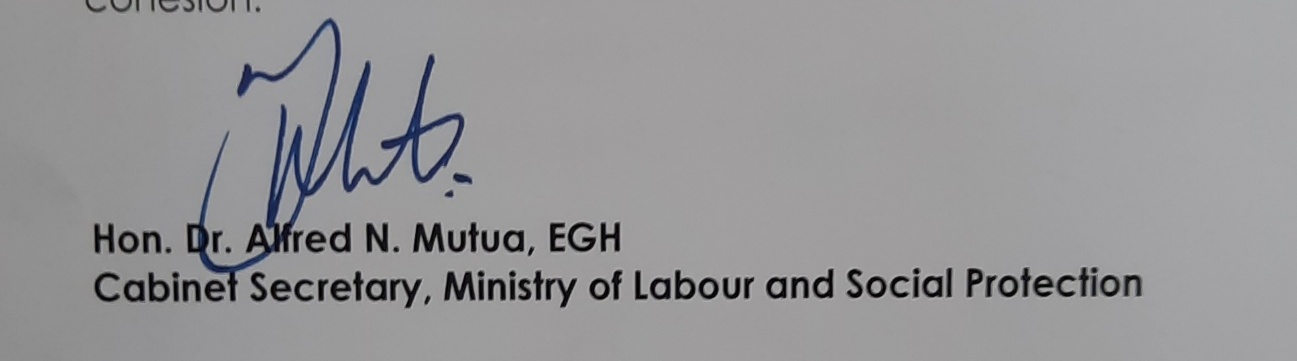


Labour mobility within Africa is becoming increasingly seamless, driven by regional integration efforts, visa-free policies in some countries, and relatively low relocation costs. These developments present both opportunities and challenges for job seekers, employers, and policymakers. Understanding the evolving labour market landscape is essential for individuals looking to enhance their employability and for governments seeking to implement effective employment policies and skills development strategies.

In response to these dynamics, this report presents an in-depth analysis of job advertisement data collected through web crawling from various job sites across multiple African countries. The objective is to identify the most demanded occupations and skills sought by employers, providing timely and relevant insights that can help bridge the gap between job seekers and available opportunities. By leveraging real-time job postings, this report offers a data-driven perspective on employment trends, emerging job roles, and sector-specific demands.

The quarterly approach ensures continuous monitoring of labour market shifts, enabling stakeholders to track employment patterns over time. These insights are particularly valuable in shaping education and training programs, guiding workforce planning, and informing labour migration policies.

Beyond serving as an informational resource, this report aims to contribute to broader discussions on labour market efficiency and economic growth within the African continent. As the world of work continues to evolve, evidence-based research and strategic workforce planning will be key to unlocking Africa’s economic potential and fostering sustainable development.

It is our hope that this report will be instrumental in supporting informed decision-making among policymakers, employers, job seekers, and other labour market stakeholders, ultimately enhancing employment outcomes and regional economic integration.

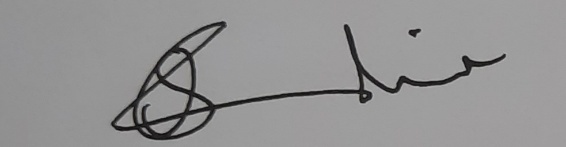
# ACKNOWLEDGEMENT



The State Department for Labour and Skills Development extends its sincere appreciation to the Directorate of Labour Market Research and Analysis for their dedication and thorough efforts in conducting the research that forms the foundation of this report. Their in-depth analysis and commitment to understanding labour market dynamics have been instrumental in generating valuable insights to guide policy decisions aimed at enhancing youth employability.

We also extend special recognition to the Labour Market Observatory Unit for their relentless efforts in collecting, verifying, and compiling the extensive data presented in this report. Their attention to detail and systematic approach in ensuring the accuracy and reliability of the findings are highly commendable.

This report serves as an important resource for shaping policies, interventions, and programs that strengthen skills development and expand employment opportunities for the Kenyan youth. We hope that the insights provided will support policymakers, educators, employers, and job seekers in navigating the evolving labour market. Ultimately, we trust that this information will contribute to building a more prosperous and sustainable future for all.



**SHADRACK M. MWADIME, CBS**

**PRINCIPAL SECRETARY, STATE DEPARTMENT FOR LABOUR AND SKILLS DEVELOPMENT**

# EXECUTIVE SUMMARY

**Introduction**

This report provides a comprehensive analysis of labour demand trends across African countries, based on web-crawled job advertisement data. The report captures key labour market dynamics by examining the most sought-after occupations, demand across skill levels, occupational groups, and labour demand by sector. The findings aim to inform workforce planning, education and training policy, and individual career decisions.

**Findings**

**Most Sought-After Occupations**

Analysis of aggregated vacancy data shows that the top advertised occupations were Software Developers (5.7% of listed vacancies), Policy and Planning Managers (5.0%), and Accountants (4.8%). These roles span both high-skilled professional positions and essential service functions, reflecting a diverse labour market demand across information technology, finance, organizational strategy, and operational support.

**Vacancies by Major Occupational Group**

Across all skill levels, Professionals formed the largest share of recorded vacancies (43.7%), followed by Legislators, Administrators and Managers (20.6%), and Technicians and Associate Professionals (15.4%). Elementary Occupations accounted for 7.1% of vacancies.

**Vacancies by Economic Sector**

The sector with the highest number of job vacancies was Administrative and Support Service Activities (21.5%), followed by Activities of Extraterritorial Organizations and Bodies (11.3%), and Professional, Scientific and Technical Activities (11.0%). This distribution underscores the strong influence of business services and international institutions, complemented by consistent demand in finance and ICT.

**Implications for Job Seekers and Policy Makers**

For job seekers, aligning career aspirations with high-demand sectors such as international organizations, administrative and support services, logistics and transportation and finance can enhance employment prospects. Middle-skilled workers should target opportunities in transportation, retail, and service-oriented activities, while low-skilled workers can find openings in cleaning, handling, and packaging roles within administrative and support service activities. Upskilling in customer service, basic ICT, logistics operations, and workplace safety will strengthen employability.

For policy makers, these trends underscore the importance of targeted training in logistics, cleaning and maintenance services, administrative support, finance, and ICT-related competencies. Strengthening technical and vocational education and training (TVET) systems and expanding public–private partnerships can help bridge skills gaps. Tailored interventions in entry-level and service-oriented sectors will be key for inclusive job creation, especially benefiting vulnerable groups and those transitioning from informal work.

**Conclusion**  
The current labour market is driven by strong demand in professional services, administrative support, and logistics, complemented by steady needs in finance, ICT and manufacturing. Middle and low-skilled workers remain vital in sustaining core services, while professional roles anchor growth in knowledge-intensive industries. To sustain momentum, strategic investment in sector-specific training, skills alignment, and economic diversification will be essential. This approach will foster both economic resilience and broad-based employment opportunities, ensuring that growth benefits all segments of the workforce.

# INTRODUCTION

The Government of Kenya, in line with its Bottom-Up Economic Transformation Agenda (BETA) and Vision 2030, has prioritized employment creation as a central pillar for inclusive economic growth and poverty reduction. Central to this agenda is the development of a responsive and dynamic labour market, one that equips citizens especially the youth with the right skills and links them to emerging job opportunities. At the same time, Kenya continues to advance its commitment to regional integration through active participation in the East African Community and African Union (AU). These regional frameworks are opening up cross-border labour mobility, expanding market access, and encouraging shared economic development across the continent.

Against this context, this report seeks to provide timely, evidence-based insights into current labour market trends across African countries. By analysing job advertisement data collected through web crawling from multiple online platforms for the period April to June 2025, the report identifies in-demand occupations, skill requirements, and sectoral employment trends. These insights are essential for aligning training systems with market needs, informing employment policy, and guiding job seekers in career decision-making. Moreover, the findings support ongoing regional efforts to harmonize labour market information, facilitate cross-border employment, and promote sustainable, inclusive growth across Africa.

This report offers a data-driven perspective on employment demand, highlighting trends that can support strategic workforce planning, career development, and policy formulation. By analyzing real-time job market data, the report helps bridge the gap between job seekers and employers while providing valuable intelligence for skills development programs and economic planning.

This is also part of a broader effort by the State Department for Labour and Skills Development, through the Directorate of Labour Market Research and Analysis, to strengthen labour market intelligence and contribute to strategic workforce planning both nationally and regionally.

# OBJECTIVES

The purpose of this study is to provide a comprehensive understanding of the regional labour market demand by focusing on key occupational trends. Specifically, the study seeks to:

1. To identify the most demanded occupations in the regional labour market
2. To determine the most demanded occupations within sectors recording the highest number of vacancies.
3. To Analyse the most demanded occupations based on skill levels

# SCOPE OF THE REPORT

This report presents a detailed analysis of job advertisements web crawled from various job sites across multiple African countries for the period April to June 2025. It examines key labour market indicators, including the most sought-after occupations, job vacancies by major occupational groups, vacancies by occupation and skill level, and vacancies by sector. By analysing these trends, the report provides valuable insights into employment dynamics in the African region, offering a data-driven perspective that helps bridge the gap between job seekers, employers, policymakers, and training institutions.

# METHODOLOGY

This report applies a structured methodology to examine labour demand trends in selected African countries for the fourth quarter of the financial year 2024/2025. It covers the collection of job advertisement data through web crawling, data cleaning and classification using national classification standards, and analysis using Stata to generate key labour market insights.

## 4.1 Data Collection

Job advertisement data was collected through web crawling of selected job portals and company websites across various African countries. The web crawler was configured to run monthly throughout the quarter to extract real-time job postings. The data collected included job title, employer name, job location, publication date, job description, and required skills. The platforms targeted were selected based on their regional coverage, popularity among employers, frequency of job updates, and availability of structured and accessible job data.

## 4.2 Data Cleaning and Analysis

The raw dataset was first cleaned to ensure consistency and reliability. This involved removing duplicate entries, standardizing job titles and locations, eliminating records with critical missing fields, and cleaning job descriptions of formatting issues and non-text characters. Following the cleaning process, occupations were coded using the Kenya Standard Classification ofOccupations (KeSCO), and economic sectors were classified using the Kenya Standard Industrial Classification (KeSIC) to ensure uniformity in classifying occupations and sectors. The coded data was then analysed using Stata to generate insights on labour demand trends across the region. Key indicators included the most demanded occupations, top hiring sectors, and distribution of jobs by skill level.

# LIMITATIONS

* The accuracy of the data was dependent on the completeness and correctness of job listings on various job sites, that was not necessarily the case.
* Web crawled data may not necessarily give the true representation of the labour market demand.

# FINDINGS

This section presents a detailed analysis of job vacancies in Africa during the period April – June 2025. The findings are categorized into four main areas: most sought-after occupations, job vacancies by major occupational groups, vacancies by occupation and skill level, and vacancies by sector.

This structured approach provides a clearer understanding of labour market trends, including which sectors are driving employment, the most in-demand occupations, and the distribution of job opportunities across different skill levels within the region.

# MOST SOUGHT OCCUPATIONS BY NUMBER OF VACANCIES

**Table 1: Most Sought Occupation by Number of Vacancies**

|  |  |
| --- | --- |
| **Occupation** | **Vacancies** |
| Software Developers | 1623 |
| Policy and Planning Managers | 1433 |
| Accountants | 1377 |
| Management and Organization Analysts | 1145 |
| Sales and Marketing Managers | 1125 |
| Commercial Sales Representatives | 837 |
| Finance Managers | 693 |
| Human Resource and Careers Professionals | 687 |
| Systems Analysts | 674 |
| Human Resource Managers | 615 |

**Figure 1: Most sought occupations by number of vacancies**

The highest number of vacancies were recorded for Software Developers (1,623), Policy and Planning Managers (1,433), and Accountants (1,377). Other frequently advertised roles included Management and Organization Analysts (1,145), Sales and Marketing Managers (1,125), and Commercial Sales Representatives (837). These results point to strong demand for both knowledge-intensive, analytical roles and essential support services. ICT-related occupations, sales, and management roles underscore the continued growth of the digital economy, business analytics, and organizational leadership. At the same time, the prominence of cleaning and clerical support roles reflects the ongoing need for operational and service-oriented workers. The demand profile suggests a labour market characterized by digital transformation, organizational efficiency priorities, and essential service delivery needs. Employers are seeking professionals who can manage complex business functions, leverage technology, and maintain operational support systems.

**7.1 Implications**

**7.1.1 For Job Seekers**

* Focus on developing **digital, analytical, and business management skills**, with emphasis on areas like software development, accounting, and sales strategy.
* For service-oriented roles, building competencies in **customer service, reliability, and operational efficiency** can improve employability.

**7.1.2 For Policy Makers**

* Invest in **ICT, finance, and business training programs** to prepare the workforce for high-demand sectors.
* Strengthen **vocational training** for operational and service roles, ensuring these workers meet modern standards.
* Encourage **STEM, business, and service skills integration** in education to align with evolving market requirements.

# MOST SOUGHT OCCUPATIONS BY SKILL LEVEL AND NUMBER OF VACANCIES

## 8.1 TOP OCCUPATIONS FOR HIGHLY SKILLED WORKERS

**Table 2: Most Sought Occupations for Highly Skilled workers**

|  |  |
| --- | --- |
| **Occupation** | **Vacancies** |
| Software Developers | 1623 |
| Accountants | 1377 |
| Management and Organization Analysts | 1145 |
| Human Resource and Careers Professionals | 687 |
| Systems Analysts | 674 |
| Financial and Investment Advisers | 545 |
| Advertising and Marketing Professionals | 415 |
| Web and Multimedia Developers | 413 |
| Database Designers and Administrators | 333 |
| Press Liaison officer | 316 |

***Figure 2: Most sought occupations for highly skilled workers***

For the highly skilled occupations, Software Developers (1,623 vacancies), Accountants (1,377 vacancies), and Management and Organization Analysts (1,145 vacancies) recorded the highest number of vacancies. Other frequently advertised roles included Human Resource and Careers Professionals (687 vacancies) and Systems Analysts (674 vacancies). The demand for highly skilled occupations reflects a labour market driven by specialized expertise in ICT, finance, organizational management, and business strategy. This trend underscores the need for a workforce with advanced technical, analytical, and leadership skills, as well as adaptability to emerging technologies and market changes. The presence of creative and communication-oriented roles such as Advertising and Marketing Professionals (415 vacancies) and Press Liaison Officers (316 vacancies) also highlights the importance of brand positioning and stakeholder engagement in today’s competitive business environment.

**8.1.1 Implications**

**For Job Seekers**

* Upskill or reskill in areas such as ICT, finance, business management, and marketing to align with current labour market demands.
* Focus on acquiring both technical expertise and soft skills like problem-solving, communication, and leadership to stay competitive.

**For Policy Makers**

* Develop policies that expand access to advanced education and professional training in high-growth sectors.
* Encourage partnerships between industry and educational institutions to ensure graduates are job-ready and aligned with market needs.

## 8.2 TOP OCCUPATIONS FOR MIDDLE SKILLED WORKERS

**Table 3: Most sought occupations for Middle skilled workers**

|  |  |
| --- | --- |
| **Occupation** | **Vacancies** |
| Cashiers and Ticket Clerks | 258 |
| Heavy Truck and Lorry Drivers | 149 |
| Security Guards | 138 |
| Shop Sales Assistants | 132 |
| Car, Taxi and Van Drivers | 123 |
| Waiters | 101 |
| Contact Centre Salespersons | 73 |
| Supervisor, checkout | 70 |
| Child Care Workers | 68 |
| Cleaning and Housekeeping-Non-Domestic | 46 |

**Figure 3: Most sought occupations for middle skilled workers**

For middle-skilled workers, the most in-demand occupations are in customer-facing services, transport, and logistics. Cashiers and Ticket Clerks (258 vacancies), Heavy Truck and Lorry Drivers (149 vacancies), and Security Guards (138 vacancies) were the most in-demand roles.

**8.2.1 Implications**

**For Job Seekers**

* Pursue vocational training or technical certifications in transport, logistics, and plant operation.
* Strengthen soft skills such as customer service, time management, and problem-solving to excel in client-facing roles.

**For Policy Makers**

* Invest in modernizing and expanding TVET programs focused on transport, retail operations, hospitality, and security.
* Foster industry partnerships to provide hands-on apprenticeships and targeted training aligned with real-world demand.

## 8.3 TOP OCCUPATIONS FOR LOW SKILLED WORKERS

**Table 4: Most sought occupations for Low skilled workers**

|  |  |
| --- | --- |
| **Occupation** | **Vacancies** |
| Cleaners and Helpers in Offices, Hotels | 357 |
| Freight Handlers | 355 |
| Refuse Sorters | 188 |
| Domestic Cleaners and Helpers | 167 |
| Odd Job Persons | 140 |
| Hand Packers | 99 |
| Messengers, Package Deliverers and Luggage Porters | 77 |
| Kitchen Helpers | 45 |
| Mining and Quarrying Labourers | 15 |
| Other Manufacturing Labourers | 14 |

***Figure 4: Most sought occupations for Low skilled workers***

At the low-skilled level, the largest share of vacancies is concentrated in cleaning and maintenance-related roles, with Cleaners and Helpers in Offices, Hotels, and Other Establishments accounting for 357 openings. Freight handlers (355 vacancies) and Refuse Sorters (188 vacancies) also rank high, underscoring the continued reliance on manual labour in logistics, manufacturing, and service industries. Other notable roles include Domestic Cleaners and Helpers (167 vacancies), Odd job persons (140 vacancies) and Hand Packers (99 vacancies). While the broader economy is becoming increasingly knowledge-intensive, these figures illustrate the enduring demand for foundational support services.

**8.3.1 Implications**

**For Job Seekers**

* Entry-level opportunities remain available in sectors such as retail, hospitality, logistics, and waste management, though these roles may offer limited job security.
* Treat such positions as stepping stones—gain practical experience while pursuing vocational training or certifications that can lead to middle-skilled positions and better pay.

**For Policy Makers**

* Ensure equitable access to foundational education, workplace safety training, and job readiness programs for low-skilled workers.
* Develop structured mobility programs enabling workers to transition from low-skilled to middle-skilled roles through targeted vocational training and industry partnerships.

# JOB VACANCIES BY MAJOR OCCUPATIONAL GROUPS

**Table 5: Distribution of Vacancies by Major occupational groups**

|  |  |  |
| --- | --- | --- |
| **Major Occupational Group** | **Vacancies** | **Proportion** |
| PROFESSIONALS | 12703 | 43.67 |
| LEGISLATORS, ADMINISTRATORS AND MANAGERS | 5981 | 20.56 |
| Technicians and Associate Professional | 4491 | 15.44 |
| ELEMENTARY OCCUPATIONS | 2072 | 7.12 |
| SECRETARIAL, CLERICAL SERVICES AND RELATED WORKERS | 1659 | 5.70 |
| SERVICE WORKERS, SHOP AND MARKET SALES WORKERS | 1074 | 3.69 |
| CRAFT AND RELATED TRADES WORKERS | 713 | 2.45 |
| PLANT AND MACHINE OPERATORS AND ASSEMBLERS | 384 | 1.32 |
| SKILLED AGRICULTURAL, FORESTRY AND FISHERY WORKERS | 13 | 0.04 |

***Figure 5: Distribution of vacancies by major occupational groups***

Based on the data, Professionals recorded the highest number of vacancies at 12,703, followed by Legislators, Administrators and Managers at 5,981, and Technicians and Associate Professionals at 4,491. Elementary Occupations had 2,072 vacancies.

Secretarial, Clerical Services and Related Workers had 1,659 vacancies. The high share of professional and managerial positions underscores the economy’s growing complexity and the need for specialized expertise.

**9.1 Implications  
For Job Seekers**

* Opportunities exist across both low- and high-skill segments, making it important to align career choices with personal skills and long-term growth prospects.
* Those in low-skilled roles should explore pathways into technical or professional fields through targeted training.

**For Policy Makers**

* Strengthen both higher education and vocational training systems to cater to the dual demand for professional and elementary occupations.
* Develop labour mobility programs that enable workers to transition from low-skilled to higher-skilled roles.

# JOB VACANCIES BY ECONOMIC SECTOR

**Table 6: Top Economic Sectors by Number of Vacancies**

|  |  |
| --- | --- |
| **Economic Sector** | **Vacancies** |
| Administrative and support service activities | 6250 |
| Activities of extraterritorial organizations and bodies | 3284 |
| Professional, scientific and technical activities | 3198 |
| Financial and insurance activities | 2699 |
| Information and communication | 2256 |
| Transportation and storage | 2094 |
| Manufacturing | 2013 |
| Human health and social work activities | 1478 |
| Wholesale and retail trade; repair of motor vehicles and motorcycles | 1163 |
| Mining and quarrying | 846 |

**Figure 6: Top economic sector by number of vacancies**

A sectoral breakdown reveals that the largest share of job vacancies was in Administrative and Support Service Activities with 6,250 vacancies, followed by Activities of Extraterritorial Organizations and Bodies with 3,284 vacancies, and Professional, Scientific and Technical Activities with 3,198 vacancies. Other sectors with significant postings include Financial and Insurance Activities (2,699 vacancies), Information and Communication (2,256 vacancies), and Transportation and Storage (2,094 vacancies). This distribution highlights the strong presence of both international institutions and service-oriented industries in the job market. The prominence of knowledge-intensive and service sectors underscores the need for sector-specific skill development, particularly in administration, finance, ICT, and logistics.

**10.1 Implications**  
**For Job Seekers**

* Build sector-specific competencies in high-demand areas such as administration, international organizations, finance, ICT, and logistics.
* Consider opportunities in emerging tech-enabled services while maintaining flexibility to adapt to multiple sectors.

**For Policy Makers**

* Develop targeted skill development strategies: e.g., digital skills for ICT, regulatory expertise for finance, and operational management for logistics.
* Strengthen enabling policies and infrastructure to support growth across service and knowledge sectors, while ensuring traditional industries remain competitive.

# CONCLUSION

This analysis shows that Africa’s labour market is shaped by strong demand in both highly skilled and middle-skilled roles, with significant opportunities in sectors such as administrative support, extraterritorial organizations, logistics, finance, and ICT. For job seekers, aligning personal competencies with these growth sectors and committing to continuous skill development will be crucial. For policymakers, the data underscores the importance of responsive education systems, sector-specific training investments, and strategic partnerships with industry to drive inclusive and sustainable employment growth.

As the continent continues to integrate economically and labour mobility increases, forward-looking workforce planning will be vital. This report provides a foundation for policies and programmes that can harness sectoral growth to create jobs, foster skills, and promote economic resilience across Africa.

# 12. RECOMMENDATIONS

**12.1 For Job Seekers**

* Roles in logistics, client service, and technical support remain important. Individuals without university degrees should pursue vocational certifications and practical experience in clerical services, transportation, and technical maintenance.
* With technology transforming industries, continuous learning, professional certifications, and sector-specific skills in ICT, transport, and finance will be essential.

**12.2 For Learning Institutions**

* Universities, colleges, and TVETs should update curricula to reflect industry trends, with emphasis on digital technologies, business services, logistics, and finance.
* Prioritize practical, competency-based training in areas such as software development, financial management, data analytics, and advanced manufacturing.
* Strengthen partnerships with industries to provide internships, apprenticeships, and hands-on learning opportunities.

**12.3 For Policy Makers**

* Invest in advanced education, innovation hubs, and STEM-focused initiatives from early learning levels to match current and future labour market needs.
* Expand and modernize TVET institutions, remove stigmas around vocational training, and ensure strong industry linkages.
* Develop sector-tailored skills development programs through public-private collaboration to meet employer demands effectively.