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Aura Intelligence Jobs Report

May 1, 2025



North America Sees Modest Job Growth While APAC and LATAM Contract

Global hiring trends in April showed a broad contraction, with APAC experiencing the steepest decline at 20%, likely due to market saturation after prior hiring spikes, cost-cutting in tech and outsourcing sectors, and increased global economic uncertainty. LATAM and EMEA also reported declines of 6% and 3% respectively, potentially reflecting inflationary pressures, political instability, and cautious investor sentiment in emerging and mature economies alike. These synchronized slowdowns point to a cooling global labor market, especially in export-reliant and service-driven regions.

Conversely, North America was the only region to post a positive change of 2%, signaling relative resilience. In the US, hiring was most active in California, Texas, Florida, New York, and Washington, where strong demand in technology, logistics, and consumer services helped drive growth. These states continue to benefit from dense labor markets, innovation ecosystems, and urban infrastructure. In contrast, states like Ohio, Indiana, and parts of the Southeast showed declining job trends, likely due to weaker demand in manufacturing-heavy sectors and slower adaptation to hybrid or tech-enabled roles. This divergence underscores the shift toward digital and urban economies in shaping post-pandemic job growth.

Top 10 Countries by New Job Postings

_		Closed positions
en / Closed postings	% Chan	nge from last month
37%	↑	1%
27%	V	10%
16%	V	1%
33%	V	12%
57%	1	11%
28%	V	10%
17%	V	10%
40%	1	18%
32%	1	5%
34%	V	7%
	27% 16% 33% 57% 28% 17% 40% 32%	37% ↑ 27% ↓ 16% ↓ 33% ↓ 57% ↑ 28% ↓ 17% ↓ 40% ↑

d on publicly available self-reported data

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Job Market Growth Driven by India, Canada, and Italy

April's job posting data highlights a shift in hiring momentum toward emerging and fast-recovering markets. Canada led with an impressive 18% increase, followed by India (11%) and Italy (5%), suggesting strong economic activity in sectors like tech, outsourcing, and consumer services. These countries likely benefited from favorable demographics, digital adoption, and relative economic stability.

In contrast, several major European economies — Germany (-12%), France (-10%), and Great Britain (-1%) — saw declines, likely driven by economic stagnation, labor market saturation, and geopolitical headwinds. The United States remained stable with a 1% rise, while maintaining the highest overall job volume, reflecting steady but cautious employer sentiment.

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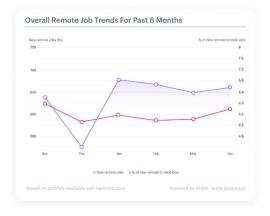




Retail and Internet Hiring Rise While Hospitality and HR Retreat

April's hiring trends across industries reveal diverging momentum. Retail (+8%) and Internet (+10%) saw the strongest growth in job postings, reflecting sustained consumer demand and continued digital transformation. Hospital & Healthcare and IT & Services also posted modest gains (+3%), suggesting steady demand in essential and knowledge-based sectors.

In contrast, Hospitality experienced the sharpest decline (-12%), likely due to seasonal slowdowns after prior surges and cost control measures in service-heavy businesses. Human Resources (-10%) and Staffing & Recruiting (-5%) also fell, possibly indicating a pause in internal expansion or consolidation after aggressive earlier hiring. The data suggests a shift toward external, growth-facing roles while internal functions stabilize.



Remote Job Postings Stabilize After December Dip

Remote job postings have shown a steady recovery since a sharp drop in December, which marked the lowest point in the six-month window. The number of new remote jobs rebounded strongly in January and remained relatively stable through April, suggesting that companies have adjusted their remote work strategies after earlier cutbacks.

The percentage of remote jobs as a share of total new jobs also rose gradually from February to April, indicating a slow but consistent shift toward reintegrating flexible work options. This stabilization reflects a maturing remote work model, particularly in industries where digital workflows and distributed teams have become sustainable.

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Remote Hiring Rises in IT and Executive Roles, Drops in Staffing and Retail

April's remote job trends reveal growing specialization in flexible work adoption. IT & Services (+7%) and Executive Office (+24%) led remote job growth, reflecting rising demand for digital expertise and distributed leadership. Meanwhile, Computer Software and Hospital & Healthcare also contributed steadily, with open remote roles indicating operational flexibility. In contrast, Staffing & Recruiting (-12%), Retail (-13%), and Logistics & Supply Chain (-18%) saw significant pullbacks, likely due to reduced demand, increased on-site requirements, or hiring freezes.

Despite a visible presence in volume, Hospitality posted a 13% drop, signaling seasonal cutbacks or restructuring. Overall, remote hiring is concentrating in strategic, high-skill domains while contracting in support and frontline sectors.