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Aura Intelligence US Jobs Report

April 1, 2025



APAC Leads Global Job Growth While US States Show Uneven Recovery

In March, global job trends displayed significant regional contrasts. The Asia-Pacific (APAC) region experienced the highest growth in new job additions at 14%, followed by Europe, the Middle East, and Africa (EMEA) at 3%. In contrast, Latin America (LATAM) saw a sharp 13% decline, while North America (NA) remained nearly flat with a marginal 1% increase, indicating subdued hiring momentum.

Focusing on the United States, the job market showed mixed trends across different states. The map reveals that larger metropolitan states such as California, Texas, New York, and Florida had relatively higher activity in job creation, indicated by larger and more prominent circles. Meanwhile, several midwestern and smaller states showed minimal or no notable change in job growth. This suggests that while certain states are rebounding strongly, others continue to lag, reflecting diverse economic conditions and recovery rates at the state level.

Top 10 0	Countries	by New	Job	Postings
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		•	Open positions	Closed positions
Rank	Country	Open / Closed postings	% Cha	nge from last month
1.	United States	76%	V	1%
2.	France	76%	1	6%
3.	Germany	72%	V	11%
4.	Great Britain	69%	1	6%
5.	Mexico	70%	1	28%
6.	Brazil	67%	V	3%
7.	India	88%	V	4%
8.	Canada	70%	1	2%
9.	Netherlands	68%	1	9%
10.	Italy	75%	V	27%

Based on publicly available self-reported data

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Global Job Posting Trends Show Growth in Europe and LATAM, Decline in Key Markets

March data reveals varied global momentum in job postings. While the U.S. remains the top country by volume, it saw a slight 1% decline in new postings. Mexico stood out with a sharp increase of 28%, signaling strong hiring surges. In contrast, European countries exhibited mixed growth signals- Germany (-11%) and Italy (-27%) experienced declines, whereas Great Britain (+6%) and Netherlands (+9%) experienced slight growth. However, some major economies such as Brazil (-3%) and India (-4%) saw dips in job postings.

These trends reflect a shifting global landscape where emerging and European markets are gaining hiring traction, while traditional leaders like the U.S. and India show signs of slowing.

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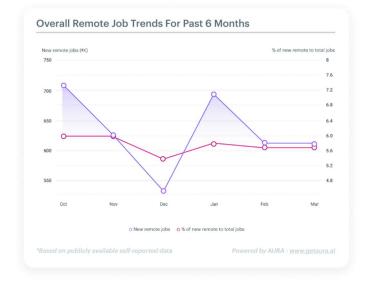
Top 10 Industries by New Job Postings



Hiring Momentum Shifts Toward Hospitality and HR as Staffing Sees Decline

In March, industry-level job posting trends highlight a shift in hiring dynamics. Hospitality saw the strongest growth ($\pm 13\%$), likely driven by seasonal demand and continued post-pandemic recovery in travel and leisure. Human Resources ($\pm 8\%$) also surged, reflecting increased internal hiring efforts as companies focus on scaling and retention. Automotive ($\pm 5\%$) and Financial Services ($\pm 4\%$) posted modest gains, aligning with steady consumer activity and economic stabilization. Conversely, Staffing & Recruiting ($\pm 7\%$) and Hospital & Healthcare ($\pm 3\%$) experienced declines—possibly due to market saturation in recruitment and easing of emergency healthcare needs.

Overall, the trends suggest a pivot toward rebuilding service sectors and strengthening in-house workforce capabilities.

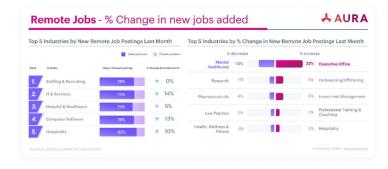


Remote Job Market Stabilizes After Seasonal Fluctuations

Over the past six months, remote job postings have experienced notable volatility, peaking in October and January, then dipping during the holiday season in December. This pattern suggests seasonality plays a key role in remote hiring trends, with companies slowing recruitment during the holidays and ramping up again in the new year.

Despite these fluctuations, the percentage of remote jobs relative to total job postings has remained relatively steady, hovering just under 6%. This consistency indicates that remote work has established a stable foothold in the labor market, even as overall hiring patterns shift with the seasons.

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Remote Job Market Shows Growth in Tech and Services, Decline in Care-Driven Roles

March saw a notable rise in remote job opportunities within tech and service-oriented industries. IT & Services (+14%) and Computer Software (+13%) led the growth, reflecting sustained demand for digital talent and remote-friendly workflows. Hospitality also saw a 10% rise in remote roles—perhaps driven by customer service, booking, and support functions increasingly moving online.

In contrast, remote job postings in Mental Healthcare (-13%) and other care-centric sectors declined, likely due to a shift back to in-person interaction post-pandemic. Overall, the trend highlights a growing hybrid economy, where digital and back-office functions continue to embrace remote flexibility.