



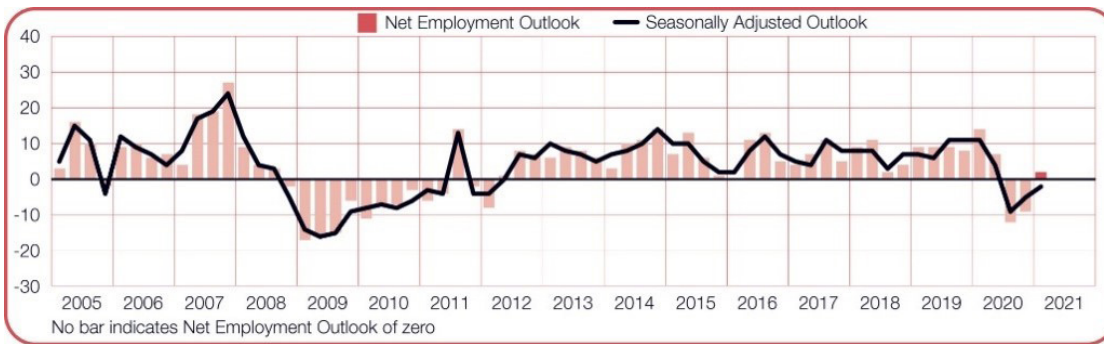
ManpowerGroup®

MIDLANDS

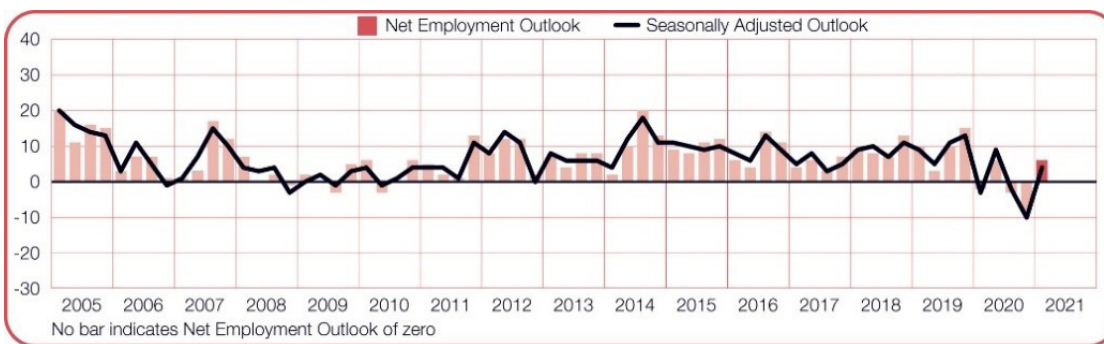
Hiring Plans Improving in the Midlands

Job seekers in the East Midlands can expect limited hiring opportunities in the first quarter of 2021, with employers reporting a Net Employment Outlook of +4%. Reporting a Net Employment Outlook of -2%, employers in the West Midlands forecast a downbeat hiring pace in the coming quarter. Finally, in the East of England, employers report a third consecutive negative Net Employment Outlook of -3%.

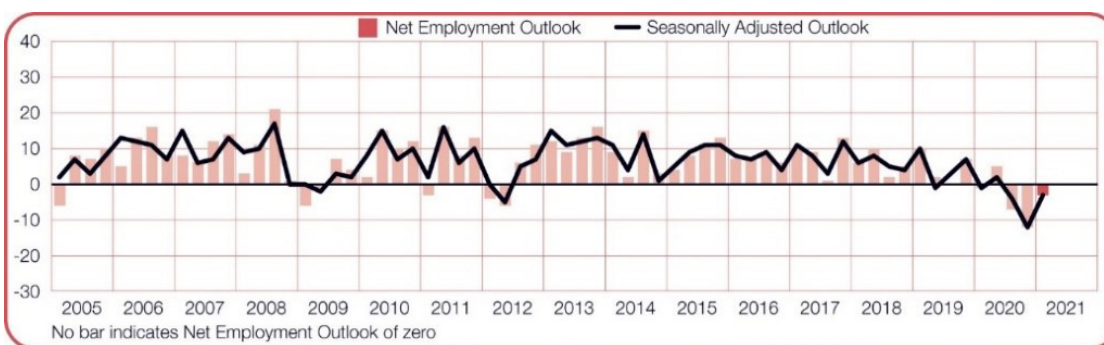
West Midlands



East Midlands



East



Q1 2021

MARKET OVERVIEW

In the midlands, like elsewhere in the UK, the food production industry is creating widespread opportunities as we enter 2021. Restrictions on hospitality venues means more people are staying indoors, driving huge demand for food manufacturers in the process. This sector is a noticeably promising area for jobseekers in 2021, with many employers struggling to find the volumes needed.

Elsewhere, organisations continue to hold significant contact centre recruitment drives in the midlands - a sector that has shown resilience through the year and is expected to increase headcounts further in Q1 2021.

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The ManpowerGroup Employment Outlook Survey is a forward-looking measure, forecasting hiring intentions for Quarter 1 2021.

Q1 2021