

Philippines Human Resource (HR) Technology Market Size, Share, Trends and Forecast by Application, Type, End Use Industry, Company Size, and Region, 2026-2034

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Abstracts

The Philippines human resource (HR) technology market size reached USD 774.3 Million in 2025 . The market is projected to reach USD 1,452.3 Million by 2034 , exhibiting a growth rate (CAGR) of 7.24% during 2026-2034 . Artificial intelligence (AI)-based solutions are transforming recruitment by enabling automated candidate sourcing, resume screening, and predictive analytics that match applicants to roles based on skills and cultural fit, thereby minimizing hiring time and costs. Besides this, rising focus on online recruitment is contributing to the expansion of the Philippines human resource (HR) technology market share.

PHILIPPINES HUMAN RESOURCE (HR) TECHNOLOGY MARKET TRENDS:

Rising online recruitment

Increasing online recruitment is a major factor fueling the growth of the market in the Philippines, as employers and job seekers increasingly rely on digital platforms for faster, more efficient hiring processes. As per the latest foundit Insights Tracker, online hiring in the Philippines saw a 20% rise in October 2024 compared to October 2023. As internet access is expanding and smartphone usage is rising in the country, job portals, social media networks, and career websites have emerged as the main avenue for acquiring talent, diminishing reliance on conventional recruitment techniques. HR technology providers are leveraging this trend by offering applicant tracking systems and automated resume evaluation to enhance the hiring process. The Philippines, featuring a significant number of young, tech-savvy experts, is experiencing increased

demand for mobile recruitment solutions that allow organizations to swiftly connect with candidates and improve the overall recruitment process. Moreover, online recruitment integrates with HR software to track performance metrics, ensure compliance, and improve workforce planning. The ongoing shift towards remote and hybrid work models is further catalyzing the demand for digital recruitment solutions that can support virtual interviews and onboarding. As companies across industries continue to prioritize efficiency and competitiveness in talent acquisition, the increasing adoption of online recruitment tools is strengthening the market, making digital solutions an indispensable part of the HR ecosystem.

Rising adoption of AI

Increasing usage of AI is propelling the Philippines human resource (HR) technology market growth, as organizations are seeking intelligent tools to optimize talent management and streamline HR operations. AI-based solutions are transforming recruitment by enabling automated candidate sourcing, resume screening, and predictive analytics that match applicants to roles based on skills and cultural fit, thereby reducing hiring time and costs. In a country with an increasing workforce and thriving business process outsourcing (BPO) and services sectors, the demand for faster and more accurate recruitment processes is accelerating AI adoption in HR systems. Beyond hiring, AI enhances employee engagement and retention by providing personalized learning and development programs, predicting attrition risks, and offering real-time feedback mechanisms. AI-enabled chatbots and virtual assistants are also improving employee self-service in areas like payroll, leave management, and benefits, decreasing administrative burden on HR teams. Additionally, advanced analytics enable organizations to make data-driven decisions on workforce planning, diversity initiatives, and performance management.

PHILIPPINES HUMAN RESOURCE (HR) TECHNOLOGY MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on application, type, end use industry, and company size.

Application Insights:

Talent Management

Payroll Management

Performance Management

Workforce Management

Recruitment

Others

The report has provided a detailed breakup and analysis of the market based on the application. This includes talent management, payroll management, performance management, workforce management, recruitment, and others.

Type Insights:

Inhouse

Outsourced

A detailed breakup and analysis of the market based on the type have also been provided in the report. This includes inhouse and outsourced.

End Use Industry Insights:

Travel, Transportation, Hospitality (TTH)

Public Sector

Health Care

Information Technology

Banking, Financial Services, and Insurance (BFSI)

Others

The report has provided a detailed breakup and analysis of the market based on the end use industry. This includes travel, transportation, hospitality (TTH), public sector, health care, information technology, banking, financial services, and insurance (BFSI), and others.

Company Size Insights:

Less than 1k Employees

1k - 5k Employees

Greater than 5k Employees

A detailed breakup and analysis of the market based on the company size have also been provided in the report. This includes less than 1k employees, 1k - 5k employees, and greater than 5k employees.

Regional Insights:

Luzon

Visayas

Mindanao

The report has also provided a comprehensive analysis of all the major regional markets, which include Luzon, Visayas, and Mindanao.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Philippines human resource (HR) technology market performed so far and how will it perform in the coming years?

What is the breakup of the Philippines human resource (HR) technology market on the basis of application?

What is the breakup of the Philippines human resource (HR) technology market on the basis of type?

What is the breakup of the Philippines human resource (HR) technology market on the basis of end use industry?

What is the breakup of the Philippines human resource (HR) technology market on the basis of company size?

What is the breakup of the Philippines human resource (HR) technology market on the basis of region?

What are the various stages in the value chain of the Philippines human resource (HR) technology market?

What are the key driving factors and challenges in the Philippines human resource (HR) technology market?

What is the structure of the Philippines human resource (HR) technology market and who are the key players?

What is the degree of competition in the Philippines human resource (HR) technology market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 PHILIPPINES HUMAN RESOURCE (HR) TECHNOLOGY MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 PHILIPPINES HUMAN RESOURCE (HR) TECHNOLOGY MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 PHILIPPINES HUMAN RESOURCE (HR) TECHNOLOGY MARKET - BREAKUP BY APPLICATION

- 6.1 Talent Management
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Payroll Management

- 6.2.1 Overview
- 6.2.2 Historical and Current Market Trends (2020-2025)
- 6.2.3 Market Forecast (2026-2034)
- 6.3 Performance Management
 - 6.3.1 Overview
 - 6.3.2 Historical and Current Market Trends (2020-2025)
 - 6.3.3 Market Forecast (2026-2034)
- 6.4 Workforce Management
 - 6.4.1 Overview
 - 6.4.2 Historical and Current Market Trends (2020-2025)
 - 6.4.3 Market Forecast (2026-2034)
- 6.5 Recruitment
 - 6.5.1 Overview
 - 6.5.2 Historical and Current Market Trends (2020-2025)
 - 6.5.3 Market Forecast (2026-2034)
- 6.6 Others
 - 6.6.1 Historical and Current Market Trends (2020-2025)
 - 6.6.2 Market Forecast (2026-2034)

7 PHILIPPINES HUMAN RESOURCE (HR) TECHNOLOGY MARKET - BREAKUP BY TYPE

- 7.1 Inhouse
 - 7.1.1 Overview
 - 7.1.2 Historical and Current Market Trends (2020-2025)
 - 7.1.3 Market Forecast (2026-2034)
- 7.2 Outsourced
 - 7.2.1 Overview
 - 7.2.2 Historical and Current Market Trends (2020-2025)
 - 7.2.3 Market Forecast (2026-2034)

8 PHILIPPINES HUMAN RESOURCE (HR) TECHNOLOGY MARKET - BREAKUP BY END USE INDUSTRY

- 8.1 Travel, Transportation, Hospitality (TTH)
 - 8.1.1 Overview
 - 8.1.2 Historical and Current Market Trends (2020-2025)
 - 8.1.3 Market Forecast (2026-2034)
- 8.2 Public Sector

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

8.3 Health Care

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Forecast (2026-2034)

8.4 Information Technology

8.4.1 Overview

8.4.2 Historical and Current Market Trends (2020-2025)

8.4.3 Market Forecast (2026-2034)

8.5 Banking, Financial Services, and Insurance (BFSI)

8.5.1 Overview

8.5.2 Historical and Current Market Trends (2020-2025)

8.5.3 Market Forecast (2026-2034)

8.6 Others

8.6.1 Historical and Current Market Trends (2020-2025)

8.6.2 Market Forecast (2026-2034)

9 PHILIPPINES HUMAN RESOURCE (HR) TECHNOLOGY MARKET - BREAKUP BY COMPANY SIZE

9.1 Less than 1k Employees

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Forecast (2026-2034)

9.2 1k - 5k Employees

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Forecast (2026-2034)

9.3 Greater than 5k Employees

9.3.1 Overview

9.3.2 Historical and Current Market Trends (2020-2025)

9.3.3 Market Forecast (2026-2034)

10 PHILIPPINES HUMAN RESOURCE (HR) TECHNOLOGY MARKET – BREAKUP BY REGION

10.1 Luzon

- 10.1.1 Overview
- 10.1.2 Historical and Current Market Trends (2020-2025)
- 10.1.3 Market Breakup by Application
- 10.1.4 Market Breakup by Type
- 10.1.5 Market Breakup by End Use Industry
- 10.1.6 Market Breakup by Company Size
- 10.1.7 Key Players
- 10.1.8 Market Forecast (2026-2034)
- 10.2 Visayas
 - 10.2.1 Overview
 - 10.2.2 Historical and Current Market Trends (2020-2025)
 - 10.2.3 Market Breakup by Application
 - 10.2.4 Market Breakup by Type
 - 10.2.5 Market Breakup by End Use Industry
 - 10.2.6 Market Breakup by Company Size
 - 10.2.7 Key Players
 - 10.2.8 Market Forecast (2026-2034)
- 10.3 Mindanao
 - 10.3.1 Overview
 - 10.3.2 Historical and Current Market Trends (2020-2025)
 - 10.3.3 Market Breakup by Application
 - 10.3.4 Market Breakup by Type
 - 10.3.5 Market Breakup by End Use Industry
 - 10.3.6 Market Breakup by Company Size
 - 10.3.7 Key Players
 - 10.3.8 Market Forecast (2026-2034)

11 PHILIPPINES HUMAN RESOURCE (HR) TECHNOLOGY MARKET – COMPETITIVE LANDSCAPE

- 11.1 Overview
- 11.2 Market Structure
- 11.3 Market Player Positioning
- 11.4 Top Winning Strategies
- 11.5 Competitive Dashboard
- 11.6 Company Evaluation Quadrant

12 PROFILES OF KEY PLAYERS

12.1 Company A

12.1.1 Business Overview

12.1.2 Services Offered

12.1.3 Business Strategies

12.1.4 SWOT Analysis

12.1.5 Major News and Events

12.2 Company B

12.2.1 Business Overview

12.2.2 Services Offered

12.2.3 Business Strategies

12.2.4 SWOT Analysis

12.2.5 Major News and Events

12.3 Company C

12.3.1 Business Overview

12.3.2 Services Offered

12.3.3 Business Strategies

12.3.4 SWOT Analysis

12.3.5 Major News and Events

12.4 Company D

12.4.1 Business Overview

12.4.2 Services Offered

12.4.3 Business Strategies

12.4.4 SWOT Analysis

12.4.5 Major News and Events

12.5 Company E

12.5.1 Business Overview

12.5.2 Services Offered

12.5.3 Business Strategies

12.5.4 SWOT Analysis

12.5.5 Major News and Events

13 PHILIPPINES HUMAN RESOURCE (HR) TECHNOLOGY MARKET - INDUSTRY ANALYSIS

13.1 Drivers, Restraints, and Opportunities

13.1.1 Overview

13.1.2 Drivers

13.1.3 Restraints

13.1.4 Opportunities

13.2 Porters Five Forces Analysis

13.2.1 Overview

13.2.2 Bargaining Power of Buyers

13.2.3 Bargaining Power of Suppliers

13.2.4 Degree of Competition

13.2.5 Threat of New Entrants

13.2.6 Threat of Substitutes

13.3 Value Chain Analysis

14 APPENDIX

I would like to order

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