

Randstad Award

Key Findings Global Sector Report - FMCG

Overall

- *Financial health* is a more important driver in FMCG compared to the global ranking. It takes first position before *job security*.
- When asked which factors are the most important when choosing to work for a specific company, results for FMCG differ somewhat compared to the total sample: a *pleasant working atmosphere* ranks #2 in the total sample compared to #4 in FMCG. *Career opportunities* are considered more important in FMCG than in the total sample.
- When asked about the top 5 *least* important factors when choosing to work for a specific company, results for FMCG and for the total sample are somewhat similar: *salary* and *atmosphere* are the least selected factors, followed by *job content*, *work-life balance* and *quality of products and services*.

Recruitment channels

- In general potential talent in FMCG has similar preferences in recruitment channels as those in the total sample. There are a few exceptions: when looking for a job in FMCG, respondents prefer using recruitment agencies more (+11%) and their family and friends (+8%) than in the total sample. They also apply spontaneously twice as much.
- When looking at the differences between men and women, women use adverts more than men (+24%), following the global trend (+12%). In contrast to the global findings, women in FMCG more often use social media (+16%) and networking events (+17%) compared to men in this sector.

Attractiveness by factor & geography

- FMCG doesn't score high on any of the ten most important attractiveness factors in Australia, Canada, Italy, Poland, Singapore and the UK. The sector is generally not regarded as very attractive in Belgium and New Zealand either, except when it comes to *financial health*. Nor is it popular in Spain with the exception of *environment & society*.
- By contrast, FMCG is considered very attractive in India and even more so in Japan where it's considered the most attractive sector in 6 out of 10 factors: *pleasant working atmosphere*, *long-term job security*, *financial health*, *interesting job content* and *environment & society*.
- Overall the FMCG sector isn't considered very attractive in any of the countries researched in terms of *salary & employee benefits* and *training*. However the sector scores well in being *financially healthy* in 6 out of 10 countries: Belgium, France, Germany, the Netherlands, New Zealand and Japan. *Strong management* is another factor the sector scores well in, in France, Germany, India and the Netherlands.

Relative attractiveness

- In Japan FMCG has high name awareness and is considered the most attractive sector to work in. This means the players in the market can choose employees from a pool of well qualified/highly motivated people.
- In Australia, Canada, France, the UK and the Netherlands some sectors are regarded as more attractive than last year, others as less attractive. The attractiveness of FMCG however, has remained almost the same, except in the UK where the sector became significantly more attractive (no comparison is available for FMCG in New Zealand and Singapore).
- Not only has FMCG gone up the most in attractiveness (+6%) compared to last year in Italy, it is also considered one of the most attractive sectors to work in.
- FMCG is considered the least attractive sector to work in in Singapore.