



REPUBLIC OF KENYA

MINISTRY OF LABOUR AND SOCIAL PROTECTION
State Department for Labour and Skills Development

REGIONAL LABOUR MARKET DEMAND OUTLOOK

(October - December 2024)

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PREFACE



This report has been prepared by the Directorate of Labour Market Research and Analysis, under the State Department of Labour and Skills Development, as part of its mandate to conduct evidence-based research on employment trends, skills gaps, and workforce dynamics. The report aims to inform government policies on labour and skills development, supporting economic planning, and fostering regional integration through data-driven decision-making.

Labour mobility within Africa is becoming increasingly seamless, driven by regional integration efforts, visa-free policies in some countries, and relatively low relocation costs. These developments present both opportunities and challenges for job seekers, employers, and policymakers. Understanding the evolving labour market landscape is essential for individuals looking to enhance their employability and for governments seeking to implement effective employment policies and skills development strategies.

In response to these dynamics, this report presents an in-depth analysis of job advertisement data collected through web crawling from various job sites across multiple African countries. The objective is to identify the most demanded occupations and skills sought by employers, providing timely and relevant insights that can help bridge the gap between job seekers and available opportunities. By leveraging real-time job postings, this report offers a data-driven perspective on employment trends, emerging job roles, and sector-specific demands.

Beyond serving as an informational resource, this report aims to contribute to broader discussions on labour market efficiency and economic growth within the African continent. As the world of work continues to evolve, evidence-based research and strategic workforce planning will be key to unlocking Africa's economic potential and fostering sustainable development.

It is our hope that this report will be instrumental in supporting informed decision-making among policymakers, employers, job seekers, and other labour market stakeholders, ultimately enhancing employment outcomes and regional economic integration.

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The State Department for Labour and Skills Development extends its sincere appreciation to the Directorate of Labour Market Research and Analysis for their dedication and thorough efforts in conducting the research that forms the foundation of this report. Their in-depth analysis and commitment to understanding labour market dynamics have been instrumental in generating valuable insights to guide policy decisions aimed at enhancing youth employability.

We also extend special recognition to the Labour Market Observatory Unit for their relentless efforts in collecting, verifying, and compiling the extensive data presented in this report. Their attention to detail and rigorous approach in ensuring the accuracy and reliability of the findings are highly commendable.

This report is a testament to the hard work and dedication of all those involved. It serves as a vital resource for shaping policies, interventions, and programs that strengthen skills development and expand employment opportunities for the Kenyan youth. We hope that the insights provided will support policymakers, educators, employers, and job seekers in navigating the evolving labour market. Ultimately, we trust that this information will contribute to building a more prosperous and sustainable future for all.

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EXECUTIVE SUMMARY

This report provides an in-depth analysis of labour market trends across Africa, focusing on job demand, sectoral hiring patterns, and the most sought-after occupations. The objective is to offer insights into employment opportunities within the region, helping job seekers, employers, policymakers, and training institutions align their strategies with current and emerging labour market needs.

Key Findings

- **Sectoral Demand:** The Human Health and Social Work sector accounted for the highest share of job vacancies (31.3%), reflecting increased healthcare demands across multiple African countries. Other key sectors with significant hiring activity include Professional, Scientific, and Technical Activities (12.3%) and Financial and Insurance Activities (6.9%). Sectors like Water Supply (0.2%) and Household Services (0.03%) recorded minimal job openings, indicating limited investment and economic constraints in these areas.
- **Occupational Demand:** Business Services and Administration Managers (2,759 vacancies) were the most sought-after professionals, followed by Business Administration Professionals (1,585) and Finance Professionals (1,311). Technical occupations such as Engineering (407) and ICT Support (437) also showed strong demand, highlighting the increasing need for skilled professionals across Africa.
- **Skill Level Demand:** Highly skilled professions dominated job vacancies, emphasizing the growing shift towards a knowledge-based economy. Middle-skilled occupations, such as clerical and transport-related roles, maintained steady demand, while lowskilled job opportunities remained limited due to automation and economic transitions.

1. INTRODUCTION

Labour mobility within Africa continues to improve, driven by regional integration efforts, visa-free policies in some countries, and relatively low relocation costs. As economies evolve and industries expand, understanding labour market trends across the continent is essential for informed decision-making. Rapid technological advancements, shifting economic priorities, and demographic changes are reshaping employment patterns, creating new job opportunities while also presenting challenges in workforce alignment. This report provides a comprehensive analysis of job advertisement data from multiple African countries to assess employment demand, sectoral growth, and emerging skill requirements. By identifying the most sought-after occupations and sectoral job opportunities, the report aims to inform various stakeholders including policymakers, employers, training institutions, and job seekers about the labour market outlook and available opportunities.

To achieve this, the report presents an analysis of job advertisements web crawled from various job sites for the period October to December 2024. It examines key indicators such as the most sought-after occupations, job vacancies by major occupational groups, vacancies by occupation and skill level, and vacancies by sector. These insights offer a data-driven perspective on employment demand, highlighting trends that can support strategic workforce planning, career development, and policy formulation. By analysing real-time job market data, the report helps bridge the gap between job seekers and employers while providing valuable intelligence for skills development programs and economic planning.

As African economies continue to integrate and modernize, aligning workforce skills with industry needs is becoming increasingly critical. The insights from this report will support efforts to enhance labour market efficiency, guide education and training providers in designing relevant curricula, and enable businesses to make data-informed hiring decisions. Moreover, job seekers can use this information to better position themselves for available opportunities in the evolving job market. By offering a clear picture of labour demand trends across Africa, the report serves as a strategic resource for all labour market participants, fostering economic growth and employment opportunities across the continent.

2. SCOPE OF THE REPORT

This report presents a detailed analysis of job advertisements web crawled from various job sites across multiple African countries for the period October to December 2024. It examines key labour market indicators, including the most sought-after occupations, job vacancies by major occupational groups, vacancies by occupation and skill level, and vacancies by sector. By analyzing these trends, the report provides valuable insights into employment dynamics in the African region, offering a data-driven perspective that helps bridge the gap between job seekers, employers, policymakers, and training institutions.

3. METHODOLOGY

This study employs a structured methodology encompassing data scraping, cleaning, analysis, and reporting to assess labour market trends across multiple African countries. Job advertisement data was collected from various online job portals across Africa using web crawling techniques, enabling the automated extraction of job postings, including job titles, industry sectors, and number of vacancies.

To ensure consistency and comparability across countries, occupations were coded and classified using the Kenya Standard Classification of Occupations (KeSCO) and aligned with internationally recognized classification systems where applicable. Similarly, industries were categorized following the Kenya Standard Industrial Classification of All Economic Activities (KeSIC), facilitating standardized data analysis across different economic sectors.

Once occupations and industries were coded, a syntax code in Stata was applied to clean the raw data, remove duplicates, and correct inconsistencies. The processed data was then analysed to identify the most sought-after occupations, vacancies by major occupational groups, vacancies by occupation and skill level, and vacancies by sector. Data visualizations, including tables and graphs, were generated to present the findings in a clear and accessible format, providing valuable insights for job seekers, employers, policymakers, and training institutions across the African labour market.

4. FINDINGS

This section presents a detailed analysis of job vacancies in Africa during the period October – December 2024. The findings are categorized into three main areas: job vacancies by sector, job vacancies by major occupational group, and job vacancies by skill level. This structured approach provides a clearer understanding of labour market trends, including which sectors are driving employment, the most in-demand occupations, and the distribution of job opportunities across different skill levels within the region.

4.1 NUMBER OF VACANCIES BY MAJOR OCCUPATIONAL GROUP

This sub-section breaks down the number of job vacancies by broad occupational categories, such as professionals, clerical roles, and technical occupations. It examines which occupational groups are experiencing the highest demand and explores possible reasons.

Table 1: Number of Vacancies by Major Occupational Group

OCCUPATIONS	NUMBER OF VACANCIES	PROPORTION (%)
PROFESSIONALS	7019	37.4
LEGISLATORS, ADMINISTRATORS AND MANAGERS	6752	35.9
TECHNICIANS AND ASSOCIATE PROFESSIONAL	3156	16.8
SECRETARIAL, CLERICAL SERVICES AND RELATED WORKERS	651	3.5
SERVICE WORKERS, SHOP AND MARKET SALES WORKERS	472	2.5
PLANT AND MACHINE OPERATORS AND ASSEMBLERS	356	1.9
CRAFT AND RELATED TRADES WORKERS	195	1.0
ELEMENTARY OCCUPATIONS	135	0.7
SKILLED AGRICULTURAL, FORESTRY AND FISHERY WORKERS	56	0.3
TOTAL	18792	100

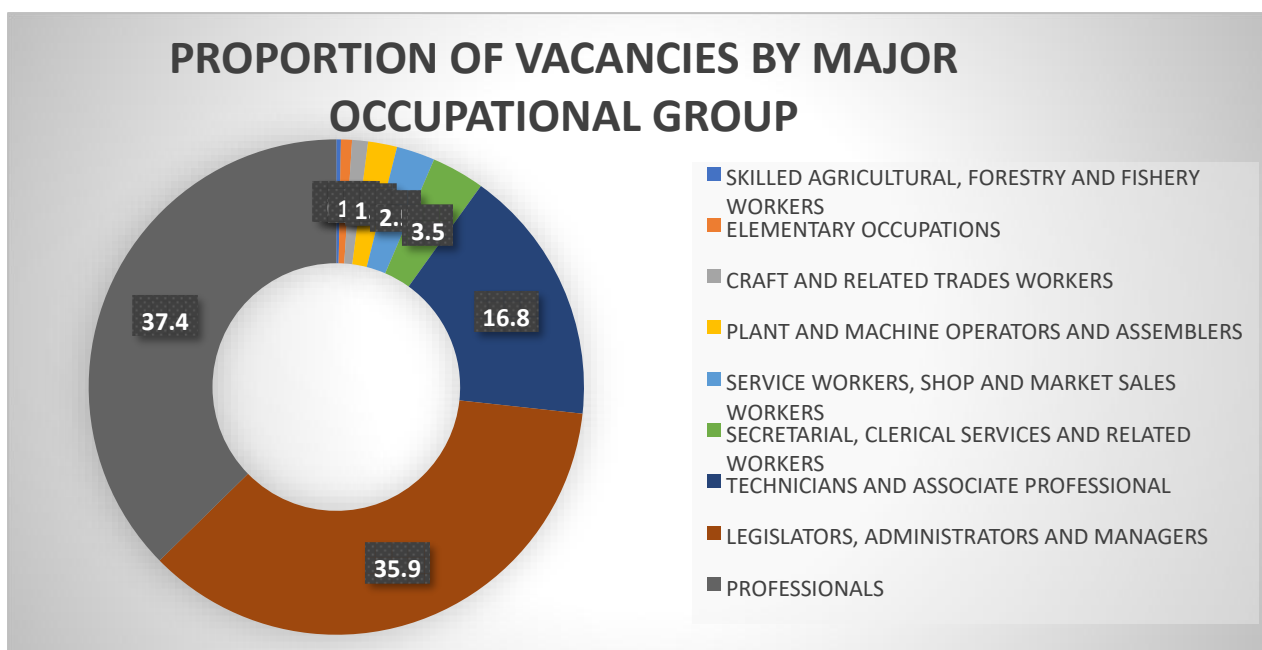


Figure 1: *Proportion of Vacancies by Major Occupational Group*

Professionals constituted the majority of job vacancies (37.4%), reflecting a demand for highly skilled expertise. Legislative, administrative, and managerial roles accounted for 35.9%, highlighting leadership needs. Technicians and Associate Professionals followed at 16.8%, indicating a steady demand for support-level technical roles.

Implication:

- *Jobseekers:* Should prioritize acquiring qualifications relevant to professional and managerial roles.
- *Training Institutions:* Must expand programs in technical and administrative training.
- *Policy Makers:* Need to invest in vocational training and career transition programs for workers in declining occupational categories.

4.2 MOST SOUGHT OCCUPATIONS BY THE NUMBER OF VACANCIES

This section underscores the most sought occupations, highlighting the occupations with the highest number of vacancies. It shows strong demands for professionals in management, administration, finance, sales, ICT, and Engineering among others.

Table 2: *Most Sought Occupations by the Number of Vacancies*

OCCUPATIONS	NUMBER OF VACANCIES
Business Services and Administration Managers	2759
Business Administration Professionals	1585
Finance Professionals	1311
Sales and Purchasing Agents and Brokers	781
Managing Directors and Chief Executives	763
Senior Officials of Special Interest Organizations	735
National and County Government Officials.	661
Sales, Marketing and Development Managers	631
Sales, Marketing and Public Relations Professionals	616
Manufacturing, Mining, Drilling, Construction and Distribution Manager	606
Information and Communications Technology Operations and User Support Technicians	437
Engineering Professionals (Excluding Electro technology)	407
Administrative And Specialized Secretaries	385
Social and Religious Professionals	381
Other Teaching Professionals	341



Figure 2: *Top 15 Most Sought Occupations*

The dominance of Business Services and Administration Managers (2,759 vacancies) indicates strong demand for leadership and management skills. Business Administration and Finance Professionals follow closely, reflecting the continued growth of financial services. Sales and Purchasing Agents (781) and Managing Directors (763) highlight the need for strong commercial leadership and corporate governance. Additionally, technical fields such as Engineering (407) and ICT Support (437) remain vital.

Implications:

- **Jobseekers:** Should target careers in business management, finance, and ICT to improve employability.
- **Training Institutions:** Must enhance training programs in business, finance, ICT, and engineering.
- **Policy Makers:** Should support industries that demand highly skilled professionals through investment in education and sector-specific incentives.

4.3 MOST SOUGHT OCCUPATIONS BY SECTOR AND NUMBER OF VACANCIES

This section analyses job demand across various sectors, highlighting which industries had the most vacancies and what economic or policy factors influenced this demand. It also discusses sectors with low job openings and potential reasons behind their slow growth. The analysis provides insights into the stability and expansion potential of different industries in Africa.

Table 3: *Most Sought Occupations by Sector and Number of Vacancies*

SECTOR	NUMBER OF VACANCIES	%
Human health and social work activities	5809	31.3
Professional, scientific and technical activities	2278	12.3
Other service activities	1899	10.2
Financial and insurance activities	1273	6.9
Administrative and support service activities	1178	6.4

Education	944	5.1
Manufacturing	783	4.2
Activities of extraterritorial organization and bodies	729	3.9
Information and communication	713	3.8
Public administration and defence; compulsory social security	708	3.8
Wholesale and retail trade; repair of motor vehicles and motorcycles	569	3.1
Mining and quarrying	368	2.0
Agriculture, forestry and fishing	358	1.9
Transportation and storage	262	1.4
Construction	209	1.1
Accommodation and food service activities	138	0.7
Electricity, gas, steam and air conditioning supply	109	0.6
Arts, entertainment and recreation	107	0.6
Real estate activities	73	0.4
Water supply; sewerage, waste management and remediation activities	32	0.2
Activities of households as employers; undifferentiated goods; and servicesproducing activities of households for own use	6	0.0
TOTAL	18545	100

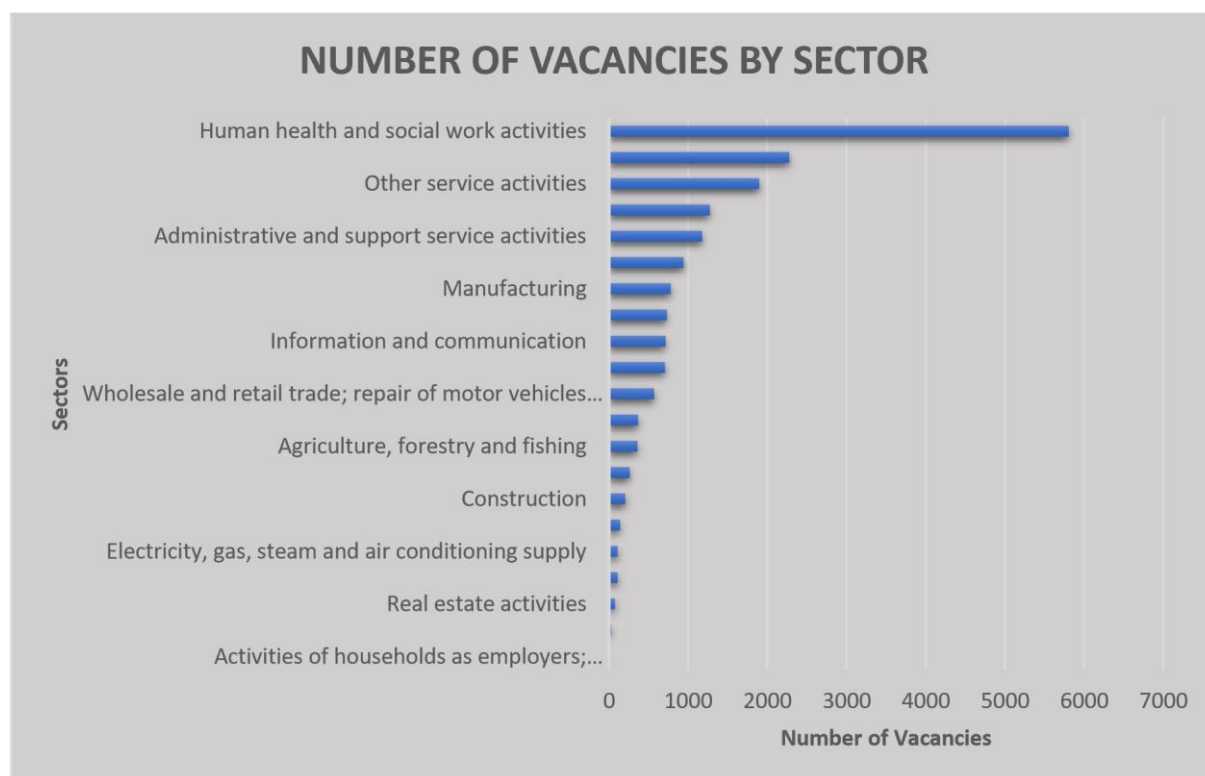


Figure 3: *Number of Vacancies by Sector*

The findings indicate that the Human Health and Social Work sector accounted for the highest share of job vacancies (31.3%), suggesting significant hiring activity driven by increased healthcare demands. Other key sectors with notable hiring trends include Professional, Scientific and Technical Activities (12.3%) and Other Service Activities (10.2%). Conversely, sectors such as Water Supply (0.2%) and Household Activities (0.03%) recorded minimal job openings, reflecting limited investment or reduced economic activities in these industries.

Implications:

- **Jobseekers:** Should focus on opportunities in healthcare, technical professions, and administrative roles.
- **Training Institutions:** Need to align curricula with the needs of the healthcare, professional services, and financial sectors.
- **Policy Makers:** Should develop strategies to boost employment in underrepresented sectors to promote balanced economic growth.

4.4 MOST SOUGHT OCCUPATIONS BY SKILL LEVEL AND NUMBER OF VACANCIES

This section categorizes job vacancies into top highly skilled, middle-skilled, and low-skilled roles. It provides an in-depth examination of the most in-demand occupations within each skill level and their impact on labour market trends.

4.4.1 TOP 15 MOST SOUGHT OCCUPATIONS FOR HIGHLY SKILLED

Table 4: *Top 15 Most Sought Occupations for Highly Skilled*

OCCUPATIONS	NUMBER OF VACANCIES
Business Services and Administration Managers	2759
Business Administration Professionals	1585
Finance Professionals	1311
Sales and Purchasing Agents And Brokers	781
Managing Directors and Chief Executives	763

Senior Officials of Special Interest Organizations	735
National and County Government Officials.	661
Sales, Marketing and Development Managers	631
Sales, Marketing and Public Relations Professionals	616
Manufacturing, Mining, Drilling, Construction and Distribution Manager	606
Information and Communications Technology Operations and User Support Technicians	437
Engineering Professionals (Excluding Electro technology)	407
Administrative And Specialized Secretaries	385
Social and Religious Professionals	381
Other Teaching Professionals	341

Highly skilled occupations were led by Business Services and Administration Managers (2,759 vacancies), followed by Business Administration Professionals (1,585), and Finance Professionals (1,311). Other notable occupations included Sales and Purchasing Agents and Brokers (781), Managing Directors and Chief Executives (763), and Senior Officials of Special Interest Organizations (735). This trend highlights the increasing demand for managerial, financial, and administrative expertise.

Implication:

- **Jobseekers:** Should focus on acquiring managerial and financial expertise to improve employability.
- **Training Institutions:** Must enhance specialized business and administrative training to meet labour market needs.
- **Policy Makers:** Should prioritize funding and policy initiatives supporting professional education.

4.4.2 MOST SOUGHT OCCUPATIONS FOR MIDDLE SKILLED

Table 5: Most Sought Occupations for Middle Skilled

OCCUPATIONS	NUMBER OF VACANCIES
Material Recording and Transport Clerks	188
Client Information Workers	162
Protective Services Workers	160
Heavy Truck and Bus Drivers	110
Car, Van and Motorcycle Drivers	109
Tellers, Money Collectors And Related Clerks	106
Mobile Plant Operators	89
Shop Salespersons	79
Keyboard Operators	72
Waiters and Bartenders	54
Sheet and Structural Metal Workers, Moulders and Welders And Related Workers	52
Cooks	50
Office Secretaries	40
Building and Housekeeping Supervisors	39
Numerical Clerks	36

Middle-skilled job demand was highest for Material Recording and Transport Clerks (188 vacancies), followed by Client Information Workers (162) and Protective Services Workers (160). Other significant roles included Heavy Truck and Bus Drivers (110) and Car, Van, and Motorcycle Drivers (109). These figures reflect ongoing demand in logistics, security, and administrative support services.

Implications:

- **Jobseekers:** Should seek specialized certifications in logistics, clerical, and security fields.
- **Training Institutions:** Must expand vocational programs for transport, security, and administrative roles.
- **Policy Makers:** Should create policies that encourage employment growth in these sectors.

4.4.3 MOST SOUGHT OCCUPATIONS FOR LOW SKILLED

Table 6: *Most Sought Occupation for Low Skilled*

OCCUPATION	NUMBER OF VACANCIES
Transport and Storage Labourers	64
Other Elementary Workers	36
Domestic, Hotel and Office Cleaners and Helpers	26
Mining And Quarrying Labourers	5
Manufacturing and Maintenance Labourers	4

The low-skilled job category saw the highest demand for Transport and Storage Labourers (64 vacancies), Other Elementary Workers (36), and Domestic, Hotel, and Office Cleaners and Helpers (26). Mining and Quarrying Labourers (5) and Manufacturing and Maintenance Labourers (4) had the least demand. The limited number of vacancies in this category indicates a shift toward automation and reduced reliance on low-skilled labour.

Implications:

- Jobseekers: Should consider upskilling opportunities to move into middle-skilled jobs.
- Training Institutions: Must provide short-term courses for workers to transition into higher-demand occupations.
- Policy Makers: Should implement employment programs that support low-skilled workers in adapting to evolving labour market trends.

5. CONCLUSION

The African labour market is evolving, with demand shifting towards high-skill occupations, particularly in business management, finance, ICT, and healthcare. The data highlights the crucial role of education and training in equipping the workforce with necessary skills for regional mobility. While government hiring remains a key driver in many African countries, there is a need for increased private-sector participation to create a balanced labour market.

Addressing skills gaps through targeted policies and training initiatives will be essential in fostering sustainable economic growth, improving employment outcomes, and facilitating cross-border job opportunities within Africa.

6. RECOMMENDATION

- **Enhance Training and Skill Development:** Education and training institutions should strengthen programs in finance, business administration, ICT, healthcare, and engineering to meet regional market demand.
- **Promote Regional Labour Mobility:** Policies should focus on simplifying work permits and streamlining labour market regulations to facilitate employment across African countries.
- **Encourage Upskilling and Reskilling:** Vocational training centres should offer programs that help low-skilled workers transition to middle-skilled and highly skilled occupations within Africa.