

# VIETNAM IT SALARY & RECRUITMENT MARKET

2024 - 2025



Shaping  
Vietnam's IT Future:

Comprehensive insights from 2,324  
IT professionals, freelancers, students,  
HR leaders, and CxOs

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# PART 01

# INTRODUCTION

# ABOUT THE REPORT

Welcome to the “**2024-2025 Vietnam IT Salary & Recruitment Market Report**”, your essential guide to understanding the latest trends and insights shaping Vietnam’s IT market. This year’s report is built on responses from 2,324 IT professionals, freelancers, students, and employers, including HR leaders and CxOs, gathered through an online survey conducted from September 10 to October 10, 2024. In addition to these dynamic insights, we incorporate updates from highly reputable public sources and expert perspectives, providing a well-rounded look at the state of IT today.

Our mission is to present information that’s both actionable and digestible, taking you from macroeconomic trends to specific metrics. You’ll find practical insights that empower you to make informed, confident decisions about career and talent acquisition. From the unique experiences of IT professionals, freelancers and IT students to the challenges employers are facing, this report bridges perspectives and provides a deeper understanding of Vietnam’s ICT landscape.

Reflecting on these insights, **CEO of ITviec, Mr.Naoto Iijima**, shares:

*“The pace of change in Vietnam’s IT market presents both challenges and extraordinary opportunities. By embracing data-driven insights, we can foster a thriving ecosystem that foster career advancement, great hiring, innovation and growth. I encourage you to use this report as a guide to navigating these shifts thoughtfully and strategically.”*

We invite you to explore this report and gain practical insights into how Vietnam’s IT market is evolving. We hope that it equips you to embrace the future with confidence and clarity.

# RESEARCH METHODOLOGY

The research was conducted online, gathering 2,324 respondents, including IT professionals, IT freelancers, and IT HR/Management personnel from cities such as Hanoi, Da Nang, and Ho Chi Minh City. The selection criteria were as follows:

Type of respondent	Definition	Count
<b>1. IT Professionals</b>		<b>2,001</b>
1.1 Full-time IT Professionals	Individuals who are currently working full-time in IT roles.	1,861
1.2 Dual-role IT Professionals	Individuals who are managing dual roles as full-time IT employees and freelancers/on-demand IT jobs.	140
<b>2. Unemployed IT Professionals</b>	Individuals who have left full-time IT positions within the past six months and are actively seeking new employment.	<b>42</b>
<b>3. IT Freelancers</b>		<b>202</b>
3.1 Independent IT Freelancers	Individuals who are only working in freelancing/on-demand IT jobs	62
3.2 Dual-role IT Professionals	Individuals who are managing dual roles as full-time IT employees and freelancers/on-demand IT jobs.	140
<b>4. IT Students</b>	Individuals currently enrolled in formal IT university programs or IT-related fields, excluding those in non-formal systems such as training center courses.	<b>98</b>
<b>5. HR Leaders and CxOs</b>	Individuals involved in human resources, IT talent recruitment and IT hiring decision-making processes within their organizations.	<b>121</b>

# POSITION COVERAGE

The report was compiled from credible online platforms across Ho Chi Minh City, Hanoi, Da Nang, and other regions, encompassing a variety of IT positions.

## Software Development

- 01. Back-end Developer
- 02. Front-end Developer
- 03. Full-stack Developer
- 04. Mobile Developer
- 05. Game Developer
- 06. Embedded Engineer

## Product Management

- 07. Product Owner / Product Manager
- 08. Business Analyst

## Management & Consulting

- 09. Project Leader / Project Manager
- 10. Bridge Engineer
- 11. Salesforce Engineer / Consultant
- 12. IT Manager
- 13. Tech Lead
- 14. IT Consultant
- 15. CTO / CIO / VPoE

## Designing

- 16. Designer

## Testing

- 17. Tester
- 18. QA - QC

## Cloud, Infrastructure & Security

- 19. System Engineer / System Admin
- 20. DevOps Engineer / DevSecOps Engineer
- 21. Cloud Engineer
- 22. Network Engineer
- 23. Security Engineer / Consultant

## Data Analytics

- 24. Data Engineer
- 25. Data Analyst / Data Scientist / Business Intelligence Analyst
- 26. Database Engineer

## AI & Blockchain

- 27. AI Engineer / Blockchain Engineer

## Others

- 28. ERP Engineer / ERP Consultant
- 29. Firmware Engineer
- 30. Solution Architect
- 31. IT Support / Helpdesk

# DISCLAIMER

The salary and information in this report were determined by analyzing the responses from 2,324 qualified respondents across profiles such as IT professionals, freelancers, IT students, HR leaders and CxOs. The inclusion of this data by ITviec is intended only to provide general insights into findings for the stated positions/groups and does not indicate a confirmation of its validity.

Whilst every effort has been made to ensure the accuracy of the statistics in the report, ITviec cannot be held responsible for any errors or omissions, or for the results obtained from the use of the report information. If you wish to use copyrighted materials from this report for purposes of your own that go beyond fair use, you must obtain written permission from ITviec.

- **Median salary**

Median salary is the middle value in the set of data that was sorted. For instance, the sorted salary value data set for Back-end Developers with 1 to 3 years of experience are as follows:

26, 27, 28, 28, 28, 28, 30, 31, 31, 32, 34

The set contains 11 data numbers. The middle value of the data set is 28.

> Median salary is 28.

Or 28, 28, 28, 28, 30, 31, 31, 32, 34, 60, 66, 82, 85, 85

The set contains 14 data numbers. The middle value of the data set is 31 and 32.

> Median salary is  $(31 + 32) / 2 = 31.5$ .

The median number of years of experience is calculated in the same way as the median salary.

## Average salary

- Average salary is the result of the formula below:

$(\text{sum of salaries in specified group}) / (\text{amount of respondents}) = \text{average salary}$

For instance, average salary of IT professionals in Ho Chi Minh City is:

$(13 + 18 + 34 + 32 + 54 + 76 + 90 + 34 + 45 + 20) / 10 = 41.6$

## Percentage

- Percentages may not always equal 100% due to variations in the types of questions and answers, and minor rounding for long attribute lists. Some questions and answers are altered based on the respondent's previous responses. In some cases, the distribution of answers for certain questions exceeded 100% due to the checklist answer type. Respondents were allowed to select more than one answer, up to a maximum of 10.

## Order of IT professional levels in the report

- Please note that the appearance of the "Expert/Consultant" level in 6th place, after the "C-level" range, does not indicate a hierarchical ranking of management levels. This ordering is for illustrative purposes only and does not reflect the actual organizational hierarchy.

# ABBREVIATION/ ACRONYMS

The table below provides a concise overview of key abbreviations and acronyms used throughout this report, aimed at clarifying these terms for the reader.

ABBREVIATION / ACRONYMS	DESCRIPTION	CONTEXTUAL REFERENCE
CAGR%	CAGR (Compound Annual Growth Rate) is used to calculate the annual growth rate of an investment or value over a specific time period, assuming reinvestment of profits. It smooths out growth over time, allowing for easier comparison of performance or investments.	Part 3
1H / 2H	Refers to the division of the year into two halves: 1H (First Half) and 2H (Second Half). 1H includes January through June, and 2H includes July through December.	Part 2, 4
CxO	"CxO" refers to various executive roles, where "x" represents different functions such as CxO = CEO, CHRO, CTO, etc.	Demographic slides across all parts
C-Level	Encompasses all CxO roles, representing senior leadership positions within an organization.	Demographic slides across all parts
N/A	Stands for "Not Available" or "Not Applicable." Used when certain data or information is either not available, the sample size is too small to display, or it is not relevant in a given context..	Part 4, 6, 10

## PART 02

# KEY TAKEAWAYS

**1**

## Strategic Vietnam's IT hiring shift: 38.7% of companies embrace “no growth/reduction” in IT teams for 1st half 2025, driven by AI productivity implementation.

Vietnam's IT hiring planning reached a pivotal moment in 1H 2025, with 38.7% of companies recording "no growth/reduction" plans—the highest rate since 2020 (0%). ([page 33](#))

A closer look at historical data reveals a dramatic shift: between 2020 and 2022, "no growth/reduction" plans were negligible, averaging just 2%. From 2023 onward, this trend surged to 28% averagely, climbing nearly 10% annually to reach 38.7% by 1H 2025.

Key drivers behind these strategic adjustments include reduced new project pipelines (17.6% in 2024 to 23.1% in 1H 2025) and increased emphasis on AI-driven productivity implementation, with the recorded percentage rising from 5.9% in 2024 to 15.4% in 1H 2025. ([page 38](#))

Interestingly, actual employment outcomes frequently deviated from initial planning, with organizations recording previous year's actual growth with expansion, most likely due to updated revenue or increased production demand. For instance, companies that experienced growth observed a rise in "high growth (31 - 50%)" from 2022 to 2023 (14.1% compared to 27.8%), which contrasted with the planning status (30.6% in 2022 planning versus 19.8% in 2023 planning). ([page 33](#))

From ITviec's perspective, while there may be annual updates and changes due to market fluctuations, these trends still represent a strategic and long-term shift toward a sustainable IT hiring model, where productivity and cost-efficiency take precedence—allowing decision-makers to align with the global VUCA situation.

**2**

## After years of having more demand than supply, the Vietnam's IT market has shown a more balance between supply and demand as challenges in candidate quality and salary expectations have eased.

The IT job market in Vietnam is showing a more balanced alignment between supply and demand, with significant reductions in challenges related to candidate quality and salary expectations.

In 2023, "quality of candidates lower than expectation" was cited as the biggest challenge by IT companies, with 86.1% agreement. By the first half of 2024, this figure dropped sharply to 55.8%, marking a decrease of 30.3%. Salary-related challenges followed a similar downward trend. The proportion of companies reporting "too many candidates expecting higher salaries than the company can offer" fell from 47.2% in 2023 to 27.9% in the first half of 2024. ([page 35](#))

% Expected Salary Increase/Year of report	New Job	Current Job
2022-2023	20%	N/A
2023-2024	31%	24%
2024-2025	27% ▼	15% ▼

On the IT professionals' side, salary expectations for new job offers have shifted. The expected increase dropped from 31% in 2023-2024 to 27% in 2024-2025. Junior/Fresh IT professionals led salary increase expectations for both new job offers (32.9%) and current jobs (20.3%) in 2024-2025. In contrast, Senior-level professionals had the lowest salary increase expectations for new job offers in 2024-2025, at 24.9%. ([page 57](#))

Moreover, employers also reported a decline in salary increase for new IT hires in the first half of 2024 compared to 2023 (33.6% in 1H 2024 versus 37.5% in 2023). ([page 37](#))

These figures suggest that the balance between IT professionals' expectations and employers' needs has improved more than ever. However, salary dynamics and candidate quality remain key factors to monitor in the years to come.

**3****Top in-demand technical skills, positions, programming languages in IT recruitment 1H 2025 hold no surprises. Gap in English proficiency will limit IT professionals from meeting soft skill expectations.**

Technical roles such as Back-end and Full-stack developers (56.1% each) are leading demand in 1H 2025, followed by Front-end developers (34.8%) and Testers (28.8%). On the programming side, JavaScript (46.3%) dominates, with React.js (41.9%) and .NET (30.6%) standing out among frameworks and libraries. In terms of technical skills, professionals with expertise in Project Management (Agile, Scrum) and API Development (31.8% each), as well as DevOps and Automation tools (CI/CD, Kubernetes) (28.8%), are more likely to make it to the top-qualified list. ([page 39](#))

However, technical skills alone are insufficient to thrive in a globally connected industry. While IT professionals excel in problem-solving (72%), logical thinking (62.5%), and teamwork (60.6%), critical gaps in English proficiency remain a significant hurdle. Employers have ranked English proficiency as the top in-demand soft skill for 1H 2025 (40.3%), reflecting its importance for global collaboration and leadership. At the same time, 47.1% of IT professionals prioritize improving English speaking skills, and 32.1% focus on listening skills. This mutual recognition from employers and professionals underscores the urgent need to bridge the English skill gap for a more sustainable and competitive IT workforce. ([page 50](#))

To bridge these gaps of English and other skills, IT professionals are turning to flexible learning methods, including free online resources (59.6%), work-based learning (58.1%), and online courses (56.9%). ([page 51 - 52](#))

**4****40.9% of IT professionals plan to leave their jobs within a year. Common reasons are salary dissatisfaction and career growth concerns. Having positive company reviews alone does not guarantee strong employer branding image.**

40.9% of IT professionals plan to leave their jobs within the next 12 months, signaling significant shifts in the job market. This presents an opportunity for companies to attract talent by understanding the job search journey.

The most common reasons include salary dissatisfaction (34.2%), career shifts (26.3%), and a lack of career development opportunities (22.3%). These reasons remain consistent across most roles but vary significantly at the management level. C-level professionals are more likely to leave due to a political working environment, lack of company or product growth potential, and career shifts. ([page 53](#))

Job-seeking behaviors also differ by seniority. While junior and mid-level IT professionals actively browse job sites, higher-level roles like C-level executives rely more on passive job invitations. Among most effective job-seeking channels, ITviec ranks as the top choice, rated effective by 40.4% of respondents. ([page 54](#))

IT professionals' priorities when researching new job opportunities shift based on career levels. Juniors to manager-level professionals focus heavily on employee reviews (70%) and benefits (57%), while C-level executives prioritize company history, product portfolio, and domain expertise (52.5%). Experts and consultants emphasize benefits and perks (67.7%) more than any other level. ([page 56](#))

Employer branding plays a crucial role in attracting IT professionals. Long-term employee retention (50%) is a key indicator of a positive employer brand, valued across all career levels. However, positive employee reviews alone (25%) are insufficient. Companies that demonstrate tangible evidence of retaining talent and delivering performance growth are perceived as stronger employers. ([page 56](#))

These insights suggest that companies aiming to retain and attract IT talent should align their employer branding strategies with what professionals value most while leveraging effective channels like ITviec to connect with potential candidates.

**5****Average IT salary hits 43.7 million dong per month, increased 27.9% compared to last year. CTO/CIO/VPoE roles top the chart at 130 million VND monthly. Go becomes highest-paid programming language.**

The average salary for IT professionals in Vietnam has increased by 27.9% compared to last year's report, driven by a rise in experienced professionals. Those with 5–8 years of experience now represent 38.4%, and those with over 8 years make up 25.6%, compared to 31.2% and 20.1% last year. ([page 66](#))

Leadership roles like CTO/CIO/VPoE lead the salary charts, offering a median monthly gross pay of 130 million VND for those with over 8 years of experience. Security Engineer/Consultant positions also rank high, with a median of 82.2 million VND per month for the same level of experience. ([page 63](#))

Emerging tech roles continue to attract competitive compensation. Cloud Engineers earn a median of 29.2 million VND monthly for 3 years of experience, while AI/Blockchain Engineers receive 37.75 million VND for 4 years of experience. ([page 63](#))

Go programming language tops the list of highest-paid languages this year with median salary of 50.15 million dong per month for 6 years of experience, followed by Python, with a median salary of 42.3 million VND per month for the same experience range. ([page 65](#))

**6****Pharmaceuticals industry tops IT salary charts at 71.2 million VND/month averagely, with Real Estate, Property, Construction and Agriculture overtaking Banking and Financial Services.**

Pharmaceuticals continue to lead as the highest-paying industry for IT professionals in Vietnam, with an average salary of 71.2 million VND/month—a significant 46.5% increase from last year's 47.9 million VND/month. ([page 69](#))

Real Estate, Property, and Construction climbed to second place at 57.3 million VND/month, followed closely by Agriculture at 56 million VND/month. These two sectors surpassed Banking (46.3 million VND/month, now ranked 10th) and Financial Services (50.5 million VND/month, now ranked 7th), which were leaders in previous year but have fallen behind the new top three. ([page 69](#))

Regionally, Staffing & Recruiting emerged as the highest-paying industry in Danang, offering 81.5 million VND/month—nearly doubling last year's leader, the Game industry, which averaged 44.5 million VND/month. ([page 69](#))

In Hanoi, Real Estate, Property, and Construction lead with an average of 69.9 million VND/month, followed by Telecommunications at 52.6 million VND/month. ([page 69](#))

In Ho Chi Minh City, Pharmaceuticals dominate the salary charts at 85.3 million VND/month, with Agriculture (67.8 million VND/month) and AI, Blockchain, and Deep Tech (61.5 million VND/month) rounding out the top three. ([page 69](#))

These trends highlight interesting shifts in IT salary distribution across industries and regions, reflecting new priorities and opportunities for IT professionals nationwide.

**7**

## IT professionals now have fewer work-from-home days per week compared to last year, with the average dropping from 3 to 2 days. Non-IT business companies offer the fewest WFH days per week.

This year's survey reveals a noticeable decline in work-from-home (WFH) days per week for IT professionals. In 2023, the highest average was 3 WFH days per week, reported by 29.5% of respondents. This year, the highest proportion shifted to 2 WFH days per week, with 32.2% reporting this arrangement. ([page 47](#))

Non-IT businesses offer the least flexibility, averaging 1.9 WFH days per week. In contrast, IT Outsourcing, IT Product, and IT Service & Consulting companies provide higher range, around 2.3 days per week. ([page 47](#))

For IT professionals prioritizing remote and hybrid work, companies originating from Europe, Australia, and New Zealand provide the most attractive options. These organizations not only have higher adoption rates for hybrid work but also lead in average WFH days per week, offering 2.4 and 2.8 days, respectively. ([page 47](#))

While WFH remains one of the top three criteria for evaluating job offers—highlighted by 35.9% of IT professionals in this year's report—it is recommended for IT professionals to consider a balanced approach, weighing other criteria alongside their preferences for remote work. ([page 47](#))

**8**

## AI adoption surges: 68.5% of IT professionals in software development use AI for code completion. 50% of AI & Blockchain professionals rate it highly accurate (51 – 80%).

This year's research highlights widespread adoption of AI tools and GenAI across IT expertise areas. Key use cases include:

- **Code completion:** Used by 68.5% of software development professionals, 68.8% of AI & Blockchain specialists, and 60.4% of data analytics expertise group.
- **Code refactoring:** Used the most by AI & Blockchain group (45.3%) and software development (45.9%).
- **Information gathering/research:** Adopted by 54.8% of product management and 54.7% of data analytics professionals.
- **Prompt writing:** Used by 56.5% of product management professionals and 55% designers.
- **Design and translation:** Dominated by designing roles (65% adoption for product design and 60% for translation) and AI & Blockchain experts (50% adoption for translation).

AI accuracy ratings also show promising results. Half of AI & Blockchain and designing professionals rate its accuracy as "highly accurate" (51%-80%). Additionally, 9.7% of management & consulting experts and 13% of testing professionals rate AI's accuracy as "very high" (above 80%), showcasing its growing reliability across fields. ([page 24](#))

**9**

## Well-defined tasks, clear communication, financial security, and flexibility are key to enhancing IT productivity and engagement, particularly among the youngest group of IT employees.

IT productivity and engagement indices reveal significant disparities across roles and demographics, underscoring the need for strategic improvements. Compared to the average Productivity Index of 71, senior roles such as C-level executives score the highest (78), Senior IT professionals (70), while junior IT roles (Junior/Fresher) report the lowest productivity levels (68). ([page 72](#))

Among company types, IT Outsourcing (72), IT Products (71), and IT Services (71) lag behind non-IT businesses (75), highlighting areas for enhancement. From IT professionals' perspective, three key factors critical to productivity remain under-addressed:

- **Well-defined tasks and projects:** 46% importance vs. 21% company implementation.
- **Clear and transparent communication:** 37.4% importance vs. 18.3% implementation.
- **Effective coordination and knowledge sharing:** 36.6% importance vs. 18.8% implementation.

On the engagement side, the Employee Engagement Index (EEI) shows contrasts between levels. While senior roles such as Manager/Lead (76), C-level executives (80) and Experts/Consultants (85) have the highest scores, the Junior/Fresher employees and youngest age groups (20-22 and 23-26) struggle with engagement, scoring just 67, 23 and 62, respectively. ([page 74](#))

Financial security remains a top engagement driver, with IT professionals prioritizing competitive salaries (53.6%), annual salary increases (45.5%) and 100% salary insurance (43.2%). Flexible working model, highly valued by 32.2% of professionals, are being implemented by just 2.4% of companies. ([page 75](#))

For general IT professionals' productivity and engagement enhanced, particularly for younger IT employees who need help in quickly adjusting and achieving work delivery standards, HR leaders and CxOs should consider to address these crucial gaps.

**10**

## Web, mobile apps, consulting and AI/ML development projects dominate Vietnam's freelance IT market. Cash flow, high-competitive landscape and client reliability remain the most challenging factors.

Key freelance project categories for Vietnamese IT professionals include Web Development (55%), Mobile App Development (33%), and Project Consulting (25.7%). The United States provides the largest share of freelance opportunities (36.2%), followed by Vietnam (30%) and Singapore (26.9%). ([page 78](#))

IT freelancers in Vietnam earn an average gross monthly income of 30.9 million VND, completing approximately 6.5 projects over six months. The average hourly rate is 890,000 VND (~35.5 USD). ([page 79](#))

AI/ML development project type leads with the highest gross monthly income at 58.7 million VND and an hourly rate of 1.8 million VND (~71.7 USD), highlighting its growing demand and premium value in the IT freelancing sector. ([page 79](#))

IT freelancers encounter key challenges such as balancing project quality with deadlines (41.8%), managing cash flow and project timing (37.8%), and ensuring stable income (32.3%). High competition (48.7%) and difficulty in securing fair compensation (43.7%) add further complexities in finding clients/jobs. Verifying client reliability is another pain point, cited by 41.7% of freelancers. ([page 80](#))

Even with these challenges, freelancing remains attractive for many. While 37.7% prefer to continue freelancing, 23% aspire to start their own company, and 39.3% are considering transitioning to full-time roles with an expected salary of 45.3 million VND/month. Motivations for transitioning include the promise of stability, guaranteed benefits, and a supportive work environment. ([page 80](#))

**11**

To succeed in the increasingly competitive IT job market, IT students must proactively build practical experience, strengthen their problem-solving skills, and improve their English proficiency as soon as possible.

The current state of IT students is marked by significant stress, with many struggling to balance the pressures of their studies and the job market. In this year's report, 53% of students feel discouraged due to a lack of practical experience, an inadequate curriculum, and inconsistent teaching quality. As a result, over half (50.7%) worry about securing employment after graduation, which is significantly higher than the concerns regarding job fit (12.7%) or lack of practical experience (9.9%). ([page 84](#))

However, despite these challenges, a positive trend emerges. 43% of IT students have participated in internship jobs, with 67.5% of these internships offering paid opportunities, and an average gross monthly income of 5 million dong. ([page 84](#))

English language proficiency is highly critical for IT students' success. With 40.3% of employers prioritizing English proficiency in new IT hires, this year's result marks a striking priority for this soft skill. However, many IT professionals still struggle with English and plan to improve, even with senior levels. ([page 53](#))

Alongside language skills, Agile/Scrum and adaptability are equally crucial with 38.8% and 37.3% employers plan to recruit in 1H 2025. ([page 53](#))

IT students who focus on developing these competencies in early stage will be better equipped to face challenges and secure valuable career opportunities in the evolving job market.

# PART 03

# IT MARKET

# OVERVIEW

# GLOBAL & REGIONAL IT MARKET

The global Information Technology (IT) industry has emerged as a critical driver of economic growth, with its market value reaching approximately USD 8.51 trillion in 2023 and projected to grow to USD 9.04 trillion in 2024. The industry is expected to maintain a robust trajectory, achieving USD 12.42 trillion by 2028, reflecting a CAGR of 8.3% from 2024 to 2028.

(Research And Market)

## GLOBAL IT INDUSTRY MARKET

Market Size in USD trillion

CAGR 8.3%



Source: Research and Market

Regional dynamics are crucial in shaping the growing IT market, highlighting diverse market strengths and the need for localized strategies to leverage global trends.

In 2024, **North America** leads with 40% of global IT market revenue, fueled by strong digital infrastructure, early adoption of emerging technologies, increasing demand for advanced technologies, such as 5G, cloud computing, and artificial intelligence.

**Europe**, at over 30%, excels due to innovation, connectivity, and digital transformation, driven by factors like 5G deployment, cloud adoption, and cybersecurity needs.

**Asia-Pacific** holds 23%, thriving as a production and consumption hub with cost-effective labor, rapid digital adoption and governmental support, and a burgeoning e-commerce ecosystem, showing the fastest growth among regions.

(Cognitive Market Research)

At the country level, the **United States** remains a powerhouse, hosting global tech giants and fostering a thriving innovation ecosystem.

In Asia, **China** leverages its leadership in AI, 5G, and hardware manufacturing, while **India** continues to dominate in IT services exports due to its skilled workforce and cost advantages.

**Japan** and **South Korea** are among the top contributors to the region's IT market expansion, driven by significant investments in digital transformation, cloud services, artificial intelligence (AI), and business process outsourcing (BPO).

The Southeast Asian IT market is rapidly expanding, with **Vietnam** emerging as a key player. Vietnam benefits from a robust digital infrastructure and a young, tech-savvy population. This growth positions it alongside regional leaders like **Singapore**, **Indonesia** and **Malaysia**, highlighting its potential in the global digital economy.

## Market Value Of IT Sector In Asia-pacific Region (Billion USD), e2024

### CHINA

685

### JAPAN

332

### SOUTH KOREAN

165

### SOUTHEAST ASIA \*

150

### INDIA

148

### AUSTRALIA

88

\*Southeast Asia (including Singapore, Indonesia, Malaysia, Thailand, Vietnam, etc.)

Source: Business Wire & Mordor Intelligence

# VIETNAM IT MARKET

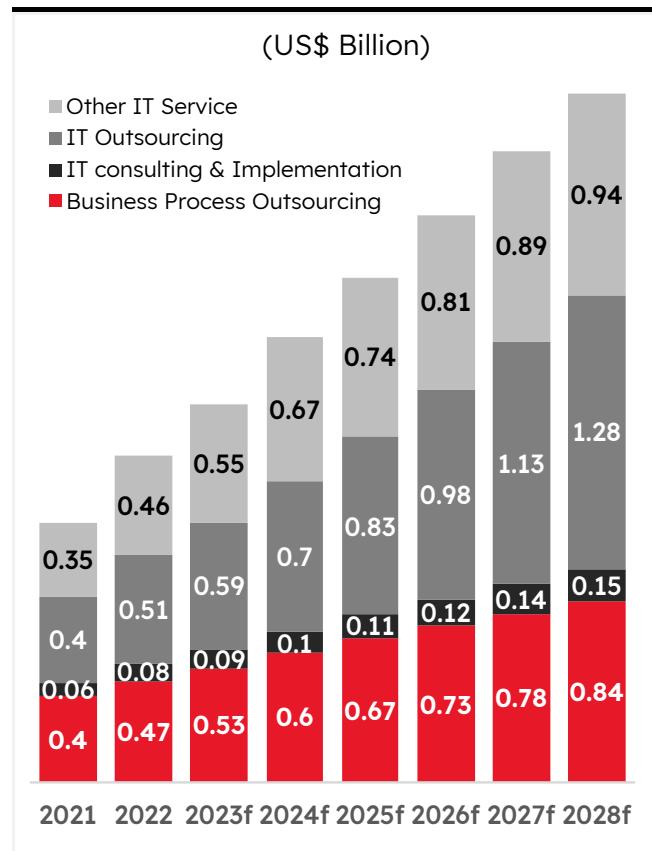
Vietnam IT market is anticipated strong and sustained expansion, with implications for global economic growth and job creation. The shift towards IT outsourcing and consulting suggests a maturing industry focused on efficiency and specialized expertise. The increasing reliance on IT services as an indicator of broader economic digitalization, while regional performance may reflect varying levels of technological adoption and investment globally.

From Vietnam 2024 Outlook of KPMG, Vietnam's IT market is set to thrive within the Asia-Pacific IT ecosystem, projected to reach US\$2.07 billion in 2024 and grow to US\$3.2 billion by 2028, with a CAGR of 11.58% 2021 - 2028f.

- **IT Outsourcing** is expected to lead the market in 2028 at US\$1.28 billion, driven by a strong demand for digital transformation solutions as organizations adapt to technological advancements. This growth highlights the increasing importance of agile methodologies, cloud computing, and cybersecurity. Additionally, Vietnam's large pool of skilled IT professionals, supported by universities producing graduates in the latest technologies, will further accelerate this growth. Companies like FPT Software utilize Vietnam's skilled talent to provide high-quality software solutions at competitive rates. FPT recently secured a digital transformation project valued at USD 225 million (approximately 5,600 billion VND) for a U.S. partner, outpacing a strong competitor from India. This achievement is significant for both FPT and Vietnam's tech industry, highlighting the country's strengths in software development, artificial intelligence, and cloud computing. ([VietnamNet 2024](#))
- Secondly, the growth in **Business Process Outsourcing (BPO)** suggests a continuing reliance on cost-efficient operational models. As companies focus on optimizing workflows, regions with affordable and skilled labor pools, particularly in Asia-Pacific, are poised to benefit significantly.

• Last segment categorized as "**Other IT Services**" demonstrates notable expansion, signaling opportunities in niche areas like advanced analytics, AI-driven solutions, and IoT implementation. For example: NVIDIA's acquisition of VinBrain represents a strategic investment in Vietnam's growing tech ecosystem, particularly in the field of artificial intelligence. This move not only highlights NVIDIA's commitment to expanding its global footprint but also underscores the potential of Vietnam as a hub for AI innovation. By leveraging VinBrain's expertise in medical AI solutions, NVIDIA aims to enhance its capabilities and foster local talent. ([Vnexpress](#))

## IT Service Revenue By Segment



Source: KPMG - Vietnam 2024 Outlook

# LABOR FORCE IS A COMPETITIVE ADVANTAGE (1)

By investing in upskilling programs, fostering industry-academia collaboration, and embracing technological innovation, Vietnam can transform its limitations into strengths, ensuring sustainable growth in its IT labor market.

## 1. Young Workforce

Vietnam is in a critical phase of demographic transition, characterized by a growing proportion of working-age individuals compared to dependents. This young, tech-savvy workforce is a key driver of the country's economic growth. Among Asia's major digital economies, Vietnam's population pyramid offers a clear advantage over nations like Japan and South Korea, where the working-age population is forecasted to decline significantly by 2060. However, Vietnam's demographic advantage is temporary, with the World Bank projecting significant population aging by 2035, potentially shrinking its pool of young talent.

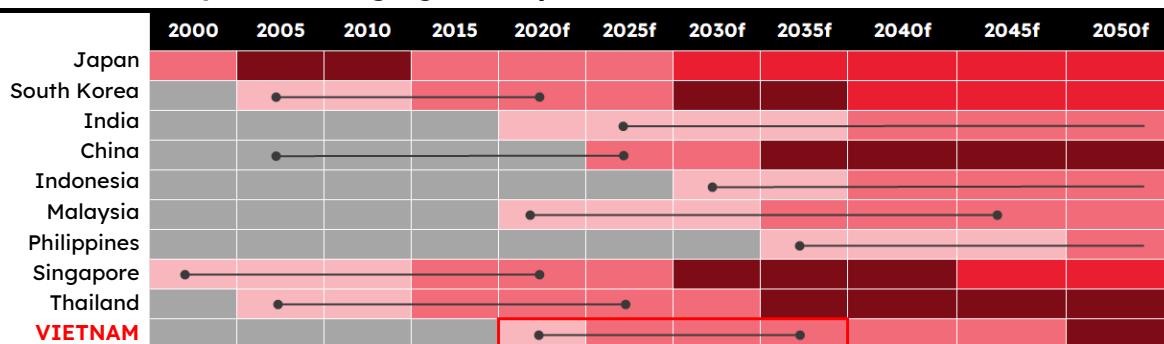
According to Deloitte analysis based on statistics from United Nation, Economist Intelligence Unit, Vietnam GSO, Vietnam is projected to become the third aging society by 2035, following Singapore (in 2015) and Thailand (expected in 2025). (*Vietnam Investment Review, 2024*)

Meanwhile, countries like the Philippines, Malaysia, and Indonesia also enjoy a similar "golden population" phase. To sustain growth, Vietnam must prioritize upskilling its workforce, strengthen industry - academia collaboration, and embrace technological innovation. These steps are vital for maintaining a competitive and adaptable workforce in a rapidly changing global market. (*The World Bank, Population Pyramid*)

**Vietnam And Selected Asia Nations' Population Pyramid 2024**



**Development Of Aging Society In Selected Southeast Asia & Asia Countries**



- Non-aging society  
(Population aged 65+, make up less than 7% of total population)
- Aging society  
(Population aged 65+, make up 7-9.9% of total population)
- Aged society  
(Population aged 65+, make up 10-19.9% of total population)
- Very aged society  
(Population aged 65+, make up 20-29.9% of total population)
- Super aged society  
(Population aged 65+, make up 30% of total population)
- Aging process  
(The number of years of elders' (aged 65+) share of total population increase from 7% - 14%)

Source: Population Pyramid, Deloitte, Economist Intelligence Unit, Vietnam GSO

## LABOR FORCE IS A COMPETITIVE ADVANTAGE (2)

Vietnam's IT workforce demonstrates significant strengths in skill development and innovation. By prioritizing ongoing training and cultivating an innovative mindset, Vietnam can strengthen its role as a key competitor in the technology sector.

### 2. High educational output & innovation

Vietnam's IT labor market is marked by remarkable strengths in skilled output and innovation.

Report from ITviec (page 45) reveals that an impressive 86% of IT professionals in Vietnam hold qualifications from colleges or universities, with 7.5% obtaining master's degrees. Additionally, 83.7% have an IT background from Vietnamese formal system universities, particularly among developers and engineers. This strong educational foundation is critical for fostering a skilled workforce capable of driving technological advancements

Vietnam is also experiencing a surge in innovation, ranking 44th globally in the 2024 Global Innovation Index (GII), climbing two positions from the previous year (46th). Among low middle-income countries, Vietnam ranks 2nd, just behind India and ahead of the Philippines. According to the GII 2024 recap, Vietnam leads the world in high-tech exports, high-tech imports, and creative goods exports. The country also shines in labor productivity growth, ranking 3rd, and mobile app creation, ranking 7th, showcasing its growing role as a global innovation hub.

(Global Innovation Index - GII)

However, Vietnam faces a significant skills gap. According to ILOSTAT, only 9% of occupations in Vietnam were classified as high-skilled in 2021. In comparison, over 50% of jobs in the United Kingdom fell into the high-skilled category. Closer to the region, nearly 65% of workers in Singapore hold high-skilled roles, highlighting a stark contrast and the need for Vietnam to enhance its workforce capabilities. (World Bank Blog)

“

Mr. Nguyen Van Khoa, CEO of FPT Corporation, acknowledged that the shortage of high-quality human resources remains a significant challenge. He shared, "The FPT team has discussed several times how to improve quality to compete with major tech corporations like those in India. A Vietnamese person must be as effective as three Indians to be equal to them." Nevertheless, he affirmed that Vietnamese talent is not inferior in terms of skill level.

(CafeF) ”

Another critical area for IT professionals in Vietnam is improving their English communication skills.

“

Ms. Dang Thien Kim, CEO of Globish Vietnam, an online training organization with the philosophy "Global Language - Comprehensive Connection," offering specialized English courses for the IT industry, shared, "IT professionals in Vietnam often struggle in specific situations that include participating in international meetings, delivering presentations to diverse audiences, and engaging in technical discussions that require precise English language and vocabulary."

”

On the bright side, with the growing demand for cross-border learning and collaboration driven by advanced technologies like GenAI, IT professionals in Vietnam have shown significant interest in prioritizing improvements to their English speaking and listening skills in 2025. (page 50)

In conclusion, while Vietnam's IT sector demonstrates strong educational foundations and innovative capabilities, addressing the skills gap and improving language proficiency will be crucial for maintaining its competitive advantage in the regional and global IT landscape.

# LABOR FORCE IS A COMPETITIVE ADVANTAGE (3)

Vietnam is a competitive hub for IT professionals due to lower hiring costs, but it must improve productivity and invest in education and technology to maintain its global status.

### 3. Competitive wages

Vietnam has positioned itself as a competitive IT professional, especially when compared to both regional and developed markets. The lower cost of hiring IT talent in Vietnam makes it an appealing choice for companies seeking to optimize their budgets while still accessing skilled labor.

Compared to the regional countries, currently, hourly rates for IT professionals in Vietnam typically range from \$20 to \$40. This pricing structure reinforces Vietnam's competitive edge within the region. For comparison, the Philippines charges between \$25 and \$50 per hour (Outsource Accelerator), while India also falls within the same range (NASSCOM). Malaysia's rates are similar, though its operational costs can be higher.

When viewed alongside developed countries, Vietnam's rates are significantly lower. In the United States, rates range from \$62 to \$209 per hour, and in Western Europe, they often exceed \$60. In Australia, IT professionals charge between \$60 and \$100 per hour, further highlighting Vietnam's affordability. ([LTS Group](#))

While competitive pricing is a crucial factor, productivity also significantly enhances the overall value proposition of Vietnam's IT sector.

The findings from ITviec Salary & Recruitment Market Report 2024-2025 shows that Vietnamese IT professionals perform strongly in key areas. They scored 7.7/10 for consistently meeting targets, indicating alignment with organizational goals, and 7.3/10 for less likely needing to rework tasks. Additionally, scores of 8.2/10 and 8.6/10 for meeting deadlines and taking ownership demonstrate a strong commitment to time management and accountability. Overall, the workforce is considered to be goal-oriented, efficient, and dedicated.

Although Vietnam's labor productivity has improved in many terms, it remains significantly lower than other countries in the region. In 2022, Vietnam's productivity was just 11.4% of Singapore's, 24.7% of South Korea's, and 26.3% of Japan's ([VOV World](#)). As Vietnam continues investing in education and technological infrastructure, significant improvements in the productivity of IT professionals and the broader labor force are expected. Enhancing digital literacy and technical skills will be crucial to sustaining a competitive workforce in the rapidly evolving global market. The government's focus on developing the digital economy, as outlined in various national strategies, is likely to further boost the overall productivity of the sector.

In conclusion, Vietnam's competitive wages, coupled with a commitment to improving productivity, position it as an attractive destination for IT professionals. By continuing to invest in education and technology, Vietnam can reinforce its status in the global IT market, ensuring sustainable growth and competitiveness.

### Self-evaluated Productivity Metrics Of Vietnam IT Professionals, 2024

**7.7 / 10**

Consistently meeting or exceeding measurable targets/KPIs.

**7.3 / 10**

Rarely have to re-work my task.

**8.2 / 10**

Always meet my deadline and complete assignment on time.

**8.6 / 10**

Always take ownership of my work.

Source: Vietnam IT Salary & Recruitment Market 2024-2025 Report (ITviec)

# THE RISE OF VIETNAM'S DIGITAL ECONOMY

Vietnam is rapidly transforming into a key player in Southeast Asia's economy. With a focus on digital innovation, industrial growth, and government initiatives, the country is strengthening its position in the global IT and digital economy.

## Rapid Growth Economy

Vietnam's economy has demonstrated significant resilience and growth, which directly influences its IT market. The combination of a robust manufacturing sector, a burgeoning digital economy, and strategic trade agreements creates a fertile environment for IT development ([Stav.gov](#))

Thanks to its solid foundations, the economy has proven resilient through different crises. Economic growth is projected to reach 6.1 percent in 2024 and 6.5 percent in 2025, up from 5 percent in 2023, driven by increasing global demand and restored domestic consumer confidence. ([World Bank](#))

Additionally, Vietnam's inflation in 2023-2024 remained controlled, fluctuating around the 4.5% policy ceiling set by the government ([World Bank](#), [Reuters](#)). The government has taken measures to stabilize prices and ensure economic growth, which is crucial for maintaining consumer confidence and spending. A stable economic environment is beneficial for the IT sector, as it encourages investment in technology and innovation. ([Vietnam brief](#))

## Develop Digital Economy

Specially, the Vietnamese government actively promotes the IT sector by developing the National Digital Transformation Program, with a vision for 2030, (Decree 749/QĐ-TTg). Vietnam's digital economy is projected to grow to around \$45 billion by 2025 and between \$90 billion to \$200 billion by 2030 ([International Trade Administration](#)). Notably, its growth has surpassed other ASEAN nations, achieving a compounded annual growth rate (CAGR) of 19% in 2023, as reported by Bain & Company.

### Vietnam Digital Economy:

- e2025: 45 BILLION USD
- e2030: 90 to 200 BILLION USD

## Foreign Investment

According to [FDI insider](#), in the first nine months of 2024, Vietnam attracted approximately \$24.78 billion in FDI, marking an 11.6% increase compared to the same period in the previous year.

During this period, 2,492 newly registered projects were approved, which represents an 11.3% increase in capital but a 4.3% decrease in the number of projects compared to the previous year. Additionally, 1,027 existing projects received an extra \$4.76 billion in capital, indicating a 48.1% increase in the number of projects receiving additional funding

Singapore was the leading source of FDI, contributing \$7.35 billion, followed by mainland China and South Korea.

The manufacturing and processing sectors continued to dominate, receiving \$15.64 billion, which accounts for 63.1% of the total FDI inflows

**24.78**  
billion USD  
First 9m-2024

**2,492**  
Newly-registered  
Projects were  
approved

In conclusion, Vietnam's economy is rapidly growing, enhancing its IT sector through resilience and adaptability. With a projected GDP growth rate and a focus on digital transformation, the country is well-positioned to leverage its digital economy. Government efforts to stabilize inflation and attract foreign investment further support this environment for technological innovation. As Vietnam invests in its digital infrastructure and workforce, it is set to boost economic productivity and technological advancement.

# GLOBAL & REGIONAL IT MARKET

Vietnam's government has demonstrated remarkable proactiveness in advancing its IT sector and aligning with global trends. Policies such as the Decree on High-Tech Parks Investment Incentives, Centralized Information Technology Zones and Circular on Software Product Manufacturing provide tax incentives and infrastructure support, fostering innovation and attracting investments. The National Digital Transformation Program emphasizes developing a digital government, economy, and society to position Vietnam as a global technology player.

Vietnam is also prioritizing artificial intelligence through initiatives like the National Strategy for Research, Development and Application of AI until 2030, which aims to establish the country as an AI hub in ASEAN, and the Responsible AI Guidelines, promoting ethical AI practices. These forward-thinking policies showcase the government's commitment to building a robust IT ecosystem, equipping Vietnam to compete globally while adapting to the dynamic demands of the Fourth Industrial Revolution.

NO	DECREE/PROGRAM	DECREE NUMBER/ID	EFFECTIVE DATE	SOURCE
1	<b>Decree on High-Tech Parks Investment Incentives:</b> Provides tax incentives, land lease exemptions, and support for infrastructure development in high-tech parks to attract investments.	Decree No. 10/2024/NĐ-CP	March 25, 2024	<a href="#">Vietnam Briefing</a>
2	<b>Decree on Centralized Information Technology Zones:</b> Encourages investment in centralized IT zones with incentives such as land rent exemptions and infrastructure support.	Decree No. 154/2013/NĐ-CP	November 08, 2013	<a href="#">LawNet</a>
3	<b>The Program For National Digital Transformation By 2025 With Orientations Towards 2030:</b> Outlines Vietnam's clear goals to develop a digital government, digital economy, and digital society, while fostering Vietnamese digital technology enterprises with the capability to compete globally.	Decision No. 749/QĐ-TTg	June 03, 2020	<a href="#">Thuvien phapluat</a>
4	<b>Circular Determining Procedural Compliance Of Software Product Manufacturing Operations:</b> Prescribes determining procedural compliance of software product manufacturing operations for benefitting from corporate income tax.	Decree No. 13/2020/TT-BTTT	July 3, 2020	<a href="#">Thuvien phapluat</a>
5	<b>Decision On National Strategy For Research, Development, And Application Of Artificial Intelligence Until 2030:</b> Promotes research, development, and application of AI, prioritize AI as an important field of technology of Vietnam in the Fourth industrial revolution. Until 2030, Vietnam has become a center for renovation, creativity, development of solutions, and application of AI in ASEAN sector and around the world.	Decree No. 127/QĐ-TTg	January 26, 2021	<a href="#">Thuvien phapluat</a>
6	<b>Guidelines on Principles for Researching and Developing Responsible AI Systems:</b> Provides voluntary guidelines to ensure AI development aligns with ethical standards, emphasizing transparency, accountability, and human-centric approaches.	Decision No. 1290/QĐ-BKHCN	June 11, 2024	<a href="#">VNPT</a>

# AI SET FOR EXPLOSIVE GROWTH IN 2025 (1)

The anticipated growth of AI in Vietnam stands out among other tech trends, thanks to its potential to enhance utility and deliver benefits across diverse user groups.

## 1. Technology trends for 2025 in Vietnam

The anticipated technology trends for 2025 in Vietnam highlight a strong emphasis on AI, data-driven and machine learning systems, low-code/no code, cloud infrastructure, and cybersecurity. (ITviec)

TOP 5 TECHNOLOGY TRENDS IN 2025 %	
AI	83.3%
Machine Learning & Data Science	35.1%
No-code/ Low-code	28.2%
Public Cloud Service	24.5%
Cybersecurity	22.8%

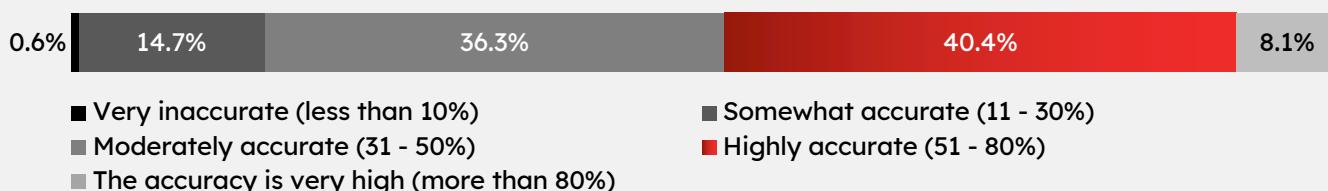
Source: Vietnam IT Salary & Recruitment Market 2024-2025 Report (ITviec)

- The overwhelming focus on AI (83.3%) showcases a clear commitment to leveraging intelligent solutions across various sectors, promising enhanced efficiency and innovation.
- The rising interest in Machine Learning and Data Science (35.1%) reflects a shift towards data-driven decision-making, essential for organizations seeking to gain a competitive edge. Meanwhile, the adoption of No-code/Low-code platforms (28.2%) democratizes development, allowing a broader range of employees to contribute to tech initiatives, fostering creativity and agility.
- The growth of Public Cloud Services (24.5%) emphasizes the need for scalable infrastructure, enabling organizations to adapt quickly to changing market demands.
- Lastly, the focus on Cybersecurity (22.8%) highlights the increasing awareness of digital threats.

## 2. AI application of Vietnam IT professionals

- A report of Microsoft's data shows that The rate of AI usage in the workplace in Vietnam is higher than the global average (88% vs 75%). ([Vietnamnet](#)) According to findings in ITviec's report, 88.8% of IT professionals have utilized AI at work is a strong testament to the technology's growing integration in the workplace.
- It indicates the diverse applications of AI across various job positions, highlighting its versatility in enhancing different functions. Software developers are utilizing it primarily for Code Completion and Writing Prompts. Product Management and Consulting group leverage AI for Data Synthesis and Product Design, highlighting its importance in data-driven decision-making. Designers employ AI for Image Generation and Natural Language Processing.
- The evaluation of AI's coding application shows a promising outlook, with 8.1% finding the accuracy is very high, 40.4% of respondents perceiving it as highly accurate, reflecting strong confidence in its effectiveness. Additionally, 36.3% rated it as somewhat accurate, indicating a generally favorable view. However, 15.3% left highlighted existing concerns about its reliability in certain contexts. these mixed responses underscore the need for continued improvements in AI accuracy for coding tasks.

### Evaluation Of The Accuracy Of AI For Coding Application



Source: Vietnam IT Salary & Recruitment Market 2024-2025 Report (ITviec)

## AI SET FOR EXPLOSIVE GROWTH IN 2025 (2)

According to Microsoft, the uncoordinated use of AI by employees can lead to missed opportunities for fully leveraging its capabilities and may heighten the risk of data security breaches. Ms. Nguyen Quynh Tram, General Director of Microsoft Vietnam, highlighted that AI usage among Vietnamese workers is higher than the global average. It is now being applied beyond simple tasks like translation and summarization, moving into more creative roles. Despite this progress, support for AI adoption from leadership remains low, which is at odds with global trends.

“

Vietnam needs to further promote mechanisms that encourage organizations, businesses, and leaders not only to experiment with AI but to integrate it as a primary tool to achieve business objectives and optimize organizational efficiency.

**Ms. Nguyen Quynh Tram, General Director of Microsoft Vietnam (Vietnamnet) ”**

Application Of AI By Group of IT Expertise

	Software Development	Product Management	Management & Consulting	Designing	Testing	Cloud, Infrastructure & Security	Data Analytics	AI & Blockchain
Code completion	68.5%	22.6%	46.5%	10.0%	34.2%	48.6%	60.4%	68.8%
Code review	39.3%	10.4%	28.7%	12.5%	20.9%	22.0%	45.3%	37.5%
Code refactoring	45.9%	11.3%	24.1%	0.0%	15.8%	18.3%	32.1%	50.0%
NLP (Natural Language Processing)	10.1%	13.0%	14.0%	2.5%	7.1%	11.9%	17.0%	31.3%
Bug fixing/Debug	31.6%	8.7%	18.9%	2.5%	10.7%	25.7%	37.7%	43.8%
Testing	17.7%	16.5%	17.5%	12.5%	51.5%	12.8%	17.0%	12.5%
Information gathering/research	27.2%	54.8%	46.9%	22.5%	36.7%	41.3%	54.7%	43.8%
Writing prompts	32.5%	56.5%	41.6%	55.0%	41.3%	35.8%	43.4%	31.3%
Product design	7.5%	33.9%	13.6%	65.0%	7.1%	3.7%	13.2%	25.0%
Data Synthesis	13.2%	26.1%	22.4%	12.5%	13.3%	20.2%	26.4%	18.8%
Image/Video/Music/Voice Generation	7.8%	11.3%	13.3%	12.5%	8.2%	9.2%	9.4%	6.3%
Translation	28.3%	33.0%	41.3%	60.0%	44.4%	29.4%	30.2%	50.0%

Source: Vietnam IT Salary & Recruitment Market 2024-2025 Report (ITviec)

Evaluation Of The Accuracy Of AI For Coding Application By Group Of IT Expertise

	Software Development	Product Management	Management & Consulting	Designing	Testing	Cloud, Infrastructure & Security	Data Analytics	AI & Blockchain
Very inaccurate (less than 10%)	0.7%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Somewhat accurate (11 - 30%)	15.1%	7.9%	14.3%	0.0%	19.1%	8.1%	18.9%	14.3%
Moderately accurate (31 - 50%)	37.3%	42.1%	29.7%	50.0%	36.0%	38.7%	35.1%	28.6%
Highly accurate (51 - 80%)	39.4%	47.4%	45.1%	50.0%	31.5%	48.4%	40.5%	50.0%
The accuracy is very high (more than 80%)	7.7%	2.6%	9.7%	0.0%	13.5%	4.8%	5.4%	7.1%

Source: Vietnam IT Salary & Recruitment Market 2024-2025 Report (ITviec)

# AI ADOPTION IN VIETNAM

In recent years, despite Vietnam having made significant strides in its artificial intelligence (AI) development and application efforts, it is currently in a developing stage of AI adoption. The Vietnam AI Preparedness Index (developed by [The International Monetary Fund, 2023](#)) ranked the nation 78th out of 173 countries in 2023, with a score of 0.48, indicating a gap in readiness for AI development, particularly in areas such as ethics and Regulatory Compliance, Infrastructure Limitations, Shortage of Skilled Workforce, etc. Recognizing these challenges, Vietnam is actively enhancing its AI capabilities through strategic initiatives and policy developments:

- **Commitment and Vision:** The government has demonstrated a strong commitment to integrating AI into its national development strategy. This is exemplified by the Prime Minister's Decision No. 127/QD-TTg, which outlines a clear roadmap for AI research, development, and application by 2030. ([luatvietnam](#))
- **Strategic Goals and Objectives:** Vietnam aims to position itself as a center for AI innovation within the ASEAN region. To achieve this, the government is fostering a conducive environment for startups and technology companies, encouraging investment in AI solutions, and promoting the establishment of innovation centers.
- **Integration into Public Administration:** The integration of AI into public administration is a strategic goal of the government. By leveraging AI technologies, the government aims to enhance operational efficiency and improve service delivery. For instance, the introduction of AI-powered solutions, such as a virtual tax assistant, reflects Vietnam's commitment to using AI for better public service outcomes. This initiative aligns with the objectives outlined in the National Digital Transformation Strategy, which seeks to streamline processes and reduce waiting times for citizens.

“

Vietnam currently lacks specialized laws for AI development and application. These include the Civil Code, the Law on Consumer Protection, the Cybersecurity Law, the Decree on Personal Data Protection, and relevant administrative and criminal regulations.

Dr. Nguyen Van Cuong, Director of the Institute of Legal Science and Strategy under Vietnam's Ministry of Justice ([Vietnamlawmagazine](#))”

- **Investment in Human Resources and Education:** The government recognizes the need for a skilled workforce to support AI initiatives. The Ministry of Education and Training has been tasked with implementing programs to develop high-quality human resources in AI and data science. This includes incorporating AI-related subjects into educational curricula and promoting lifelong learning opportunities.
- **Ethical Considerations and Responsible Development:** The government plans to establish legal frameworks and guidelines to ensure that AI technologies are developed ethically, respecting human rights and privacy.

Vietnam is making significant strides in AI development, but challenges remain in legal preparedness and ethics. The government's commitment to a comprehensive policy framework and an innovative environment is vital for establishing Vietnam as an AI leader in ASEAN. Projections from Google suggest that AI could contribute up to \$79.3 billion, or about 12% of GDP, by 2030, highlighting its potential to drive economic growth and competitiveness. This underscores the urgency of addressing existing challenges while showcasing the benefits AI can bring to Vietnam's economy. ([Vietnamnet](#))

# GLOBAL IT RECRUITMENT MARKET IN 2024-2025

The technology sector faces immediate challenges, certain trends indicate resilience and opportunities for growth. Addressing the skills gap will be crucial for organizations looking to thrive in this ever evolving landscape.

## 1. Recent global tech recruitment market

According to McKinsey Technology Trends Outlook 2024 (McKinsey, 2024), the global technology sector has undergone significant transformations, notably marked by substantial layoffs in major tech firms. Job postings associated with the analyzed tech trends have dropped by 26%, which is a much steeper decline than the overall 17% decrease in global job postings. This reduction in demand for talent within tech trends appears to be primarily driven by cost-cutting measures implemented by these companies in response to declining revenue growth projections.



Nonetheless, not all trends are facing negative impacts. Sectors that continue to draw strong investment and innovation, such as generative AI, have not only maintained their job postings but have also seen an increase. This indicates a robust and persistent demand for advanced skills in these areas. Furthermore, the electrification and renewables sector has experienced positive job growth, aided by public sector support for infrastructure projects.

Despite the short-term variations in talent demand, an examination of 4.3 million job postings across 15 tech trends uncovers a significant skills gap. Alarmingly, fewer than half of potential candidates possess the high-demand tech skills needed for these positions, compared to the global average. While many trends have recorded year-on-year declines in job postings from 2022 to 2023, the total number of tech-related job postings in 2023 still represents an 8% increase from 2021. This trend indicates the potential for long-term growth in the tech sector, highlighting the necessity for strategic investment in skills development to address future demands.

## 2. Recent global in-demand skills in IT recruitment

- From the insights of PwC Pulse Survey, technology jobs in the future will necessitate a blend of advanced skills and flexible abilities to adapt to a swiftly changing environment.
- Proficiency in data analytics, data science, and machine learning is essential as organizations embrace data-driven strategies. Additionally, strong cybersecurity knowledge, including risk assessment and threat detection, is crucial to protect assets. Familiarity with cloud platforms like AWS, Azure, and Google Cloud is also necessary due to the shift towards cloud solutions.
- In the evolving IT landscape, besides the primary skill essential soft skills needed to reinforce such as agility and adaptability are essential for rapid change management. Strong collaboration and communication skills align technology strategies with business objectives. Additionally, innovative problem-solving is crucial for addressing emerging challenges, while a commitment to continuous learning ensures professionals keep pace with rapid technological advancements.

### The Most In-demand Skills For Technology Teams

(Business focus: Reinvention)	
<b>58%</b>	Data analytics & AI/GenAI
<b>57%</b>	Ability to clearly communicate & understand business & tech audience
<b>56%</b>	Cloud-native development, application, modernization and integration

### The Most In-demand Skills For Technology Teams

(Business focus: Operation)	
<b>59%</b>	Infrastructure operation management and support
<b>57%</b>	Cloud migration
<b>56%</b>	Business application development and integration

Source: McKinsey, PwC

# VIETNAM IT RECRUITMENT MARKET IN 1H 2025 (1)

Vietnam IT corporations and professionals are navigating a landscape of uncertainty and opportunity, requiring strategic adaptation. The outlook for Vietnam's economy in 2025 looks more positive than global trends, supported by local market resilience and government backing. Additionally, 2025 is expected to be more optimistic than 2024.

From ITviec's this year report ([page 43](#)), Vietnam IT firms are likely to remain strategic in their approach, balancing optimism with caution, particularly in the global context. Meanwhile, IT professionals express a range of sentiments regarding job changes, indicating a need for companies to focus on retention strategies and employee satisfaction to foster a stable and motivated workforce in the coming years.

- Corporates are likely to adopt a cautious yet hopeful outlook for the global economy in the second half of 2024 and into 2025. The visual suggests a mix of optimism and caution, with a significant portion of IT corporations possibly preparing for varying economic scenarios. This reflects a trend toward strategic planning that accounts for potential volatility in global markets.

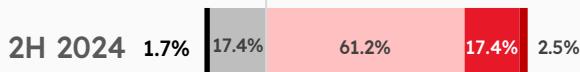
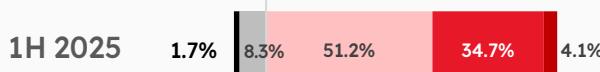
- The outlook for Vietnam's economy in 2025 appears more optimistic compared to the global perspective. This can indicate confidence in the local market's resilience and growth potential, possibly driven by ongoing digital transformation initiatives and government support for the tech sector.

- In terms of job change sentiment in 2025: The data indicates a notable percentage of IT professionals — 26.8% feel that it is "not a good time" to change jobs, while 41.0% maintain a neutral stance, and 32.2% view it as a "very good time" to change jobs. This split suggests varying levels of confidence among professionals regarding job security and career opportunities in the evolving market. Companies may need to enhance their employee value propositions, focusing on career development, job satisfaction, and competitive compensation to attract and retain skilled workers.

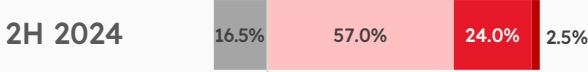
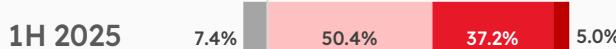
## Market Forecast For 2H 2024 & 1H 2025

(Based on companies)

### Global Economic Situation



### Vietnam Economic Situation



← Very Pessimistic/Pessimistic → Neutral/Optimistic/Very Optimistic

■ Very pessimistic ■ Pessimistic ■ Neutral ■ Optimistic ■ Very optimistic

Source: Vietnam IT Salary & Recruitment Market 2024-2025 Report (ITviec)

### Sentiment On Time To Change Job In 2025

(Based on IT professional)

Sentiment Category	Percentage
No. Not a good time	26.8%
Neutral	41.0%
Yes. Good time	32.2%

■ No. Not a good time ■ Neutral ■ Yes. Good time

Reason for not a good time

Economic, political, and social situation is volatile /not yet recovered

Reason for a good time

The economic situation has recovered/stabilized

IT recruitment market is saturated

The job market has a higher demand for recruitment

Lower recruitment demand/Companies laying off employees

Because the market and recruitment demand is always changing

Source: Vietnam IT Salary & Recruitment Market 2024-2025 Report (ITviec)

# VIETNAM IT RECRUITMENT MARKET IN 1H 2025 (2)

Follow up with the global trend, the demand for specific IT positions in Vietnam highlights the evolving tech industry, particularly for foundational software developers and trending technical skill domains such as Agile, Scrum, API development and DevOps & Automation.

## 1H 2025 IT Hiring Demand

The demand for specific IT positions and technical skills in the first half of 2025 highlights the importance of foundational software development priorities of the tech industry. Companies are focusing on roles like Back-end and Full-stack developers (56.1% each), as well as Front-end developers (34.8%), to enhance operational capabilities, while technical skills such as project management (31.8%), API development (31.8%), and DevOps automation (28.8%) are critical to driving scalability, integration, and efficiency.

Additionally, cloud computing, database management, and AI/machine learning underscore the growing need for expertise in data management, cybersecurity, and advanced technology implementation.

## Top 10 Positions Planned To Hire In 1H 2025 & Range Experience Year (Min & Max YOE)

POSITION	PERCENTAGE	MIN	MAX
BACK-END DEVELOPER	56.1%	2	8
FULL-STACK DEVELOPER	56.1%	3	8
FRONT-END DEVELOPER	34.8%	2	7
TESTER	28.8%	2	7
MOBILE DEVELOPER	24.2%	3	9
BUSINESS ANALYST	22.7%	2	8
PROJECT MANAGER	15.2%	3	8
QA-QC	13.6%	2	7
UI UX DESIGNER	12.1%	2	5
BRIDGE ENGINEER	12.1%	3	6

Source: Vietnam IT Salary & Recruitment Market 2024-2025 Report (ITviec)

For IT professionals, this presents both challenges and opportunities, emphasizing the need for skill enhancement in project management, integration, DevOps and rising-demand areas like cloud technology, data science, and cybersecurity.

As organizations adapt to these trends, professionals with these competencies may find themselves in favorable positions, leading to increased job mobility and empowerment to seek better-aligned opportunities. Continuous learning and proactive development will be essential for thriving in this dynamic and fast-paced IT landscape.

## Top 10 Technical Skills Planned To Hire In 1H 2025

NO	PRIMARY SKILL	%
1	Project management (Agile, Scrum)	31.8%
2	API development & integration	31.8%
3	DevOps & automation (CI/CD, Kubernetes)	28.8%
4	Mobile development (iOS, Android)	28.8%
5	Database management (SQL, NoSQL)	28.8%
6	Solution architecture	24.2%
7	AI & Machine learning (NLP, Computer vision)	22.7%
8	UI/UX Design	21.2%
9	Cloud computing (AWS, Azure, Google cloud)	19.7%
10	Data engineering (ETL, Data Pipelines, Big Data)	19.7%

Source: Vietnam IT Salary & Recruitment Market 2024-2025 Report (ITviec)

# MULTI PROGRAMMING LANGUAGES DEVELOPER

The evolving tech landscape necessitates that IT professionals adapt by learning multiple programming languages. According to this year's research from ITviec, on average, one developer knows about 3 programming languages, the outcome also highlights their positive attitudes if they are required to learn a new/unfamiliar language.

- For a job offer that requires an unfamiliar language, 55.5% of respondents indicated they are "okay with it and will accept it," reflecting a proactive approach to skill enhancement.
- Those developers often hesitate to accept job offers requiring unfamiliar programming languages for several reasons.** The significant time, effort, and financial investment needed to learn a new language can be overwhelming. They prioritize language that aligns with their career development goals, seeking opportunities that enhance their skills. Additionally, the level of company support and compensation is crucial; adequate training and competitive pay can encourage acceptance. Developers are also concerned about the future relevance of the skills they acquire, preferring to invest in in-demand languages, and the presence of a strong community around a technology can further influence their decisions.

## Response Of IT Professionals When Receiving A Job Offer Required An Unfamiliar Programming Language

**55.5%**

I'm ok with it and will accept it

**37.3%**

I'll consider it and decide

**37.5%**

I might decline the job offer

**1.9%**

I will decline the job offer

**1.8%**

I refuse to share about this issue

Source: Vietnam IT Salary & Recruitment Market 2024-2025 Report (ITviec)

- For the case required to learn a new programming language in the current job, the report indicates that 79.3% of developers feel "completely fine" with learning new programming languages, reflecting a strong willingness to adapt in their current roles. This trend aligns with the increasing demand for developers who can code flexibly across various languages, as highlighted by industry reports from Stack Overflow and GitHub.
- While this demonstrates a robust culture of continuous learning within the tech industry, some professionals express reluctance. Their concerns include alignment with career goals, the significant time and resources required, and the necessity of the skills. Additionally, they seek company support and worry about the future relevance of the languages being learned.
- In conclusion, the report shows that most IT professionals are open to embracing new programming languages, seeing them as valuable opportunities for growth. This adaptability is essential in a fast-paced industry, where the ability to work with multiple languages is increasingly valued.

## Response Of IT Professionals When Receiving A Job Offer Required An Unfamiliar Programming Language

**79.3%**

I am completely feeling fine with learning a new programming language

**15.1%**

I would consider but it is more likely that I would accept the requirement if it were mandatory

**3%**

I would feel uncomfortable and consider quitting my job if it were mandatory

**0.8%**

I would disagree and would be willing to quit if it were mandatory

**1.8%**

I refuse to share about this

Source: Vietnam IT Salary & Recruitment Market 2024-2025 Report (ITviec)

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# PART 04

# COMPANY STRATEGY & HIRING DEMAND

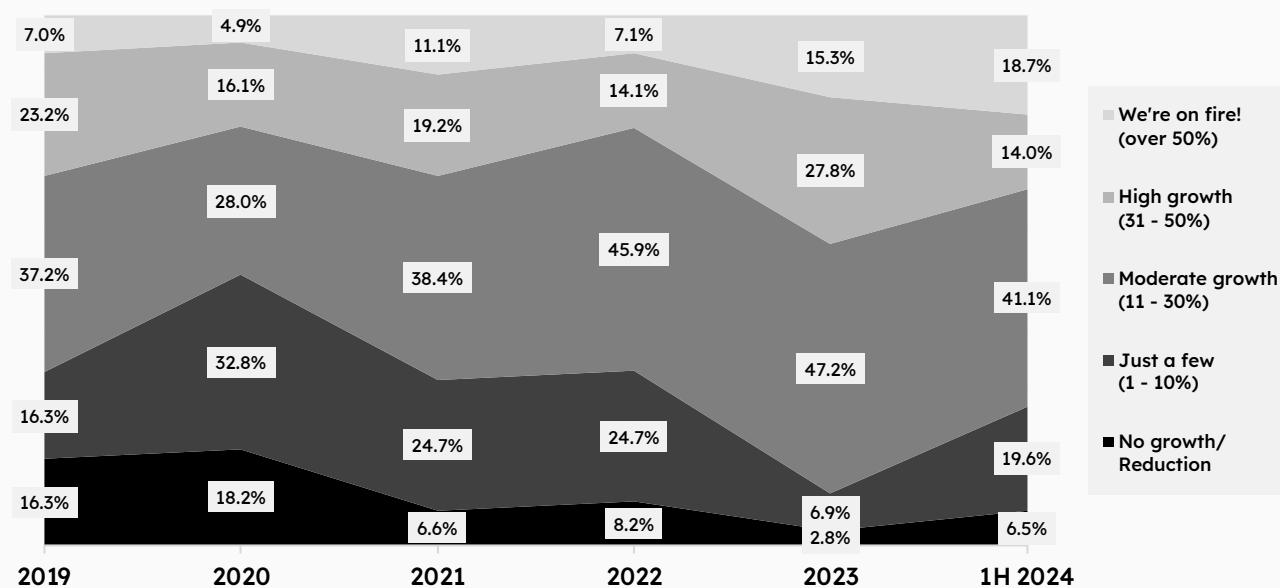
The IT recruitment landscape in Vietnam has seen notable shifts in hiring demand and strategies. From 2019 to first half of 2024 (1H 2024), moderate team growth (11-30%) peaked at 47.2% in 2023 but stabilized at 41.1% by mid-2024. "We're on fire! (over 50%)" actual growth increased from 2023 to 1H 2024 (15.3% to 18.7%), suggesting more companies achieved revenue or production alignment for expansion. However, planned growth from 2020 to 1H 2025 shows declining moderate growth forecasts and dominating "No growth/Reduction" plans (38.7% in 1H 2025), signaling a strategic shift toward sustainable hiring.

When reflecting on the past five years, the IT recruitment market has experienced significant changes and events that have shaped and redirected trends along the way. The Covid-19 pandemic (2019–2022) triggered a rapid surge in global digital adoption, driving unprecedented IT sector growth. As the boom eased, the recruitment market began recalibrating to balance demand and supply. Companies are now prioritizing cost optimization and addressing a slowdown in new projects.

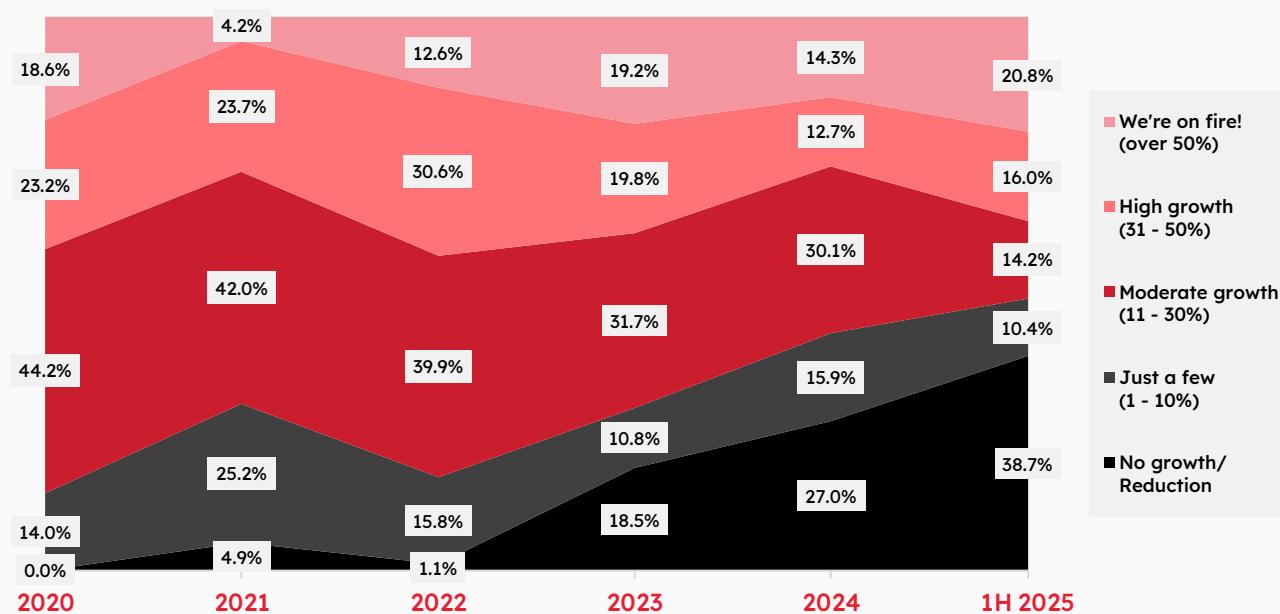
A pivotal factor influencing these shifts is the rapid adoption of AI technologies, particularly generative AI since ChatGPT's debut in November 2022. As companies automate routine tasks and implement AI-driven solutions, they are rethinking the skills required for many tech roles. According to KPMG's 2024 CEO Outlook, 58% of CEOs agree that generative AI has prompted them to reassess the skills needed for entry-level positions. Furthermore, 92% of CEOs aim to increase their overall headcount while future-proofing tech talent and enhancing their employee value proposition to attract and retain top-tier professionals. ([KPMG source](#))

This alignment of hiring demand shifting patterns, AI integration, and talent pivot highlights strategic changes, as companies balance ambition with caution to ensure talent resilience, meet stakeholder expectations, and secure long-term business sustainability.

### Actual growth of IT team in the period of 2019 – 1H 2024



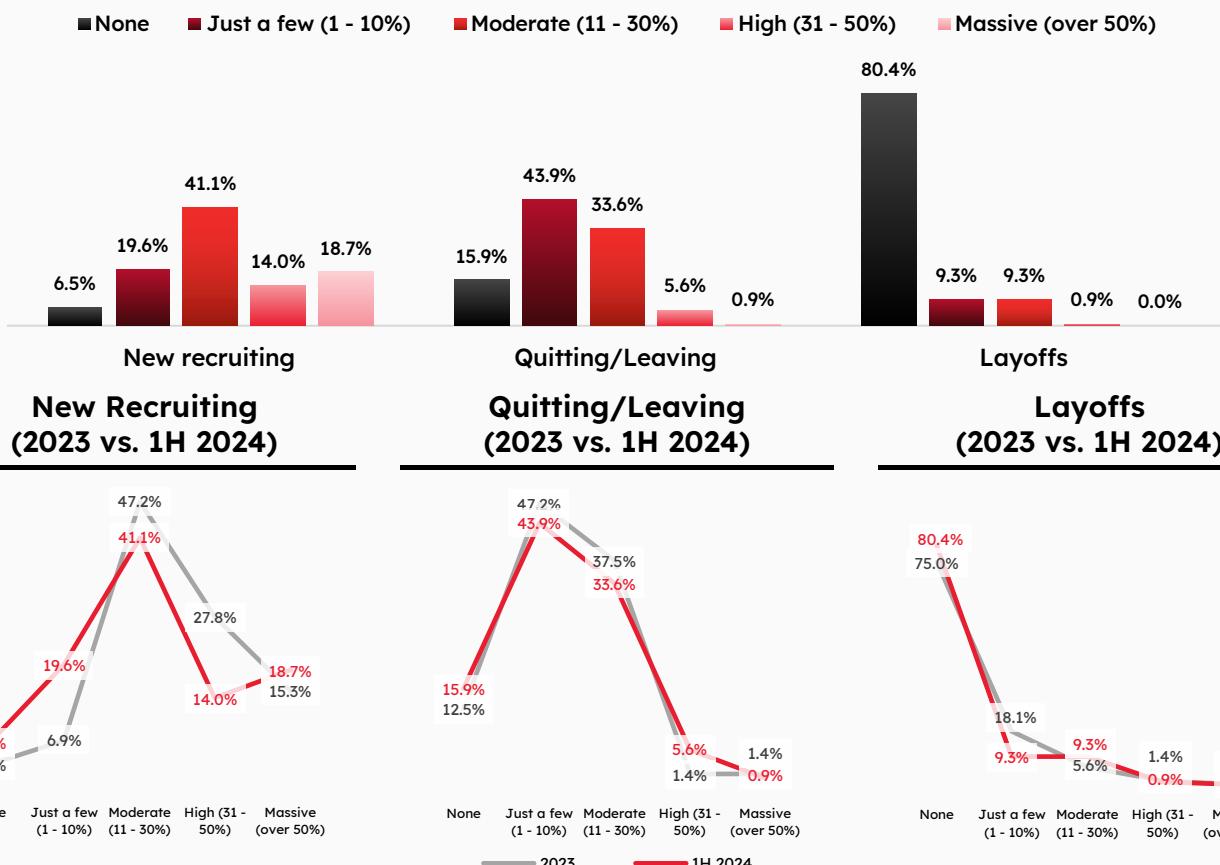
### Plan to grow IT team in the period of 2020 – 1H 2025



In 1H 2024, compared to the full year of 2023, a lower ratio of companies reported moderate growth (41.1% vs. 47.2%) and high growth (14% vs. 27.8%), while layoffs occurred at a slightly lower rate overall.

The conversion rate from applications to interviews decreased (13.9% vs. 20.5%), indicating a tighter screening process or a higher volume of less-qualified IT applicants. However, the stability in the percentage of offers sent and successful probation completions, both around 3%, suggests consistent hiring outcomes for qualified IT candidates, even amid evolving recruitment challenges and a shifting talent market.

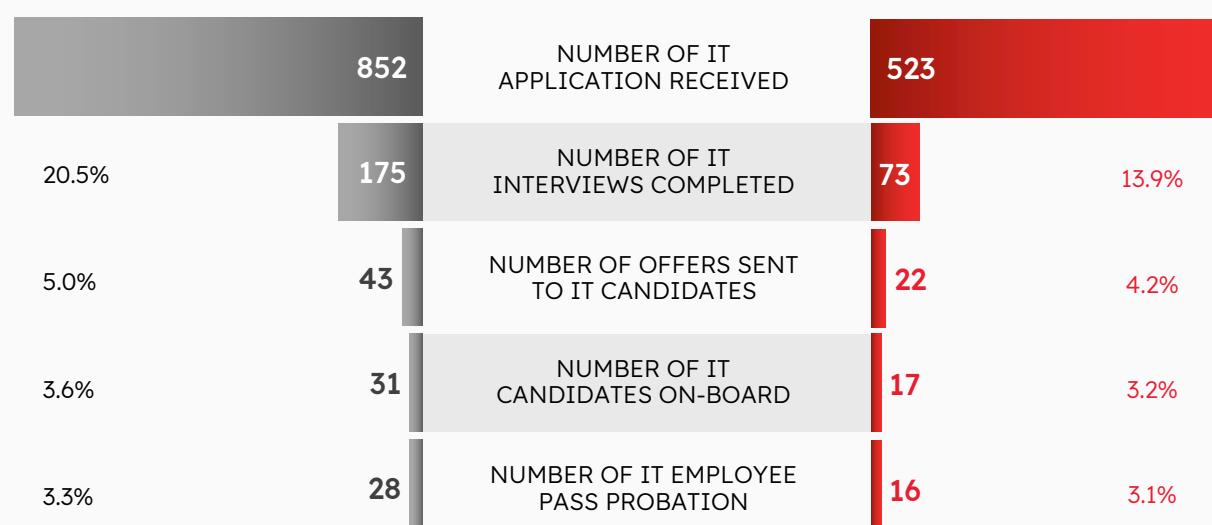
### New Recruiting, Quitting/Leaving and Layoffs in 1H 2024



### Average Conversion Rate Between Stages In IT Recruitment (2023 Vs. 1h 2024)

#### 2023

#### 1H 2024

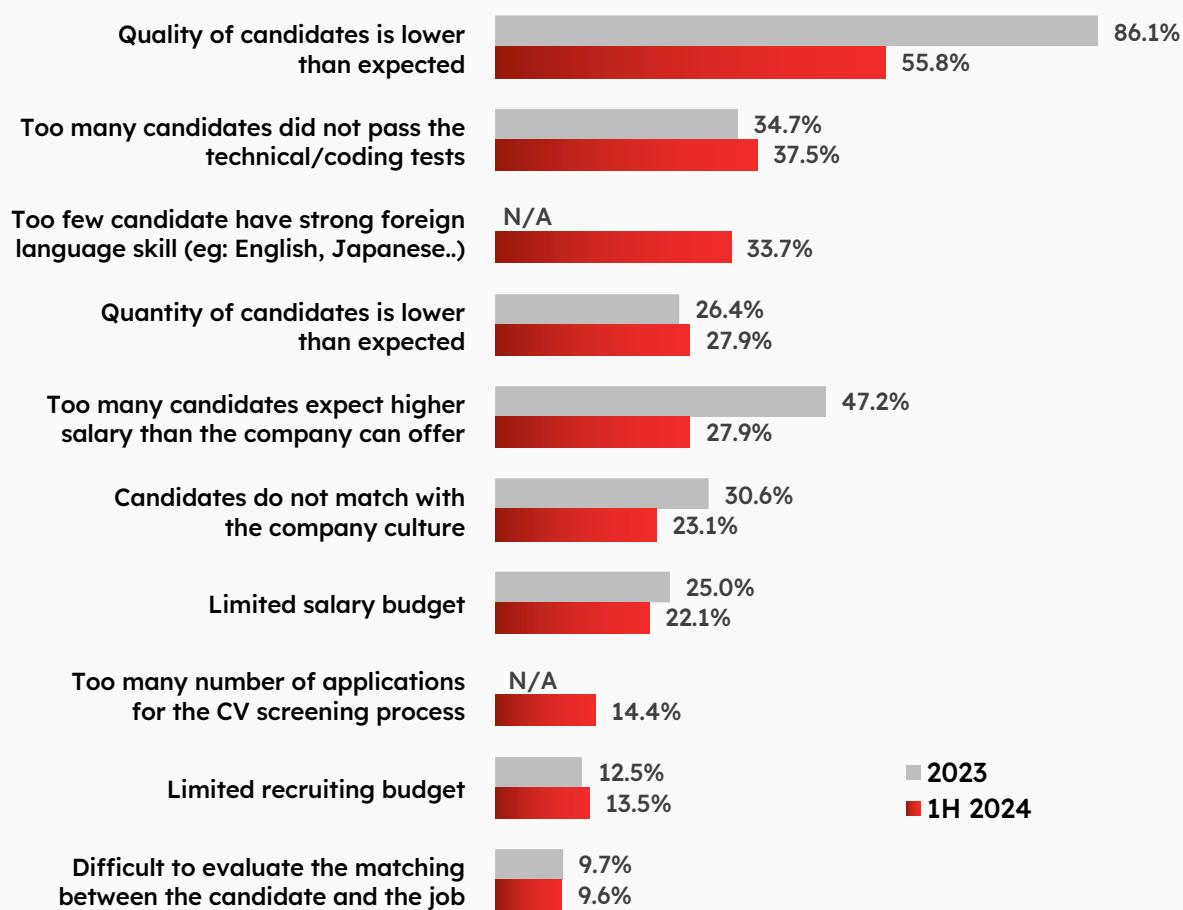


The top challenge in both periods remained the lower-than-expected quality of candidates, though it significantly decreased from 86.1% in 2023 to 55.8% in 1H 2024. Meanwhile, newly added challenges in 1H 2024, such as screening an overwhelming number of CVs (14.4%) and insufficient foreign language skills among candidates (33.7%), highlight evolving talent pool and shifting requirement standards. Salary expectation misalignment from IT candidates became less challenging, dropping from 47.2% in 2023 to 27.9% in 1H 2024.

Ho Chi Minh City strengthened its dominance in IT hiring (68% in 2023 to 76.7% in 1H 2024), while Hanoi's share decreased (30.6% to 21.4%). Da Nang saw a minor increase (1.4% to 1.9%).

Job sites remained the top recruitment channel in effectiveness despite a slight drop (47.8% to 43.5%), while LinkedIn saw an increase from 24.6% in 2023 to 32% in 1H 2024.

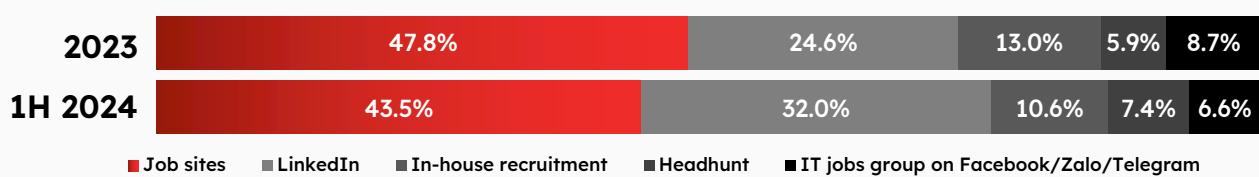
### Top 10 Challenges In IT Recruitment (2023 vs. 1H 2024)



### Cities That Hired The Most IT Employees (2023 Vs. 1h 2024)



### Top 5 Most Effective IT Recruiting Channels (2023 Vs. 1h 2024)



Back-end and Full-stack Developers consistently rank as top in-demand and challenging positions across both years, reflecting their critical positions in IT recruitment demand.

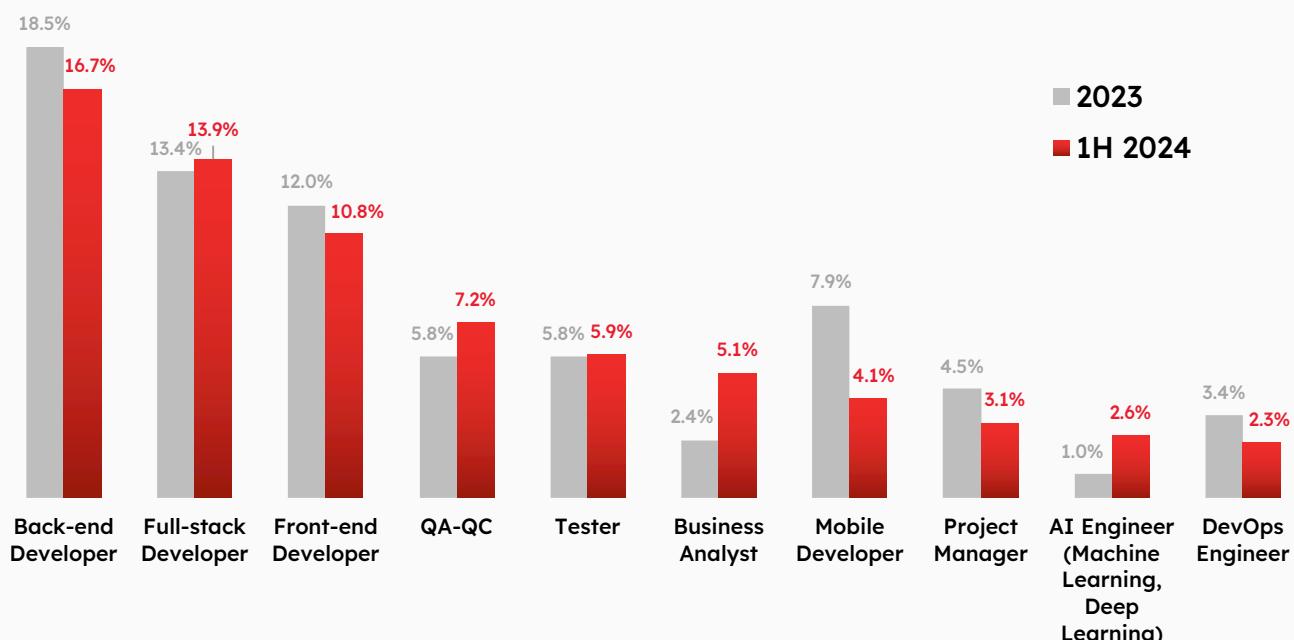
Front-end Developers, QA/QC, Tester roles remain in high demand, showcasing ongoing needs for user experience and quality assurance expertise.

QA/QC and Business Analyst roles saw an increase in demand between two periods, rising from 5.8% and 2.4% in 2023 to 7.2% and 5.1% in 1H 2024. Mobile Developers, however, saw the largest drop in demand, declining by 3.8% compared to 2023 (from 7.9% in 2023 to 4.1% in 1H 2024). Smaller decreases in 1H 2024 were observed for Project Managers (1.4%) and DevOps Engineers (1.1%). AI Engineers gained prominence as in-demand roles in top 10 in-demand 1H 2024 (2.6%) compared to 2023 (1%).

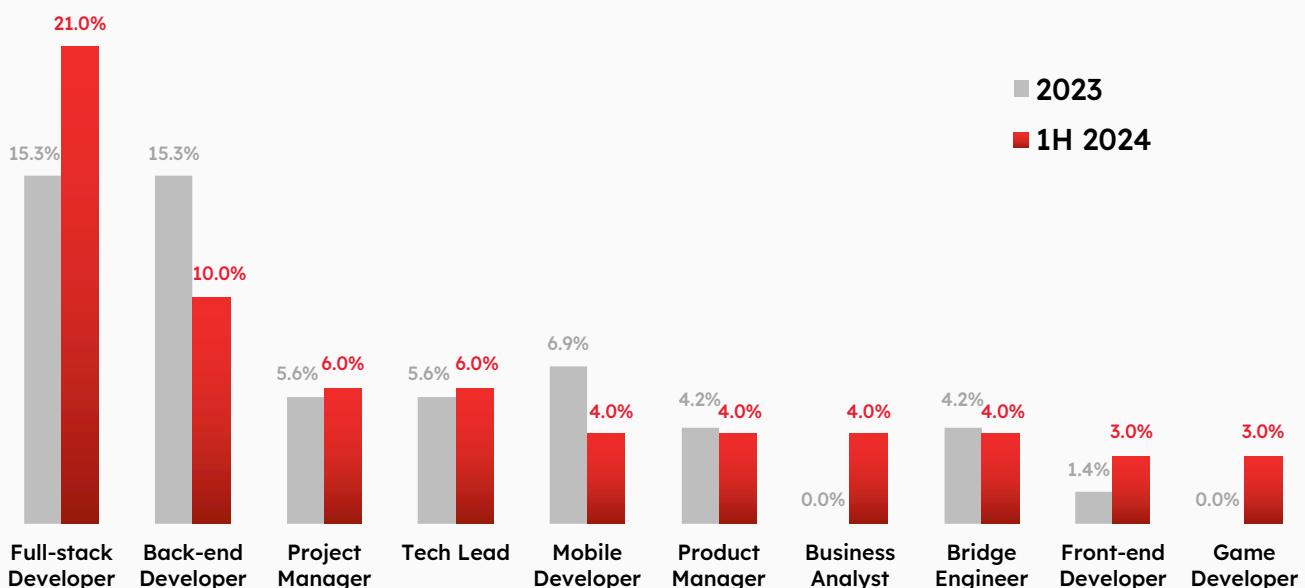
Full-stack Developers saw a sharp rise in recruitment challenges (21% in 1H 2024 vs. 15.3% in 2023).

Business Analyst, Front-end Developer and Game Developer appeared to be more challenging to recruit in 1H 2024 than 2023.

### Top 10 Most In-demand IT Positions For Recruitment (2023 Vs. 1H 2024)

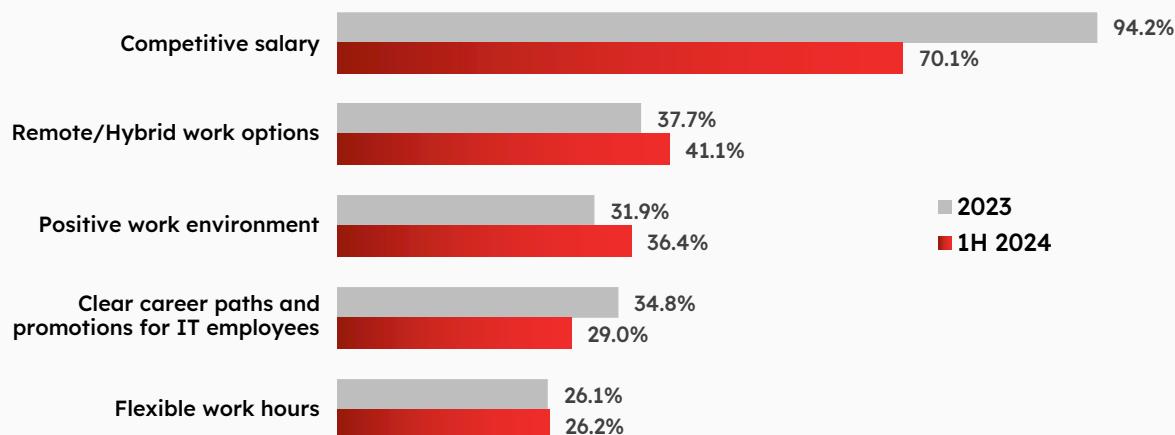


### Top 10 Most Challenging IT Positions to Recruit (2023 vs. 1H 2024)



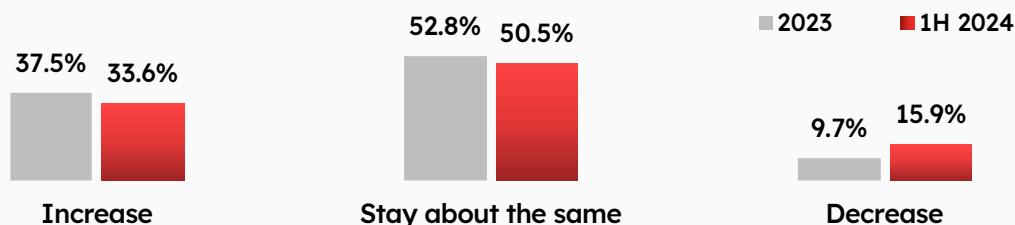
While a competitive salary remained the top attraction for IT hires, its perceived importance among employers dropped from 94.5% in 2023 to 70.1% in 1H 2024, suggesting more employers may succeed in hiring without heavily focusing on salary, as they previously did. Remote/hybrid work options (37.7% to 41.1%) and positive work environments (31.9% to 36.4%) gained more effective in 1H 2024.

### Top 5 Effective Benefit/Value For Attracting New IT Hires (2023 vs. 1H 2024)



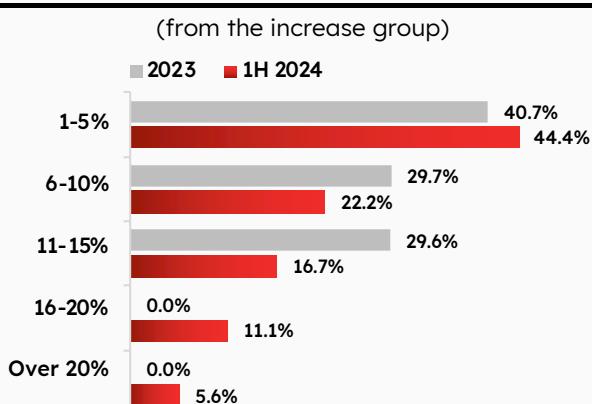
Compared to 2023, in the first half of 2024, over 50.5% of companies maintained the same salary levels for new hires, showing little change from 52.8% in the previous year. The percentage of companies that actually reduced salaries for IT candidates increased from 9.7% to 15.9%, while those that truly raised salaries decreased from 37.5% to 33.6%.

### The Salary Landscape For New IT Hires (2023 vs. 1H 2024)

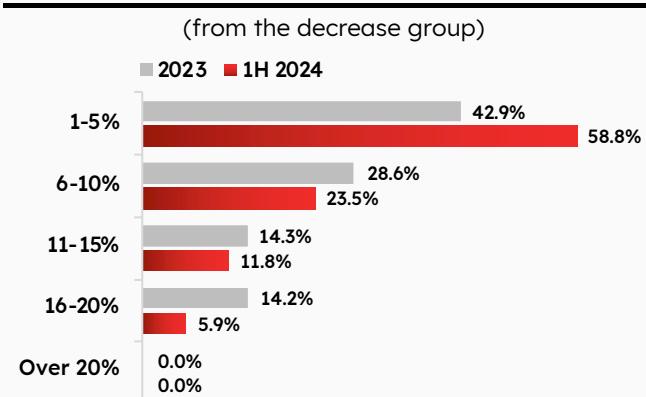


For companies that increased salaries for new IT hires, the majority of raises were in the range of 1-5% (44.4%) and 6-10% (22.2%). Notably, in 1st half of 2024, actual salary increases of 16-20% and over 20% surpassed those of 2023 (rising from 0% to 11.1% and from 0% to 5.6%, respectively). Among companies that reduced salaries, the most common decrease was between 1-5% (58.8%), followed by a reduction range of 6-10% (23.5%).

#### Actual % Salary Offer Increase (2023 vs. 1H 2024)



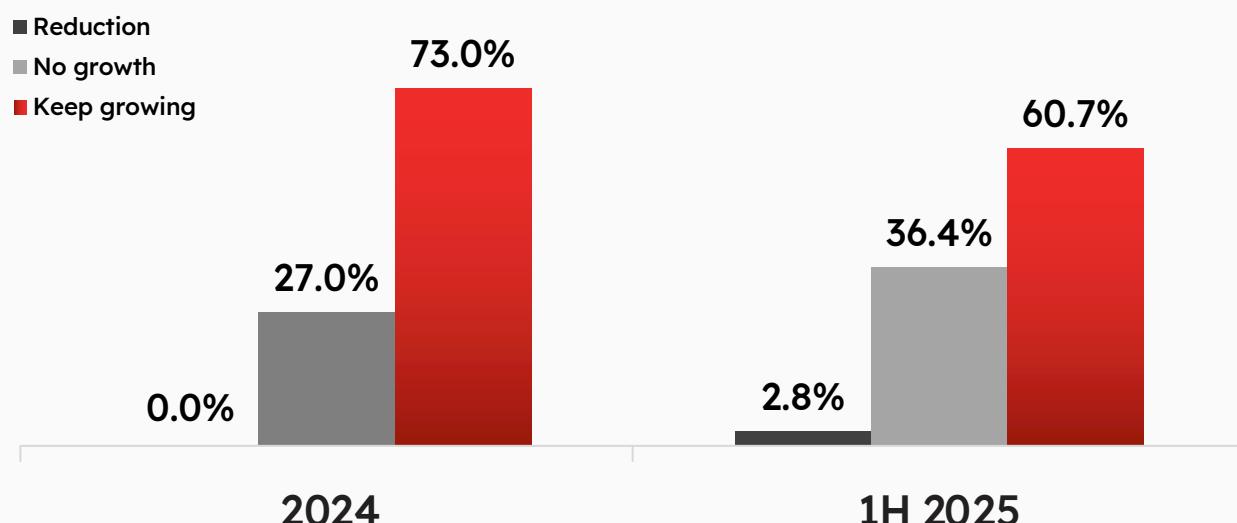
#### Actual % Salary Offer Decrease (2023 vs. 1H 2024)



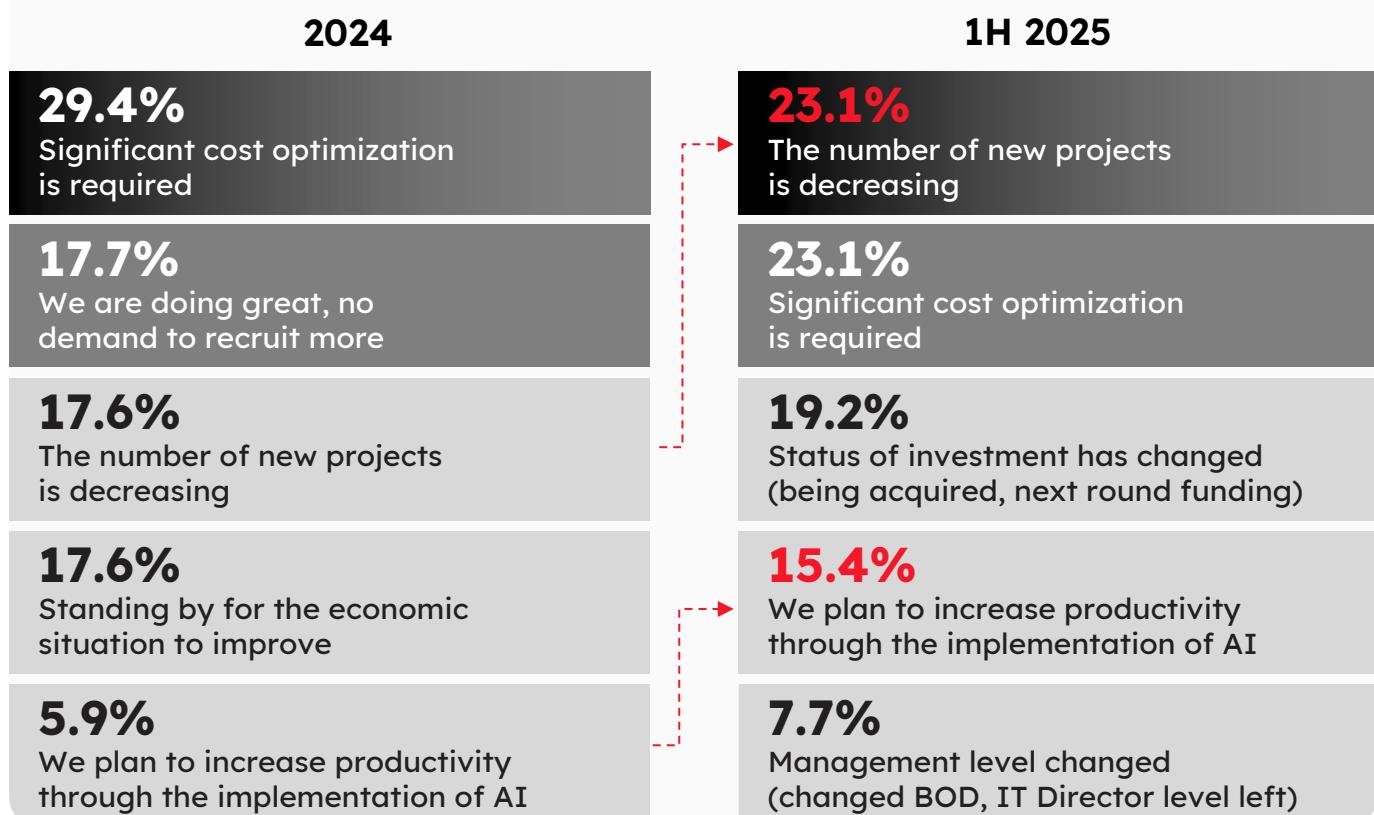
Between 2024 and 1H 2025, IT team growth plans show a shift, with fewer responded companies planning to expand (73.0% in 2024 vs. 60.7% in 1H 2025), while no growth plans rose from 27% to 36.4%, and reductions emerged at 2.8% in 1H 2025. Key reasons for no growth/reduction plans include a notable increase in "decreasing new projects" (17.6% in 2024 to 23.1% in 1H 2025).

The reduced focus on "significant cost optimization" (29.4% to 23.1%) and increased emphasis on AI implementation (5.9% to 15.4%) suggest organizations are prioritizing innovative technologies like AI to drive efficiency and growth, shifting away from traditional cost-cutting strategies.

#### Plan To Grow IT Team (2024 vs. 1H 2025)



#### Reasons For No Growth/Reduction Plan (2024 vs. 1H 2025)

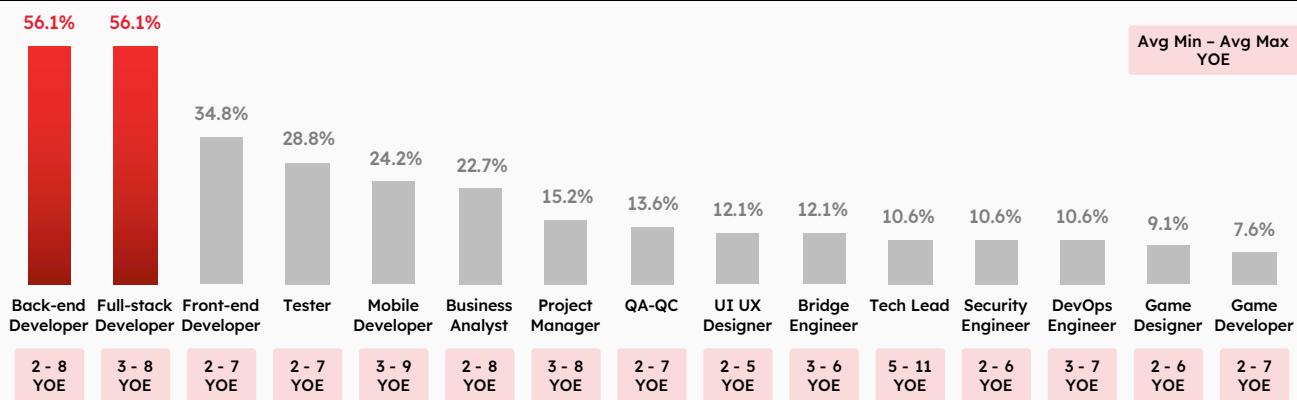


In 1H 2025, responded companies prioritizes to recruit Back-end and Full-stack developers (56.1% each), Front-end developers (34.8%), and Testers (28.8%). JavaScript (46.3%) leads programming language demand, with React.js (41.9%) and .NET (30.6%) dominating among libraries and frameworks.

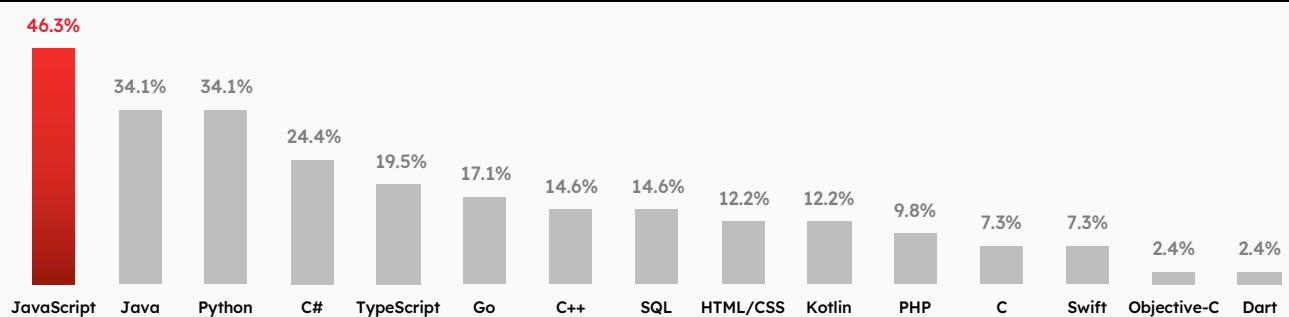
Key technical skills include project management (31.8%), API development (31.8%), and DevOps automation (28.8%), highlighting the focus on streamlining processes and innovation.

English proficiency (40.3%), the top soft skill, reflects its critical role in enabling seamless global collaboration, new technology adaptation and success in cross-border projects.

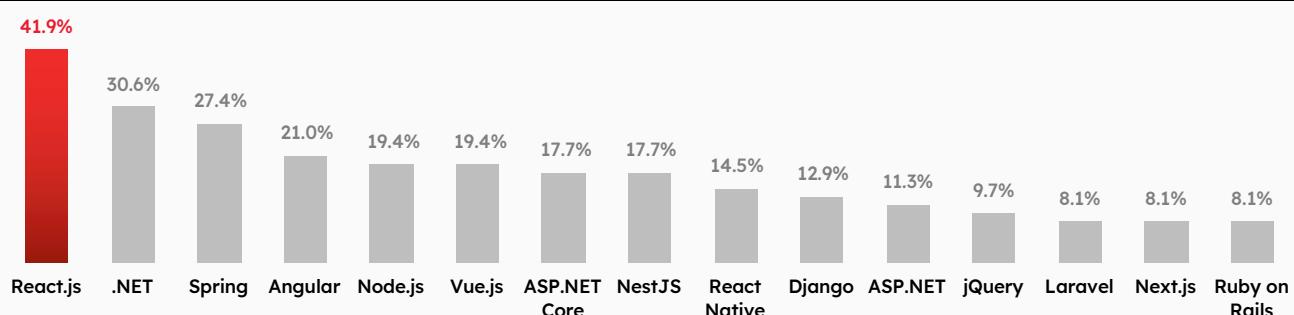
### Top 15 IT Positions Planned To Recruit in 1H 2025



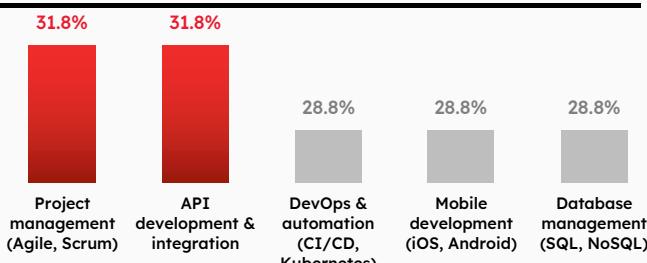
### Top 15 Programming Languages Planned To Recruit in 1H 2025



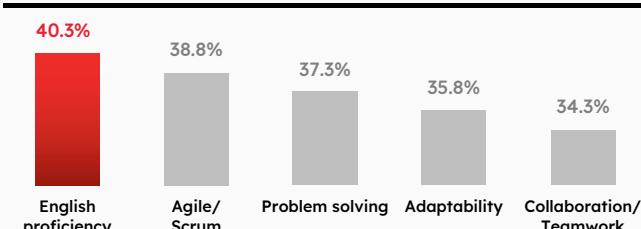
### Top 15 Libraries & Frameworks Planned To Recruit in 1H 2025



### Top 5 Technical Skills Planned To Recruit in 1H 2025



### Top 5 Soft Skills Planned To Recruit in 1H 2025

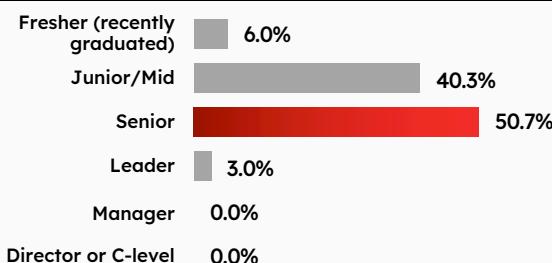


In 1H 2025, companies will focus on recruiting senior (50.7%) and junior/mid-level IT professionals (40.3%), primarily in Ho Chi Minh City (74.2%).

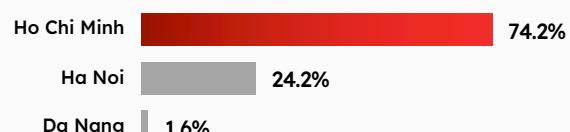
Salary offer strategies show no planned reductions, with new IT employees expected to see an average salary increase of 10.5%, primarily within the 6-10% range (43.3%).

New IT leaders and managers are set to receive the highest average increase in salary offer (11.1%), reflecting their strategic importance. However, a surprising finding reveals that 0.9% of companies plan salary reductions for current IT leaders/managers, with an average decrease of 10%. This may stem from shrinking team sizes, reduced responsibilities, or limited growth opportunities for existing leadership roles.

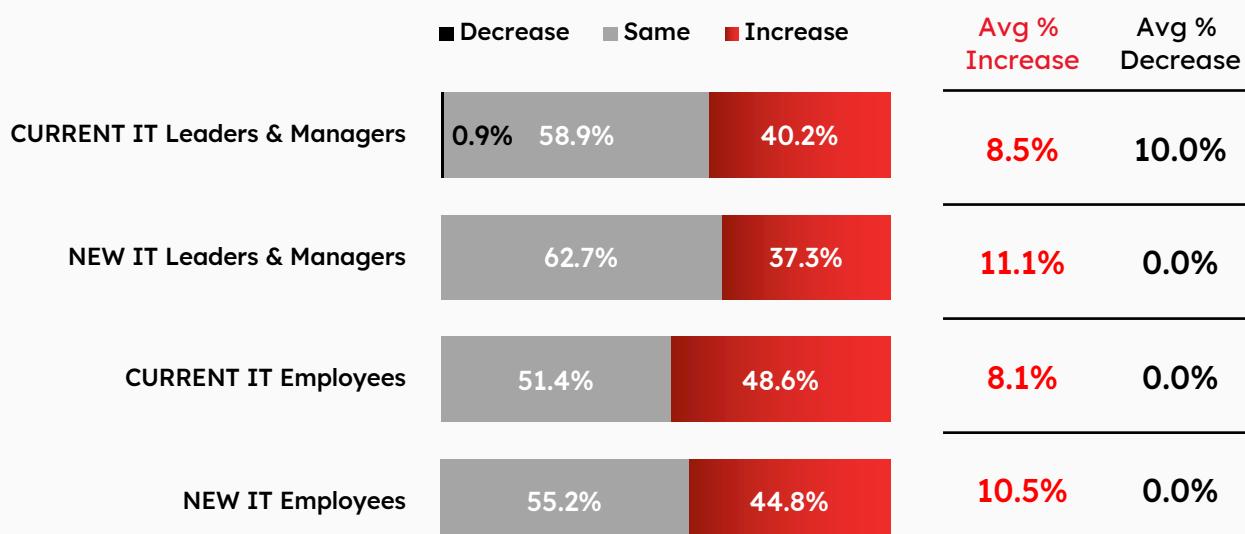
### Top Level Planned To Recruit in 1H 2025



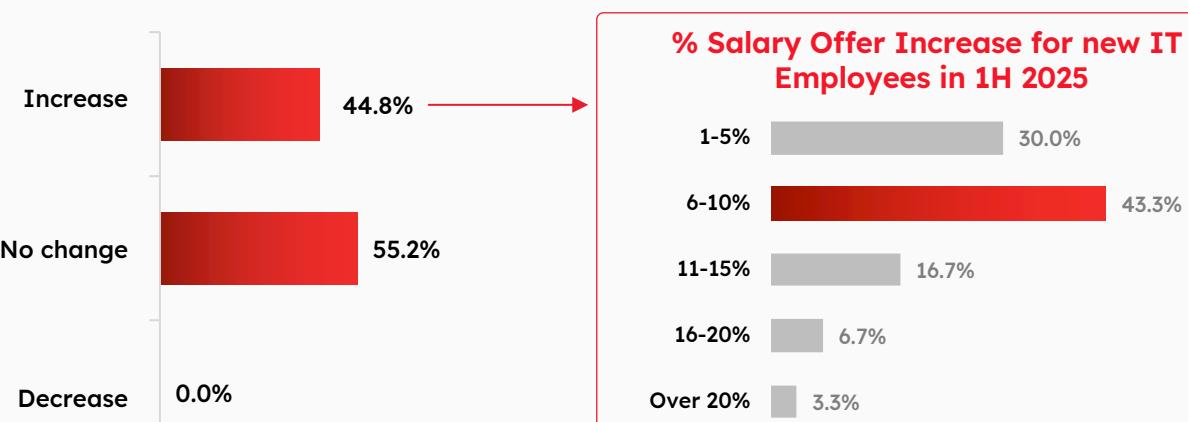
### Top City Planned To Recruit in 1H 2025



### Plan To Change Salary Offer For New IT Employees In 1H 2025



### Plan To Change Salary Offer & Average % Change In Salary (1H 2025)



From the responding companies, priorities for the next six months highlight a noticeable shift from broader 2024-2025 strategies.

While long-term plans focus on enhancing employee engagement (42.9%) and implementing transparent performance evaluation (39.7%), short-term plan prioritize developing new products/services and enhancing customer experience (20.2% each). These are followed by operational efficiency improvement (17.6%) and leadership capability development for management team (15.7%).

Generative AI, noted for its long-term planning (33.9%), sees limited short-term focus (0.8%). This reflects a pragmatic approach, addressing near-term efficiency and innovation needs while maintaining sight of strategic goals for sustained competitiveness in a dynamic market.

### Top 5 Strategy In 2024-2025 Vs. Priority In Next 6 Months

	2024-2025	Priority for the 1H 2025
Enhance employee engagement and satisfaction	42.9%	11.8%
Develop new products or services	39.5%	20.2%
Operational cost reduction	37.0%	15.1%
Operational efficiency improvement	36.1%	17.6%
Enhance customer experience and support	20.2%	6.7%

### Top 5 HR Plan In 2024-2025 Vs. Priority In Next 6 Months

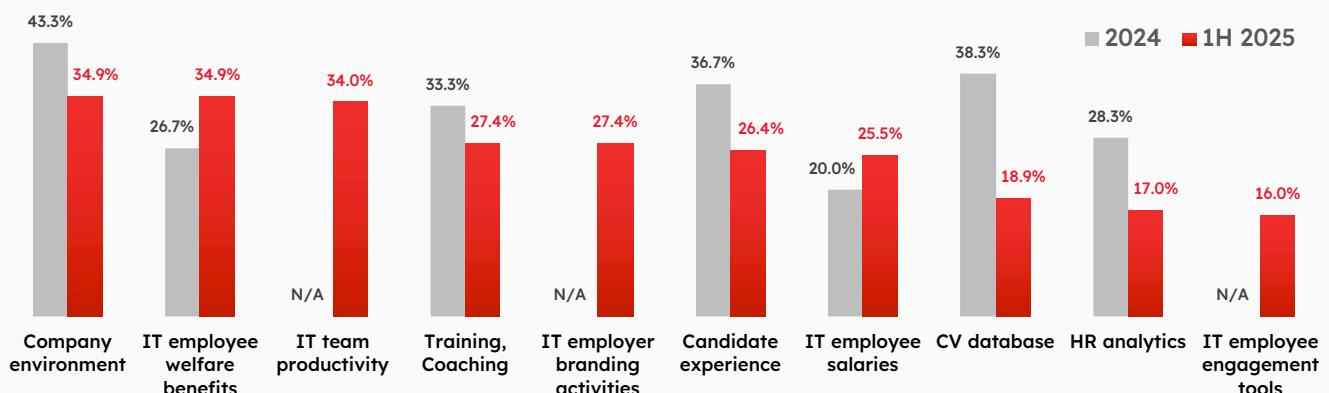
	2024-2025	Priority for the 1H 2025
Implement a clear and transparent employee performance evaluation mechanism	39.7%	8.3%
Lean the organization for flexible and efficiency (Ex: restructuring, streamlining the processes,..)	38.0%	10.7%
Increase the budget for employer branding activities	35.5%	5.0%
Apply Generative AI at work	33.9%	0.8%
Develop leadership capabilities for the management team	33.1%	15.7%

In 1H 2025, companies plan notable shifts in initiative investments compared to 2024. Key priorities include IT team productivity (34.0%, up from 0%), employer branding activities (27.4%, up from 0%), and IT employee engagement tools (16.0%, up from 0%).

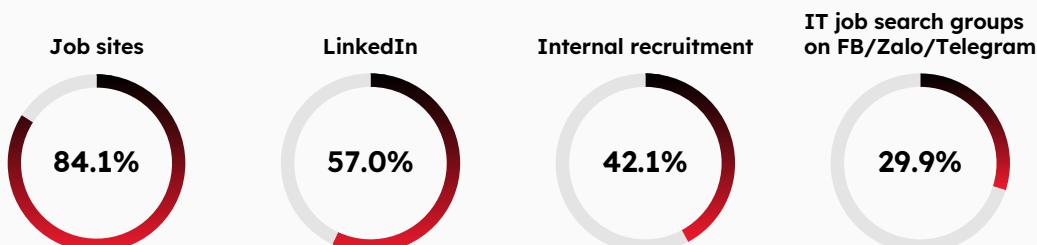
Meanwhile, focus on CV databases (18.9%, down from 38.3%) and candidate experience (26.4%, down from 36.7%) is decreasing, signaling reduced emphasis on talent pool and recruitment journey optimization.

In 1H 2025, recruitment budgets are expected to focus heavily on job sites (84.1%), LinkedIn (57.0%), and internal recruitment (42.1%).

### Initiatives to invest in/develop more (2024 vs. 1H 2025)



### Recruitment channels plan to spend the highest budget to invest/develop more in 1H 2025

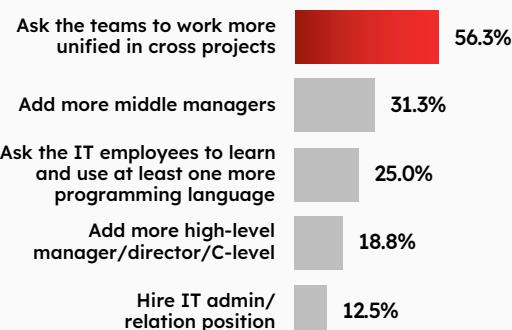


In 1H 2025, companies plan to focus on restructuring IT teams, with 56.3% prioritizing cross-project unification and 31.3% adding middle managers. This could suggest organizations aim to improve coordination, streamline decision-making, and better align team efforts with business objectives. HR tools will also see significant custom development (54.5%).

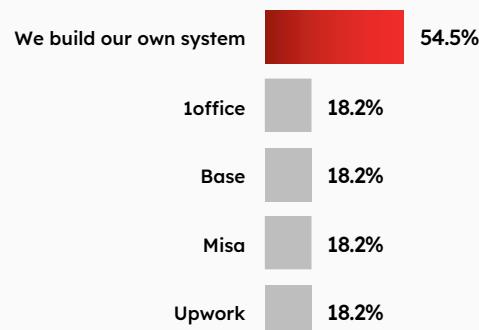
For employee engagement, 66.7% prefer building custom systems over third-party tools. Productivity investments will target customer/user satisfaction (54.3%) and bug/issue resolution efficiency (42.9%).

Employer branding activities will center on promoting company culture on social channels (79.3%) and collaborating with universities or communities (62.1%). These strategies reflect a strong emphasis on internal development, enhanced team efficiency, and a robust employer brand to attract and retain top talent.

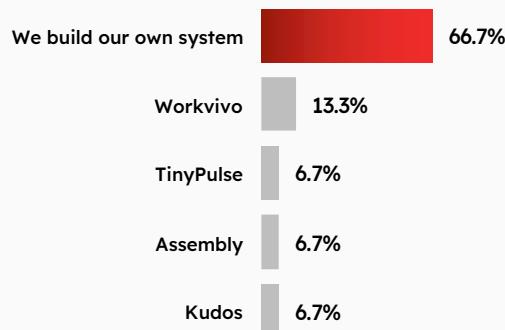
### IT Team Role Restructure To Invest/Develop More In 1H 2025



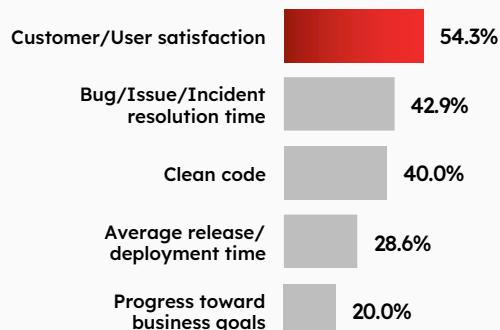
### HR Solutions And Tools To Invest/Develop More In 1H 2025



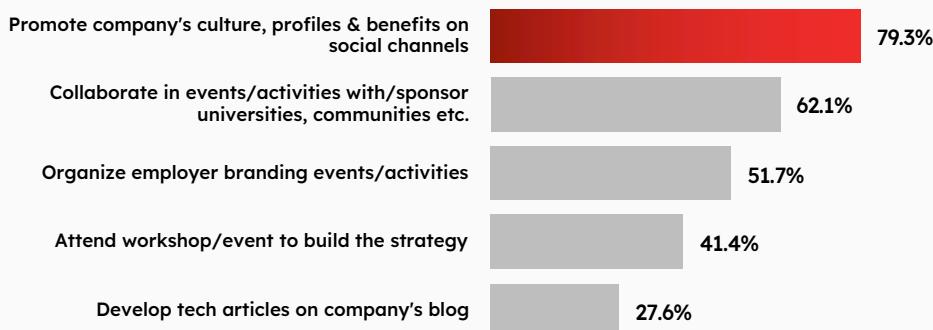
### IT Employee Engagement Tools To Invest/Develop More In 1H 2025



### IT Employee Productivity To Invest/Develop More In 1H 2025



### IT Employer Branding Activities To Invest/Develop More In 1H 2025



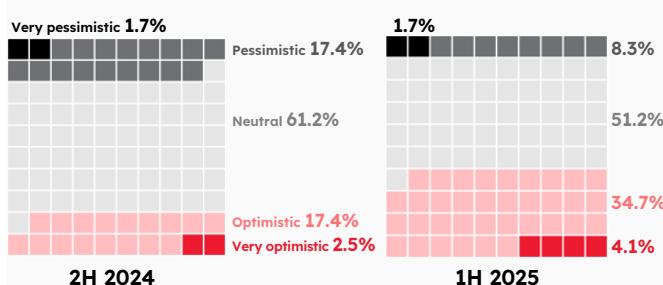
**Vietnam's IT Optimism vs. Global Projection:** In 1H 2025, 38.8% of responding companies expressed optimism about global economic growth, a significant increase from 19.9% in 2H 2024. Similarly, 42.2% expect growth in Vietnam's economy, up from 26.5% in 2H 2024. This optimism aligns with the World Bank's latest *Taking Stock* report, which forecasts Vietnam's economy to grow 6.1% in 2024 and 6.5% in 2025 and 2026, up from 5% in 2023. The report highlights Vietnam's economic resilience amidst global challenges ([World Bank Report](#)).

**Revenue Growth:** Nearly half (48%) of responding companies anticipate revenue growth in 1H 2025, a notable increase from 36.3% in 2H 2024, reflecting growing confidence in market opportunities.

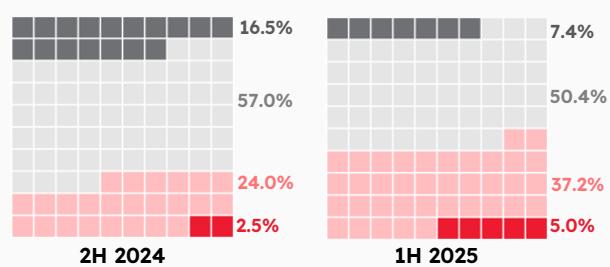
**Rising Expenses:** 37.2% of companies expect expense increases in 1H 2025, a 5.8% rise compared to 2H 2024, potentially driven by inflation and operational cost adjustments.

**Technology Challenges:** 49.6% of businesses foresee rising technology challenges in 1H 2025. This aligns with the KPMG 2024 Global Tech Report, which highlights key challenges in implementing AI/Automation, XaaS technologies (including public or multi-cloud), cybersecurity, and data & analytics. ([KPMG report](#))

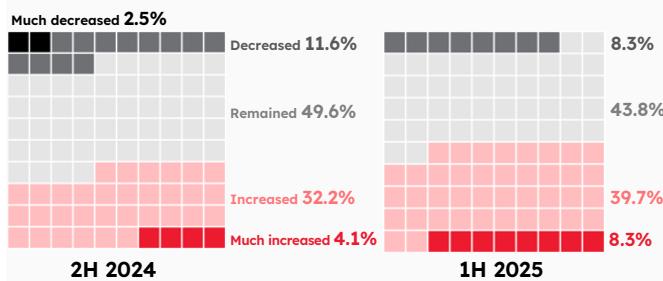
### Global Economy Forecast 2H 2024 & 1H 2025



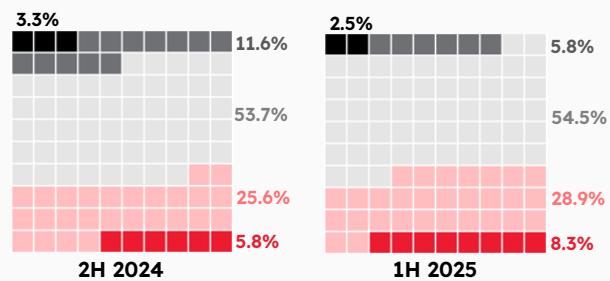
### Vietnam Economy Forecast 2H 2024 & 1H 2025



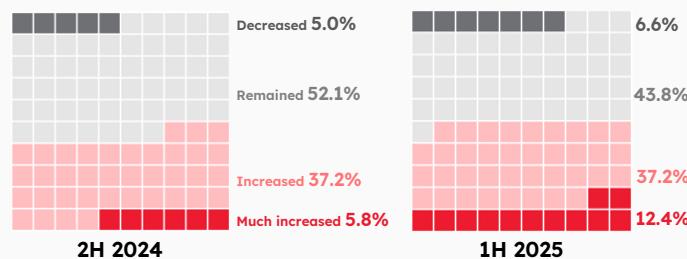
### Company Revenue Forecast 2H 2024 & 1H 2025



### Company Expense Forecast 2H 2024 & 1H 2025



### The Technology Challenges That Will Affect Your Business In The 2H 2024 & 1H 2025

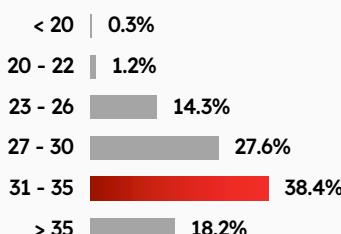
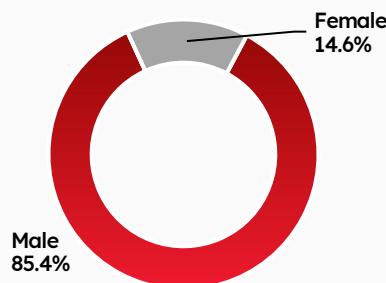
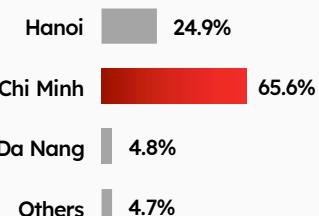
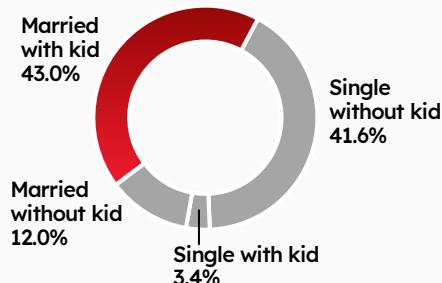


# PART 05

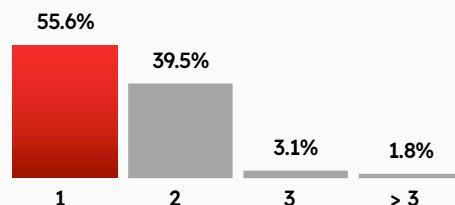
# OVERALL

# TRAITS OF IT

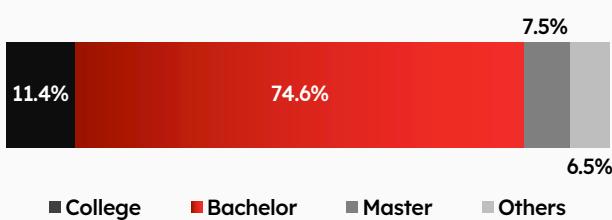
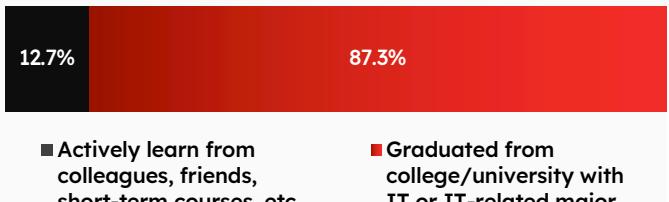
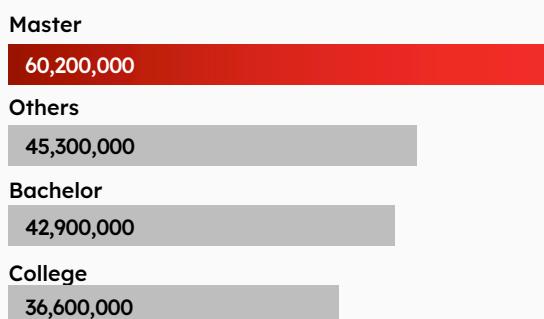
# PROFESSIONALS

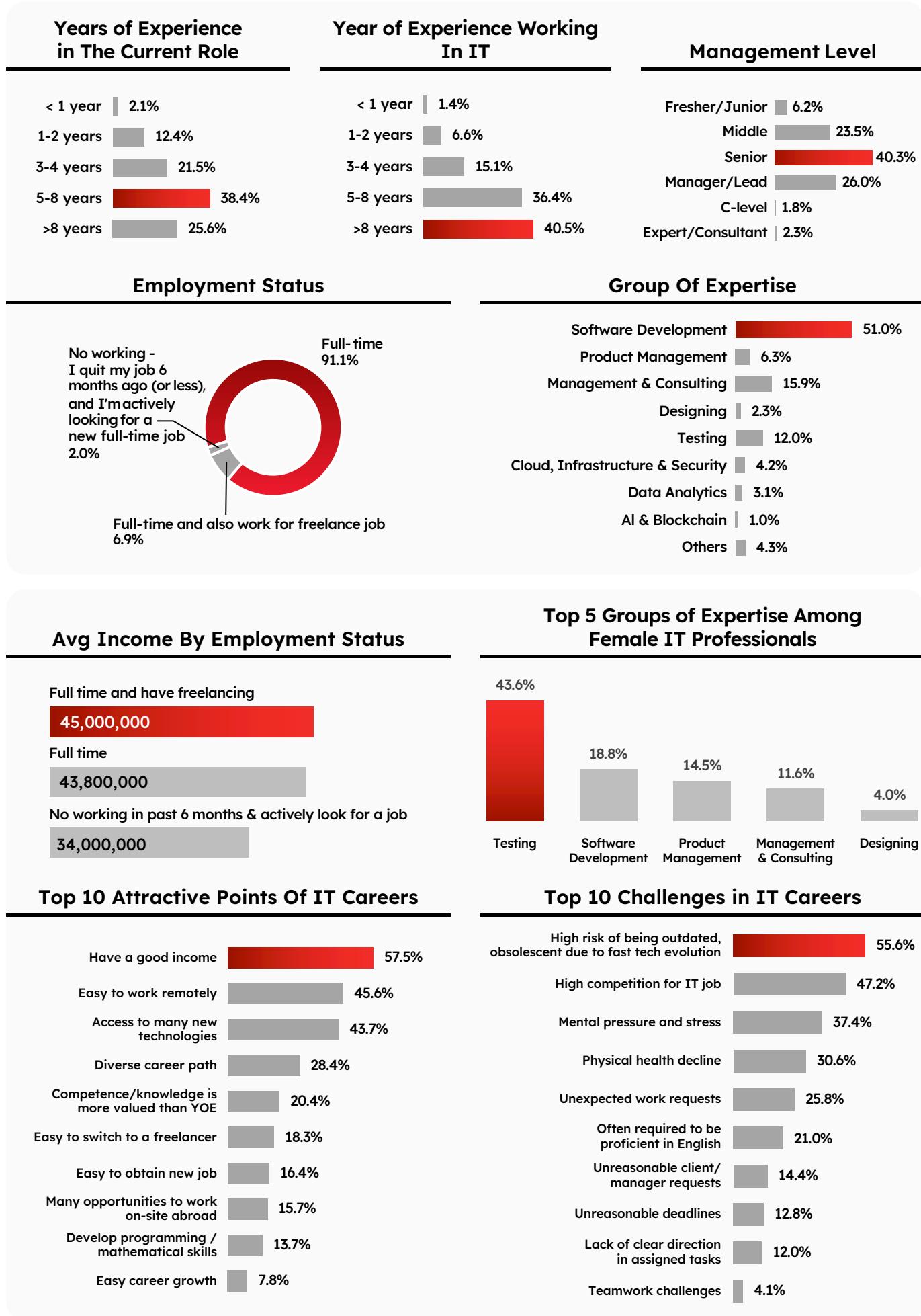
**Age****Gender****City****Marital status****Number of children**

(for those who have kids)



The salary gaps below highlight disparities in education, major, and gender. IT professionals with a Master's degree earn the highest average salary (60.2M VND). University IT graduates (44.3M VND) earn 5.3M VND more than those learning from courses (39M VND), a rise from last year's gap of 2.5M VND. The gender salary gap has widened to 9M VND, up from 5.9M VND last year, with males earning an average of 45M VND compared to 36M VND for females.

**Education level****IT Major****Average Salary by Education level (VND)****Average Salary by IT Major (VND)****Average Salary by Gender (VND)**

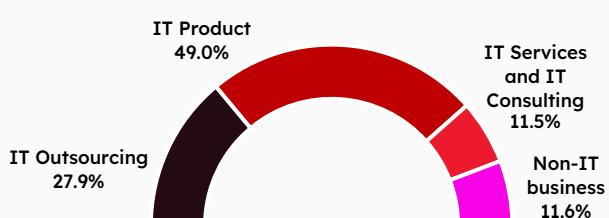


IT professionals in Vietnam mainly work for IT product (49%) and IT outsourcing firms (27.9%), with 55.8% employed in small to medium-sized businesses (1-300 employees).

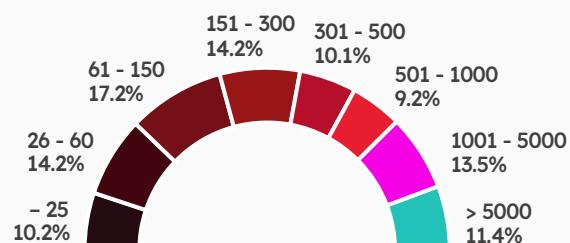
Fully in-office work (62.6%) remains dominant, though hybrid models rose to 30.1% this year, up 1.5% from last year. 2 remote days per week (32.2%) have become the most common option, overtaking 3 days per week, which led last year.

Vietnamese, Asian, and Japanese companies favor in-office setups (79.6%, 57.4%, 50.2%), while European (58.2%) and Australia/New Zealand firms (51.6%) lead in hybrid models. Western firms prioritize flexibility, while Asian companies maintain traditional office cultures.

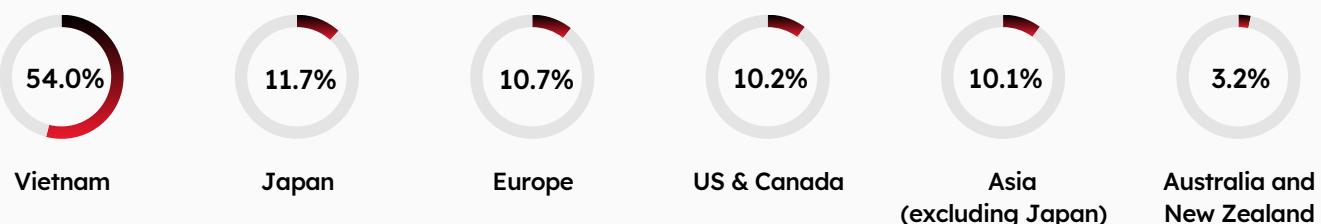
### Company Type



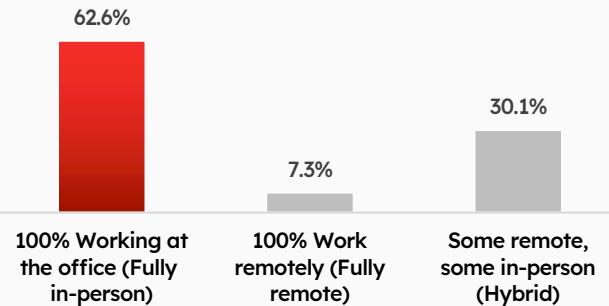
### Company Size



### Company Origins

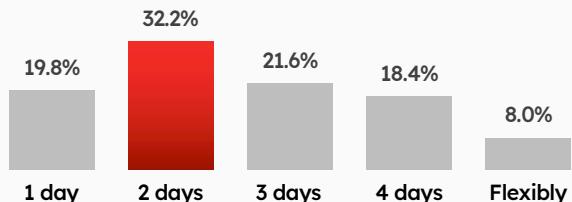


### Working Model

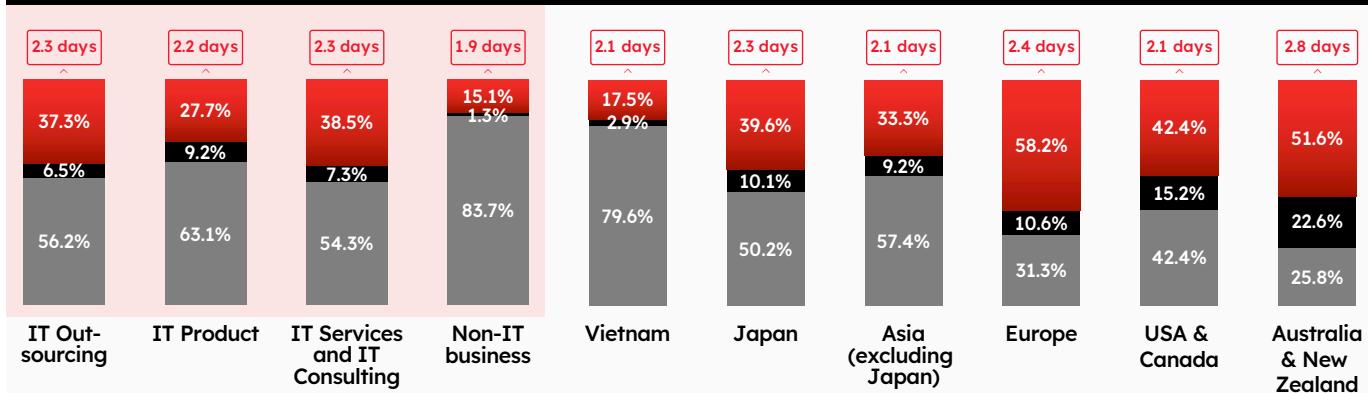


### Average Work From Home Days per Week

(For those who work flexible working model)



### Working Model by Company Type & Company Origin



■ Some remote, some in-person (Hybrid)

■ 100% Work remotely (Fully remote)

■ 100% Working at the office (Fully in-person)

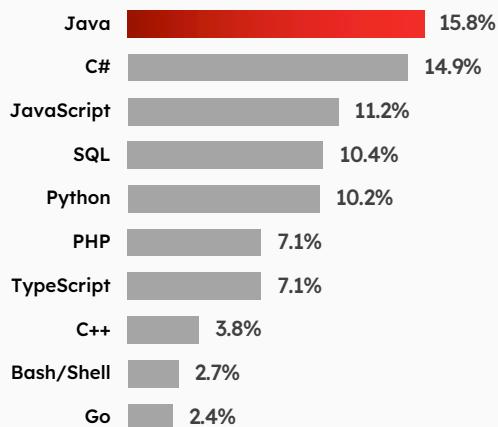
Avg. Work From Home Days per Week

**Programming Languages:** Java (15.8%) maintains its position as the most widely used primary programming language. C# saw significant growth, rising from 10.9% in 2023 to 14.9% in 2024, overtaking JavaScript for the 2nd spot.

**Plan to learn:** Python (36%) and Go (19.2%) remain the top choices for languages to learn, highlighting their continued demand. TypeScript advanced in popularity, moving to the 3rd spot in planned learning languages, compared to its previous position in the 5th rank last year.

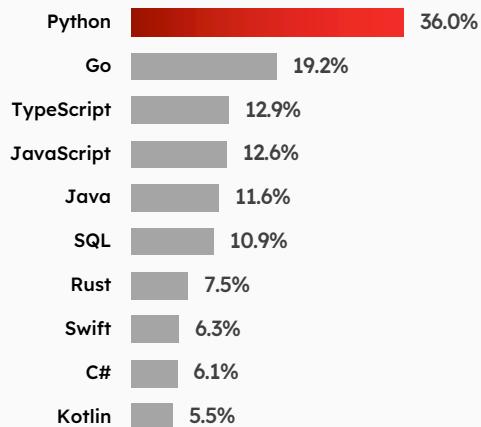
### Top 10 Programming Languages

(primarily use)



### Top 10 Programming Languages

(plan to learn)

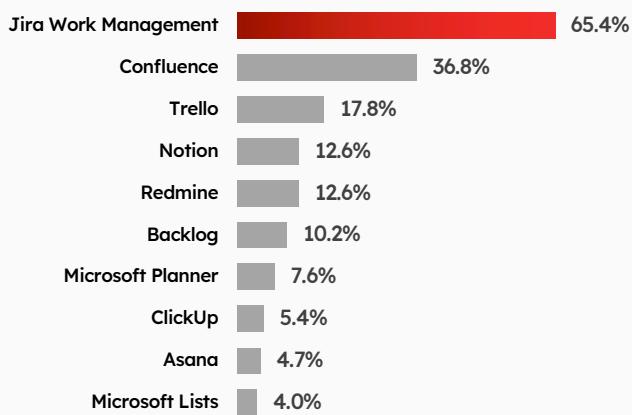


**Libraries & Frameworks:** .NET has overtaken React.js as the most primarily used framework, with its usage rising significantly compared to last year (29.6% vs. 20%). Angular dropped out of the top 10, while Apache Kafka climbed from 10th to 6th place.

**Management Tools:** Jira strengthened its leadership position, increasing from 61.3% last year to 65.4%. Confluence experienced notable growth (29.5% to 36.8%), while the rest of the top three tools remained unchanged.

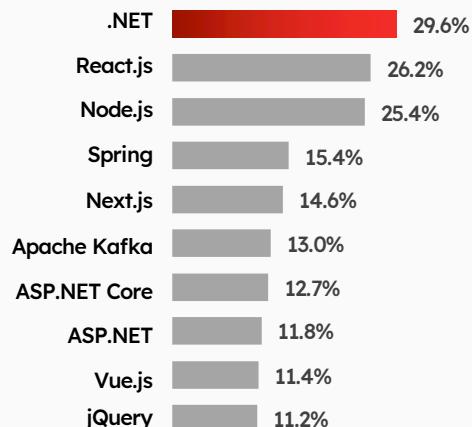
**Design Tools:** Figma further strengthened its dominance, with usage surging from 59.1% to 87%. Meanwhile, Adobe XD has not changed much compared to last year, with a usage rate of only 12.8% compared to 10.5%.

### Top 10 Management tools

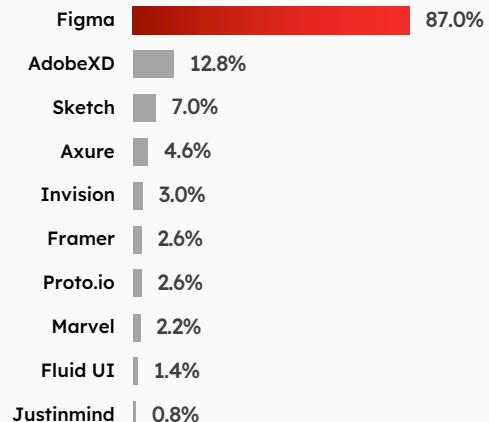


### Top 10 Libraries & Frameworks

(currently use)



### Top 10 Design tools



This table highlights the programming languages that developers plan to learn based on their primary languages.

- **Python** users are most interested in learning Go (19.4%) and TypeScript (13.1%).
- **Go** developers show a significant inclination towards Rust (43.5%)
- **TypeScript** developer are more likely to learn Go 31.1% and Python (27.3%)
- **JavaScript** users plan to learn Python (28.7%) and Go & JavaScript (21.5%).
- **Java** developers are particularly interested in Python (35.8%) and Go & JavaScript (27.7%).
- **Kotlin** programmers are keen on learning Swift and Python (26.1%).
- **SQL, C#, Bash/Shell, C++, and PHP** users are most interested in learning Python (50.3%, 38.2% 51%. 36.6% an 40.5% in respectively ). C++ also show the interest in learning Rust (14.1%)

These numbers reflect a clear trend towards expanding skill sets across various languages, particularly in the realm of web development.

#### Top 15 Programming Languages That Developers Plan To Learn By Primarily Use Languages

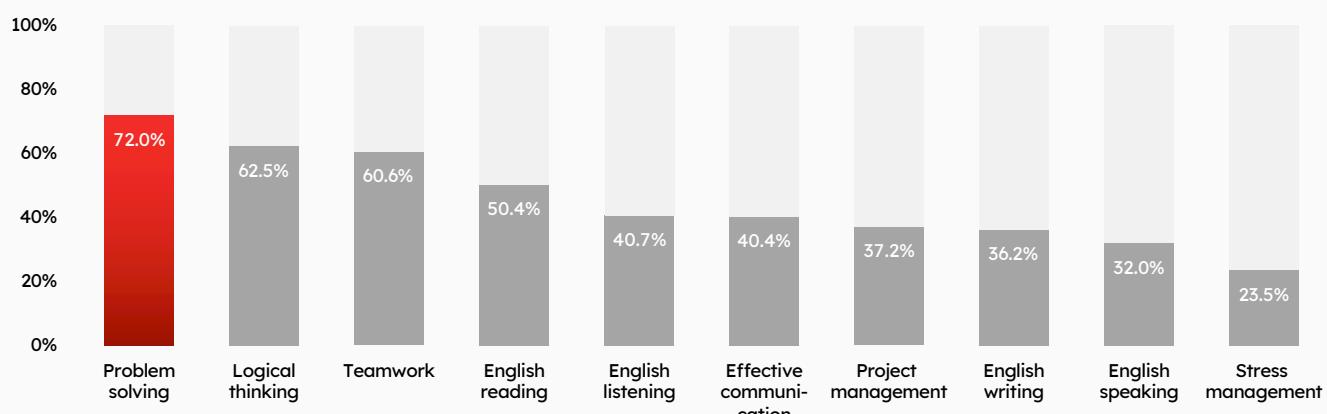
	Primarily Use Programming Language											
	Python	Go	Type Script	Java Script	Java	SQL	C#	Bash /Shell	Kotlin	C++	PHP	
Python	-	15.2%	27.3%	28.7%	35.8%	50.3%	38.2%	51.0%	26.1%	36.6%	40.5%	
Go	19.4%	-	31.1%	21.5%	27.7%	2.1%	18.0%	24.5%	6.5%	11.3%	25.2%	
TypeScript	8.4%	15.2%	-	21.1%	14.3%	3.2%	16.2%	0.0%	6.5%	1.4%	19.1%	
JavaScript	13.1%	13.0%	7.6%	-	11.6%	13.9%	12.5%	8.2%	8.7%	11.3%	18.3%	
Java	12.0%	13.0%	16.7%	9.6%	-	16.0%	9.9%	8.2%	2.2%	1.4%	9.9%	
SQL	10.0%	8.7%	12.1%	8.1%	8.2%	-	11.8%	8.2%	0.0%	11.3%	4.6%	
Rust	7.3%	43.5%	14.4%	8.1%	6.5%	0.0%	4.8%	6.1%	6.5%	14.1%	5.3%	
Swift	3.7%	8.7%	9.9%	4.3%	5.1%	0.5%	6.3%	2.0%	26.1%	5.6%	6.9%	
C#	1.1%	2.2%	8.3%	6.7%	1.7%	3.7%	-	4.1%	4.4%	4.2%	1.5%	
Bash/Shell	5.2%	2.2%	2.3%	0.5%	1.4%	0.5%	1.8%	-	2.2%	7.0%	1.5%	
Kotlin	3.7%	6.5%	3.8%	7.2%	6.8%	1.1%	6.3%	0.0%	-	5.6%	6.1%	
Dart	0.5%	4.4%	6.8%	6.2%	1.4%	1.1%	6.3%	0.0%	23.9%	5.6%	3.8%	
C++	6.8%	2.2%	3.0%	3.4%	2.4%	3.2%	4.0%	6.1%	2.2%	-	1.5%	
Ruby	5.2%	8.7%	3.0%	2.4%	4.1%	1.1%	4.4%	2.0%	4.4%	4.2%	6.1%	
HTML/CSS	3.1%	2.2%	1.5%	4.8%	4.8%	4.3%	2.9%	2.0%	2.2%	2.8%	3.1%	
PHP	1.6%	0.0%	3.0%	2.4%	1.7%	4.8%	2.6%	4.1%	2.2%	2.8%	-	

IT professionals excel in problem-solving (72%), logical thinking (62.5%), and teamwork (60.6%), showcasing confidence in analytical and collaborative skills. However, prioritized learning areas highlight gaps, particularly in English communication (speaking 47.1%, listening 32.1%), project management (31.3%), and leadership (20.2%). These insights emphasize the need to strengthen English proficiency and advanced soft skills.

Preferred learning methods focus on flexibility, with free online resources (59.6%), work-based learning (58.1%), and online courses (56.9%) dominating. The preference for books/ebooks as the fourth option reflects a strong preference towards online and practical learning methods, aligning with IT professionals' computer-centric work environment.

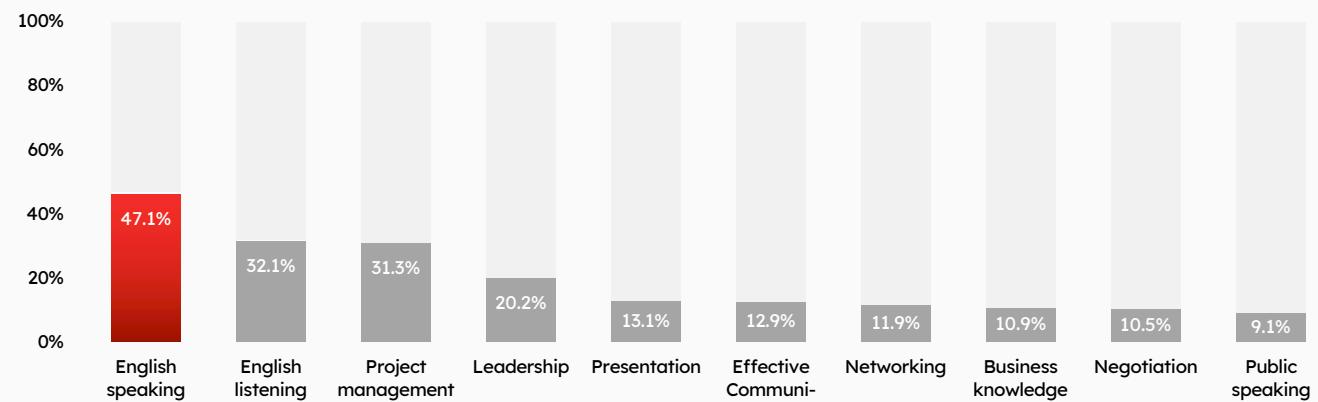
### Top 10 Soft Skills

(excellent at)

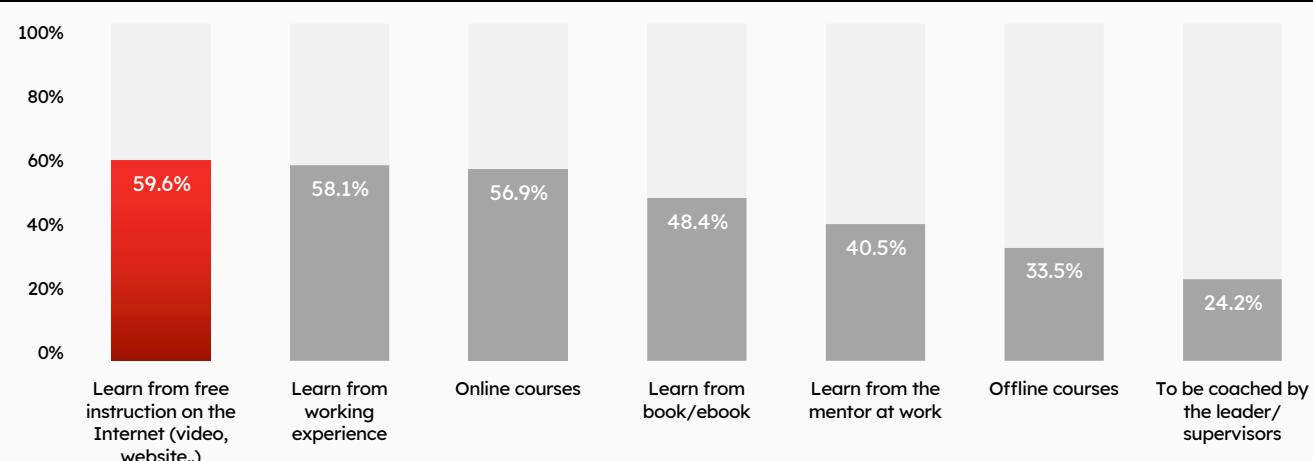


### Top 10 Soft Skills

(prioritized to learn)



### Preferred Learning Method

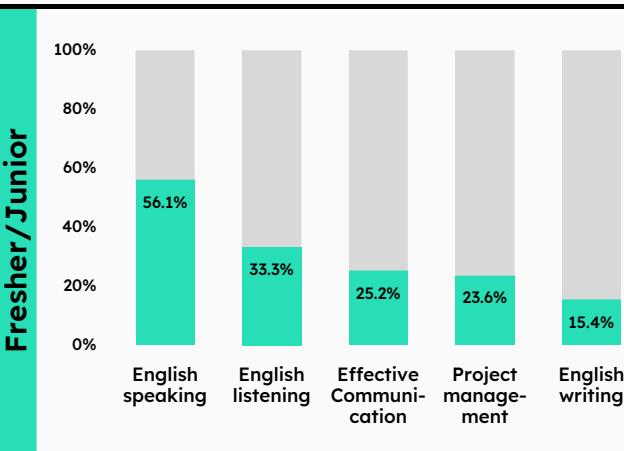


Junior to senior IT professionals prioritize building communication skills, project handling, and leadership foundations to enhance career progression and collaboration. Key focuses include English speaking (56.1% juniors, 51.9% middle, 48.6% senior) and listening (56.1% juniors, 51.9% middle, 48.6% senior), with project management gaining importance at middle (32.6%) and senior levels (35.3%). Leadership development also sees higher demand in middle and senior levels.

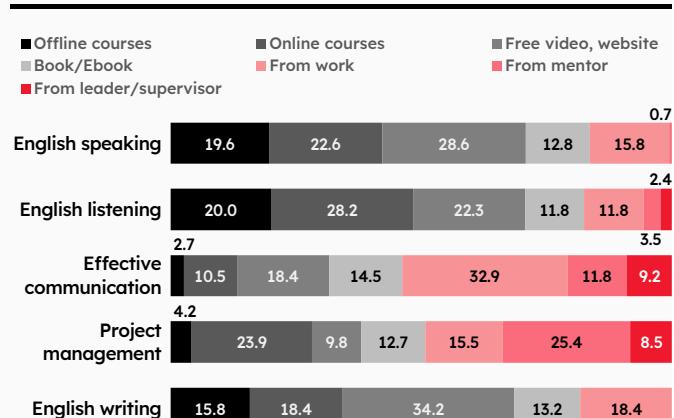
Preferred learning methods vary online courses (22.6% – 29.9%) dominate for English speaking and listening, while work-based learning is favored for effective communication. Mentorship is critical for advancing project management and leadership skills.

Companies should create tailored programs combining online courses, mentorship, and work-based learning to address these needs, fostering practical growth opportunities that align with career aspirations and organizational objectives.

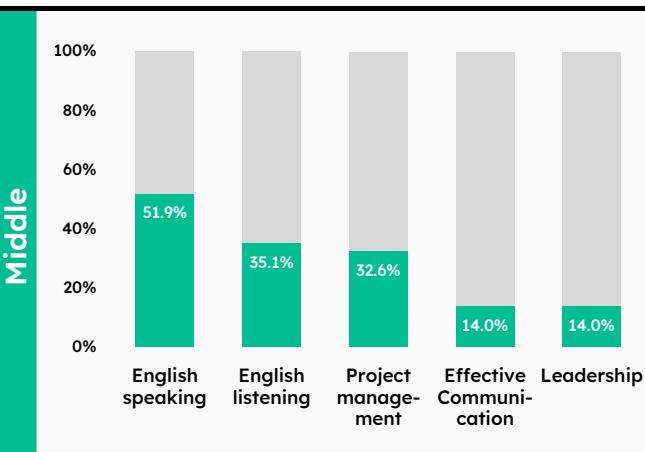
### Top 5 Soft Skills Prioritized To Learn



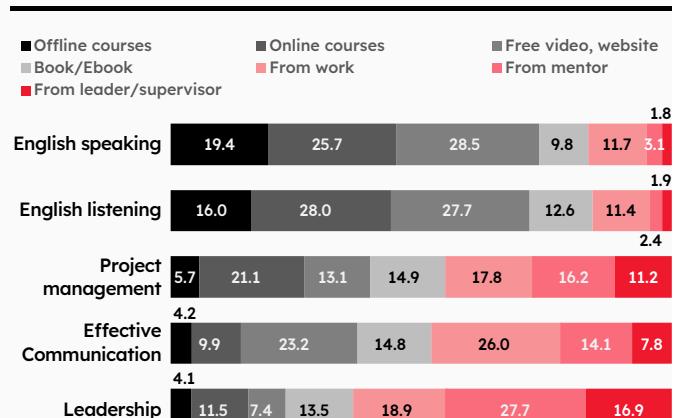
### Preferred Learning Methods (%)



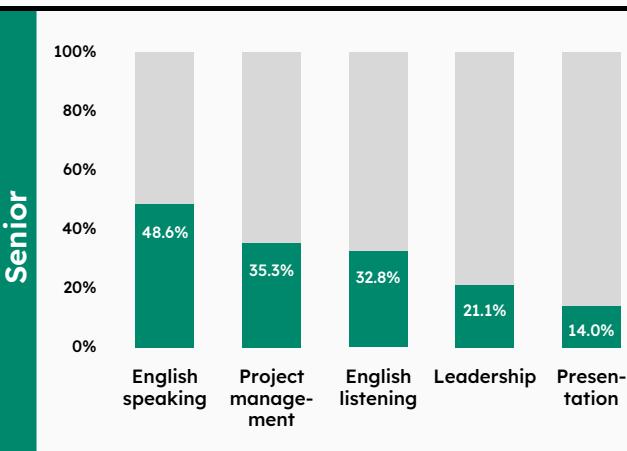
### Top 5 Soft Skills Prioritized To Learn



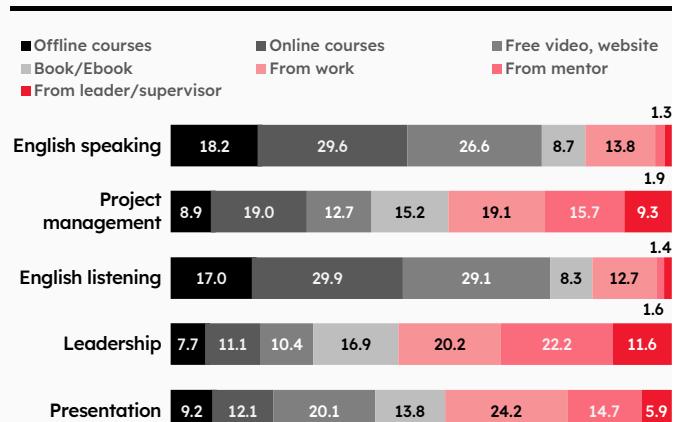
### Preferred Learning Methods (%)



### Top 5 Soft Skills Prioritized To Learn



### Preferred Learning Methods (%)

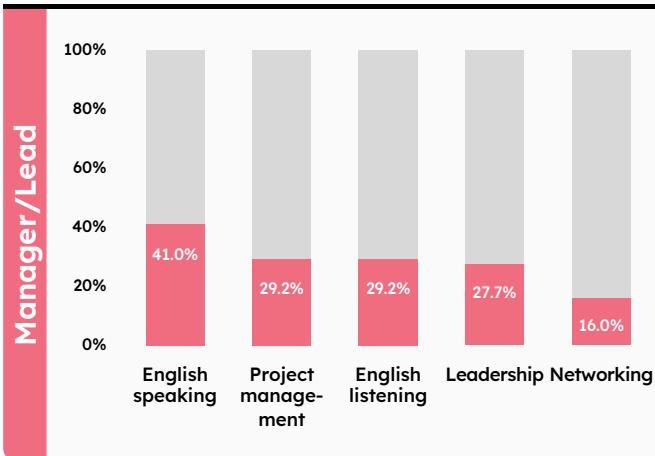


In addition to prioritizing English speaking and listening skills, Manager, C-Level, and Expert IT professionals focus on leadership, negotiation, and networking to enhance strategic decision-making and organizational success. Key priorities include leadership (27.7% managers, 23.1% experts), negotiation (22.2% C-level, 17.4% experts), and networking (16% managers, 25% C-level).

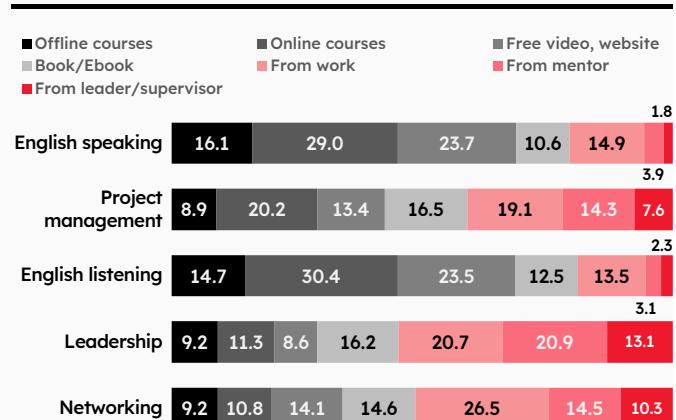
For English skills, online courses remain the most preferred method. High-level IT professionals emphasize mentorship and work-based learning (20.7%-27.3%) for leadership and networking development. Negotiation skills are best acquired through mentorship and guidance from leaders, reflecting the importance of situational, real-world experience.

To address these needs, companies should offer mentorship programs, experiential learning opportunities, and strategic networking platforms to empower senior leaders, foster innovation, and drive organizational growth.

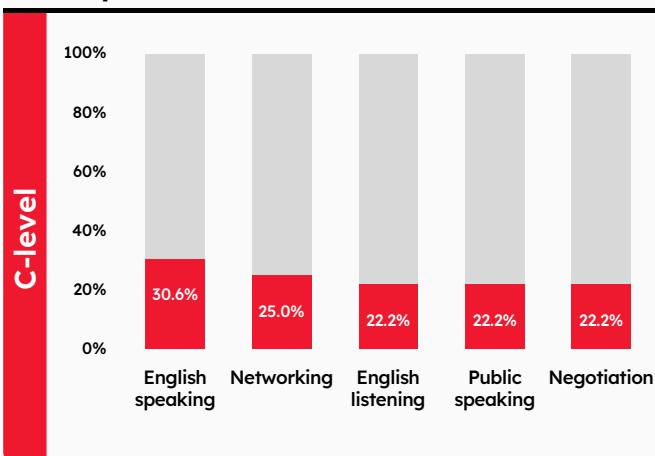
### Top 5 Soft Skills Prioritized To Learn



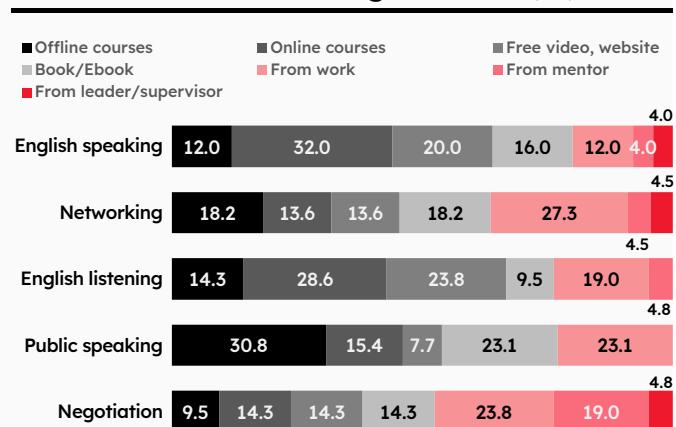
### Preferred Learning Methods (%)



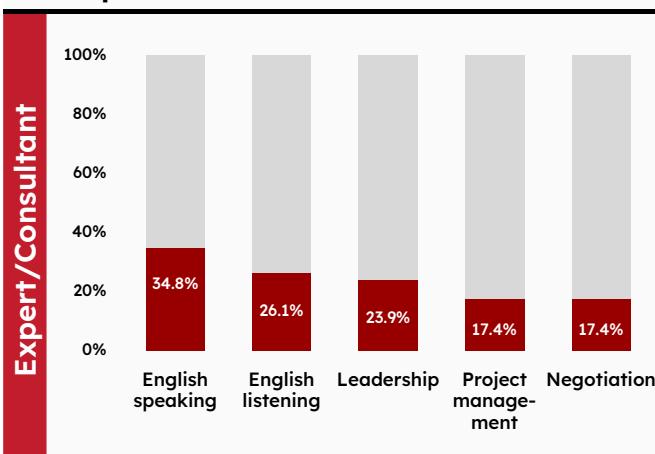
### Top 5 Soft Skills Prioritized To Learn



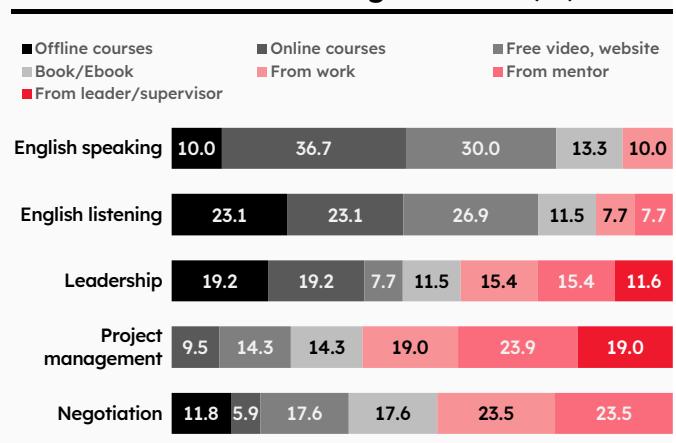
### Preferred Learning Methods (%)



### Top 5 Soft Skills Prioritized To Learn



### Preferred Learning Methods (%)



# 40.9%

**IT professionals plan to leave the current job in next 12 months**

6.3% plan to leave in next 18 months

20.4% intend to leave but haven't had plan

32.4% intend to stay more than 18 months

40.9% of IT professionals plan to leave their jobs within the next 12 months, signaling significant shifts in the job market. This presents an opportunity for companies to attract talent by understanding the job search journey.

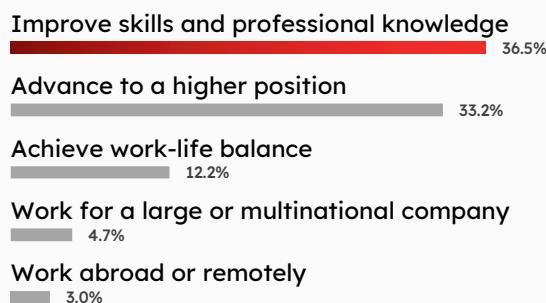
Normally, IT professionals leave their job because of salary dissatisfaction (34.2%) and career shifts (26.3%) as the most common reasons. Skill improvement (36.5%) and advancing positions (33.2%) dominate career goals.

Junior to Senior and Expert roles prioritize skill enhancement, while management roles focus on career progression to higher positions. Work-life balance gains importance among Senior, Management, and Expert roles, reflecting changing priorities at more advanced career stages.

## Top 5 Reasons To Leave Job



## Top 5 current career orientation



## Top 10 Reasons To Leave Job by Level

	Junior /Fresh	Middle	Senior	Manager /Leader	C-Level	Expert /consultant
The salary is less than expected	31.7%	36.4%	36.1%	31.5%	25.0%	37.0%
Career shift (startup, freelancer, job transition)	31.7%	26.2%	24.2%	27.9%	41.7%	28.3%
Lack of career development	33.3%	23.4%	22.0%	20.4%	8.3%	23.9%
No potential for company/product growth	21.1%	23.8%	20.2%	22.7%	27.8%	17.4%
Lack of challenges	11.4%	19.1%	19.6%	20.2%	25.0%	19.6%
Political working environment	16.3%	13.8%	16.9%	21.3%	33.3%	21.7%
No/few chances for salary increase	15.4%	22.3%	17.9%	14.8%	5.6%	8.7%
No/Limited promotion opportunities	18.7%	19.8%	16.4%	17.5%	13.9%	8.7%
Employee reduction/organizational restructuring	11.4%	11.9%	11.7%	11.9%	11.1%	13.0%
Family focus	12.2%	9.8%	11.9%	12.9%	2.8%	17.4%

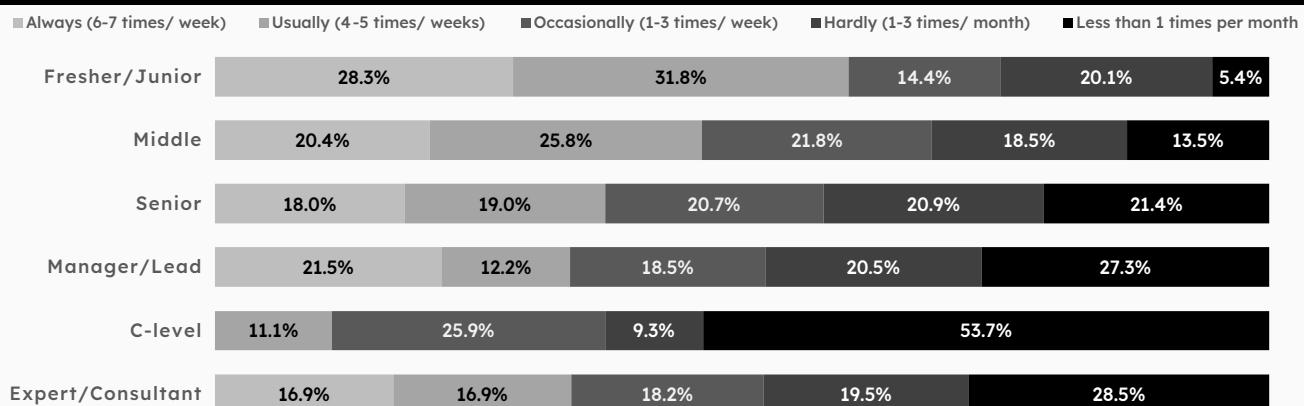
## Top 5 Career Orientation by Level

	Junior /Fresh	Middle	Senior	Manager /Leader	C-Level	Expert /consultant
Improve skills and professional knowledge	54.5%	42.4%	38.7%	25.8%	13.9%	37.0%
Advance to a higher position	24.4%	28.8%	33.7%	39.2%	36.1%	34.8%
Achieve worklife balance	5.7%	8.1%	12.1%	16.2%	19.4%	17.4%
Work for a large or multinational company	5.7%	5.8%	3.5%	4.8%	5.6%	4.3%
Work abroad or remotely	2.4%	4.1%	3.2%	2.1%	5.6%	2.2%

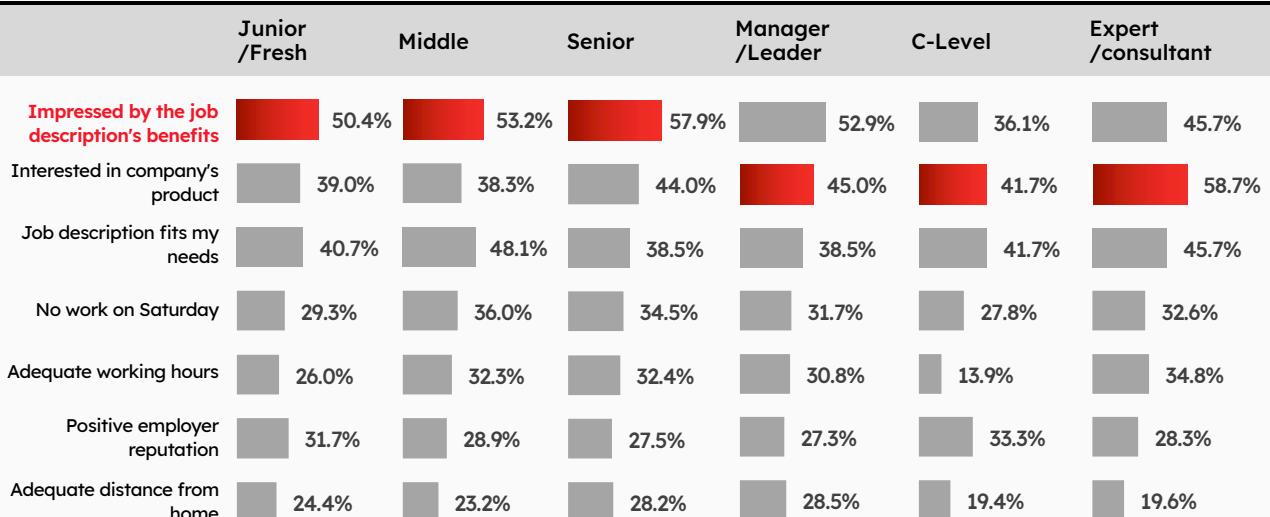
**IT professionals browse job sites  
2 times per week,  
on average.**

Job site browsing frequency decreases as seniority increases. When there is a need to job search, Freshers and juniors browse job sites the most frequently (2.7 times per week), likely reflecting their active job-seeking status. Middle-level IT professionals reduce this to 2.2 times, while senior professionals and managers/leads drop further to 1.7 and 1.6 times, respectively. C-level executives browse the least (0.9 time), likely due to their established careers and lesser need for active searches. Interestingly, experts/consultants browse slightly more (1.5 times), perhaps reflecting project-based work or interest in niche opportunities. This highlights a clear seniority-job search behavior trend.

### Job Site Browsing Frequency by Level



### Top 7 Reasons To Apply For New Job



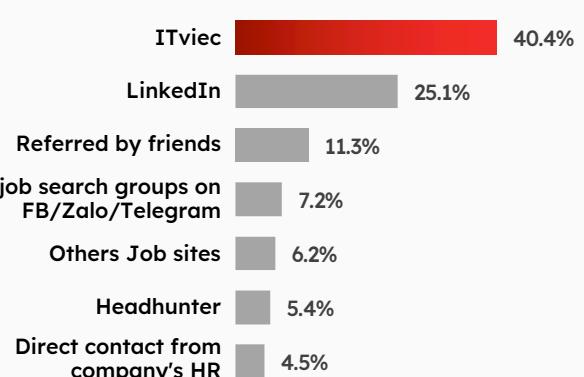
### Expected Distance and Duration from Home to Work

(for those who apply a new job because of adequate distance from home)

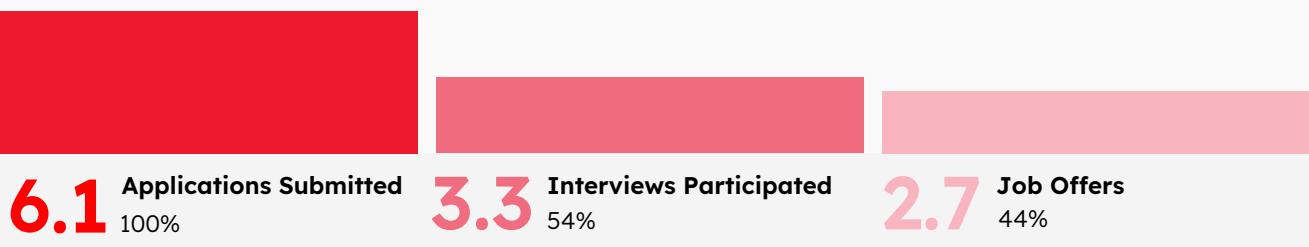
**Within  
9.2 km**

**Within  
30 mins**

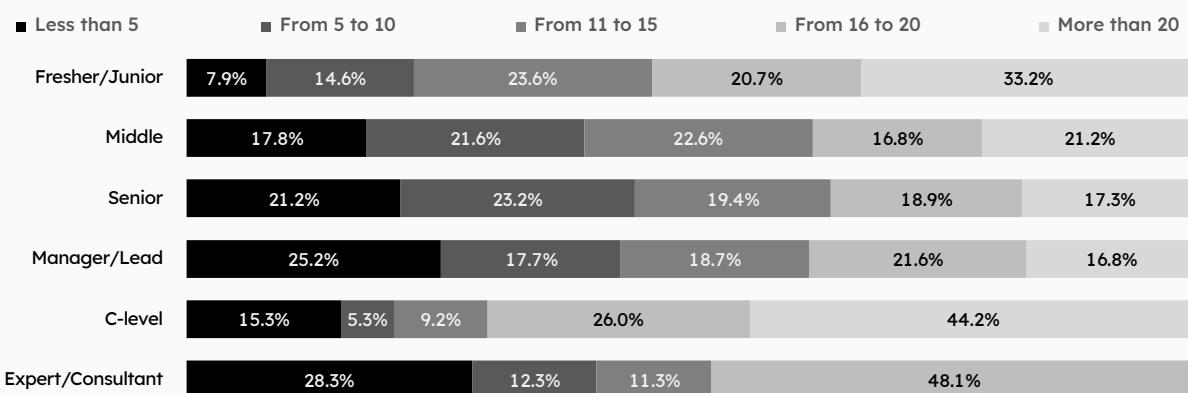
### Most Effective Channel To Find New Opportunities



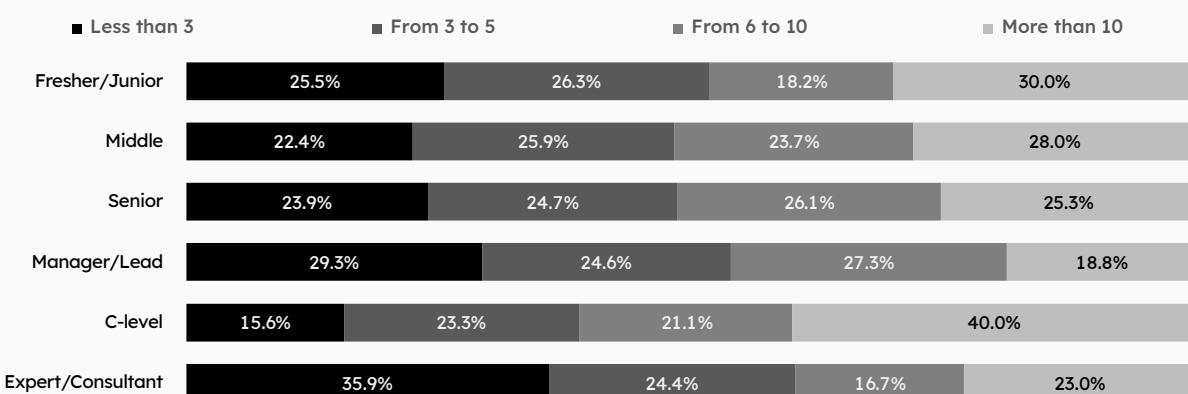
When there is a need to find new IT job, professionals submit an average of 6.1 applications, resulting in 3.3 interviews (54%) and 2.7 job offers (44%). Senior and Manager/Lead professionals achieve higher conversion rates with fewer applications. C-level and Expert roles, with applications targeted through multiple sources and with higher recruiting demand, secure the most job offers efficiently.



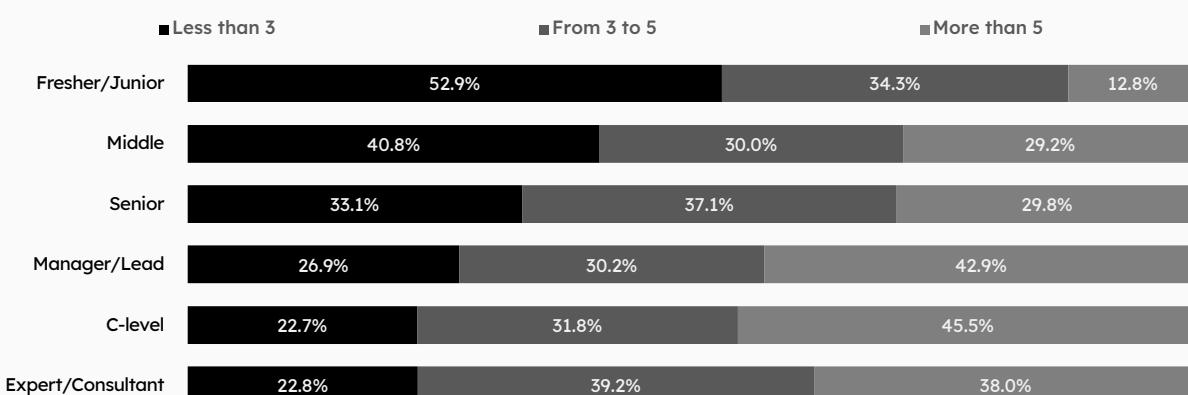
### Application Submission Frequency by Level



### Interview Participation Frequency by Level



### Job Offer Received Frequency by Level



**86.2%**

of IT professionals rank that Employer Reputation is important to their application.

In the job research process, IT professionals prioritize information differently based on their career levels. From juniors to manager/lead levels, the main focus is on employee reviews (average 70%) and benefits (average 57%). C-level professionals, however, concentrate on company history, product portfolio, and domain expertise (52.5%). Experts and consultants place significant emphasis on benefits and perks (67.7%) compared to other levels.

When it comes to perception, all levels agree that a high proportion of long-term employees (average 50%) defines a positive employer brand. Experts and consultants also value foreign ownership (54%). Interestingly, positive employee reviews alone (average 25%) are not enough to establish a strong employer brand. Companies that showcase tangible evidence of long-term employee retention and performance growth are more likely to be perceived as positive employer brands.

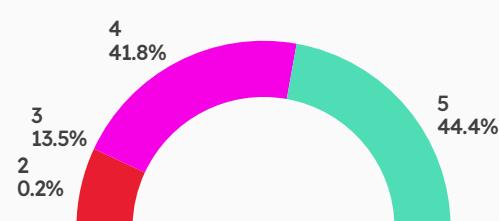
#### Average rating for the importance of Employer reputation

**7.4 / 10**



#### Importance of Employer Brand Reputation during the application process

1 - Not important at all      5 - Very important



#### Top 5 Most Information Searched by Level

	Junior /Fresh	Middle	Senior	Manager /Leader	C-Level	Expert /Consultant
Employee reviews and ratings	73.0%	70.8%	69.9%	62.7%	30.4%	48.4%
Benefits and perks offered	58.0%	51.0%	58.3%	61.6%	43.5%	67.7%
Company background, domain, and history	39.0%	37.3%	40.0%	45.8%	52.2%	58.1%
Company's product	29.0%	36.5%	37.8%	36.8%	43.5%	38.7%
Current job openings	33.0%	27.0%	25.4%	23.0%	17.4%	32.3%

#### Top 5 Definition Of A Company With Positive Employer Brand Reputation by Level

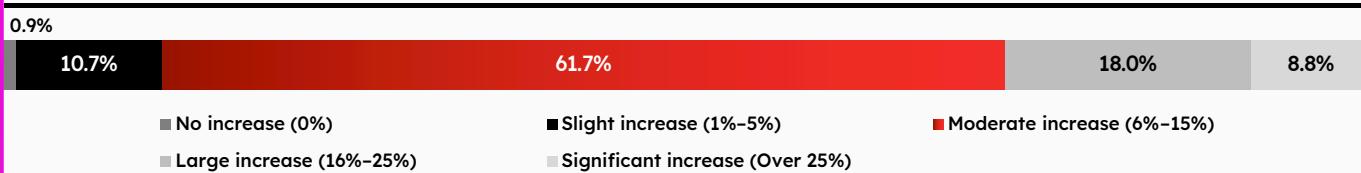
	Junior /Fresh	Middle	Senior	Manager /Leader	C-Level	Expert /Consultant
High proportion of long-term employees	41.0%	55.9%	56.6%	41.0%	41.0%	69.2%
Rapid annual revenue and profit growth	41.0%	50.0%	48.0%	41.0%	41.0%	15.4%
Best IT companies or working environments	25.6%	38.2%	25.3%	25.6%	25.6%	15.4%
Foreign ownership	30.8%	22.8%	25.8%	30.8%	30.8%	53.8%
Positive reviews from employees	28.2%	25.7%	24.4%	28.2%	28.2%	15.4%

**Information expect to have during the interview**

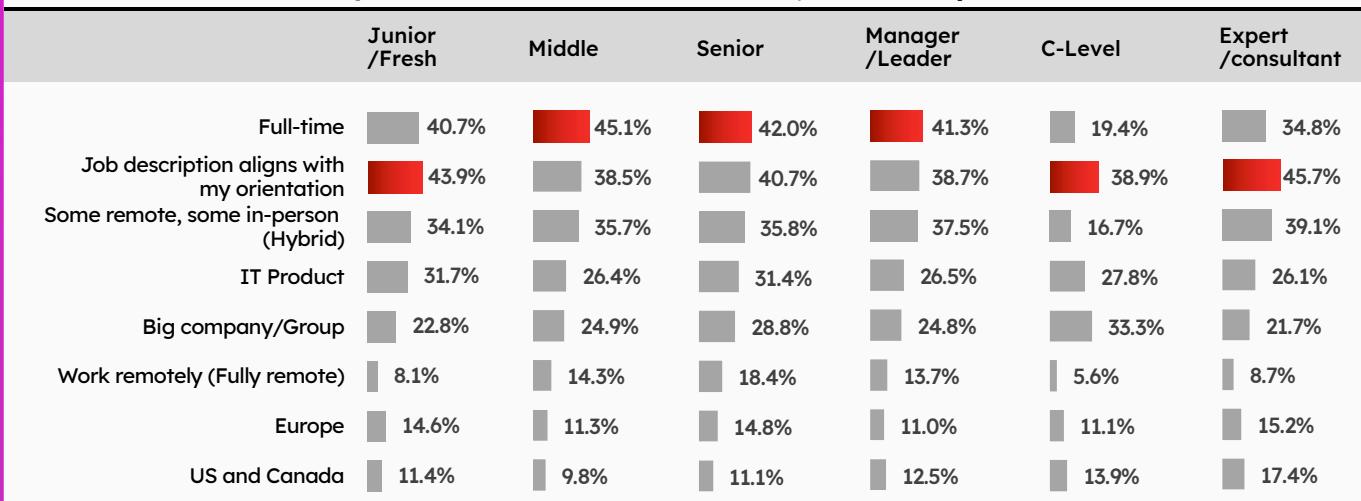
Company culture and working environment	49.8%
Prospective growth of the company/product	45.8%
Management style of line manager	40.1%
Opportunities/challenges of the role	38.2%
Team structure & direct report line	35.4%

**Top 5 Criteria To Evaluate A New Job Offer**

Full-time	41.9%
Job description aligns with my orientation	40.0%
Some remote, some in-person (Hybrid)	35.9%
IT Product	28.8%
Big company/Group	26.2%

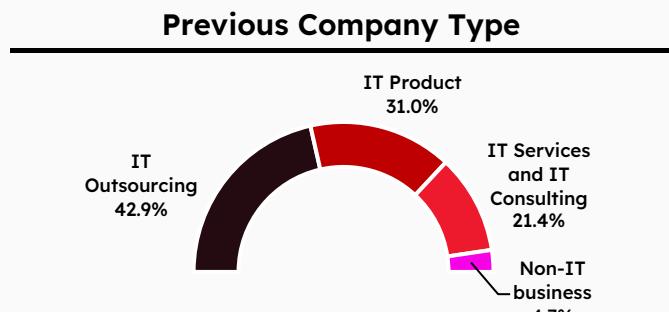
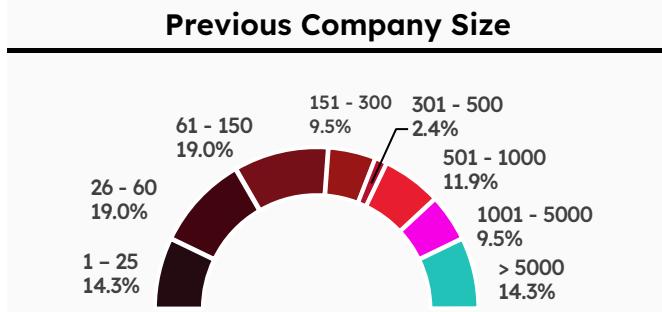
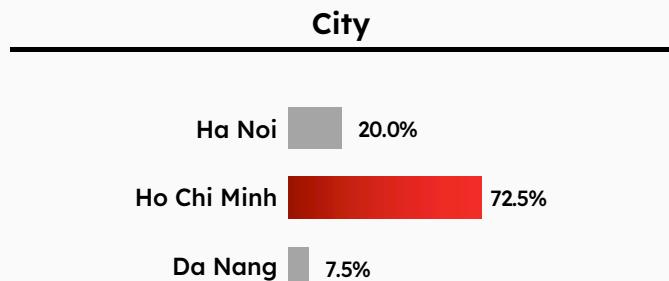
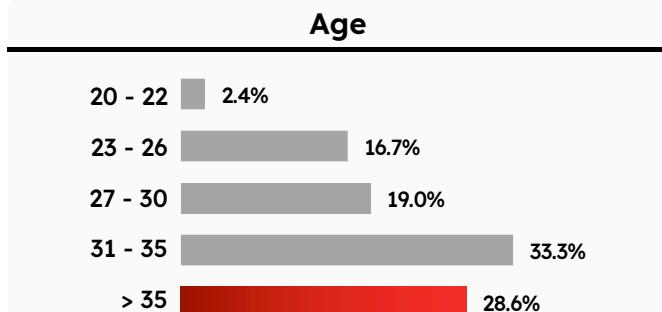
**Salary Expectation In Current Job****Salary Expectation In New Job Offer****Average Expected % Salary Increase In Current job & New Job Offer By Level**

	Junior /Fresh	Middle	Senior	Manager /Leader	C-Level	Expert /consultant
Current job	20.3%	16.5%	13.3%	13.1%	16.6%	11.1%
New job	32.9%	29.0%	24.9%	26.2%	28.7%	29.1%

**Top 8 criteria to evaluate a new job offer by Level**

A significant 61.9% of unemployed IT professionals in the past 6 months are over 31 years old, with 33.3% aged 31-35 and 28.6% over 35.

The majority (72.5%) reside in Ho Chi Minh City, and most had prior experience in IT Outsourcing (42.9%) and IT Product companies (31%). These professionals worked for companies originated in Vietnam and USA & Canada, worked in industries like Software Development, AI, Blockchain and Deep Tech Services, and Financial Services.



### Top 5 Previous Company Industry

1	Software Development Outsourcing
2	AI, Blockchain and Deep Tech Services
3	Financial services (Consumer Finance, Securities, Insurance, etc.)
4	Food & Beverage
5	Software Product and Web Services

### Top 5 Previous Company Origin

1	Vietnam
2	USA & Canada
3	Asia (excluding Japan)
4	Europe
5	Japan

### Top 5 Programming Languages

(primarily use)

1	JavaScript	16.2%
2	C#	13.5%
3	Java	13.5%
4	PHP	10.8%
5	SQL	10.8%

### Top 5 Soft skill

(plan to learn)

1	Problem Solving	71.4%
2	English reading	59.5%
3	Logical thinking	59.5%
4	Teamwork	54.8%
5	English writing	50.0%

Unemployed IT professionals are facing a tough job market. Compared to their employed counterparts, they are submitting more applications but find it challenging to convert these into interviews and job offers, as evidenced by a higher number of applications but fewer successful outcomes.

A significant majority of unemployed IT professionals (85.7%) consider it difficult to very difficult to secure a job offer that meets their expectations. Additionally, 50% of them have been searching for employment for 5 to 6 months. The biggest challenges for these IT professionals is dealing with higher competition (51.2%) and significant decrease in responses from employers. Notably, 73.8% of job seekers are willing to adjust their expectations to secure employment, with 42.9% open to accepting lower salaries and 33.3% willing to take on a heavier workload.

### Job search funnel

(When there is a need to job search)

#### Overall IT professional

100%      6.1      NUMBER OF JOB APPLICATION

54%      3.3      NUMBER OF TAKEN INTERVIEW

44%      2.7      NUMBER OF RECEIVED JOB OFFER

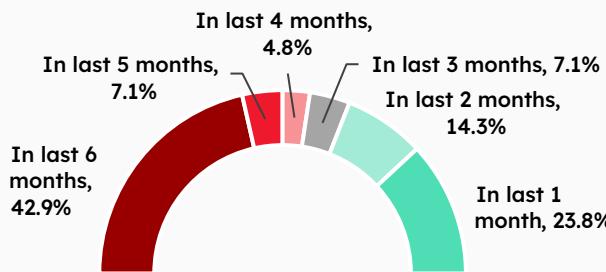
#### Unemployed IT professional

9.9      100%      NUMBER OF JOB APPLICATION

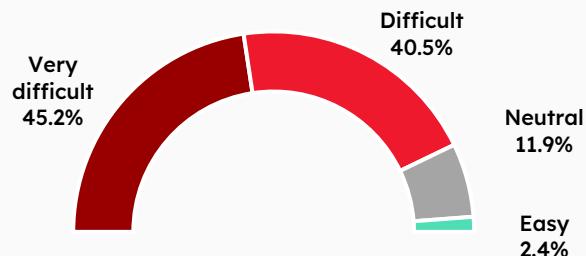
3.8      38%      NUMBER OF TAKEN INTERVIEW

2.2      22%      NUMBER OF RECEIVED JOB OFFER

### Time Have Looked For New Job



### The Difficulty Of Obtaining A Job Offer That Meets Your Expectations



### Top 5 Challenges During Job Search Process

There is a higher competitive rate	51.2%
Significant decrease in active responses from IT recruiters, headhunters, and HR professionals	46.3%
There are not many available jobs in the market	43.9%
My age is over the recruitment range	39.0%
Not many available jobs match my capabilities	34.1%

73.8% ➡

WILLING  
to lower  
expectation

26.2%

UNWILLING  
to lower  
expectation

### Willingness to reduce expectations in new job

Decrease in salary	42.9%
Open for higher workload	33.3%
Serious consideration of a career switch away from IT	23.8%
Lower in job level	21.4%
Lower the requirement of company benefits	16.7%

Unemployed IT professionals face a challenging job search journey shaped by organizational restructuring (40.5%), career shifts (19%), and personal circumstances.

They remain active in leveraging online job search platform such as ITviec (40.5%), Linked In (19%) and other job sites (19%). They actively visit jobsite for new opportunities 4.5 times/week.

They prioritize roles that align with their skills (50%), and product's company (47.6%) for job application. Stability (40.5%), career alignment (45.2%), and flexibility (hybrid/remote options) (38.1%) are top priorities for job seekers.

### Top 5 Reasons To Leave Job

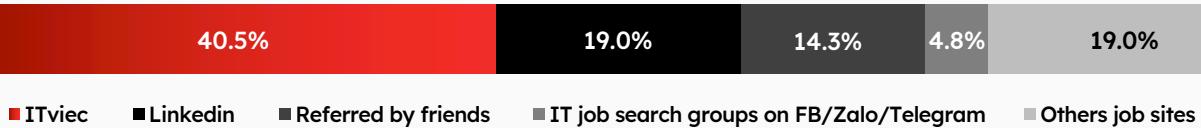
- Employee reduction/organizational restructuring 40.5%
- Family focus 19.0%
- Career shift (startup, freelancer, job transition) 19.0%
- Micromanagement Leader/Line Manager 19.0%
- The salary is less than expected 19.0%

### Top 5 Reasons To Apply For New Job

- Job description fits my needs 50.0%
- Interested in company's product 47.6%
- No work on Saturday 38.1%
- Adequate distance from home 33.3%
- Impressed by the job description's benefits 33.3%

### Most Effective Channel To Find New Opportunities

In average, they often visit job sites (ITviec & others job sites) for new opportunities for 4.5 times/week

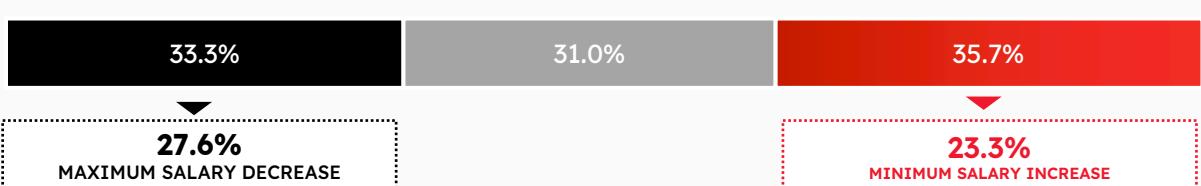


### Top 5 Criteria To Evaluate A New Job Offer

- Job description aligns with my orientation 45.2%
- Full-time 40.5%
- Some remote, some in-person (Hybrid) 38.1%
- IT Product 31.0%
- Work remotely (Fully remote) 19.0%

### Salary Expectations & Average Increase/Decrease for New Job Offers

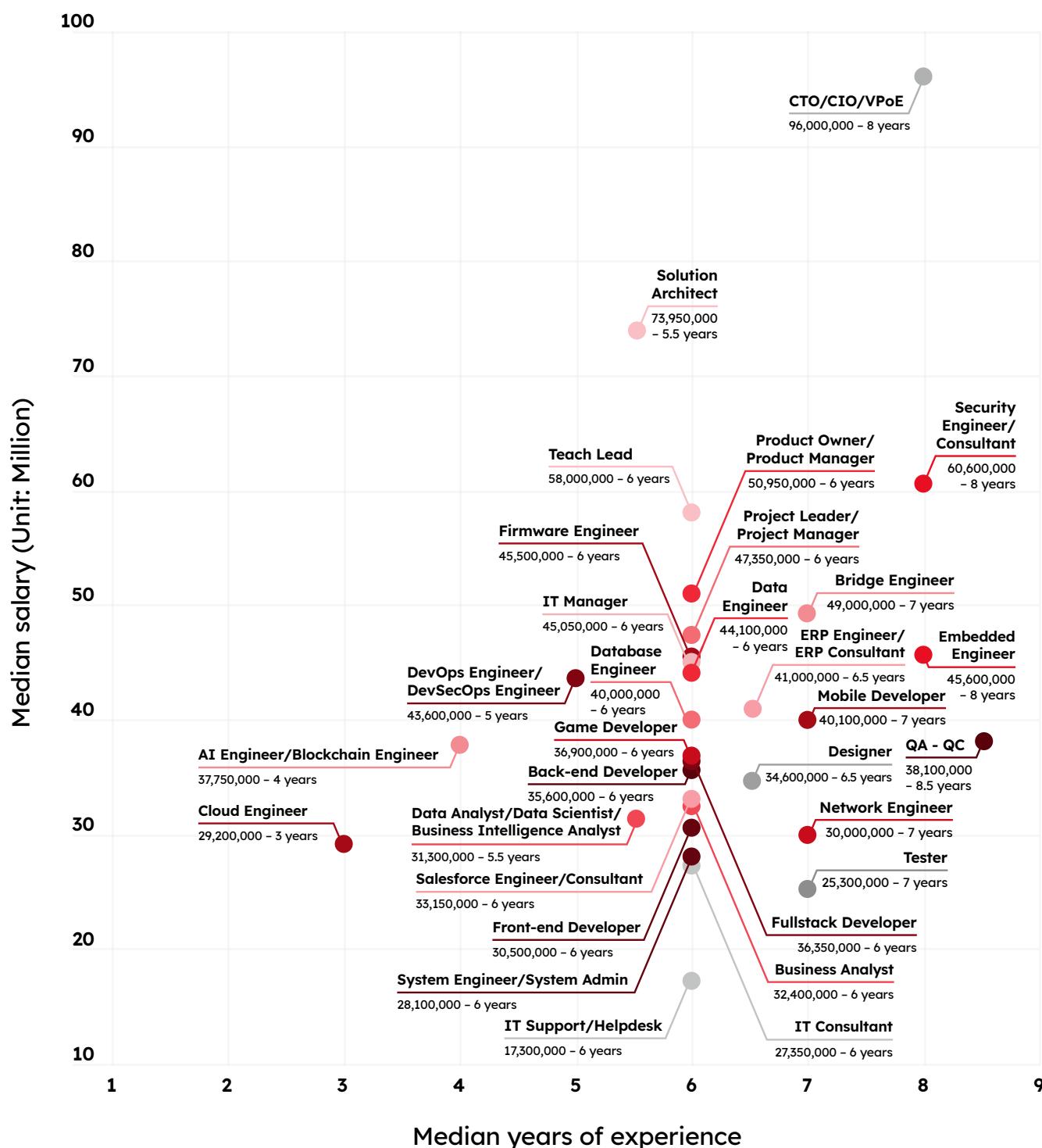
■ Less than previous salary      ■ Equal to previous salary      ■ Higher than previous salary



# PART 06

# SALARY OF IT PROFESSIONALS

## MEDIAN SALARY & MEDIAN YEARS OF EXPERIENCE BY IT POSITION



(\*) Median gross monthly salary (VND), excluding Bonus and other welfare benefits.

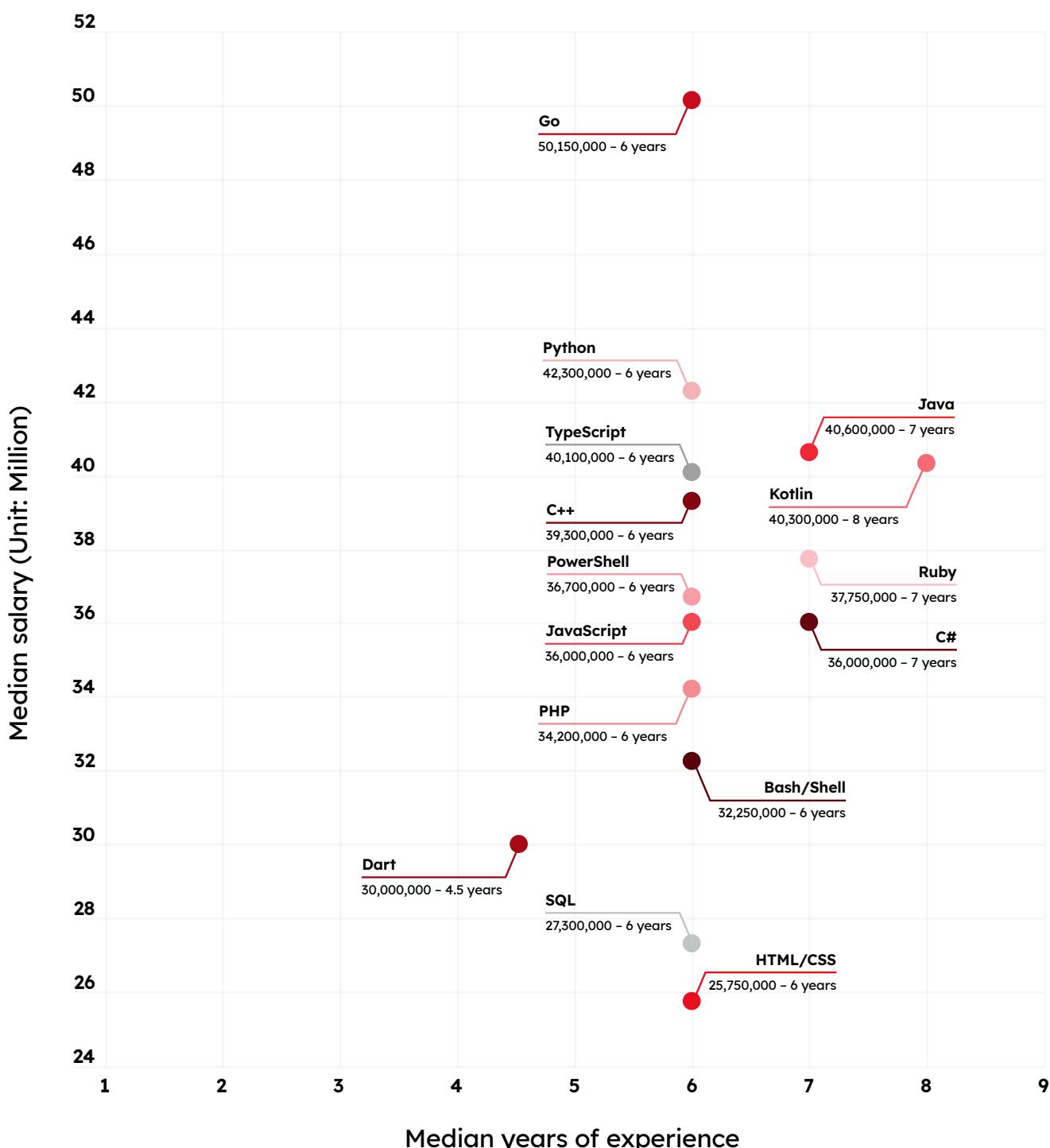
(\*) Median year of experience in current position, not total years of experience in IT.

# MEDIAN SALARY BY IT POSITION & RANGE OF EXPERIENCE

	<1 year	Years of experience			
		1-2 years	3-4 years	5-8 years	>8 years
<strong>Software Development</strong>					
01. Back-end Developer	N/A *	19,200,000	26,000,000	45,300,000	54,500,000
02. Front-end Developer	N/A	16,100,000	23,300,000	34,950,000	50,950,000
03. Full-stack Developer	14,700,000	16,650,000	29,900,000	39,700,000	50,000,000
04. Mobile Developer	11,500,000	18,000,000	26,600,000	40,600,000	54,350,000
05. Game Developer	N/A	15,400,000	29,200,000	38,300,000	58,100,000
06. Embedded Engineer	N/A	16,400,000	45,800,000	N/A	53,600,000
<strong>Product Management</strong>					
07. Product Owner/Product Manager	22,000,000	23,100,000	50,400,000	58,200,000	68,400,000
08. Business Analyst	N/A	21,250,000	26,900,000	34,500,000	43,750,000
<strong>Management &amp; Consulting</strong>					
09. Project Leader/Project Manager	N/A	31,300,000	42,100,000	49,100,000	64,650,000
10. Bridge Engineer	N/A	42,100,000	49,000,000	N/A	N/A
11. Salesforce Engineer/Consultant	N/A	17,400,000	N/A	33,050,000	39,800,000
12. IT Manager	N/A	41,300,000	N/A	73,000,000	N/A
13. Tech Lead	N/A	60,000,000	N/A	N/A	N/A
14. IT Consultant	N/A	30,100,000	N/A	N/A	50,000,000
15. CTO/CIO/VPoE	N/A	N/A	90,000,000	N/A	130,050,000
<strong>Designing</strong>					
16. Designer	N/A	18,350,000	28,700,000	36,900,000	62,900,000
<strong>Testing</strong>					
17. Tester	11,400,000	14,000,000	18,900,000	35,000,000	35,000,000
18. QA - QC	16,350,000	19,750,000	20,100,000	N/A	44,650,000
<strong>Cloud, Infrastructure &amp; Security</strong>					
19. System Engineer/System Admin	N/A	21,100,000	24,100,000	25,300,000	33,200,000
20. DevOps Engineer/ DevSecOps Engineer	N/A	30,000,000	50,500,000	53,850,000	84,400,000
21. Cloud Engineer	29,200,000	N/A	N/A	N/A	65,000,000
22. Network Engineer	N/A	N/A	25,600,000	35,500,000	N/A
23. Security Engineer/Consultant	N/A	N/A	N/A	60,500,000	82,200,000
<strong>Data Analytics</strong>					
24. Data Engineer	N/A	17,800,000	30,100,000	N/A	N/A
25. Data Analyst/Data Scientist/ Business Intelligence Analyst	16,400,000	22,350,000	30,400,000	68,450,000	N/A
26. Database Engineer	N/A	N/A	N/A	45,000,000	50,050,000
<strong>AI &amp; Blockchain</strong>					
27. AI Engineer/Blockchain Engineer	N/A	18,100,000	34,100,000	55,200,000	70,400,000
<strong>Others</strong>					
28. ERP Engineer/ERP Consultant	N/A	14,200,000	28,900,000	58,650,000	N/A
29. Firmware Engineer	N/A	N/A	38,600,000	40,000,000	72,750,000
30. Solution Architect	N/A	55,400,000	N/A	61,550,000	79,900,000
31. IT Support/Helpdesk	N/A	N/A	15,450,000	20,000,000	N/A

(\*) For cases with a small sample size, the results will be displayed as N/A

## MEDIAN SALARY & MEDIAN YEARS OF EXPERIENCE BY PROGRAMMING LANGUAGE



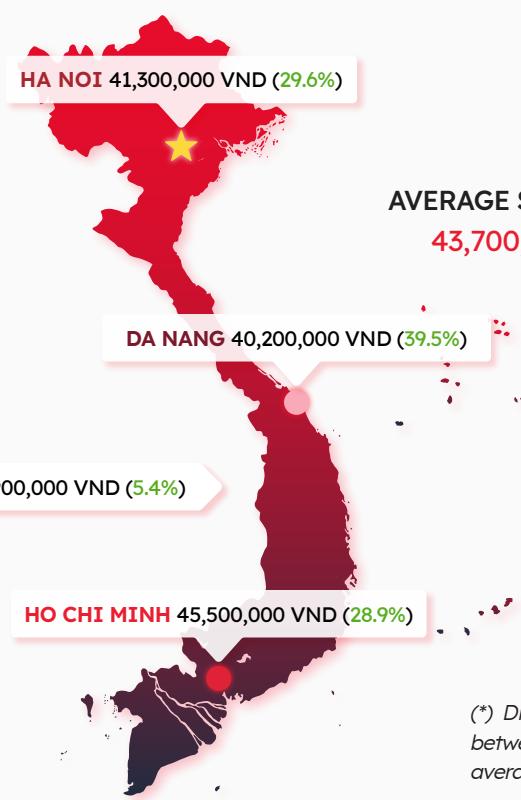
(\*) Median gross monthly salary (VND), excluding Bonus and other welfare benefits.

(\*) Median year of experience in current position, not total years of experience in IT.

# MEDIAN SALARY BY PROGRAMMING LANGUAGE & RANGE OF EXPERIENCE

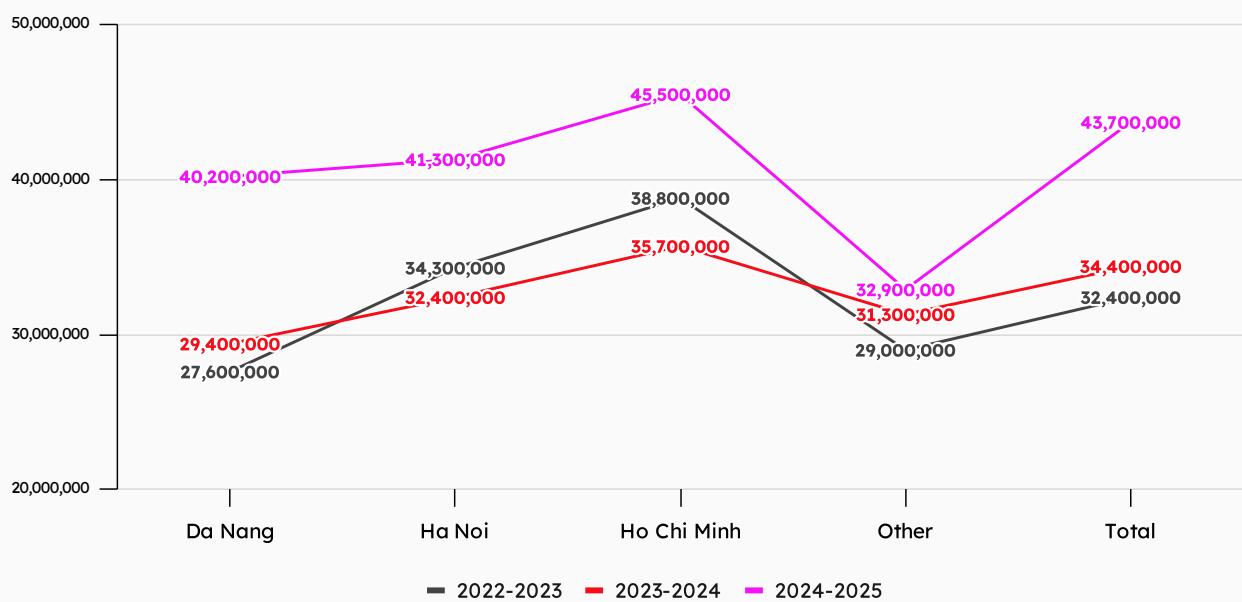
	Years of experience				
	<1 year	1-2 years	3-4 years	5-8 years	>8 years
<strong>Programming Languages</strong>					
Bash/Shell	N/A	22,300,000	43,450,000	N/A	57,900,000
C#	15,300,000	22,050,000	28,200,000	38,600,000	45,900,000
C++	N/A	17,900,000	39,300,000	N/A	54,950,000
COBOL	N/A	N/A	42,100,000	N/A	55,800,000
Crystal	N/A	N/A	N/A	25,600,000	N/A
Dart	8,000,000	15,800,000	24,000,000	44,000,000	45,250,000
Delphi	N/A	N/A	N/A	N/A	106,250,000
Elixir	N/A	N/A	N/A	71,450,000	N/A
Erlang	N/A	N/A	N/A	57,500,000	N/A
F#	N/A	N/A	N/A	61,700,000	N/A
Fortran	N/A	38,800,000	N/A	N/A	N/A
Go	14,600,000	22,500,000	36,600,000	50,350,000	79,850,000
Groovy	N/A	22,700,000	28,600,000	N/A	66,900,000
HTML/CSS	N/A	18,200,000	N/A	27,700,000	39,000,000
Java	9,800,000	26,650,000	29,900,000	40,600,000	57,200,000
JavaScript	11,500,000	16,200,000	26,400,000	44,000,000	51,900,000
Kotlin	N/A	30,300,000	40,350,000	N/A	55,500,000
Objective-C	N/A	37,800,000	70,200,000	N/A	100,000,000
PHP	N/A	20,100,000	30,100,000	32,150,000	37,500,000
PowerShell	N/A	23,300,000	28,000,000	57,650,000	60,400,000
Python	17,100,000	26,050,000	29,900,000	50,400,000	60,000,000
R	N/A	N/A	N/A	118,000,000	N/A
Ruby	13,500,000	23,600,000	28,500,000	50,500,000	87,600,000
Scala	N/A	16,900,000	N/A	50,000,000	N/A
Solidity	N/A	N/A	25,500,000	N/A	N/A
SQL	15,500,000	18,300,000	23,600,000	28,500,000	40,100,000
Swift	N/A	25,800,000	44,800,000	N/A	54,350,000
TypeScript	10,650,000	21,150,000	27,100,000	45,600,000	52,900,000
VBA	N/A	17,000,000	25,300,000	29,800,000	N/A
Others	N/A	20,700,000	36,800,000	39,800,000	51,950,000

## AVERAGE SALARY BY CITY WITH GROWTH RATE



(\*) Displayed percentage is the comparison between the average salary by city and the average salary by country.

## %YOY SALARY IN PERIOD 2022-2025 BY CITIES

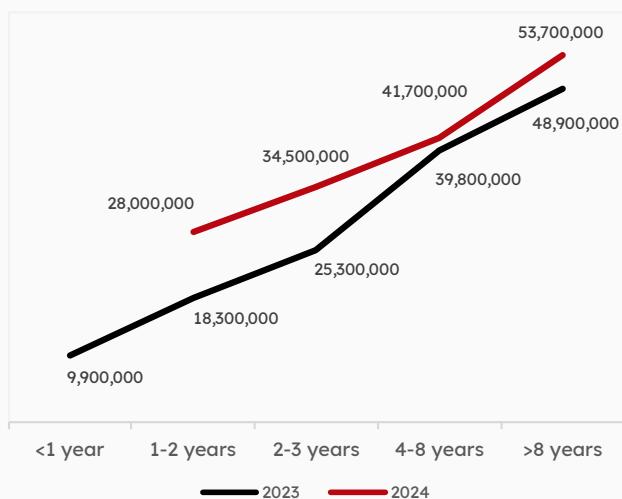


## AVERAGE SALARY AND %YOY BY CITIES

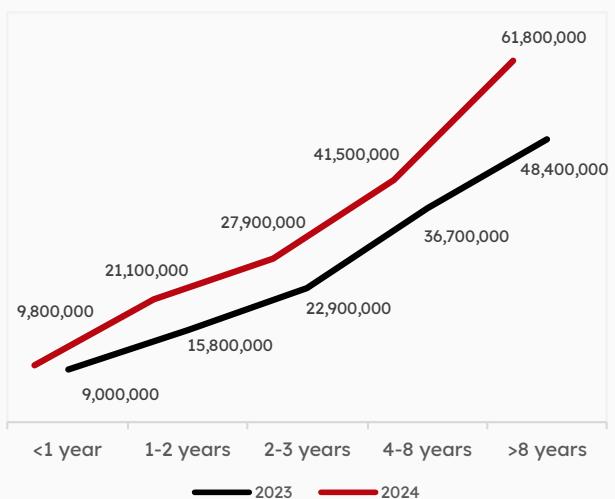
Period	Da Nang	%YOY	Hanoi	%YOY	HCM City	%YOY	Other	%YOY		TOTAL	%YOY
2022 - 2023	27,600,000	-	34,300,000	-	38,800,000	-	29,000,000	-		32,400,000	-
2023 - 2024	29,400,000	6.5%	32,400,000	-5.5%	35,700,000	-8%	31,300,000	7.9%		34,400,000	6.2%
2024 - 2025	40,200,000	39.5%	41,300,000	29.6%	45,500,000	28.9%	32,900,000	5.4%		43,700,000	27.9%

# AVERAGE SALARY BY YEAR OF EXPERIENCE 2023 - 2024

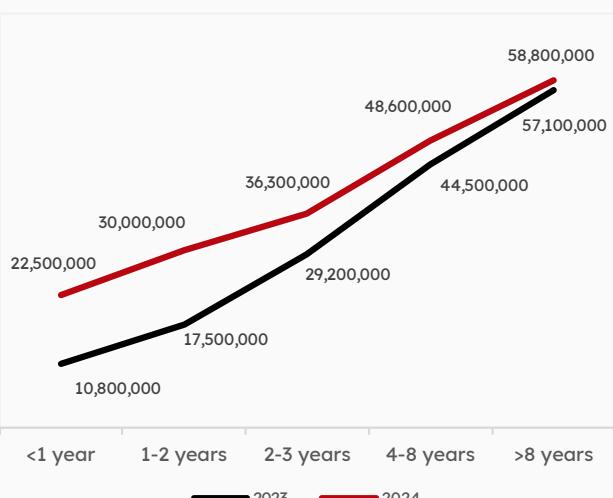
Average salary by year of experience  
in **Ha Noi city**



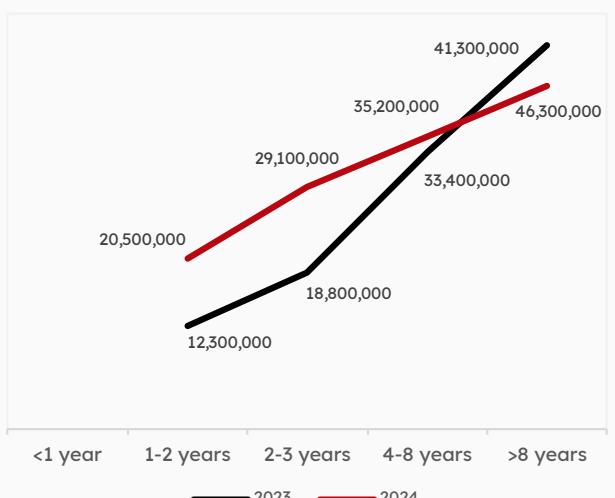
Average salary by year of experience  
in **Da Nang city**



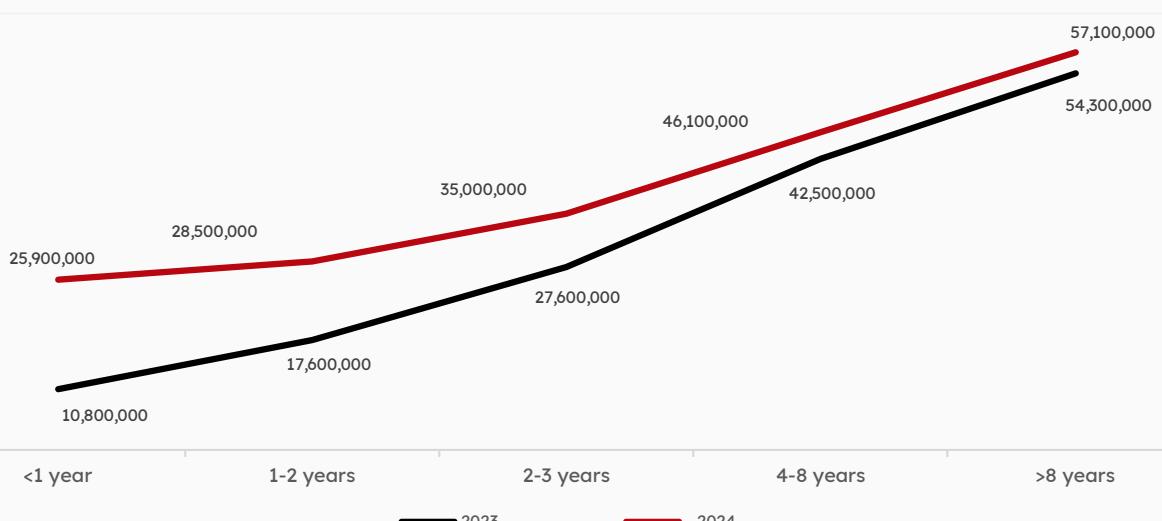
Average salary by year of experience  
in **Ho Chi Minh city**



Average salary by year of experience  
in **others**



Average salary by year of experience in **Total**



## AVERAGE SALARY BY RANGE OF EXPERIENCE AND CITY

	TOTAL	Ha Noi	Da Nang	Ho Chi Minh	Others
< 1 year	25,900,000	35,000,000	9,800,000	22,500,000	32,600,000
1-2 years	28,500,000	28,000,000	21,100,000	30,000,000	20,500,000
3-4 years	35,000,000	34,500,000	27,900,000	36,300,000	29,100,000
5-8 years	46,100,000	41,700,000	41,500,000	48,600,000	35,200,000
> 8 years	57,100,000	53,700,000	61,800,000	58,800,000	41,300,000

## AVERAGE SALARY BY COMPANY TYPE

	TOTAL	Ha Noi	Da Nang	Ho Chi Minh	Others
<b>IT Outsourcing</b> (IT project outsourcing support for clients, which includes either a part or the entire product)	38,400,000	37,300,000	34,100,000	39,600,000	33,900,000
<b>IT Product</b> (Create, market and sell your own IT product)	47,400,000	44,100,000	49,500,000	48,900,000	39,800,000
<b>IT Services and IT Consulting</b> (Provide a variety of IT services to businesses and consult about strategies for clients)	43,100,000	40,100,000	47,200,000	44,900,000	27,400,000
<b>Non-IT business</b> (Bank, retail, construction, etc.)	41,600,000	39,400,000	35,100,000	45,200,000	23,500,000

## AVERAGE SALARY BY COMPANY SIZE

1 - 25	40,700,000
26 - 60	39,200,000
61 - 150	43,000,000
151 - 300	45,100,000
301 - 500	43,900,000
501 - 1000	44,400,000
1001 - 5000	44,200,000
More than 5000	50,200,000

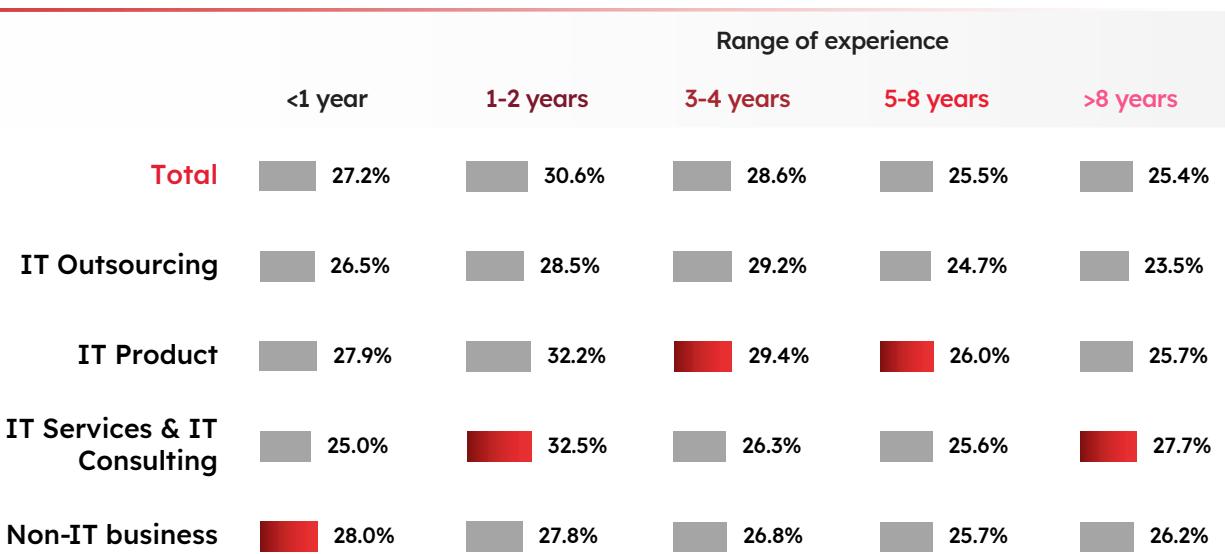
## AVERAGE SALARY BY COMPANY ORIGIN

Vietnam	37,300,000
Japan	40,700,000
Other Asia	50,300,000
Europe	54,700,000
USA & Canada	59,300,000
Australia and New Zealand	60,700,000
Others	40,800,000

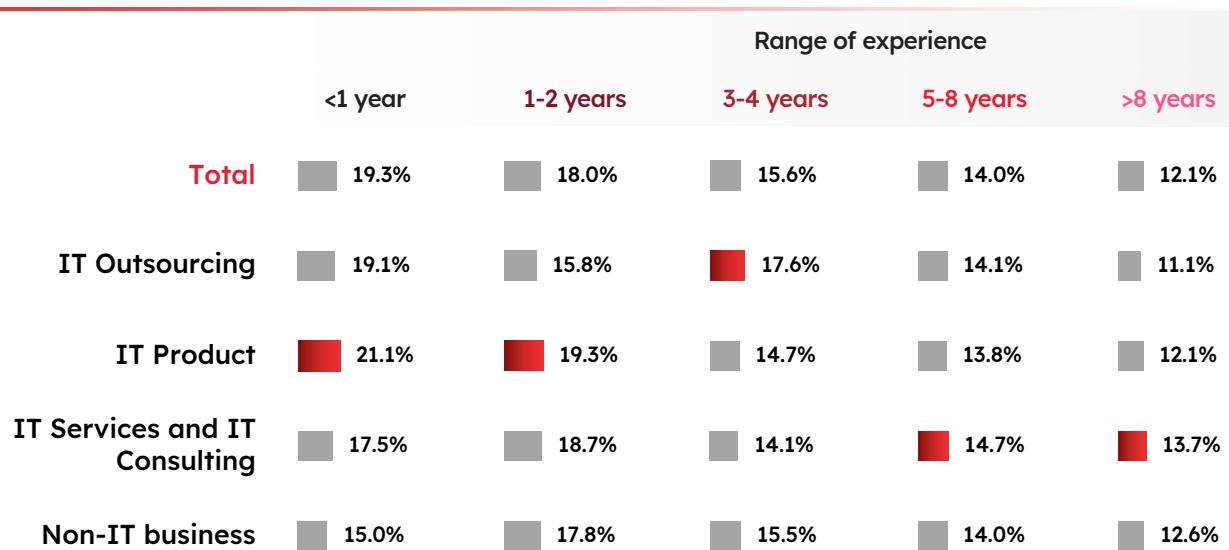
# AVERAGE SALARY BY COMPANY INDUSTRY AND CITY

	TOTAL	Ha Noi	Ho Chi Minh	Da Nang	Others
Pharmaceuticals	71,200,000	N/A	85,300,000	N/A	N/A
Real Estate, Property and Construction	57,300,000	69,900,000	56,300,000	N/A	N/A
Agriculture	56,000,000	N/A	67,800,000	N/A	N/A
AI, Blockchain and Deep Tech Services	54,400,000	48,100,000	61,500,000	31,800,000	33,600,000
Telecommunication	52,900,000	52,600,000	57,500,000	N/A	N/A
Professional Services (Accounting, Legal, Business Consulting)	50,900,000	38,000,000	54,200,000	19,500,000	N/A
Financial services (Consumer Finance, Securities, Insurance)	50,500,000	46,300,000	52,900,000	40,300,000	57,200,000
Sports and Fitness	48,900,000	45,100,000	54,700,000	29,100,000	N/A
Materials & Mining (Metals, Chemicals, Construction materials, etc.)	48,400,000	N/A	48,400,000	N/A	N/A
Banking	46,300,000	44,600,000	47,800,000	39,200,000	N/A
Environment	46,200,000	N/A	46,200,000	N/A	N/A
Cyber Security	45,500,000	46,700,000	48,200,000	30,600,000	N/A
Healthcare (Hospital, Healthcare Services)	45,300,000	40,800,000	45,900,000	46,300,000	N/A
Game	45,200,000	43,100,000	45,900,000	N/A	N/A
Transportation, Logistics & Warehouse	44,000,000	47,100,000	43,500,000	38,800,000	35,000,000
Others	43,900,000	51,500,000	42,000,000	N/A	36,700,000
Food & Beverage	43,400,000	24,400,000	44,900,000	N/A	56,500,000
IT Services & IT Consulting	43,200,000	41,200,000	45,600,000	38,900,000	30,800,000
Software Product and Web Services	42,100,000	41,600,000	43,100,000	37,300,000	34,300,000
Network and Infrastructure	41,900,000	25,700,000	53,200,000	N/A	N/A
Software Development Outsourcing	41,600,000	44,100,000	40,800,000	37,800,000	52,500,000
Retail and Wholesale	41,300,000	31,100,000	43,200,000	63,300,000	N/A
Staffing & Recruiting	41,100,000	23,600,000	40,900,000	81,500,000	73,300,000
Creative & Design	40,700,000	40,500,000	42,300,000	N/A	18,000,000
Tourism & Hospitality Service	39,900,000	40,300,000	36,900,000	47,200,000	50,000,000
Manufacturing and Engineering	39,800,000	44,500,000	42,800,000	46,800,000	26,700,000
Apparel & Fashion	38,000,000	30,700,000	45,700,000	N/A	23,900,000
Trading and Commercial	38,000,000	39,800,000	36,000,000	63,400,000	33,300,000
E-commerce	37,800,000	25,400,000	40,100,000	52,900,000	39,100,000
Government	37,700,000	39,800,000	36,600,000	42,000,000	21,000,000
IT Hardware and Computing	37,400,000	32,300,000	39,900,000	25,200,000	60,000,000
Utilities (Electricity, Water, Natural Gas, Oil)	35,800,000	22,400,000	39,400,000	26,900,000	N/A
Media, Advertising & Entertainment	35,700,000	24,600,000	40,300,000	N/A	N/A
Consumer goods	34,600,000	32,700,000	36,000,000	N/A	N/A
Education and Training	33,800,000	30,400,000	33,000,000	43,100,000	59,400,000
Facility Management	28,400,000	19,700,000	31,000,000	27,400,000	N/A
Non-profit and Social Services	25,600,000	N/A	31,400,000	N/A	N/A
Publishing & Printing	22,800,000	N/A	22,800,000	N/A	N/A

## EXPECTED AVERAGE % SALARY INCREASE IN NEW JOB OFFER BY RANGE OF EXPERIENCE BY COMPANY TYPE



## EXPECTED AVERAGE % SALARY INCREASE IN CURRENT JOB BY RANGE OF EXPERIENCE BY COMPANY TYPE



## PART 07

# IT PRODUCTIVITY & ENGAGEMENT

## UNDERSTANDING THE PRODUCTIVITY INDEX

The Productivity Index evaluates the effectiveness of IT professionals through self-assessment of key performance indicators (KPIs). It is calculated by assigning weights to various factors based on their importance, providing insights into productivity levels within a team or organization. Key components include:

- Measurable Targets and KPIs: Assessment of how consistently professionals meet or exceed targets.
- Timeliness: Evaluation of the ability to meet deadlines and complete assignments on time.
- Quality of Work: Consideration of the frequency of rework required, indicating efficiency.
- Ownership: Reflection on personal responsibility for tasks, fostering accountability.

By aggregating these self-evaluations, the Productivity Index offers a comprehensive view of an individual's productivity and helps identify areas for improvement.

The index ranges from 0% to 100%, where higher percentages indicate greater productivity.

## DISCLAIMER

The Productivity Index relies on based on the development of ITviec, which may be subjective and influenced by business biases. Organizations should use this index alongside other performance evaluation methods for a more holistic view of productivity.

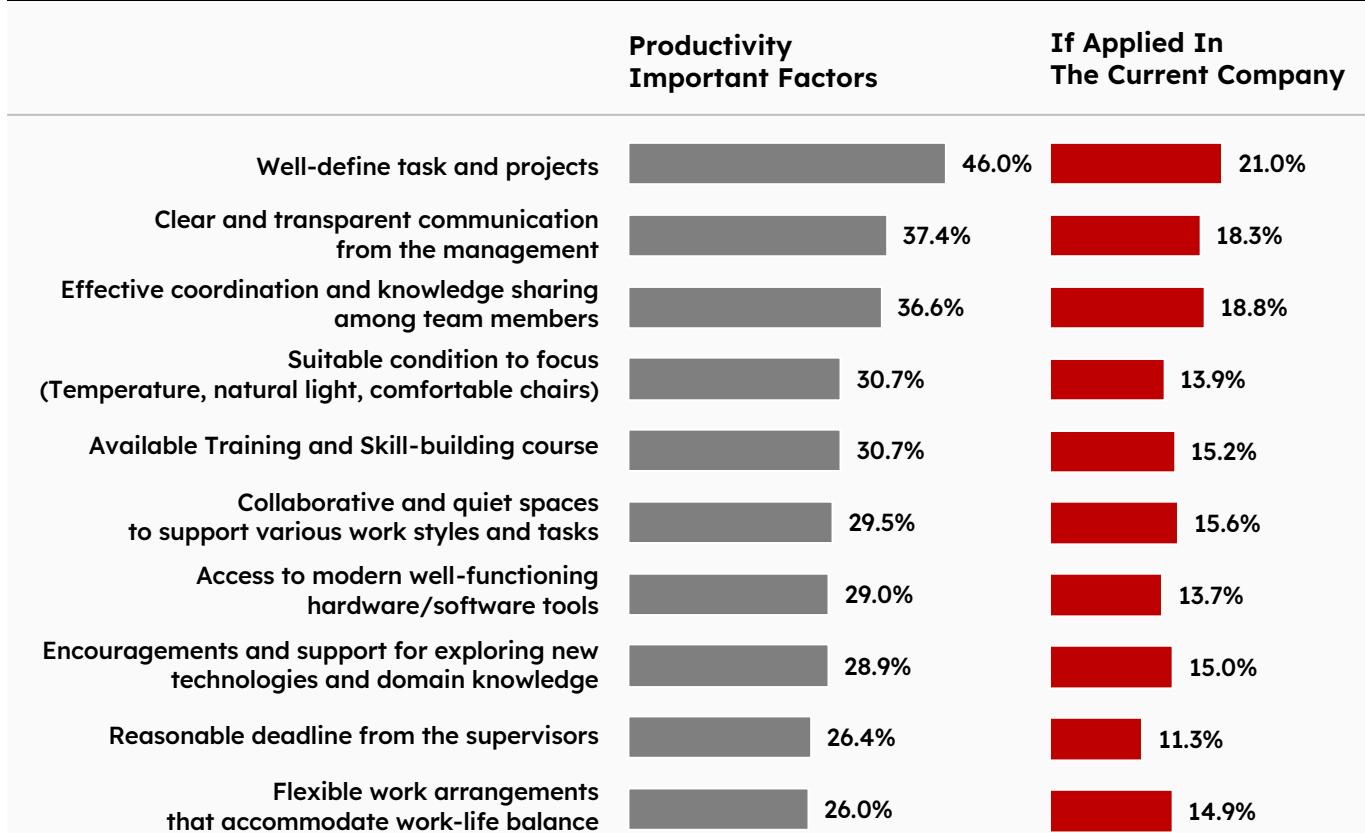
Productivity index tends to be higher in major cities and among experienced employees or those who have higher management level such as C-Level, expert/consultant, whereas junior staff and those in smaller regions require additional support. For company types such as IT Outsourcing (72), IT Products (71), IT Services & Consulting (71), the productivity index is slightly lower than that of non-IT businesses (75).

## The Productivity Index By Demographic, Working & Company Information

Demographic		Working information		Company information	
Item	Index	Item	Index	Item	Index
<b>AVERAGE</b>	<b>71</b>	<b>AVERAGE</b>	<b>71</b>	<b>AVERAGE</b>	<b>71</b>
Ho Chi Minh	71	Fresher/Junior	68	IT Outsourcing	72
Ha Noi	72	Middle	73	IT Product	71
Da Nang	64	Senior	70	IT Services & IT Consulting	71
Male	71	Manager/Lead	74	Non-IT business	75
Female	70	C-level	78	Vietnam	73
20 - 22	55	Expert/Consultant	70	Japan	74
23 - 26	67	<1 year	64	Asia (excluding Japan)	71
27 - 30	73	1-2 years	69	Europe	72
31 - 35	71	3-4 years	73	USA & Canada	70
>35	74	5-8 years	73	Australia & New Zealand	70

- A well-structured work environment is crucial, with 46.0% of professionals emphasizing the need for Well-defined Tasks and Projects to clarify roles and boost accountability. The importance of Suitable Conditions to Focus (30.7%) underscores the impact of workspace on concentration and productivity.
- Effective communication and collaboration are vital for productivity in IT. A significant number of IT professionals prioritize Clear and Transparent Communication (37.4%) and Effective Coordination and Knowledge Sharing (36.6%), which foster a cohesive team dynamic and promote smoother workflows and innovation. Additionally, the creation of Collaborative and Quiet Spaces for Various Work Styles (29.5%) enhances team synergy. Furthermore, 26.0% advocate for Flexible Work Arrangements for Work-Life Balance, reflecting a growing recognition of the importance of balance for job satisfaction and retention.
- The analysis reveals significant gaps between the importance of various productivity factors and their current application in organizations. Notably, many critical factors identified by IT professionals have seen less than half of the companies reporting effective implementation. For instance, while 46.0% of respondents emphasized the importance of well-defined tasks and projects, only 21.0% indicated that their organizations successfully applied this principle. This substantial gap suggests that many professionals lack clarity in their roles, potentially leading to confusion and decreased productivity. Current company focus is primarily on three areas: well-defined tasks and projects (46% vs. 21%), clear communication from management (37.4% vs. 18.3%), and effective coordination and knowledge sharing (36.6% vs. 18.8%).
- Aspects such as reasonable deadlines (26.4% vs. 11.3%), access to modern tools (29% vs. 13.7%), and suitable conditions for focus (30.7% vs. 13.9%) are highly valued yet least adopted. These findings underscore the urgent need for company to reassess their practices and invest in the factors that matter most to their IT workforce, ultimately fostering a more productive and satisfied team.

### Top 10 Important Factors That Affect IT Professional Productivity & Company Application Status



## UNDERSTANDING THE ENGAGEMENT INDEX

The Engagement Index, developed by ITviec, measures how connected and committed IT professionals feel towards their work and organization. This index is calculated based on self-reported evaluations of key factors, with weights assigned according to their importance. Key criteria include:

- Enjoyment of Work: Professionals assess their overall enjoyment of the tasks and responsibilities they undertake, reflecting their passion and motivation
- Pride in the Company: Employees evaluate their sense of pride in being part of the organization, which enhances loyalty and morale.
- Intention to Stay: This criterion indicates commitment and satisfaction with the workplace environment, highlighting the desire to remain with the company long-term.
- Recommendation of the Organization: Professionals reflect on whether they would recommend their organization as a great place to work, emphasizing overall employee satisfaction and company culture.

By aggregating these self-assessments, the Engagement Index provides insights into employee morale and helps organizations.

The index ranges from 0% to 100%, where higher percentages indicate greater engagement.

## DISCLAIMER

The Productivity Index relies on based on the development of ITviec, which may be subjective and influenced by business biases. It is recommended that organizations use this index in conjunction with other assessment tools to gain a comprehensive understanding of employee engagement levels.

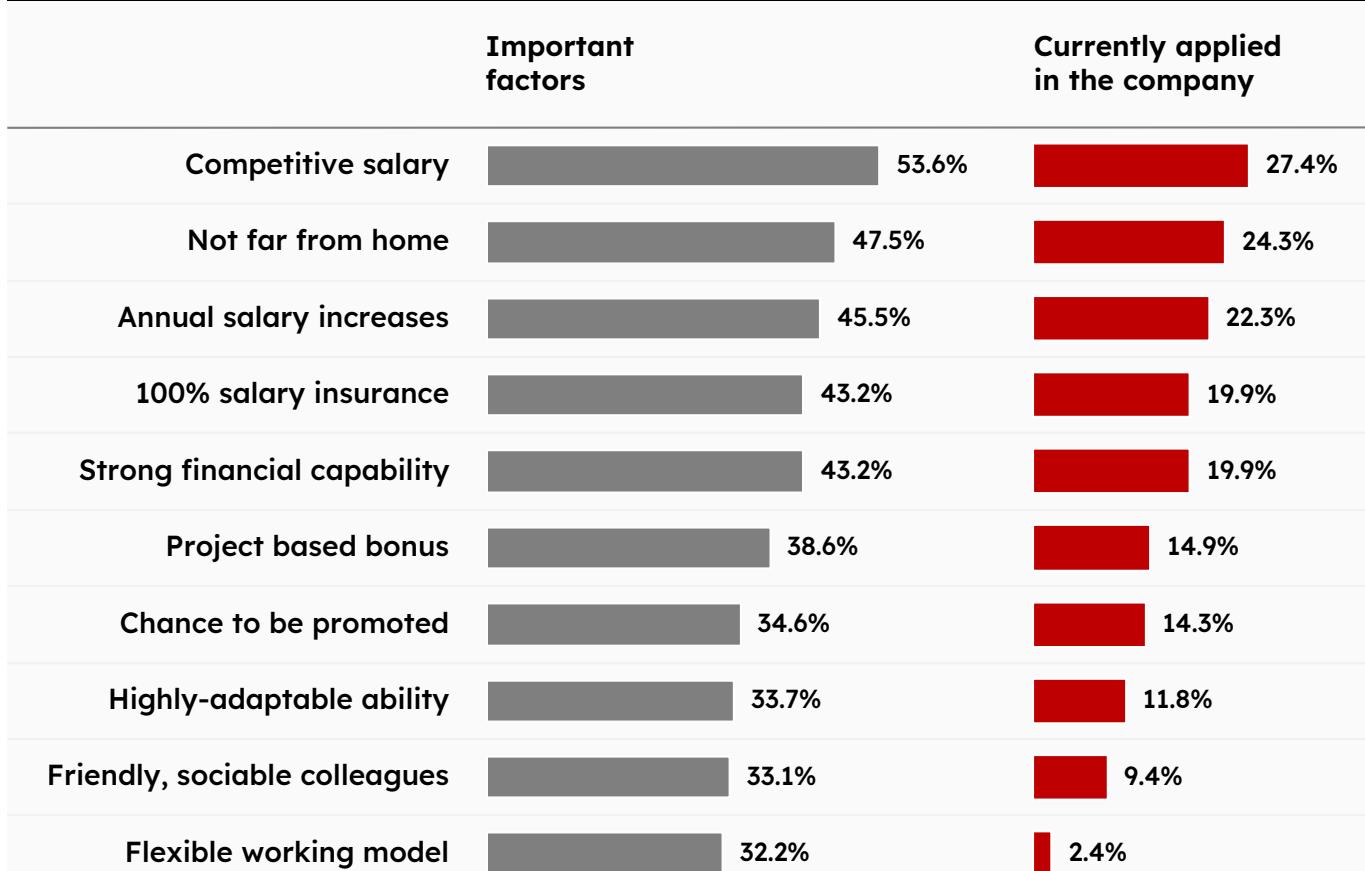
The Employee Engagement Index (EEI) highlights important variations across demographics, work information, and company characteristics. Compared with the average EEI at 67, the EEI was significantly high at C-level (80), Expert/Consultant (85) & low at Da Nang city (57) and youngest age groups of IT employees 20-22 & 23-26 (23 and 62, respectively).

### The Engagement Index By Demographic, Working & Company Information

Demographic		Working information		Company information	
Item	EEI	Item	EEI	Item	EEI
<b>AVERAGE</b>	<b>67</b>	<b>AVERAGE</b>	<b>67</b>	<b>AVERAGE</b>	<b>67</b>
Ho Chi Minh	68	Fresher/Junior	67	IT Outsourcing	69
Ha Noi	68	Middle	74	IT Product	73
Da Nang	57	Senior	69	IT Services & IT Consulting	70
Male	68	Manager/Lead	76	Non-IT business	75
Female	62	C-level	80	Vietnam	73
20 - 22	23	Expert/Consultant	85	Japan	77
23 - 26	62	<1 year	75	Asia (excluding Japan)	74
27 - 30	67	1-2 years	67	Europe	74
31 - 35	71	3-4 years	72	USA & Canada	78
>35	76	5-8 years	73	Australia and New Zealand	70
		>8 years	79		

- Four of the top engagement factors for IT professionals are closely related to their financial security: competitive salary (53.6%), annual salary increases (45.5%), 100% salary insurance (43.2%), and project-based bonuses (56.6%). Furthermore, the demand for financial security is reflected in company requirements such as strong financial capability (43%) and highly adaptable ability (34%). Factors related to well-being are also significant, including not far from home (47.5%) and a flexible working model (32.2%). Other important factors include the chance for promotion (34.6%) and friendly, sociable colleagues (32.2%).
- The data highlights significant gaps between the importance of various factors affecting employee engagement and their current application within company. Only half of the companies employing IT professionals have implemented engagement factors. Many factors are valued from IT professional but less likely to be recognized by the company such as Project Base Bonus (38.6% vs 14.9%), Chance to be promoted (34.6% vs 14.3%), Friendly, Sociable colleges (33.1% vs 9.4%), especially Flexible Working Model (32.2% vs 2.4%). Addressing these gaps is essential for companies to enhance employee engagement, satisfaction, and retention.

### Top 10 Important Factors That Affect Employee Engagement & Company Application Status

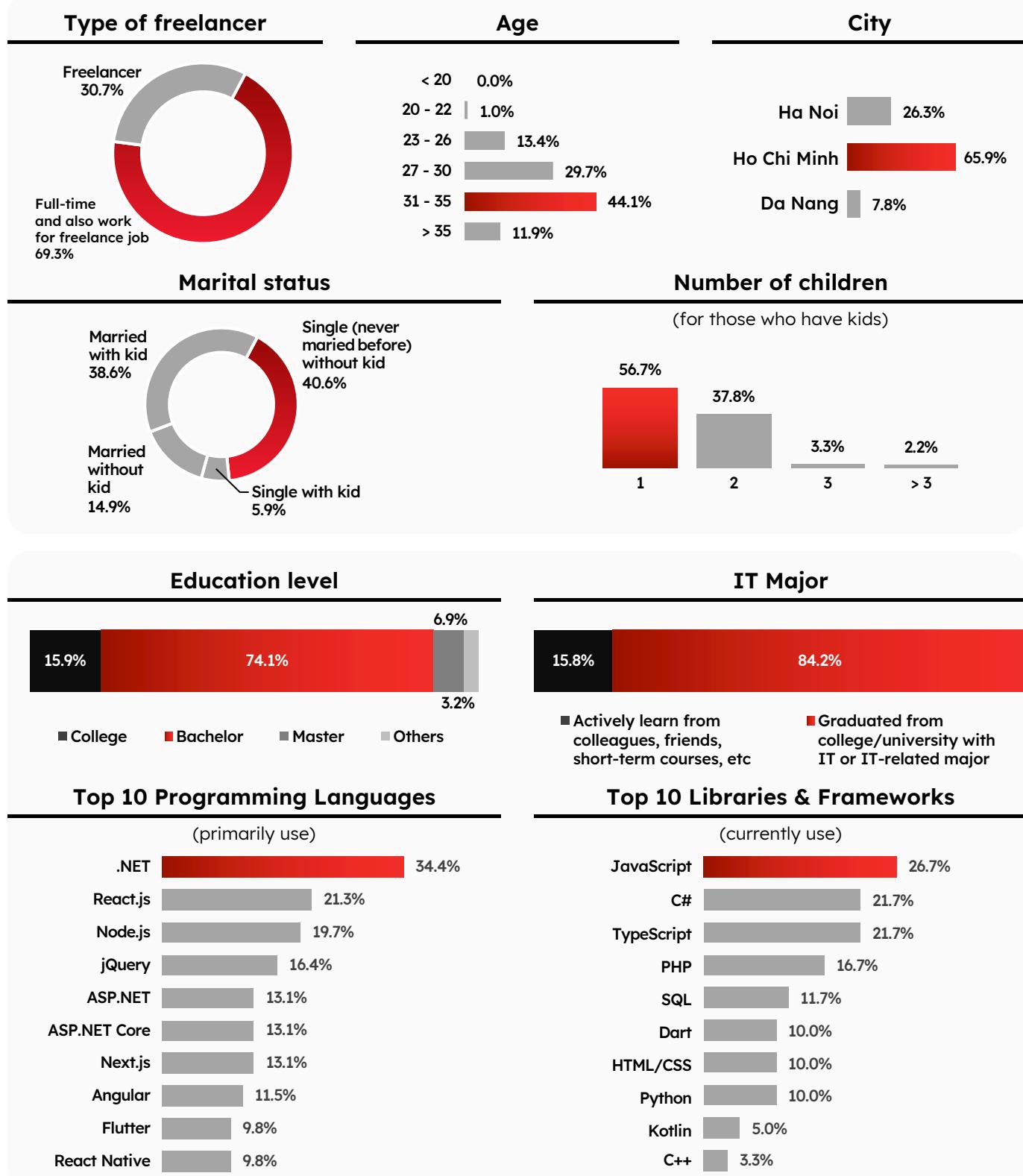


## PART 08

# IT FREELANCERS

This year's data shows that a majority of IT freelancers are full-time workers who also take on freelance jobs, accounting for 69.3% of respondents. The most common age range is 27-35 years old (73.8%), and education levels are notably high, with 74.1% holding bachelor degrees and 6.9% possessing master's qualifications.

A significant portion of freelancers resides in Ho Chi Minh City (65.9%). Among programming languages, JavaScript is the most widely used, with 26.7% of respondents primarily using it. For frameworks, .NET leads the way, being used by 34.4%.



IT freelancers earn an average monthly gross income of 30,900,000 VND, executing approximately 6.5 projects over the past six months. On an hourly basis, the average rate is 890,000 VND (~35.5 USD). More than half of IT freelancers (56.4%) engage in team-based tasks, while 43.6% prefer working independently. This might suggest a potential preference toward more collaborative projects in the IT freelance market.

Most of the freelancing project categories are Web Development (55%), Mobile App Development (33%) & Project Consulting (25.7%).

#### Monthly Gross Income

**30,900,000 VND**  
GROSS  
MONTHLY INCOME

#### Hourly Rate Card

**890,000 VND ~ 35.5 USD**  
PER 1 HOUR  
(1 USD = 25,100 VND)

#### Number of projects

**6.5**  
NUMBER OF PROJECT  
PER 6 MONTHS

#### Most Common Types of IT Freelancing Work

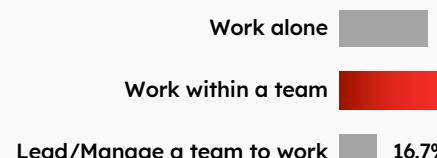
(In Past 6 Months)

43.6%

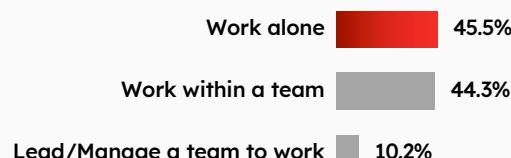
56.4%

- A single task: A specified, well-defined task which is an individual component or responsibility within the larger project (front-end, design, test, etc)
- A whole project: where your responsibility is to complete the entire process or deliver the full product with multiple of task an deliverables involved to achieve the overall goal (present, document, consult, project management, etc)

#### Work Types For Project Tasks

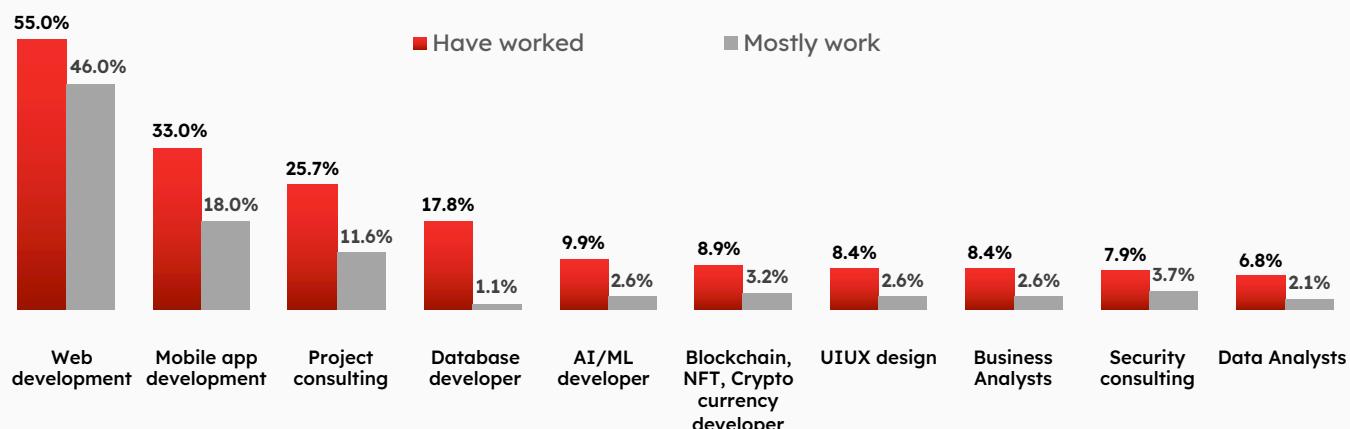


#### Work Types for Single Tasks



#### Top 10 Most Common Project Categories for IT Freelancers

(In Past 6 Months)



This year's findings reveal that the United States (36.2%) is the largest provider of freelancing jobs for Vietnam's IT freelancers, followed by Vietnam (30%), Singapore (26.9%), Japan (15.4%), and South Korea (10%).

In web development, Vietnam and the US each account for 33% of projects. The US also leads in mobile app development (45%) and database development (50%). Singapore dominates in project consulting (35.3%) and AI/ML development (47.1%).

AI/ML development offers the highest gross monthly income (58.7M VND) and hourly rate (1.8M VND ~ 71.7 USD), reflecting its growing demand and value in the IT freelancing market.

### Top 5 Origins Country Of The Freelancing Job

(In Past 6 Months)



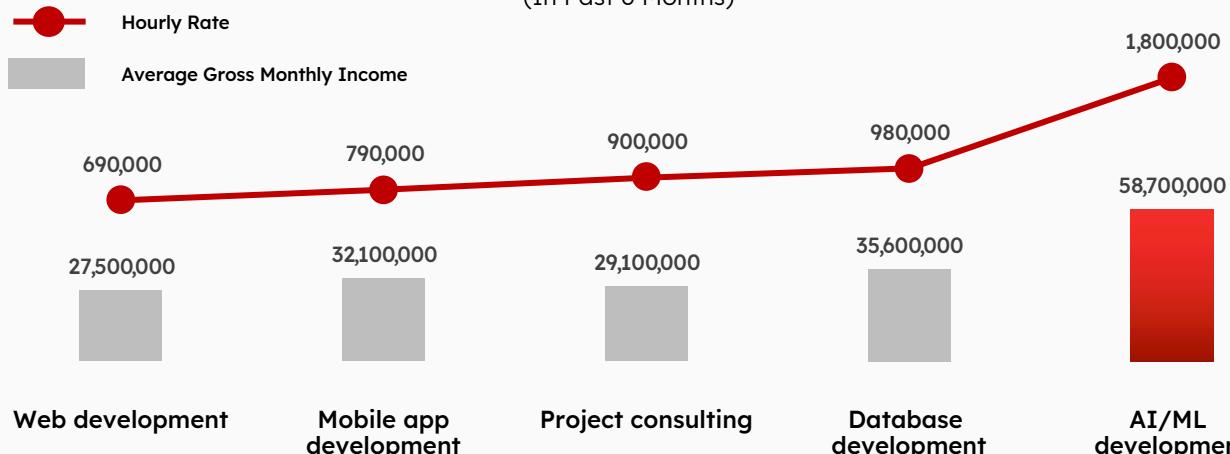
### Top 5 Freelancing Project Categories And Its Origins

(In Past 6 Months)



### Top 5 IT Freelancing Project Types By Average Gross Monthly Income And Hourly Rate

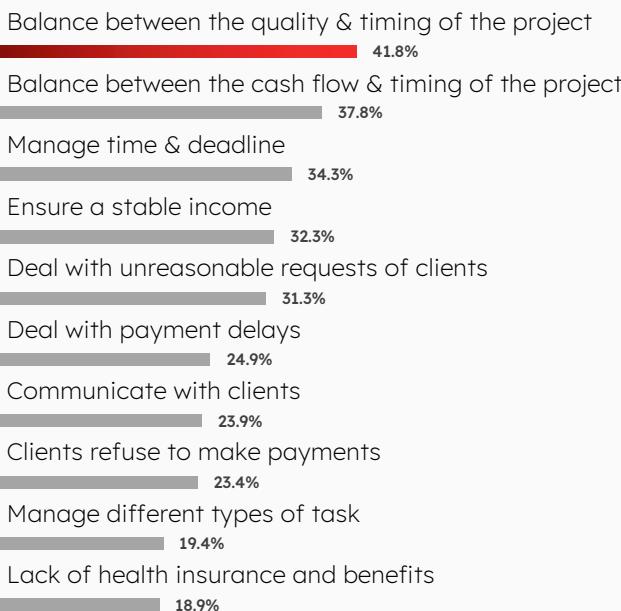
(In Past 6 Months)



IT freelancers face various challenges, including balancing project quality and deadlines (41.8%), managing cash flow (37.8%), and ensuring a stable income (32.3%). Other issues include payment delays (24.9%) and communication barriers (23.9%).

When seeking clients, freelancers encounter additional obstacles. The most significant is facing with high competition (48.7%), securing fair compensation for their workload, affecting 43.7%. Moreover, 41.7% struggle to verify client reliability.

### Challenges/Difficulties of Being a Freelancer



### 39.3%

**Plan to switch from freelancer to full-time**

37.7% keep working as a freelancer

23.0% to open my company

**Expected gross monthly salary**

### 45,300,000 VND

That the freelancer what after switching to full-time job

Among IT freelancers in this year's report, 39.3% plan to transition to full-time roles. Despite various challenges, 37.7% prefer to continue freelancing, and 23.0% aspire to establish their own companies.

For IT freelancers aiming to switch to full-time employment, the expected gross monthly salary is approximately 45,300,000 VND. Their motivations include the need for guaranteed benefits and a supportive work environment (33.3%), stable income (22.2%).

### Challenges In Finding Clients/Jobs

**48.7%** Face with high competition

**43.7%** Ensure the fair compensation between profit & workload

**41.7%** Verify client reliability

**39.7%** Difficult to identify suitable project

**25.1%** Quickly finalizing contracts

**22.1%** Difficult to establish a professional's presence on online channel (Portfolio, LinkedIn post..)

### Reason For Switching To Full-time Employee

(for those who want to switch to full-time employment)

Guaranteed benefits, insurance, and a supportive work environment

**33.3%**

Desire for stable income

**33.3%**

Avoidance of independent work; desire for support from leaders, colleagues and teams

**22.2%**

Difficulty in finding new projects

**11.1%**

**DUAL-ROLE IT PROS**

(FULL-TIME IT PROS WITH FREELANCING JOBS)

**IT FREELANCERS****Demographic**

Full-time IT pros with freelancing jobs (dual-role IT pros) are more likely younger than 35-year-old and live in Ho Chi Minh City, while IT freelancers are older than 35-year-old and, live in Da Nang city

More likely live in Ho Chi Minh  
Age <35-year-old  
than the average

More likely live in Da Nang  
Age >35-year-old  
than the average

**Gross monthly income – Average hourly rate – Number of project**

Dual-role IT professionals earn 66.5% more total income than IT freelancers, primarily due to combining a steady full-time salary with additional freelance work. IT freelancers, despite a higher rate per hour, have lower overall income because their workload may be limited by the availability of projects and inconsistent demand.

**Total Gross Monthly Income**  
**70,800,000 VND**

Average gross freelance income: 25,800,000 VND  
Average full-time salary: 45,000,000 VND

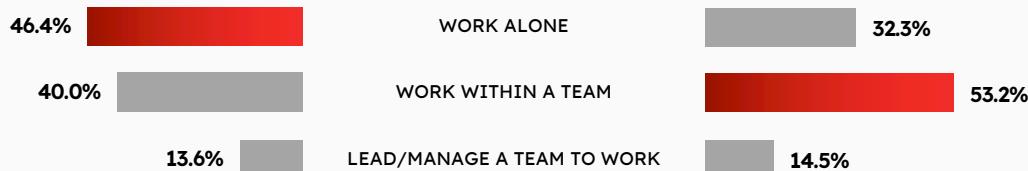
**Total Gross Monthly Income**  
**42,500,000 VND**

**Avg Hourly Rate**  
**860,000 VND/hr. ~ 34.3 USD/hr.**  
**Avg no. of projects/tasks received in past 6m**  
3 tasks/projects

**Avg Hourly Rate**  
**970,000 VND/hr. ~ 38.6 USD**  
**Avg no. of projects/tasks received in past 6m**  
14 tasks/projects

**Working Type**

Both groups collaborate more often with teams, likely due to project-based requirements, while dual-role IT pros work more independently.

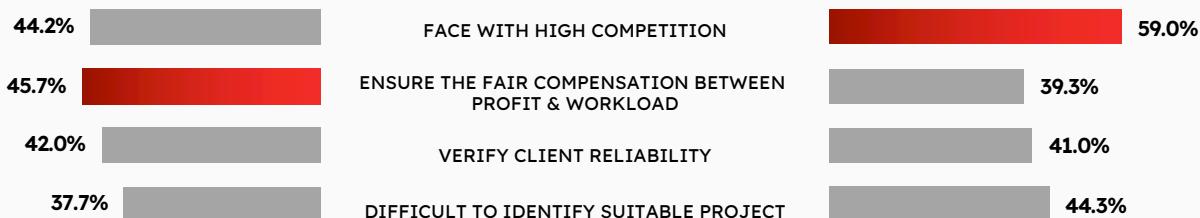
**Top 3 Information Sources**

IT freelancers rely more on online platforms (e.g., Facebook, Zalo, Upwork) to find work, while dual-role IT pros leverage personal connections and previous companies.

From acquaintance/friend/relatives	50.4%	IT group from Facebook, Zalo, Telegram	45.0%
Colleagues from the previous company	34.3%	From acquaintance/ friend/ relatives	40.4%
From the previous client	31.4%	Upwork	36.7%

**Top 4 Challenges To Find A New Client/Job**

Competition is the biggest challenge for both groups; however, IT freelancers experience it more intensely. Meanwhile, dual-role IT pros face greater difficulties in identifying suitable projects and ensuring client reliability.

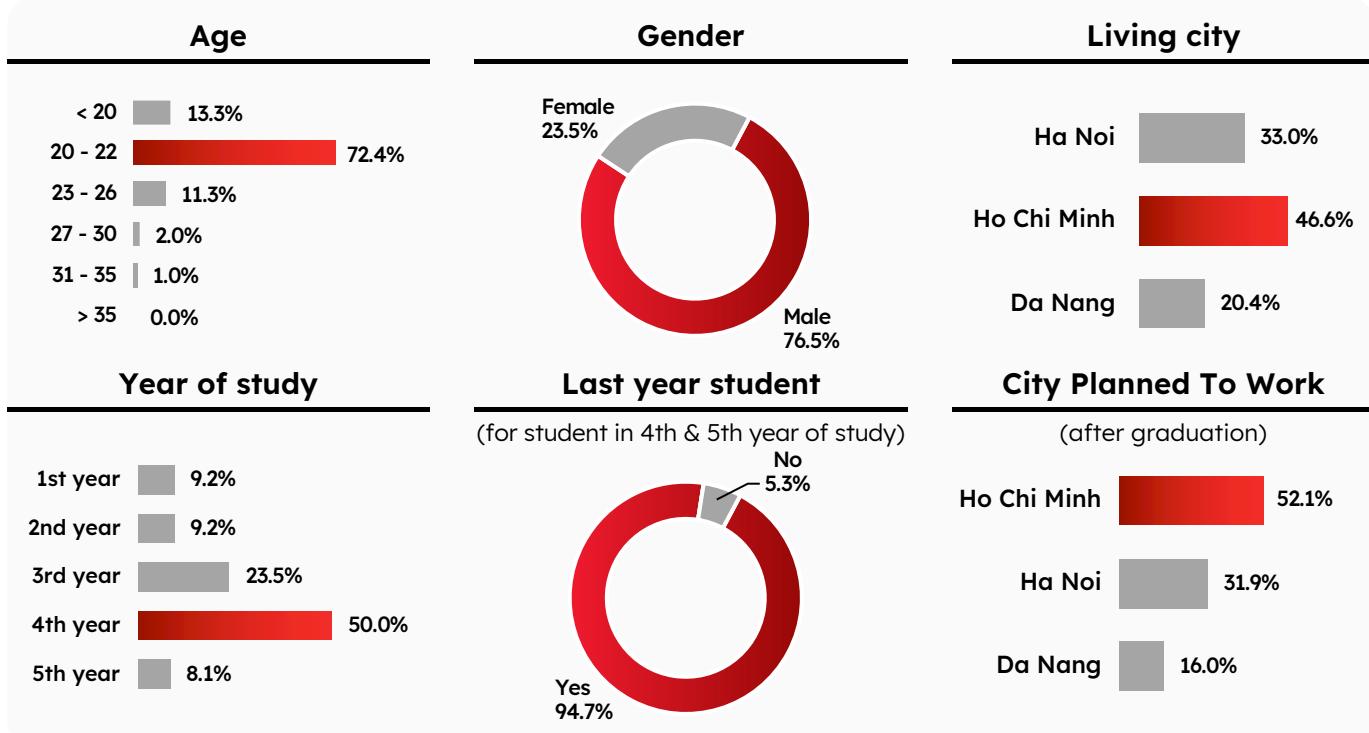


# PART 09

# IT STUDENTS

IT students in this year's report, primarily aged 20 - 22, are predominantly male (76.5%) and mostly live in Ho Chi Minh City (46.6%). Approximately 50% are in their fourth year of study, which is also their final year, indicating that they are approaching graduation.

In terms of employment plans, most IT students (52.1%) intend to work in Ho Chi Minh City, followed by Hanoi (31.9%) and Da Nang (16.0%). This preference aligns with corporate recruitment strategies, as companies are increasingly targeting these cities for IT talent acquisition.



University Studying At		Major Studying At	
1	FPT University - HCM campus	1	Information Technology
2	Hanoi University of Science and Technology (HUST)	2	Software Technology
3	Duy Tan University	3	Management Information Systems
4	FPT Polytechnic College	4	Computer Science
5	Vietnam - Korea University of Information and Communication Technology	5	Information Systems
6	VNU-HCM University of Science	6	Software Engineering
7	VNU-HCM University of Information Technology	7	Web Programming
8	Industrial University of Ho Chi Minh City	8	Cybersecurity
9	Ho Chi Minh City University of Foreign Languages and Information Technology	9	Data Engineering
10	Posts and Telecommunications Institute of Technology	10	Computer Networking and Data Communications

While 46.9% of IT students express interest in their study programs, 53.1% feel disengaged due to a lack of practical skills and relevant content. This highlights the need for educational institutions to improve curriculums for better job preparation.

Finding a job is a major concern, with 50.7% struggling to secure positions and 12.7% unable to find suitable roles. To improve their job chances, 73.1% focus on improving English skills, 21% learn a third language, and 55.9% aim for high GPAs. Many also pursue additional courses, freelancing, and internships to prepare for the job market.

### Interest Levels in Study Programs



### Reasons for Lack of Interest in Study Programs

(Based on the students who rated 0-7 point)

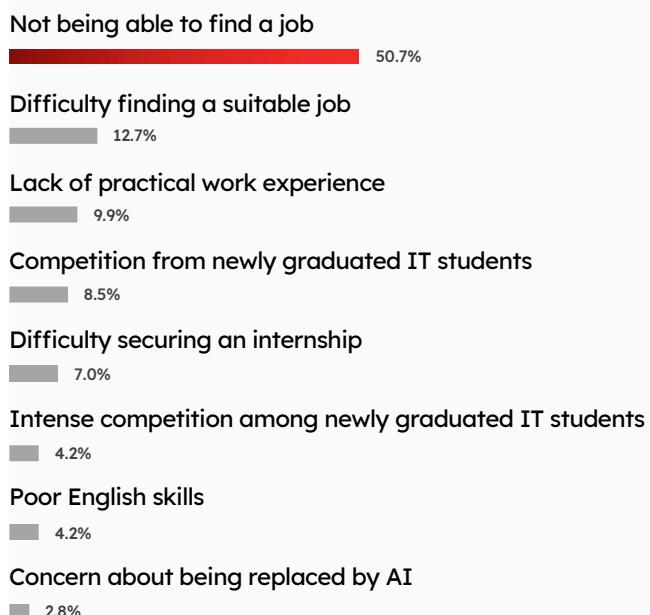
- 1** Lack of practical knowledge and skills for work
- 2** Excessive unrelated subjects to the major
- 3** Excessive theory with limited practical application
- 4** Inconsistent quality of lecturers
- 5** Lack of interest in non-major courses

**"The subjects outside my major are too difficult, causing a lack of focus. The quality of major instructors is inconsistent."**

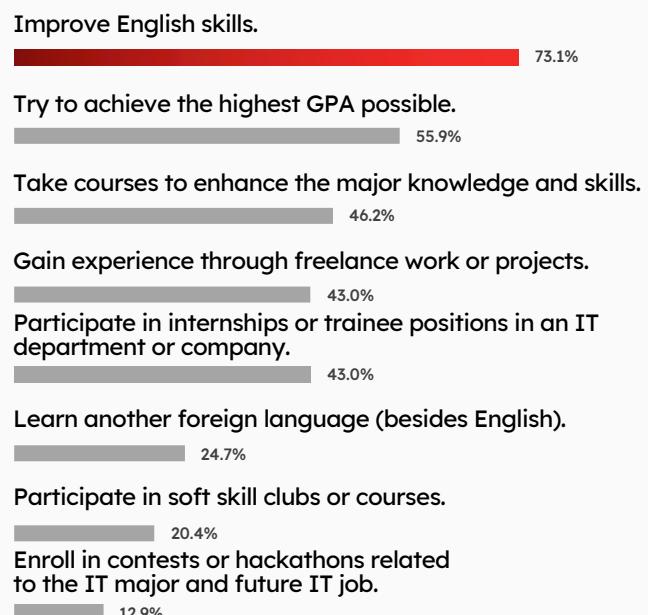
**"There are few courses that focus on programming thinking."**

**"There are not many projects for realistic practices, mainly few isolated exercises and theoretical knowledge."**

### Main Concerns in Job Search Journey After Graduation



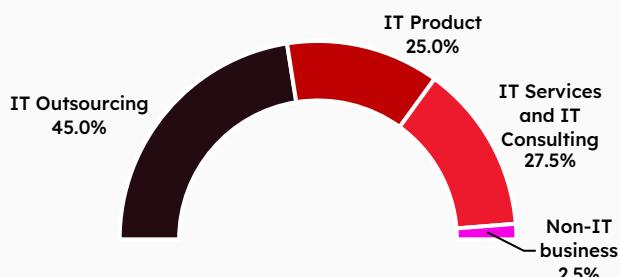
### Activity Preparation For Better Job Search/Career After Graduation



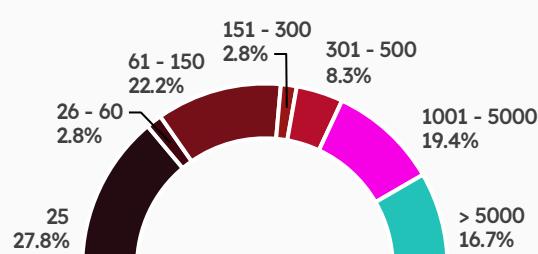
45% of internships are provided by IT Outsourcing companies, followed by IT Service & IT Consulting (27.5%), IT Product (25.0%) Full-time internships are more common, accounting for 55.3%. For part-time internships, IT students work an average of 6.0 hours per day. Common internship roles include foundational technical positions like Developer, Business Analyst, and IT Support.

IT students explore various channels to find internship opportunities, with Facebook being the most mentioned (47.5%), followed by referrals (37.5%) and IT groups on social platforms (30%). University internship programs (30%) and networking events (20%) are less commonly used.

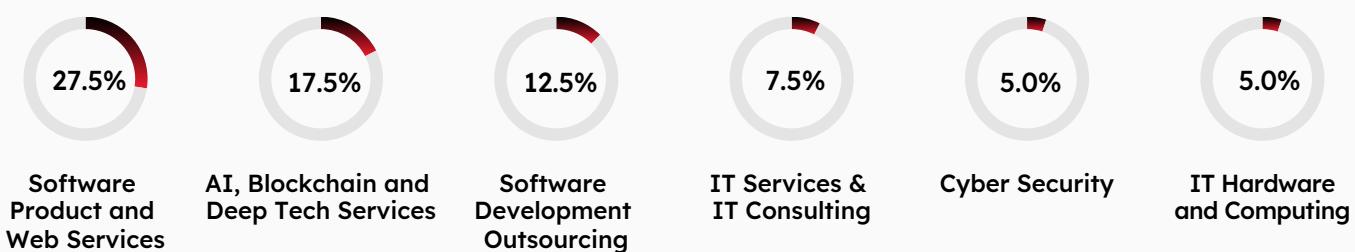
### Internship Company Type



### Internship Company Size



### Company Origins



### Internship Model

■ Full-time ■ Part-time ■ Paid by working hours

55.3%      34.2%      10.5%

### Average Working Hours per day

(For those who work part-time)

**6.0** Average working hours per day

### Internship title/position

1	Developer (in general)
2	Business Analyst
3	IT support
4	Back-end Developer
5	Front-end Developer

### Working department

1	IT Department
2	Mobile App Department
3	Innovation Department
4	R&D Department
5	Security Department

### Top 5 Information Channel To Find Internship Job

47.5%

Facebook

37.5%

From acquaintance/  
friend/relatives

30.0%

IT group from  
Facebook, Zalo,  
Telegram

30.0%

From the internship  
program affiliated with  
your school

20.0%

Networking event

A notable 67.5% of IT students receive payment for their internships, with an average gross monthly income of 5,000,000 VND. However, one-third of students participate in unpaid internships, highlighting the emphasis on gaining practical experience despite the disparity. Additionally, 72.5% of students aim to secure full-time employment after their internships.

Most IT students (77.5%) expect training in technical skills, particularly programming and logical thinking. Being at an entry-level career stage, their top-rated challenge is adapting to new knowledge and technologies during internship work. Other key challenges include a lack of experience, high workload pressure, and difficulties in collaborating with colleagues and teams.

### Internship compensation

**67.5%**  
Are paid for their  
internship work

### After internship orientation

**72.5%**  
Want to be full-time employee  
after internship program

### Gross monthly income

**5,000,000 VND**  
is the average gross monthly  
salary of internship job

### Skill Expected To Be Trained During Internship

Technical skills (programming, logic)	 77.5%
Working process	 35.0%
Product knowledge	 20.0%
Teamwork	 20.0%
Reading & understanding technical documents	 17.5%

### Internship challenges

1	New knowledge and new technologies
2	Lack of experience
3	High-workload pressure
4	Difficulties in collaborating with colleagues and teams
5	Supervisors lacking experience

Among IT students participated in freelancing jobs, 52.5% are paid, earning an average gross monthly income of 6,600,000 VND. They typically spend about 7 hours per week on freelancing tasks. Personal connections play a key role in finding opportunities, with 55.3% relying on acquaintances and 50.0% utilizing Facebook. IT groups on platforms like Zalo, Telegram (50.0%) are also among the most commonly used channels.

### Freelancing compensation

**52.5%**  
Are paid for them  
freelancing job

### Working hours/week

**7.0**  
Average working hours  
per week

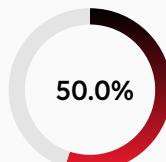
### Gross monthly income

**6,600,000 VND**  
Average gross monthly income  
for freelancing job

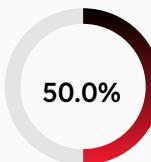
### Top 3 information channel to find internship job



From Acquaintance/  
Friend/Relatives



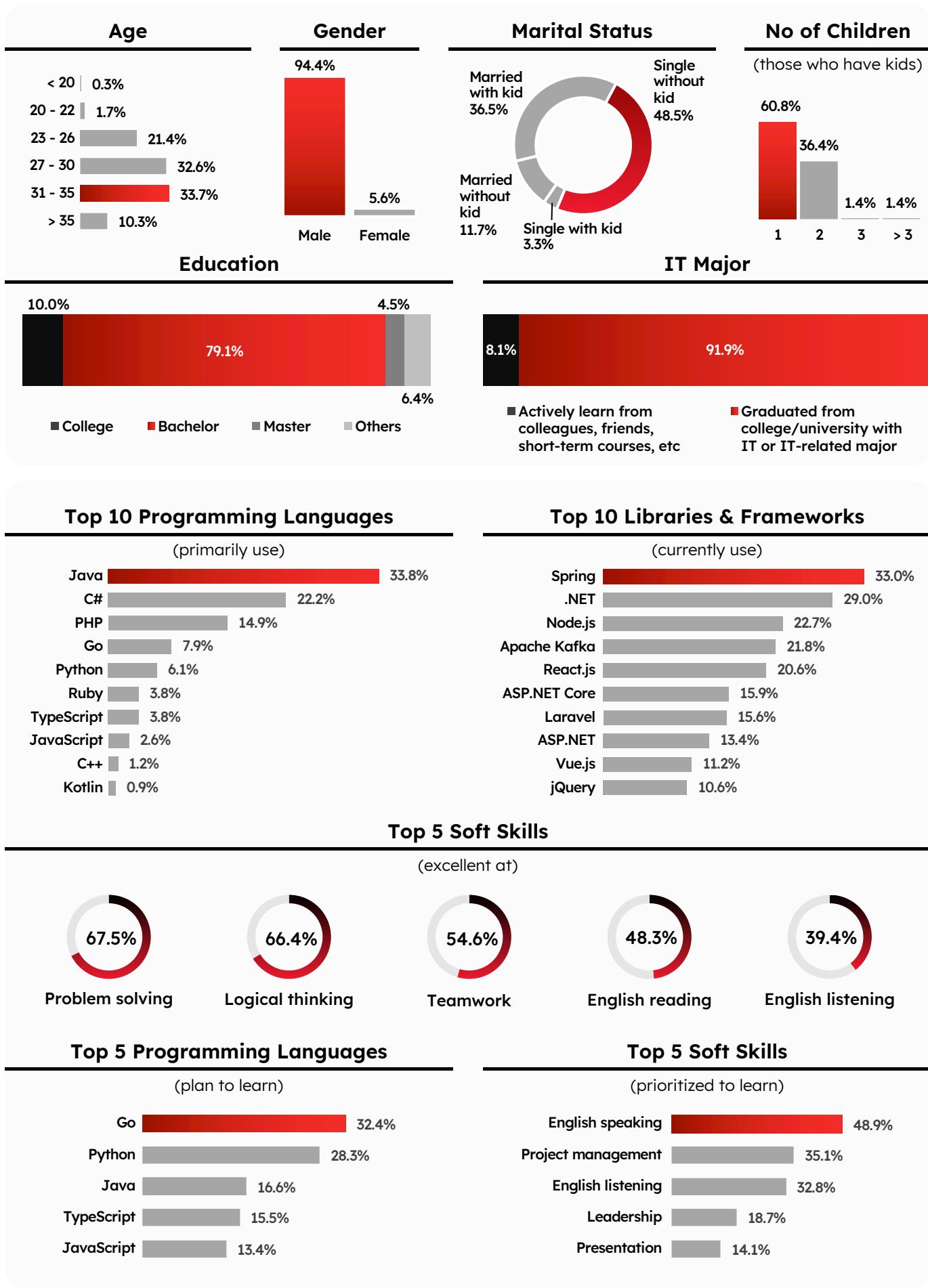
Facebook



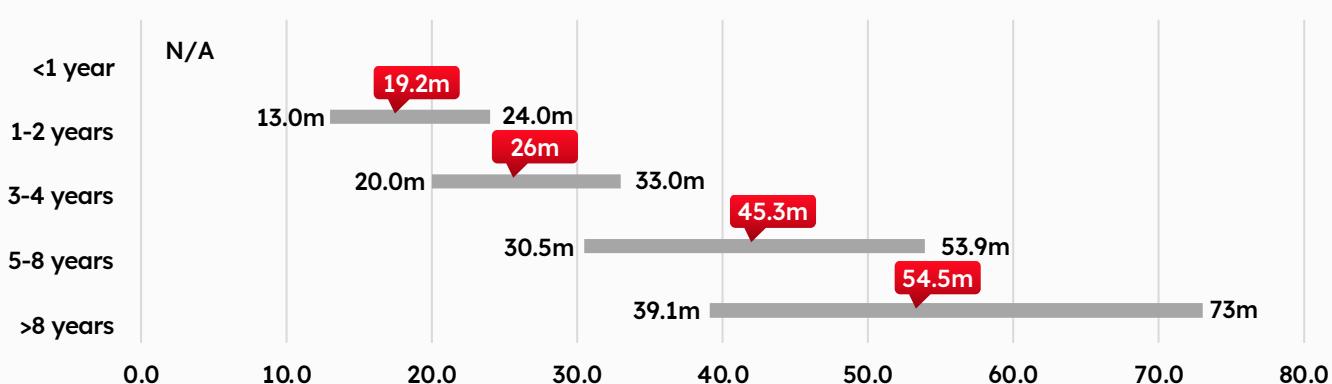
IT Group From Facebook,  
Zalo, Telegram

## PART 10

# JOB EXPECTATION & JOB SEARCH JOURNEY (31 IT POSITIONS)



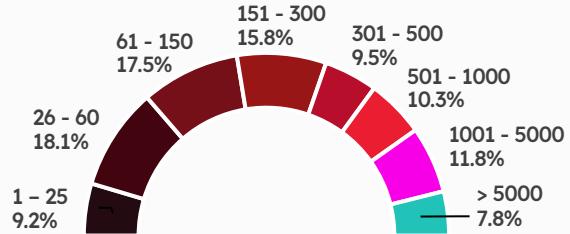
### Salary Range by Year of Experience



### Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	34.2%	32.2%	26.0%	20.9%
Current Job	N/A	19.8%	16.9%	12.9%	11.7%

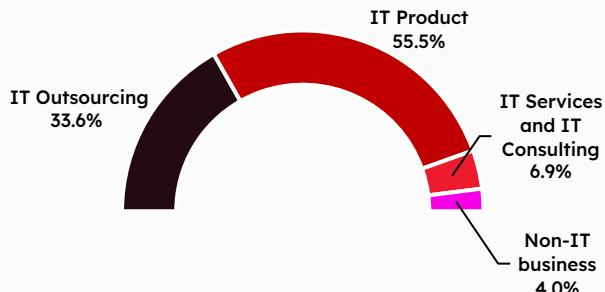
### Company Size



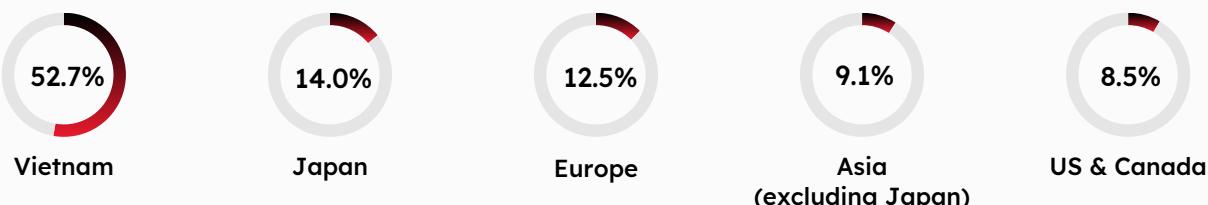
### Top 10 Current Company Industry

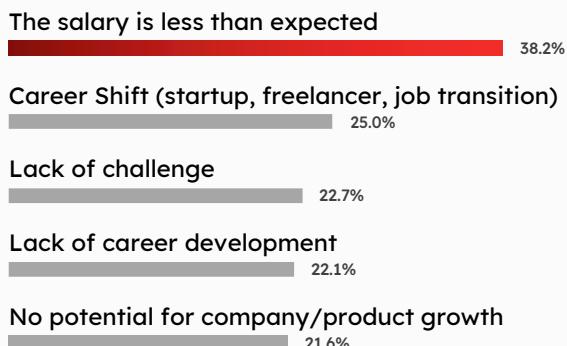
1	Financial services (Consumer Finance, Securities, Insurance, etc.)
2	Banking
3	Software Product and Web Services
4	IT Services & IT Consulting
5	AI, Blockchain and Deep Tech Services
6	E-commerce
7	Software Development Outsourcing
8	Manufacturing and Engineering
9	Game
10	Healthcare (Hospital, Healthcare Services)

### Company Type

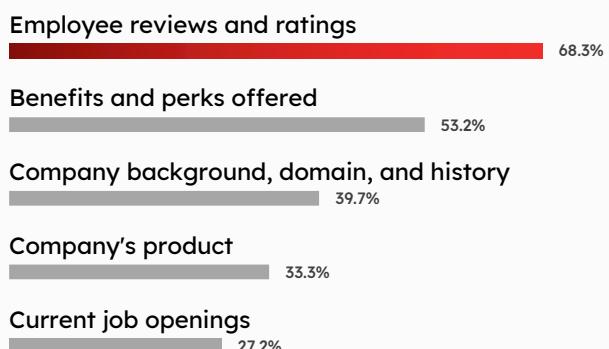
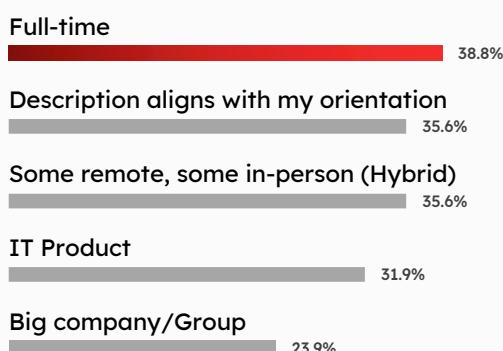
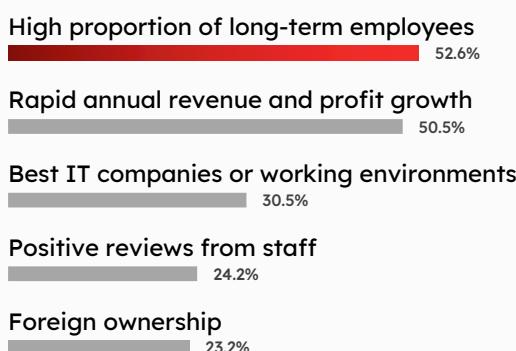


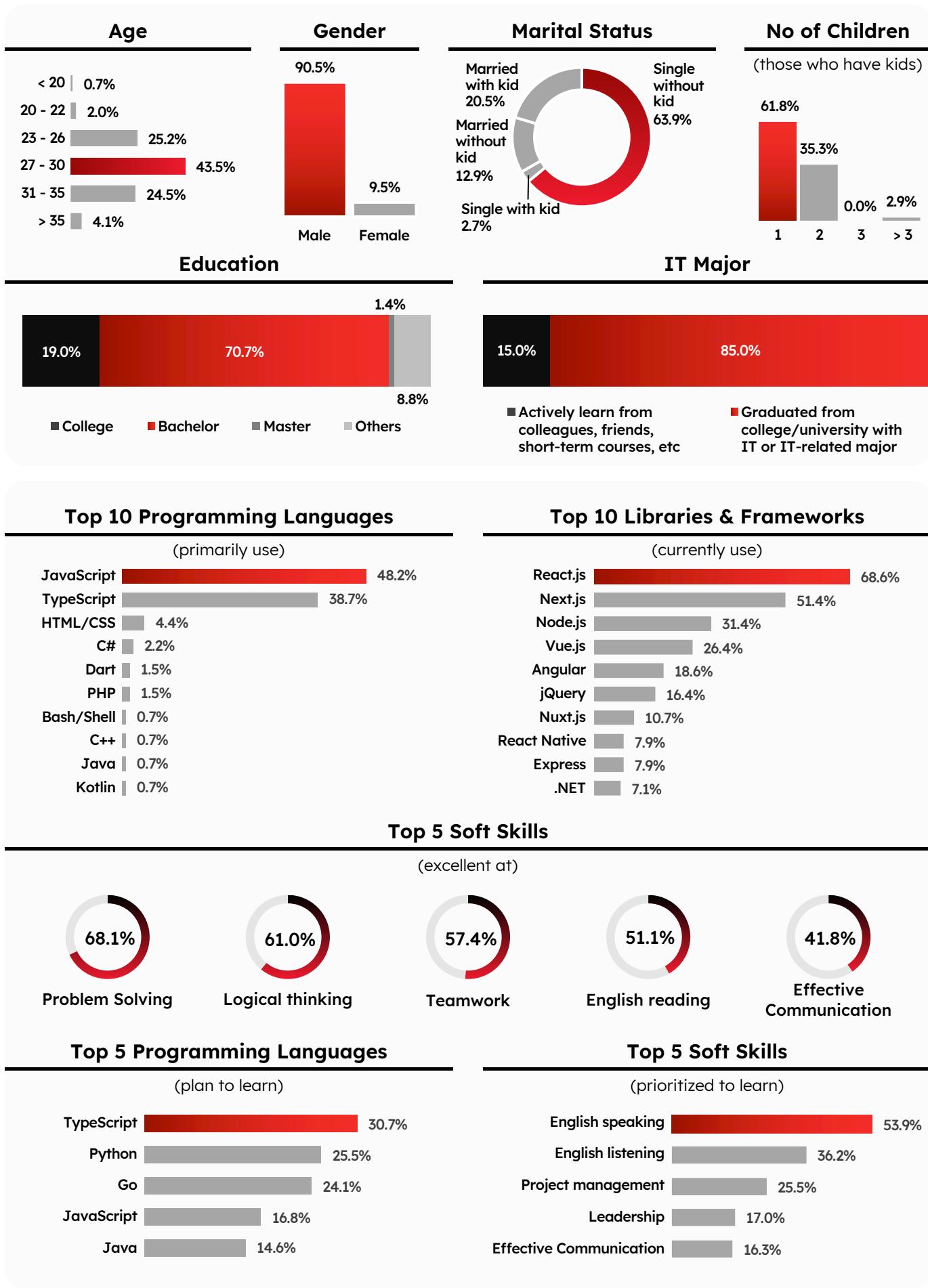
### Top 5 Company Origins



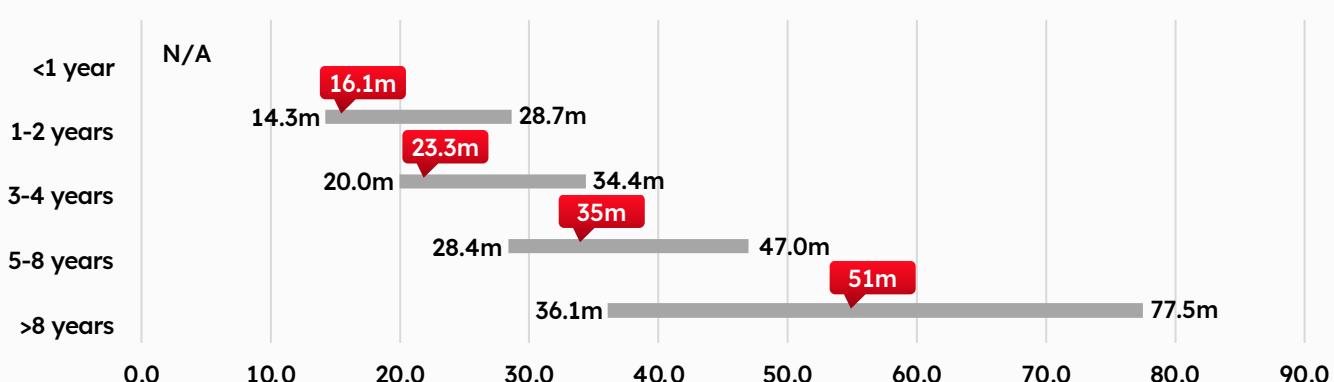
**Top 5 Reasons To Leave Job****42.5%**plan to leave the current job  
in next 12 months

8.7% plan to leave in next 18 months  
 19.3% intend to leave but haven't had plan  
 29.5% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



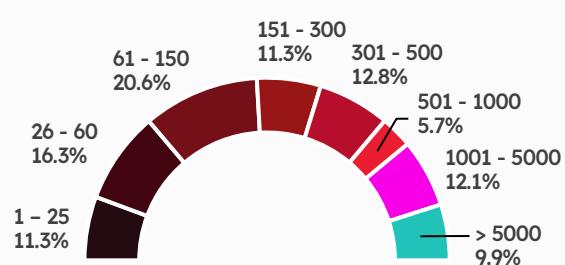
## Salary Range by Year of Experience



## Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	38.5%	31.9%	24.6%	23.9%
Current Job	N/A	25.1%	16.5%	16.2%	13.1%

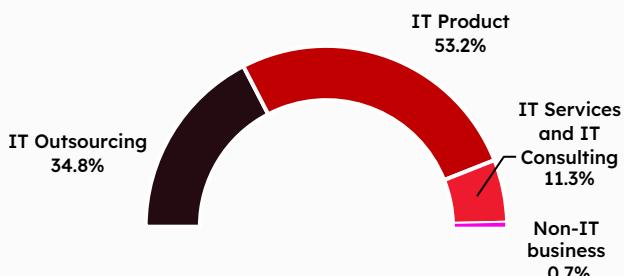
## Company Size



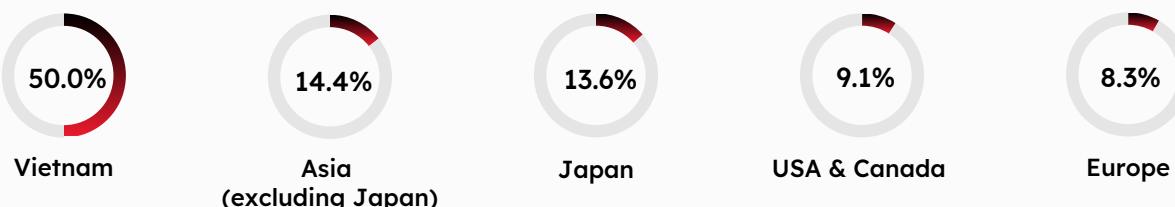
## Top 10 Current Company Industry

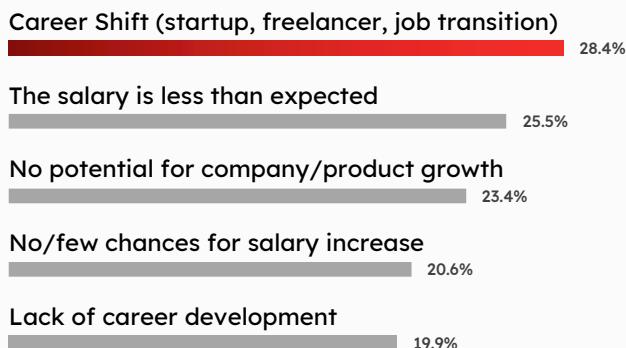
1	E-commerce
2	Software Product and Web Services
3	IT Services & IT Consulting
4	Banking
5	Financial services (Consumer Finance, Securities, Insurance, etc.)
6	Software Development Outsourcing
7	AI, Blockchain and Deep Tech Services
8	Education and Training
9	Media, Advertising and Entertainment
10	Transportation, Logistics & Warehouse

## Company Type

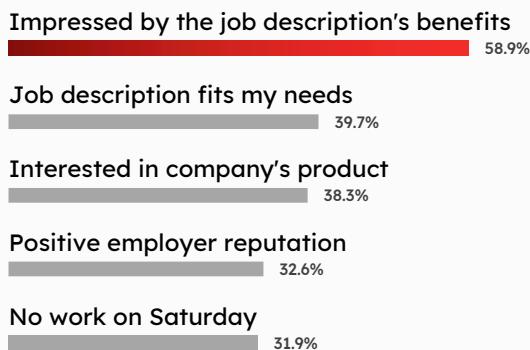
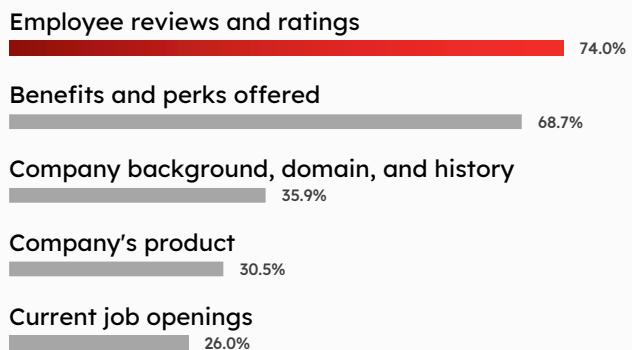
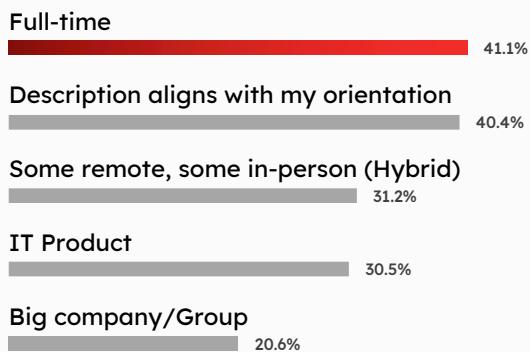
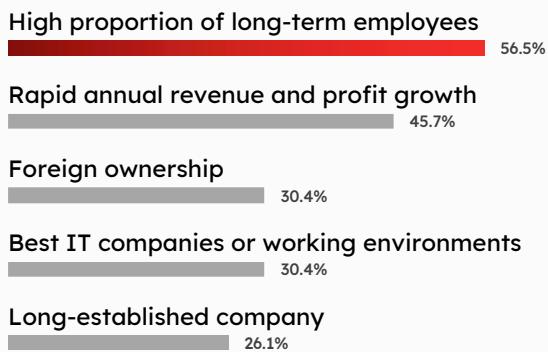
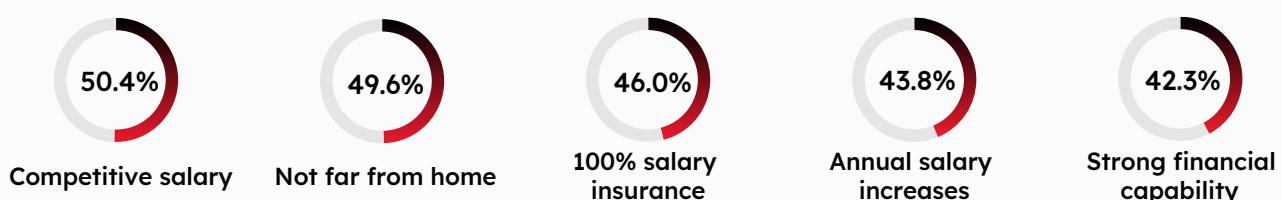


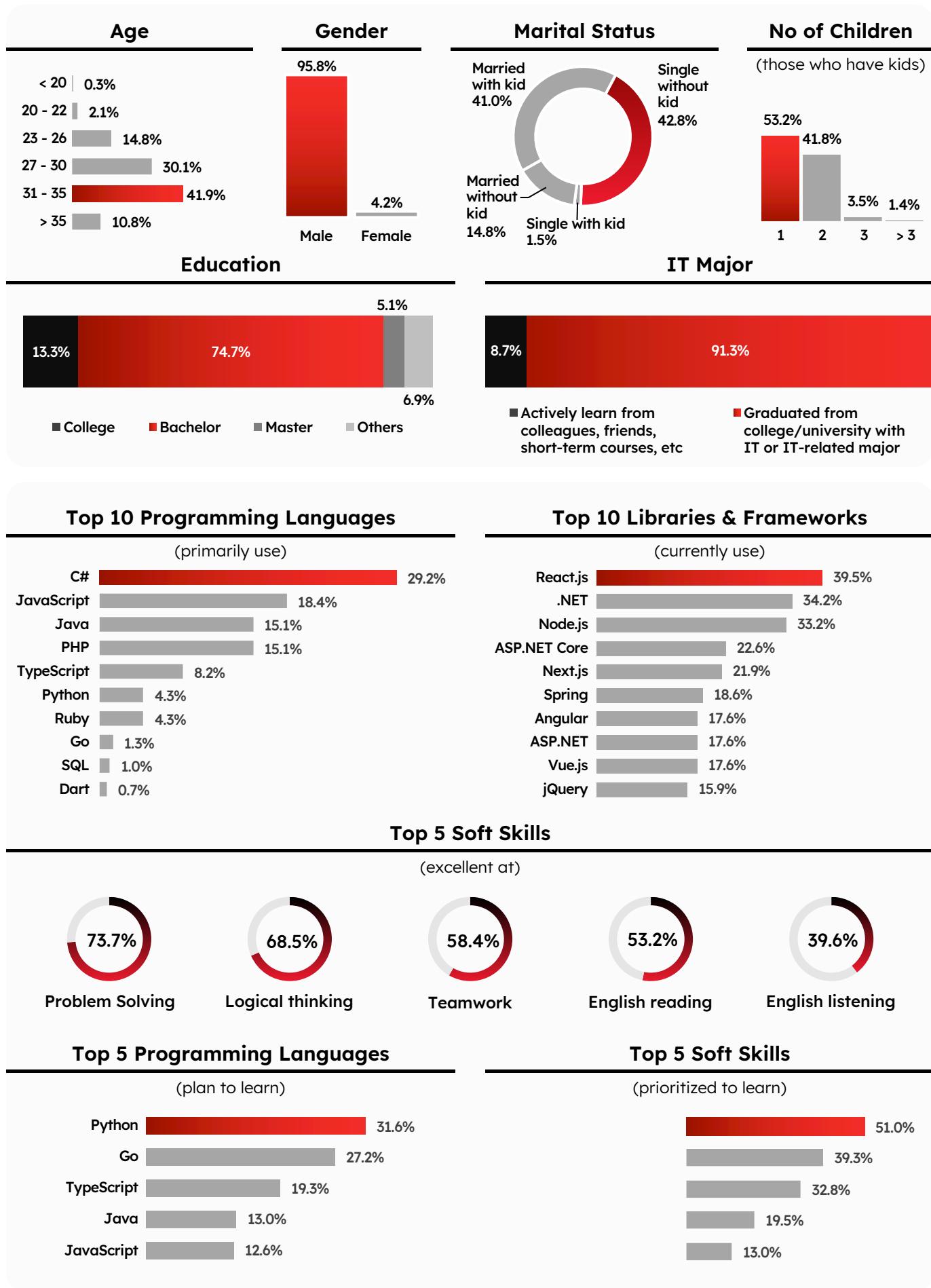
## Top 5 Company Origins



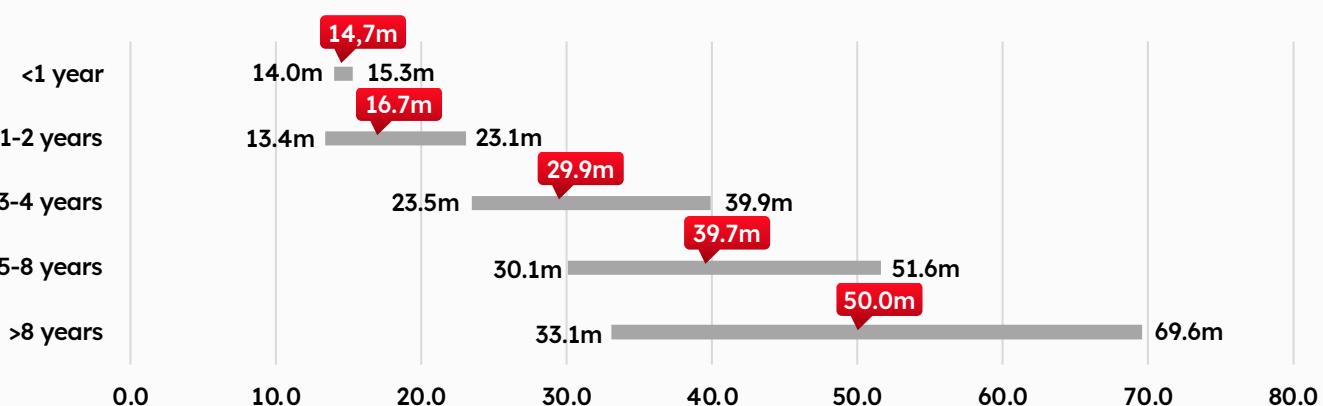
**Top 5 Reasons To Leave Job****48.2%**plan to leave the current job  
in next 12 months

10.2% plan to leave in next 18 months  
 17.5% intend to leave but haven't had plan  
 24.1% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



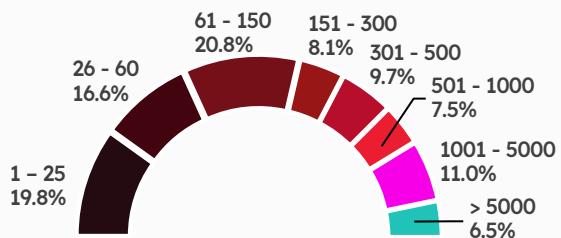
### Salary Range by Year of Experience



### Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	25.0%	28.5%	27.7%	25.2%	22.5%
Current Job	23.0%	22.3%	16.9%	15.0%	12.1%

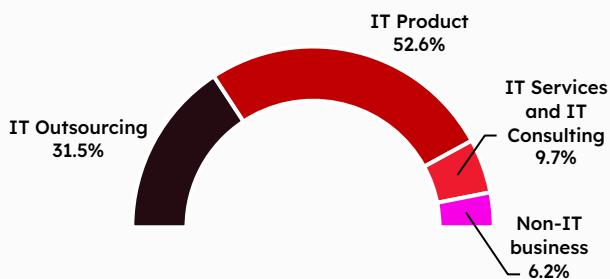
### Company Size



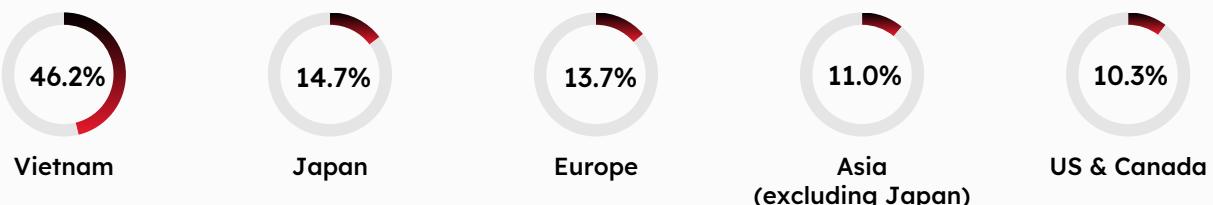
### Top 10 Current Company Industry

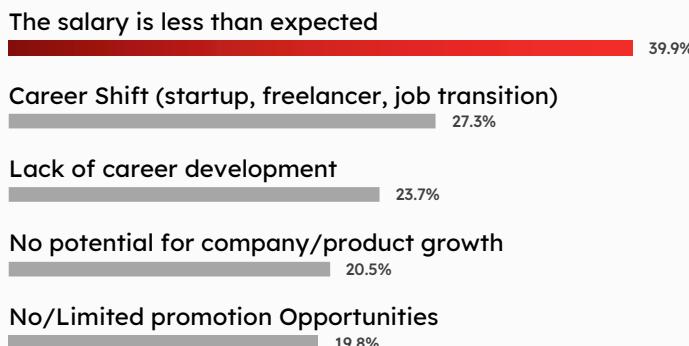
1	Software Product and Web Services
2	IT Services & IT Consulting
3	Software Development Outsourcing
4	E-commerce
5	AI, Blockchain and Deep Tech Services
6	Financial services (Consumer Finance, Securities, Insurance, etc.)
7	Manufacturing and Engineering
8	Banking
9	Education and Training
10	Transportation, Logistics & Warehouse

### Company Type

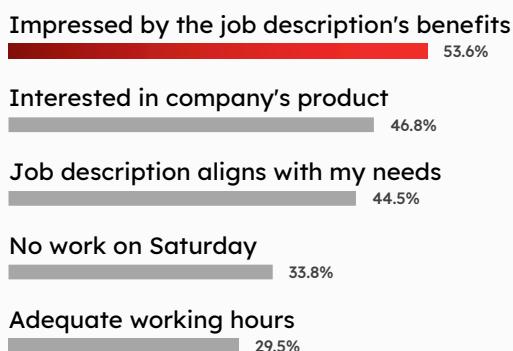
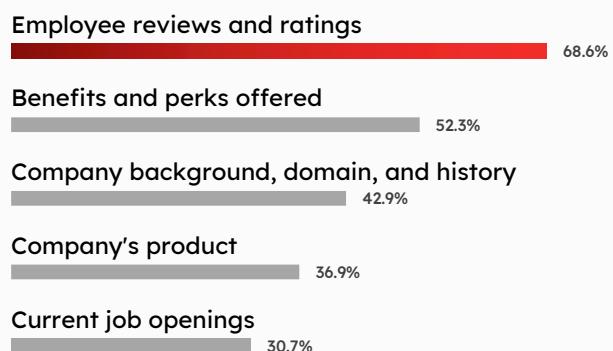
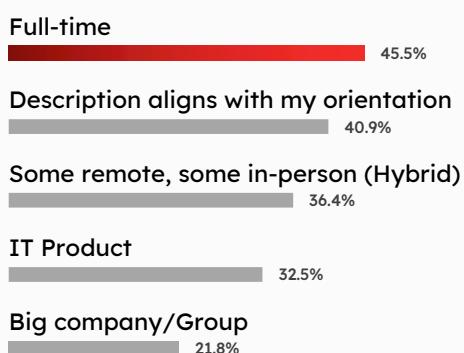
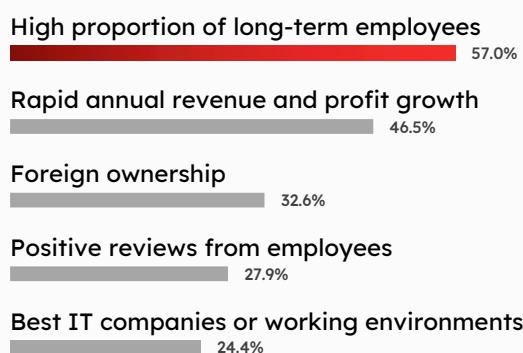


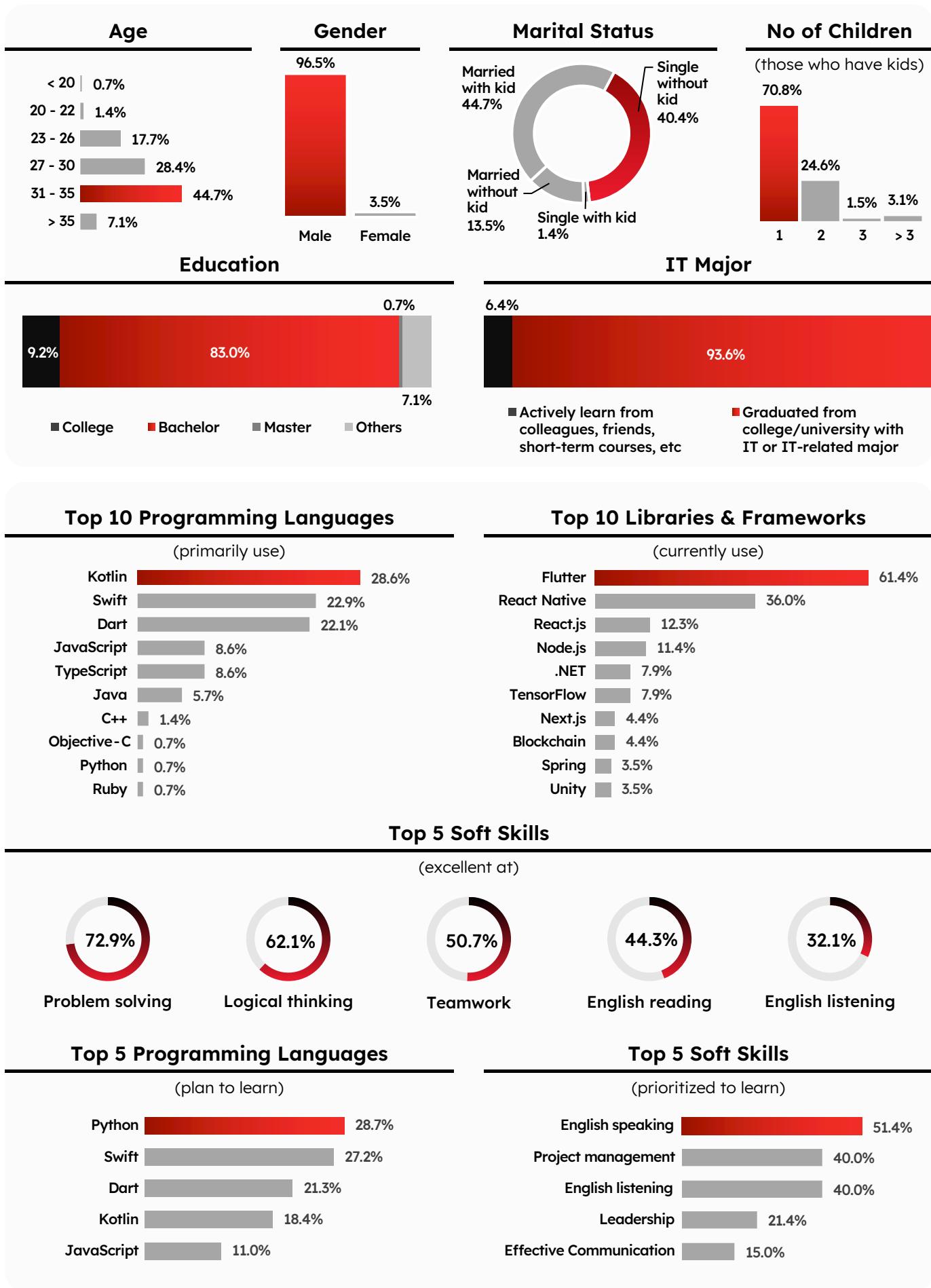
### Top 5 Company Origins



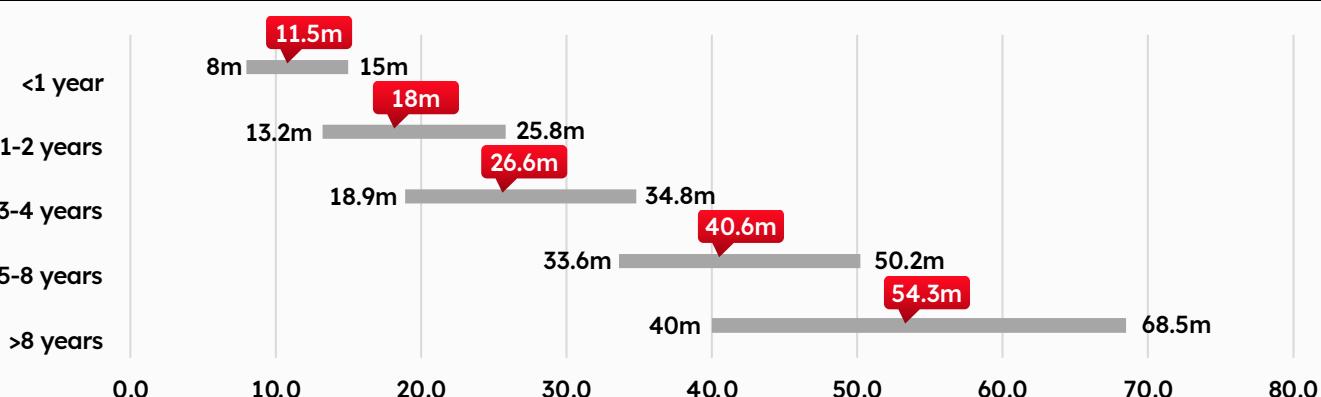
**Top 5 Reasons To Leave Job****41.5%**plan to leave the current job  
in next 12 months

5.0% plan to leave in next 18 months  
 20.3% intend to leave but haven't had plan  
 33.2% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



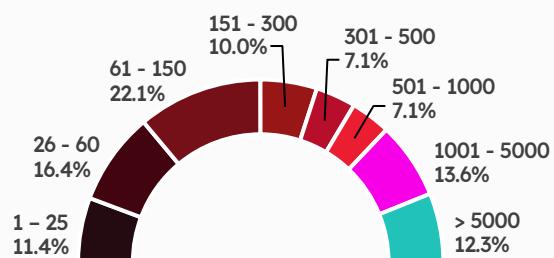
### Salary Range by Year of Experience



### Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	55.0%	29.4%	27.4%	23.7%	26.7%
Current Job	30.5%	20.6%	15.2%	12.1%	12.6%

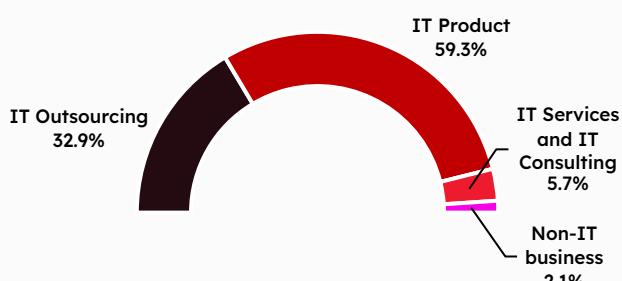
### Company Size



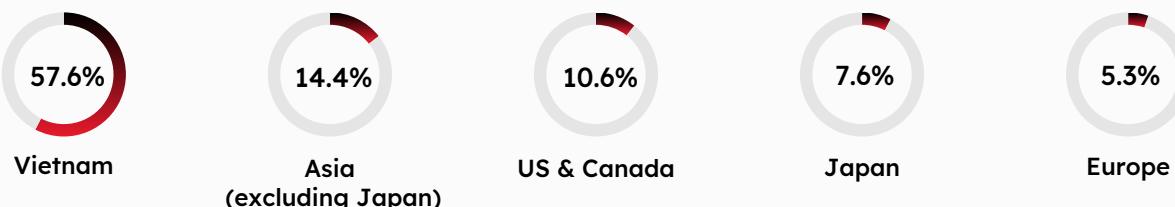
### Top 10 Current Company Industry

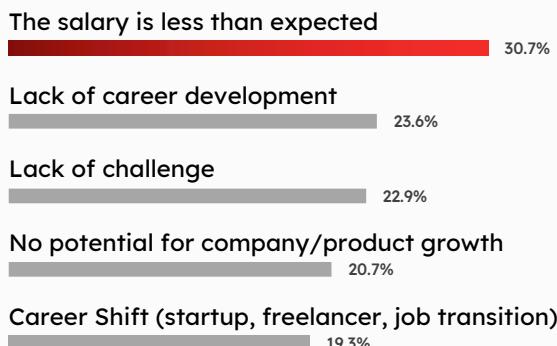
1	IT Services & IT Consulting
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6	AI, Blockchain and Deep Tech Services
7	E-commerce
8	Transportation, Logistics & Warehouse
9	Media, Advertising and Entertainment
10	Education and Training

### Company Type

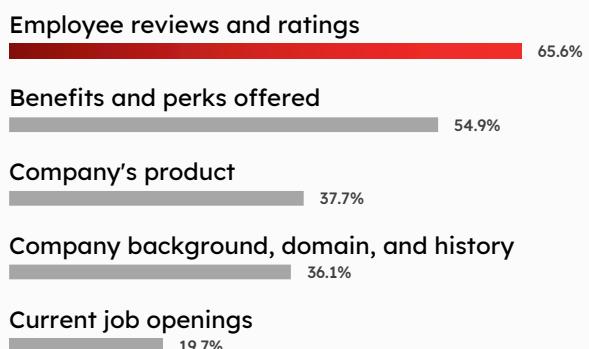
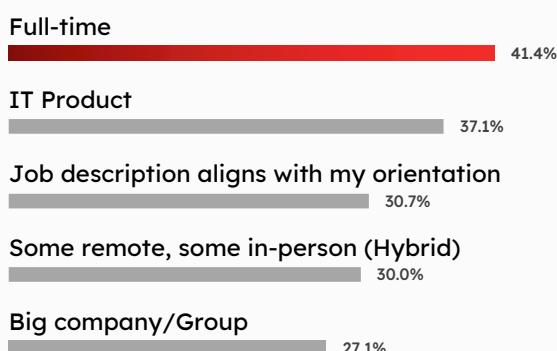
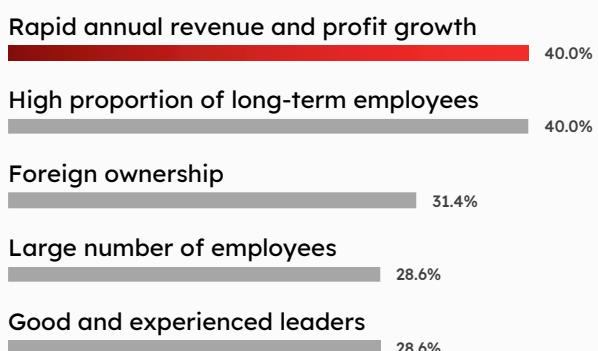
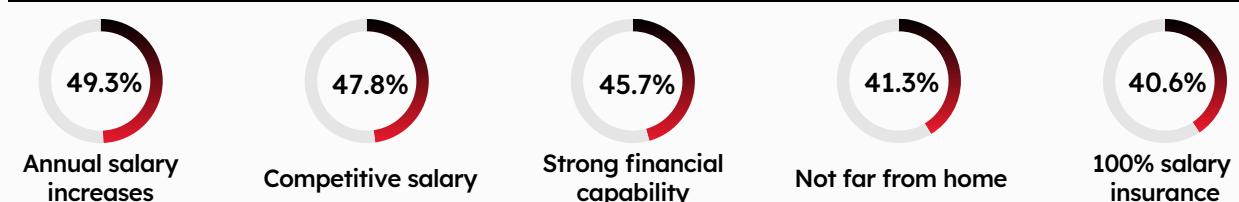


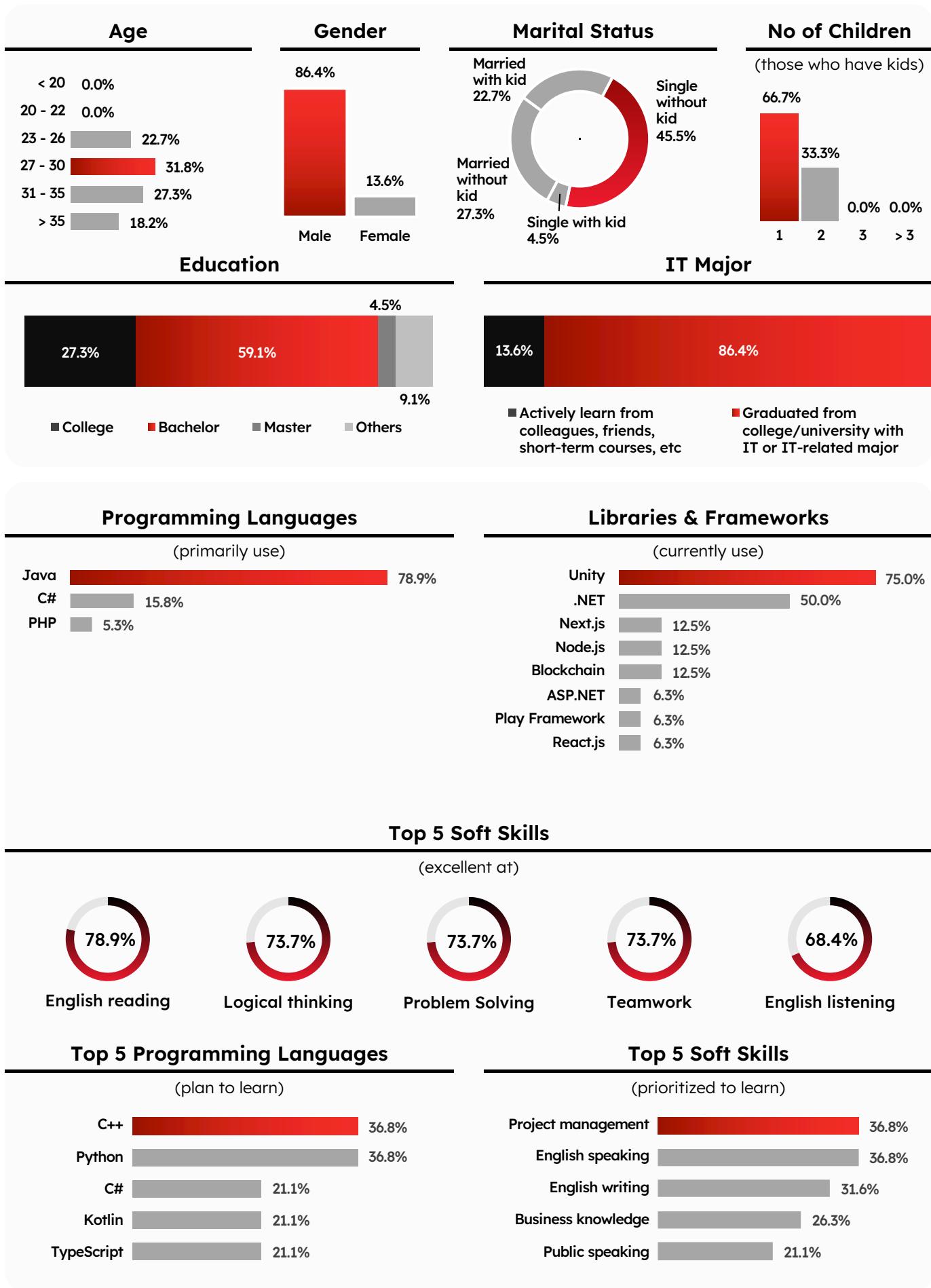
### Top 5 Company Origins



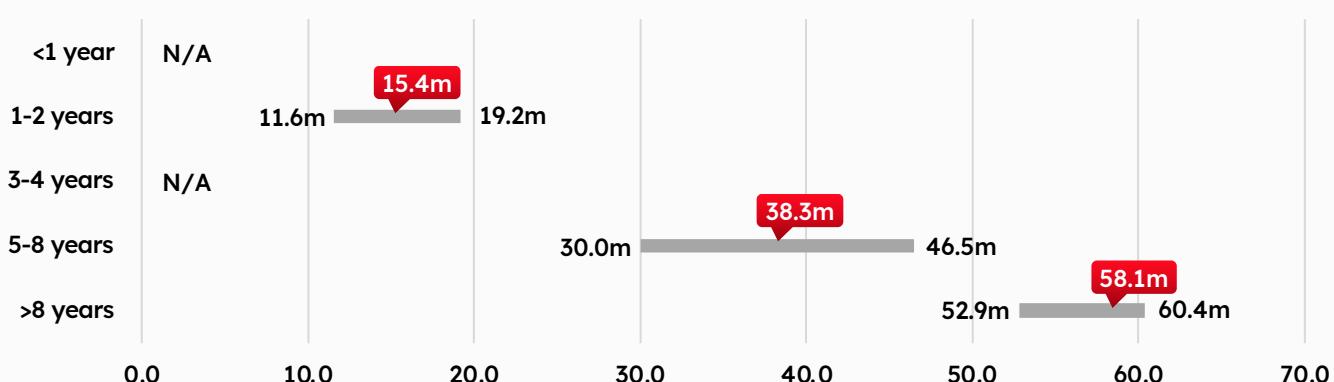
**Top 5 Reasons To Leave Job****42.8%**plan to leave the current job  
in next 12 months

4.3% plan to leave in next 18 months  
 13.8% intend to leave but haven't had plan  
 39.1% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



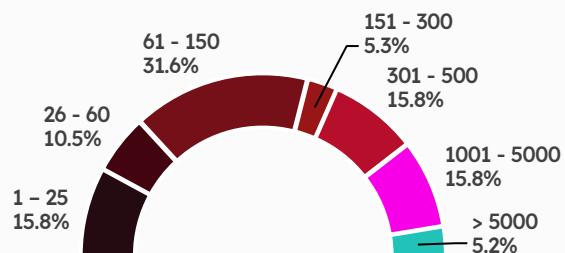
## Salary Range by Year of Experience



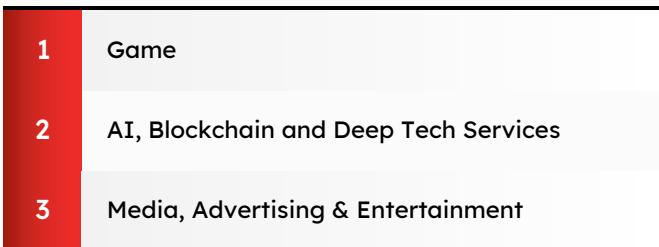
## Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	66.0%	N/A	22.2%	22.5%
Current Job	N/A	26.0%	N/A	10.9%	10.0%

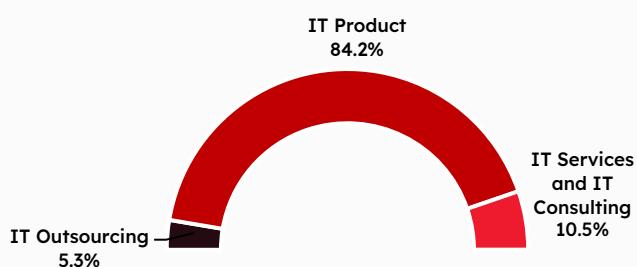
## Company Size



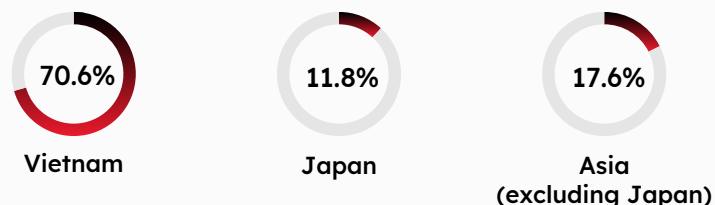
## Current Company Industry

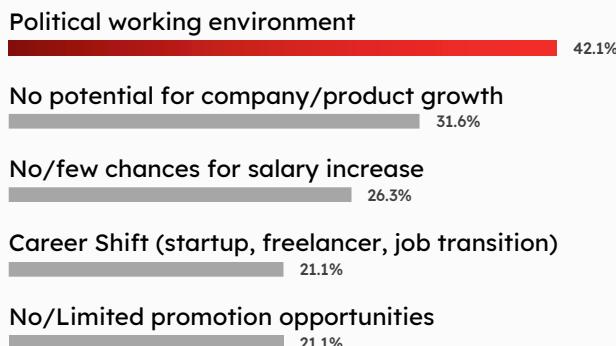


## Company Type

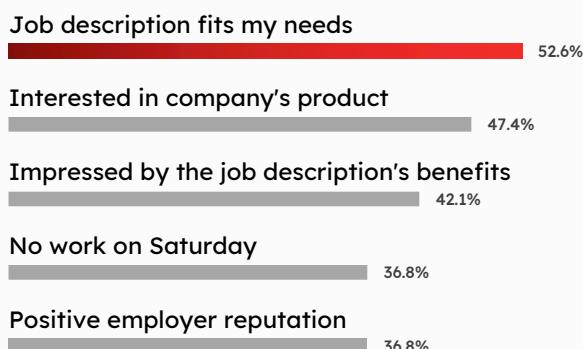
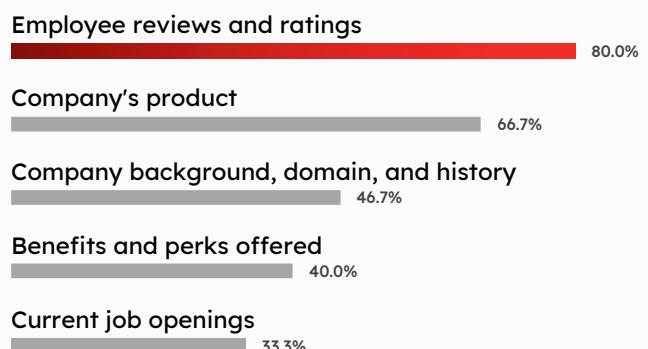
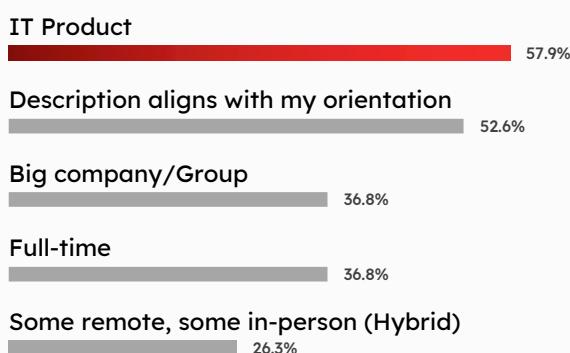


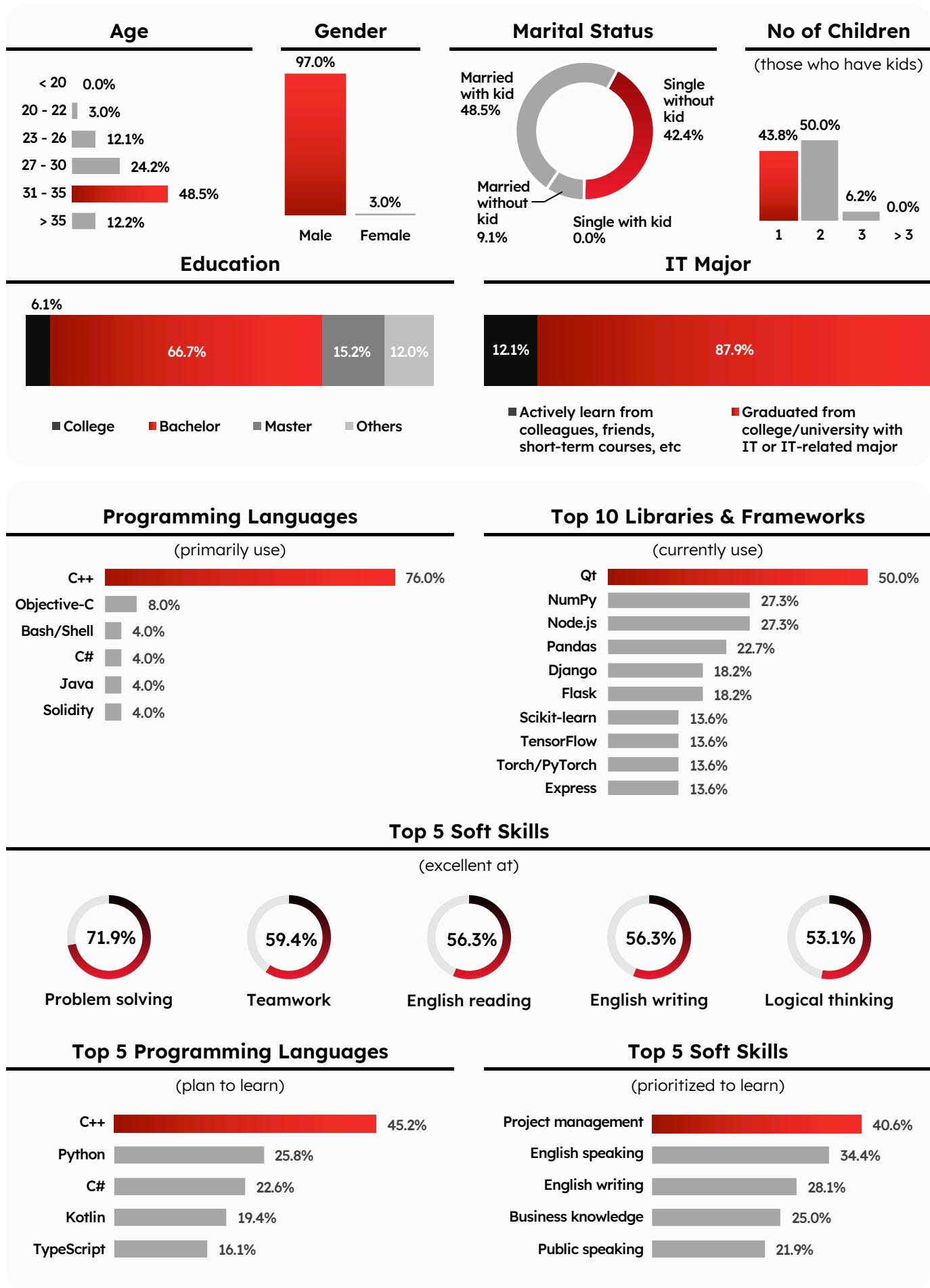
## Top 5 Company Origins



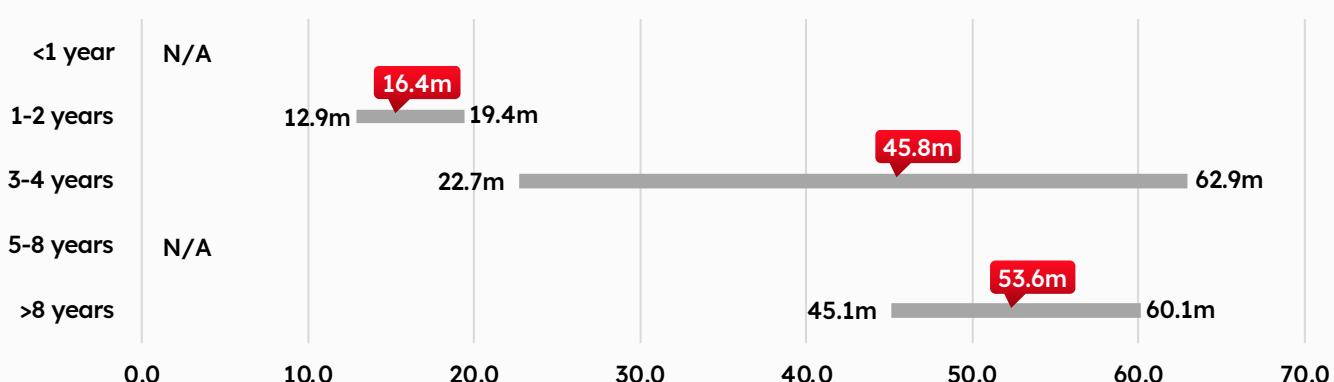
**Top 5 Reasons To Leave Job****21.1%**plan to leave the current job  
in next 12 months

5.3% plan to leave in next 18 months  
15.7% intend to leave but haven't had plan  
57.9% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



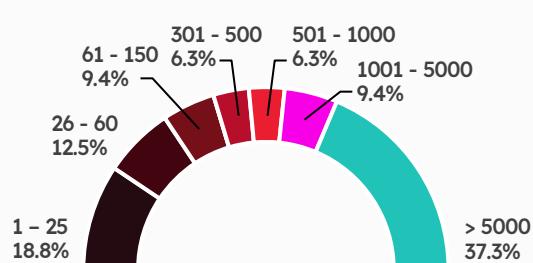
## Salary Range by Year of Experience



## Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	28.3%	35.0%	N/A	28.1%
Current Job	N/A	16.3%	15.0%	N/A	10.3%

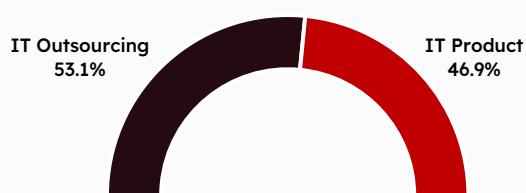
## Company Size



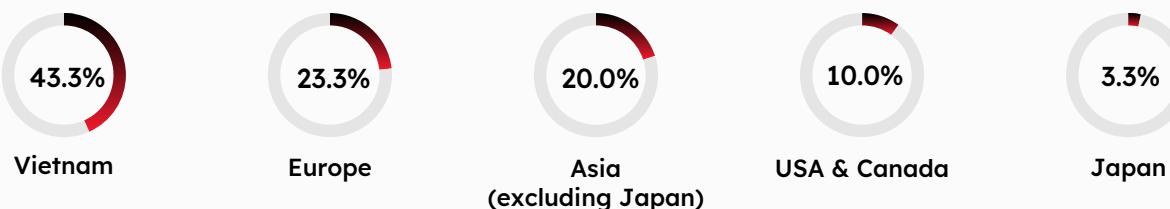
## Top 10 Current Company Industry

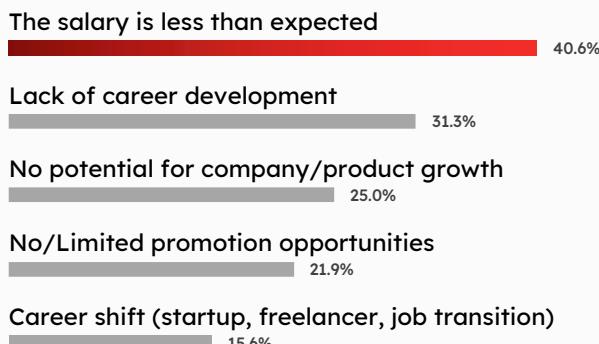
1	IT Services & IT Consulting
2	Manufacturing and Engineering
3	Software Development Outsourcing
4	AI, Blockchain and Deep Tech Services
5	IT Hardware and Computing
6	E-commerce
7	Software Product and Web Services
8	Game
9	Network and Infrastructure
10	Sports and Fitness

## Company Type

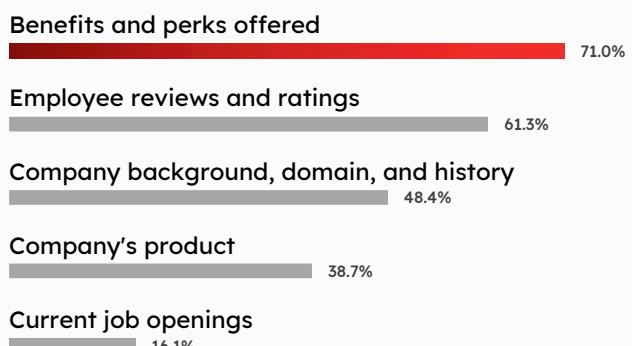
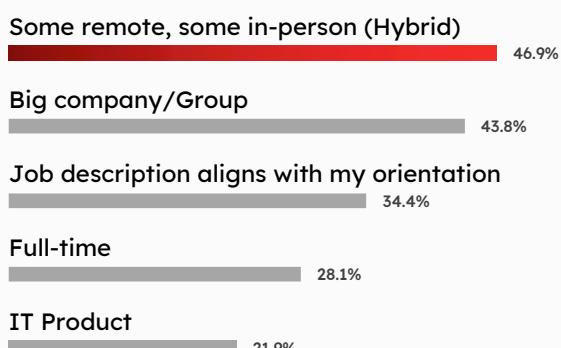
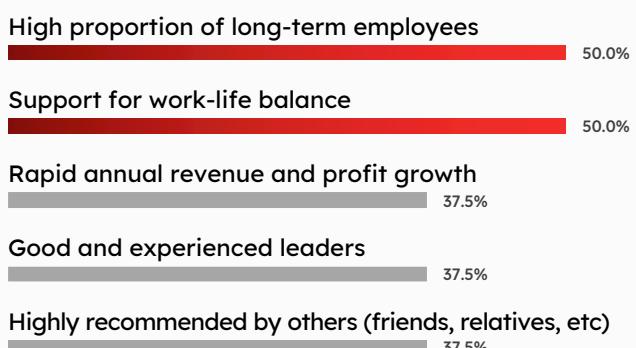
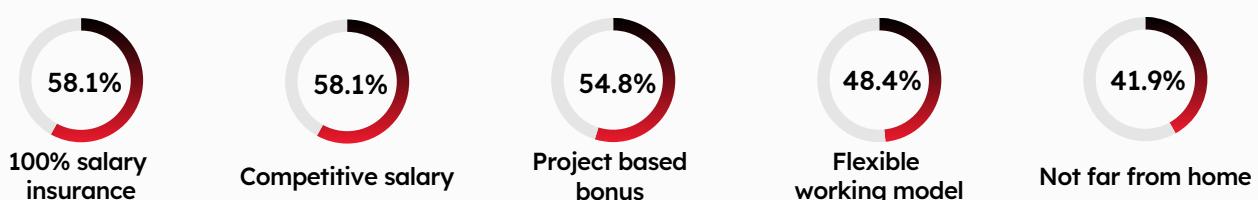


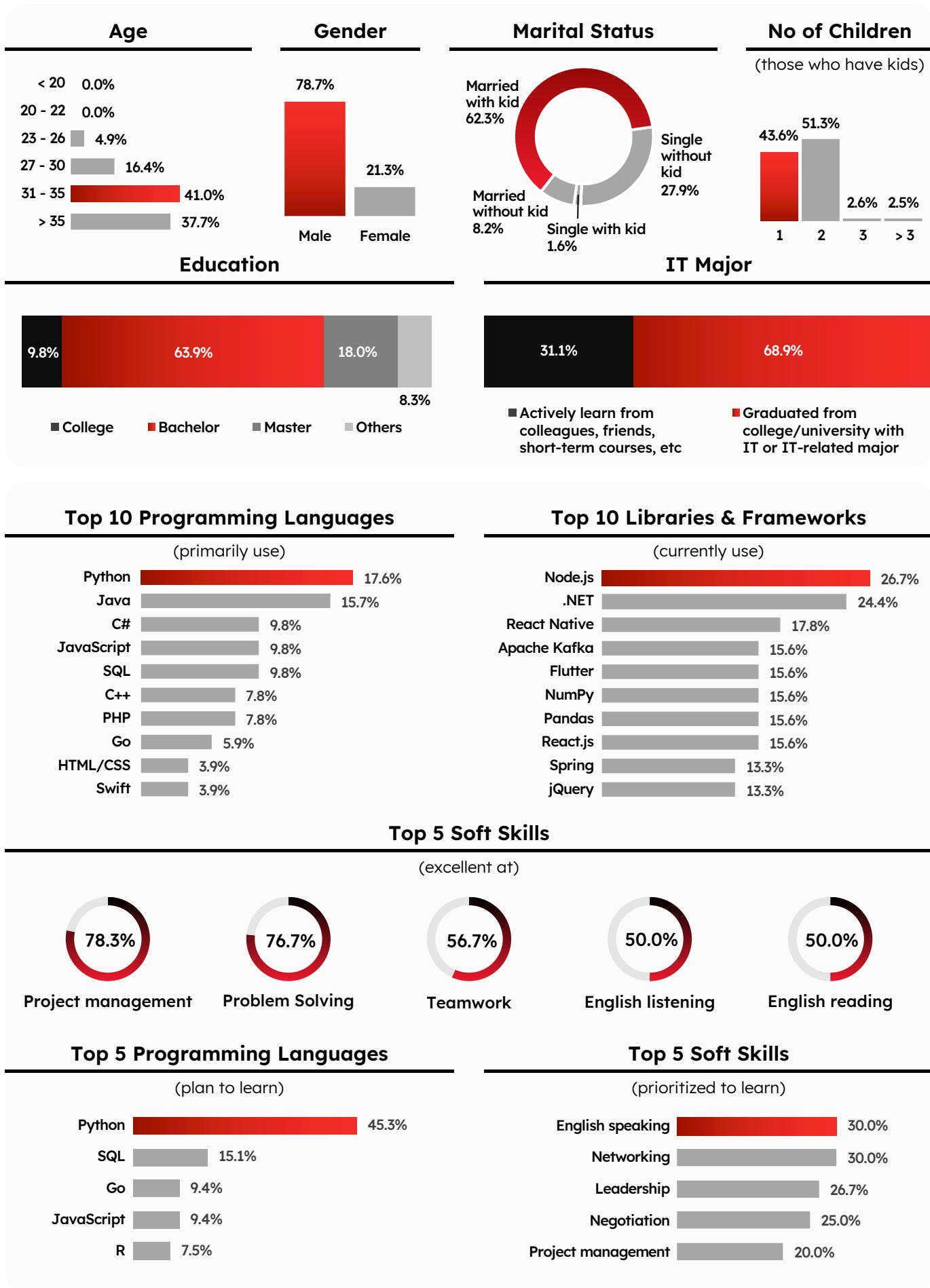
## Top 5 Company Origins



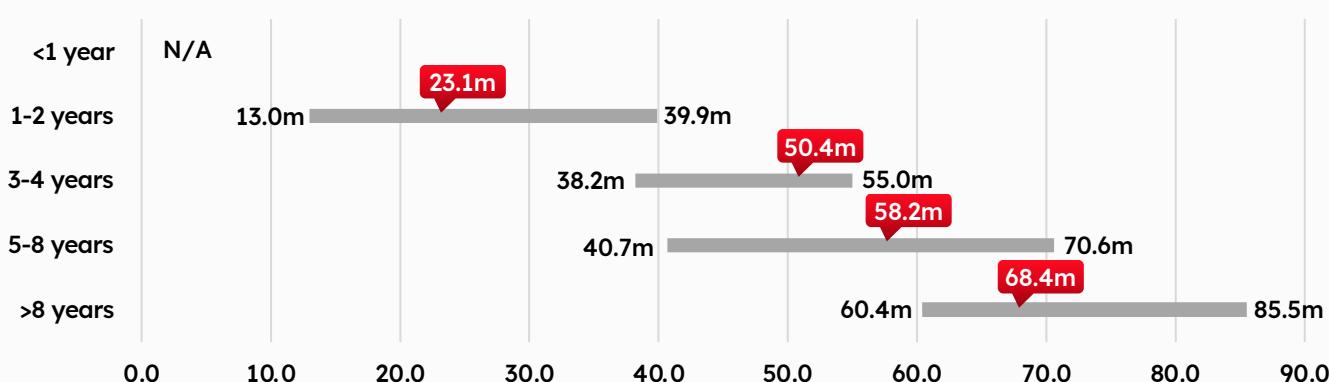
**Top 5 Reasons To Leave Job****32.3%**plan to leave the current job  
in next 12 months

9.7% plan to leave in next 18 months  
22.5% intend to leave but haven't had plan  
35.5% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



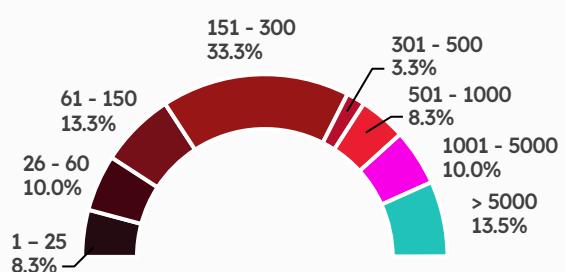
## Salary Range by Year of Experience



## Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	29.0%	24.6%	28.1%	35.9%
Current Job	N/A	16.5%	14.5%	14.8%	14.6%

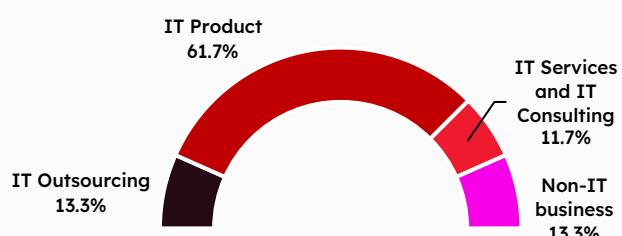
## Company Size



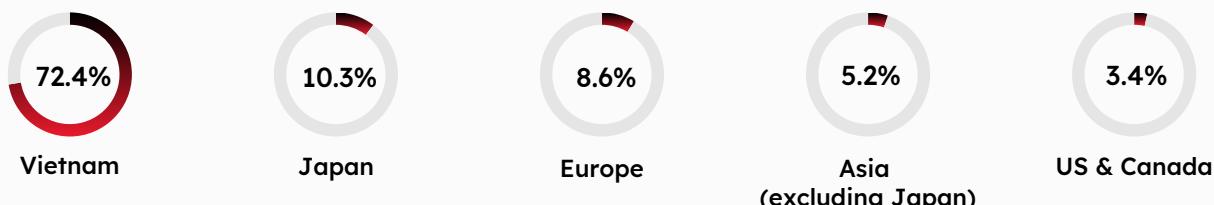
## Top 10 Current Company Industry

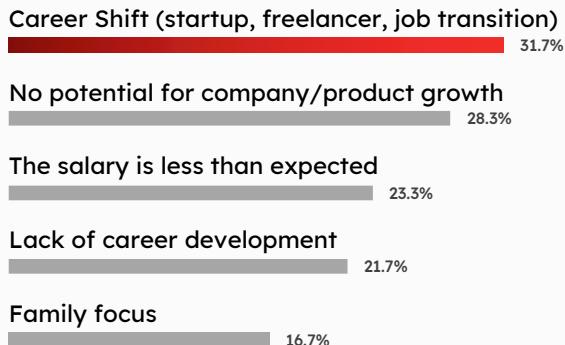
1	Financial services (Consumer Finance, Securities, Insurance, etc.)
2	Software Product and Web Services
3	IT Services & IT Consulting
4	Banking
5	E-commerce
6	Education and Training
7	AI, Blockchain and Deep Tech Services
8	Game
9	Government
10	Manufacturing and Engineering

## Company Type

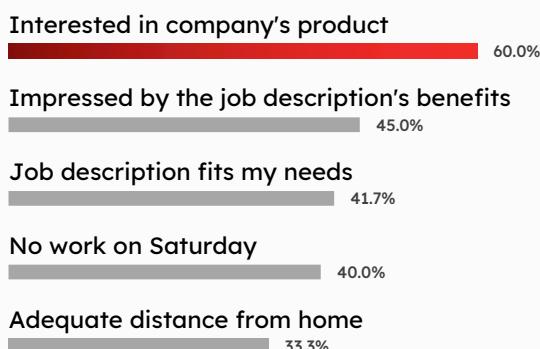
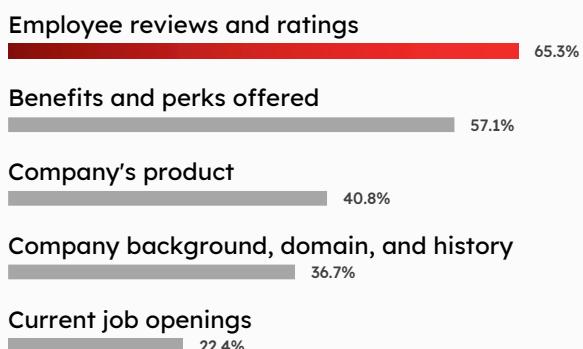
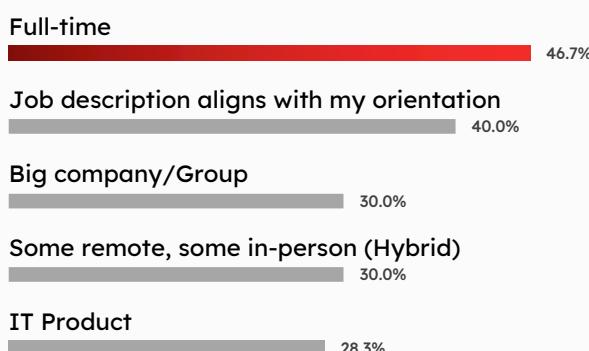


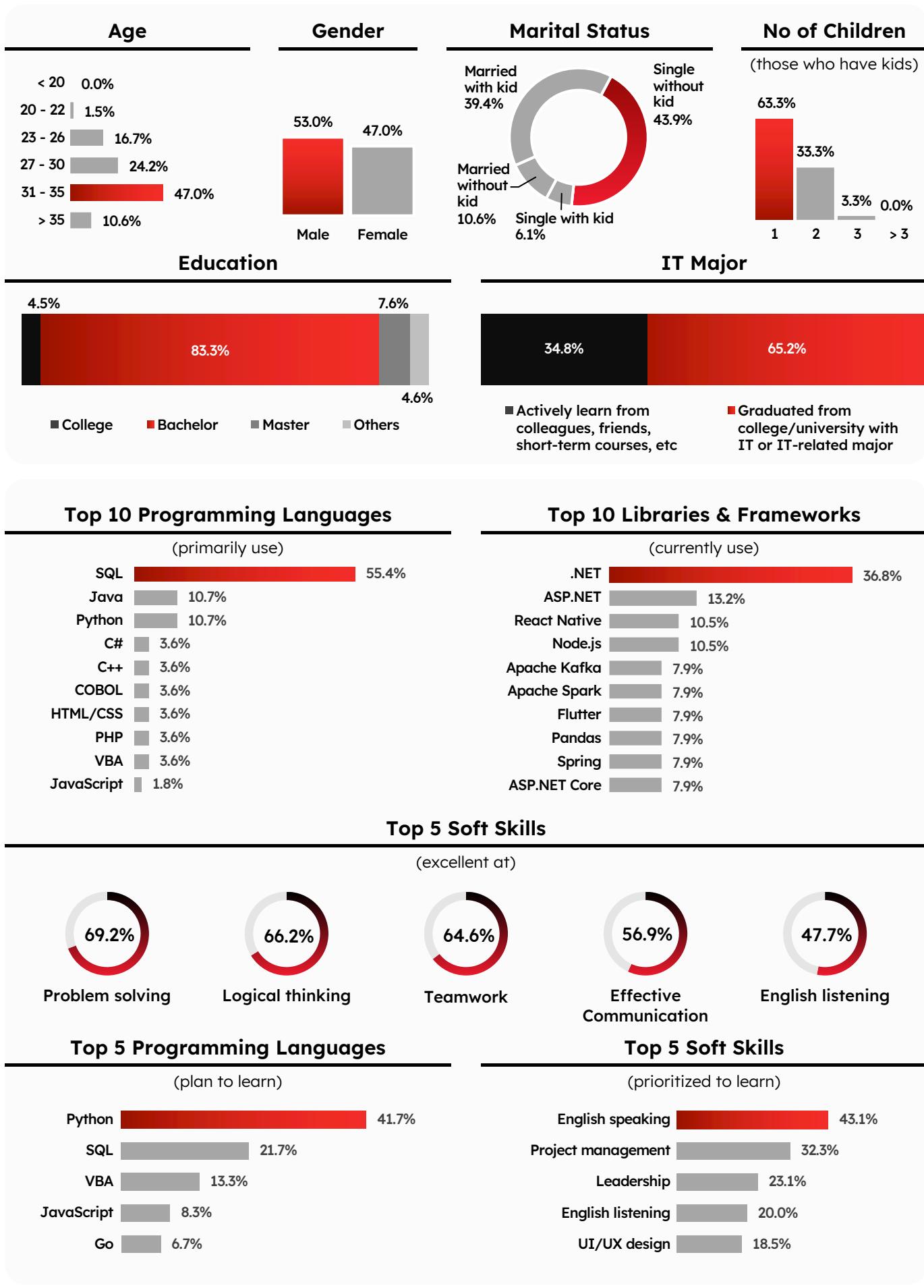
## Top 5 Company Origins



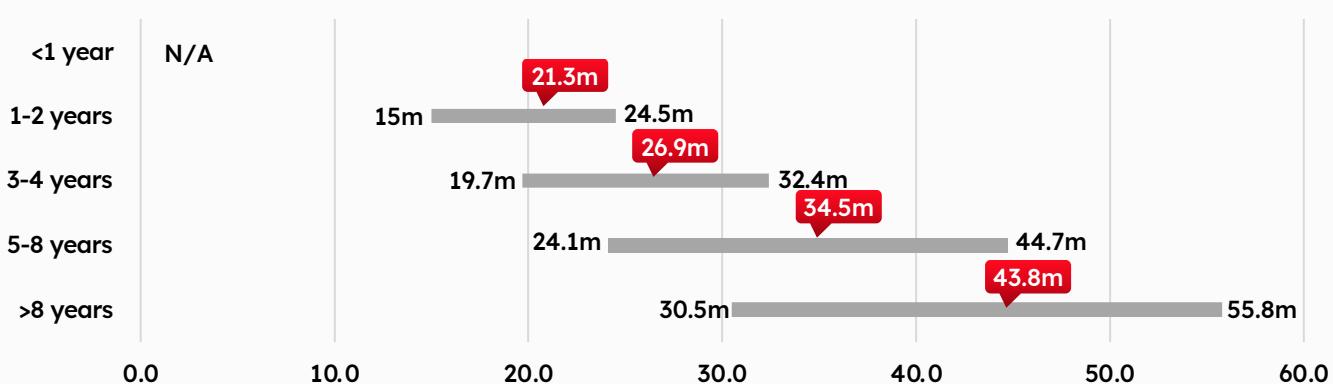
**Top 5 Reasons To Leave Job****36.7%**plan to leave the current job  
in next 12 months

6.7% plan to leave in next 18 months  
 15.0% intend to leave but haven't had plan  
 41.6% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



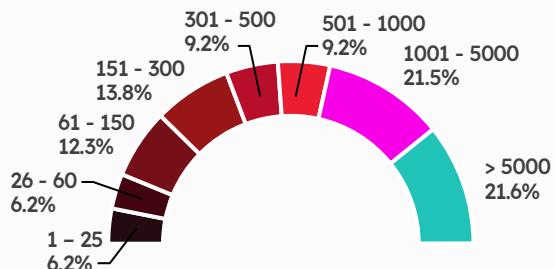
### Salary Range by Year of Experience



### Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	23.0%	25.7%	26.8%	18.5%
Current Job	N/A	13.3%	10.9%	14.8%	12.5%

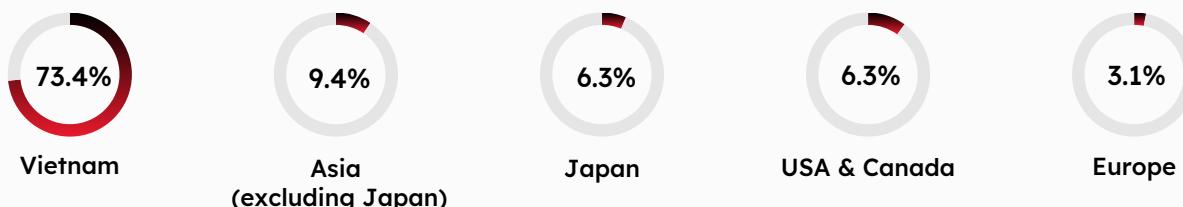
### Company Size

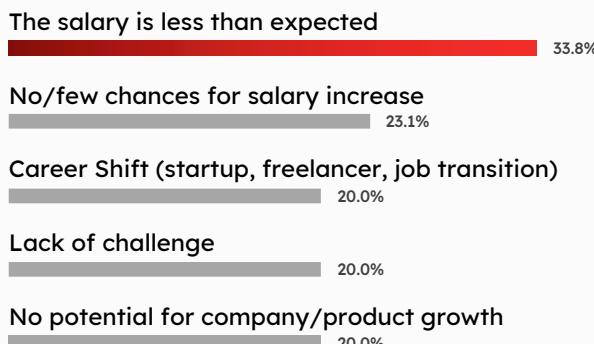


### Top 10 Current Company Industry

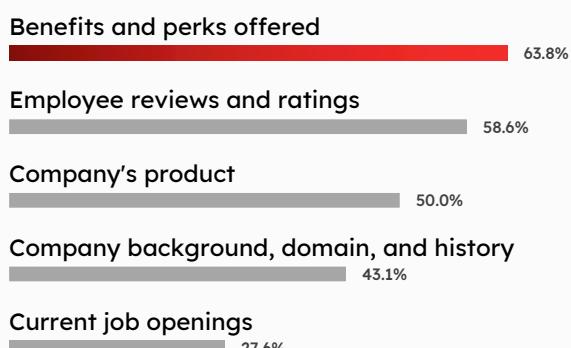
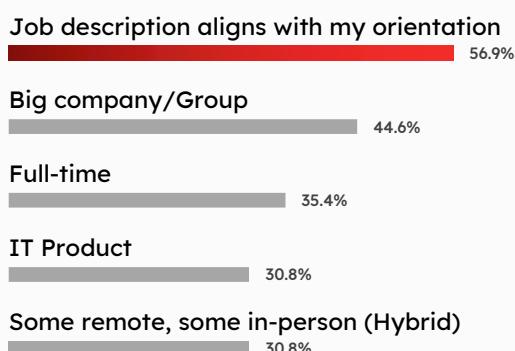
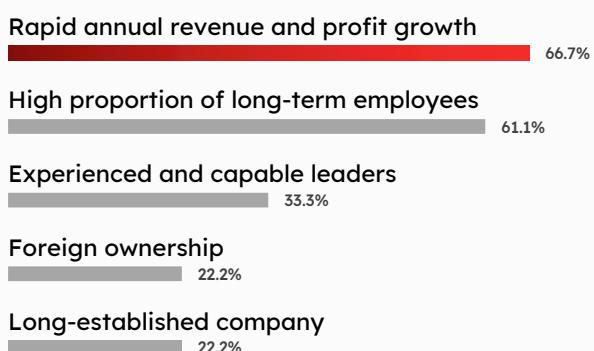
1	Financial services (Consumer Finance, Securities, Insurance, etc.)
2	Banking
3	IT Services & IT Consulting
4	Retail and Wholesale
5	E-commerce
6	Software Development Outsourcing
7	Cyber Security
8	Education and Training
9	Healthcare (Hospital, Healthcare Services)
10	Transportation, Logistics & Warehouse

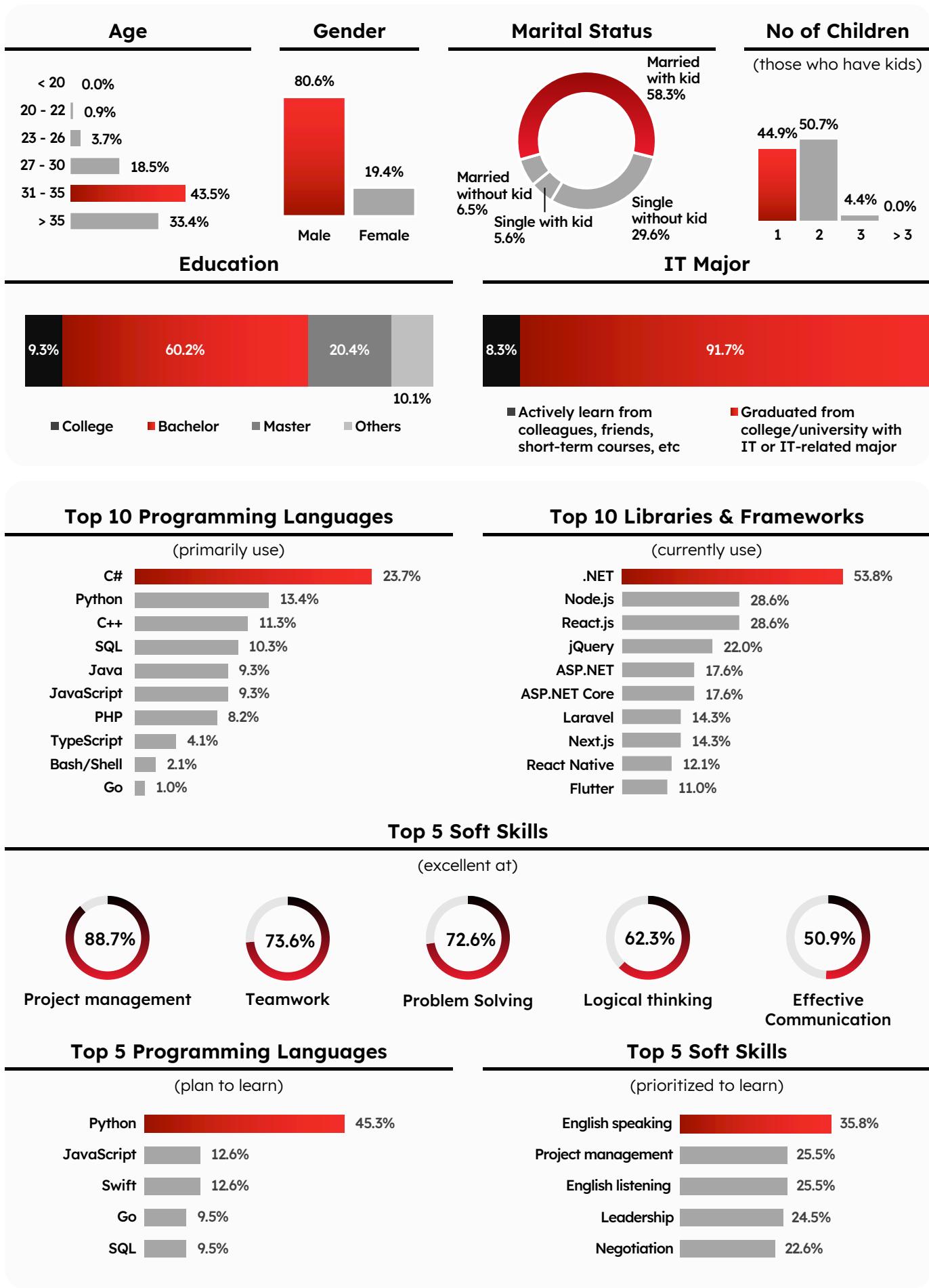
### Top 5 Company Origins



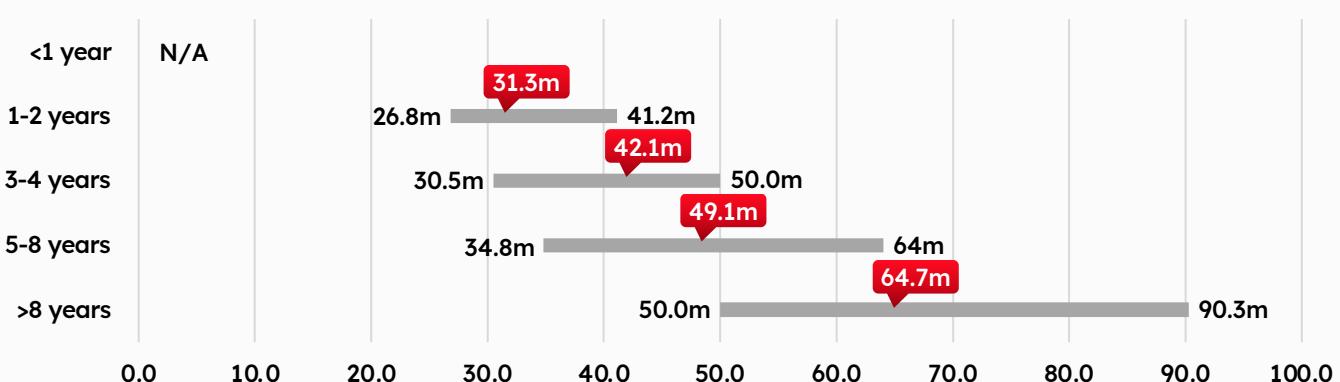
**Top 5 Reasons To Leave Job****49.2%****plan to leave the current job  
in next 12 months**

7.7% plan to leave in next 18 months  
 18.5% intend to leave but haven't had plan  
 24.6% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



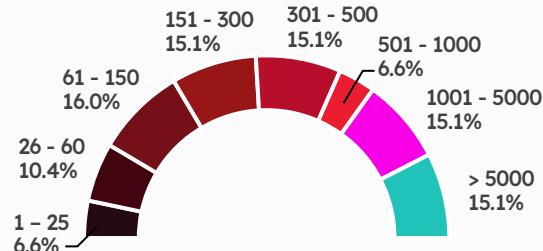
### Salary Range by Year of Experience



### Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	23.5%	31.5%	27.8%	35.0%
Current Job	N/A	14.2%	13.2%	12.8%	11.2%

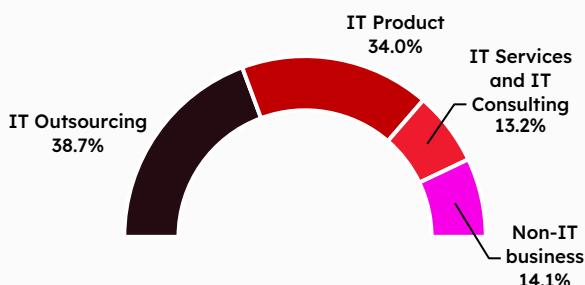
### Company Size



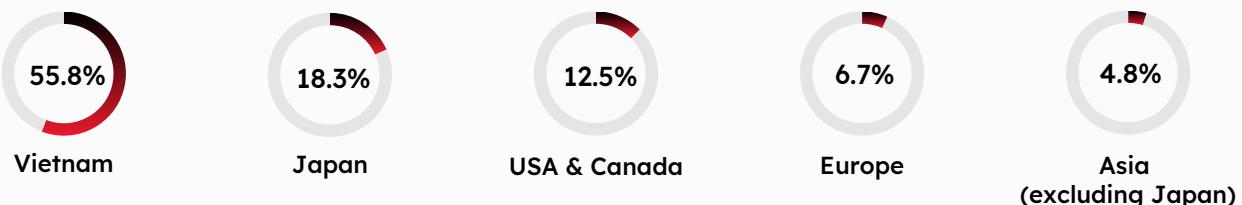
### Top 10 Current Company Industry

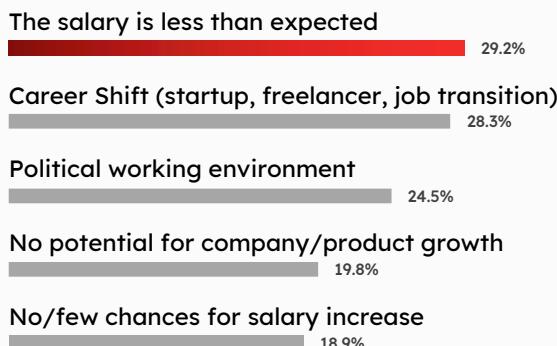
1	IT Services & IT Consulting
2	Software Development Outsourcing
3	Manufacturing and Engineering
4	AI, Blockchain and Deep Tech Services
5	Banking
6	Software Product and Web Services
7	Financial services (Consumer Finance, Securities, Insurance, etc.)
8	Transportation, Logistics & Warehouse
9	IT Hardware and Computing
10	Cyber Security

### Company Type

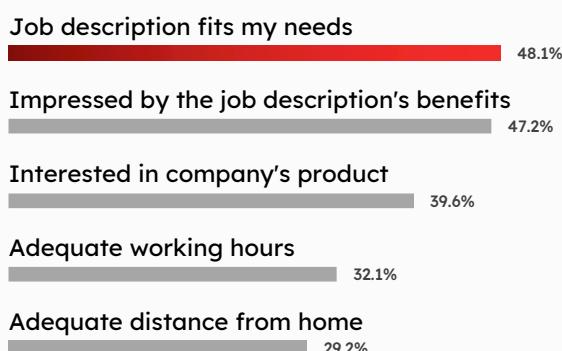
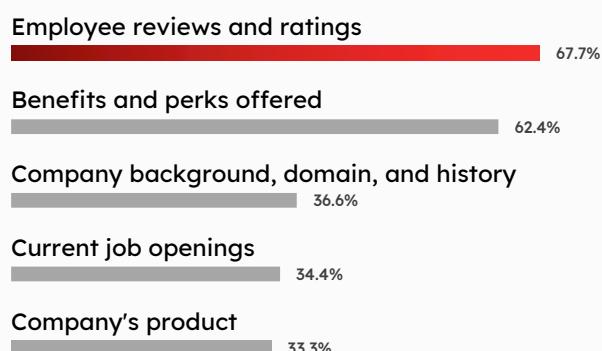
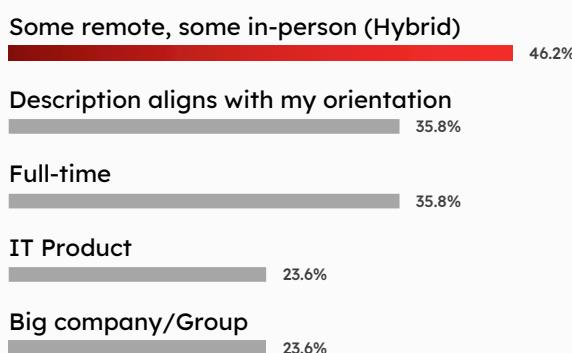
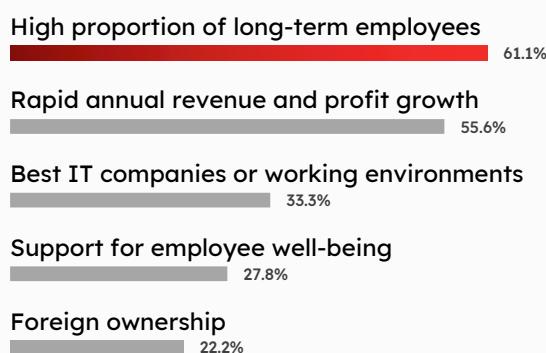
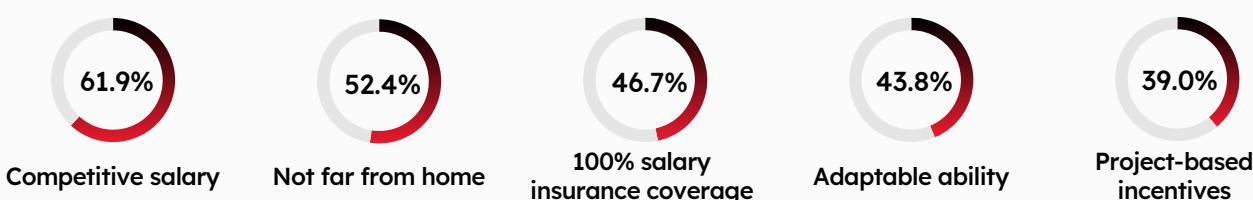


### Top 5 Company Origins



**Top 5 Reasons To Leave Job****39.0%****plan to leave the current job  
in next 12 months**

3.8% plan to leave in next 18 months  
 26.7% intend to leave but haven't had plan  
 30.5% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**

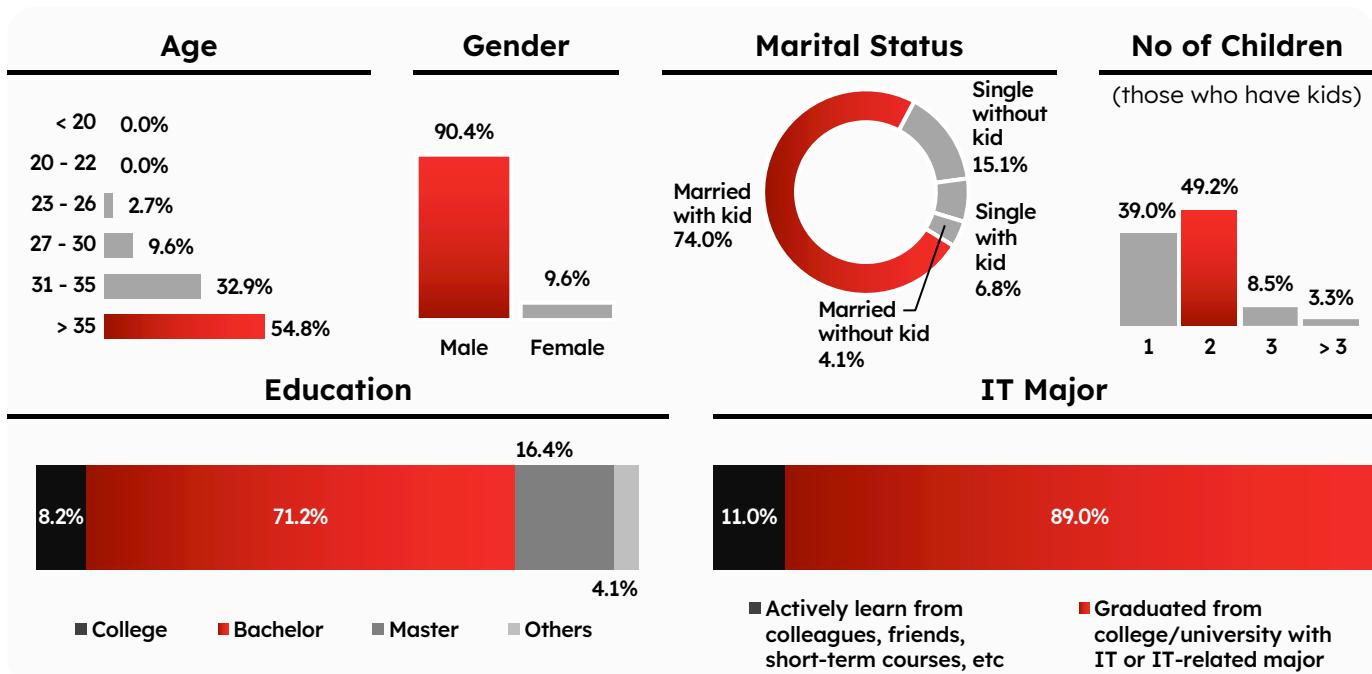
\*Small sample size, only for reference purpose

Demographic		%	Company Profile		%
<b>Age</b>			<b>Company Size</b>		
27 - 30	30.0%		26 - 60	22.2%	
31 - 35	40.0%		61 - 150	22.2%	
> 35	30.0%		151 - 300	22.2%	
<b>Gender</b>			301 - 500	0.0%	
Male	100.0%		501 - 1000	22.2%	
<b>Marital status</b>			1001 - 5000	11.1%	
Single without kid	20.0%				
Married with kid	80.0%				
<b>Number of children</b>					
1	50.0%				
2	37.5%				
3	12.5%				
<b>Education Level</b>					
College	10.0%				
Bachelor	60.0%				
Master	10.0%				
Others	20.0%				
<b>IT major</b>					
Graduated from college/university with IT or IT-related major	80.0%				
Actively learn from colleagues, friends, short-term courses, etc	20.0%				
Skills		%	Job Search Journey		%
<b>Programming languages (primarily use)</b>			<b>Top 3 Reasons To Leave Job</b>		
JavaScript	33.3%		Career shift (startup, freelancer, job transition)	44.4%	
C#	22.2%		The salary is less than expected	33.3%	
SQL	22.2%		Lack of career development	33.3%	
PHP	11.1%		<b>Intend To Leave Vs Plan To Stay</b>		
TypeScript	11.1%		Plan to leave the current job in next 12 months	22.2%	
<b>Libraries &amp; Frameworks (currently use)</b>			Plan to leave in next 18 months	0.0%	
Node.js	44.4%		Intend to leave but haven't had plan	22.2%	
Vue.js	33.3%		Intention to stay more than 18 months	55.6%	
Next.js	22.2%		<b>Top 3 Reasons To Apply For New Job</b>		
React.js	22.2%		Impressed by the job description's benefits	66.7%	
.NET	11.1%		No work on Saturday	44.4%	
<b>Top 5 Soft Skills (excellent at)</b>			Job description fits my needs	44.4%	
Project management	100.0%		<b>Top 3 Most Searched Information</b>		
Problem Solving	66.7%		Employee reviews and ratings	62.5%	
Teamwork	55.6%		Company background, domain, and history	37.5%	
English reading	44.4%		Current job openings	37.5%	
Negotiation	44.4%		<b>Most Effective Channel To Find New Opportunities</b>		
<b>Top 5 Programming languages (plan to learn)</b>			LinkedIn	50.0%	
Python	57.1%		IT job search groups on FB/Zalo/Telegram	33.3%	
Java	28.6%		ITviec	16.7%	
Go	14.3%		<b>Top 3 Criteria To Evaluate A New Job Offer</b>		
PHP	14.3%		Japan	55.6%	
Rust	14.3%		Some remote, some in-person (Hybrid)	44.4%	
<b>Top 5 Soft Skills (prioritized to learn)</b>			Job description aligns with my orientation	33.3%	
Project management	66.7%		<b>Top 3 Employer Reputation Characteristics</b>		
Leadership	55.6%		Large number of employees	66.7%	
Effective Communication	33.3%		Positive reviews from staff	66.7%	
Presentation	22.2%		Foreign ownership	33.3%	
Public speaking	22.2%		<b>Top 3 Company Characteristics To Stay For Long-term</b>		
			Competitive salary	77.8%	
			Manageable workload, reasonable OT	55.6%	
			Strong financial capability	55.6%	

\*Small sample size, only for reference purpose

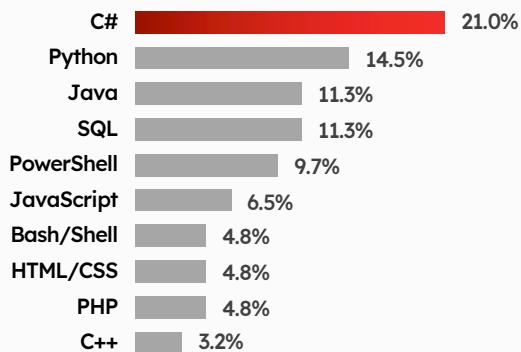
Demographic	%
<b>Age</b>	
23 - 26	10.0%
27 - 30	20.0%
31 - 35	40.0%
>35	30.0%
<b>Gender</b>	
Male	70.0%
Female	30.0%
<b>Marital status</b>	
Single without kid	20.0%
Married without kid	10.0%
Married with kid	70.0%
<b>Number of children</b>	
1	57.1%
2	42.9%
<b>Education Level</b>	
Bachelor	80.0%
Master	10.0%
Others	10.0%
<b>IT major</b>	
Graduated from college/university with IT or IT-related major	70.0%
Actively learn from colleagues, friends, short-term courses, etc	30.0%
Skills	%
<b>Programming languages (primarily use)</b>	
Java	28.6%
SQL	28.6%
C++	14.3%
JavaScript	14.3%
Python	14.2%
<b>Top 10 Libraries &amp; Frameworks (currently use)</b>	
.NET	50.0%
Spring	33.3%
ASP.NET	33.3%
NumPy	16.7%
Pandas	16.7%
React Native	16.7%
Scikit-learn	16.7%
Hugging Face Transformers	16.7%
ASP.NET Core	16.7%
Flask	16.7%
<b>Top 5 Soft Skills (excellent at)</b>	
English reading	80.0%
Logical thinking	70.0%
Problem Solving	60.0%
Project management	50.0%
Teamwork	50.0%
<b>Top 5 Programming languages (plan to learn)</b>	
Python	50.0%
Java	20.0%
Ruby	20.0%
Bash/Shell	10.0%
C++	10.0%
<b>Top 5 Soft Skills (prioritized to learn)</b>	
Project management	30.0%
English speaking	30.0%
Networking	30.0%
Stress Management	30.0%
English listening	20.0%

Company Profile	%
<b>Company Size</b>	
1 - 25	20.0%
26 - 60	20.0%
61 - 150	30.0%
151 - 300	20.0%
More than 5000	10.0%
<b>Company Type</b>	
IT Outsourcing	20.0%
IT Services and IT Consulting	70.0%
Non-IT business	10.0%
<b>Current Company Industry</b>	
IT Services & IT Consulting	40.0%
AI, Blockchain and Deep Tech Services	10.0%
Healthcare (Hospital, Healthcare Services)	10.0%
IT Hardware and Computing	10.0%
Software Development Outsourcing	10.0%
Software Product and Web Services	10.0%
Telecommunication	10.0%
<b>Company Origins</b>	
Vietnam	50.0%
USA & Canada	20.0%
Asia (excluding Japan)	10.0%
Europe	10.0%
Japan	10.0%
Job Search Journey	%
<b>Top 3 Reasons To Leave Job</b>	
The salary is less than expected	40.0%
No potential for company/product growth	40.0%
Health Issues	20.0%
<b>Intend To Leave Vs Plan To Stay</b>	
Plan to leave the current job in next 12 months	50.0%
Intend to leave but haven't had plan	20.0%
Intention to stay more than 18 months	30.0%
<b>Top 3 Reasons To Apply For New Job</b>	
Impressed by the job description's benefits	70.0%
Interested in company's product	60.0%
Adequate working hours	30.0%
<b>Top 3 Most Searched Information</b>	
Benefits and perks offered	77.8%
Employee reviews and ratings	55.6%
Company's product	44.4%
<b>Most Effective Channel To Find New Opportunities</b>	
ITviec	33.3%
LinkedIn	44.4%
IT job search groups on FB/Zalo/Telegram	22.2%
<b>Top 3 Criteria To Evaluate A New Job Offer</b>	
Some remote, some in-person (Hybrid)	60.0%
Job description aligns with my orientation	40.0%
Position level aligns with my orientation	30.0%
<b>Top 3 Employer Reputation Characteristics</b>	
High proportion of long-term employees	100.0%
Rapid annual revenue and profit growth	50.0%
Good and experienced leaders	50.0%
<b>Top 3 Company Characteristics To Stay For Long-term</b>	
Strong financial capability	60.0%
Family benefits (insurance or education subsidies, etc)	50.0%
Not far from home	50.0%



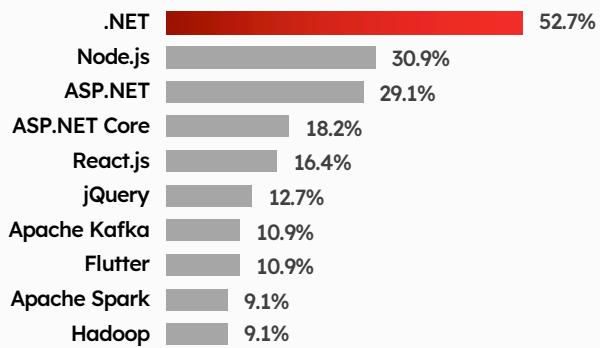
## Top 10 Programming Languages

(primarily use)



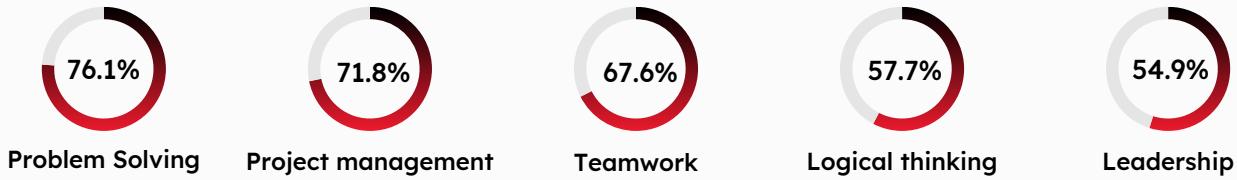
## Top 10 Libraries & Frameworks

(currently use)



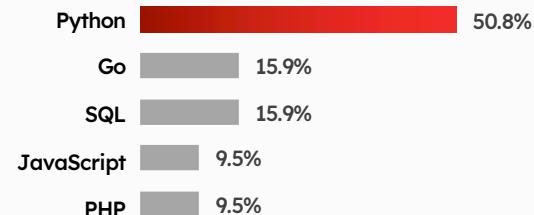
## Top 5 Soft Skills

(excellent at)



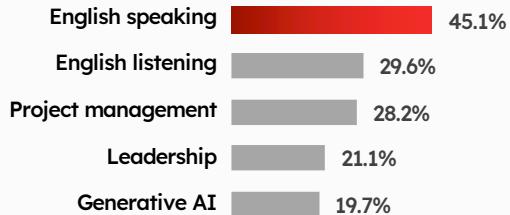
# Top 5 Programming Languages

(plan to learn)

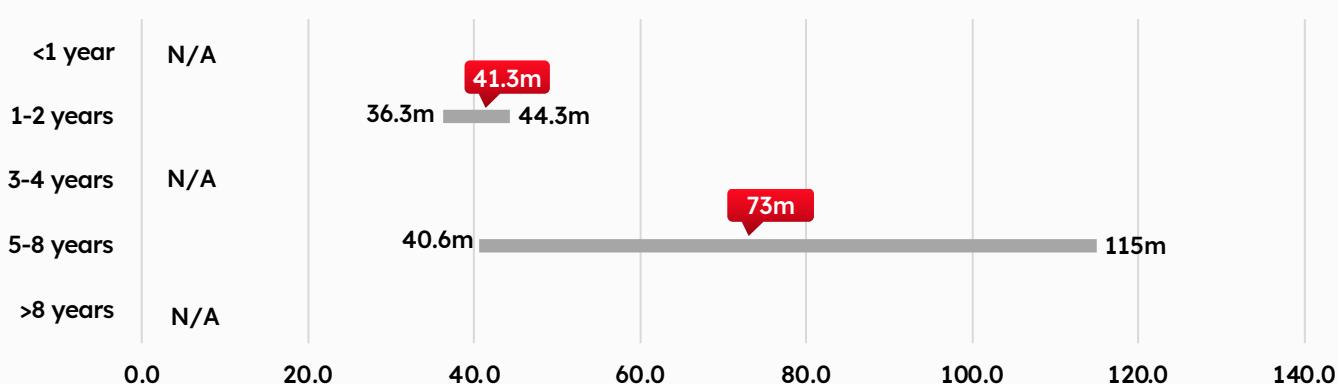


## Top 5 Soft Skills

(prioritized to learn)



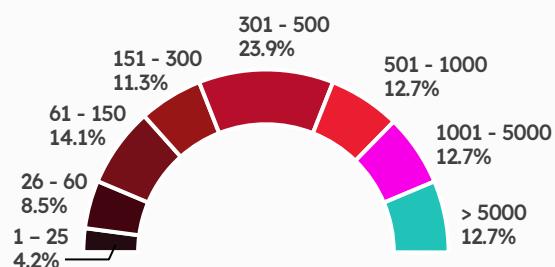
### Salary Range by Year of Experience



### Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	25.0%	N/A	32.4%	N/A
Current Job	N/A	15.0%	N/A	20.6%	N/A

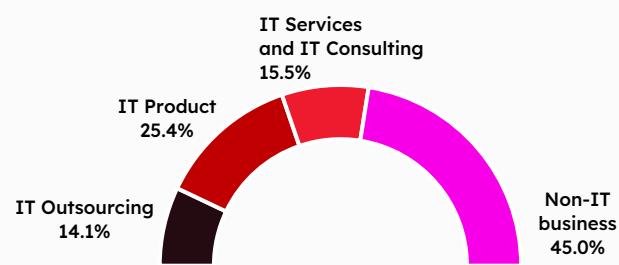
### Company Size



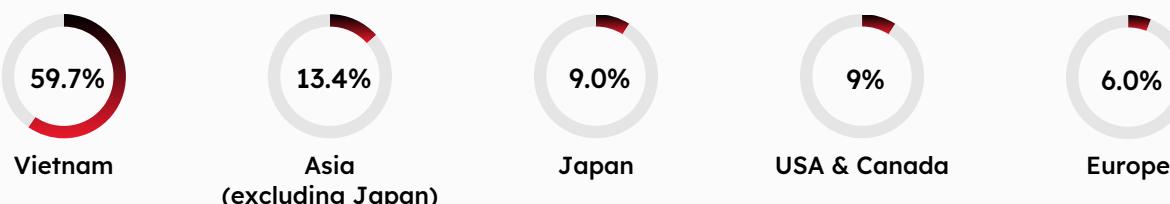
### Top 10 Current Company Industry

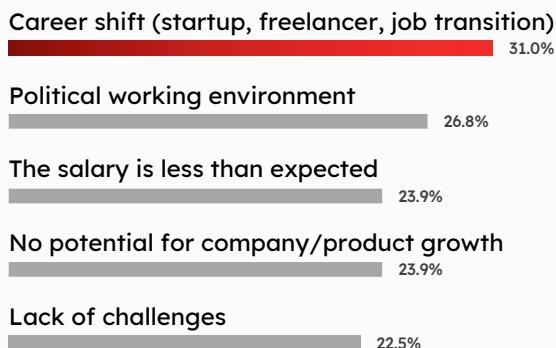
1	Manufacturing and Engineering
2	Transportation, Logistics & Warehouse
3	Education and Training
4	Financial services (Consumer Finance, Securities, Insurance, etc.)
5	IT Services & IT Consulting
6	Tourism & Hospitality Service
7	Apparel & Fashion
8	Food & Beverage
9	Real Estate, Property and Construction
10	AI, Blockchain and Deep Tech Services

### Company Type

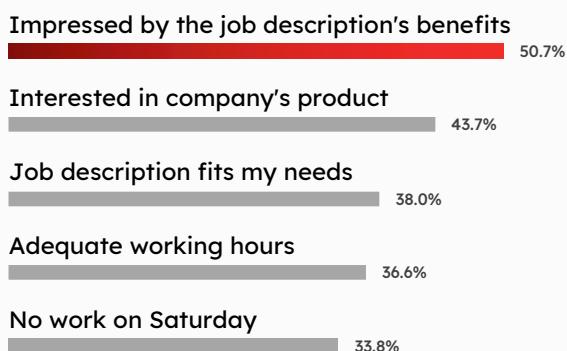
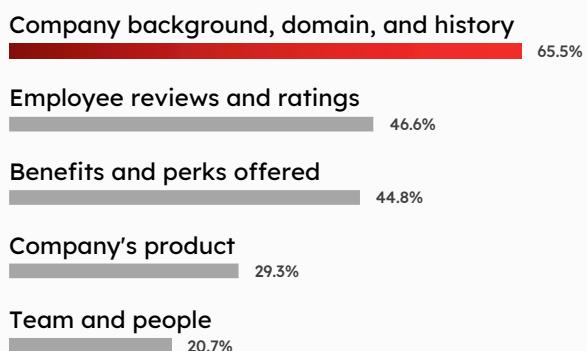
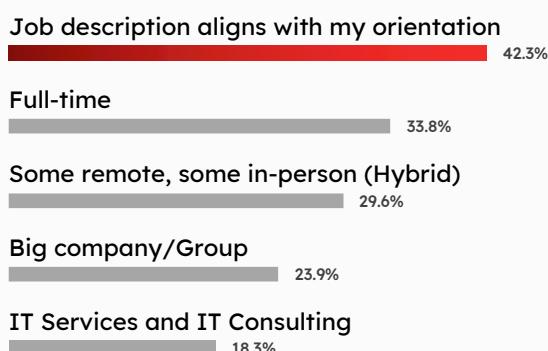
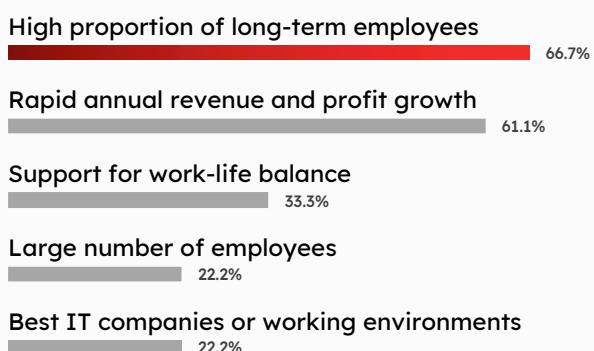
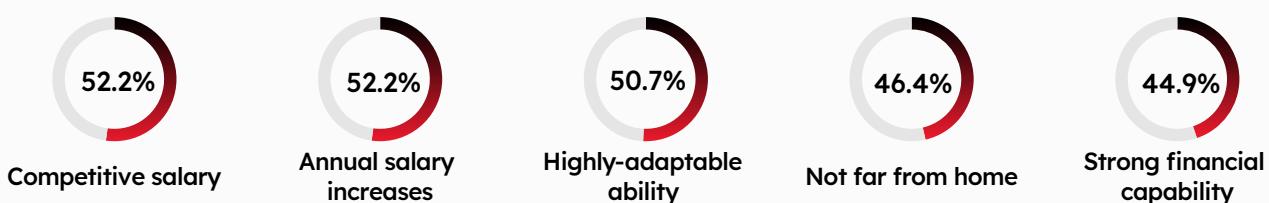


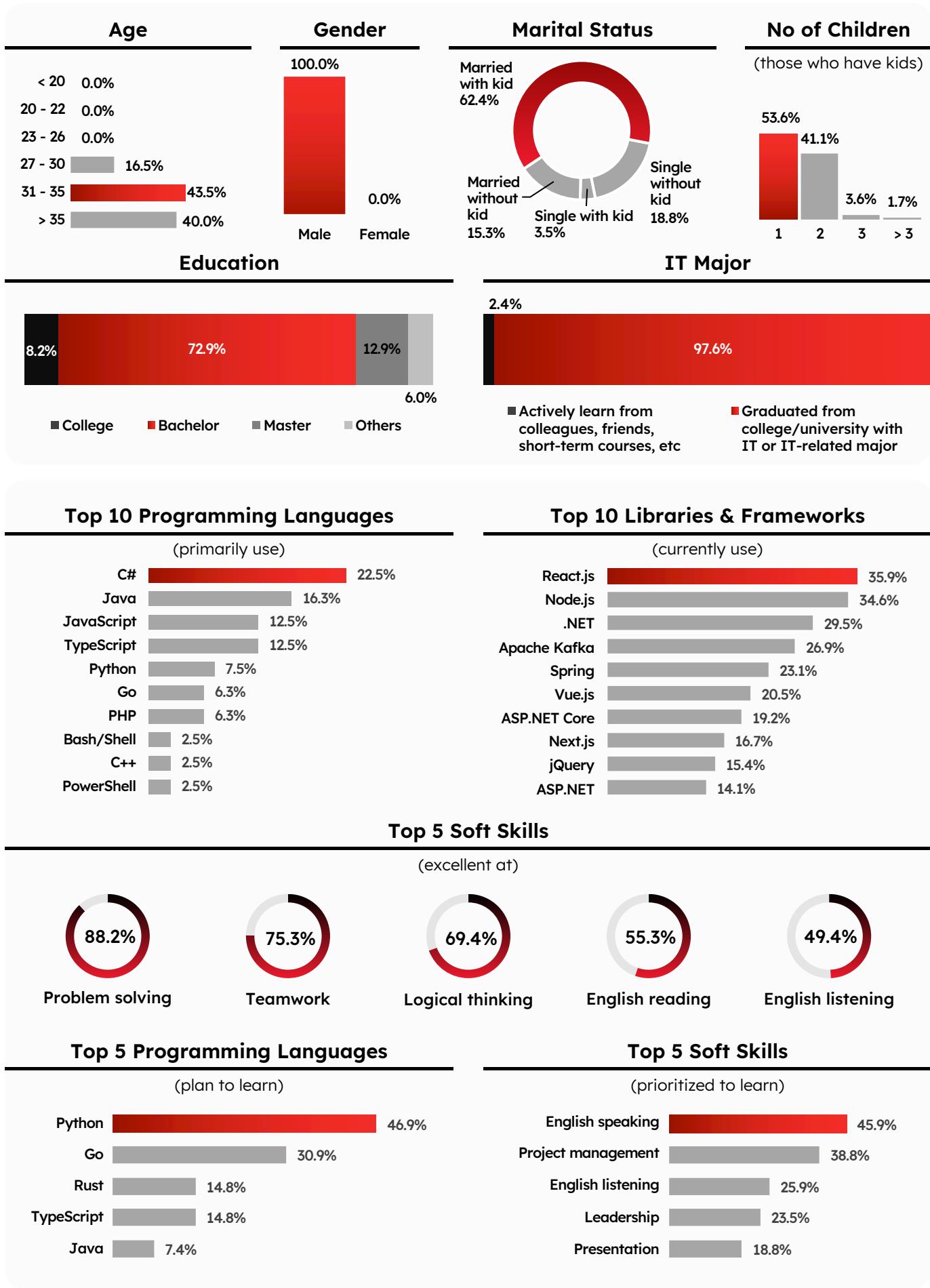
### Top 5 Company Origins



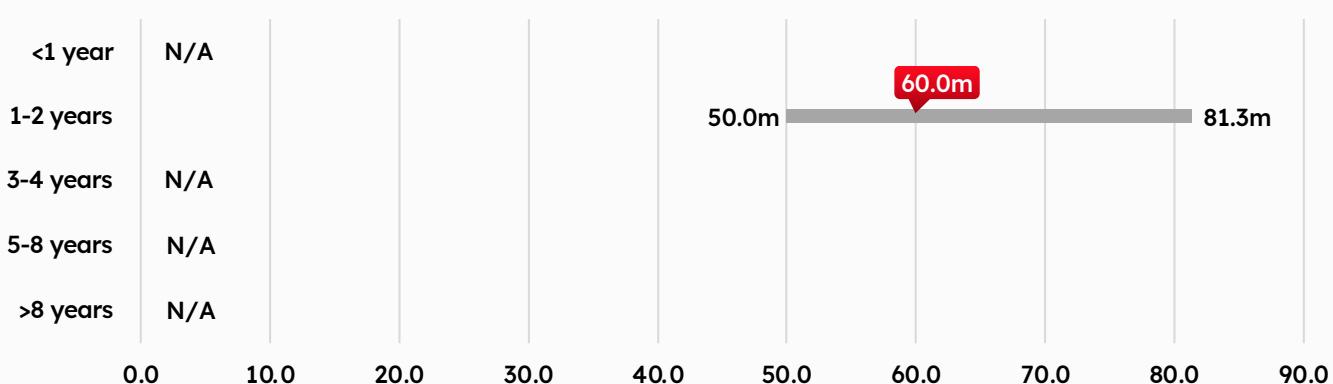
**Top 5 Reasons To Leave Job****31.9%**plan to leave the current job  
in next 12 months

4.3% plan to leave in next 18 months  
 21.7% intend to leave but haven't had plan  
 42.0% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



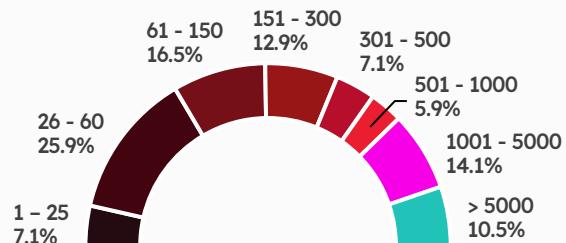
## Salary Range by Year of Experience



## Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	25.0%	N/A	N/A	N/A
Current Job	N/A	13.6%	N/A	N/A	N/A

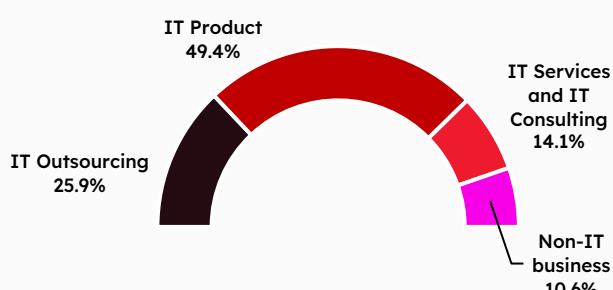
## Company Size



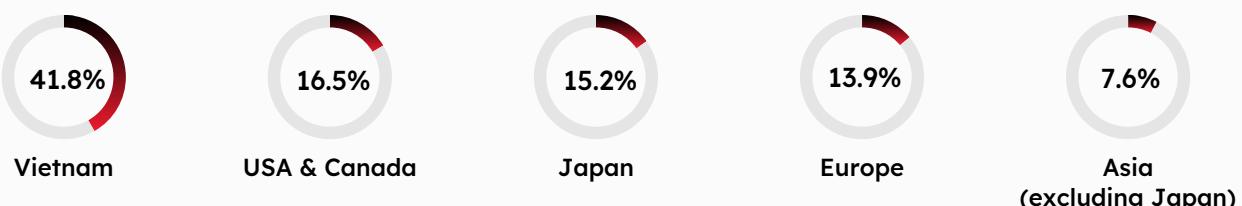
## Top 10 Current Company Industry

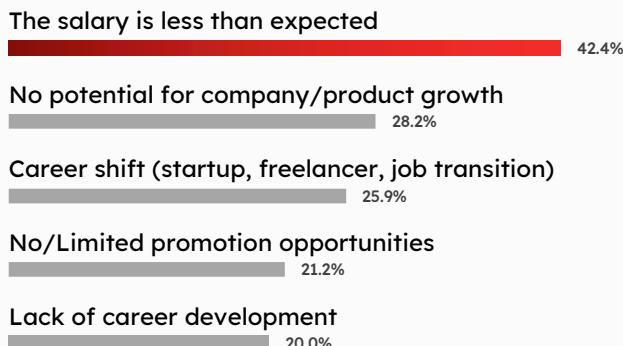
1	Banking
2	IT Services & IT Consulting
3	Software Development Outsourcing
4	Software Product and Web Services
5	Financial services (Consumer Finance, Securities, Insurance, etc.)
6	Transportation, Logistics & Warehouse
7	AI, Blockchain and Deep Tech Services
8	E-commerce
9	Healthcare (Hospital, Healthcare Services)
10	Apparel & Fashion

## Company Type

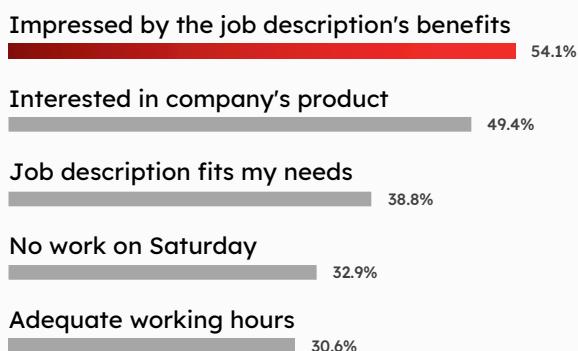
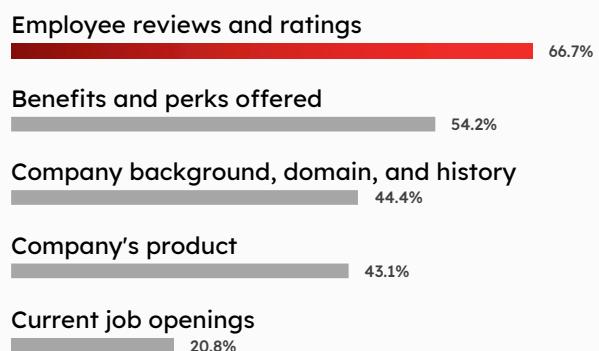
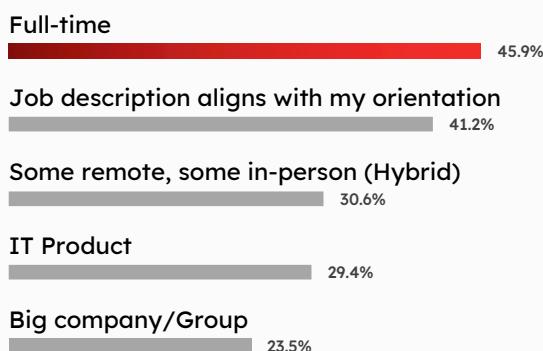
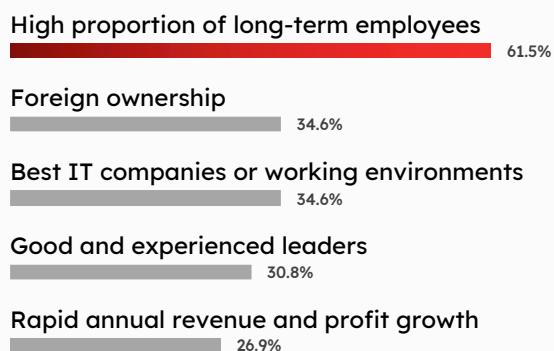
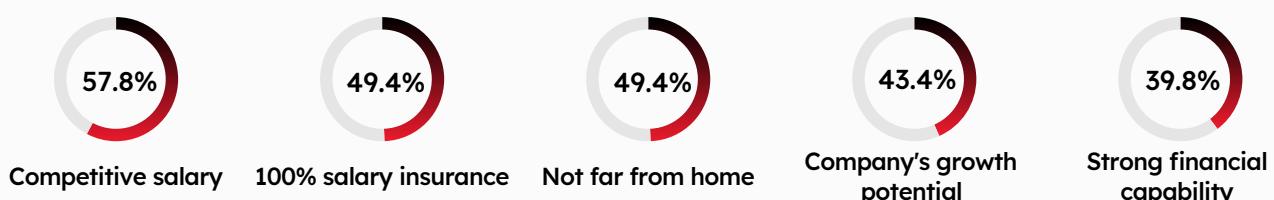


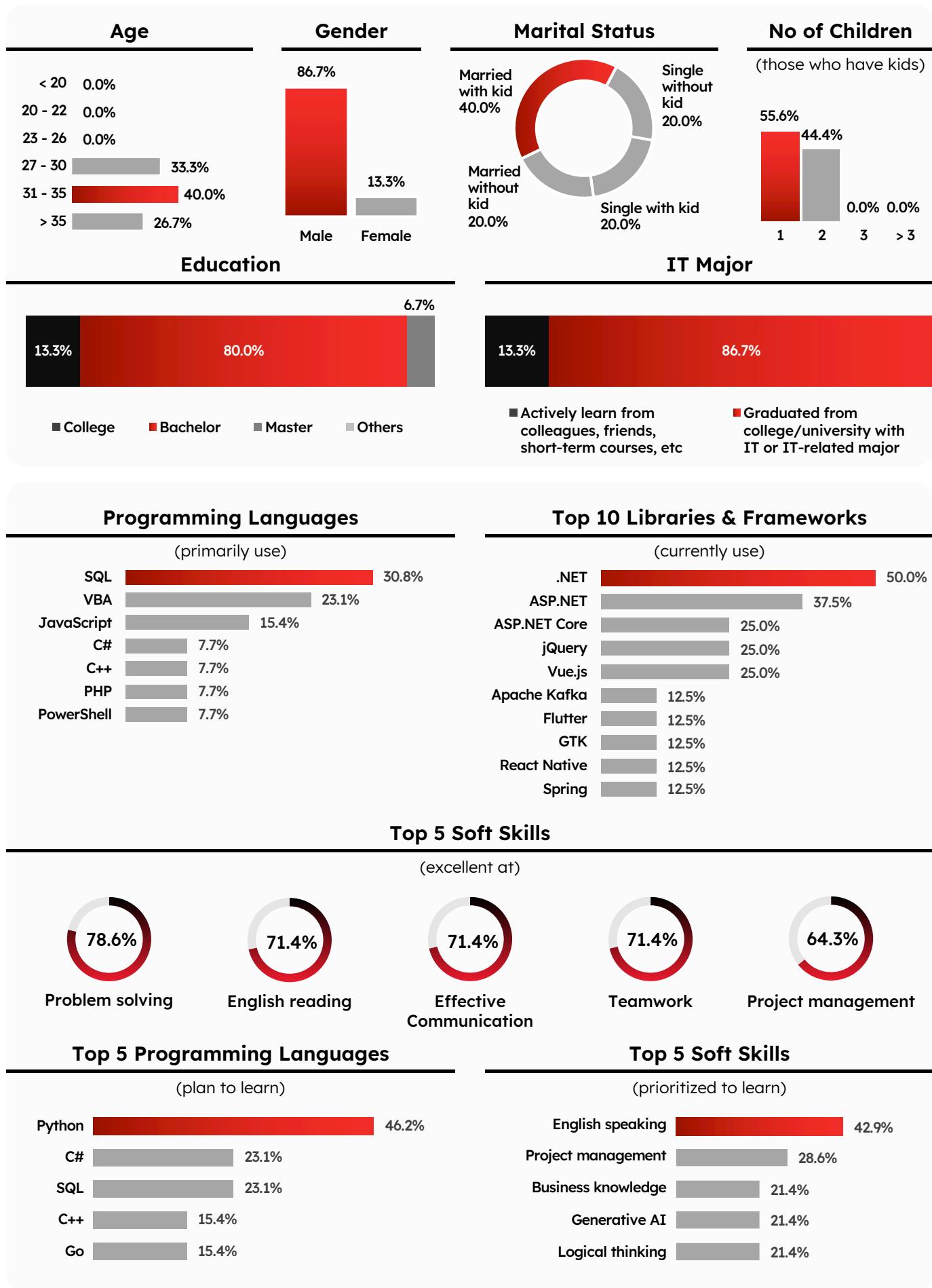
## Top 5 Company Origins



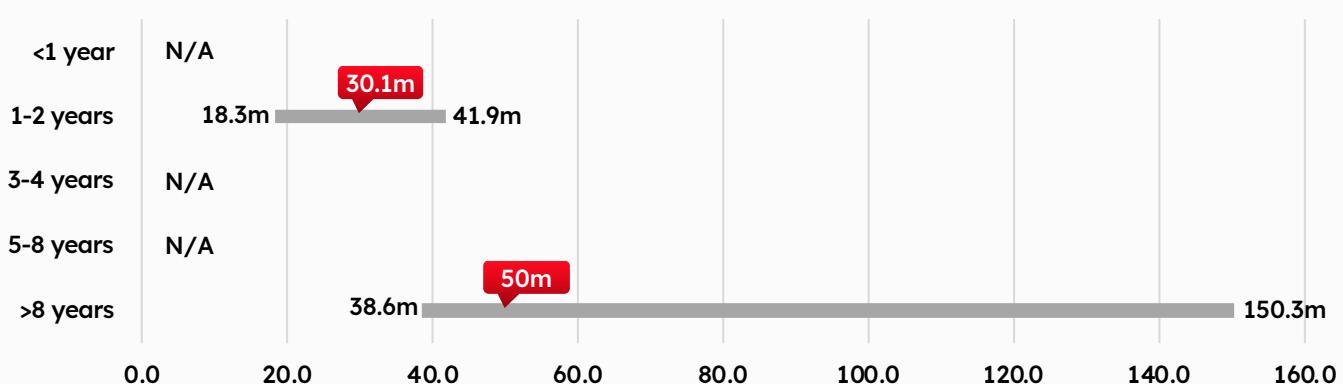
**Top 5 Reasons To Leave Job****43.4%**plan to leave the current job  
in next 12 months

3.6% plan to leave in next 18 months  
 20.5% intend to leave but haven't had plan  
 32.5% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



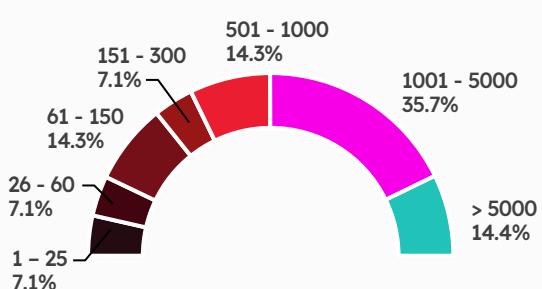
## Salary Range by Year of Experience



## Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	45.0%	N/A	N/A	31.7%
Current Job	N/A	7.5%	N/A	N/A	20.0%

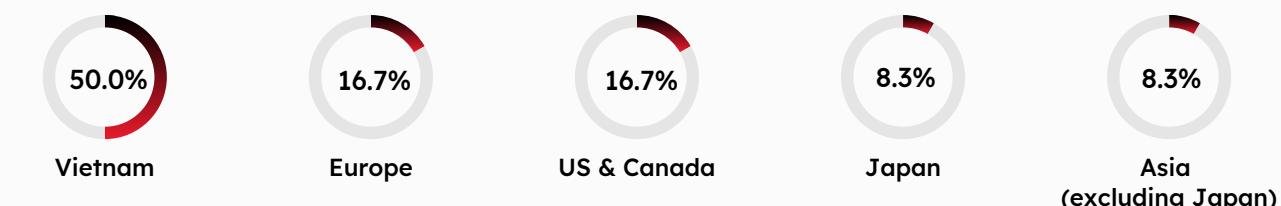
## Company Size

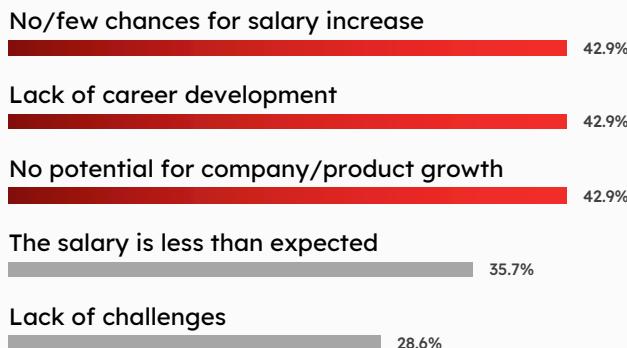


## Top 10 Current Company Industry

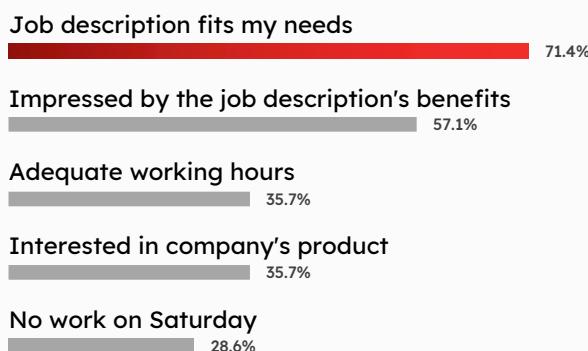
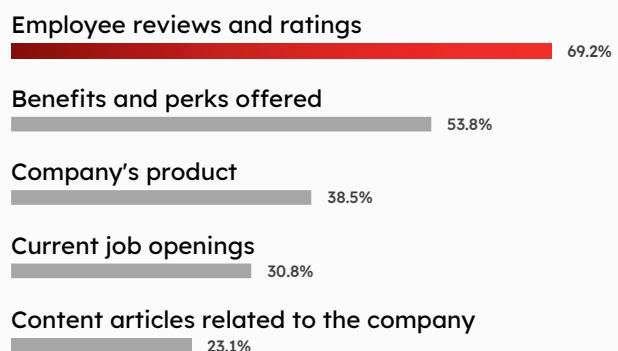
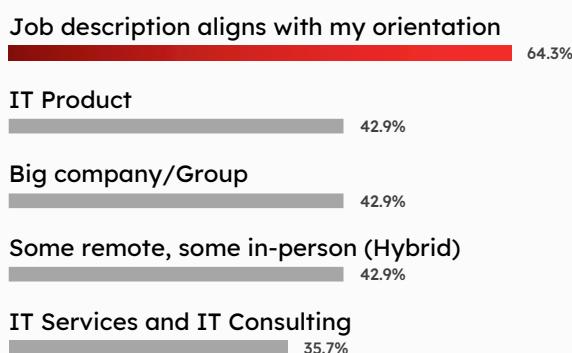
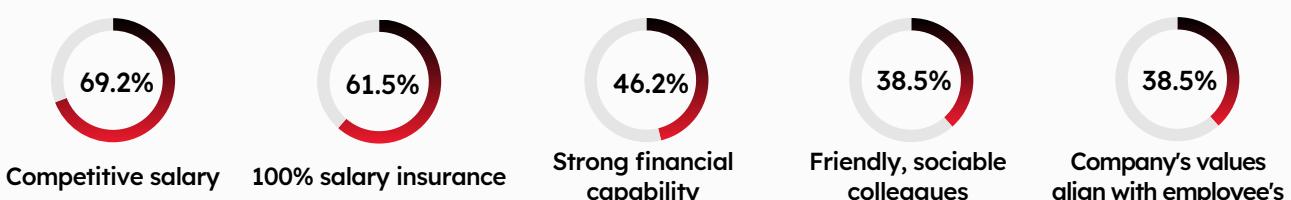
1	IT Services & IT Consulting
2	Software Product and Web Services
3	AI, Blockchain and Deep Tech Services
4	Agriculture
5	Consumer goods
6	Cyber Security
7	Education and Training
8	Financial services (Consumer Finance, Securities, Insurance, etc.)
9	Software Development Outsourcing
10	Trading and Commercial

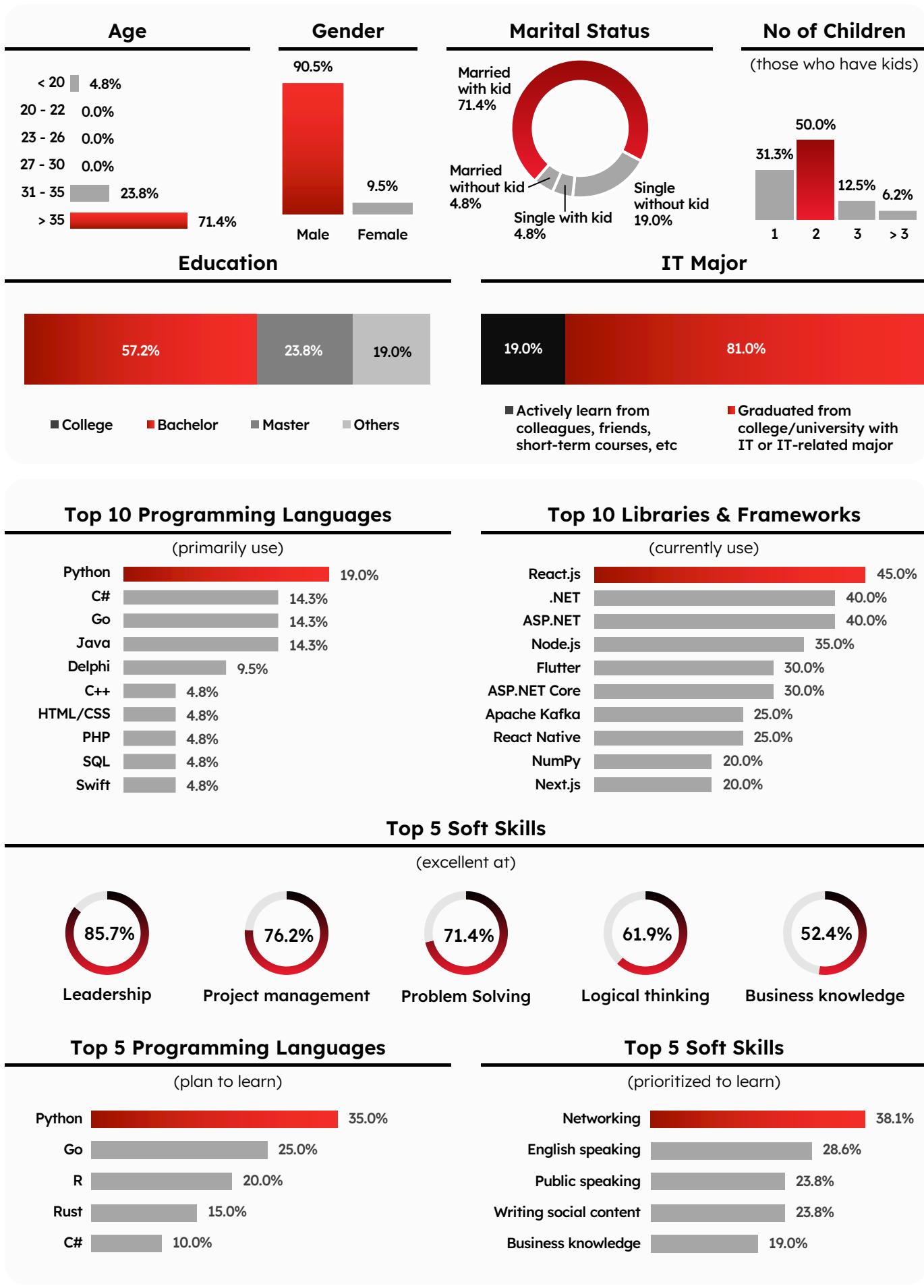
## Top 5 Company Origins



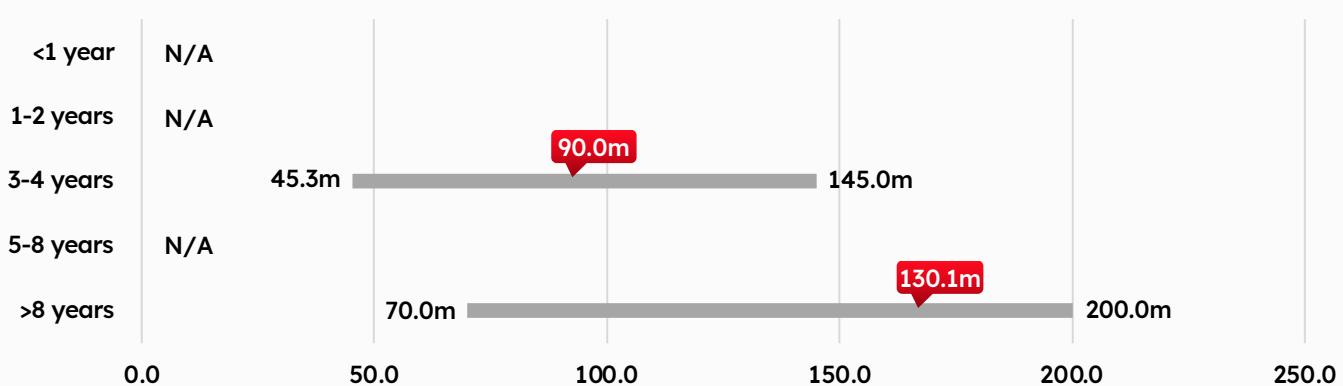
**Top 5 Reasons To Leave Job****53.8%**plan to leave the current job  
in next 12 months

15.4% plan to leave in next 18 months  
 23.1% intend to leave but haven't had plan  
 7.7% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



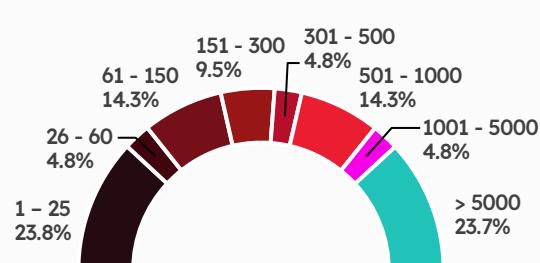
### Salary Range by Year of Experience



### Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	N/A	22.5%	N/A	20.7%
Current Job	N/A	N/A	10.8%	N/A	18.0%

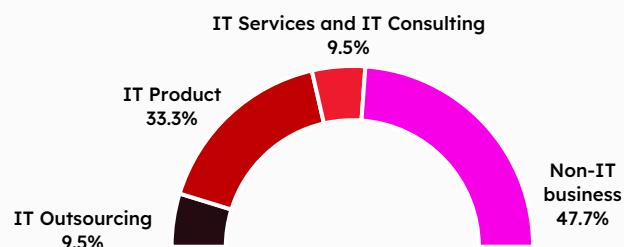
### Company Size



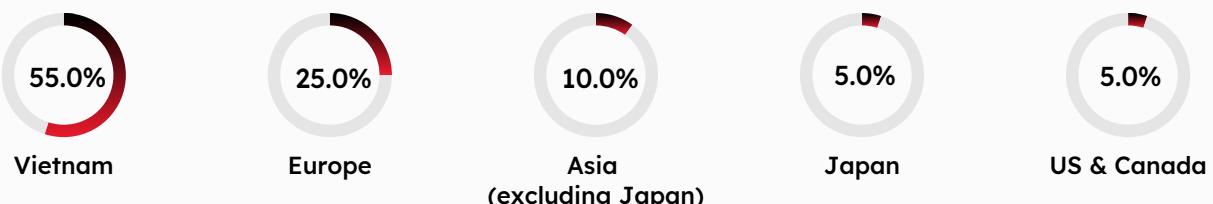
### Top 10 Current Company Industry

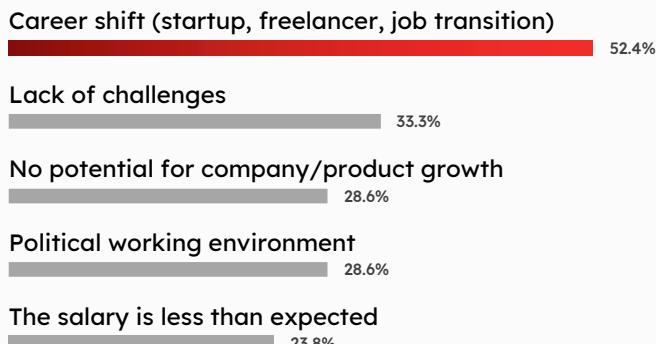
1	Financial services (Consumer Finance, Securities, Insurance, etc.)
2	Healthcare (Hospital, Healthcare Services)
3	IT Services & IT Consulting
4	Real Estate, Property and Construction
5	Agriculture
6	Banking
7	Consumer goods
8	Creative & Design
9	Cyber Security
10	E-commerce

### Company Type

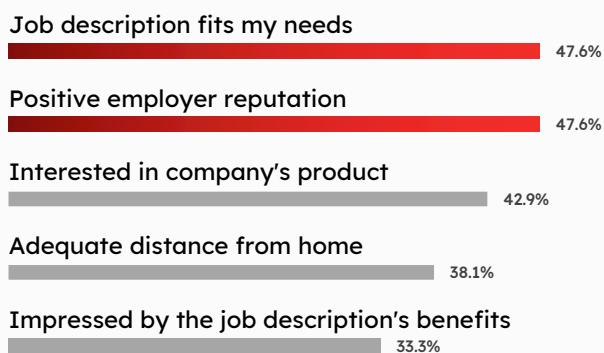
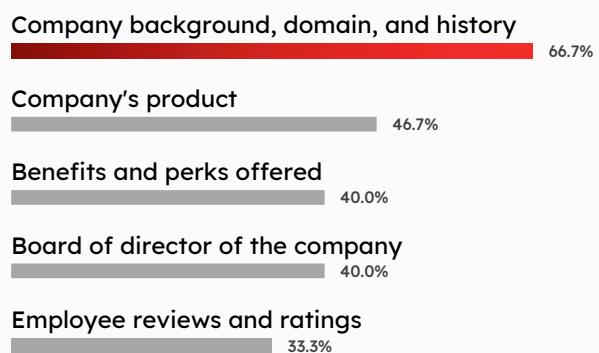
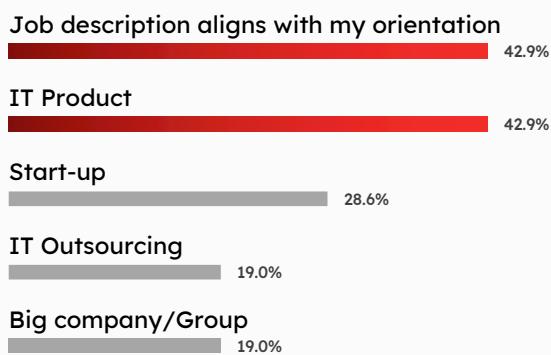
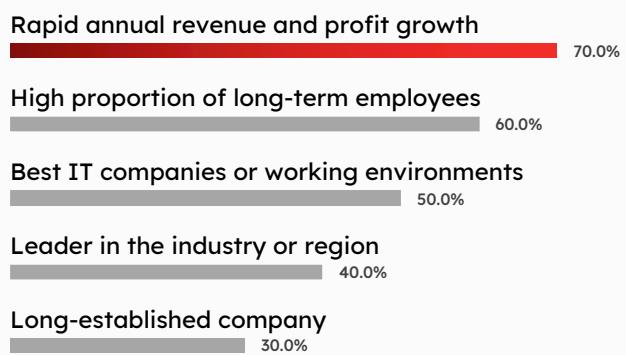
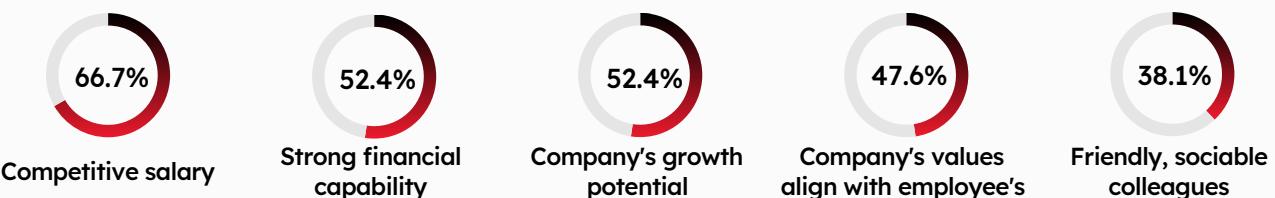


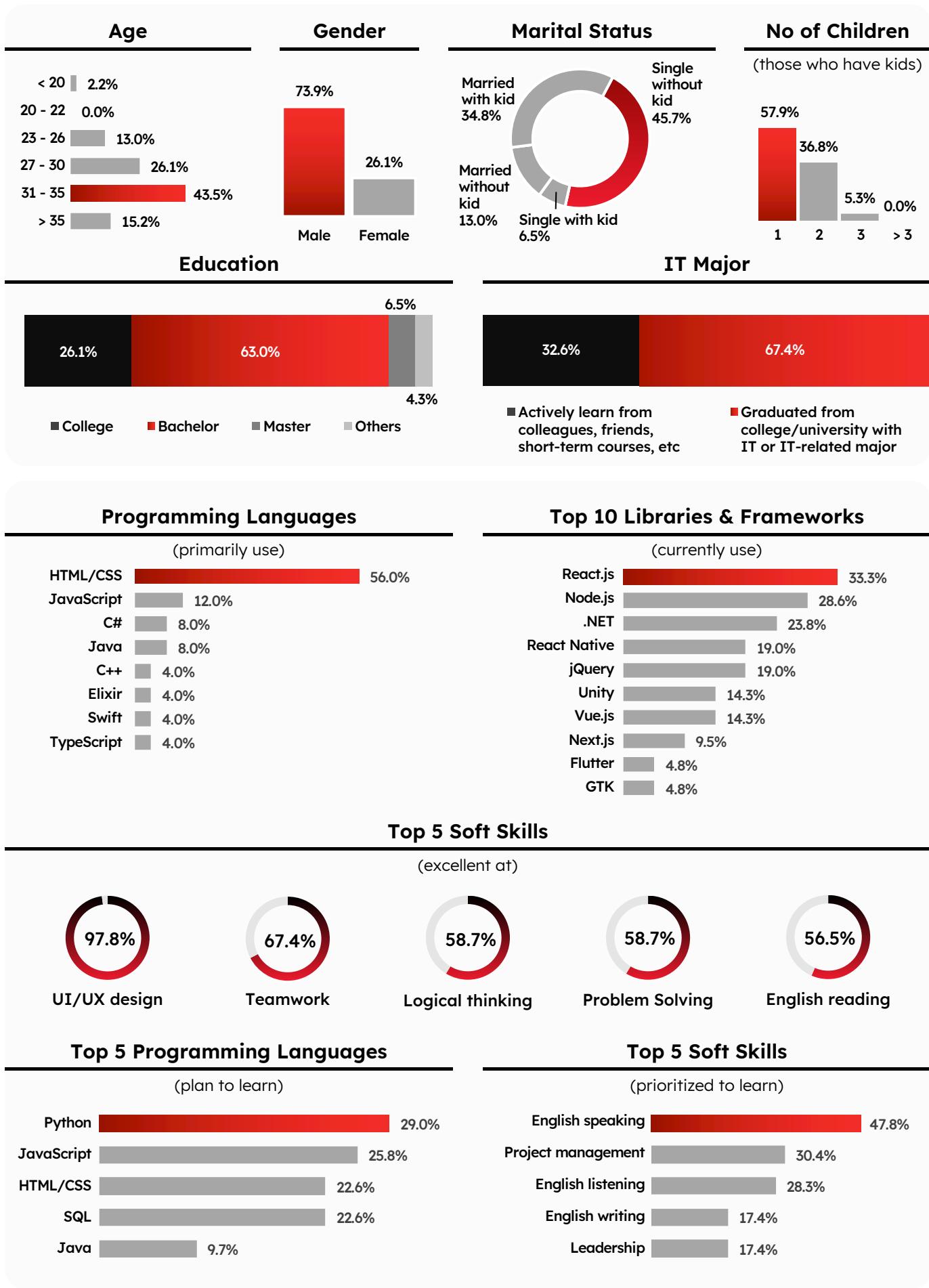
### Top 5 Company Origins



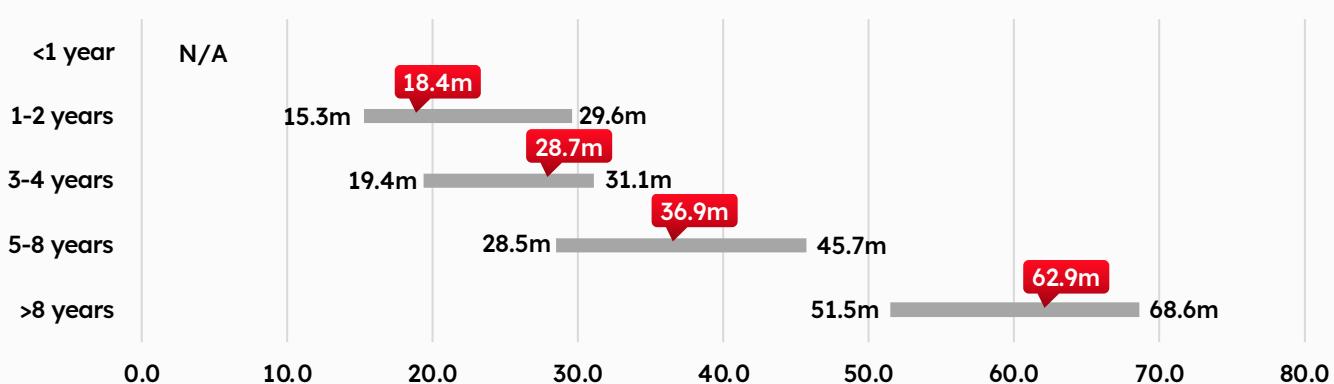
**Top 5 Reasons To Leave Job****19.0%**plan to leave the current job  
in next 12 months

4.8% plan to leave in next 18 months  
23.8% intend to leave but haven't had plan  
52.4% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



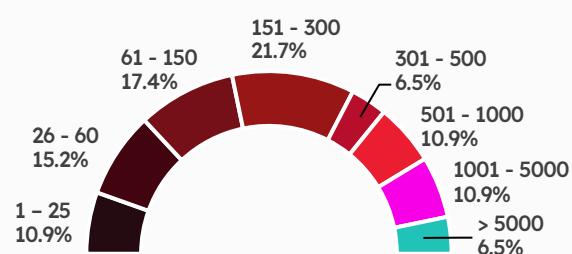
## Salary Range by Year of Experience



## Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	37.5%	35.0%	27.9%	29.8%
Current Job	N/A	17.5%	21.1%	12.1%	12.1%

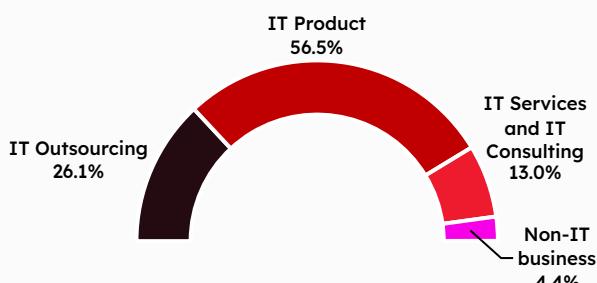
## Company Size



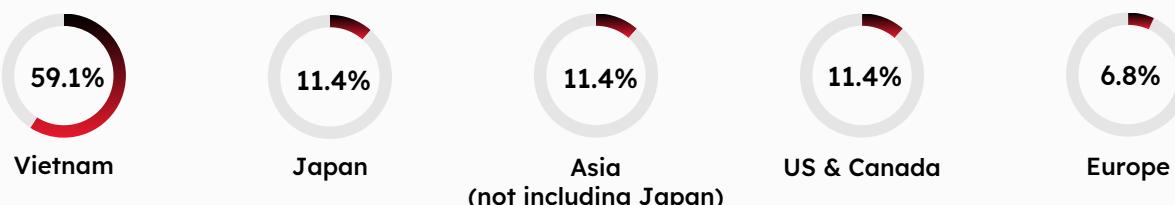
## Top 10 Current Company Industry

1	IT Services & IT Consulting
2	E-commerce
3	Financial services (Consumer Finance, Securities, Insurance, etc.)
4	Game
5	Banking
6	Creative & Design
7	Media, Advertising & Entertainment
8	Manufacturing and Engineering
9	Software Development Outsourcing
10	Software Product and Web Services

## Company Type

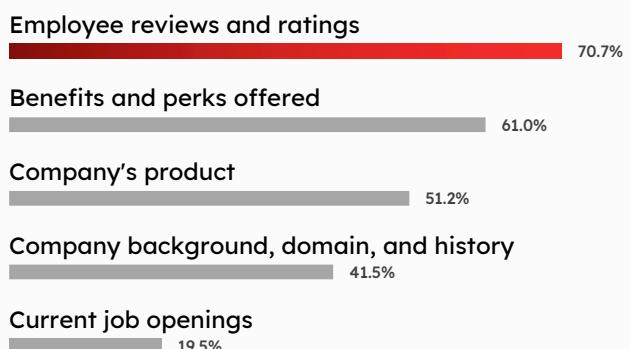
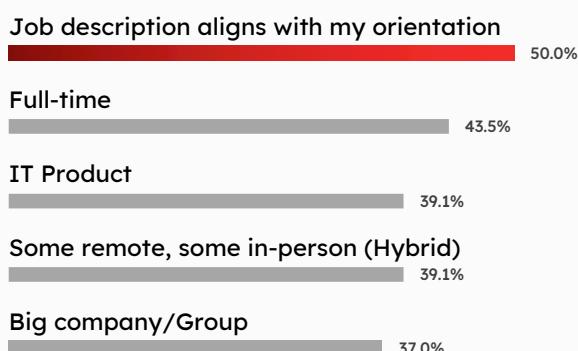
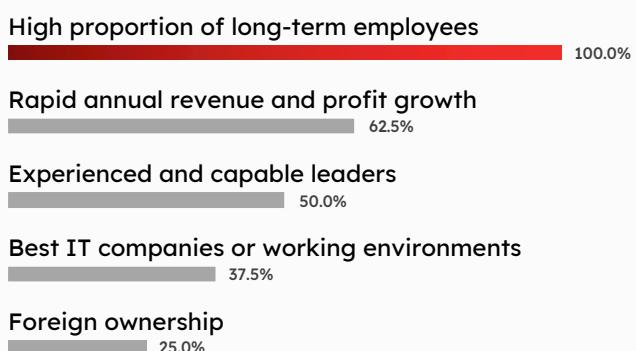
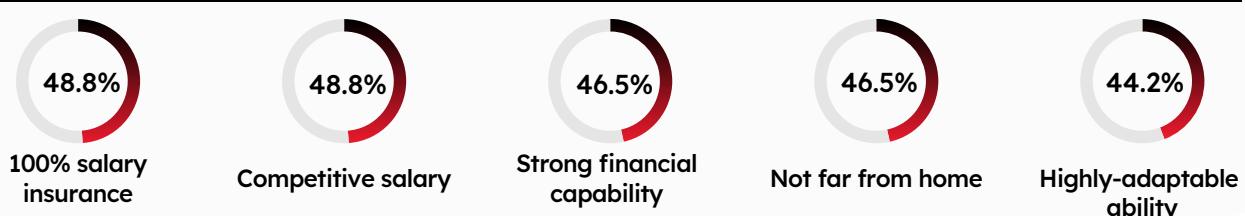


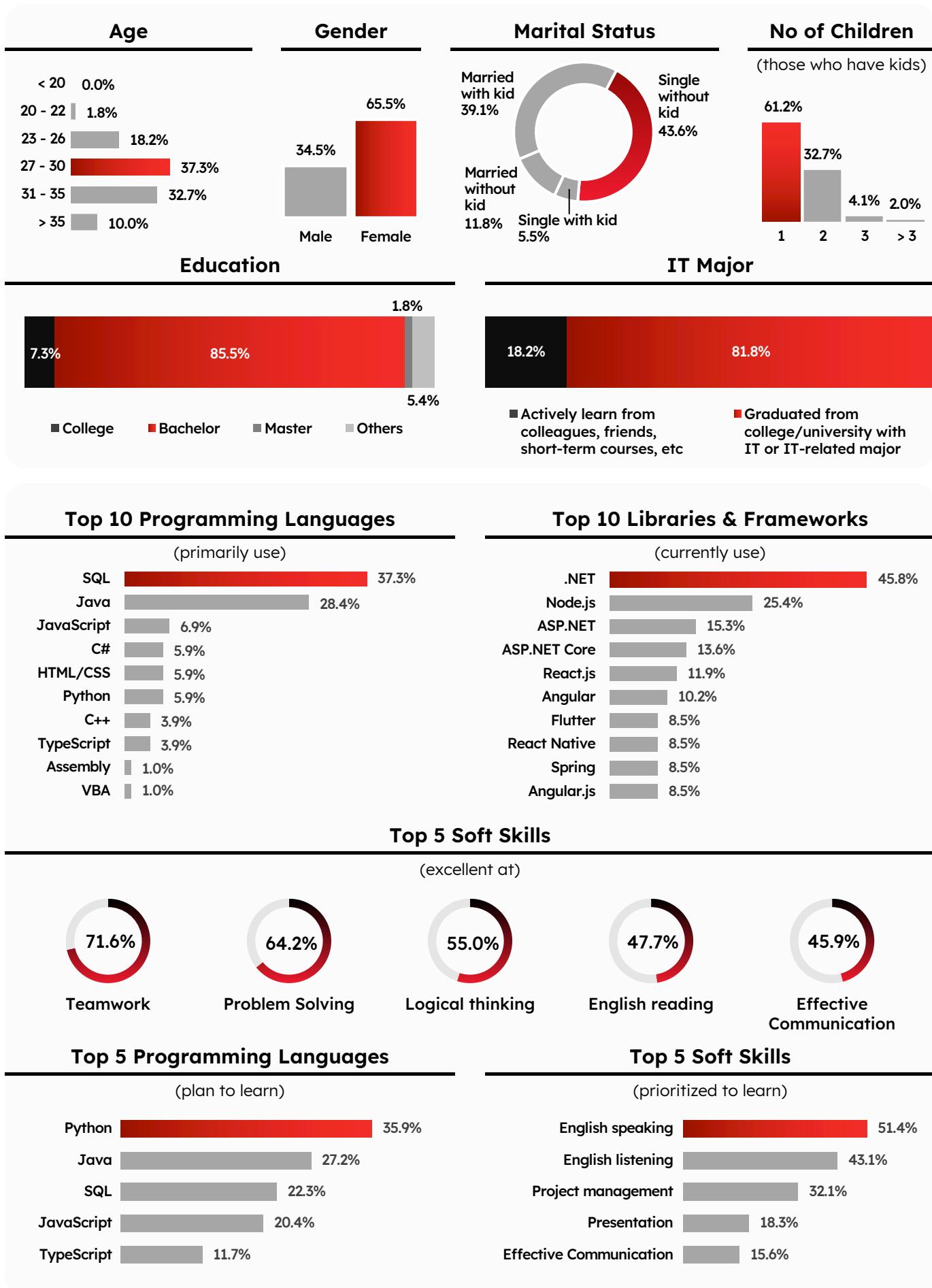
## Top 5 Company Origins



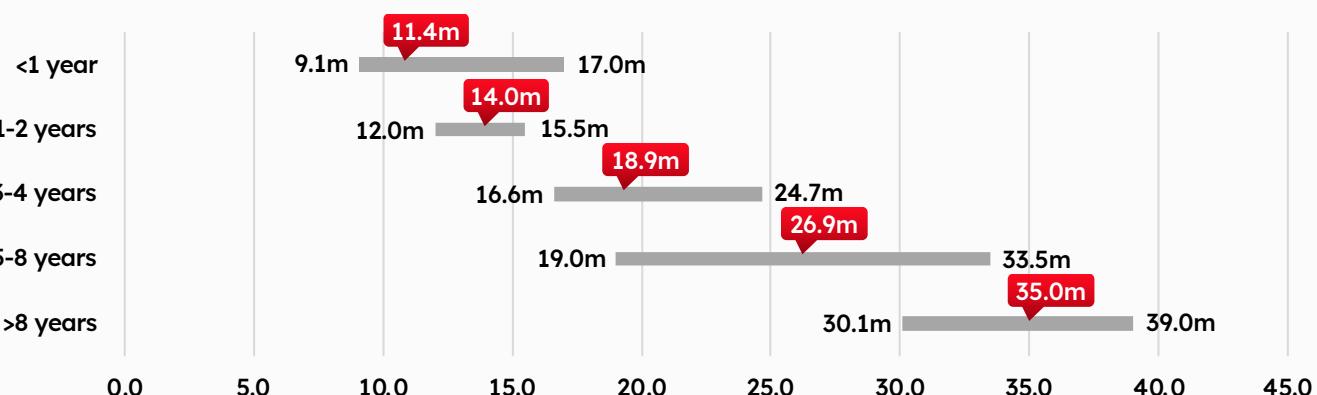
**Top 5 Reasons To Leave Job****34.9%**plan to leave the current job  
in next 12 months

14.0% plan to leave in next 18 months  
14.0% intend to leave but haven't had plan  
37.1% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



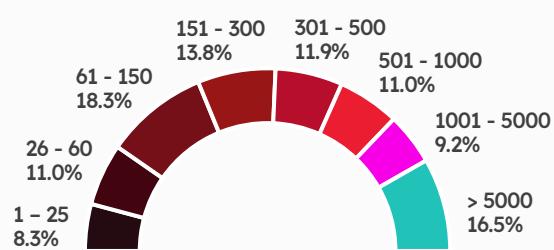
### Salary Range by Year of Experience



### Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	20.0%	22.0%	22.1%	23.4%	27.5%
Current Job	13.3%	17.1%	13.6%	13.2%	11.0%

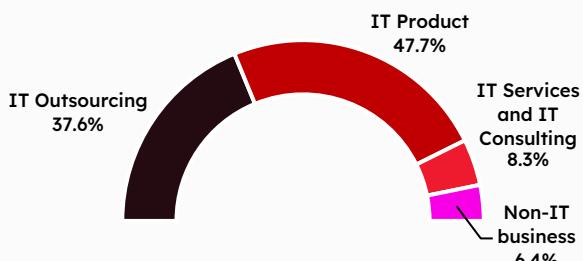
### Company Size



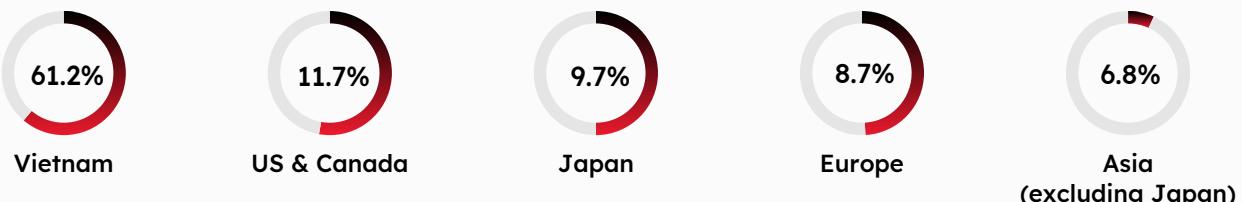
### Top 10 Current Company Industry

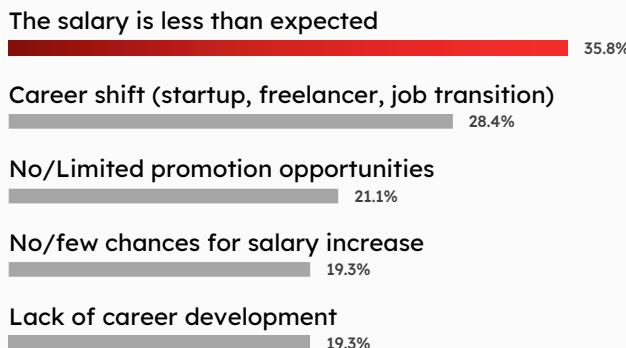
1	E-commerce
2	IT Services & IT Consulting
3	Financial services (Consumer Finance, Securities, Insurance, etc.)
4	Software Development Outsourcing
5	Banking
6	Software Product and Web Services
7	AI, Blockchain and Deep Tech Services
8	Food & Beverage
9	Manufacturing and Engineering
10	Trading and Commercial

### Company Type

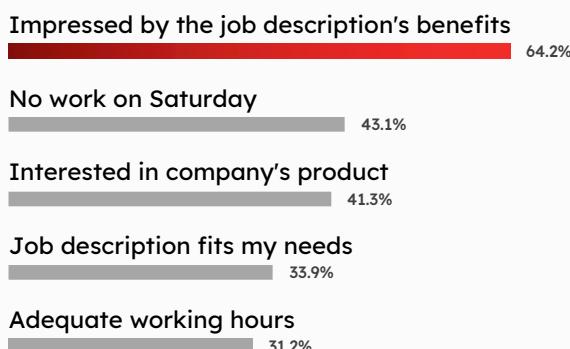
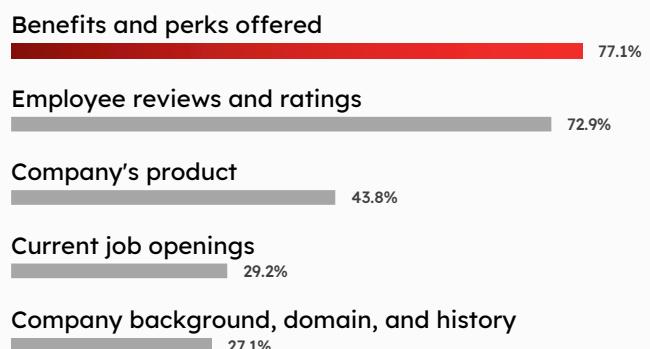
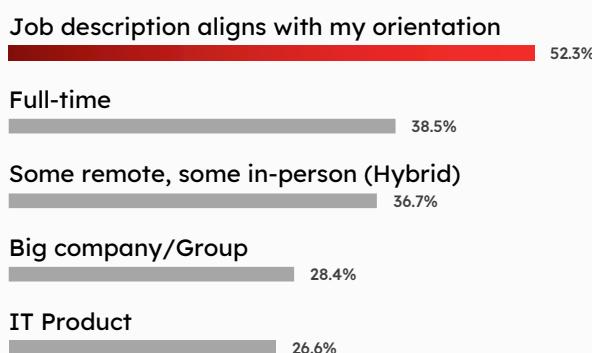


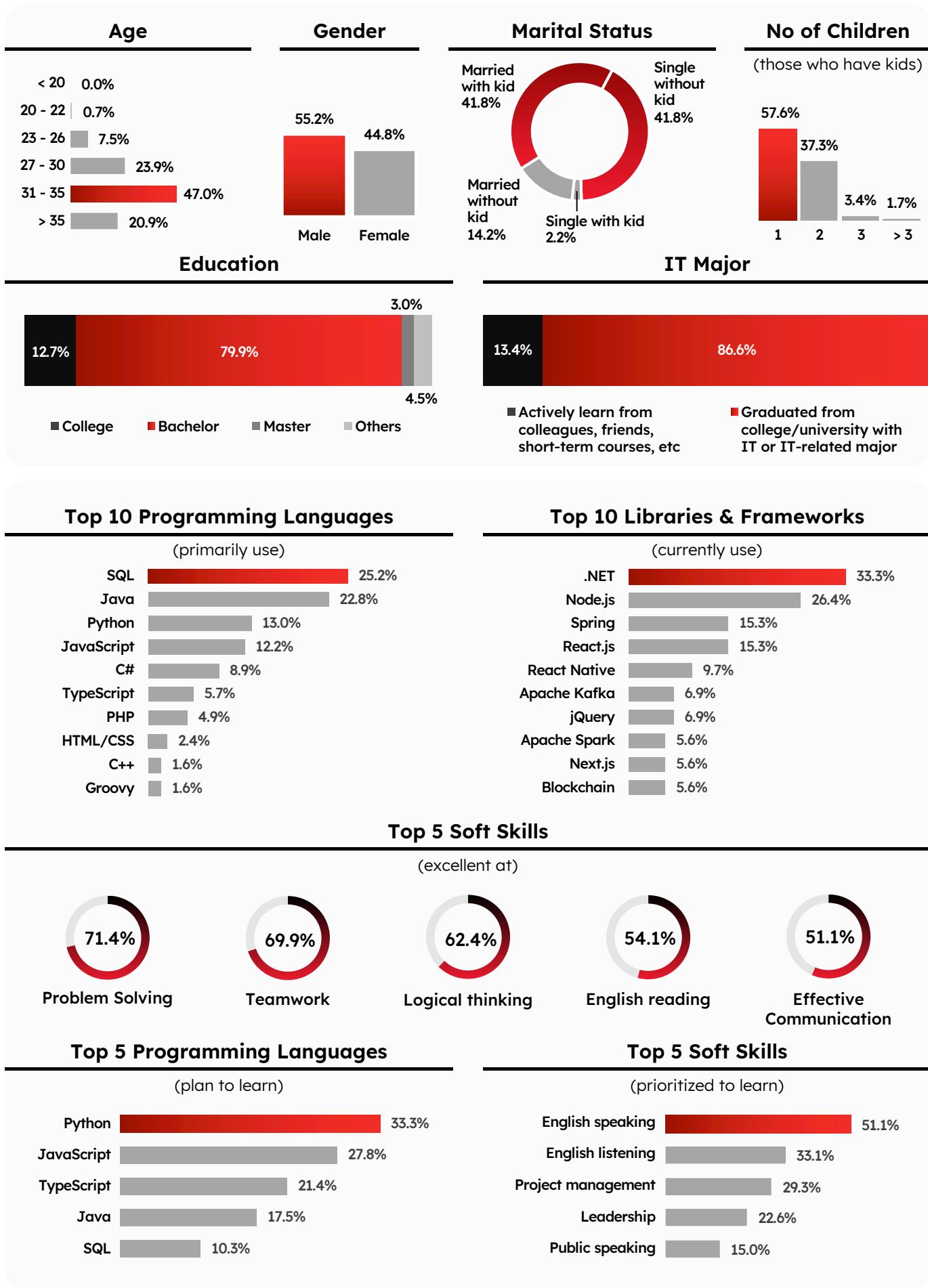
### Top 5 Company Origins



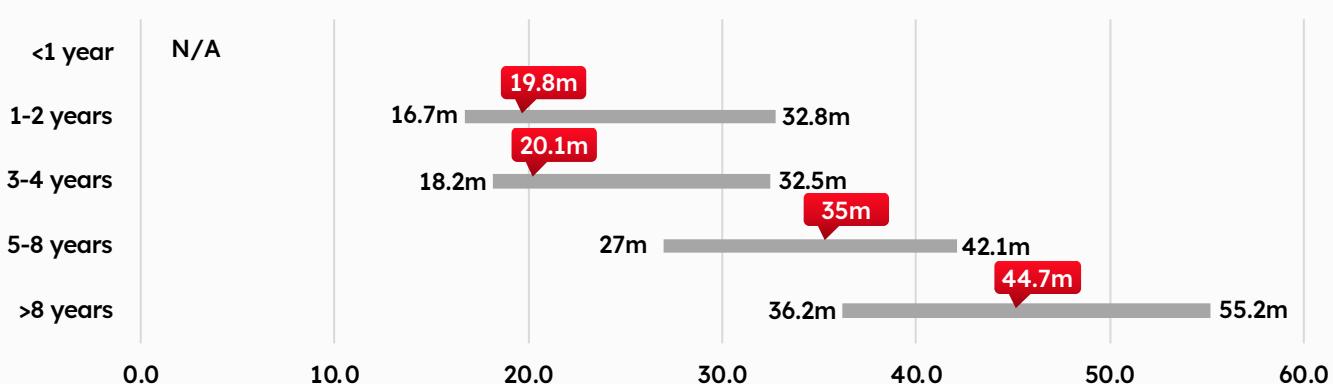
**Top 5 Reasons To Leave Job****40.6%**plan to leave the current job  
in next 12 months

3.8% plan to leave in next 18 months  
 24.5% intend to leave but haven't had plan  
 31.1% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



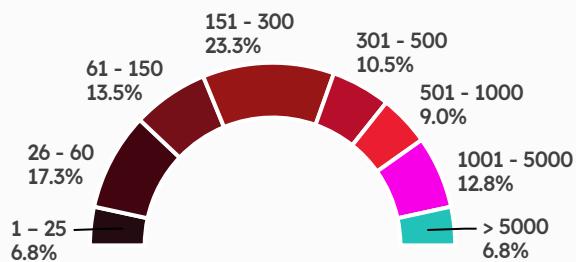
### Salary Range by Year of Experience



### Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	27.9%	29.2%	27.4%	23.5%
Current Job	N/A	14.5%	16.9%	14.4%	11.6%

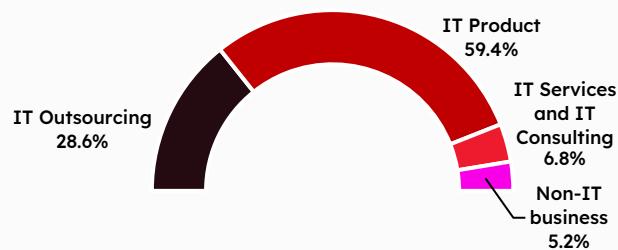
### Company Size



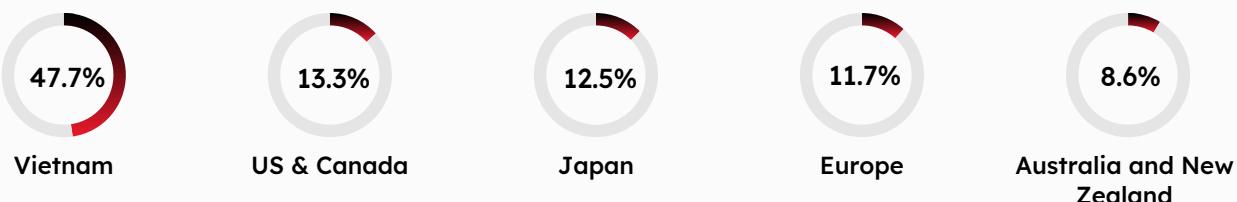
### Top 10 Current Company Industry

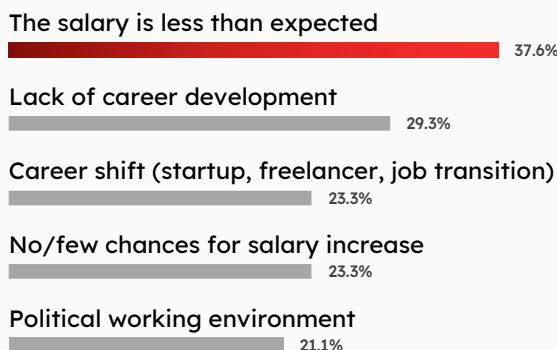
1	Financial services (Consumer Finance, Securities, Insurance, etc.)
2	IT Services & IT Consulting
3	AI, Blockchain and Deep Tech Services
4	Banking
5	Software Product and Web Services
6	Software Development Outsourcing
7	Transportation, Logistics & Warehouse
8	E-commerce
9	Healthcare (Hospital, Healthcare Services)
10	IT Hardware and Computing

### Company Type

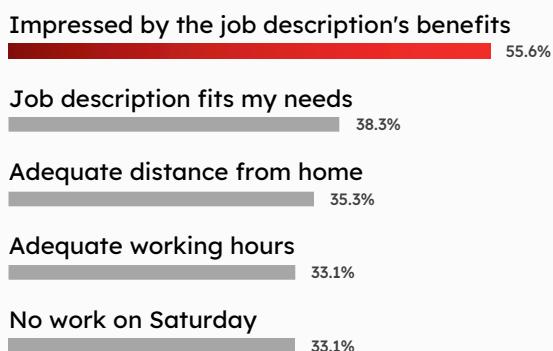
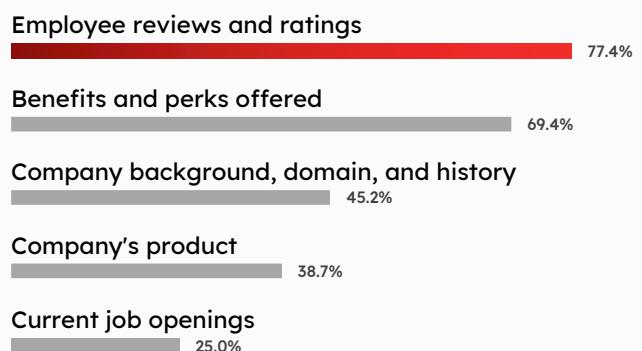
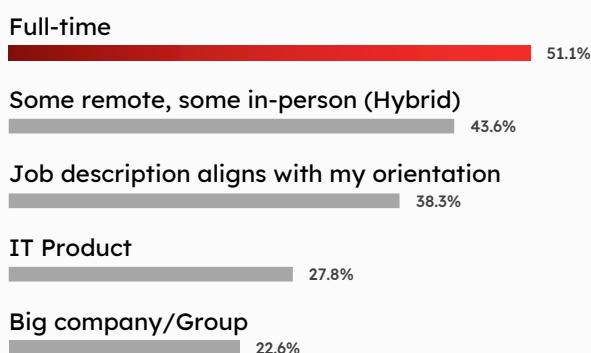
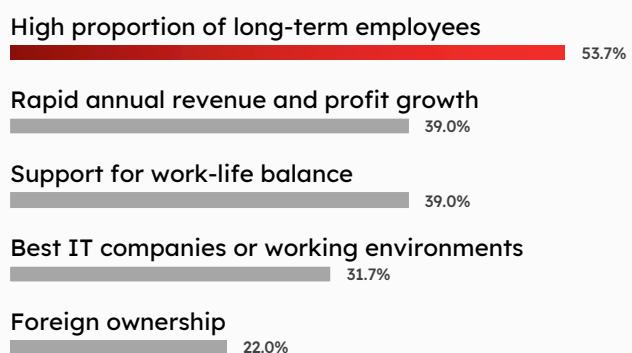
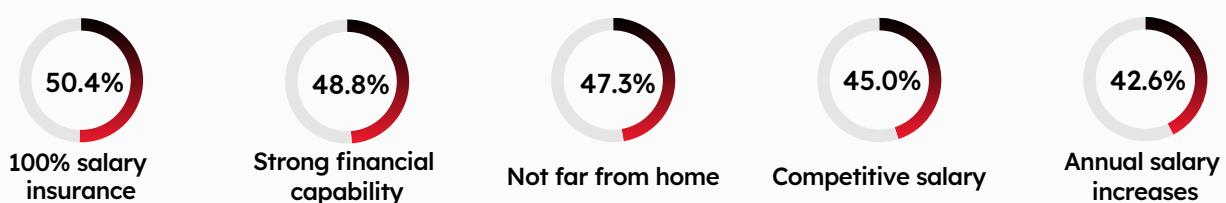


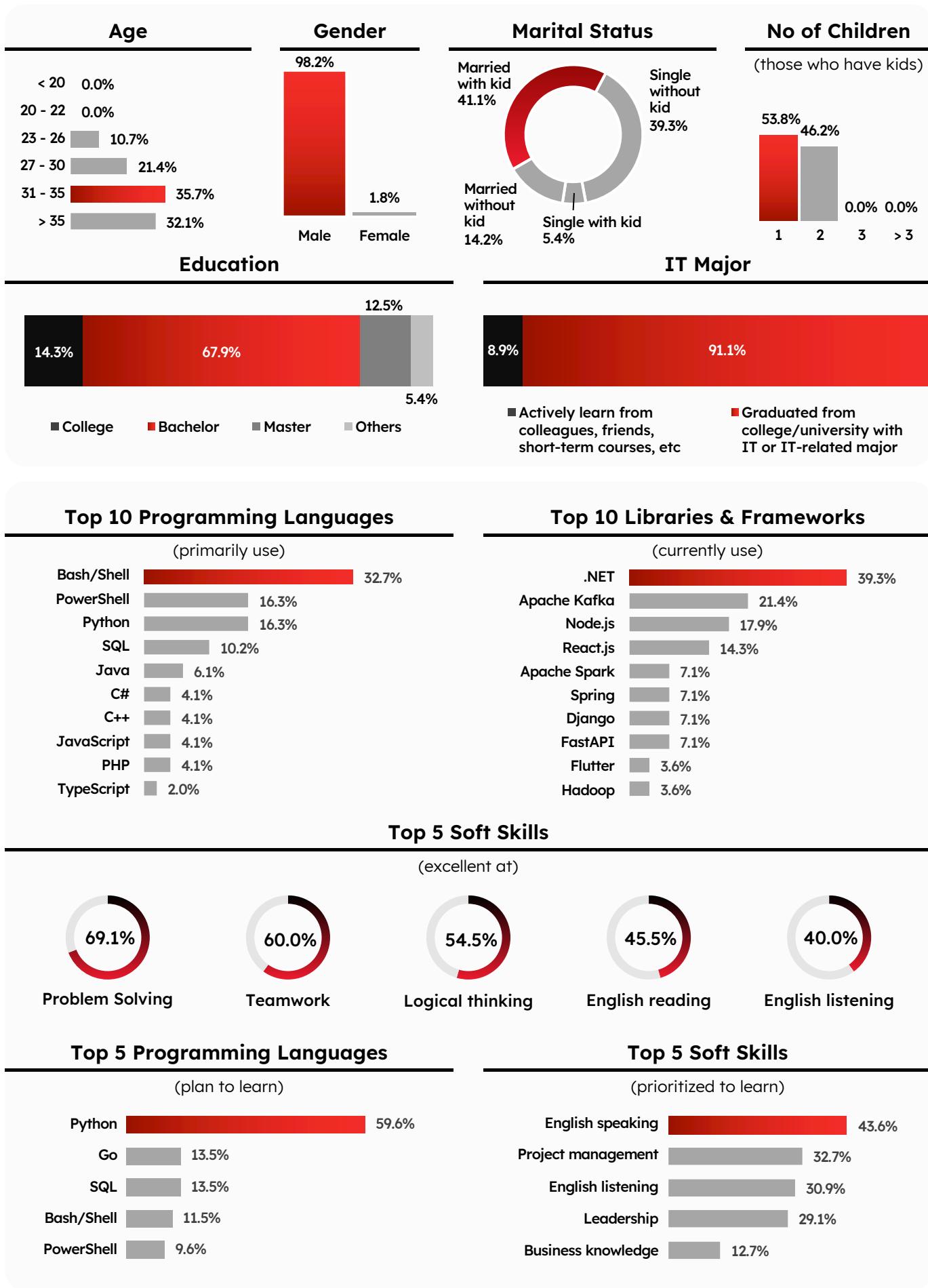
### Top 5 Company Origins



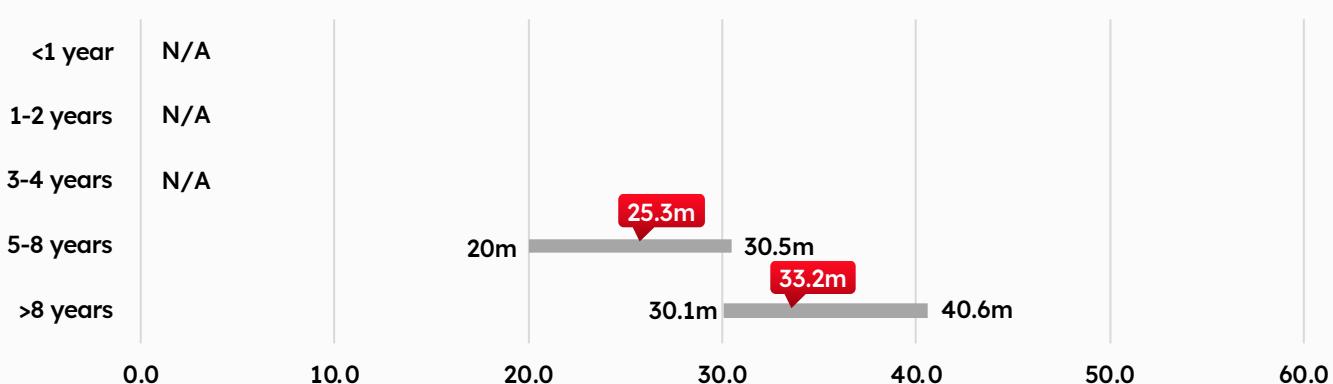
**Top 5 Reasons To Leave Job****34.9%****plan to leave the current job  
in next 12 months**

5.4% plan to leave in next 18 months  
26.4% intend to leave but haven't had plan  
33.3% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



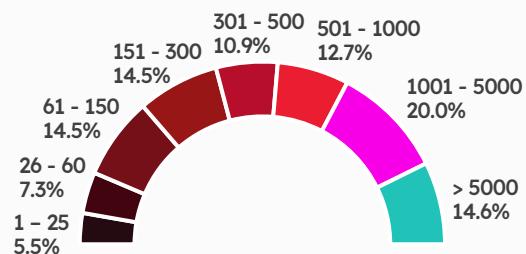
## Salary Range by Year of Experience



## Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	N/A	N/A	25.0%	26.7%
Current Job	N/A	N/A	N/A	17.8%	10.9%

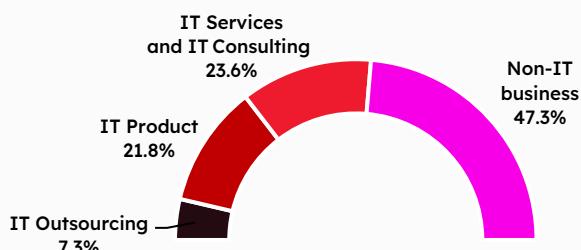
## Company Size



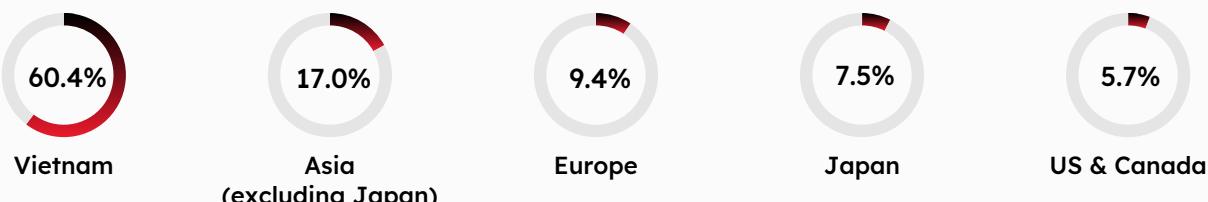
## Top 10 Current Company Industry

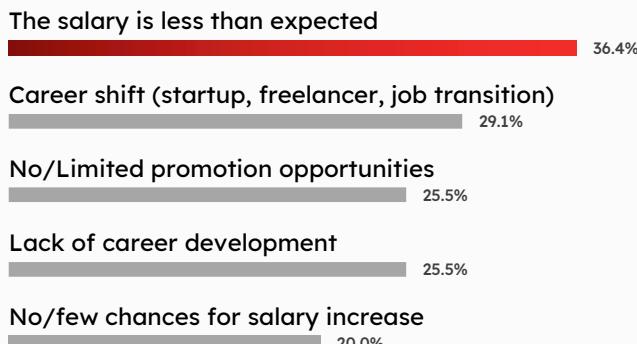
1	IT Services & IT Consulting
2	Manufacturing and Engineering
3	Banking
4	Trading and Commercial
5	Healthcare (Hospital, Healthcare Services)
6	Financial services (Consumer Finance, Securities, Insurance, etc.)
7	Software Product and Web Services
8	Consumer goods
9	E-commerce
10	Telecommunication

## Company Type

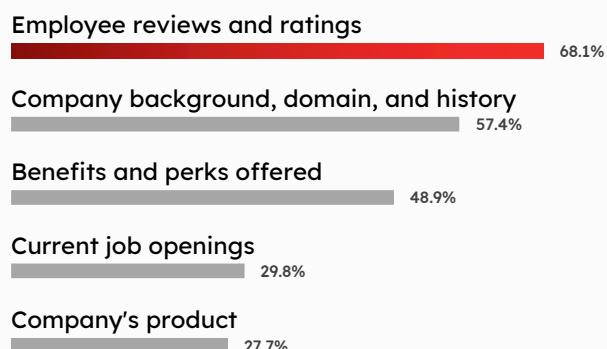
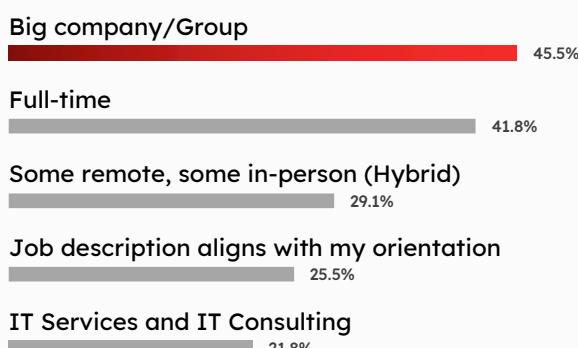


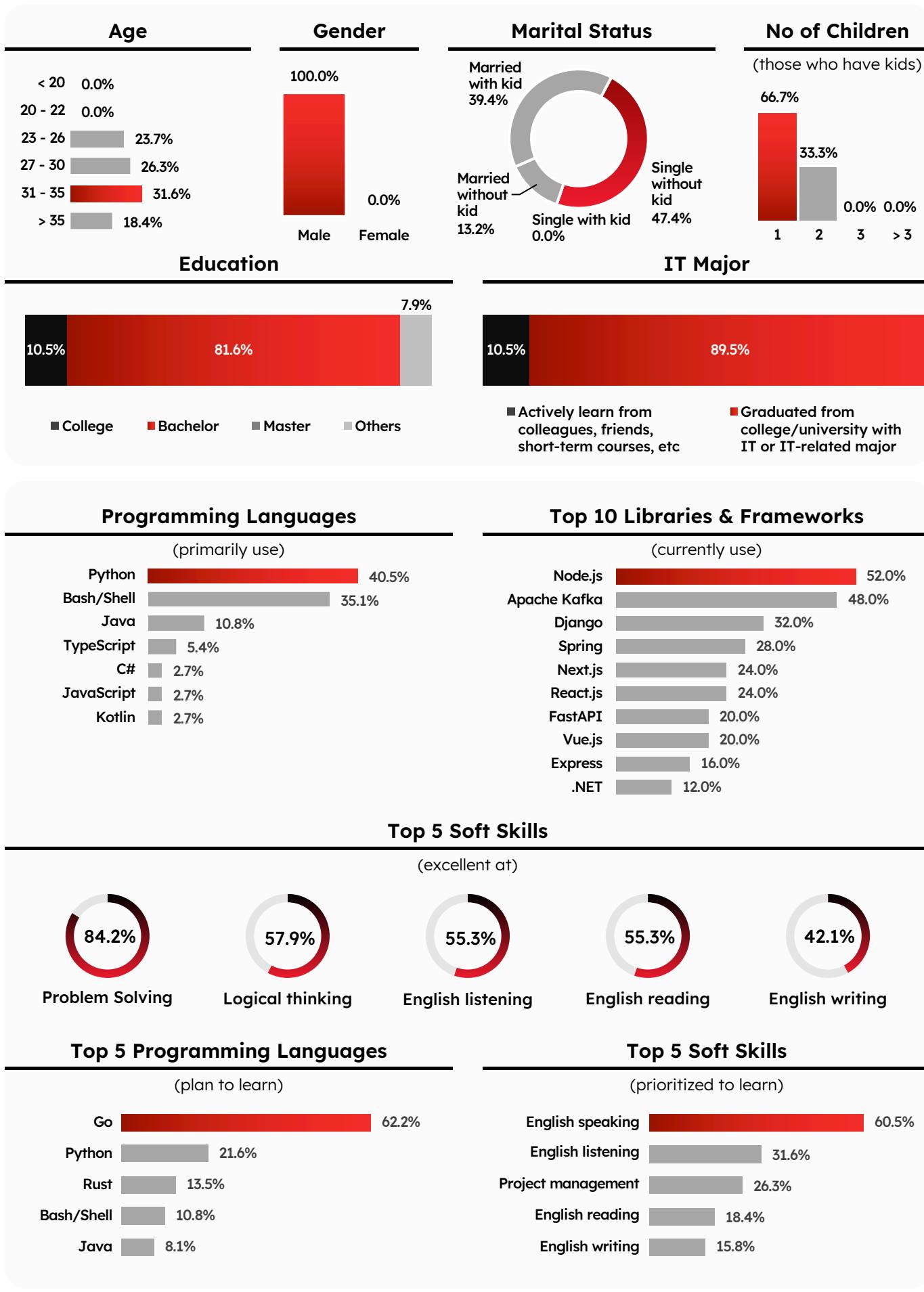
## Top 5 Company Origins



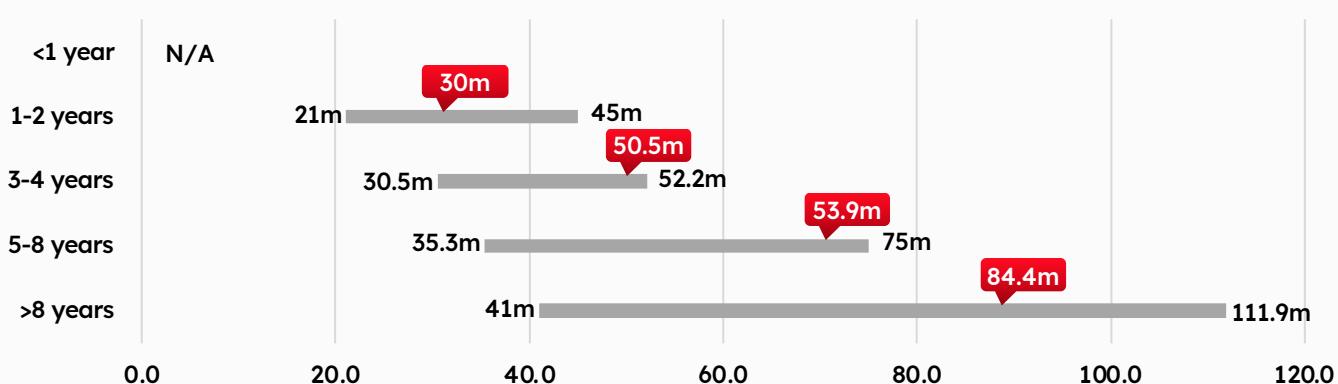
**Top 5 Reasons To Leave Job****38.9%****plan to leave the current job  
in next 12 months**

1.9% plan to leave in next 18 months  
 22.2% intend to leave but haven't had plan  
 37.0% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



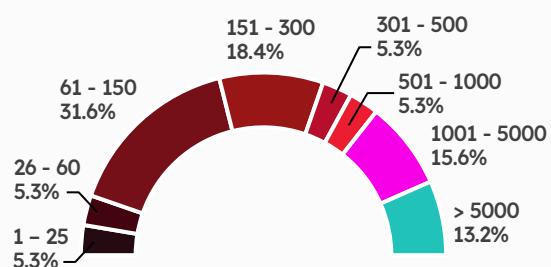
## Salary Range by Year of Experience



## Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	34.5%	20.8%	22.1%	20.0%
Current Job	N/A	14.5%	11.3%	14.3%	8.3%

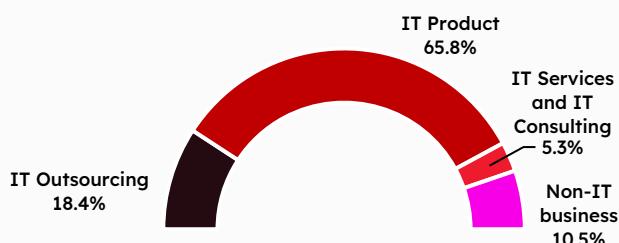
## Company Size



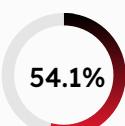
## Top 10 Current Company Industry

1	Banking
2	AI, Blockchain and Deep Tech Services
3	E-commerce
4	Financial services (Consumer Finance, Securities, Insurance, etc.)
5	IT Services & IT Consulting
6	Cyber Security
7	Education and Training
8	Government
9	Manufacturing and Engineering
10	Trading and Commercial

## Company Type



## Top 5 Company Origins



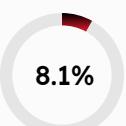
Vietnam



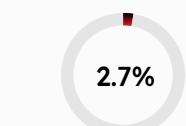
Europe



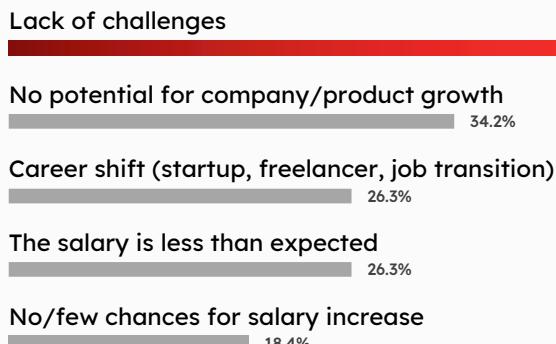
USA &amp; Canada



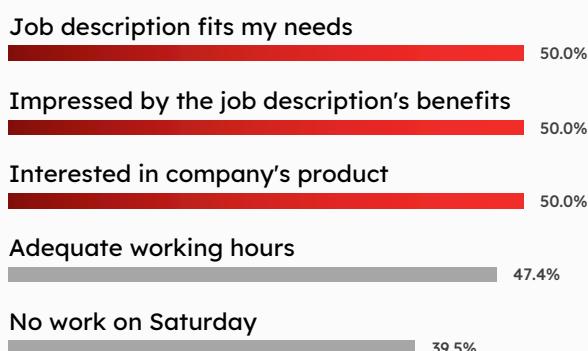
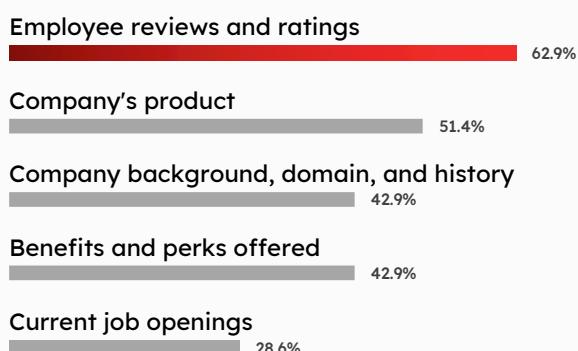
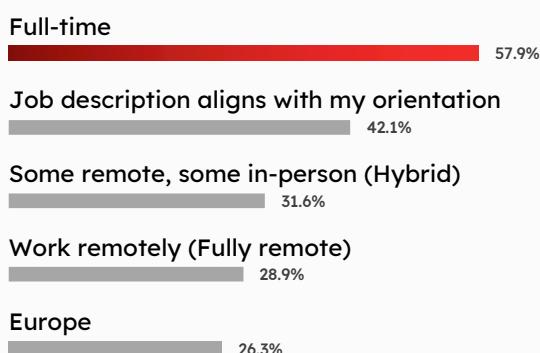
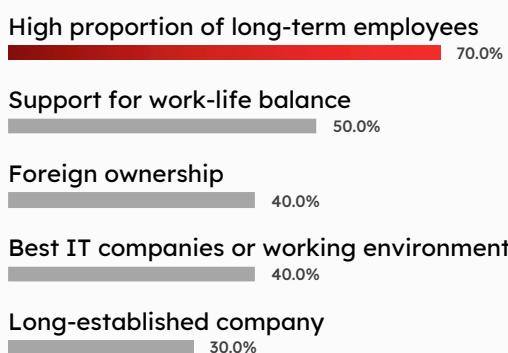
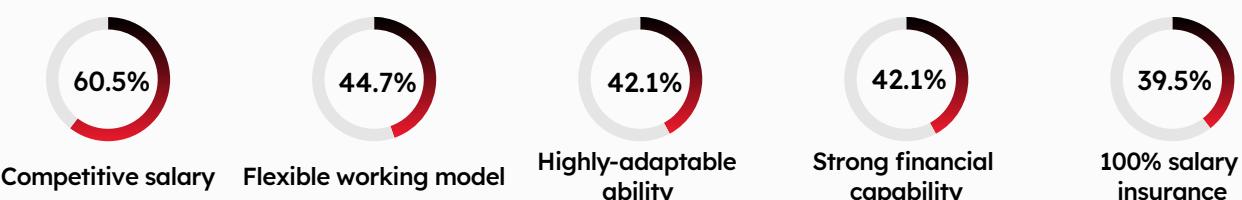
Japan



Asia (excluding Japan)

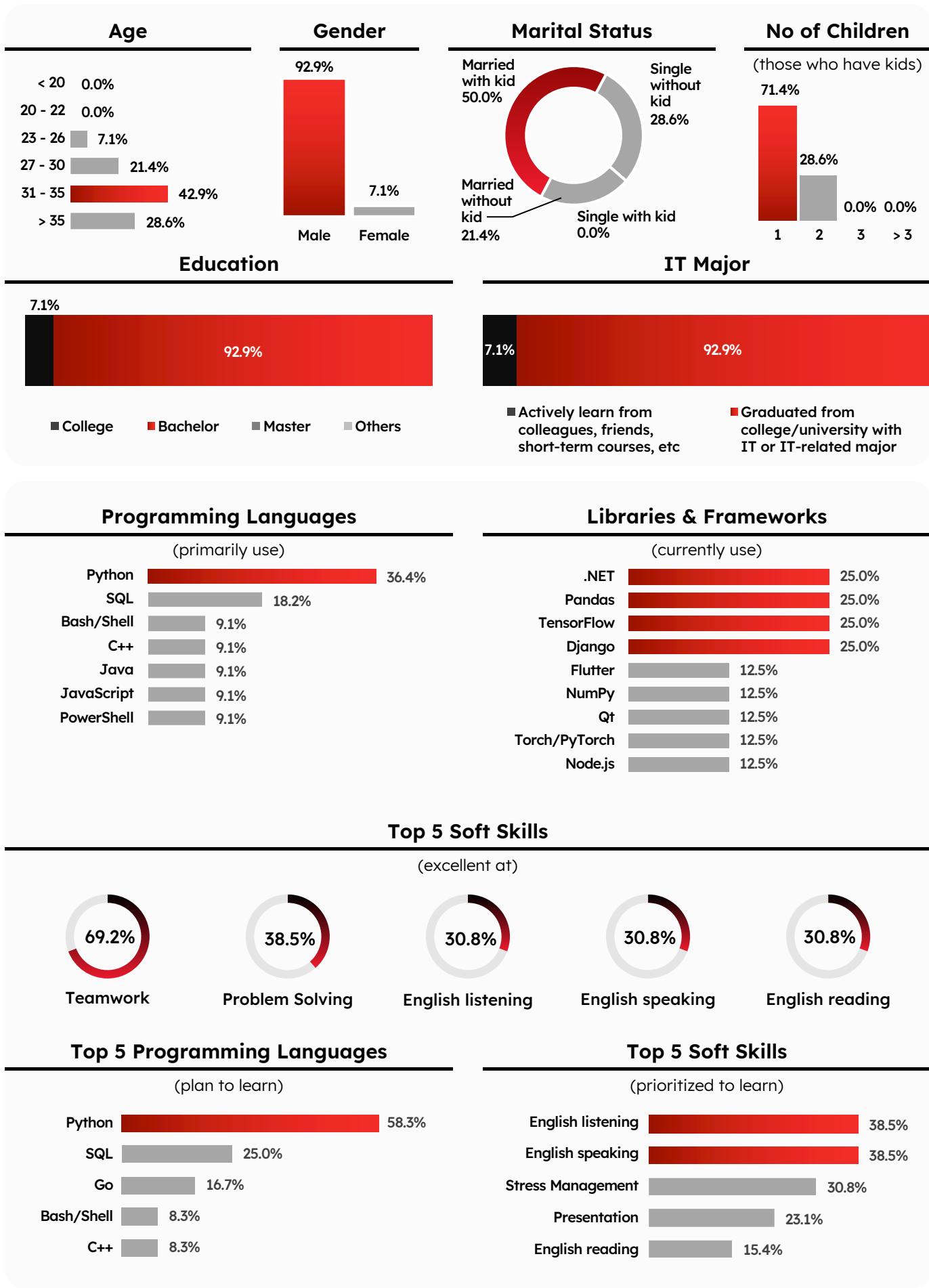
**Top 5 Reasons To Leave Job****52.6%****plan to leave the current job  
in next 12 months**

0.0% plan to leave in next 18 months  
 23.7% intend to leave but haven't had plan  
 23.7% intend to stay more than 18 months

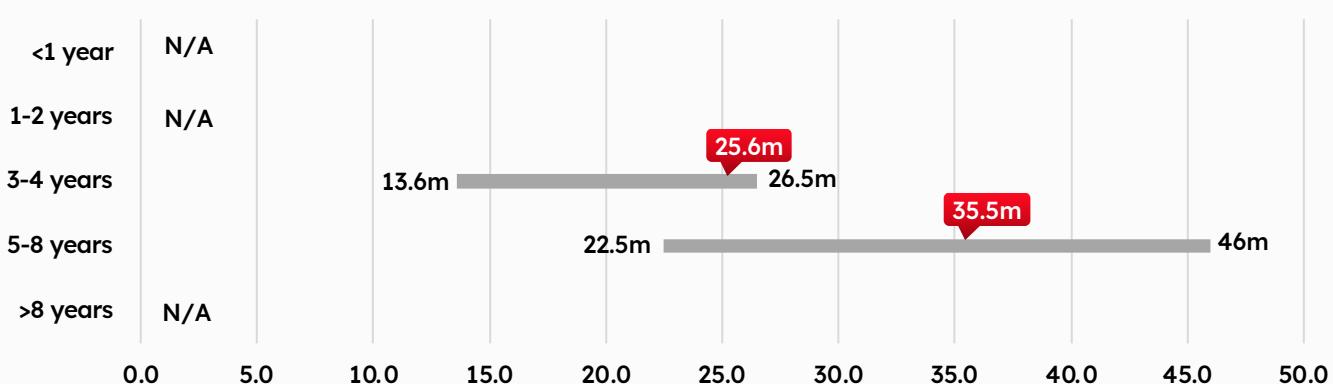
**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**

**\*Small sample size, only for reference purpose**

<b>Demographic</b>		<b>%</b>	<b>Company Profile</b>		<b>%</b>
<b>Age</b>			<b>Company Size</b>		
20 - 22		14.3%	501 - 1000		42.8%
23 - 26		14.3%	1001 - 5000		28.6%
27 - 30		14.3%	More than 5000		28.6%
31 - 35		57.1%			
<b>Gender</b>			<b>Company Type</b>		
Male		100.0%	IT Outsourcing		28.6%
<b>Marital status</b>			IT Product		28.6%
Single without kid		57.1%	IT Services and IT Consulting		28.6%
Married with kid		42.9%	Non-IT business		14.2%
<b>Number of children</b>					
1		33.4%	<b>Current Company Industry</b>		
2		33.3%	Retail and Wholesale		28.6%
More than 3		33.3%	AI, Blockchain and Deep Tech Services		14.3%
			Banking		14.3%
<b>Education Level</b>			Software Development Outsourcing		14.3%
College		14.3%	Software Product and Web Services		14.3%
Bachelor		85.7%	Transportation, Logistics & Warehouse		14.3%
<b>IT major</b>					
Graduated from college/university with IT or IT-related major		85.7%	<b>Company Origins</b>		
Actively learn from colleagues, friends, short-term courses, etc		14.3%	Vietnam		85.7%
			USA & Canada		14.3%
<b>Skills</b>		<b>%</b>	<b>Job Search Journey</b>		<b>%</b>
<b>Programming languages (primarily use)</b>			<b>Top 3 Reasons To Leave Job</b>		
Bash/Shell		42.9%	Lack of career development		57.1%
PowerShell		28.6%	Lack of challenges		28.6%
JavaScript		14.3%	Political working environment		28.6%
Python		14.3%			
<b>Libraries &amp; Frameworks (currently use)</b>			<b>Intend To Leave Vs Plan To Stay</b>		
.NET		50.0%	Plan to leave the current job in next 12 months		42.9%
NumPy		25.0%	Plan to leave in next 18 months		14.3%
Pandas		25.0%	Intend to leave but haven't had plan		14.3%
Scikit-learn		25.0%	Intention to stay more than 18 months		28.5%
FastAPI		25.0%			
Flask		25.0%	<b>Top 3 Reasons To Apply For New Job</b>		
Node.js		25.0%	No work on Saturday		71.4%
<b>Top 5 Soft Skills (excellent at)</b>			Job description fits my needs		57.1%
Logical thinking		100.0%	Impressed by the job description's benefits		42.9%
Problem Solving		85.7%			
English listening		71.4%	<b>Top 3 Most Searched Information</b>		
English speaking		57.1%	Employee reviews and ratings		66.7%
English reading		57.1%	Current job openings		66.7%
<b>Top 5 Programming languages (plan to learn)</b>			Company's product		66.7%
Python		71.4%			
Go		28.6%	<b>Most Effective Channel To Find New Opportunities</b>		
Assembly		14.3%	ITviec		33.3%
Bash/Shell		14.3%	LinkedIn		16.7%
Rust		14.3%	Referred by friends		16.7%
<b>Top 5 Soft Skills (prioritized to learn)</b>			IT job search groups on FB/Zalo/Telegram		16.7%
English speaking		42.9%	Others Job sites (Ex: Vietnamwork,...)		16.6%
Effective Communication		28.6%			
Stress Management		28.6%	<b>Top 3 Criteria To Evaluate A New Job Offer</b>		
Project management		14.3%	Full-time		57.1%
Generative AI		14.3%	Some remote, some in-person (Hybrid)		57.1%
			Job description aligns with my orientation		42.9%
<b>Top 3 Employer Reputation Characteristics</b>					
Positive reviews from employees			Positive reviews from employees		100.0%
Support for work-life balance			Support for work-life balance		100.0%
Best IT companies or working environments			Best IT companies or working environments		50.0%
<b>Top 3 Company Characteristics To Stay For Long-term</b>					
Friendly, sociable colleagues			Friendly, sociable colleagues		57.1%
Clear development path			Clear development path		57.1%
Family benefits (insurance or education subsidies, etc)			Family benefits (insurance or education subsidies, etc)		57.1%



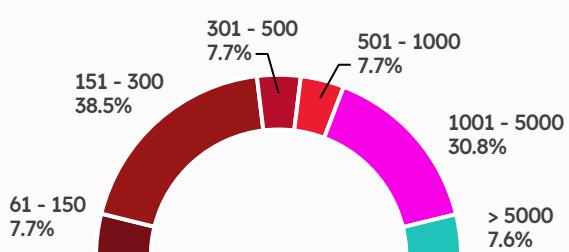
## Salary Range by Year of Experience



## Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	N/A	22.5%	18.6%	N/A
Current Job	N/A	N/A	15.0%	11.0%	N/A

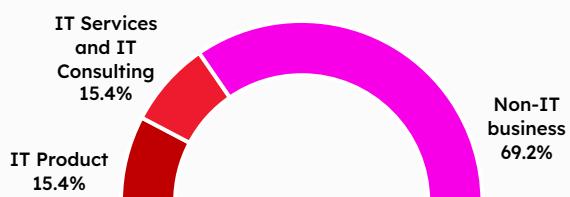
## Company Size



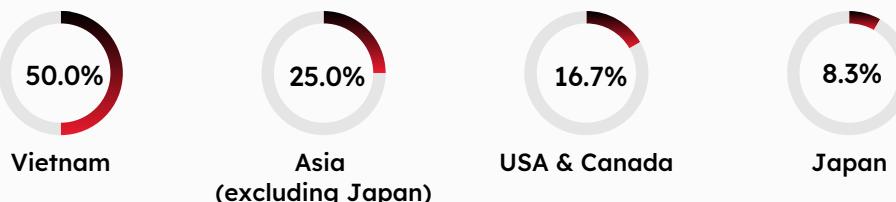
## Current Company Industry

1	Financial services (Consumer Finance, Securities, Insurance, etc.)
2	Manufacturing and Engineering
3	Creative & Design
4	Food & Beverage
5	Game
6	IT Hardware and Computing
7	Network and Infrastructure
8	Real Estate, Property and Construction
9	Utilities (Electricity, Water, Natural Gas, Oil)

## Company Type

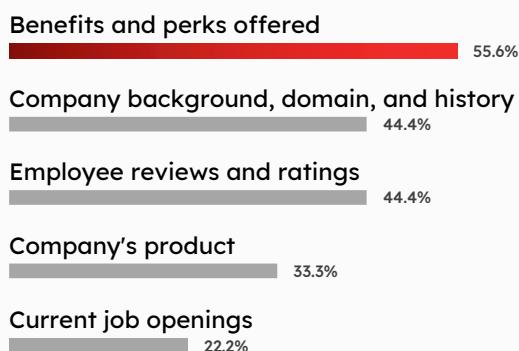
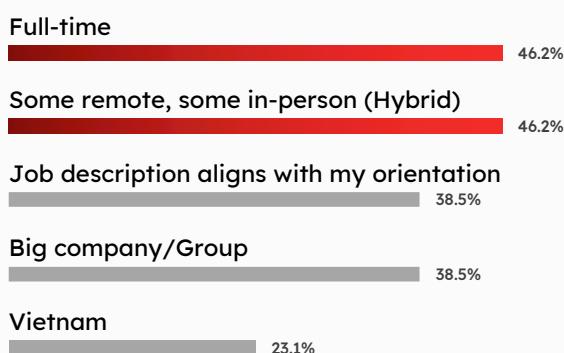
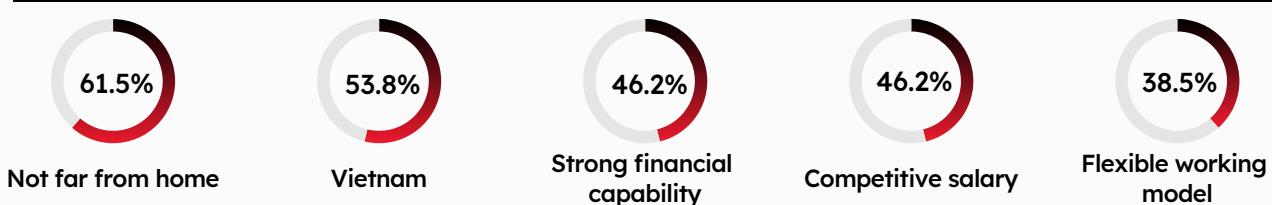


## Company Origins



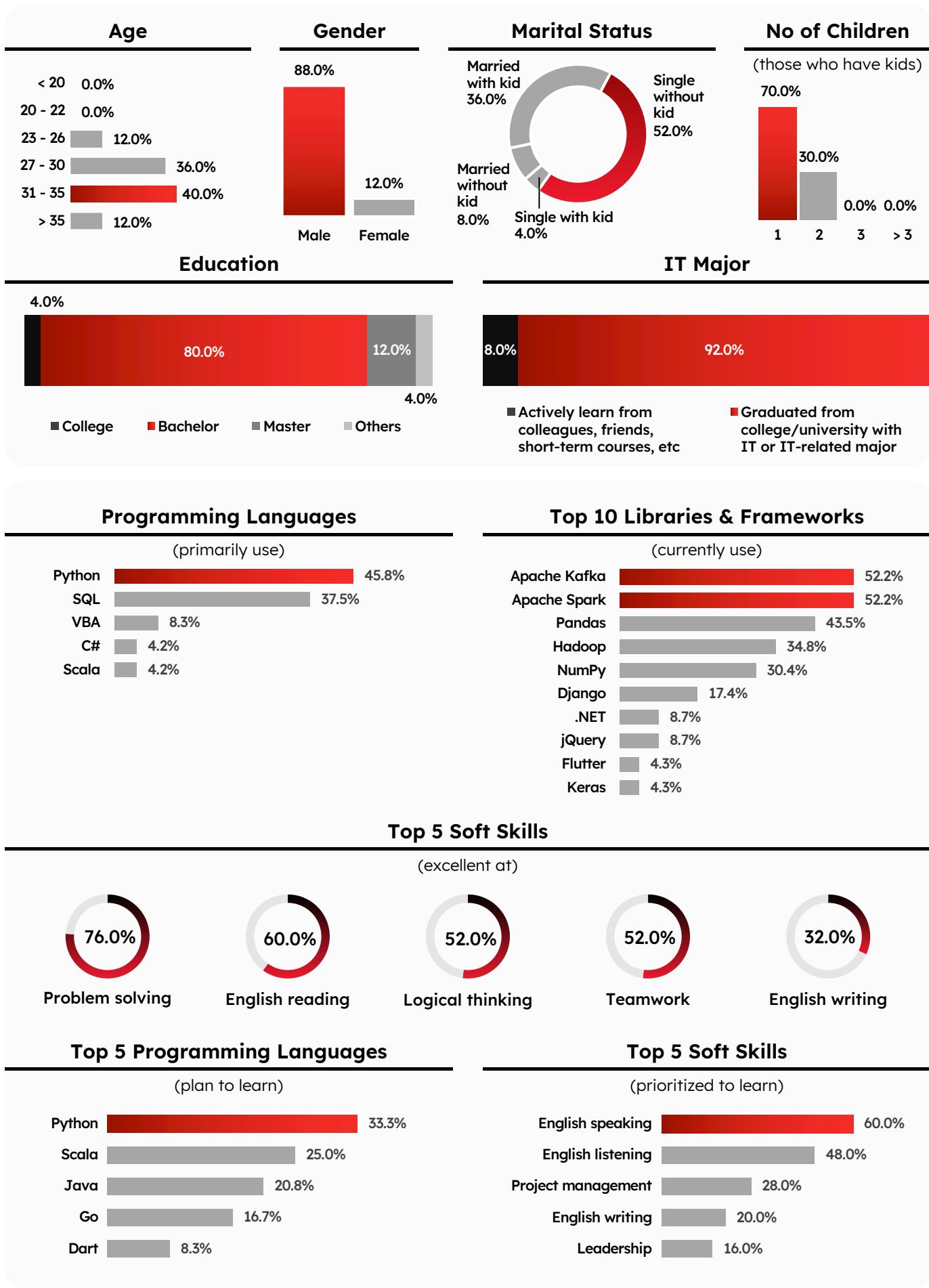
**Top 5 Reasons To Leave Job****23.1%**plan to leave the current job  
in next 12 months

7.7% plan to leave in next 18 months  
38.4% intend to leave but haven't had plan  
30.8% intend to stay more than 18 months

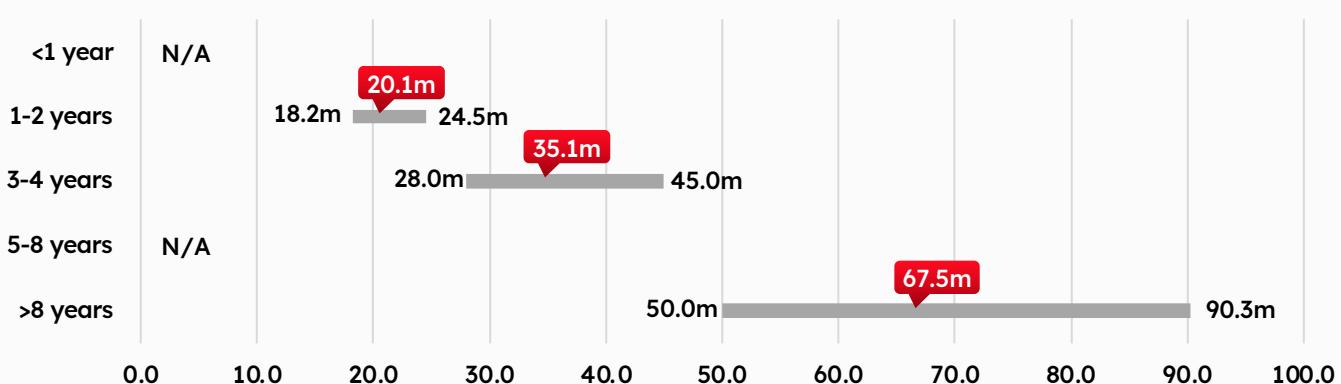
**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**

*\*Small sample size, only for reference purpose*

<b>Demographic</b>		<b>%</b>	<b>Company Profile</b>		<b>%</b>
<b>Age</b>			<b>Company Size</b>		
27 - 30	14.3%		301 - 500	12.5%	
31 - 35	14.3%		501 - 1000	50.0%	
>35	14.3%		1001 - 5000	25.0%	
<b>Gender</b>	57.1%		More than 5000	12.5%	
Male			<b>Company Type</b>		
<b>Marital status</b>	100.0%		IT Outsourcing	25.0%	
Single without kid			IT Product	37.5%	
Single with kid	57.1%		Non-IT business	37.5%	
Married with kid	42.9%		<b>Current Company Industry</b>		
<b>Number of children</b>			Financial services (Consumer Finance, Securities, Insurance, etc.)	57.1%	
1	33.4%		Banking	28.6%	
2	33.3%		Software Development Outsourcing	14.3%	
More than 3	33.3%		<b>Company Origins</b>		
<b>Education Level</b>			Vietnam	50.0%	
Bachelor	14.3%		Japan	12.5%	
Master	85.7%		Europe	12.5%	
<b>IT major</b>			USA & Canada	12.5%	
Graduated from college/university with IT or IT-related major	85.7%		Australia and New Zealand	12.5%	
Actively learn from colleagues, friends, short-term courses, etc	14.3%		<b>Job Search Journey</b>		
<b>Skills</b>	<b>%</b>		<b>Top 3 Reasons To Leave Job</b>		
<b>Programming languages (primarily use)</b>			Political working environment	62.5%	
Bash/Shell	33.3%		Lack of career development	50.0%	
Python	33.3%		No potential for company/product growth	37.5%	
Java	16.7%		<b>Intend To Leave Vs Plan To Stay</b>		
PowerShell	16.7%		Plan to leave the current job in next 12 months	25.0%	
<b>Libraries &amp; Frameworks (currently use)</b>			Plan to leave in next 18 months	0.0%	
.NET	80.0%		Intend to leave but haven't had plan	37.5%	
Apache Kafka	20.0%		Intention to stay more than 18 months	37.5%	
Pandas	20.0%		<b>Top 3 Reasons To Apply For New Job</b>		
Torch/PyTorch	20.0%		Impressed by the job description's benefits	62.5%	
jQuery	20.0%		Positive employer reputation	62.5%	
<b>Top 5 Soft Skills (excellent at)</b>			Adequate working hours	37.5%	
Problem Solving	62.5%		<b>Top 3 Most Searched Information</b>		
Project management	50.0%		Company background, domain, and history	60.0%	
English reading	50.0%		Employee reviews and ratings	60.0%	
Logical thinking	50.0%		Current job openings	20.0%	
Networking	37.5%		<b>Most Effective Channel To Find New Opportunities</b>		
<b>Programming languages (plan to learn)</b>			ITviec	50.0%	
Python	66.7%		LinkedIn	16.7%	
Kotlin	16.7%		Referred by friends	33.3%	
Lua	16.7%		<b>Top 3 Criteria To Evaluate A New Job Offer</b>		
SQL	16.7%		Position level aligns with my orientation	50.0%	
<b>Top 5 Soft Skills (prioritized to learn)</b>			Job description aligns with my orientation	37.5%	
English listening	37.5%		Big company/Group	37.5%	
English speaking	37.5%		<b>Top 3 Employer Reputation Characteristics</b>		
Negotiation	37.5%		Rapid annual revenue and profit growth	60.0%	
Logical thinking	25.0%		High proportion of long-term employees	40.0%	
Leadership	25.0%		Best IT companies or working environments	40.0%	



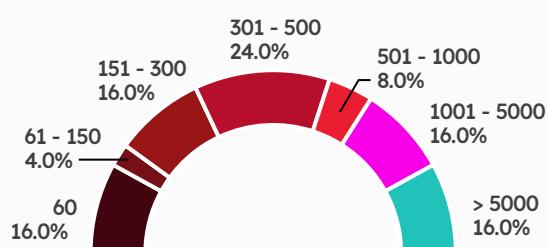
## Salary Range by Year of Experience



## Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	23.0%	31.0%	N/A	18.0%
Current Job	N/A	15.0%	22.0%	N/A	12.0%

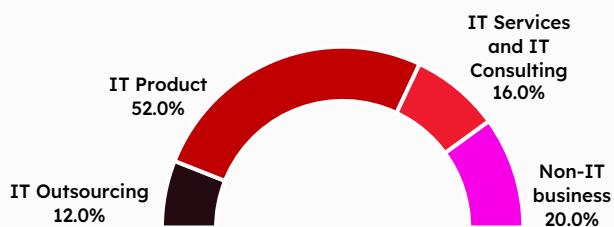
## Company Size



## Top 10 Current Company Industry

1	E-commerce
2	Financial services (Consumer Finance, Securities, Insurance, etc.)
3	AI, Blockchain and Deep Tech Services
4	Banking
5	Media, Advertising & Entertainment
6	Apparel & Fashion
7	Consumer goods
8	Manufacturing and Engineering
9	Real Estate, Property and Construction
10	Retail and Wholesale

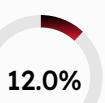
## Company Type



## Company Origins



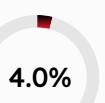
Vietnam



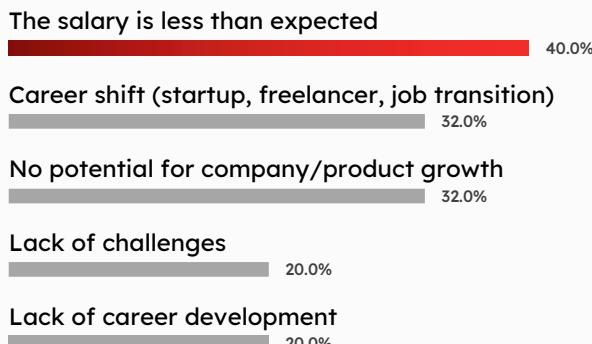
US &amp; Canada



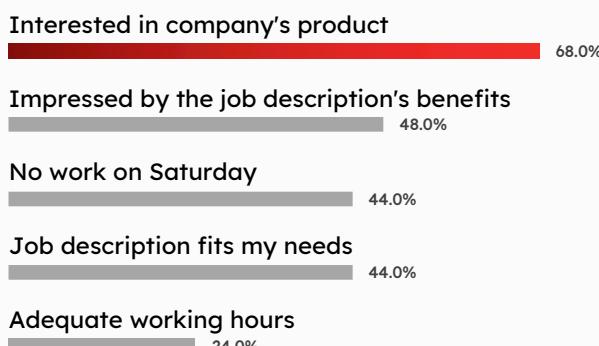
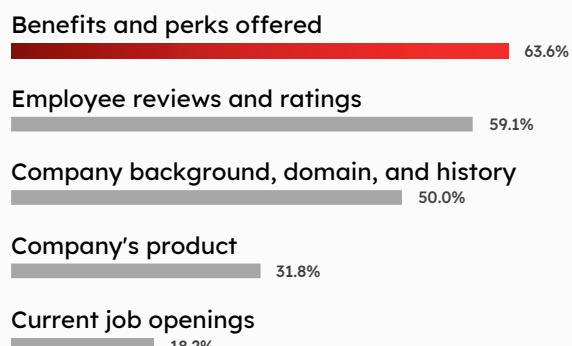
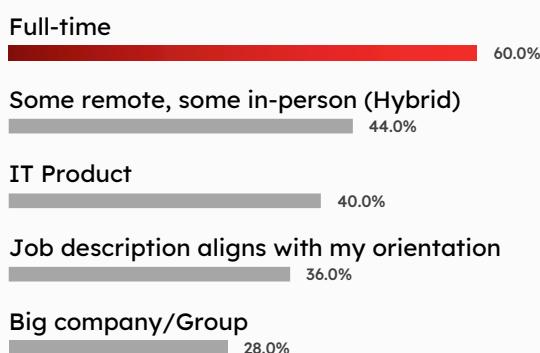
Japan

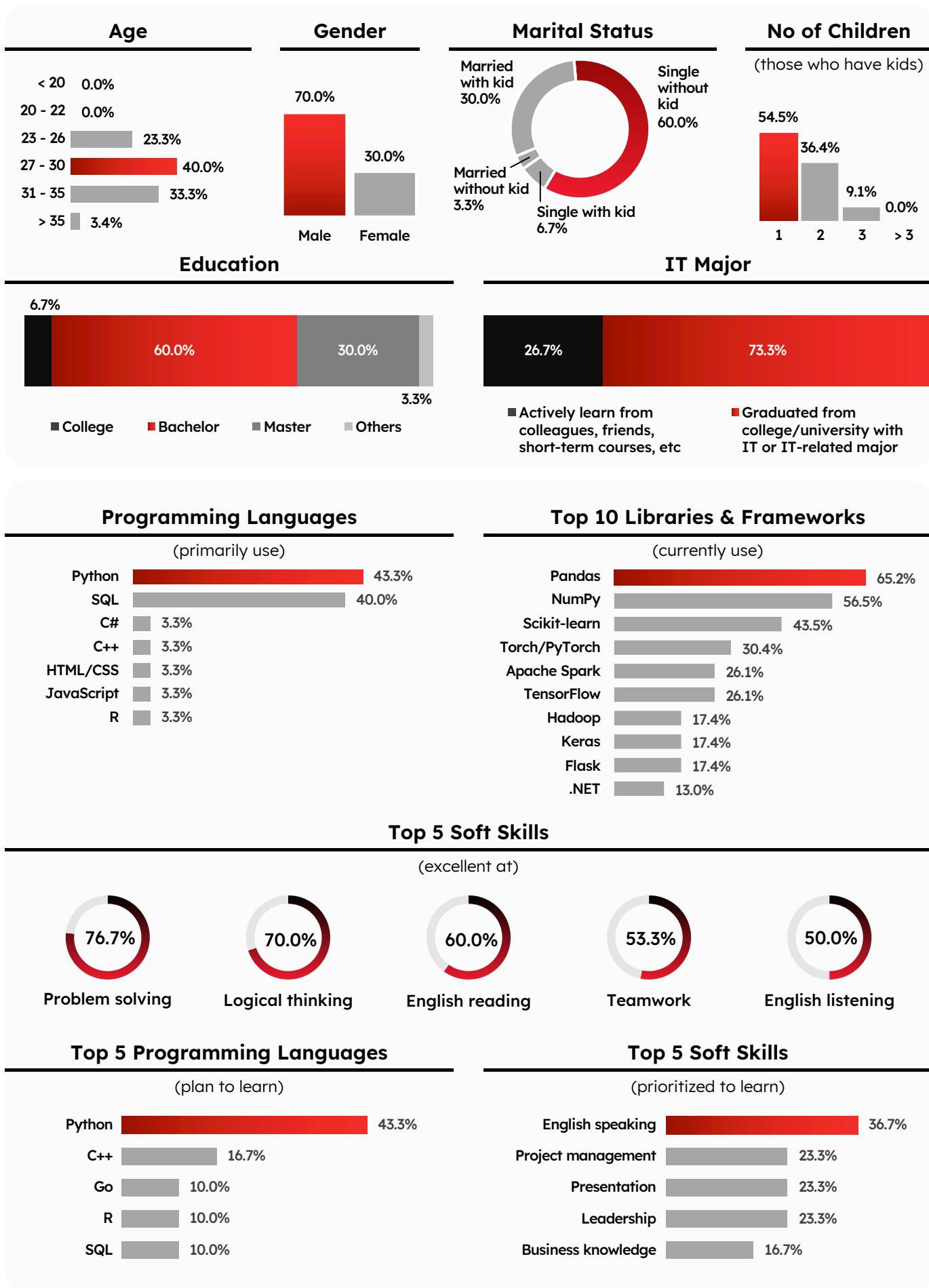


Australia and New Zealand

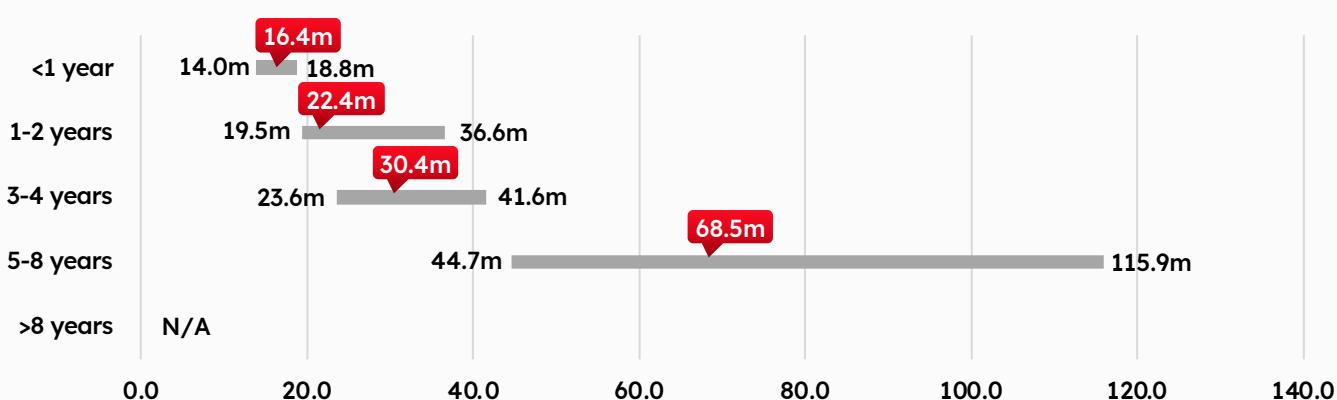
**Top 5 Reasons To Leave Job****44.0%**plan to leave the current job  
in next 12 months

16.0% plan to leave in next 18 months  
 24.0% intend to leave but haven't had plan  
 16.0% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



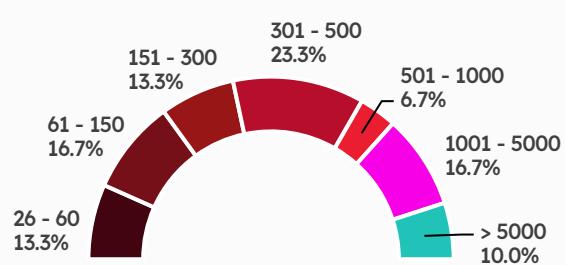
## Salary Range by Year of Experience



## Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	30.0%	25.8%	26.9%	22.5%	N/A
Current Job	50.0%	14.5%	13.5%	14.3%	N/A

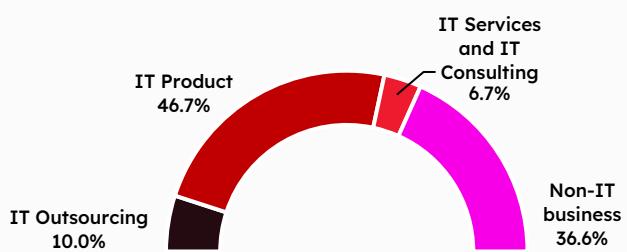
## Company Size



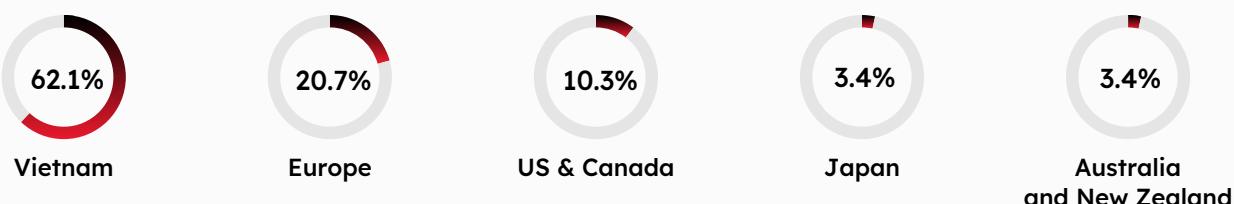
## Top 10 Current Company Industry

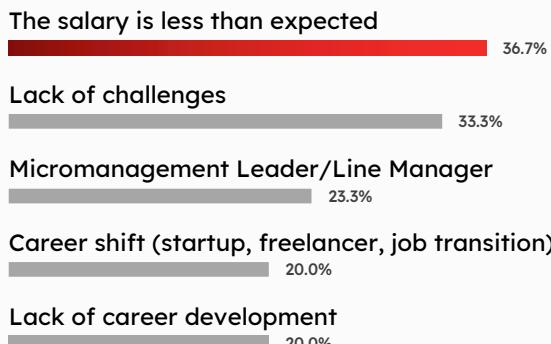
1	Banking
2	AI, Blockchain and Deep Tech Services
3	Financial services (Consumer Finance, Securities, Insurance, etc.)
4	E-commerce
5	Game
6	IT Services & IT Consulting
7	Professional Services (Accounting, Legal, Business Consulting, etc.)
8	Consumer goods
9	Creative & Design
10	Media, Advertising & Entertainment

## Company Type

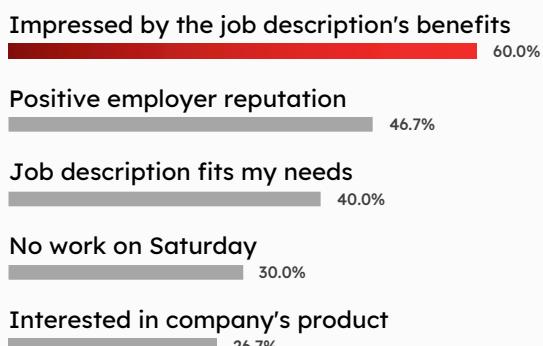
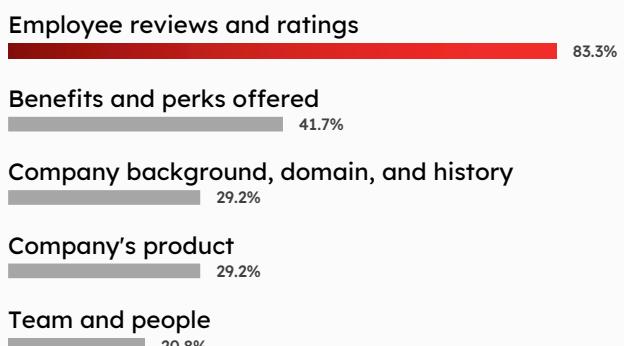
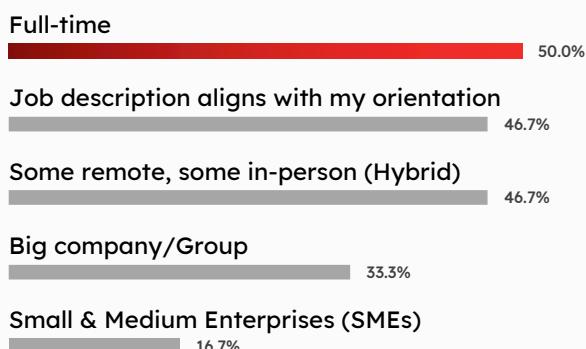
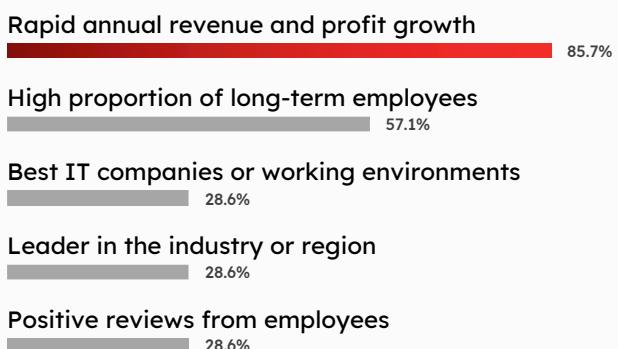
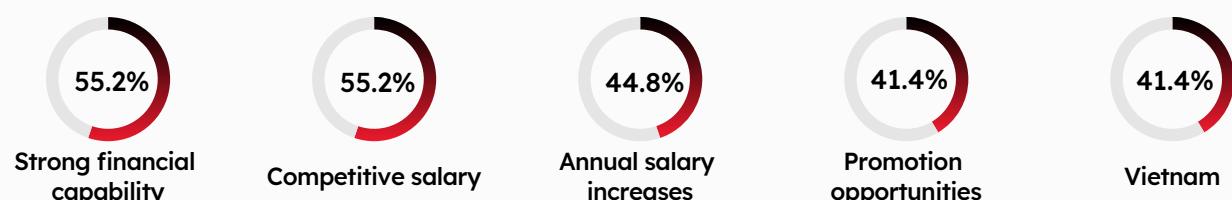


## Top 5 Company Origins



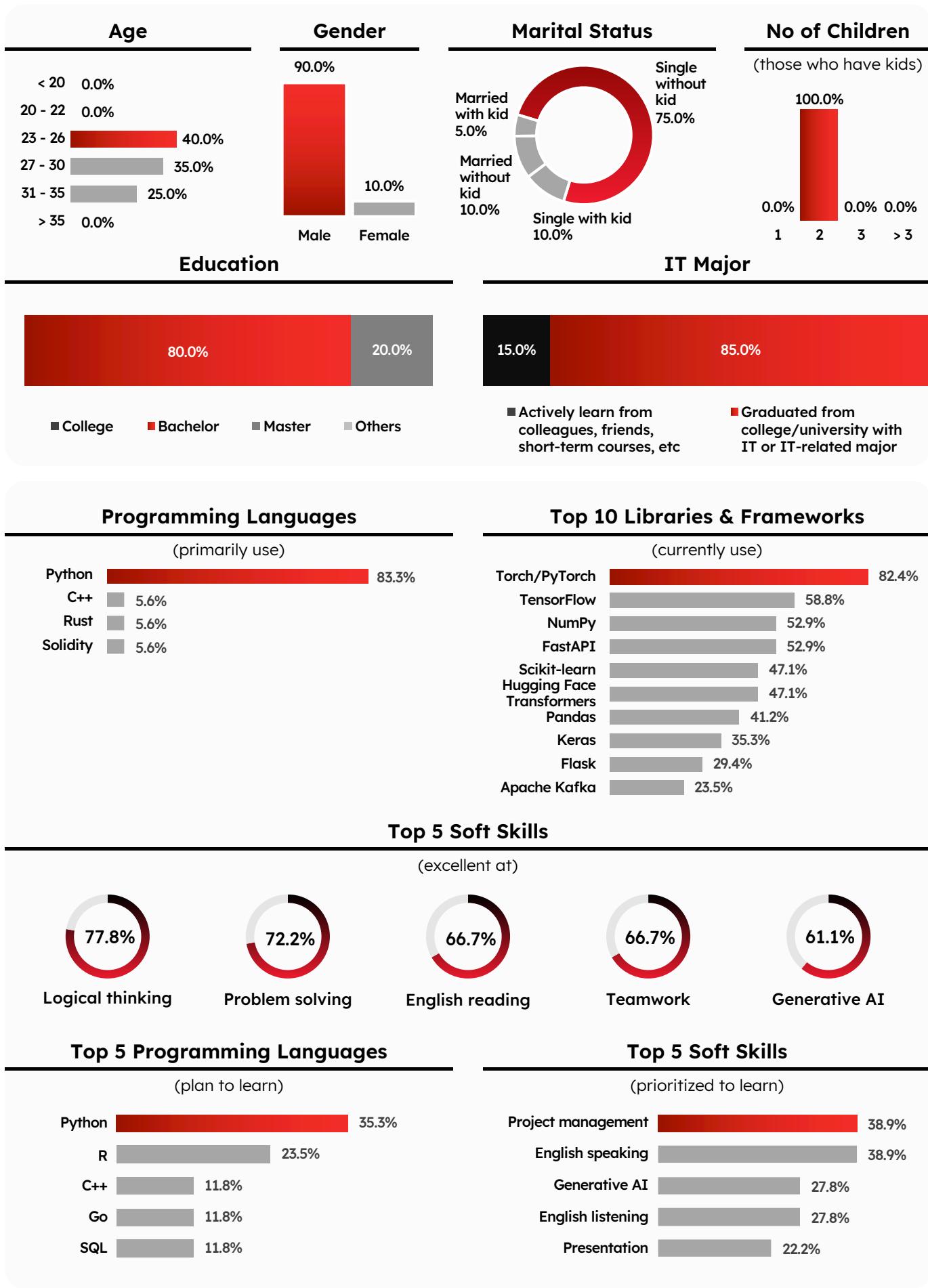
**Top 5 Reasons To Leave Job****55.2%****plan to leave the current job  
in next 12 months**

3.5% plan to leave in next 18 months  
17.2% intend to leave but haven't had plan  
24.1% intend to stay more than 18 months

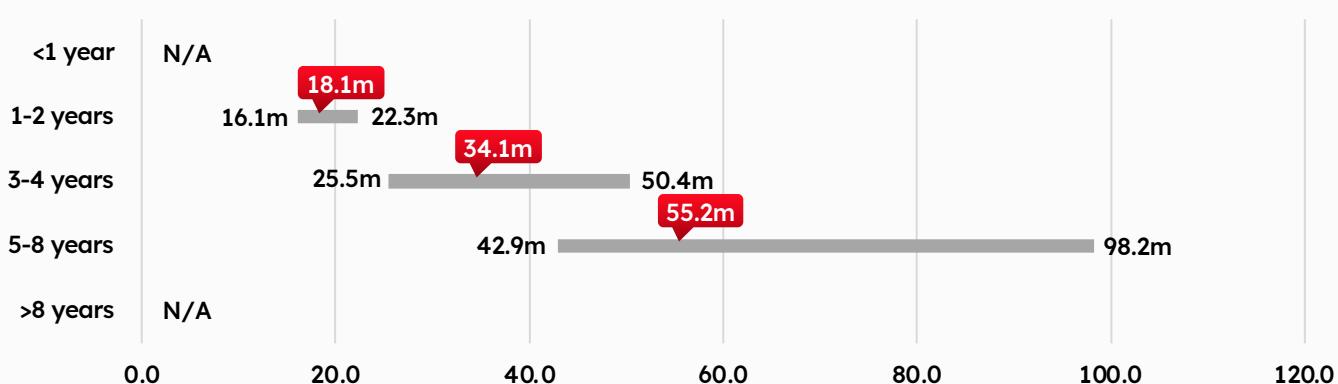
**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**

\*Small sample size, only for reference purpose

<b>Demographic</b>		<b>%</b>	<b>Company Profile</b>	<b>%</b>
<b>Age</b>			<b>Company Size</b>	
31 - 35	28.6%		151 - 300	42.9%
>35	71.4%		501 - 1000	14.3%
<b>Gender</b>			1001 - 5000	14.3%
Male	100.0%		More than 5000	28.5%
<b>Marital status</b>			<b>Company Type</b>	
Single without kid	28.6%		IT Outsourcing	14.3%
Married with kid	71.4%		IT Product	28.6%
<b>Number of children</b>			IT Services and IT Consulting	14.3%
1	40.0%		Non-IT business	42.8%
2	60.0%		<b>Current Company Industry</b>	
<b>Education Level</b>			Financial services (Consumer Finance, Securities, Insurance, etc.)	28.5%
Bachelor	85.7%		Game	14.3%
Master	14.3%		IT Services & IT Consulting	14.3%
<b>IT major</b>			Pharmaceuticals	14.3%
Graduated from college/university with IT or IT-related major	85.7%		Retail and Wholesale	14.3%
Actively learn from colleagues, friends, short-term courses, etc	14.3%		Telecommunication	14.3%
<b>Skills</b>		<b>%</b>	<b>Company Origins</b>	
<b>Programming languages (primarily use)</b>			Vietnam	42.8%
SQL	85.7%		Asia (excluding Japan)	28.6%
Java	14.3%		USA & Canada	28.6%
<b>Top 10 Libraries &amp; Frameworks (currently use)</b>			<b>Job Search Journey</b>	<b>%</b>
Apache Spark	80.0%		<b>Top 3 Reasons To Leave Job</b>	
Pandas	40.0%		Family focus	42.9%
TensorFlow	40.0%		Career shift (startup, freelancer, job transition)	42.9%
.NET	20.0%		Lack of challenges	28.6%
Apache Kafka	20.0%		<b>Intend To Leave Vs Plan To Stay</b>	
Keras	20.0%		Plan to leave the current job in next 12 months	14.3%
NumPy	20.0%		Plan to leave in next 18 months	14.3%
React Native	20.0%		Intend to leave but haven't had plan	28.6%
Scikit-learn	20.0%		Intention to stay more than 18 months	42.8%
Spring	20.0%		<b>Top 3 Reasons To Apply For New Job</b>	
<b>Top 5 Soft Skills (excellent at)</b>			Impressed by the job description's benefits	57.1%
English reading	71.4%		Positive employer reputation	57.1%
Logical thinking	71.4%		Adequate working hours	42.9%
Problem Solving	57.1%		<b>Top 3 Most Searched Information</b>	
English listening	42.9%		Employee reviews and ratings	100.0%
English speaking	42.9%		Benefits and perks offered	80.0%
<b>Top 5 Programming languages (plan to learn)</b>			Company background, domain, and history	60.0%
Python	42.9%		<b>Most Effective Channel To Find New Opportunities</b>	
R	28.6%		ITviec	33.3%
C++	14.3%		LinkedIn	16.7%
Go	14.3%		Referred by friends	33.3%
Swift	14.3%		Others Job sites (Ex: Vietnamwork,..)	16.7%
<b>Top 5 Soft Skills (prioritized to learn)</b>			<b>Top 3 Criteria To Evaluate A New Job Offer</b>	
Generative AI	42.9%		Job description aligns with my orientation	85.7%
English speaking	42.9%		Some remote, some in-person (Hybrid)	71.4%
Leadership	42.9%		Big company/Group	28.6%
Project management	28.6%		<b>Top 3 Employer Reputation Characteristics</b>	
English listening	28.6%		High proportion of long-term employees	75.0%



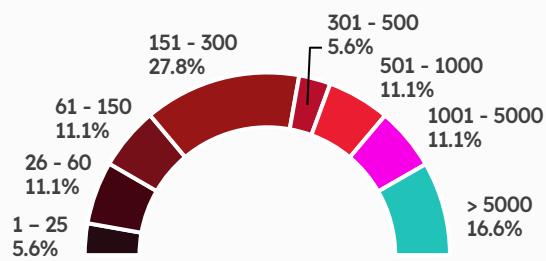
## Salary Range by Year of Experience



## Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	22.5%	34.4%	28.8%	N/A
Current Job	N/A	15.5%	18.8%	23.0%	N/A

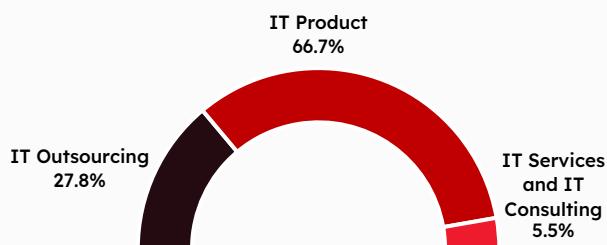
## Company Size



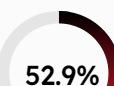
## Current Company Industry

1	AI, Blockchain and Deep Tech Services
2	Creative & Design
3	Financial services (Consumer Finance, Securities, Insurance, etc.)
4	IT Services & IT Consulting
5	Manufacturing and Engineering
6	Media, Advertising & Entertainment
7	Network and Infrastructure
8	Professional Services (Accounting, Legal, Business Consulting, etc.)

## Company Type



## Company Origins



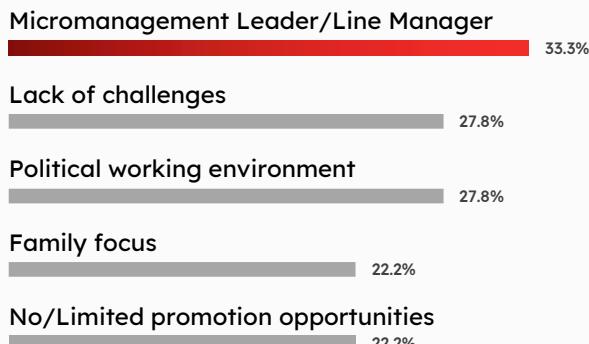
Vietnam

Asia  
(excluding Japan)

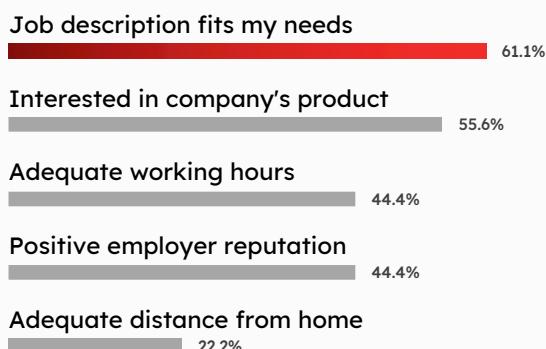
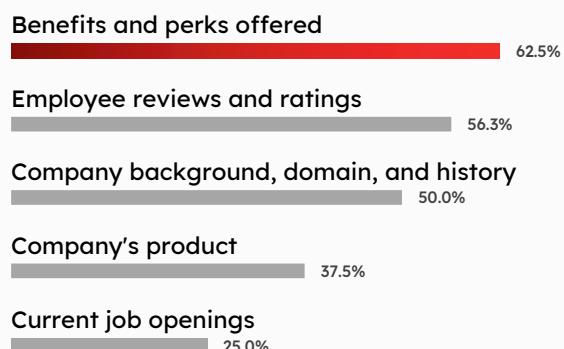
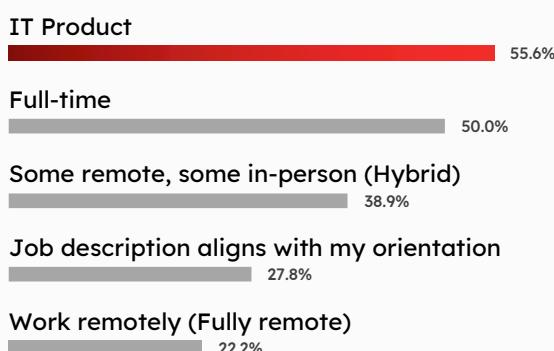
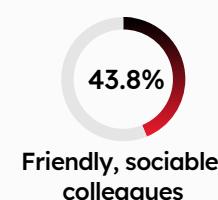
US &amp; Canada



Japan

**Top 5 Reasons To Leave Job****50.0%**plan to leave the current job  
in next 12 months

6.3% plan to leave in next 18 months  
 12.5% intend to leave but haven't had plan  
 31.2% intend to stay more than 18 months

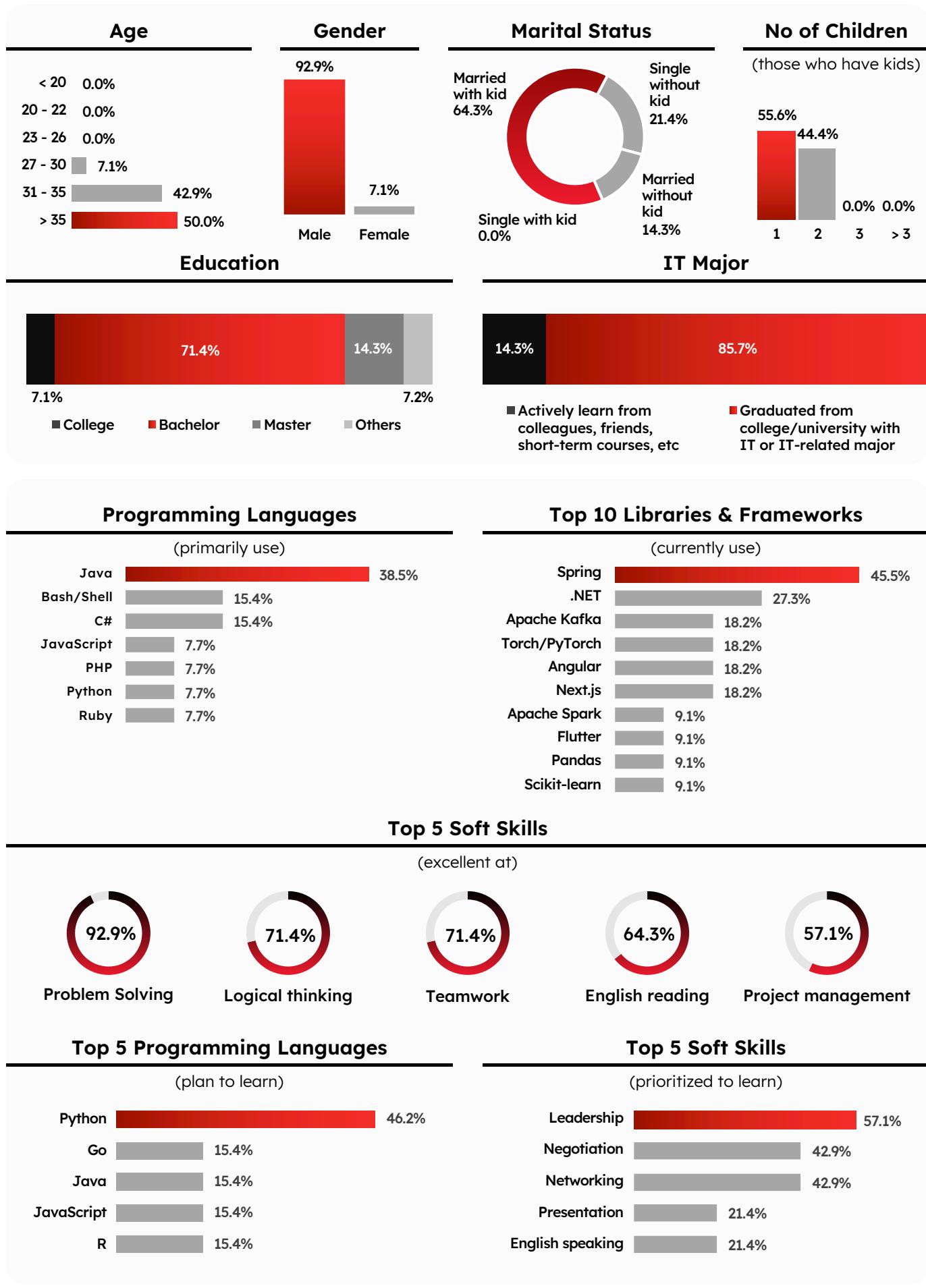
**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**

*\*Small sample size, only for reference purpose*

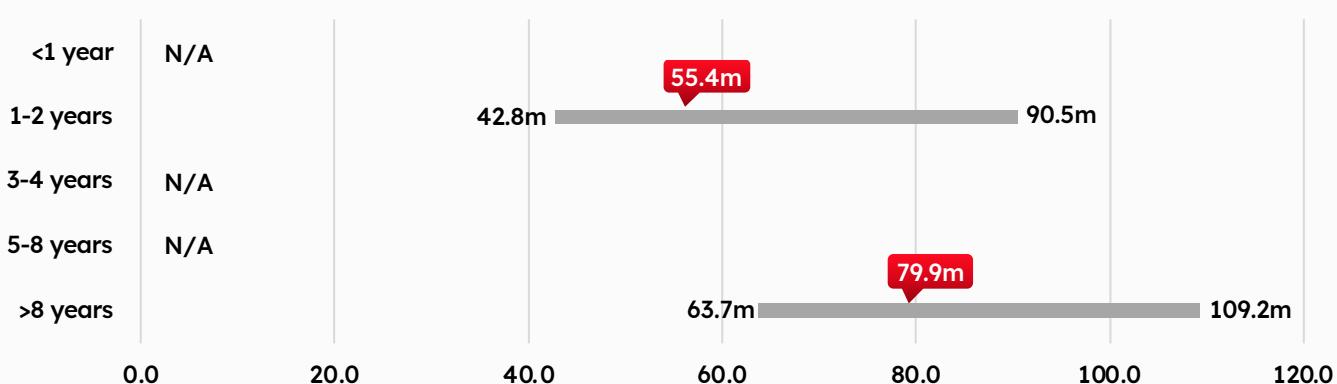
<b>Demographic</b>		<b>%</b>	<b>Company Profile</b>		<b>%</b>
<b>Age</b>			<b>Company Size</b>		
20 - 22		5.0%	1 - 25		5.0%
23 - 26		5.0%	26 - 60		20.0%
27 - 30		20.0%	61 - 150		5.0%
31 - 35		30.0%	151 - 300		5.0%
> 35		40.0%	301 - 500		15.0%
<b>Gender</b>			1001 - 5000		45.0%
Male		85.0%	More than 5000		5.0%
Female		15.0%			
<b>Marital status</b>			<b>Company Type</b>		
Single without kid		40.0%	IT Outsourcing		20.0%
Single with kid		5.0%	IT Product		15.0%
Married without kid		10.0%	IT Services and IT Consulting		45.0%
Married with kid		45.0%	Non-IT business		20.0%
<b>Number of children</b>					
1		70.0%	<b>Current Company Industry</b>		
2		30.0%	IT Services & IT Consulting		25.0%
<b>Education Level</b>			IT Hardware and Computing		15.0%
College		5.0%	Manufacturing and Engineering		10.0%
Bachelor		85.0%	Media, Advertising & Entertainment		10.0%
Master		5.0%	Professional Services (Accounting, Legal, Business Consulting, etc.)		10.0%
Others		5.0%	Software Product and Web Services		10.0%
<b>IT major</b>			Consumer goods		5.0%
Graduated from college/university with IT or IT-related major		90.0%			
Actively learn from colleagues, friends, short-term courses, etc		10.0%	<b>Company Origins</b>		
			Vietnam		63.2%
			Asia (not including Japan)		15.8%
			USA & Canada		15.8%
			Europe		5.3%
<b>Skills</b>		<b>%</b>	<b>Job Search Journey</b>		<b>%</b>
<b>Programming languages (primarily use)</b>			<b>Top 3 Reasons To Leave Job</b>		
SQL		64.3%	The salary is less than expected		35.0%
Python		21.5%	Lack of career development		30.0%
C#		7.1%	No potential for company/product growth		30.0%
Java		7.1%			
<b>Libraries &amp; Frameworks (currently use)</b>			<b>Intend To Leave Vs Plan To Stay</b>		
.NET		50.0%	Plan to leave the current job in next 12 months		45.0%
ASP.NET Core		37.5%	Plan to leave in next 18 months		0.0%
ASP.NET		25.0%	Intend to leave but haven't had plan		10.0%
jQuery		25.0%	Intention to stay more than 18 months		45.0%
Vue.js		25.0%			
<b>Top 5 Soft Skills (excellent at)</b>			<b>Top 3 Reasons To Apply For New Job</b>		
Problem Solving		90.0%	Impressed by the job description's benefits		50.0%
Logical thinking		75.0%	No work on Saturday		45.0%
Teamwork		65.0%	Adequate working hours		40.0%
Effective Communication		55.0%			
English reading		45.0%	<b>Top 3 Most Searched Information</b>		
<b>Top 5 Programming languages (plan to learn)</b>			Employee reviews and ratings		70.6%
Python		50.0%	Company background, domain, and history		47.1%
SQL		31.3%	Benefits and perks offered		47.1%
Java		25.0%			
JavaScript		25.0%	<b>Most Effective Channel To Find New Opportunities</b>		
Go		12.5%	ITviec		26.3%
<b>Top 5 Soft Skills (prioritized to learn)</b>			LinkedIn		26.3%
English speaking		50.0%	Referred by friends		31.6%
Project management		35.0%	IT job search groups on FB/Zalo/Telegram		5.3%
English listening		35.0%	Others Job sites (Ex: Vietnamwork,..)		10.5%
Presentation		20.0%			
Networking		20.0%	<b>Top 3 Criteria To Evaluate A New Job Offer</b>		
			Job description aligns with my orientation		60.0%
			Some remote, some in-person (Hybrid)		40.0%
			Full-time		35.0%
<b>Top 3 Employer Reputation Characteristics</b>			<b>Top 3 Company Characteristics To Stay For Long-term</b>		
High proportion of long-term employees		75.0%	Annual salary increases		70.0%
Foreign ownership		50.0%	Highly-adaptable ability		45.0%
Best IT companies or working environments		50.0%	100% salary insurance		45.0%

\*Small sample size, only for reference purpose

Demographic	%	Company Profile	%
<b>Age</b>		<b>Company Size</b>	
23 - 26	16.7%	1 - 25	33.3%
27 - 30	16.7%	26 - 60	16.7%
31 - 35	50.0%	151 - 300	16.7%
> 35	16.6%	301 - 500	33.3%
<b>Gender</b>		<b>Company Type</b>	
Male	100.0%	IT Product	100.0%
<b>Marital status</b>		<b>Current Company Industry</b>	
Single without kid	50.0%	Manufacturing and Engineering	40.0%
Married without kid	33.3%	Environment	20.0%
Married with kid	16.7%	IT Hardware and Computing	20.0%
<b>Number of children</b>		Software Development Outsourcing	20.0%
1	100.0%	<b>Company Origins</b>	
<b>Education Level</b>		USA & Canada	50.0%
Bachelor	100.0%	Vietnam	25.0%
<b>IT major</b>		Europe	25.0%
Graduated from college/university with IT or IT-related major	83.3%	<b>Job Search Journey</b>	
Actively learn from colleagues, friends, short-term courses, etc	16.7%	<b>Top 3 Reasons To Leave Job</b>	
<b>Skills</b>	%	Career shift (startup, freelancer, job transition)	50.0%
<b>Programming languages (primarily use)</b>		Political working environment	50.0%
C++	100.0%	Family focus	33.3%
<b>Libraries &amp; Frameworks (currently use)</b>		<b>Intend To Leave Vs Plan To Stay</b>	
NumPy	50.0%	Plan to leave the current job in next 12 months	33.3%
Qt	50.0%	Plan to leave in next 18 months	16.7%
Django	50.0%	Intend to leave but haven't had plan	33.3%
FastAPI	50.0%	Intention to stay more than 18 months	16.7%
React.js	50.0%	<b>Top 3 Reasons To Apply For New Job</b>	
<b>Top 5 Soft Skills (excellent at)</b>		Job description fits my needs	83.3%
Logical thinking	83.3%	Adequate working hours	66.7%
Project management	50.0%	Interested in company's product	66.7%
English listening	50.0%	<b>Top 3 Most Searched Information</b>	
English reading	50.0%	Employee reviews and ratings	66.7%
Teamwork	50.0%	Benefits and perks offered	50.0%
<b>Programming languages (plan to learn)</b>		Company background, domain, and history	33.3%
Rust	40.0%	<b>Most Effective Channel To Find New Opportunities</b>	
C++	20.0%	ITviec	33.3%
HTML/CSS	20.0%	LinkedIn	66.7%
Python	20.0%	<b>Top 3 Criteria To Evaluate A New Job Offer</b>	
<b>Top 5 Soft Skills (prioritized to learn)</b>		Work remotely (Fully remote)	50.0%
English speaking	50.0%	US and Canada	33.3%
Project management	33.3%	IT Outsourcing	33.3%
Business knowledge	33.3%	<b>Top 3 Employer Reputation Characteristics</b>	
English writing	33.3%	High proportion of long-term employees	100.0%
Public speaking	16.7%	Best IT companies or working environments	100.0%
		Support for work-life balance	100.0%
		<b>Top 3 Company Characteristics To Stay For Long-term</b>	
		Highly-adaptable ability	66.7%
		Not far from home	66.7%
		Friendly, sociable colleagues	50.0%



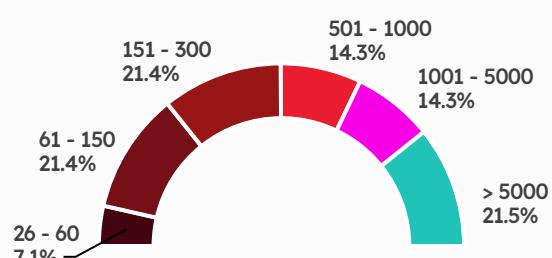
## Salary Range by Year of Experience



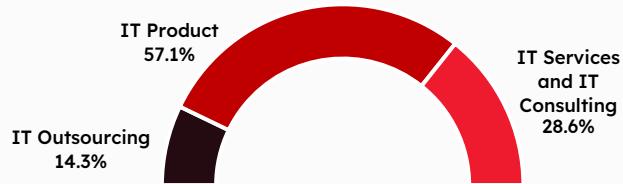
## Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	18.3%	N/A	N/A	23.8%
Current Job	N/A	9.3%	N/A	N/A	7.8%

## Company Size



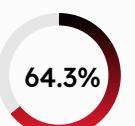
## Company Type



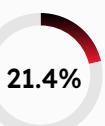
## Top 10 Current Company Industry

1	AI, Blockchain and Deep Tech Services
2	Banking
3	Financial services (Consumer Finance, Securities, Insurance, etc.)
4	Game
5	IT Services & IT Consulting
6	IT Hardware and Computing
7	Retail and Wholesale
8	Software Product and Web Services
9	Telecommunication
10	Trading and Commercial

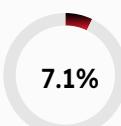
## Top 5 Company Origins



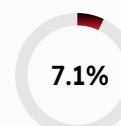
Vietnam



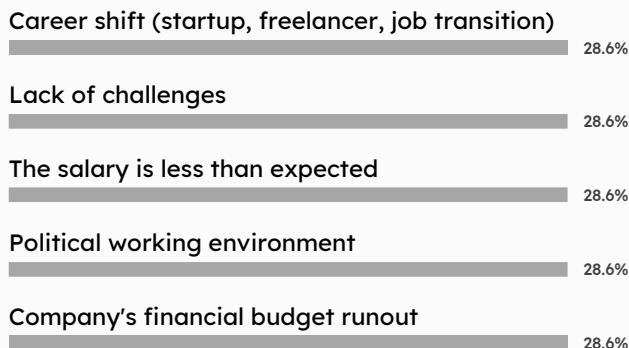
Europe



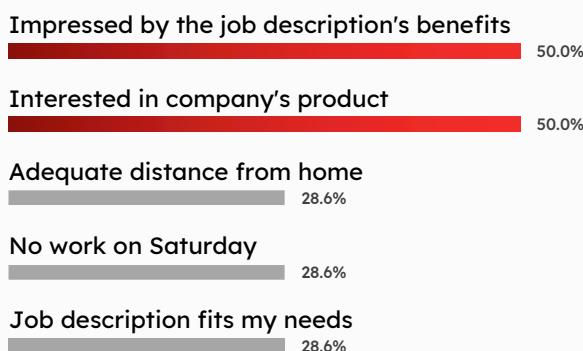
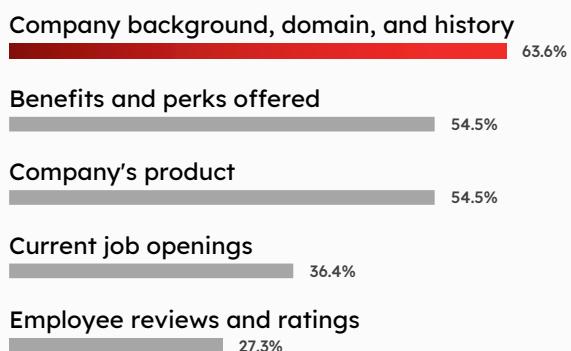
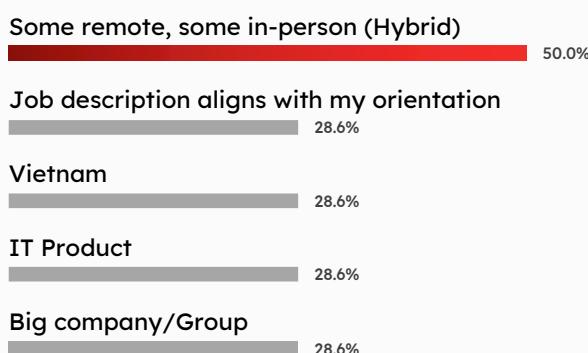
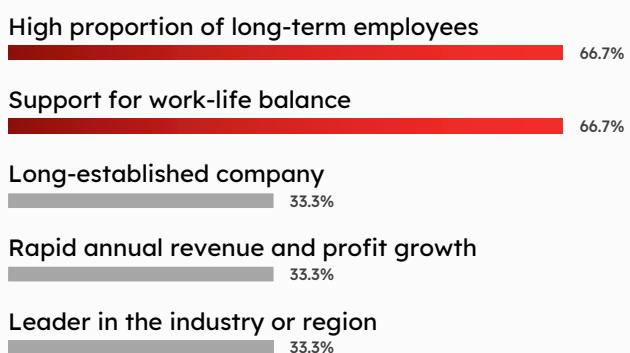
Asia (excluding Japan)

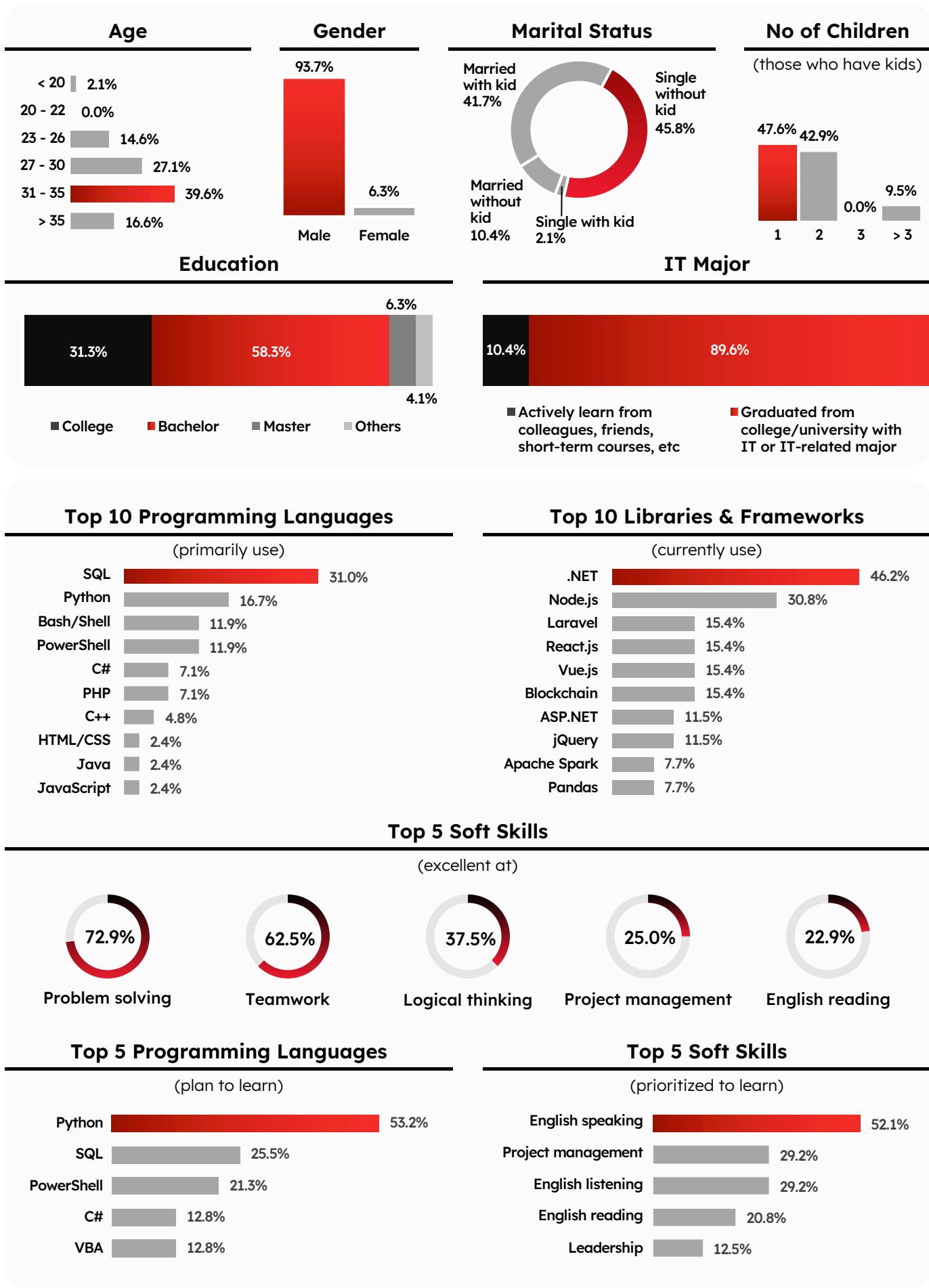


Australia and New Zealand

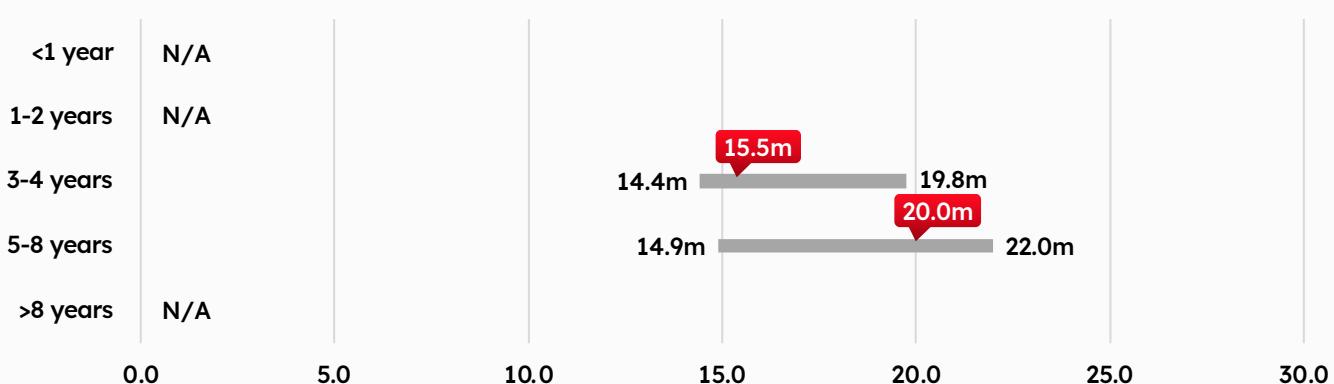
**Top 5 Reasons To Leave Job****28.6%**plan to leave the current job  
in next 12 months

7.1% plan to leave in next 18 months  
14.3% intend to leave but haven't had plan  
50.0% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



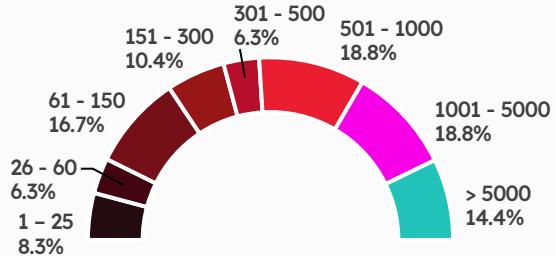
### Salary Range by Year of Experience



### Avg. Expected % Salary Increase in New Job Offer vs. Current Job

Range of Experience	<1 year	1-2 years	4-5 years	5-8 years	>8 years
New Job Offer	N/A	N/A	27.5%	27.4%	N/A
Current Job	N/A	N/A	24.8%	14.9%	N/A

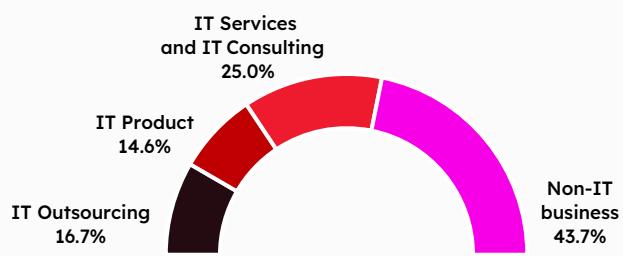
### Company Size



### Top 10 Current Company Industry

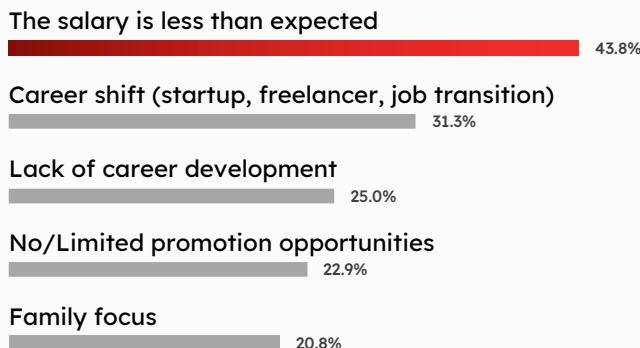
1	IT Services & IT Consulting
2	IT Hardware and Computing
3	Banking
4	Manufacturing and Engineering
5	Financial services (Consumer Finance, Securities, Insurance, etc.)
6	Facility Management
7	Transportation, Logistics & Warehouse
8	AI, Blockchain and Deep Tech Services
9	Agriculture
10	Consumer goods

### Company Type

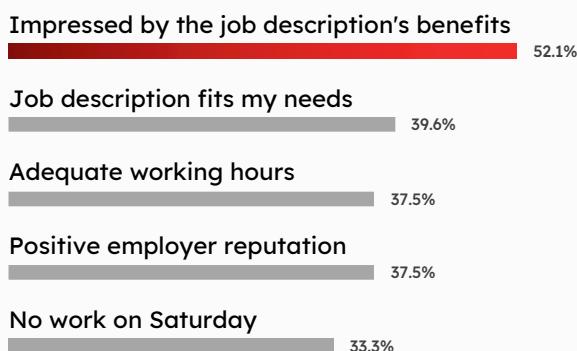
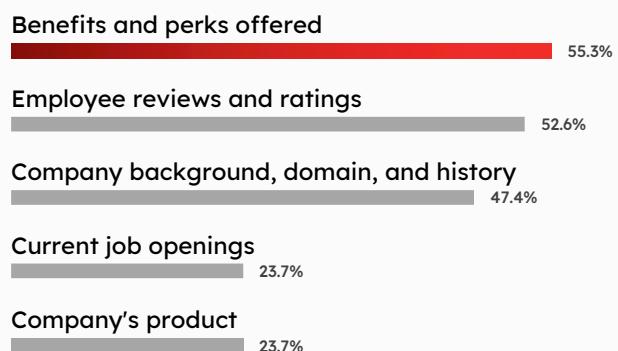
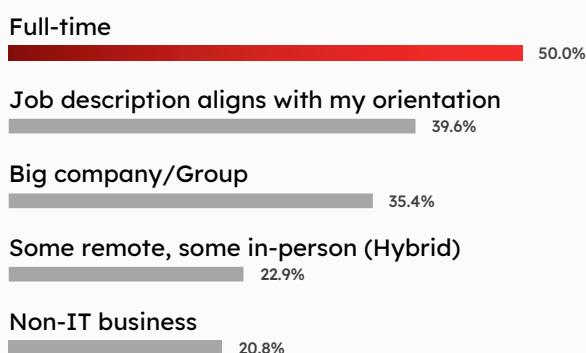
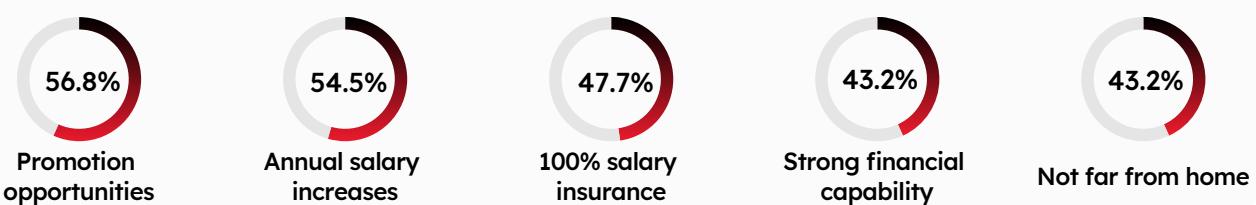


### Top 5 Company Origins



**Top 5 Reasons To Leave Job****45.5%**plan to leave the current job  
in next 12 months

6.8% plan to leave in next 18 months  
 27.2% intend to leave but haven't had plan  
 20.5% intend to stay more than 18 months

**Top 5 Reasons To Apply For New Job****Top 5 Most Searched Information****Top 5 Criteria To Evaluate A New Job Offer****Top 5 Employer Reputation Characteristics****Top 5 Company Characteristics To Stay For Long-term**



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- STRAIGHT TALK
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- NEVER GIVE UP ON HIGH QUALITY INCLUDING SPEED

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