Labour Market Information Bulletin

From 1st to 19th January 2025

DEPARTMENT OF MANPOWER AND EMPLOYMENT

Labour Market Information and Research unit

9th floor,SethsiripayaStage II

Battaramulla.

Labour Market Information: News Paper Job vacancies study in January 2025

Data Analysis and Report Preparation

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The vacancies recorded from the newspaper survey are classified according to **the International Slandered Classification of Occupation (ISCO)**

0. Others

1. Legislators

2. Professiosionals

3. Technicians and Associate Professionals

4. Clerks

5. Service Workers and Shop and Market Sales Workers

6. Skilled Agricultural and fishery Workers

7. Craft and Related Workers

8. Plant and Machine Operators and Assemblers

9. Elementary occupations

10. Management Trainees and other Trainees

Abstract

Easily accessible reliable and high-quality Labour Market Information (LMI) is a key ingredient to the success of a knowledge base economy. The necessity of LMI for the smooth functioning of goods and factor markets has rapidly increased with the ongoing structural adjustment programs and the expanding globalization of economic activities. Today, labour Market is dynamic. The employees and the job seekers need to acquire the skills needed to be employable. It gives directions to policy and decision-makers on how to make efficient policy and decision-making.

In Sri Lanka, there are available sources of information on the labour supply side. It is widely observed that there is a lack of information on demanded side of the labour market. For example, information is lacking on how does private sector generates new employment opportunities. In what industries and in what occupations? What are the jobs in high demand in the domestic labour market and what skills are required etc?

To fill this gap by Generating valuable information on the demand side according to the reality of the Sri Lankan labour market situation, the Labour Market Information Unit started and continues the vacancy survey.

Vacancy Analysis
(Demand for Labour)

Introduction

This section manifests some important statistics that build up a scenario for employment opportunities (job openings) during the fourth phase of the labor market survey which covered the Month of January 2025. The data in this section has been collected from newspaper advertisements on the job vacancies. Vacancies of both local and foreign job opportunities in the newspapers were taken into account while avoiding repetition of choosing the same advertisement.

01. General Overview

This sub-section presents the general findings of the survey. The data represents all sectors concerning vacancies recorded and those vacancies have been analyzed by the number of characteristics.

Figure 1.1 Job vacancies by sector (January 01st to 19th -2025)

Job Vacancies by Job sector
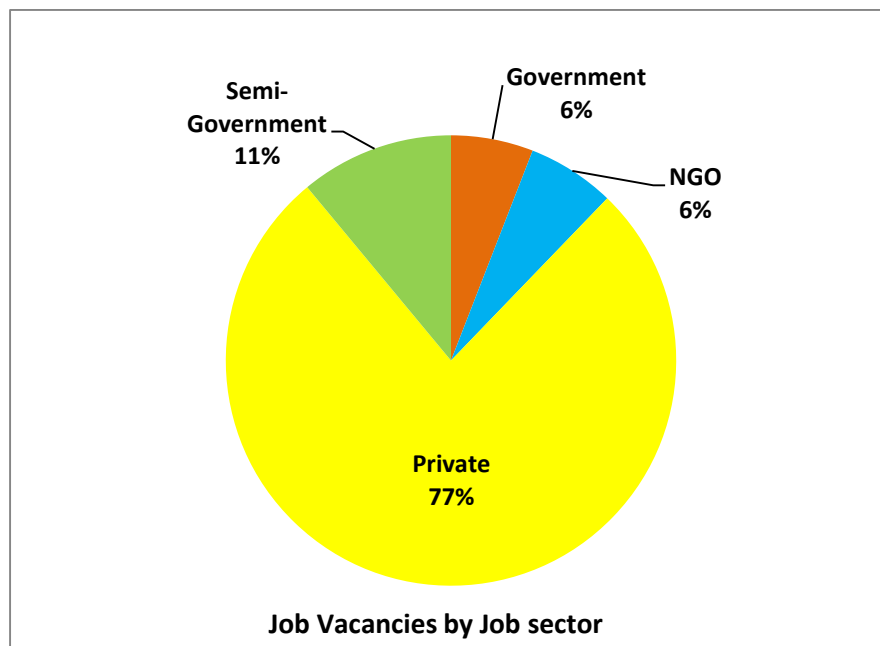
This chart visually represents the distribution of employment across different job sectors. It is divided into four categories, each represented by a distinct Private Sector (77%) The largest share is highlighted in bright yellow, indicating that the majority of employees work in private companies. Semi-Government (11%), this sector accounts for a smaller but significant portion

of the workforce. Government (6%) shows that a small percentage of employees work in government jobs. NGO (6%) indicates that a similar percentage of employees are engaged in non-governmental organizations. The chart demonstrates that the private sector dominates employment, while government, semi-government, and NGO sectors collectively form a smaller portion of the workforce.

Figure 1. 2. Job vacancies –District-wise (January 01st to 19th -2025)
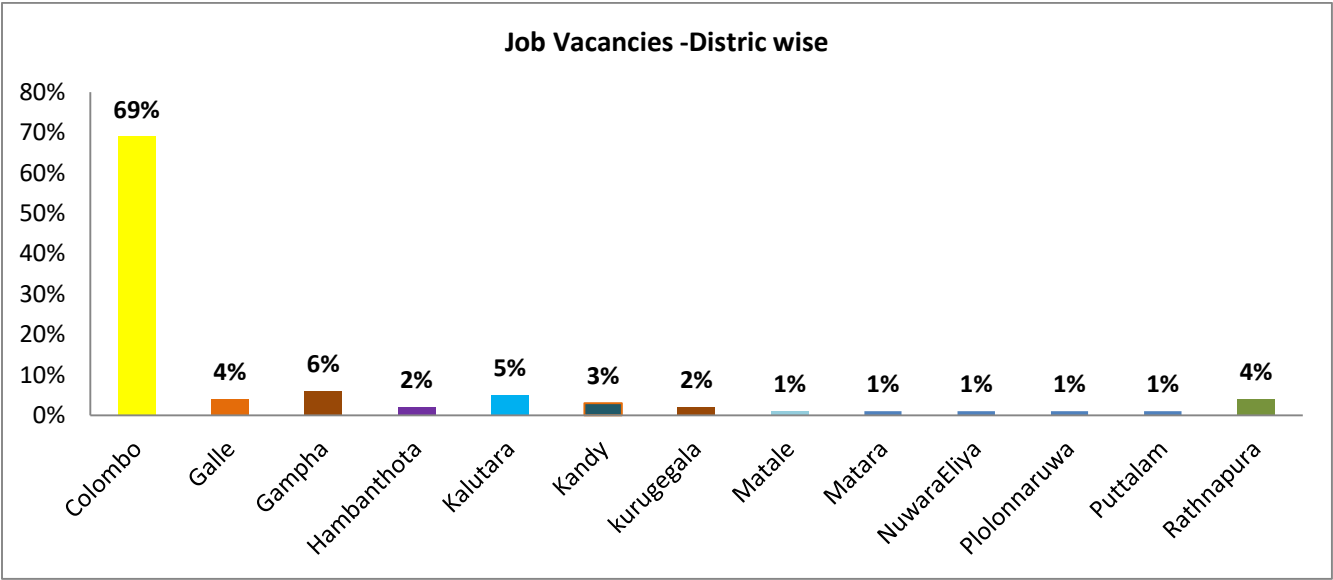
This bar chart presents the distribution of job vacancies across different districts. The key observation is that Colombo dominates job opportunities, with significantly higher vacancies compared to other districts.

1. Colombo Has the Highest Share of Job Vacancies

   69% of job vacancies are concentrated in Colombo

2. Other Districts Have Relatively Low Job Vacancies

   Gampaha (6%) has the second-highest number of vacancies, which is still significantly lower than Colombo.

   Kalutara (5%), Galle (4%), and Rathnapura (4%) follow, showing moderate employment opportunities.

   Kandy (3%), Hambantota (2%), and Kurunegala (2%) have relatively fewer job openings.

   Matale, Matara, Nuwara Eliya, Polonnaruwa, Puttalam each have only 1% of the vacancies, indicating a limited job market in these regions.

Figure 1.3. Vacancies by Occupation Sector (January 01st to 19th -2025)

Vacancies in the Labour Market by Main occupations-January in 2025
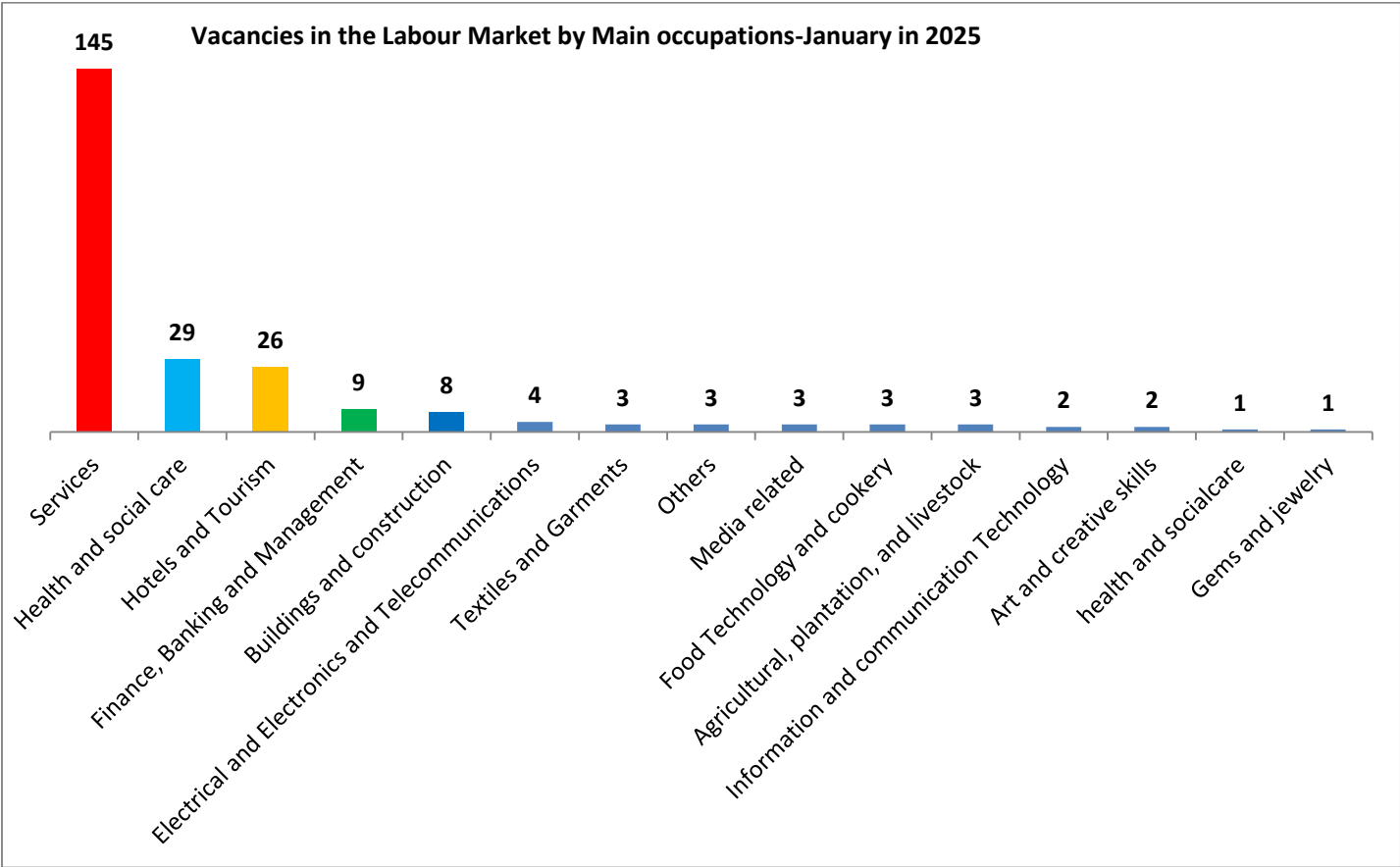
Analysis of Labour Market Vacancies by Main Occupations – (January 01st to 19th -2025)

This bar chart represents the labour market vacancies across various occupations for January 2025. The data highlights which industries or sectors have the highest and lowest demand for workers. The Services sector has the highest number of vacancies (145), significantly surpassing all other categories. This suggests a strong demand for workers in roles related to retail, customer service, maintenance, or similar fields.

Health and Social Care ranks second with 29 vacancies, indicating a considerable need for healthcare professionals and caregivers. Hotels and Tourism follow closely with 26 vacancies, reflecting the industry's ongoing demand for hospitality and tourism professionals.

Finance, Banking, and Management have 9 vacancies, showing a moderate demand in this professional sector.

Buildings and Construction (8 vacancies) and Electrical and Electronics & Telecommunications (4 vacancies) indicate a lower demand for technical roles compared to service-related

industries. Other industries, such as Media, Food Technology, Agriculture, and IT, each have 3 vacancies, suggesting niche demand in these areas.

Art and Creative Skills, Health and Social Care (another category), and Gems & Jewelry have the least vacancies (2 and 1 each), indicating a very low demand for workers in these sectors.

Observations and Trends:

The Services sector dominates the job market, suggesting that businesses in retail, hospitality, and other service-related fields require a large workforce.

Healthcare and tourism industries also have a strong demand, which may be due to population needs and seasonal tourism trends.

Technical fields like construction, electronics, and telecommunications have fewer vacancies, possibly due to stable employment rates or specialized skill requirements.

Creative industries, IT, and agriculture have minimal job openings, implying either lower market demand or fewer expansion opportunities in these fields.

Conclusion:

The data indicates that the highest job opportunities are in services, healthcare, and tourism, while the creative, jewelry, and IT sectors have the lowest demand for new workers. This suggests that individuals looking for jobs in 2025 may find more opportunities in customer service, healthcare, and hospitality compared to niche technical or creative fields.

Figure 1. 4. Vacancy by sex (January 01st to 19th -2025)
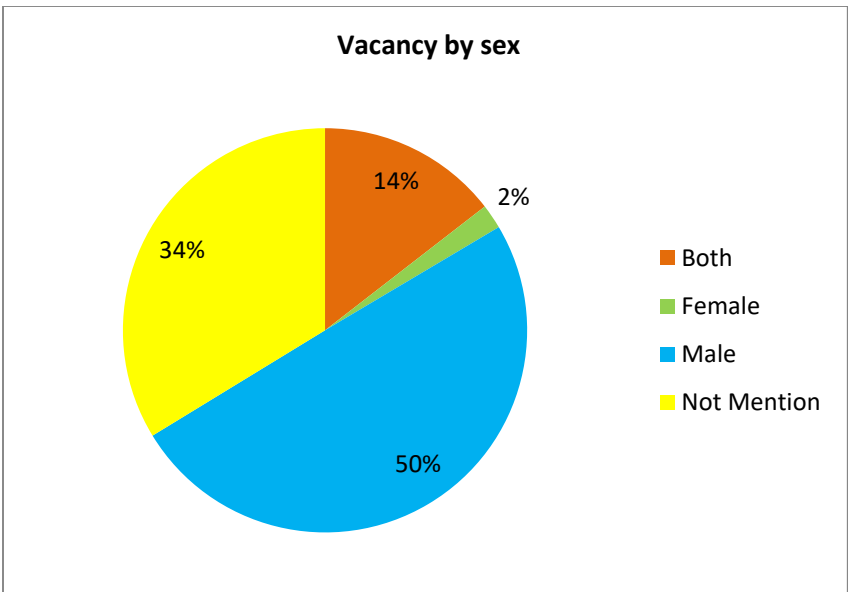
This pie chart represents the distribution of local job vacancies based on gender preferences. The data is divided into four categories: Male, Female, Both, and Not Mentioned. Male (50%) – Half of the vacancies are specifically designated for male candidates, indicating a significant preference for male employees in the job market. Female (2%) – Only a very small percentage of vacancies are exclusively for female candidates, highlighting a significant gender disparity. Both (14%) – These vacancies are open to both male and female candidates, promoting gender inclusivity in hiring. Not Mentioned (34%) – A considerable portion of vacancies do not specify gender, either leaving it open for all applicants or lacking explicit information on gender preference.

Key Observations:

Male-specific vacancies dominate the job market with 50% of the total opportunities.

Female-specific job openings are very limited, making up only 2% of the total.

14% of job postings are open to both males and females, promoting inclusivity.

34% of vacancies do not mention gender, suggesting either hiring flexibility or a lack of transparency in gender-based hiring preferences.

The data indicates that job opportunities for males are significantly higher compared to females. Additionally, while some vacancies are open to both genders, a large portion remains unspecified. This suggests a potential need for more gender-inclusive job postings in the local employment sector.

Figure1.5. The demand of skill Level in the local labour Market (January 01ˢᵗ to 19ᵗʰ -2025)
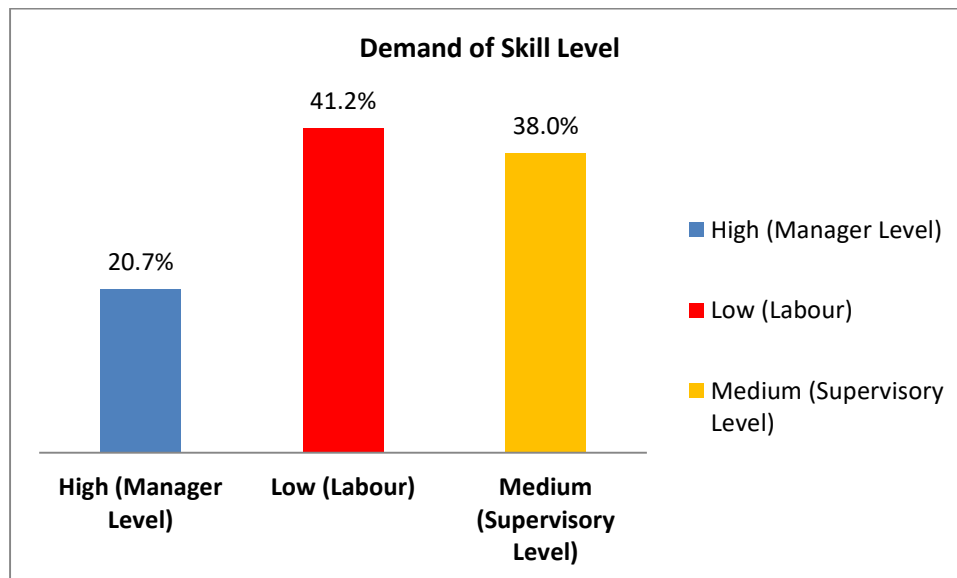
Demand for Skill Levels

This bar chart illustrates the demand for different skill levels in the workforce. The three categories presented are:

*High (Managing Level)
*Medium (Supervisory Level)
*Low (Labour Level)

Key Insights:

The highest demand is for low-skilled (labour) roles, with 105 employees needed.

The supervisory level follows closely, with a demand for 97 employees.

The lowest demand is for managing-level positions, with only 53 employees required.

Observations:

The demand for low and medium skill levels is significantly higher compared to managing roles. Labour-level positions have the greatest requirement, suggesting a workforce-intensive industry.
The supervisory level is also essential, ensuring oversight and coordination of operations.
Managing roles have the least demand, which may indicate that fewer individuals are needed at the top of the hierarchy.

Conclusion:

The chart suggests that most job opportunities are available for labour and supervisory roles, with fewer openings for management positions. This distribution is common in industries that require a large workforce for operational tasks, supported by a structured leadership and supervision system.

Figure 1. 6. Demand of Sector in the local Labour Market (January 01st to 19th -2025)

Demand of Sector

79.2%

20.8%

Field

Field
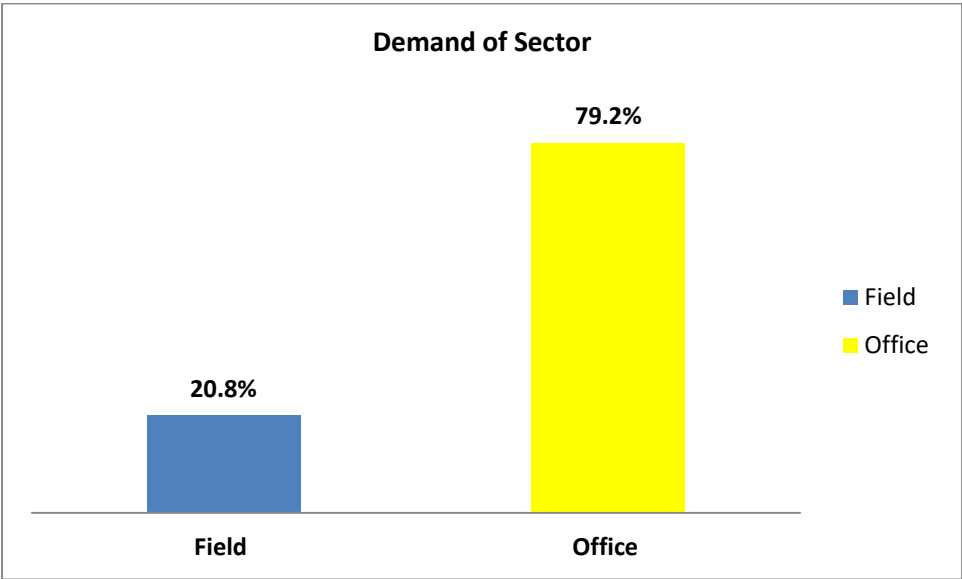
Office

Office

Workforce Distribution: Field vs. Office

This bar chart presents a comparison between the number of employees required to work in the Field and those required to work in the Office. The data highlights a significant difference in workforce distribution across these two work environments.

Field Workers

The number of employees required for fieldwork is 53. This represents a small portion of the total workforce.

Office Workers

The number of employees required for office work is 202. This figure is significantly higher than the number of field workers.
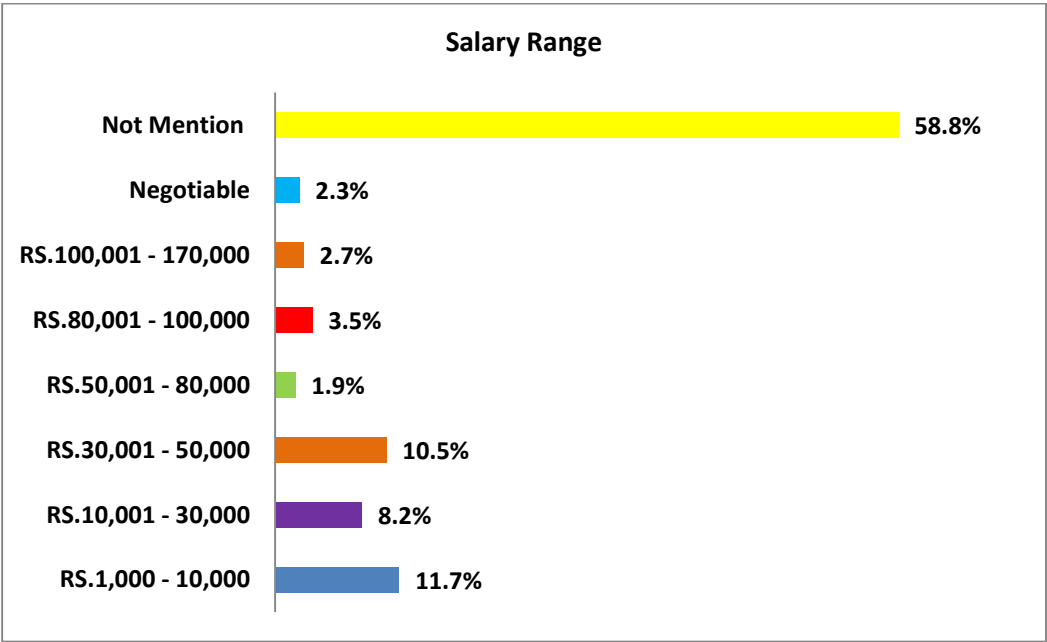
Key Observations:

The number of employees needed for office work is approximately four times larger than those required for fieldwork. The difference between the two groups is 149 employees, indicating a higher demand for office-based roles. This workforce distribution may be influenced by factors such as job roles, industry type, or company policies favoring office-based operations.

Conclusion:

The data suggests that most employees are required to work in an office setting rather than in the field. This trend may indicate a focus on administrative, managerial, or technical roles that require an office environment, while only a smaller segment of the workforce is needed for on-site or fieldwork.

Figure 1.7. Salary Range Local Labour Market (January 01st to 19th -2025)

Salary Range Distribution

This line chart presents the distribution of expected salary ranges among job applicants. The data reveals significant trends regarding salary expectations and reporting patterns.

Key Observations:

Majority Did Not Mention a Salary Expectation The largest category is "Not Mentioned" with 150 applicants. This suggests that a significant portion of job seekers either prefer to discuss salary during negotiations or are uncertain about salary expectations.

Lower Salary Expectations Are More Common

30 applicants fall into the RS. 1,000 - 10,000 salary range, indicating a significant portion of applicants expect relatively low salaries. Other lower salary brackets, such as RS. 10,001 - 30,000 (2 applicants) and RS. 30,001 - 50,000 (7 applicants) have fewer applicants. Moderate Salary Ranges Show a Slight Increase. 50,001 - 80,000 sees a rise with 27 applicants, indicating that a fair number of job seekers expect salaries in this range. RS. 100,001 - 170,000 follows with 23 applicants, showing some demand for higher salaries.

High Salary Expectations Are Less Common

Only 9 applicants expect salaries above RS. 170,000, showing limited demand for very high-paying roles.

The lowest category is RS. 80,001 - 100,000, with just 1 applicant, suggesting fewer job opportunities in this range.

Negotiable Salaries Are Rare

Only 6 applicants marked their salary as negotiable, indicating that most candidates have fixed expectations rather than open-ended negotiations.

Figure 1.8. Vacancies in Age Group (%) (January 01st to 19th -2025)
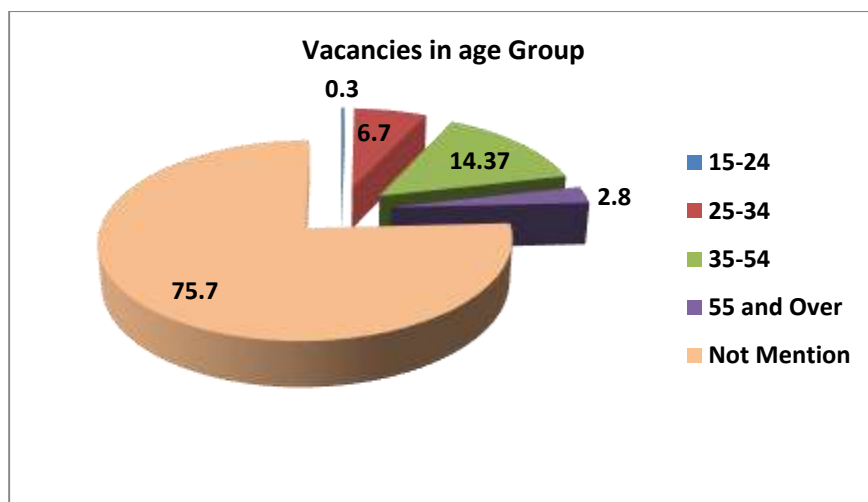
Distribution of age groups for applying for jobs. The largest share is labeled as "not specified" at 75.7%, indicating that the majority of organizations do not specify age. Among those who provided a hiring age, the 35-54 age group represents 14.37%, making it the most reported age group. The 25-34 age group follows at 6.7%, while the 55 and over age group accounts for 2.8%. The 15-24 age groups have the smallest share at only 0.3%, suggesting a very limited representation of the younger age group in hiring.
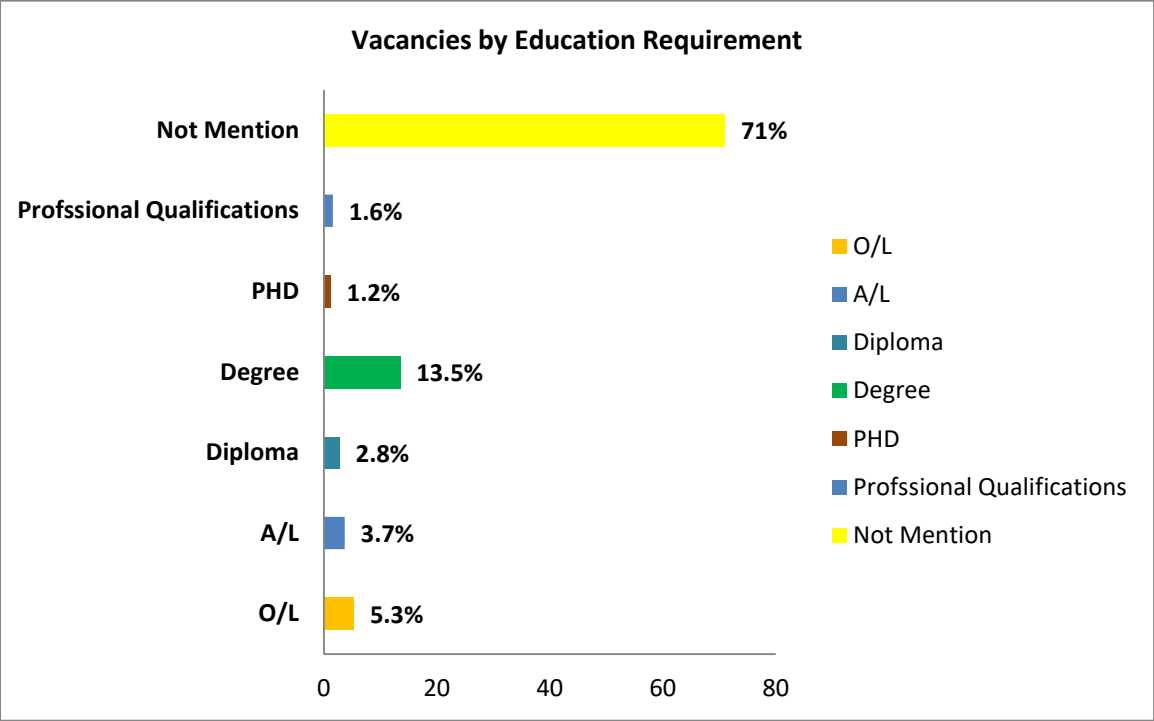
Figure 1.9. Vacancies by Educational Requirement (January 01st to 19th -2025)

The chart provides insights into the education requirements for job vacancies, showing the percentage of jobs that require different levels of education.

I. Majority of Vacancies Do Not Specify an Education Requirement

The largest category (71%) consists of vacancies that do not mention any education requirement. This suggests that employers may prioritize skills, experience, or other qualifications over formal education in many job roles. It also indicates flexibility in hiring, potentially opening opportunities for a broader range of candidates.

II. Degree Holders Have the Highest Demand among Specific Education Requirements

13.5% of vacancies require a degree, making it the most sought-after qualification among those that specify an educational requirement.

This reflects the continued importance of higher education in securing job opportunities, especially for professional and managerial positions.

III. Lower Educational Qualifications Have Moderate Demand

Ordinary Level (O/L) - 5.3%

Advanced Level (A/L) - 3.7%

Diploma - 2.8%

These figures suggest that while lower academic qualifications can provide job opportunities, their demand is relatively low compared to degree qualifications.

IV. Professional and Postgraduate Qualifications Have Limited Demand

Professional Qualifications - 1.6%

PhD - 1.2%

The low demand for PhD holders indicates that most job vacancies do not require highly specialized expertise or research-based roles. Professional qualifications, such as certifications in specific industries, are also not a major requirement for most vacancies. Employers seem to prioritize skills and experience over formal education in many cases, as seen by the 71% of vacancies without specified requirements. Degree qualifications remain the most in-demand education level, reinforcing their importance for job seekers. PhD and professional qualifications are required for only a small fraction of jobs, indicating that highly specialized roles are limited. Lower educational qualifications (O/L, A/L, and diplomas) offer some opportunities, but their demand is significantly lower compared to degree-level education.

Possible Implications for Job Seekers-

For those without formal education, a large portion of vacancies may still be accessible based on skills and experience.

Figure 1.10 Vacancies by Experience Requirements (January 01st to 19th -2025)
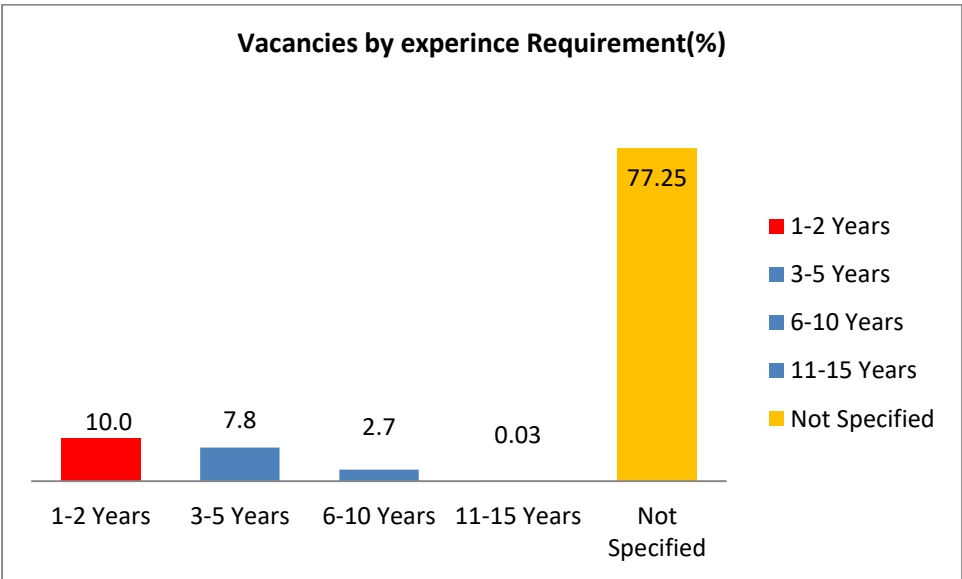
This chart displays job vacancies based on experience requirements. The key takeaway is that most job vacancies do not specify an experience requirement, making up a significant 77.25% of the total.

I. Majority of Job Vacancies Do Not Specify Experience

77.25% of vacancies have no specific experience requirement. This suggests that a large number of employers are open to hiring candidates regardless of prior work experience, possibly emphasizing skills, qualifications, or on-the-job training instead. It also indicates that entry-level positions may be widely available.

II. Demand for 1-2 Years of Experience is Highest among Specified Requirements

10.0% of vacancies require 1-2 years of experience this suggests that employers prefer candidates with some experience but not necessarily senior-level professionals. Such vacancies could be ideal for junior-level professionals or fresh graduates with internships.

III. Moderate Demand for 3-5 Years of Experience

7.8% of vacancies require 3-5 years of experience. These positions are likely aimed at mid-career professionals, such as supervisors, team leaders, or specialists.

IV. Limited Demand for Higher Experience Levels

6-10 years of experience is required for only 2.7% of vacancies.11-15 years of experience is required for a negligible 0.03% of vacancies, indicating that senior-level jobs are extremely rare in this dataset.

02 . Table 1. Vacancies by Industry Category (January 01st to 19th -2025)

Industry Name	Number of Vacancies
Industrial	04
Services	144
Agricultural, plantation, and livestock	02
Gems and Jewelry	01
Art and creative skills	02
Health and social care	26
Media related	03
Finance, Banking, and Management	08
Hotels and Tourism	25
Buildings and construction	13
Others	04
Food Technology and cookery	03
Electrical and Electronics and Telecommunications	04
Information and Communication Technology	10
Textiles and Garments	06

03. Job Titles and Sector (January 01st to 19th -2025)

Services	Agricultural, plantation, and livestock
Marketing Executive	Manager Transport
A/C technician	Technical officer
Storekeeper	Plantation Manager
sales representative	**Gems and Jewelry**
Sales Development officer	Diamond polishing artist
Technicians	**Art and creative skills**
Pharmacy Manager	Auto cad draftsman
store keeper	Technical Officer
Computer technician	**Health and social care**
A/C technician	Head of Examination
Pharmacist	Electrician
Physiotherapist	Basic electrical work
Radiographer	Consultant Radiologist
Medical Laboratory Technology	Consultant Anesthetist
Accounts Assistant	Consultant Cardiologist
Representative	Consultant Neonatologist
Security	Medical Officer
Motor mechanic	Cooks
Driver	Electrician
driver	Mason
Gardeners	Plumber
driver	Consultant Cardiac surgeon
Monitoring and Evolution and report Coordinator	Officer in Charge
Driver	Security
General Manager	Cardiopulmonary resuscitation position
Chartered Accountant Auditor	doctor
heavy vehicle driver	Radiologist
Investigation Manager	Anesthesiologist
Human Resource Manager	Cardiologist
Administrative Officer	Pediatrician
Driver	Therapists
Sales Executive	cased assistant
Deputy Head of Academic Affairs	Steward
Intern	Assistant kitchen
Director	Housekeeping Assistant
Security	cashier
Labour	Car washers
Office Assistant	Media Related
Tailors	Sales Engineer

Sales Marketing	Head of Legal
Electrical Technician	Manager Security
Quality Assurance Executive	**Finance, Banking, and Management**
Administrative Assistant	Finance, Banking, and Management
Production Assistant	Research officer Manager
Chemical technician	Audit Officer (Investment Assistant III Grade
Electrical Technician	Assistant Information Officer
A/C technician	Account Executive
Plumber	Senior Dealer fix income Securities
Storekeeper	Sales Executive
Forman	Accountant Manager
Vehicle serviceman	Cashier
Storekeeper	Regional Development Officer
Electrician	**Hotels and Tourism**
Motor mechanic	Commis chef
Spray painter	Trainee Cook
Customer Development Officer	Steward
Driver	Food manager
Administrative Assistant	Chief Operating Officer
Spray painter	Junior Sales Executive
Tinker	Chef
Car mechanic	Head Chef
Consultant Consultations	Steward
Cashier	Waiter/Waitress
Bell boy	Kitchen Helper
bArman	Kitchen Assistant
Steward	Room boy
Kitchen helper	Tourist security officers
Control technician	Room Attendant
Driver	Stewardess
Sales Management	Cooks
Security	Trainee cooks
self-employment	Driver
Driver's Assistant	Cooks
Housekeeper	Room boy
Employee	Cashier
Office cleaners	Bell boy
A/C technician	barman
Fire and softy officer	Steward
Driver	kitchen helper
Driver's Assistant	Buildings and construction
Security	Accountant Manager

Cleaner	Assistant Facility Manager
Supervisor	Trainee Documentation Assistant
Car washer	Legal Officer
kitchen helper	Mason
Housekeeper	Civil Engineering
Packing helper	Welders
Office boy	Construction worker
painter	Others
waiter	Technical officers
A/C technician	cleaner
Electrician	Legal Officer
Barista Crew	Food Technology and cookery
Mason	Cooks
Bike Rider	**Electrical and Electronics and Telecommunications**
Mechanic	Sales Manager
Tea serving officers	Investigation Manager
driver	Electrical Engineer
Laboratory Assistant	**Information and Communication Technology**
Teacher	Data Analysis
Ironworker	Computer data operator
Doorman	**Textiles and Garments**
Packing assistant	Accountant Manager
Heavy vehicle driver	Juki machine operator
Security	Quality Checker
Driver	**Buildings and construction**
Driver	Designers
Manual Milling specialist	Driver
General Cleaning workers	labour
Electrician	Security
Air condition technician	Driver
driver	Employee
Electrician	
Plumber	
Seamstress	
Vice-Chancellor	
Operating room technician	
Driver	
Driver's Assistant	
Technicians	
Clerk	

Labour	
Cleaner	
Consultant Radiologist	
excavator operators	
Cashier	
Service Assistant	
Security	
customer relations executive	
billing assistant	
Driver	
Driver	
money security	
Driver	
Weapon safety	
Management Trainee	
Handyman	
Auto Operator	
Site Supervisor	
trainee supervisor	
Office Assistant	
Laminators	
Schreiber Glass	
Security	
Security	
Industrial	
Field Sales Manager	
Sales Executive	
Crop Supervisor	
Production Executive	

Vacancies by Educational Attainment-(January 01st to 19th -2025)

O/L	A/L	IT	Skills
GCE O/L	GCE A/L in Commerce	Excel,	Communication Skills
GCE O/L with certification food preparation	GCE A/L in Science	word	Customer care
GCE O/L with NVQ 04	GCE A/L in Math/Art	AI	English

Diploma	Degree	PHD
Diploma/Beauticulture	Degree in Defense	postgraduate - Radiologist
National Dip in Engineering	Degree in Engineering	postgraduate Neonatologist
NDT /Construction	Degree in Human Resource	Post Graduate Cardiologist
Technology (Mechanical/Automobile)	Degree in Management	
Pharmacy	Degree in Medical Laboratory Technologist	
Radiographer	Degree in Medicine	
Certificate Physiotherapist	Degree in pharmacy	
	Degree in Physiotherapist	
	Degree in Radiographer	
	Degree in Relevant Field	
	Degree in Relevant Field Bank, Financial	
	Degree in Relevant Field Primary Dealer	
	Degree in Technology/Management	
	Degree in MBBS	
	BSc in Agriculture	
	BSC in Science, Mathematics, Statistics	
	Attorney at Law	
	MSC in Management /Public Policy	
	BSC in Marketing	
	Sales Marketing	
	Audit Cardiac Surgery	

Professional Qualifications-(January 01st to 19th -2025)

*SLIM (Sri Lanka Institute of Marketing)

*CIM (Charted Institute of Marketing, *CIMA (Charted Institute of Management Accountants)

*****All data mentioned above Source: Newspaper Survey LMI unit