



Hiring Confidence Wavers as Canadian Companies Reassess Growth Plans for 2025

New Survey Reveals a Shift in Sentiment as Companies Weigh Caution Against Opportunity

TORONTO, July 23, 2025 — As the second half of 2025 begins, many Canadian employers are taking a hard look at their hiring plans, and what they see is prompting a more cautious approach.

A new survey conducted by The Harris Poll on behalf of Express Employment Professionals reveals that, while most hiring managers (69%) still feel positive about their company's hiring outlook for the remainder of 2025, that optimism has dimmed since a year ago (74%). At the same time, concern is growing, with 46% now expressing a negative hiring outlook, up from 38% last June.



While approximately 2 in 5 companies (43%) still plan to increase their workforce in the second half of the year, that is a decline from 49% last summer. For those planning to hire, the top reasons include the need to manage growing workloads (51%), fill newly created roles (35%) and replace employees lost to turnover (42%).

The proportion of companies planning to cut their number of employees (13%) has increased, compared to last year (8%). The majority cite cost cutting as the primary driver (67%), followed by adapting to government policy changes (30%) and responding to declining demand (25%).

The types of roles companies are targeting are also evolving. Companies are now most likely to hire mid-level employees (46%) as entry-level hiring (43%) has dropped sharply compared to last year (56%). Full-time positions remain the most sought-after (74%), while one quarter of companies (25%) plan to hire part-time roles.

“These numbers tell a story of employers recalibrating,” said Bob Funk, Jr., CEO, President and Chairman of Express Employment International. “They’re still hiring, but with more intention, more strategy and a sharper eye on the future.”

Survey Methodology

The Job Insights survey was conducted online within Canada by The Harris Poll on behalf of Express Employment Professionals from June 2 – 18, 2025, among 500 Canadian hiring decision-makers.

For full survey methodology, please contact Ana Curic at Ana@MapleLeafStrategies.com.

If you would like to arrange for an interview to discuss this topic, please contact Ana Curic at (613) 858-2622 or email Ana@MapleLeafStrategies.com.

About Robert (Bob) Funk, Jr.

Robert (Bob) Funk, Jr., is the Chief Executive Officer, President and Chairman of Express Employment International, a global staffing franchisor founded and headquartered in Oklahoma City, Oklahoma. He leads a portfolio of workforce solution brands, including the flagship Express Employment Professionals franchise, along with several affiliated brands serving specialized markets. The Express franchise brand is an industry-leading, international staffing company with franchise locations across the U.S., Canada, South Africa, Australia and New Zealand.

About Express Employment Professionals

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