



SME HIRING DATA · VIETNAM

 October 2026 Edition

Vietnam Hiring Report 2026

Which industries and places are hiring, which jobs are in demand, and how small and medium-sized businesses can reach good candidates first.

29,508

job posts

10,615

companies posting jobs

7

job sites, 30 days
(16 Sep – 15 Oct 2026)

FREE REPORT

by Enfue · enfue.com

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* Outside research: these pages use published reports from other organisations, not Enfue’s own job-post data.

Who this report is for: owners, general managers and HR staff at hotels, restaurants, tech companies, factories and other SMEs in Vietnam who hire several people a year and want to hire faster, with less paperwork.

Key terms used in this report

Job post	One job ad on one job site. If the same job appears on two sites, it counts as two posts. One post can be for more than one person.
SME	Small or medium-sized enterprise. Here, every company in our data except the large brands below.
Large brand	Large national groups, banks, insurers, finance and securities firms, multinational companies and international hotel chains. We set these aside.
SMEs with 5+ posts	SMEs that posted five or more jobs during the 30 days. The jobs were not always open at the same time.

What job posts tell us about the hiring market

A job post shows what a company needs right now. When a business posts five, ten or twenty jobs in a month, it may be opening a new location, adding a shift or replacing staff who left. Each post also means more CVs to read, more calls to make and more interviews to arrange.

How we collected the data. For 30 days, from 16 September to 15 October 2026, Enfue collected public job posts from seven job sites in Vietnam: vieclam24h, VietnamWorks, CareerViet, hoteljob.vn, TopCV, TopDev and ITviec. We grouped the posts by company. We then set aside large brands, so most figures in this report describe SMEs only.



Three key findings

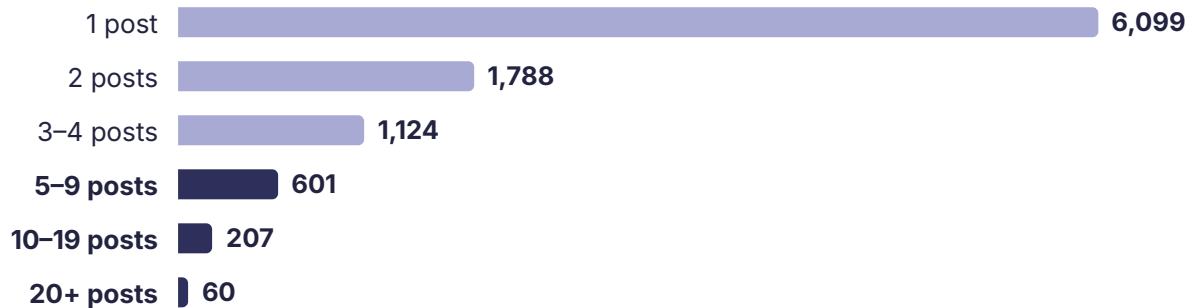
- **A small group of SMEs makes almost 4 in 10 SME job posts.** About 1 in 11 SMEs (868) posted five or more jobs. Together, they made 39% of all SME job posts.
- **Hotels and resorts lead the busiest hirers.** Hotels and resorts are the largest industry among SMEs with five or more posts (190 of 868). This is partly because one of the seven job sites lists only hospitality jobs.
- **Few SMEs appeared on more than one of the seven sites.** Only 858 SMEs (9%) posted on two or more of the sites we tracked. Many may also use channels we could not measure, such as Facebook, Zalo or staff referrals.

What this means for employers: if your company posts several jobs a month, you are part of a small group that creates a large share of hiring. How quickly and carefully you handle applicants matters as much as the job ads themselves.

Most SMEs posted one job. A small group posted many.

In the 30 days, about six in ten SMEs (62%) posted only one job. For one job, a phone, an email inbox and a spreadsheet are often enough. The situation changes for the 1,992 SMEs that posted three or more jobs.

Number of SMEs, by how many jobs they posted in 30 days



Dark bars: the 868 SMEs with five or more job posts. Total: 9,879 SMEs. One post can be for more than one person.

What the chart shows: 6,099 SMEs posted just one job. Only 868 SMEs posted five or more, but together they made 39% of all SME job posts (8,426 of 21,846). A small group of employers is doing a large part of the hiring.

Why many jobs at once is harder: the work grows with every job you add, but your team usually does not. With one job, you read one set of CVs. With ten jobs, you read ten sets, arrange interviews with several managers and keep ten groups of candidates informed. Some candidates may also fit more than one job, so you need to compare across lists.

A quick self-check

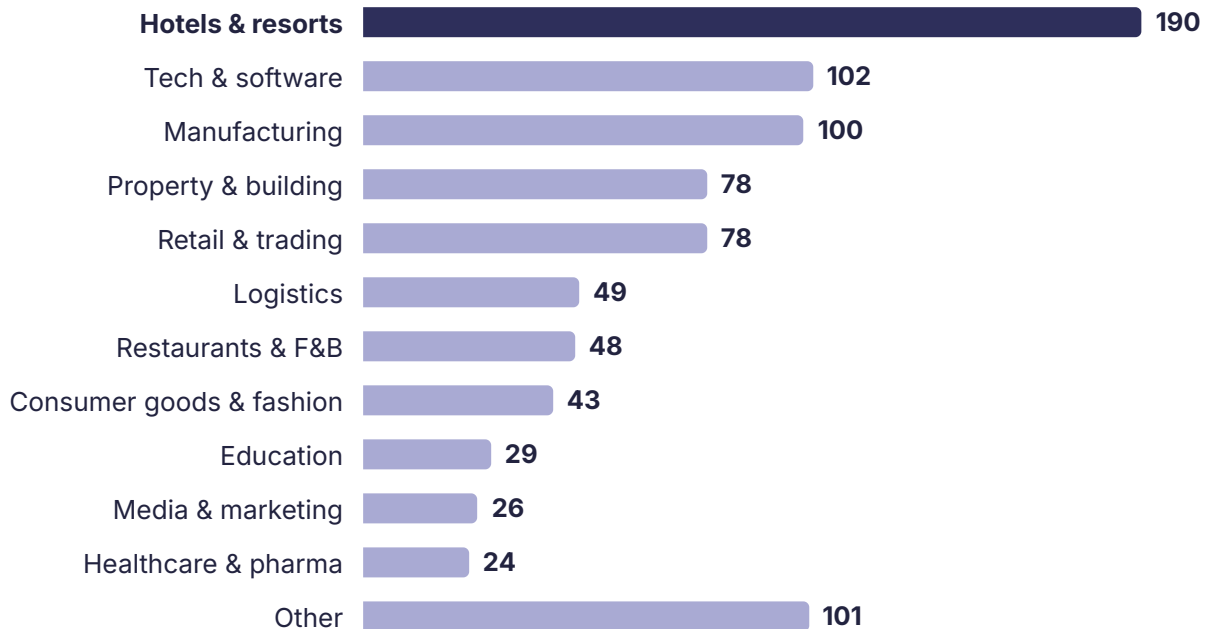
- Do you have **3 or more jobs** open now, or will you in the next three months?
- Do CVs reach you through **more than one channel** (job sites, Facebook, Zalo, email, referrals)?
- Has a good candidate ever **accepted another offer before you called back**?

If you answered “yes” two or more times, your hiring process, not your job ads, may be what slows you down.

Which industries are hiring the most

We looked at two different numbers for each industry: how many SMEs posted any jobs, and how many posted five or more. The two numbers give different answers.

SMEs with 5 or more job posts, by industry



Total: 868 SMEs. "Other" includes finance, call centres and companies we could not classify. F&B = food and beverage.

22%

of SMEs with 5+ posts are hotels and resorts (190 of 868), the largest group. Add restaurants and F&B, and hospitality makes up 27%.

1,546

manufacturing SMEs posted jobs, the largest industry overall. But only 100 of them (about 6%) posted five or more.

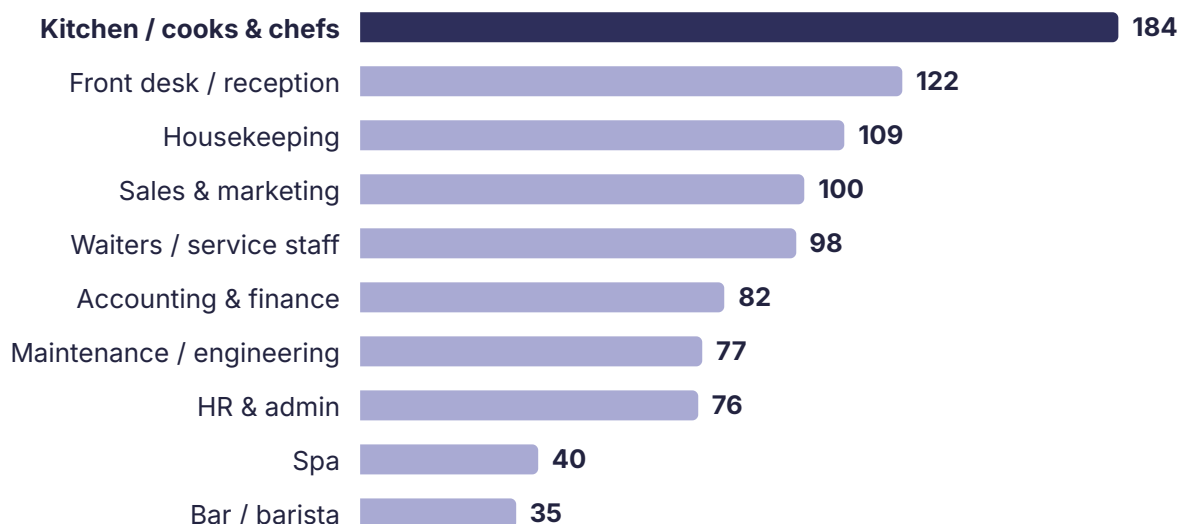
Two numbers, two meanings: the number of SMEs in an industry shows how many companies are hiring. The number with 5+ posts shows how many need several people in a short time. Manufacturing and tech have many companies hiring one or two people each. Hotels and resorts have the most companies hiring many people.

Read with care: some job sites focus on one industry. hoteljob.vn lists only hospitality jobs, and TopDev and ITviec focus on tech jobs. Industries are estimated from company names, job titles and company descriptions, so some companies may be in the wrong group.

Hotels and restaurants: the jobs in demand

For each SME on hoteljob.vn, we took up to four example job titles, 1,079 titles from 302 SMEs, and sorted them into job groups. Kitchen jobs were the most common. Front desk and housekeeping jobs came next.

Example hospitality job titles, by job group



The 10 groups above contain 923 matches. 248 of the 1,079 titles did not fit any of these groups, and one title can belong to more than one group, so the bars do not add up to 1,079. This shows which jobs are common, not the total number of vacancies.

What this may mean for hotels and restaurants

These points are our interpretation and advice. They were not measured in the data.

- **Reply fast to front-line candidates.** Cooks, receptionists and housekeepers are in high demand. If a candidate applies to several employers, the one who calls first has an advantage. Try to reply on the same day.
- **Hiring for more than one property? Use one candidate list.** Keep one list per job across all your properties. A good candidate who is not chosen for one hotel can be offered a job at another.
- **Treat interns and trainees as future staff.** 52 of the example titles were for interns or trainees. Keep in touch with good interns. They can become next season's staff.

How hotels and restaurants hire today

OUTSIDE RESEARCH

Our data shows which jobs hotels post. Other recent studies show how hard these jobs are to fill, and which tools can help.

77%

of 331 tourism and hotel businesses surveyed in Vietnam find it hard to recruit¹

60,000

tourism workers needed each year, but only about 20,000 come from training¹

68%

of hospitality workers have quit a job application before finishing (US survey)²

What the research says

- **The biggest shortages are front-line jobs:** housekeeping, maintenance, food service, front desk and kitchen.³ These match the top job groups in our own data on page 6.
- **Keeping staff is also hard.** Staff turnover was 18.9%, and almost half of employers said service attitude is candidates' weakest point.¹ 79.5% raised pay or benefits in the past year.³
- **Young people look for jobs on social media.** In a survey of over 5,500 young people in Hồ Chí Minh City, nearly 79% used social media to find work, more than job websites.⁴
- **Slow processes lose candidates.** In a US survey, 26% of hospitality candidates skipped interviews. They most wanted supportive teams (44%) and quick replies (42%).²

Common hiring tools in hospitality

TOOL	WHAT IT DOES	MOST USEFUL FOR
Hospitality job sites	Reach people who want hotel and restaurant work	Front-line and skilled roles
Facebook and Zalo groups	Reach local and young job seekers quickly	Front-line, part-time and seasonal jobs
Mobile and QR-code applications	Candidates apply from their phone in a few minutes	Reducing drop-off during applications
Automatic replies and self-scheduling	Every applicant gets a fast reply and books an interview time	Fewer no-shows and faster hiring
Applicant tracking system (ATS)	Software that keeps all applicants in one place	Hiring for several jobs or properties

The table describes types of tools, not products; how widely each is used by hotels in Vietnam has not been measured. **Sources:** references 1–4 on pages 19–20. Survey 2 was carried out in the US.

Tech and software: the top roles in demand

1,304 tech and software SMEs posted jobs. Most hired only a few people: 92% (1,202) posted fewer than five jobs, and 102 posted five or more.

1,304

tech and software SMEs
posted jobs

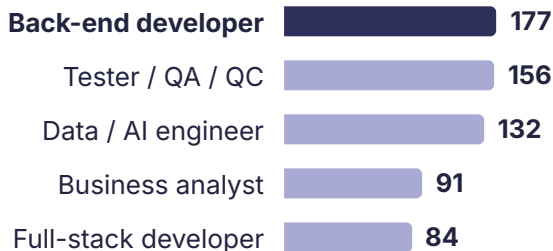
92%

of them (1,202) posted fewer
than five jobs

12%

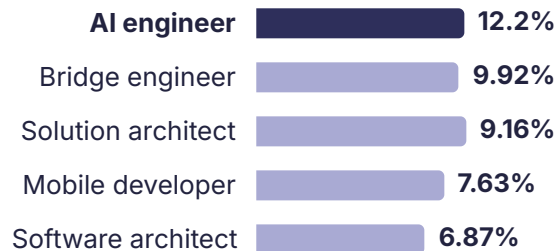
of all SMEs with 5+ posts are
in tech (102 of 868)

Top 5 tech roles in our data



Example job titles from tech SMEs (2,079 titles, up to four per company). Sales and marketing titles (320) were also common but are not tech roles.

The 5 hardest tech roles to fill²⁴



Outside research: % of employers naming each role hardest to fill (TopCV survey). A bridge engineer links Vietnamese teams with overseas clients.

What the data shows: back-end developers, testers and data or AI engineers are the roles tech SMEs post most. AI engineers are also the hardest role to fill, so expect strong competition for them.

Read with care: TopDev and ITviec focus on tech, but they carried only 9% of all posts. Many tech titles did not match any group, and one title can match more than one. The right-hand chart comes from a separate national survey.²⁴

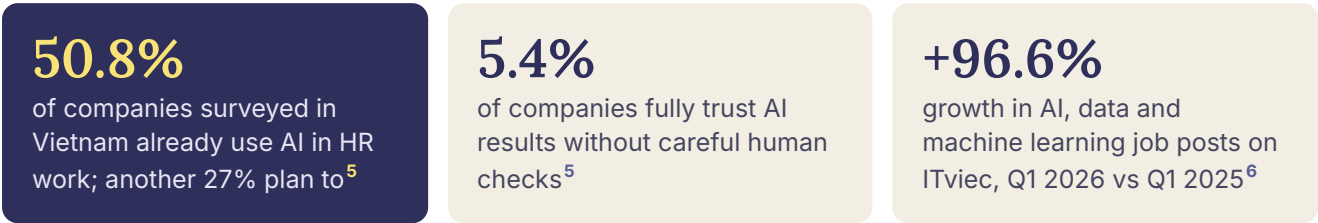
What this may mean for tech companies

- **Compare skills, not job titles.** Similar work has different titles. Check each CV against the skills the job needs.
- **Keep technical tests short and reply fast.** AI engineers and architects are hard to find, and good candidates have options.

How tech companies hire today

OUTSIDE RESEARCH

Tech hiring is changing quickly. Many companies now use AI in hiring, and demand for AI skills is growing fast.



What the research says

- **AI is common, but people still check it.** 73% of companies in one Vietnam survey use AI, but only 13.8% use it at full scale.⁵
- **Screening is the top use of AI in HR.** Among companies using AI in HR, the most common uses are screening and shortlisting candidates (62.5%) and writing HR documents (59.4%).⁵ AI engineers are among the five hardest IT roles to fill.⁷
- **Developers prefer practical tests.** In a global survey, 66% of developers preferred practical tasks like their daily work over abstract puzzles. 73% said it is unfair to lose out to candidates who use AI in tests.⁸
- **Junior roles are under pressure.** Globally, hiring for early-career developers has been slower than for senior roles.⁸

Common hiring tools in tech

TOOL	WHAT IT DOES	MOST USEFUL FOR
IT job sites and developer communities	Reach developers who are looking, or open to offers	Most tech roles
AI matching and CV ranking	Compares CVs with the job's skills and ranks them	Jobs with many applicants
Coding tests and practical tasks	Checks real skills before the interview	Developers, testers, data roles
Live coding interview tools	Candidate and interviewer write code together online	Senior and remote hiring
Professional networks and referrals	Reach people who are not actively looking	Senior and hard-to-fill roles

The table describes types of tools, not products; how widely each is used by SMEs in Vietnam has not been measured. **Sources:** references 5–8 on pages 19–20. Survey 8 is global.

Will AI reduce jobs?

OUTSIDE RESEARCH

Our 30-day data cannot show how AI affects jobs. Here is what major recent studies say.

20.8%

of jobs in Vietnam (11.5 million workers) have tasks that generative AI could affect⁹

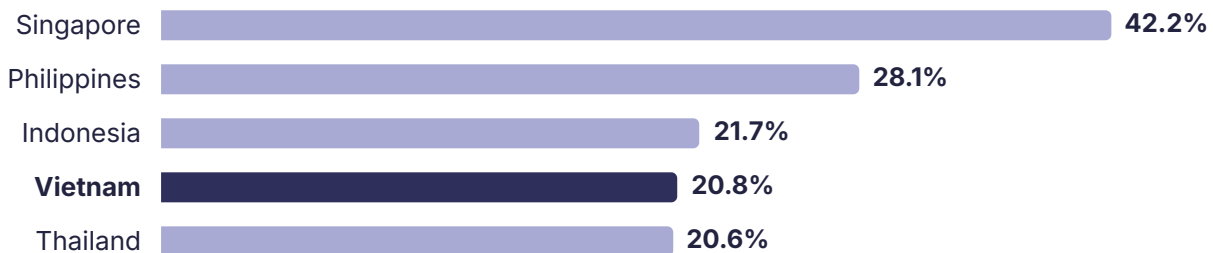
~1 million

workers in Vietnam are in highly routine roles that AI could fully replace⁹

+78 million

net new jobs worldwide by 2030: 170 million created, 92 million lost¹⁰

Share of jobs exposed to generative AI, selected ASEAN countries¹¹



"Exposed" means some tasks could be done or changed by AI. It does not mean the job will disappear.

Key findings

- **Jobs will change more than disappear.** The ILO expects most jobs in Vietnam to see changes in tasks, not mass job losses.⁹ Across ASEAN, 67% of workers are not exposed at all, and there is no evidence of large-scale job cuts so far.¹¹
- **Office work and big cities are most exposed.** Nearly two-thirds of clerical workers may see some tasks automated. Finance, retail and IT are the most exposed industries, and Hà Nội, Hồ Chí Minh City and Đà Nẵng hold over a third of exposed jobs.⁹
- **Some firms now hire less because of AI.** In ITviec's survey, the share of companies naming AI productivity as their main reason for not hiring more staff rose from 5.9% (2024) to 20.2% (2025).¹⁴ Worldwide, employers expect 39% of skills to change by 2030.¹⁰
- **New workers face a tougher start.** In Vietnam, hiring for people with under one year of experience fell 13% in 2025, while demand for experienced staff rose over 40%.¹² But the ILO found no clear drop in jobs for young graduates in exposed industries in 2022–2024.⁹

What this may mean for SMEs (our interpretation): hotel and restaurant work is mostly hands-on, so it is less exposed, but only 2.9% of travel and tourism staff have AI skills (21% in tech and media).¹³ Tech roles will see bigger task changes. For both: hire for skills and train staff to use AI.

Sources: references 9–14 on pages 19–20. References 10, 11 and 13 include data from outside Vietnam.

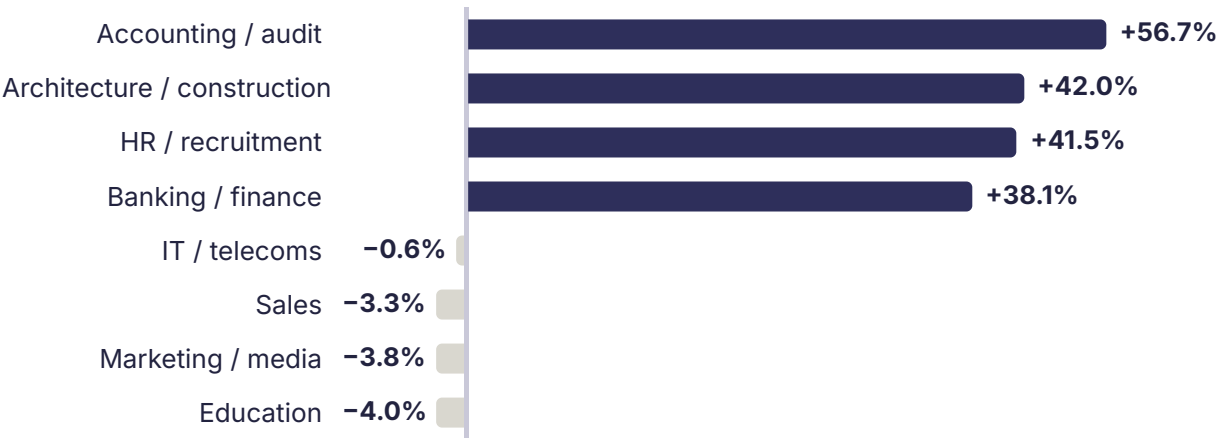
2025 vs 2026: how the job market changed

OUTSIDE RESEARCH

Our job-post data has no 2025 edition to compare with, so this page uses official statistics and job-site data.

INDICATOR (VIETNAM)	LATEST, 2026	CHANGE VS 2025
Economic growth (GDP), Q3	9.95%	up from 8.23% ¹⁶
People in work, Q3	about 53.0 million	+1.4% ¹⁵
Unemployment rate (working age), Q3	2.22%	no change ¹⁵
Youth unemployment (age 15–24), Q3	9.07%	+0.10 points ¹⁵
Average monthly income, Q3	9.2 million VND	+9.9% ¹⁵
Consumer prices (CPI), September	—	+5.08% ¹⁶
Online job posts (VietnamWorks index), Q2	125.5 (Q2 2024 = 100)	+16.9% ¹⁷
International visitors, January–September	17.7 million	+14.5% ¹⁶

Change in online job posts by job group, Q2 2026 vs Q2 2025 (VietnamWorks)¹⁷



Counts job posts on one job site, not vacancies or hires. Hospitality was not reported separately.

What changed

- **Hà Nội overtook Hồ Chí Minh City.** Online job posts grew 24.6% in Hà Nội and 17.6% in Hồ Chí Minh City.¹⁷
- **Tech hiring changed shape.** Overall IT job posts were flat (–0.6%),¹⁷ but AI and data jobs on ITviec nearly doubled (+96.6% in Q1).⁶
- **Young workers: mixed signals.** Hiring of people with under a year of experience fell 13% in 2025,¹² but 57% of employers say they are hiring more new graduates in 2026.¹⁸

Sources: references 6, 12 and 15–18 on pages 19–20.

Q4 2026 outlook: what to expect

OUTSIDE RESEARCH

Employers in Vietnam expect to hire more in the last three months of 2026. Year-end and Tết also bring a seasonal peak in hiring.



Net hiring outlook, Vietnam (% of employers)^{18,19}



Net outlook = % planning to hire minus % planning to cut.
Vietnam's figures are not yet adjusted for seasons.

Where demand is strongest

- **IT and information:** net outlook 64%, up 10 points.¹⁸
- **Northern Vietnam:** 41%, the strongest region.¹⁸
- **Skills gap:** 43% of employers say candidates' expectations do not match job requirements.¹⁸

The year-end hiring calendar

Oct – Nov	Factories, retail and logistics hire to fill year-end orders, mostly for general and shift workers. ²¹
Dec – Jan	Peak demand for seasonal and part-time staff in shops, restaurants and hotels before Christmas, New Year and Tết. ^{21,23} Tourism is aiming for 25 million international visitors in 2026, against 17.7 million by September. ^{16,20}
After Tết	Factories and services restart hiring. In early 2026 the Ministry of Home Affairs forecast about 300,000 more people in work in Q1 than in Q4 2025. ²²

What this may mean for SMEs (our interpretation): start Tết hiring in October and November, before larger companies take the best seasonal candidates. Expect more competition and higher pay demands for skilled roles. Keep a talent pool of this season's good applicants for the hiring wave after Tết.

Sources: references 16 and 18–23 on pages 19–20. The calendar summarises patterns reported by employment centres; it is not a forecast for any one business.

Where SMEs are hiring

Hồ Chí Minh City and Hà Nội have by far the most SMEs posting jobs. But in resort areas such as Phú Quốc, Hội An, Nha Trang and Phan Thiết, a much larger share of hiring SMEs posted five or more jobs.

AREA (AS NAMED IN JOB POSTS)	SMES POSTING JOBS	WITH 3+ POSTS	WITH 5+ POSTS	SHARE WITH 5+
Hồ Chí Minh City	4,412	779	313	7%
Hà Nội	3,086	605	245	8%
Bình Dương	261	63	25	10%
Đồng Nai	252	55	18	7%
Đà Nẵng	158	30	18	11%
Bắc Ninh	142	29	9	6%
Hải Phòng	134	31	10	8%
Bà Rịa – Vũng Tàu	70	21	10	14%
Quảng Ninh (Hạ Long)	60	20	9	15%
Bình Thuận (Phan Thiết)	63	20	14	22%
Khánh Hòa (Nha Trang)	56	25	15	27%
Quảng Nam (Hội An)	30	17	12	40%
Phú Quốc	26	18	14	54%

Selected areas: the largest by number of SMEs, plus resort areas. Highlighted: areas where 20% or more of hiring SMEs posted five or more jobs.

How to read the table: “Share with 5+” is the part of hiring SMEs in that area that posted five or more jobs. In Phú Quốc, 14 of 26 SMEs (54%) did. In Hồ Chí Minh City, 313 of 4,412 (7%) did. By region, 16% of SMEs in Central Vietnam posted five or more jobs, compared with 8% in the North and 8% in the South.

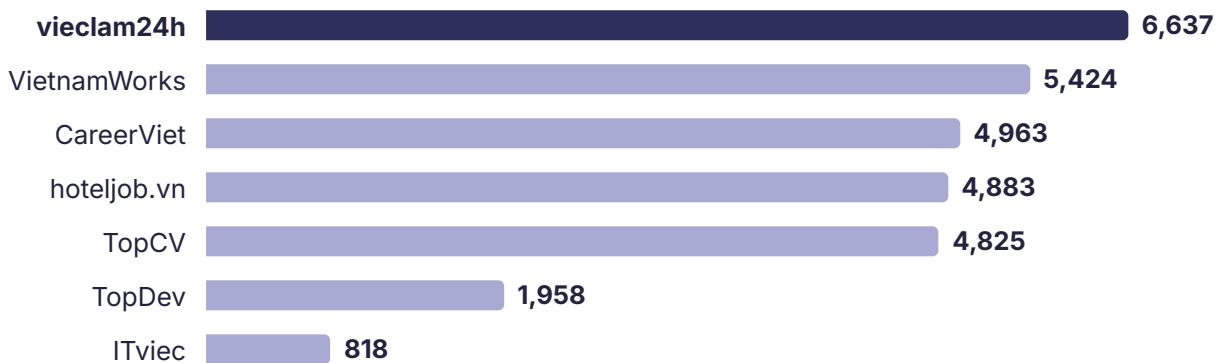
Read with care: one possible reason for the resort pattern is that resorts hire many staff at once before the busy season (our interpretation, not measured). The resort-area numbers are small. In Phú Quốc or Quảng Nam, one company more or less changes the share by 3–4 percentage points. We know the main location of 9,416 of 9,879 SMEs (95%); another 80 hire remotely. Each SME is counted once, in the main area it posts jobs for.

Area names follow the names used in job posts. Since July 2025 several provinces have merged; for example, Hội An is now part of Đà Nẵng city.

Where companies post jobs, and why one job site may not be enough

Each job site reaches different people. vieclam24h and TopCV reach a wide range of workers. VietnamWorks and CareerViet focus on office and professional jobs. hoteljob.vn reaches hospitality workers, and TopDev and ITviec reach IT professionals.

Job posts by job site (30 days)



All 10,615 companies, including large brands. Total: 29,508 posts. If a company posted the same job on two sites, it counts twice.

What the data shows: no single site dominates. vieclam24h had the most posts (22%), and four other sites each had about one in six. Only 858 SMEs (9%) were found on two or more of the seven sites. Because company names can be written differently on each site, this number may be slightly too low.

What the data does not show. We measured only these seven job sites. SMEs may also find staff through Facebook groups, Zalo, referrals from current staff and their own careers page. So an SME that appears on one site may still use several channels.

The problem with many channels

Posting in more places can bring more candidates. But it also means more places to check: each job site's employer account, a Facebook page, a Zalo group, a personal email. Without one place to collect applicants, good candidates can be missed, and nobody knows which channel brought the best hires.

Post in the right places

Use the job site that fits the job, plus your own careers page and social media.

Keep all applicants in one place

Put every applicant for a job into one list, and note where each person came from.

The hidden cost of hiring many people at once

The biggest cost of hiring is usually not the job ad. It is the time your team spends handling applicants, and the good candidates you lose while they wait for a reply.

Where the time goes

- Opening CVs one by one from different inboxes
- Copying candidate details into a spreadsheet
- Calling candidates to set interview times, and rescheduling when they don't come
- Sending CVs to managers and waiting for their feedback
- Rewriting similar job descriptions for every post
- Preparing contracts and first-day documents by hand

What it can cost your business

- Good candidates accept other offers while they wait
- Managers interview people who were never a good fit
- Jobs stay open longer, so current staff work extra shifts
- No record of past applicants when the next job opens
- No way to see which channel brings the best hires
- New staff start without a clear first week, and may leave early

These are common problems in manual hiring. We did not measure them in this report.

An example (for illustration only): a resort needs eight new staff before the busy season: two cooks, three housekeepers, two waiters and one receptionist. CVs arrive through hoteljob.vn, the resort's Facebook page and a manager's Zalo. Each job has its own candidates and its own interviewers. If one person handles all of this alongside other work, replies slow down, and the best cook may accept another offer before anyone calls.

A simple test: choose one job you filled recently. How many days passed between the best candidate applying and your first call? If you don't know, start by measuring this.

7 ways to make hiring faster and easier

These are recommendations based on common good hiring practice. They are not findings from our data. You can use all of them with or without special software.

1 **Keep all applicants for a job in one place**

Every applicant, from job sites, Facebook, Zalo or referrals, goes into one list. Note where each person came from.

2 **Use one job description template**

A job description (JD) explains the job. Use the same sections every time: summary, duties, requirements, benefits and salary range. It is faster to write and clearer for candidates.

3 **Review every new CV within 48 hours**

Agree that every new CV gets a first decision (yes, no or maybe) within two days. For front-line jobs, aim for the same day.

4 **Keep interviews short and structured**

A structured interview means asking every candidate the same 3–5 questions and scoring each answer from 1 to 5. Managers can then compare candidates fairly and decide faster.

5 **Let candidates choose their interview time**

Send a few time slots that candidates can choose themselves, with automatic reminders. This saves many phone calls.

6 **Keep a talent pool**

A talent pool is a list of good candidates you did not hire this time. Contact them first when a similar job opens. This helps most with seasonal hiring and businesses with several locations.

7 **Use an onboarding checklist up to day 30**

Onboarding means helping a new employee settle in. Prepare the contract, documents, uniform, training plan and a “buddy” (an experienced colleague) before the first day.

Where Enfue fits: Enfue supports several of these steps in one tool: one candidate pipeline for all channels (all applicants in one place), AI screening that ranks CVs against each job, interview scheduling, and onboarding.

Your first week: a 5-day plan

You don't need a bigger team to hire faster. Do one small task each day, and you will have the basics in place by Friday.

Monday **List every open job** and every place you posted it. Write down how many candidates are waiting for a reply.

Tuesday **Put all applicants into one list per job.** Note where each one came from.

Wednesday **Rewrite your three most important job posts** using one template, with a clear salary range.

Thursday **Reply to every waiting candidate** with a yes, a no or an interview time. Agree on the 48-hour rule with your managers.

Friday **Write five interview questions for each job,** and a one-page plan for a new employee's first week.

Next Friday, check your progress: How many candidates replied? How many interviews were booked? How many days did your best candidate wait?

About Enfue

Enfue is an AI-powered recruitment and People Operations platform for SMEs in Vietnam and Southeast Asia. It gives you one candidate pipeline for all channels, AI screening that ranks CVs against each job, interview scheduling, and onboarding.

Hiring for several jobs this season?

Send us your open jobs. We will set them up on Enfue for you in our standard format, free of charge. You check them and publish when you are ready.

[Get started at enfue.com](https://enfue.com)

How we made this report

- **Sources:** public job posts on vieclam24h, VietnamWorks, CareerViet, hoteljob.vn, TopCV, TopDev and ITviec, collected every day for 30 days, from 16 September to 15 October 2026.
- **What we counted:** a job post is one ad on one site, so the same job on two sites counts twice, and one post can be for more than one person. A company's number of posts is every post seen in the 30 days; the jobs were not always open at the same time.
- **Companies:** posts were grouped by company across the seven sites. 2 anonymous posters and 26 recruitment agencies were excluded.
- **SMEs:** we set aside 708 large brands (475 flagged by our data collection, plus 233 found by our own name rules: large national groups, banks, insurers, finance and securities firms, multinationals and international hotel chains), leaving 9,879 SMEs. The 29,508 posts and the job-site chart include large brands.
- **Estimates:** industries were estimated from company names, job titles and company descriptions, and may contain errors. About 1,401 SMEs had no usable job titles in our data. Location is known for 95% of SMEs. Job groups on pages 6 and 8 are based on up to four example titles per company.
- **Limits:** hospitality is over-represented because hoteljob.vn lists only hospitality jobs. Thirty days is a short period and does not show seasonal changes. Other channels, such as Facebook, Zalo and referrals, were not measured.
- **Outside research (pages 7 and 9–12, and the right-hand chart on page 8):** figures come from the published reports listed in the References on pages 19–20. They use different methods, countries and dates, and Enfue has not checked them.
- **No company in our job-post data is named in this report.**

References

Pages 3–6, 8 and 13–14 use Enfue’s own job-post data (see “How we made this report”, page 18). Pages 7 and 9–12, and the right-hand chart on page 8, use the outside sources below. Links accessed 10 October 2026. Where we could not access an original report, we name the news article that reported it.

- 1 **Hoteljob.vn**. Survey of 331 tourism and hotel businesses, and Vietnam tourism–hotel labour report (data to August 2026). Reported in: “Giải bài toán nhân lực cho ngành du lịch”, Đại Đoàn Kết, 2026; and The Leader, 2026. daidoanket.vn/giai-bai-toan-nhan-luc-cho-nganh-du-lich.html · Vietnam survey · page 7

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