

# EXCELSIOR INFORMA

## COMPANY EMPLOYMENT SCHEMES OBTAINED FROM THE CHAMBER OF COMMERCE SYSTEM

Year 2024

Campania

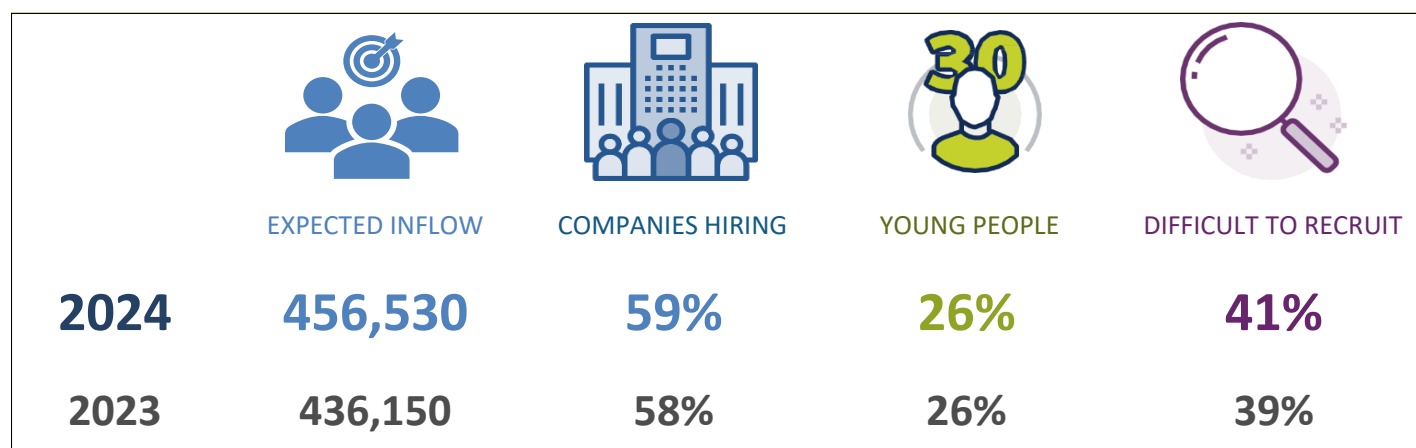
### Introduction

After three years of sustained growth, planned labor demand from businesses in 2024 has stabilized at the previous year's levels, with approximately 5.5 million contracts planned to support company workforces. This stability in hiring flows corresponds to an increase in the number of companies intending to hire, which this year nears 850,000 units (+3.1% compared to 2023).

The high labor demand is also reflected in the main labor market indicators reported by ISTAT, which, between the second quarter of 2023 and the same period in 2024 (the latest available data), show a significant reduction in the unemployment rate of -0.8 percentage points and an increase in the employment rate of +0.7 percentage points.

However, 2024 also marks a further increase in the difficulties companies face in finding the desired profiles. This difficulty affects 48% of planned hires during the year, an increase of 3 percentage points compared to the 45% recorded the previous year. At the national level, the mismatch is increasingly due to a lack of specific professional profiles available for company integration, a problem reported for 31.2% of planned hires, up from 28.4% in 2023 and 24.6% in 2022. The share of qualitative mismatch, linked to the inadequacy of candidates' skills compared to those required by companies, remains stable, fluctuating between 12% and 13% of planned hires (there is also a residual share of 4% related to unspecified reasons).

This publication focuses on the main characteristics of planned hires in the region for 2024.



| SUMMARY   |        | Work opportunities in 2024 in the region  |   |
|---|--------|---|---|
| Company areas of placement and main professions           | page 2 | <div>Expected inflow (a.v.)</div> <div>Specialised labourers</div> <div>74,830</div>                  | <div>% difficult to recruit</div> <div>54.3</div> |
| Main characteristics of workers requested by companies    | page 3 | <div>Technical professions</div> <div>49,900</div>  | <div>46.9</div>                                   |
| Characteristics of inflow by age group                    | page 4 | <div>Plant operators and stationary and mobile machinery operators</div> <div>56,190</div>            | <div>44.1</div>                                   |
| Fields of study that offer the greatest job opportunities | page 5 | <div>Managers and intellectual, scientific and highly-specialised professions</div> <div>27,010</div> | <div>43.8</div>                                   |
| Skills required according to the qualification            | page 6 | <div>Skilled professions in commercial activities and services</div> <div>135,160</div>               | <div>38.3</div>                                   |
| Some characteristics of companies                         | page 7 | <div>Employees</div> <div>35,510</div>  | <div>33.6</div>                                   |
| Note on methodology                                       | page 8 | <div>Unskilled professions</div> <div>77,950</div>  | <div>29.1</div>                                   |

N.B. Due to the rounding off, the sum of the single percentage values may differ by 100. This note is valid for all the graphs in this bulletin that show percentage compositions.

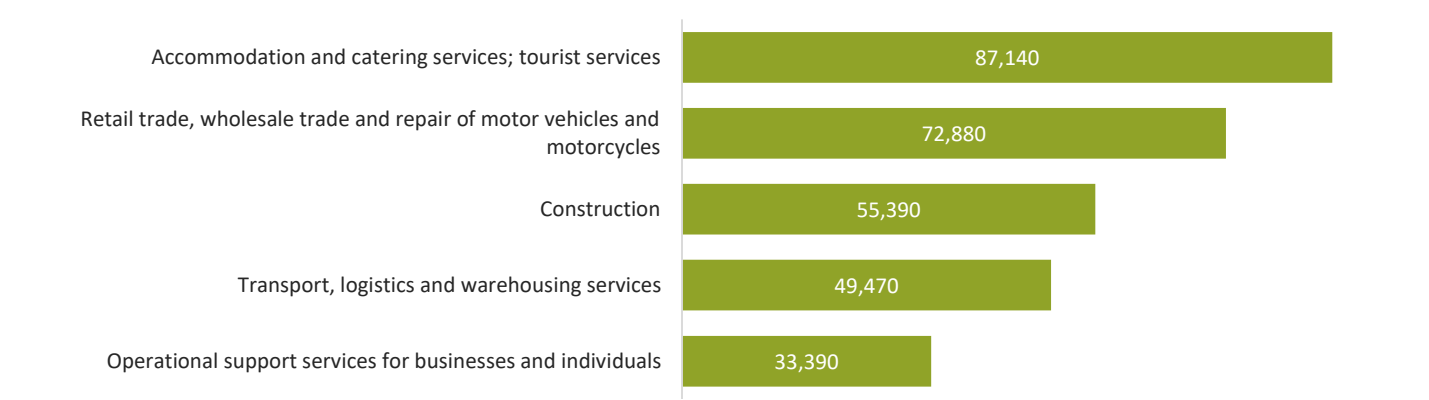
COMPANY AREAS OF PLACEMENT AND MAIN PROFESSIONS

This page presents the main business areas of hires, along with some characteristics related to these entries, and the professions most in demand by companies in the region for 2024. Please note that, unless otherwise specified, the professions listed in the bulletin refer to the ISTAT CP2021 (3-digit) classification of professions.

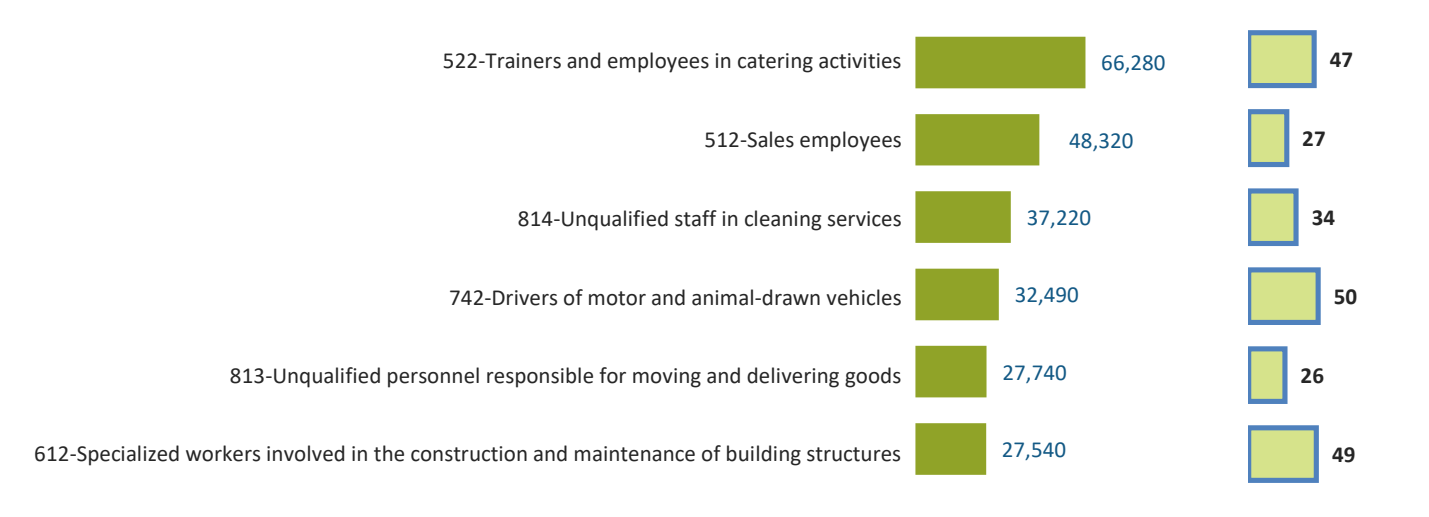
Characteristics of expected inflow by business area in the region in 2024

| BUSINESS AREA  | INFLOW<br>(a.v.) | % of total | % up to 29<br>years | % difficult to<br>recruit |
|--|------------------|------------|---------------------|---------------------------|
| Total  | 456,530          | 100.0      | 26.3                | 41.0                      |
| Direction and General services areas                     | 15,960           | 3.5        | 30.9                | 37.7                      |
| Administrative areas                                     | 16,590           | 3.6        | 23.9                | 39.1                      |
| Technical and planning areas                             | 61,070           | 13.4       | 22.2                | 51.0                      |
| Area of production of goods and provision of the service | 195,150          | 42.7       | 23.1                | 42.3                      |
| Commercial and sales areas                               | 97,650           | 21.4       | 39.8                | 35.2                      |
| Logistics areas  | 70,130           | 15.4       | 19.3                | 37.6                      |

Sectors that expect more inflow in the region in 2024 (a.v.)



Professions most requested in the region in 2024of which difficult to recruit (%)

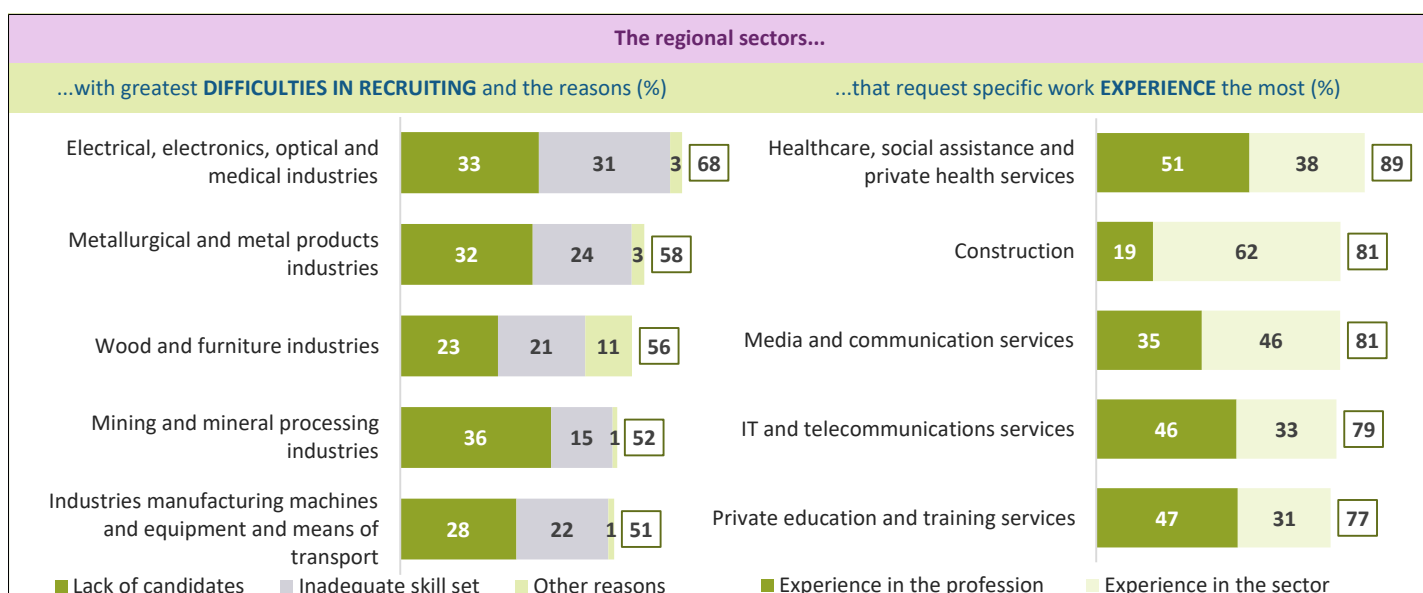


## MAIN CHARACTERISTICS OF WORKERS REQUESTED BY COMPANIES

Below is a summary of the main characteristics of incoming hires, with a sectoral breakdown. The data covers recruitment difficulties, required experience, gender, and type of contract requested; the regional data is compared with that of its geographical division and the national average.

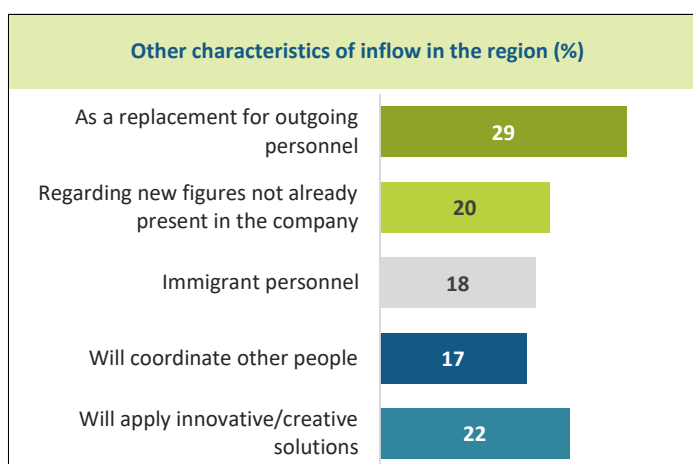
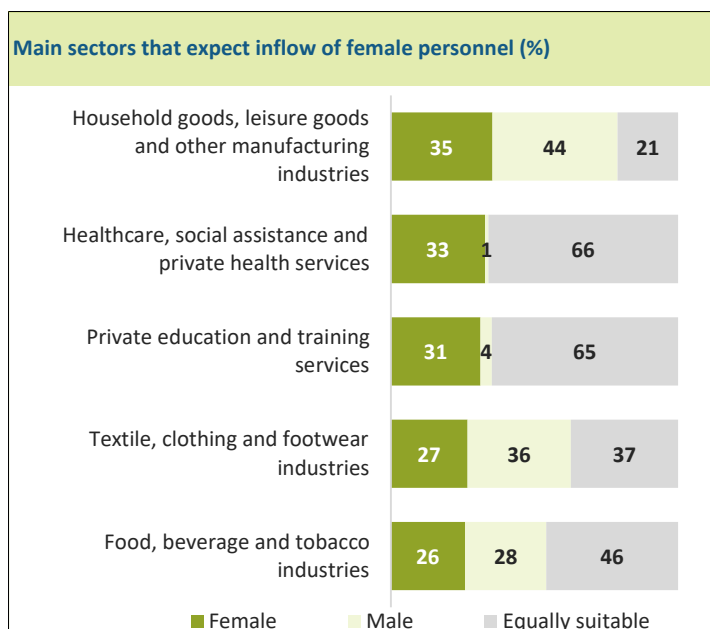
| Difficulty in recruiting (%) | Reg.        | South and islands | Italy       |
|------------------------------|-------------|-------------------|-------------|
| <b>Total, of which:</b>      | <b>41.0</b> | <b>43.1</b>       | <b>47.8</b> |
| for lack of candidates       | 25.4        | 26.9              | 31.2        |
| due to inadequate skill set  | 12.8        | 13.1              | 12.9        |
| for other reasons            | 2.7         | 3.1               | 3.7         |

| Experience requested (%) | Reg.        | South and islands | Italy       |
|--------------------------|-------------|-------------------|-------------|
| <b>Total, of which:</b>  | <b>68.6</b> | <b>67.9</b>       | <b>64.3</b> |
| in the profession        | 20.7        | 20.8              | 21.1        |
| in the sector            | 47.9        | 47.1              | 43.2        |
| non requested            | 31.4        | 32.1              | 35.7        |

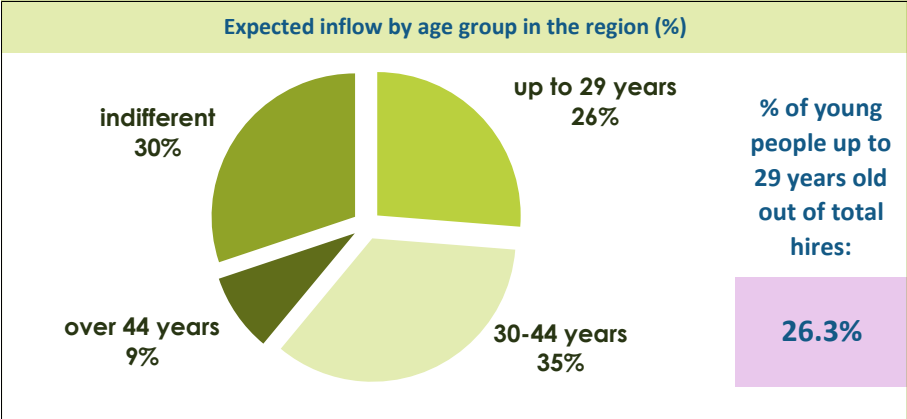


| Gender requested (%) | Reg. | South and islands | Italy |
|----------------------|------|-------------------|-------|
| female               | 17.4 | 18.0              | 18.5  |
| male                 | 32.6 | 32.2              | 30.8  |
| equally suitable     | 50.0 | 49.9              | 50.8  |

| Contracts proposed (% values)          | Reg.        | South and islands | Italy       |
|--|-------------|-------------------|-------------|
| <b>Workers employed by the company</b> | <b>88.6</b> | <b>87.8</b>       | <b>83.3</b> |
| with a permanent contract              | 18.1        | 14.5              | 18.6        |
| with a fixed-term contract             | 64.3        | 67.2              | 56.2        |
| with other contracts                   | 6.2         | 6.1               | 8.4         |
| <b>Company non-salaried workers</b>    | <b>11.4</b> | <b>12.2</b>       | <b>16.7</b> |
| agency workers                         | 3.0         | 4.5               | 9.8         |
| coll. and other non-salaried empl.     | 8.4         | 7.8               | 7.0         |



CHARACTERISTICS OF INFLOW BY AGE GROUP



A specific detailed study concerns the age groups of the professional figures requested by companies in the region in 2024, with a detailed breakdown of the professions most requested and of the main business sectors that plan inflow from the younger segment, i.e. the figures with an age explicitly indicated by companies as "up to 29 years".

The connection to "difficulties in recruiting" offers a valuable perspective on the relationship between training and companies.

| Main business sectors seeking young people in the region (%)               |    |    |    |
|--|----|----|----|
| Retail trade, wholesale trade and repair of motor vehicles and motorcycles | 40 | 23 | 37 |
| Cultural, sports and other personal services                               | 36 | 32 | 33 |
| Accommodation and catering services; tourist services                      | 31 | 30 | 39 |
| Construction   | 17 | 27 | 56 |
| Transport, logistics and warehousing services                              | 17 | 39 | 44 |

Up to 29 years

Indifferent

30 years and over

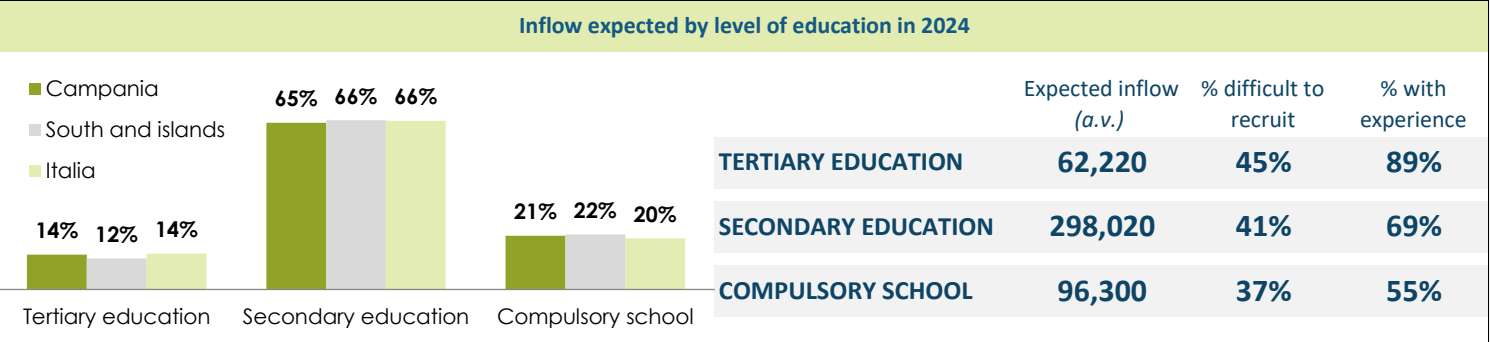
The top sectors for hires of young people up to 29 years old were selected based on absolute numbers.

| Professions with the highest recruitment difficulty for young people<br>(expected hires of young people - % share and absolute value) |     |                                      |                           |
|---|-----|--------------------------------------|---------------------------|
| Average difficulty in recruiting young people<br>Region Campania 40%  |     | difficult to recruit<br>young people | Inflow of<br>young people |
| Specialized workers responsible for construction finishing  | 75% | 1,560                                | 2,070                     |
| Technicians in the engineering field  | 72% | 1,000                                | 1,390                     |
| Casters, welders, tinsmiths, boilermakers, assemblers of metal carpentry  | 72% | 710                                  | 990                       |
| Artisanal mechanics, assemblers, repairers, maintenance workers on fixed/mobile machines  | 71% | 1,460                                | 2,060                     |
| Specialized food processing workers   | 70% | 970                                  | 1,390                     |
| Engineers   | 60% | 550                                  | 910                       |
| Specialized workers. installation/maintenance of electrical/electronic equipment  | 60% | 990                                  | 1,650                     |
| Aesthetic care operators  | 59% | 1,850                                | 3,110                     |
| Market relations technicians  | 57% | 1,060                                | 1,860                     |
| Specialized workers involved in the construction and maintenance of building structures   | 54% | 2,510                                | 4,650                     |

FIELDS OF STUDY THAT OFFER THE GREATEST JOB OPPORTUNITIES

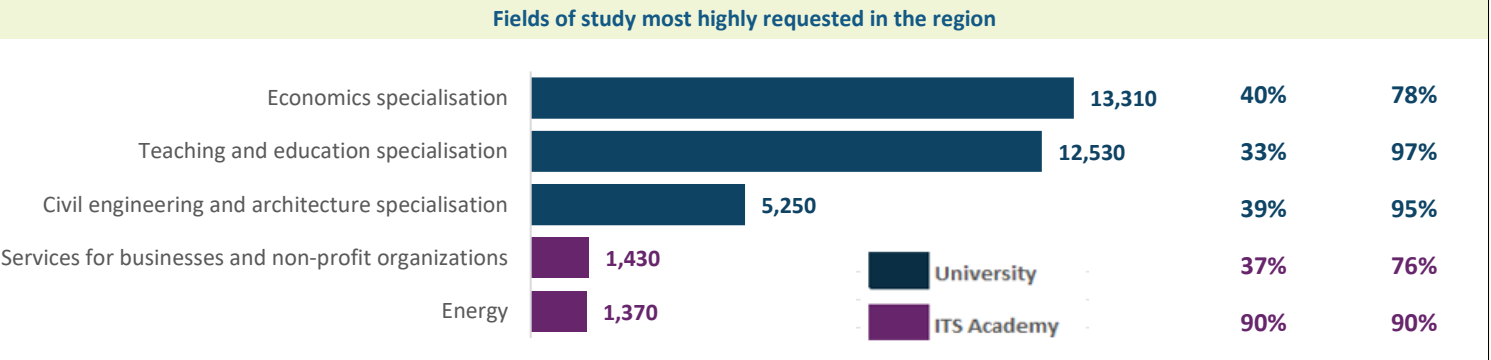
Below are some data related to the educational levels and qualifications most requested for professional figures entering the workforce in 2024.

Following a summary overview with a comparison between the region, the geographical division and the national data, the most sought-after qualifications by companies in the region are presented, focusing on tertiary education levels (university degrees or ITS Academy diplomas) and secondary education levels (technical-vocational high school diplomas and professional qualifications or diplomas).



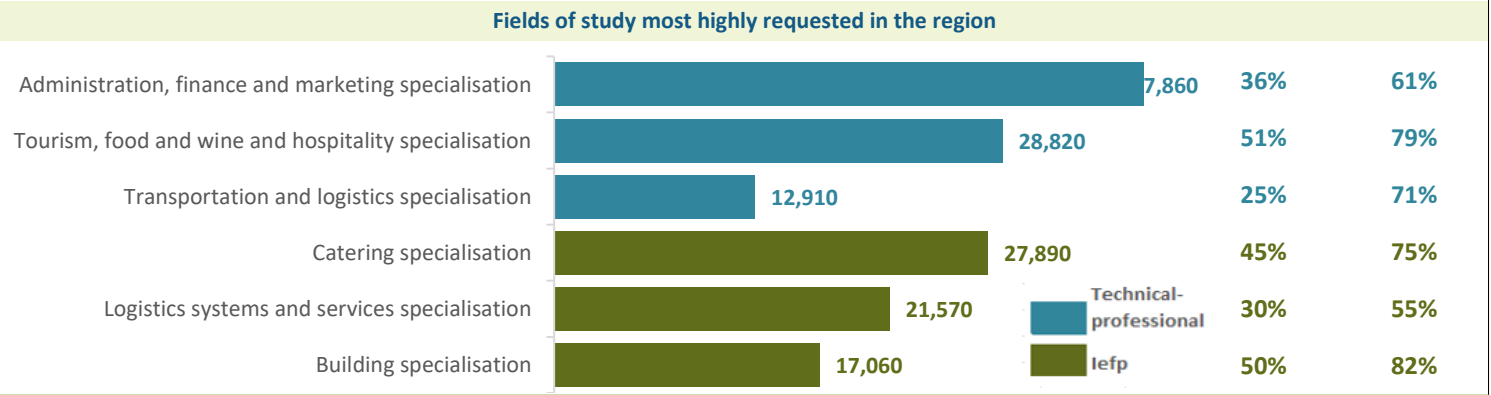
| TERTIARY EDUCATION                           |                        |                         |                        |                   |
|--|------------------------|-------------------------|------------------------|-------------------|
|  | Expected inflow (a.v.) | % on tertiary education | % difficult to recruit | % with experience |
| UNIVERSITY                                   | 56,110                 | 90%                     | 44%                    | 90%               |
| HIGHER TECHNOLOGICAL EDUCATION (ITS Academy) | 6,110                  | 10%                     | 58%                    | 82%               |

The technological fields for ITS Academies refer to the articulation provided by the Higher Technological Education Reform (Ministerial Decree No. 203 of 10/20/2023); this adjustment, which affected the survey questionnaire, expanded the application areas of ITS Academies, making the results not comparable with those of previous years.



| SECONDARY EDUCATION                                   |                        |                          |                        |                   |
|---|------------------------|--------------------------|------------------------|-------------------|
|   | Expected inflow (a.v.) | % on secondary education | % difficult to recruit | % with experience |
| TECHNICAL-PROFESSIONAL HIGH SECONDARY SCHOOL DIPLOMA  | 123,840                | 42%                      | 43%                    | 73%               |
| HIGH SECONDARY SCHOOL DIPLOMA*                        | 14,310                 | 5%                       | 26%                    | 68%               |
| TRAINING QUALIFICATION OR PROFESSIONAL DIPLOMA (IeFP) | 159,870                | 54%                      | 42%                    | 66%               |

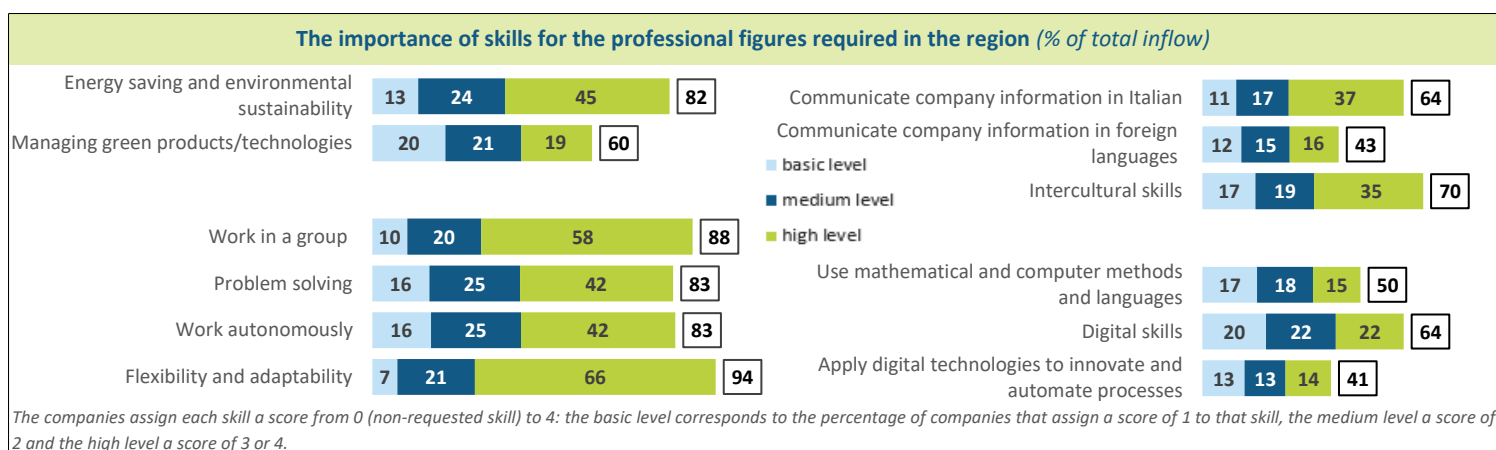
\* Classical, scientific, human sciences, linguistics, artistic high school



## Campania

## SKILLS REQUIRED ACCORDING TO THE QUALIFICATION

A skill is the "proven ability to use, in work situations or in professional and personal development, a structured set of knowledge and skills acquired in formal, non-formal or informal learning contexts". This section analyses some of the main skills required by companies for incoming profiles, as well as an in-depth analysis of the main fields of study in the territory and the skills required for each of them.



## Skills considered of "high" importance according to the main fields of study in the region\*

| Key:  | Communicative                              |  |                      | Technological                                       |                |   | Green  |                                      | Soft            |                 |                   |                              |
|---|--|--|----------------------|---|----------------|---|--|--------------------------------------|-----------------|-----------------|-------------------|------------------------------|
| from 1% to 33%  | Communicate company information in Italian | Communicate company information in foreign languages | Intercultural skills | Use mathematical and computer methods and languages | Digital skills | Apply digital technologies to innovate and automate processes | Energy saving and environmental sustainability | Managing green products/technologies | Work in a group | Problem solving | Work autonomously | Flexibility and adaptability |
| from 34% to 66%                                       |  |  |                      |   |                |   |  |                                      |                 |                 |                   |                              |
| from 67% to 100%                                      |  |  |                      |   |                |   |  |                                      |                 |                 |                   |                              |
| <b>TERTIARY EDUCATION</b>                             | 59%  | 35%  | 48%                  | 41%   | 67%            | 33%   | 48%  | 27%                                  | 82%             | 77%             | 68%               | 84%                          |
| Economics specialisation                              | 62%  | 39%  | 47%                  | 41%   | 77%            | 33%   | 47%  | 23%                                  | 81%             | 72%             | 62%               | 81%                          |
| Teaching and education specialisation                 | 48%  | 20%  | 48%                  | 26%   | 53%            | 20%   | 47%  | 27%                                  | 79%             | 73%             | 66%               | 85%                          |
| Civil engineering and architecture specialisation     | 73%  | 41%  | 42%                  | 60%   | 92%            | 62%   | 64%  | 59%                                  | 93%             | 91%             | 85%               | 95%                          |
| Services for businesses and non-profit organizations  | 67%  | 37%  | 61%                  | 49%   | 87%            | 67%   | 65%  | 23%                                  | 89%             | 92%             | 75%               | 94%                          |
| Energy  | 40%  | 24%  | 5%                   | 82%   | 85%            | 56%   | 84%  | 6%                                   | 93%             | 43%             | 85%               | 93%                          |
| <b>SECONDARY EDUCATION</b>                            | 46%  | 23%  | 40%                  | 18%   | 32%            | 18%   | 46%  | 21%                                  | 66%             | 52%             | 48%               | 73%                          |
| Administration, finance and marketing specialisation  | 51%  | 25%  | 43%                  | 23%   | 50%            | 17%   | 46%  | 20%                                  | 67%             | 60%             | 54%               | 78%                          |
| Tourism, food and wine and hospitality specialisation | 48%  | 41%  | 57%                  | 11%   | 18%            | 11%   | 38%  | 27%                                  | 58%             | 35%             | 37%               | 64%                          |
| Transportation and logistics specialisation           | 29%  | 7%   | 31%                  | 15%   | 9%             | 13%   | 46%  | 18%                                  | 60%             | 42%             | 39%               | 65%                          |
| Catering specialisation                               | 40%  | 22%  | 52%                  | 8%  | 5%             | 7%  | 50%  | 24%                                  | 62%             | 29%             | 32%               | 58%                          |
| Logistics systems and services specialisation         | 15%  | 0%   | 21%                  | 6%  | 1%             | 8%  | 35%  | 11%                                  | 41%             | 25%             | 23%               | 49%                          |
| Building specialisation                               | 20%  | 1%   | 16%                  | 9%  | 0%             | 14%   | 42%  | 14%                                  | 45%             | 31%             | 34%               | 58%                          |
| High school diploma                                   | 60%  | 38%  | 36%                  | 13%   | 49%            | 9%  | 40%  | 13%                                  | 83%             | 64%             | 57%               | 83%                          |

\* The skills with "high" importance are those to which the companies assign a score of 3 or 4.

## SOME CHARACTERISTICS OF COMPANIES

This page presents some characteristics of the hiring companies, highlighting the relative share of the total number of companies with employees present in the region, and detailed breakdown by size class. Furthermore, the training provided by companies to their employees in 2024 and the share of companies that hosted interns in 2023 are also analyzed. The page also presents some data on investments made by companies in various areas of digital transformation in 2024 and on the channels used for selecting personnel.

## Companies that provide training in 2024

Companies that carried out training courses in 2024 **53,950**

% of total companies **42%**

## Inflow by company size class in 2024 (%)



## Internship activities

Companies in the region that hosted trainees/interns in 2023 **8%**

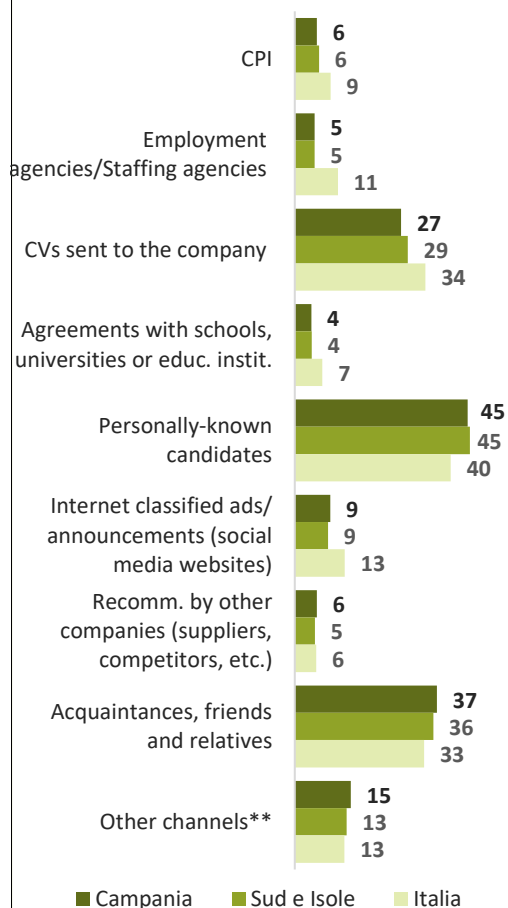
Percentage of interns/trainees employed in 2024 **26%**

## Companies that held training courses for its employees in 2024 (% of total companies)



## Selection channels used by the companies\*

(% of the total number of companies that indicate at least one selection channel)

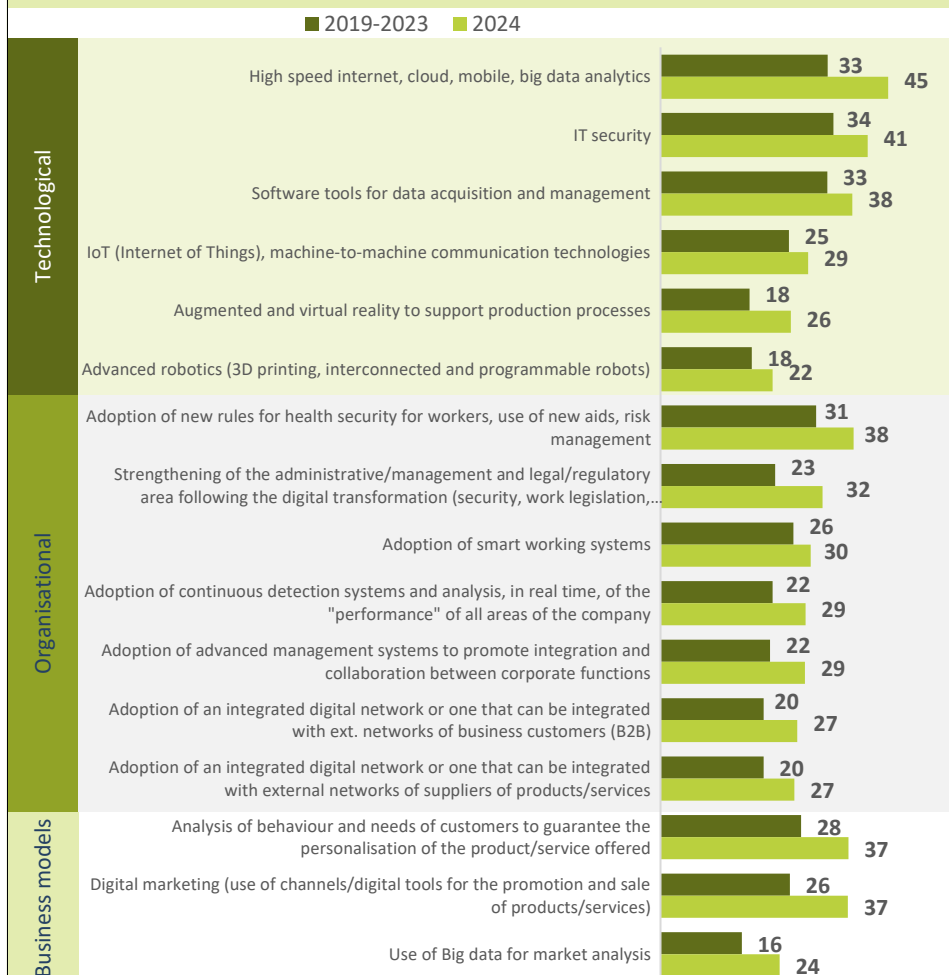


\* This is a multiple choice question

\*\*Trade associations/trade unions, classified ads/announcements in newspapers, labour consultants, other channel

## Areas of digital transformation\*

(% of companies that made investments)



\* Companies that declared they made investments of high importance for corporate strategies in the 2019-2023 period and in 2024 in relation to each aspect of digital transformation



## NOTE ON METHODOLOGY

*The data presented came from the Excelsior survey carried out by Unioncamere in agreement with the National Agency for Active Labor Policies. The survey, which is included in the National Statistical Program (UCC-00007) among those that require a response, has been carried out on a monthly basis since 2017.*

*The information contained in this bulletin was obtained by processing administrative data from the Business Register and INPS, and from 2024 onwards, includes data on agricultural contracts within predominantly non-agricultural activities. This source, however, is considered net of phenomena not observed by design within Excelsior's scope of observation (contracts activated by: Public Administration, agricultural sector, professional firms, entities not registered with Chambers of Commerce; as well as contracts lasting less than one month). It is also integrated with information derived from monthly surveys available up to September 2024, which cover the entire year and have the last quarter as their forecast period. The monthly surveys were conducted primarily using the CAWI (Computer Assisted Web Interviewing) method, completing approximately 295,000 interviews with businesses, a representative sample of companies with employees in 2023 across various industrial and service sectors. The estimation of entry flow forecasts is obtained through the modeling of historical data derived from administrative sources on businesses and employment, appropriately integrated with sample data from each monthly survey.*

*Entries (i.e., the number of employment contracts that companies intend to stipulate in a given period) and their related characteristics refer to the hiring of employees and the flows of collaborators, temporary agency workers, and other non-employee workers.*

*This bulletin focuses on the analysis of the characteristics of planned entries in 2024, according to the professional profiles and educational levels required. The survey results are available at the provincial and regional levels according to a variable number of economic sectors, obtained by grouping economic activity codes from the ATECO2007 classification. The breakdown of planned entries by "professional group" refers to the ISTAT CP2021 classification.*

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For further information, please consult the website: <https://excelsior.unioncamere.net> where data and analyzes relating to all regions and provinces are available.

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