EXCELSIOR INFORMA
COMPANY EMPLOYMENT SCHEMES OBTAINED FROM THE CHAMBER OF COMMERCE SYSTEM
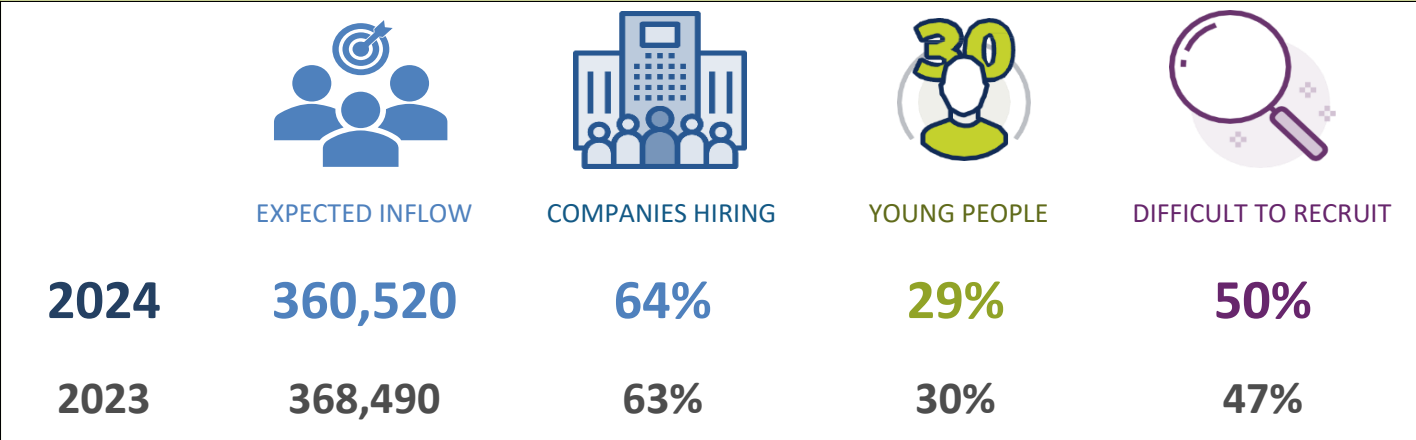
Year 2024
Toscana

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.

	EXPECTED INFLOW	COMPANIES HIRING	YOUNG PEOPLE	DIFFICULT TO RECRUIT
2024	**360,520**	**64%**	**29%**	**50%**
2023	368,490	63%	30%	47%

SUMMARY

Work opportunities in 2024 in the region

Expected inflow (a.v.) | **% difficult to recruit**

Profession	Expected inflow (a.v.)	% difficult to recruit
Specialised labourers	60,030	67.3
Technical professions	32,780	59.7
Plant operators and stationary and mobile machinery operators	41,650	57.3
Managers and intellectual, scientific and highly-specialised professions	16,510	49.9
Skilled professions in commercial activities and services	119,860	46.8
Employees	28,520	36.7
Unskilled professions	61,170	35.4

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.

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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 (a.v.)	% of total	% up to 29 years	% difficult to recruit
Total	**360,520**	**100.0**	**29.4**	**50.0**
Direction and General services areas	**11,480**	3.2	30.4	44.0
Administrative areas	**14,730**	4.1	25.5	40.1
Technical and planning areas	**45,250**	12.6	28.8	59.7
Area of production of goods and provision of the service	**175,450**	48.7	24.4	55.1
Commercial and sales areas	**74,280**	20.6	43.1	38.3
Logistics areas	**39,330**	10.9	27.8	43.4

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

Sector	Inflow
Accommodation and catering services; tourist services	89,010
Retail trade, wholesale trade and repair of motor vehicles and motorcycles	49,070
Operational support services for businesses and individuals	28,790
Textile, clothing and footwear industries	28,700
Construction	28,490

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

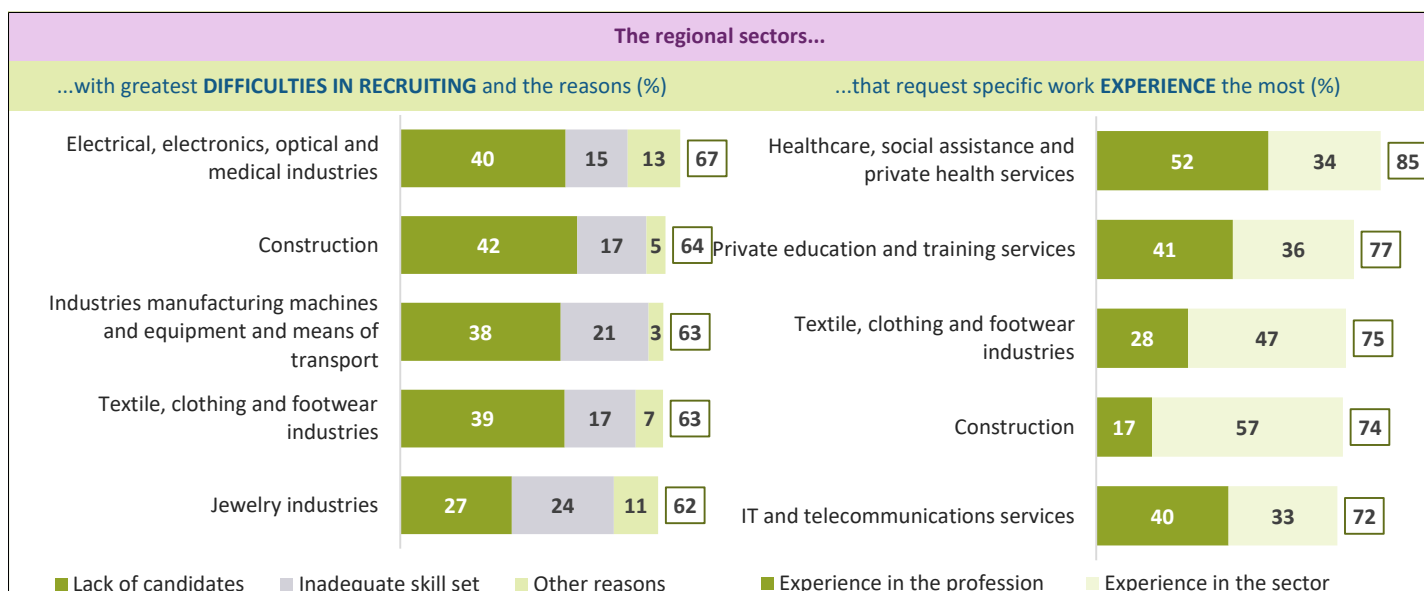| Profession	Inflow	difficult to recruit (%)
522-Trainers and employees in catering activities	70,460	54
512-Sales employees	32,930	29
814-Unqualified staff in cleaning services	32,250	38
813-Unqualified personnel responsible for moving and delivering goods	21,210	32
411-Secretariat and general affairs employees	12,640	37
742-Drivers of motor and animal-drawn vehicles	12,530	59

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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.
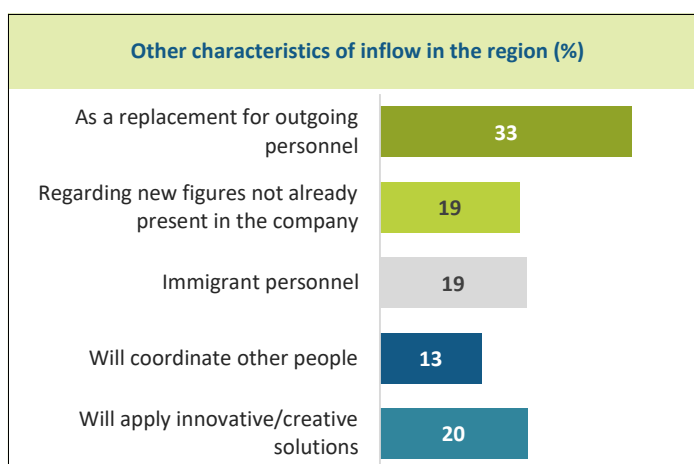
Difficulty in recruiting (%)	Reg.	Central	Italy
Total, of which:	**50.0**	**47.3**	**47.8**
for lack of candidates	32.7	30.8	31.2
due to inadequate skill set	13.3	13.0	12.9
for other reasons	4.0	3.4	3.7

Experience requested (%)	Reg.	Central	Italy
Total, of which:	**62.8**	**64.7**	**64.3**
in the profession	19.2	21.1	21.1
in the sector	43.6	43.6	43.2
non requested	37.2	35.3	35.7

The regional sectors...

...with greatest DIFFICULTIES IN RECRUITING and the reasons (%)

Sector	Lack of candidates	Inadequate skill set	Other reasons	Total
Electrical, electronics, optical and medical industries	40	15	13	67
Construction	42	17	5	64
Industries manufacturing machines and equipment and means of transport	38	21	3	63
Textile, clothing and footwear industries	39	17	7	63
Jewelry industries	27	24	11	62

■ Lack of candidates ■ Inadequate skill set □ Other reasons

...that request specific work EXPERIENCE the most (%)

Sector	Experience in the profession	Experience in the sector	Total
Healthcare, social assistance and private health services	52	34	85
Private education and training services	41	36	77
Textile, clothing and footwear industries	28	47	75
Construction	17	57	74
IT and telecommunications services	40	33	72

■ Experience in the profession □ Experience in the sector

Gender requested (%)	Reg.	South and islands	Italy
female	**19.9**	**18.9**	**18.5**
male	31.2	29.5	30.8
equally suitable	49.0	51.6	50.8

Contracts proposed (% values)	Reg.	South and islands	Italy
Workers employed by the company	**83.8**	**83.4**	**83.3**
with a permanent contract	18.8	18.7	18.6
with a fixed-term contract	55.2	55.7	56.2
with other contracts	9.8	9.0	8.4
Company non-salaried workers	**16.2**	**16.6**	**16.7**
agency workers	9.7	9.2	9.8
coll. and other non-salaried empl.	6.5	7.4	7.0

Main sectors that expect inflow of female personnel (%)

Sector	Female	Male	Equally suitable
Textile, clothing and footwear industries	38	35	27
Healthcare, social assistance and private health services	32	3	66
Household goods, leisure goods and other manufacturing industries (excluding jewelry)	28	42	29
Operational support services for businesses and individuals	26	15	59
Retail trade, wholesale trade and repair of motor vehicles and motorcycles	25	23	52

■ Female □ Male ■ Equally suitable

Other characteristics of inflow in the region (%)

As a replacement for outgoing personnel	33
Regarding new figures not already present in the company	19
Immigrant personnel	19
Will coordinate other people	13
Will apply innovative/creative solutions	20

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CHARACTERISTICS OF INFLOW BY AGE GROUP

Expected inflow by age group in the region (%)

indifferent
29%

up to 29 years
29%

over 44 years
9%

30-44 years
33%

% of young people up to 29 years old out of total hires:

29.4%
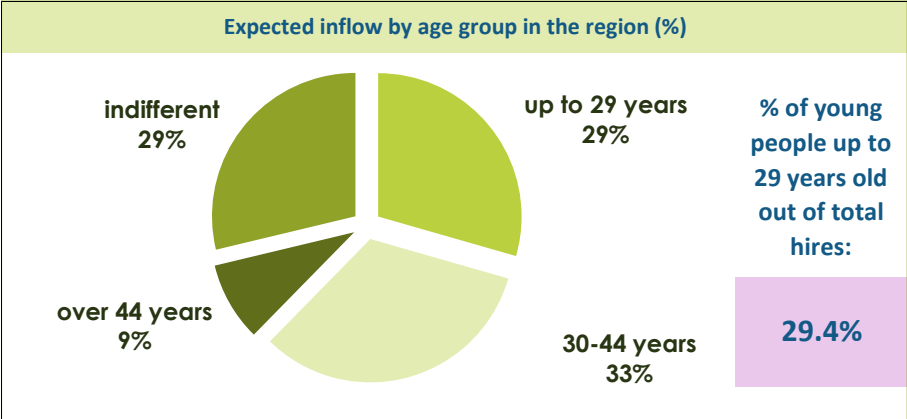
A specific detailed study concerns the age groups of the professional figures requested by companies in the region in 2024, with a detailed breakdown of the professions most requested and of the main business sectors that plan inflow from the younger segment, i.e. the figures with an age explicitly indicated 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 (%)

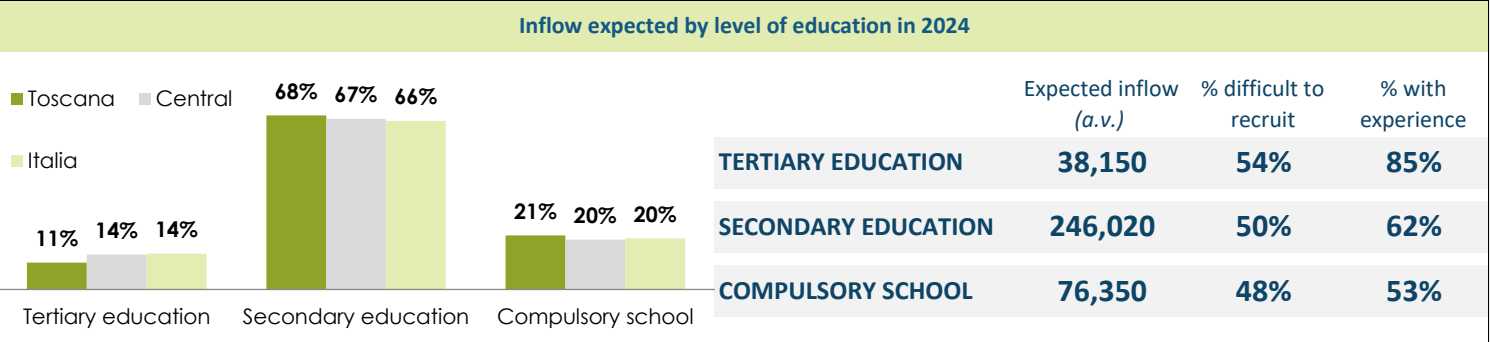| Sector	Up to 29 years	Indifferent	30 years and over
Retail trade, wholesale trade and repair of motor vehicles and motorcycles	40	25	35
Cultural, sports and other personal services	35	33	32
Accommodation and catering services; tourist services	34	34	32
Construction	26	22	52
Textile, clothing and footwear industries	16	18	67

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
(expected hires of young people - % share and absolute value)

Average difficulty in recruiting young people *Region Toscana 49%*		*difficult to recruit young people*	*Inflow of young people*
Specialized workers responsible for construction finishing	81%	2,750	3,400
Technicians in the engineering field	75%	1,150	1,530
Blacksmiths, tool makers	74%	730	980
Automatic and semi-automatic machine workers. for processing metal and prod. minerals	72%	780	1,080
Artisanal mechanics, assemblers, repairers, maintenance workers on fixed/mobile machines	72%	1,850	2,560
Casters, welders, tinsmiths, boilermakers, assemblers of metal carpentry	72%	860	1,200
Specialized workers. installation/maintenance of electrical/electronic equipment	71%	1,150	1,610
Skilled precision mechanics workers on metals and similar materials	65%	550	840
Aesthetic care operators	63%	2,020	3,190
Specialized workers in the processing of leather, hides and footwear	60%	540	910

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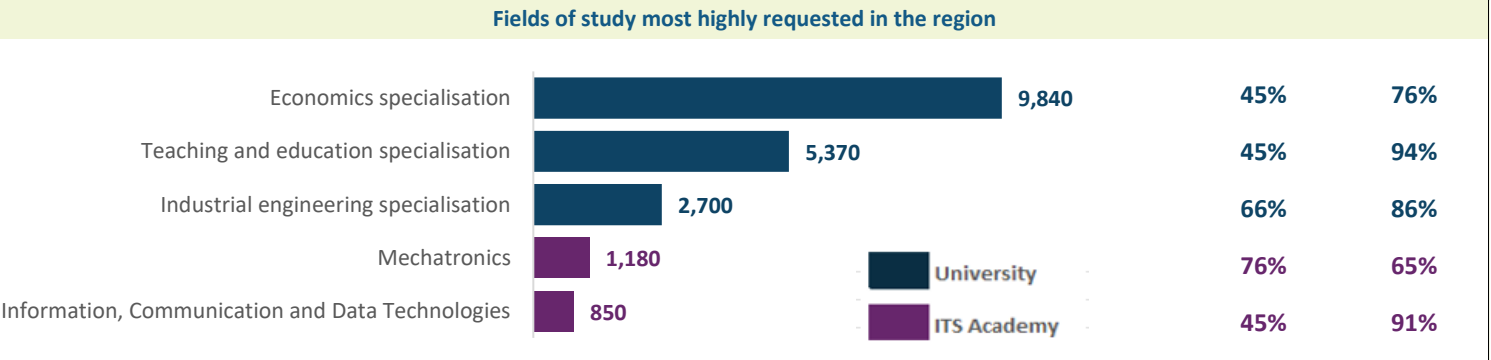## FIELDS OF STUDY THAT OFFER THE GREATEST JOB OPPORTUNITIES

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).
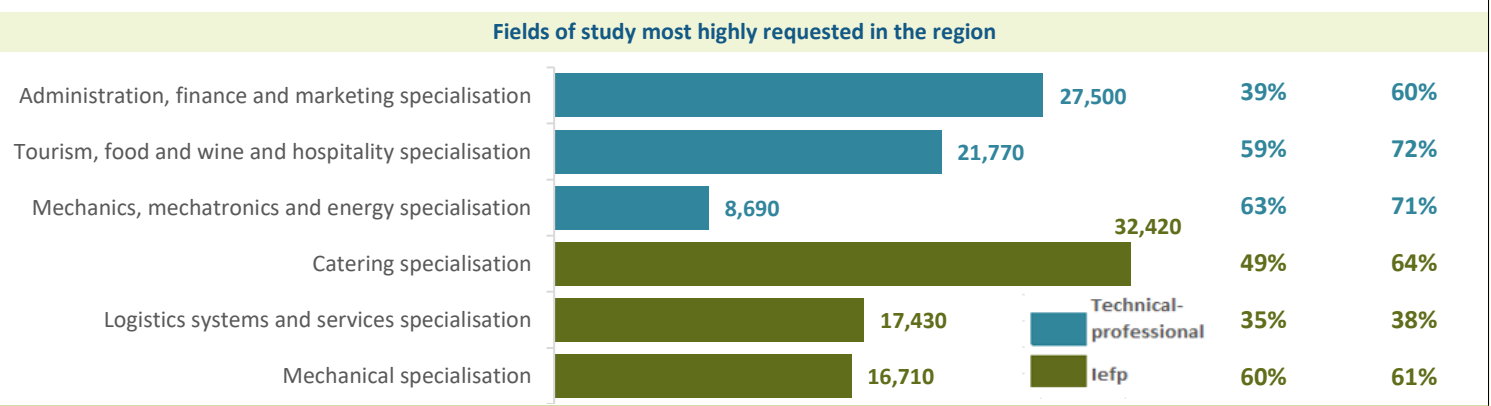
Inflow expected by level of education in 2024

■ Toscana   ▧ Central   ▨ Italia

Tertiary education: 11% / 14% / 14%
Secondary education: 68% / 67% / 66%
Compulsory school: 21% / 20% / 20%

	Expected inflow *(a.v.)*	% difficult to recruit	% with experience
TERTIARY EDUCATION	**38,150**	**54%**	**85%**
SECONDARY EDUCATION	**246,020**	**50%**	**62%**
COMPULSORY SCHOOL	**76,350**	**48%**	**53%**

TERTIARY EDUCATION

	Expected inflow (a.v.)	% on tertiary education	% difficult to recruit	% with experience
UNIVERSITY	**33,900**	**89%**	**53%**	**86%**
HIGHER TECHNOLOGICAL EDUCATION (ITS Academy)	**4,240**	**11%**	**59%**	**80%**

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.
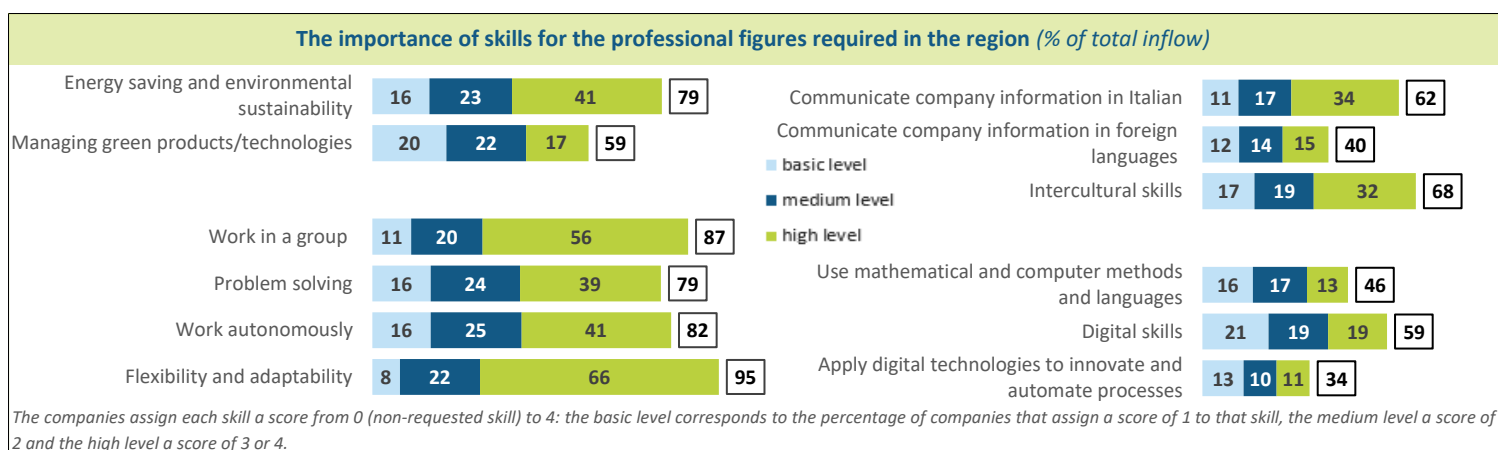
Fields of study most highly requested in the region

	Expected inflow	% difficult to recruit	% with experience
Economics specialisation	9,840	45%	76%
Teaching and education specialisation	5,370	45%	94%
Industrial engineering specialisation	2,700	66%	86%
Mechatronics	1,180	76%	65%
Information, Communication and Data Technologies	850	45%	91%

■ University   ■ ITS Academy

SECONDARY EDUCATION

	Expected inflow (a.v.)	% on secondary education	% difficult to recruit	% with experience
TECHNICAL-PROFESSIONAL HIGH SECONDARY SCHOOL DIPLOMA	**90,790**	**37%**	**53%**	**67%**
HIGH SECONDARY SCHOOL DIPLOMA*	**8,680**	**4%**	**26%**	**70%**
TRAINING QUALIFICATION OR PROFESSIONAL DIPLOMA (IeFP)	**146,540**	**60%**	**49%**	**59%**

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

Fields of study most highly requested in the region

	Expected inflow	% difficult to recruit	% with experience
Administration, finance and marketing specialisation	27,500	39%	60%
Tourism, food and wine and hospitality specialisation	21,770	59%	72%
Mechanics, mechatronics and energy specialisation	8,690	63%	71%
Catering specialisation	32,420	49%	64%
Logistics systems and services specialisation	17,430	35%	38%
Mechanical specialisation	16,710	60%	61%

■ Technical-professional   ■ Iefp

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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.

The importance of skills for the professional figures required in the region *(% of total inflow)*

Skill	basic	medium	high	total
Energy saving and environmental sustainability	16	23	41	79
Managing green products/technologies	20	22	17	59
Work in a group	11	20	56	87
Problem solving	16	24	39	79
Work autonomously	16	25	41	82
Flexibility and adaptability	8	22	66	95
Communicate company information in Italian	11	17	34	62
Communicate company information in foreign languages	12	14	15	40
Intercultural skills	17	19	32	68
Use mathematical and computer methods and languages	16	17	13	46
Digital skills	21	19	19	59
Apply digital technologies to innovate and automate processes	13	10	11	34

Legend: basic level, medium level, high level

The companies assign each skill a score from 0 (non-requested skill) to 4: the basic level corresponds to the percentage of companies that assign a score of 1 to that skill, the medium level a score of 2 and the high level a score of 3 or 4.

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

Key:
- from 1% to 33%
- from 34% to 66%
- from 67% to 100%

	Communicative			Technological			Green		Soft			
	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
TERTIARY EDUCATION	60%	38%	51%	42%	65%	26%	44%	25%	81%	77%	63%	83%
Economics specialisation	61%	41%	51%	52%	72%	26%	43%	21%	78%	76%	62%	80%
Teaching and education specialisation	50%	21%	52%	27%	46%	10%	32%	15%	79%	75%	53%	77%
Industrial engineering specialisation	52%	51%	55%	60%	84%	45%	61%	39%	80%	82%	70%	85%
Mechatronics	24%	10%	41%	23%	38%	27%	54%	22%	70%	50%	54%	82%
Information, Communication and Data Technologies	66%	51%	40%	51%	93%	54%	36%	34%	85%	87%	80%	90%
SECONDARY EDUCATION	46%	22%	38%	17%	32%	14%	44%	19%	68%	52%	50%	75%
Administration, finance and marketing specialisation	54%	24%	46%	22%	51%	12%	43%	22%	73%	54%	52%	80%
Tourism, food and wine and hospitality specialisation	53%	38%	46%	12%	15%	12%	49%	17%	66%	37%	44%	68%
Mechanics, mechatronics and energy specialisation	29%	5%	23%	19%	23%	20%	43%	21%	55%	51%	46%	69%
Catering specialisation	42%	25%	51%	9%	5%	7%	48%	20%	57%	26%	35%	62%
Logistics systems and services specialisation	18%	1%	15%	7%	2%	2%	30%	6%	50%	31%	27%	61%
Mechanical specialisation	15%	0%	15%	7%	5%	11%	32%	14%	35%	26%	27%	54%
High school diploma	59%	45%	40%	14%	46%	11%	32%	14%	76%	60%	56%	78%

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

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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.
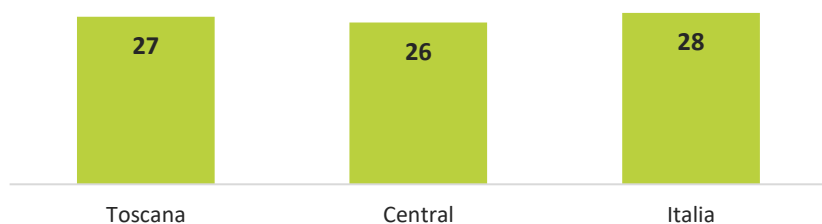
Companies that provide training in 2024

Companies that carried out training courses in 2024	**51,740**
% of total companies	**49%**

Internship activities

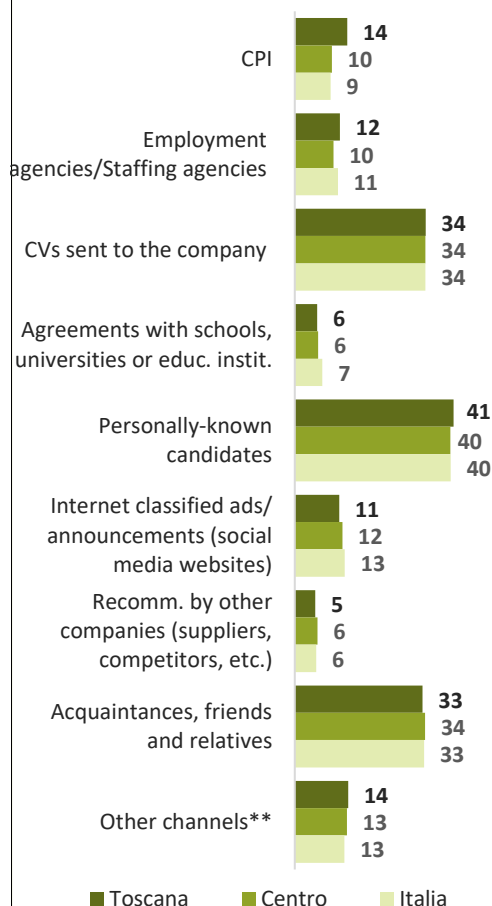|	
Companies in the region that hosted trainees/interns in 2023	**10%**
Percentage of interns/trainees employed in 2024	**23%**

Inflow by company size class in 2024 (%)

68	16	16

■ 1-49 employees ■ 50-249 empl. ■ 250 empl. and over

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

Toscana	Central	Italia
27	26	28

Selection channels used by the companies*
(% of the total number of companies that indicate at least one selection channel)

Channel	Toscana	Centro	Italia
CPI	14	10	9
Employment agencies/Staffing agencies	12	10	11
CVs sent to the company	34	34	34
Agreements with schools, universities or educ. instit.	6	6	7
Personally-known candidates	41	40	40
Internet classified ads/ announcements (social media websites)	11	12	13
Recomm. by other companies (suppliers, competitors, etc.)	5	6	6
Acquaintances, friends and relatives	33	34	33
Other channels**	14	13	13

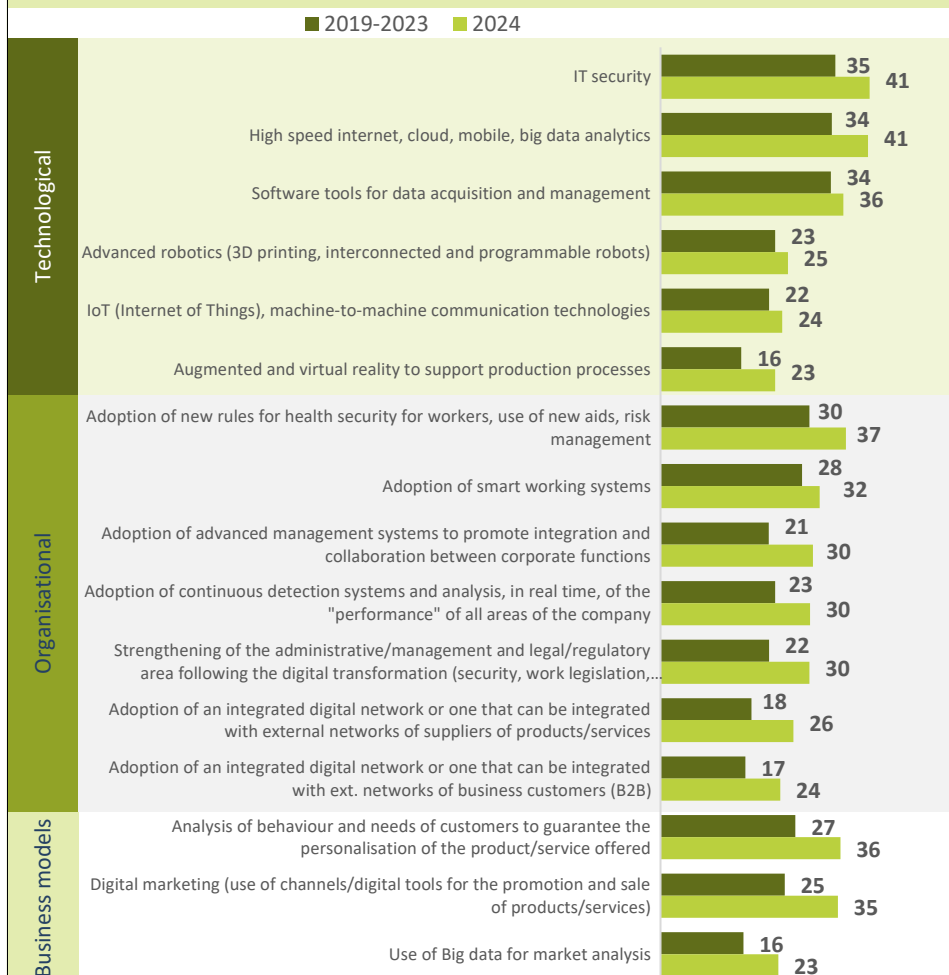■ Toscana ■ Centro ■ Italia

* 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)

■ 2019-2023 ■ 2024

Technological

Area	2019-2023	2024
IT security	35	41
High speed internet, cloud, mobile, big data analytics	34	41
Software tools for data acquisition and management	34	36
Advanced robotics (3D printing, interconnected and programmable robots)	23	25
IoT (Internet of Things), machine-to-machine communication technologies	22	24
Augmented and virtual reality to support production processes	16	23

Organisational

Area	2019-2023	2024
Adoption of new rules for health security for workers, use of new aids, risk management	30	37
Adoption of smart working systems	28	32
Adoption of advanced management systems to promote integration and collaboration between corporate functions	21	30
Adoption of continuous detection systems and analysis, in real time, of the "performance" of all areas of the company	23	30
Strengthening of the administrative/management and legal/regulatory area following the digital transformation (security, work legislation,…	22	30
Adoption of an integrated digital network or one that can be integrated with external networks of suppliers of products/services	18	26
Adoption of an integrated digital network or one that can be integrated with ext. networks of business customers (B2B)	17	24

Business models

Area	2019-2023	2024
Analysis of behaviour and needs of customers to guarantee the personalisation of the product/service offered	27	36
Digital marketing (use of channels/digital tools for the promotion and sale of products/services)	25	35
Use of Big data for market analysis	16	23

* 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.