



DELOITTE COMPILED MEDIA REPORT
15 May, 2025 – 20 May, 2025

Blue-Collar workforce trends 2025

 Total Mention 38

 Print	Financial	Mainline	Regional	Periodical
5	4	1	N/A	N/A

 Online
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33



Print

No	Newspaper	Headline	Edition	Pg
1.	The Economic Times	Skills Gap Widens while Worker Attrition, Absenteeism Surge	Hyderabad + 7	5
2.	The Economic Times	Skills Gap Widens while Worker Attrition Surges	Kolkata + 1	4
3.	The Economic Times	Skill Gap Widens while Worker Attrition, Absenteeism Surge	Kochi	12
4.	Bizz Buzz	Blue-collar wages grow 5-6% annually	Hyderabad	2
5.	The Echo of India	Blue-collar wages grow 5-6 pc annually as industries focus on skilled talent: Report	Kolkata	8

The Economic Times • 15 May • Deloitte

Skills Gap Widens while Worker Attrition, Absenteeism Surge

5 • PG

165 • Sqcm

75235 • AVE

75.22K • Cir

Middle Center

Hyderabad • Jaipur • Chandigarh • Delhi • Mumbai • Bengaluru • Ahmedabad • Pune

BLUE-COLLAR JOB CARD

Skills Gap Widens while Worker Attrition, Absenteeism Surge

69% of blue-collar hires are temporary, showing preference for workforce flexibility: Deloitte report

Sreeradha Basu

Bengaluru: India's blue-collar sector is facing a talent and skills shortage, with attrition levels of 5-7%, workbench levels of 3% and frequent absenteeism, according to Deloitte's Blue Collar Workforce Trends 2025 report.

Attrition levels have nearly doubled from around 2-3% about three-four years ago, on the back of increased industrial activity, setting up of new plants, etc., which has spurred a demand for ready talent.

Hiring intent for blue-collar positions as of April 2025 has seen a 10% rise compared with the previous year, said the report shared exclusively with ET, reflecting increased demand for skilled labour across industries.

Around 69% of blue-collar hires are temporary employ-

Top Trends

Attrition level nearly doubled to 5-7% due to rising demand and industrial expansion

Around 50% of workers earn below ₹20,000 per month

Automation and AI are reshaping jobs, especially in manufacturing and logistics

ees, reflecting a preference for workforce flexibility, potentially driven by cost considerations, seasonal demands or regulatory factors in employment practices.

There is also a rising dependence on third-party vendors as companies limit direct hiring to control

costs, found the pan-India study which covered more than 200 companies and 300-plus plants across 12 industries.

The rise of automation and AI integration has had a significant impact on blue-collar jobs, especially in sectors such as manufacturing and logistics, where organisations are adopting technologies that replace or augment certain manual labour tasks.

"Given Industry 4.0 and the rise of automation, productivity norms have increased by 10-14%, while companies optimised costs by reducing manpower," said Neelesh Gupta, partner, Deloitte India.

Although wages for blue-collar workers generally rise by 5-6% per annum, emerging workplace practices are now providing some relief through increased performance-based pay, he added.

The Economic Times • 15 May • Deloitte

Skills Gap Widens while Worker Attrition Surges

4 • PG

218 • Sqcm

156164 • AVE

117.98K • Cir

Middle Center

Kolkata • Bhubaneshwar

BLUE-COLLAR JOB CARD

Skills Gap Widens while Worker Attrition Surges

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Around 58% of blue-collar workers get paid less than ₹20,000 a month; 29% get between ₹20,000 and ₹40,000, and 11% between ₹40,000 and ₹60,000. Only 2.3% of blue-collar jobs pay above ₹60,000 per month. These roles and role holders are often high in experience, highly specialised or involve substantial responsibilities, making them accessible to only a select few.

The Economic Times • 15 May • Deloitte

Skill Gap Widens while Worker Attrition, Absenteeism Surge

12 • PG 294 • Sqcm 23498 • AVE 22.84K • Cir Middle Right

Kochi

BLUE-COLLAR JOB CARD

Skills Gap Widens while Worker Attrition, Absenteeism Surge

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Top Trends

Attrition level nearly doubled to **5-7%** due to rising demand and industrial expansion

Around **58%** of workers earn below **₹20,000 per month**

Automation and AI are reshaping jobs, especially in manufacturing and logistics



Bizz Buzz • 16 May • Deloitte

Blue-collar wages grow 5-6% annually

2 • PG 166 • Sqcm 16587 • AVE N/A • Cir Bottom Left

Hyderabad

Blue-collar wages grow 5-6% annually

With industries focus on skilled talent: Report

MORE DEMAND

- Hiring intent for blue-collar roles rose 10% in 2025
- Automotive, metals and mining, chemicals see steady salary increases
- Growth relies on who power our factories, warehouses, supply chains

MUMBAI

BLUE-collar wages are now growing at an annual rate of 5-6 per cent, with many companies offering performance-based incentives to attract and retain skilled talent, according to a report on Thursday.

The report titled 'Blue-Collar workforce trends 2025'



by Deloitte said the hiring intent for blue-collar roles rose 10 per cent in 2025, reflecting a strong demand for skilled talent across key sectors such as manufacturing, automotive, e-commerce and logistics. The report said the wage growth, which is growing at an annual rate of 5-6 per cent, is keeping pace with this demand. Sectors such as automotive, metals and mining and chemicals are seeing steady salary increases of about 6 per cent, driven by investments in automation and production capacity.

The e-commerce sector is poised for the highest wage growth at 7 per cent, fuelled by the continued expansion of last-mile delivery networks, warehousing, and logistics infrastructure, it said. "India's blue-collar workforce stands at the crossroads of technological evolution and policy reform. As automation, AI and smart manufacturing reshape the industrial landscape, the need for inclusive skilling, robust social protections and humane work environments has never been greater. "At this pivotal moment, businesses have the responsibility and opportunity to build a future-ready workforce that is more productive and empowered." Our growth relies on those who power our factories, warehouses, and supply chains.

The Echo of India • 16 May • Deloitte

Blue-collar wages grow 5-6 pc annually as industries focus on skilled talent: Report

8 • PG 186 • Sqcm 22293 • AVE 120.06K • Cir Middle Right
Kolkata

Blue-collar wages grow 5-6 pc annually as industries focus on skilled talent: Report

MUMBAI, MAY 15 /--/ Blue-collar wages are now growing at an annual rate of 5-6 per cent, with many companies offering performance-based incentives to attract and retain skilled talent, according to a report on Thursday.

The report titled 'Blue-Collar workforce trends 2025' by Deloitte said the hiring intent for blue-collar roles rose 10 per cent in 2025, reflecting a strong demand for skilled talent across key sectors such as manufacturing, automotive, e-commerce and logistics. The report said the wage growth, which is growing at an annual rate of 5-6 per cent, is keeping pace with this demand.

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fuelled by the continued expansion of last-mile delivery networks, warehousing, and logistics infrastructure, it said.

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"At this pivotal moment, businesses have the responsibility and opportunity to build a future-ready workforce that is more productive and empowered.

"Our growth relies on those who power our factories, warehouses, and supply chains. Empowering this workforce isn't just smart business, it is essential to industrial progress," Deloitte India Partner Neelesh Gupta said.

The report is based on insights from over 15

industries, with participation from over 200 companies and inputs gathered from more than 300 manufacturing plants. Further, the report found promising strides in technology and formalisation, while underscoring wage and inclusion gaps in the workforce.

Only 2.3 per cent of blue-collar roles pay over Rs 60,000 per month, often reserved for highly experienced or specialised workers.

Meanwhile, average wages for female employees are just 0.70 times that of their male counterparts, underscoring the need for more equitable compensation practices. The disparity is most pronounced in physically intensive non-ITI roles. Persistent gaps in wage standardisation, along with the critical need for workforce reskilling and upskilling, continue to challenge industry-wide compliance and tech-readiness efforts, it added. (PTI)

Online Coverage

No	Portal Name	Headline (Incorporated with URL)	Reach
1.	Msn India	Whos paying more: E-commerce, automotive, or manufacturing? Here"s what Deloitte...	733.9M
2.	Msn India	Blue-collar wages grow 5-6% annually as industries focus on skilled talent: Repo...	733.9M
3.	The Times of India	Who"s paying more: E-commerce, automotive, or manufacturing? Here"s what Deloitte...	64.4M
4.	Times Now News	India"s Blue-Collar Sector Faces Rising Attrition and Skills Gap Amid Surge in ...	35.4M
5.	The Economic Times	Blue-collar wages grow 5-6% annually as industries focus on skilled talent: Repo...	28.7M
6.	The Economic Times	India"s blue-collar crunch: Skills shortage deepens as attrition and absenteeis...	28.7M
7.	Dailyhunt	Blue-collar jobs see 5-7% wage growth amid high demand and ongoing inequities	18.6M
8.	V6velugu	గుడ్ న్యూస్: ఈ జాబ్స్ చాన్స్ లో లభించే జీతాలు పొరుగుతాయ్..	10.5M
9.	Your Story	Blue-collar jobs see 5–7% wage growth amid high demand and ongoing inequities	2.9M
10.	ABP Live News	Annual Blue-Collar Wage Growth At 5–6% As Industries Prioritise Skills: Report	1.9M
11.	News9 Live	Blue-collar wages grow 5-6% annually as industries focus on skilled talent: Repo...	1.4M
12.	Devdiscourse	Rising Wages: The Evolving Landscape of India's Blue-Collar Workforce	1.2M
13.	The Week	Blue-collar wages grow 5-6 pc annually as industries focus on skilled talent Rep...	888.3K
14.	Press Trust of India	Blue-collar wages grow 5-6 pc annually as industries focus on skilled talent: Re...	200.1K
15.	News Drum	Blue-collar wages grow 5-6 pc annually as industries focus on skilled talent: Re...	158.4K
16.	BizzBuzz	Blue-collar wages grow 5-6% annually	125.6K
17.	Storyboard 18	Indian film bodies boycott Turkey AI vs Agencies Blue collar growth	77.4K
18.	cxomedia.in	Blue-Collar Wages Rise 5-6% Annually as Industries Focus on Pay Equity and Ski...	77.4K
19.	ET HRWorld	Blue-collar wages grow 5-6% annually as industries focus on skilled talent: Repo...	5K
20.	CFO News	India"s blue-collar crunch: Skills shortage deepens as attrition and absenteeis...	5K
21.	ET HRWorld	India"s blue-collar crunch: Skills shortage deepens as attrition and absenteeis...	5K
22.	EtRetail.com	Blue-collar wages grow 5-6% annually as industries focus on skilled talent: Repo...	N/A

23.	Tezzbuzz	Blue-collar wages grow 5-6% annually as industries focus on skilled talent: Repo..	N/A
24.	Mytimesnow	Annual Blue-Collar Wage Growth At 5–6% As Industries Prioritise Skills: Report	N/A
25.	medial.app	Blue-collar jobs see 5–7% wage growth amid high demand and ongoing inequities	N/A
26.	The Economic Times	Blue-collar wages grow 5-6% annually as industries focus on skilled talent: Repo..	N/A
27.	Creative Bharat	Who"s paying more: E-commerce, automotive, or manufacturing? Here"s what De loi...	N/A
28.	OB News	Annual Blue-Collar Wage Growth At 5–6% As Industries Prioritise Skills: Report	N/A
29.	The Mobi World	Annual Blue-Collar Wage Growth At 5–6% As Industries Prioritise Skills: Report	N/A
30.	Newspoint	Who"s paying more: E-commerce, automotive, or manufacturing? Here"s what De loi...	N/A
31.	Storyboard 18	Ecommerce sector to see 7% wage growth for blue-collar workers: Deloitte report	N/A
32.	timesascent.com	Skills Gap Widens while Worker Attrition, Absenteeism Surge	N/A
33.	sightsinplus.com	Blue-Collar Hiring Surges 10% as Industries Address Skill Gaps	N/A