

Spotlight | Canada

2025 Tech Talent Report

Indeed Insights:

Winning Tech Talent in a Shifting Landscape



 indeed



Understanding tech workers

As demand for tech roles continues to evolve, the 2025 Tech Talent Report for Canada equips talent leaders with insights to navigate the rapidly shifting landscape and plan for the future. For the second year in a row, Indeed and Glassdoor have maintained the top spot together as the destination of choice for tech job seekers.¹ Combining our jobs and job seeker data with Indeed-commissioned research enables us to provide unique insights on industry trends.

Overall, our findings show that Canadian tech workers are very active in the job market this year. They're also discerning — most research potential employers before applying, focusing on pay, benefits, and what current employees say about the work experience.¹

As generative artificial intelligence (GenAI) continues to evolve and augment necessary skill sets, our audience is interested in upskilling, with Gen Z and Gen X feeling more pressure to do so. Beyond pay, the trend continues for wellbeing and company culture to be important factors in helping tech workers decide where they want to apply, and whether they remain loyal to their employer.¹

Depending on the role, employers are seeing either too many or too few applicants. Leveraging the insights in this report can help employers fine-tune recruitment efforts to solve for their unique needs. As a strategic partner, we are pleased to share the key takeaways.



How we collected insights

To understand the perspectives of those shaping and navigating today’s tech workforce, we analyzed Indeed and Glassdoor data in combination with a commissioned survey of 1,017 tech workers in Canada conducted by YouGov.

Participants answered an online quantitative questionnaire between May 22 and June 10, 2025. They ranged in age from 18 to 65 and primarily included people working in software and information technology with a range of experience across a number of industries.

Contents

The outlook for tech jobs	4
Job seeker attitudes	10
Job seeker activities	13
Attracting tech workers	17
Retaining tech workers	21
Mastering the new realities of tech hiring	26

The outlook for tech jobs

Canada's growth curve reflects a tech ecosystem still in a build-and-modernize phase, where the emphasis is on product engineering, infrastructure, and cross-platform development, rather than advanced computational research. Entry-level candidates are facing steeper barriers, while experienced specialists for certain roles remain in short supply. At the same time, emerging tools and skill sets are reshaping what employers need and value most.



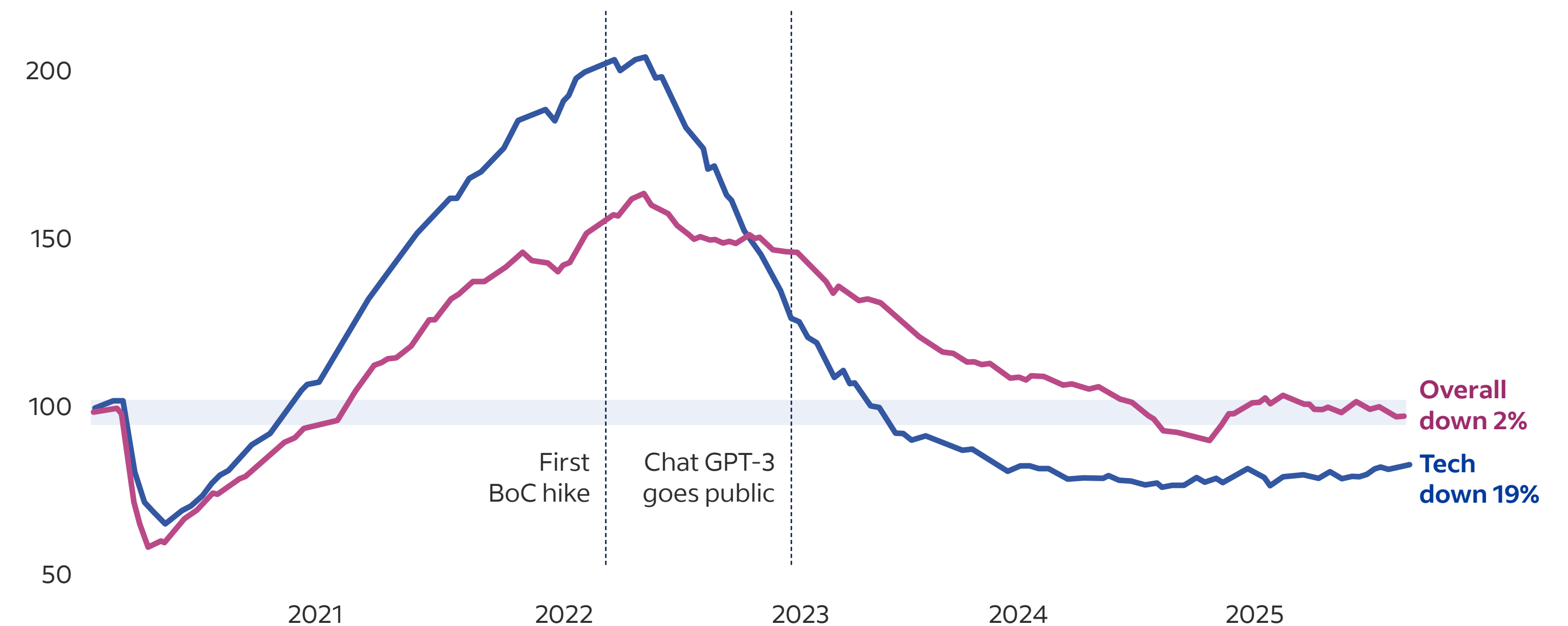
The hiring squeeze and rise of AI

As of mid-2025, the Canadian tech hiring freeze has entered its third year, a sea change from the booming conditions in the immediate aftermath of the pandemic. We may now be entering a new phase in tech hiring — one shaped by the rise of AI, increased requirements, and less demand for entry-level talent.

Following a sharp post-pandemic drop, tech job postings on Indeed have remained weak since mid-2023. As of early July 2025, [postings were down 19%](#) compared to early 2020 levels. Some analysts point to a correction after the previous hiring surge,

Canadian tech job postings have gone from boom to bust

Canadian job posting index (Feb-2020 = 100)



In-demand tech skills

[Postings for senior and manager-level tech jobs](#) have fallen off sharply from their 2022 peak, but as of early 2025 were still up 5% from their pre-pandemic levels. Conversely, standard and junior tech titles were down 25%, highlighting how the job market is particularly tough for early-career professionals.

Almost a third (30%) of Canadian tech talent is actively looking for new roles — nearly twice the amount as in the US (17%).² Among more experienced workers who were not actively looking, many said they would be open to a conversation, indicating that recruiter outreach may be a good strategy for attracting more senior-level talent.²

In Canada, the strongest growth is concentrated in software development frameworks and cloud platforms. Skills like Java, JavaScript, TypeScript, React, Git, GitHub, and full-stack development suggest that employers are emphasizing hands-on engineering capacity and collaborative development practices.

Tech postings changes since 2020

Up

5%

Senior and manager level

Down

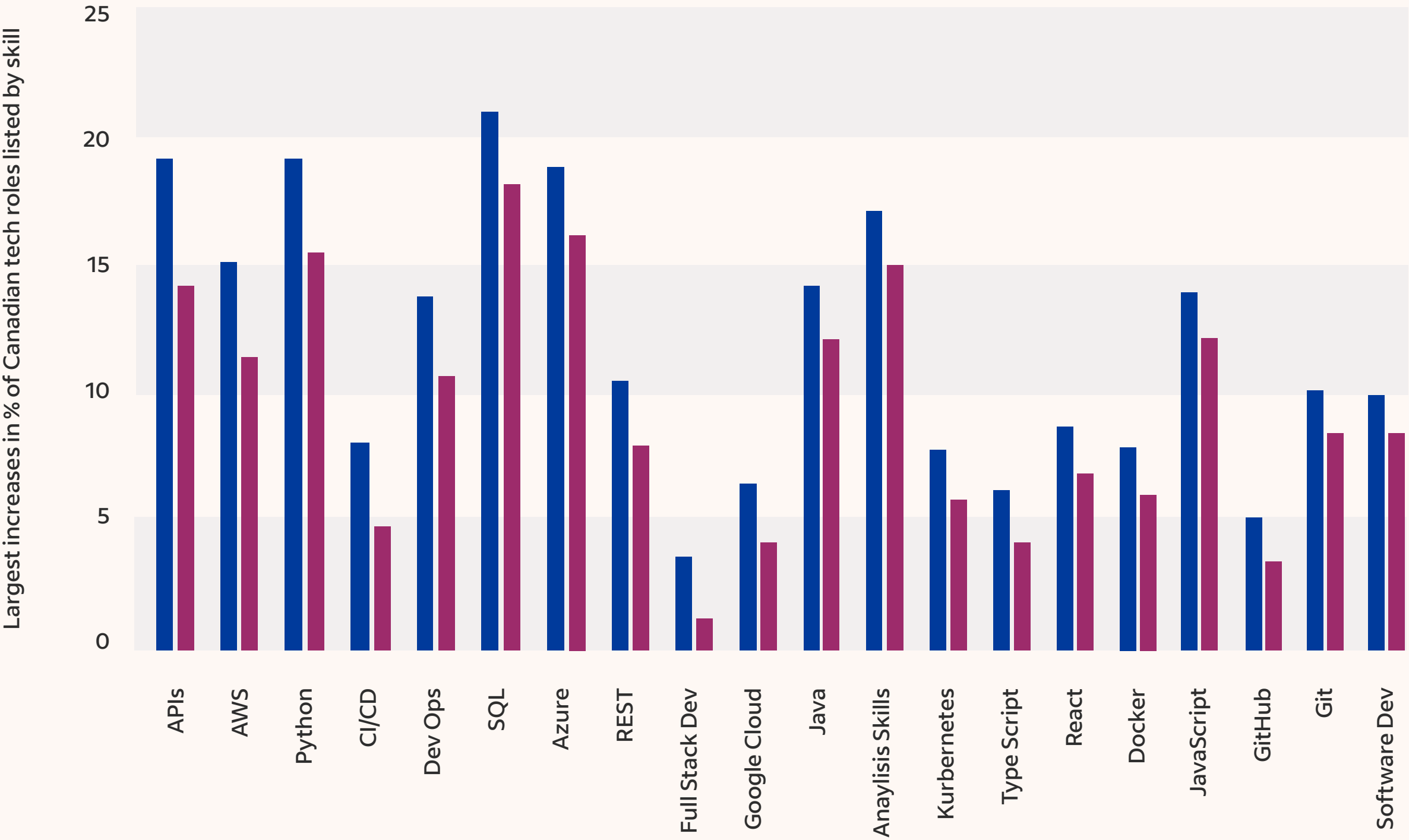
25%

Standard and junior tech

Indeed data, Canada
²2025 Tech Talent Survey, YouGov

Largest increases in % of tech jobs listed in 2024 vs. 2025

Jan 1–Jun 1, 2024 Jan 1–Jun 1, 2025



Tech talent shortages

For many roles, employers are flooded with applications. But in several key technologies, there’s a stark shortage of qualified talent. The adjacent chart highlights the technologies with the greatest gaps between available talent and job postings.

When hiring for roles where there is not enough talent available, employers should consider two strategies. The first is to understand what highly sought-after tech talent are looking for and develop a targeted recruitment campaign that addresses their requirements. The second is to identify both internal and external candidates who can be upskilled quickly. However, many talent acquisition leaders express concern that their recruiters may lack the technical understanding — particularly around platforms and programming languages — to identify upskillable talent effectively.

Today’s toughest-to-fill technology skills

Tech skills in high demand but rarely listed by candidates

- | | |
|----------------------------|-------------------------------|
| 1 Distributed systems | 16 Azure |
| 2 Go | 17 Intune |
| 3 Version control systems | 18 TypeScript |
| 4 Google Cloud Platform | 19 Ansible |
| 5 Terraform | 20 Content management systems |
| 6 Kubernetes | 21 Scala |
| 7 Kafka | 22 Microservices |
| 8 DevOps | 23 Vue.js |
| 9 NoSQL | 24 Software architecture |
| 10 Kotlin | 25 IaaS |
| 11 Enterprise architecture | 26 CI/CD |
| 12 RabbitMQ | 27 SaaS |
| 13 Relational databases | 28 Redis |
| 14 PaaS | 29 AWS |
| 15 GraphQL | 30 Spring Boot |

Common skill clusters

Candidates with **distributed systems skills** also tend to be skilled in:

- | | |
|----------------------|---------------------|
| SQL | MySQL |
| Python | Linux |
| Databases | REST |
| Git | Docker |
| APIs | CI/CD |
| Java | Azure |
| JavaScript | Computer networking |
| Agile | GitHub |
| AWS | CSS |
| Software development | Jira |

Candidates with **Go skills** also tend to be skilled in:

- | | |
|------------------|--------------------|
| Microsoft Office | Java |
| Microsoft Excel | SQL |
| Analysis skills | APIs |
| Computer skills | Project management |
| Microsoft Word | Microsoft Outlook |
| Windows | AWS |
| Databases | Typing |
| Python | Computer operation |
| JavaScript | Docker |
| Git | MySQL |

How AI is reshaping tech jobs

GenAI has significantly impacted technical roles by introducing new skill requirements and transforming existing responsibilities beyond traditional coding to include new skills like prompt engineering and AI integration. Technical professionals are now expected to understand how to effectively use AI tools and work alongside AI systems, ensuring its useful and responsible application in complex environments. This includes strengthening data analysis functions and supporting digital transformation initiatives.

Which tech roles have been let go after a restructure?

Top 3 roles

- Software Engineers/Developers
- Data Analyst
- IT Support

Where are companies deploying tech talent after a restructure?

Top 3 reassignments

- AI teams
- Data analytics
- Cybersecurity

Reshaping work through AI

Companies that had stronger than expected performance and growth are using AI significantly more often as a core part of operations.³ Companies that performed below expectations say much more often that AI is adopted and encouraged, but only in certain departments or functions, if at all.

“

Prompting is the new Excel — table stakes across roles.”

“

Engineers are shifting from code producers to AI-system stewards.”

“

We’re seeing faster shipping paired with a higher bar for verification.”



Job seeker attitudes

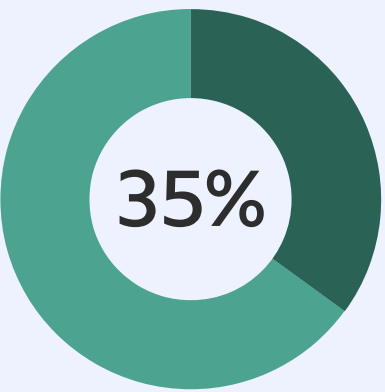
While confidence in the industry has dipped, most tech professionals aren't overly concerned about layoffs but younger workers are more concerned about AI replacing their job. Many tech workers remain open to new opportunities, driven by a mix of practical and personal motivators — top among them are better pay, benefits, growth, and flexibility. More experienced workers and those in high-demand roles are especially focused on work-life balance and remote options.



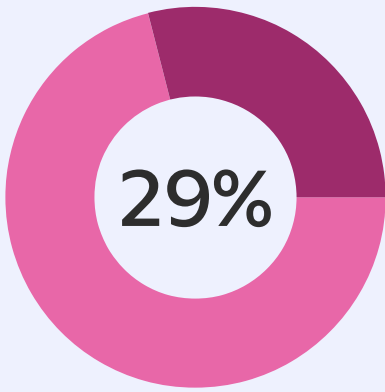
Concerns over layoffs vs. AI

While Glassdoor did observe an overall decline in optimism for the tech industry,⁴ just 36% of tech workers say they’re concerned about layoffs. However, more than half (53%) would consider looking for a new job if their company had layoffs that didn’t directly impact them.⁵

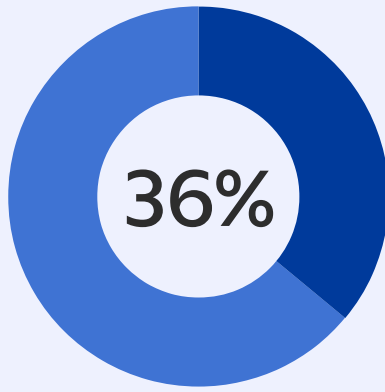
Employee concern over layoffs



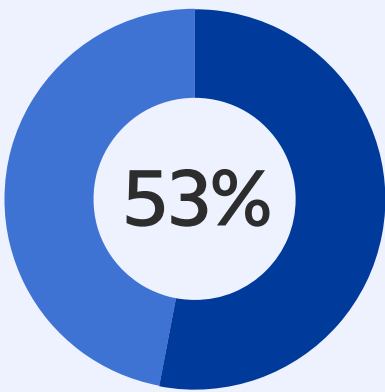
Not concerned



Neutral



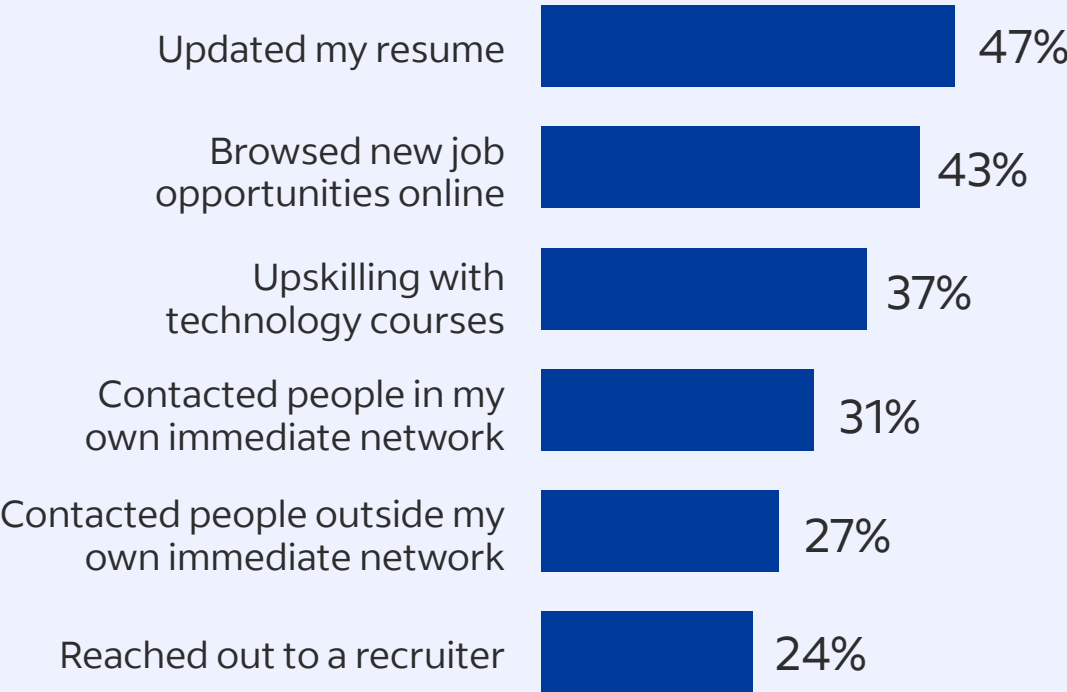
Concerned



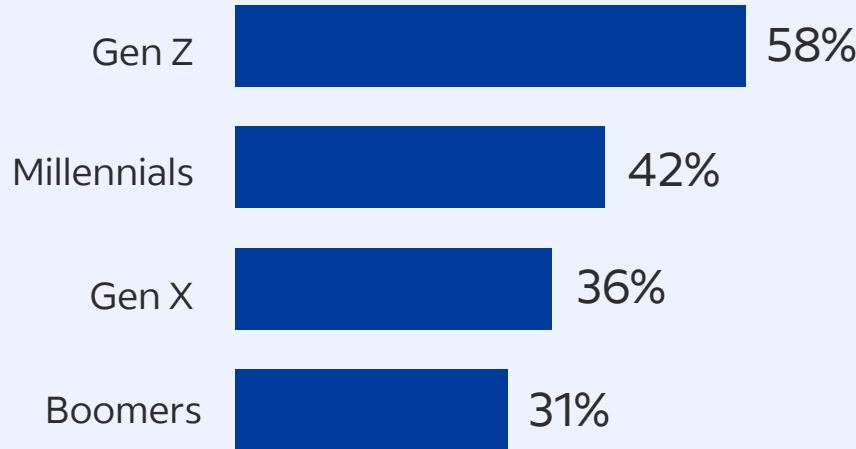
Likely

If your company were to lay off, but you were not affected, how likely is it that you would start looking for roles at other companies?

Actions taken due to concerns about layoffs



Concerned AI may take over their role



⁴ Glassdoor data
⁵ 2025 Tech Talent Survey, YouGov

Motivators to move on

To attract top tech talent, recruiters need more than just a polished job description — they need to understand what truly drives candidates’ decisions. Knowing what motivates tech job seekers helps tailor outreach, craft better offers, and build roles that resonate in a competitive market.

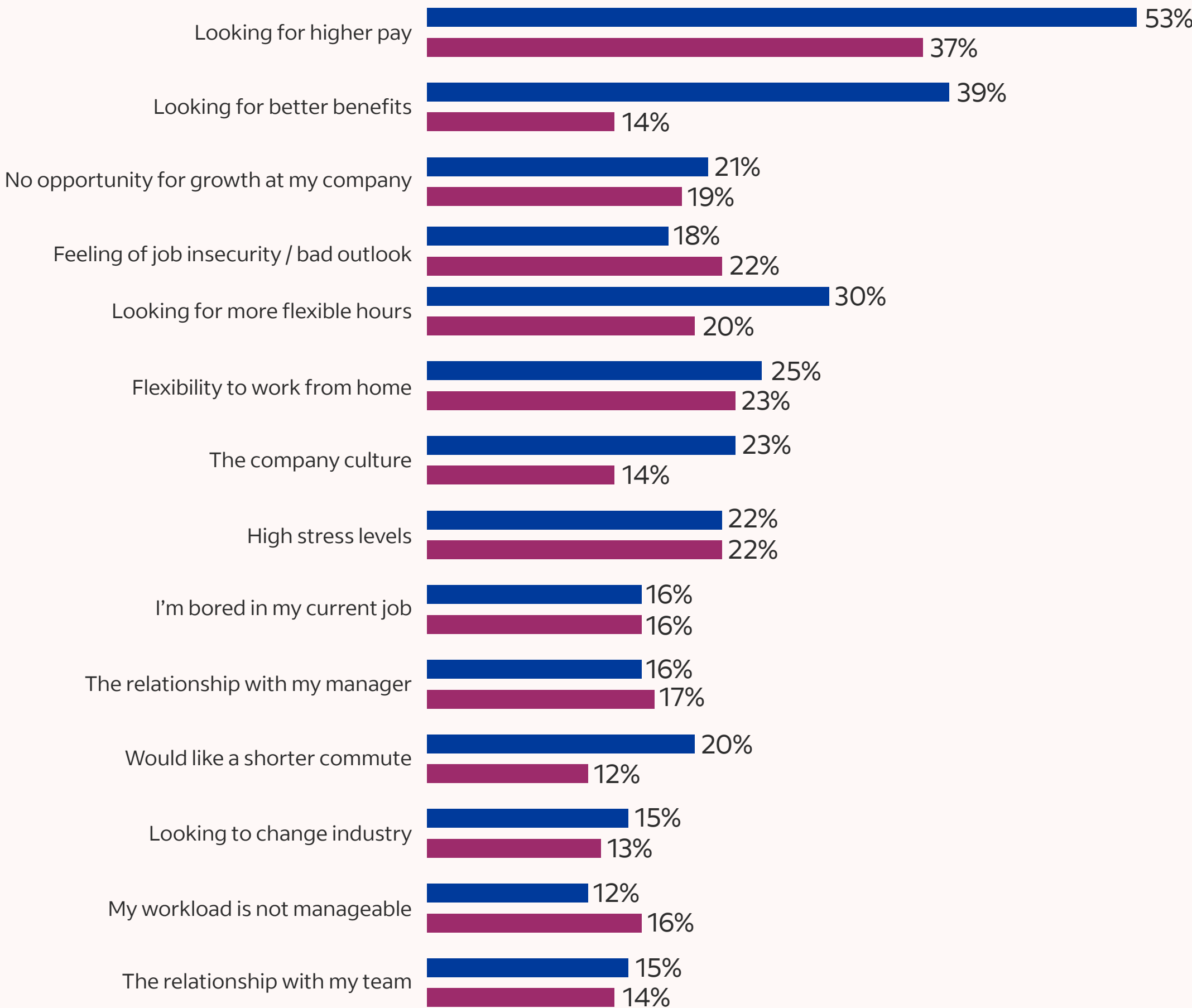
Our survey found that better pay, better benefits, opportunity for growth, job flexibility, and commute time were the top motivations for Canadian tech talent to seek out new roles. High stress levels, boredom, and manager relationships are also notable motivators and have roughly the same impact on triggering job search for both seekers and non-seekers.

Better benefits, flexible hours, and ability to work from home were the biggest motivators for tech job seekers with more in-demand experience.

Motivators for seeking a new role

Employed and active / passive seeker vs. not open to new role

● Seekers ● Non-seekers



Job seeker activities

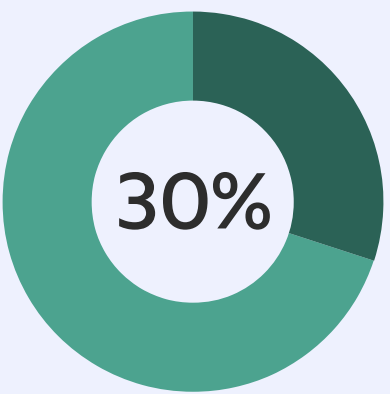
Many tech workers are bypassing recruiters and doing their own research before applying for roles. As the job market tightens, many less experienced candidates are applying more broadly, often to roles they don't fully qualify for. This trend adds pressure on recruiters and highlights the need for more efficient hiring tools as well as a strong employer brand to stand out and attract selective talent.



Open to new opportunities

Almost a third of Canadian job seekers are actively looking for a new role — that’s nearly twice as many as in the US and across a wider age range — with nearly 9 in 10 open to a new job. More seasoned talent (5+ years of experience) tend to be more passive while Gen Z and Millennials tend to be more active in their job search.

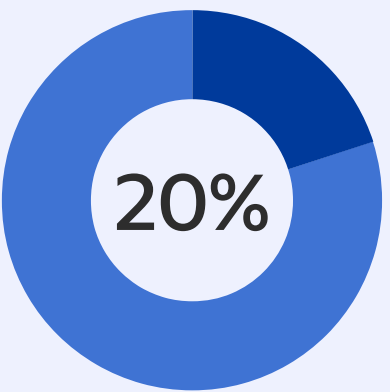
Active



I am currently actively looking for a new job
(e.g. browsing online job sites, submitting applications, interviewing, etc.)

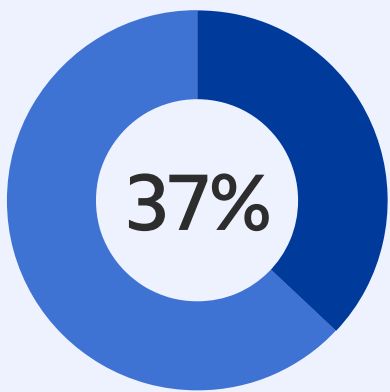
Significantly higher among:
Gen Z / Millennials
Recently unemployed
Age 18 to 56

Passive



I am looking for a new job, but have not actively taken steps to find one yet

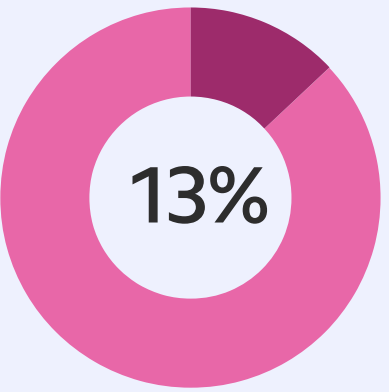
Significantly higher among:
Recently unemployed



I’m not currently looking for a new job, but I would be open to considering a new job if the right opportunity came along

Significantly higher among:
IT job focus
5+ years experience

Not open to new jobs



I’m not looking for a new job and wouldn’t consider new job opportunities

Significantly higher among:
Age 57 to 65

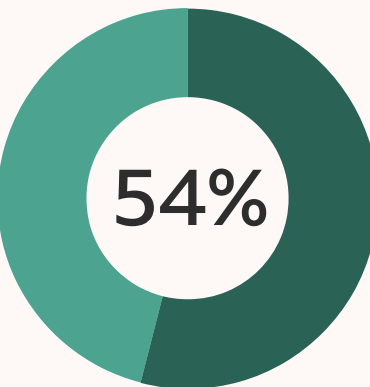
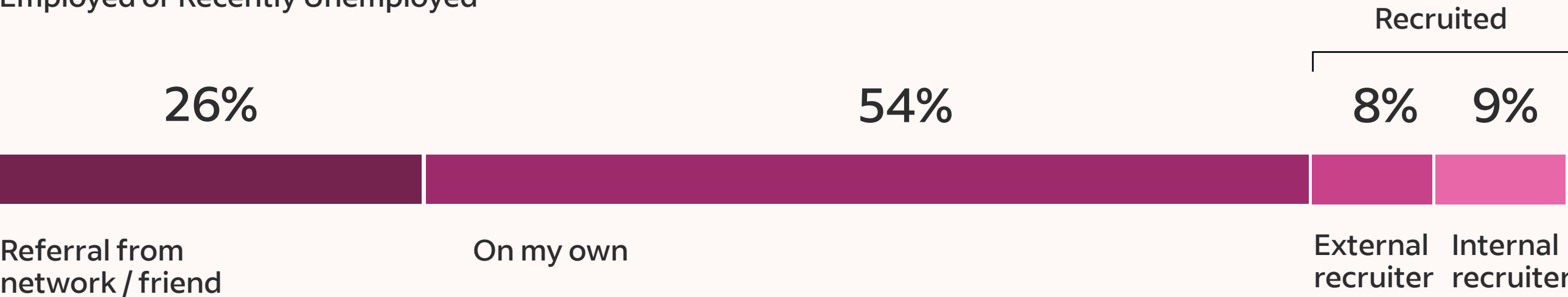
Going it alone on the search

Tech workers are selective about the positions they apply to and are in full command of their own job searches. They tend to apply directly to prospective employers, without the help of recruiters. In fact, only about 17% landed their current roles through proactive recruiter outreach.⁶

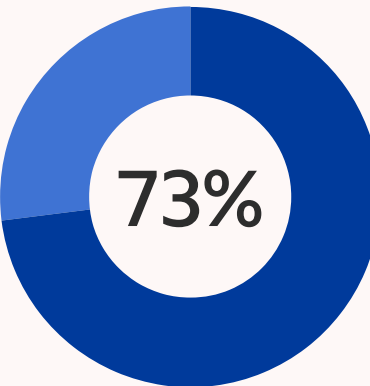
Recruiter conversations are most successful when job seekers are familiar with the company and the role offers an opportunity to expand their skillset. For employers, crafting good job descriptions is of critical importance.

Role of recruiter

Source of current / most recent position
Employed or Recently Unemployed

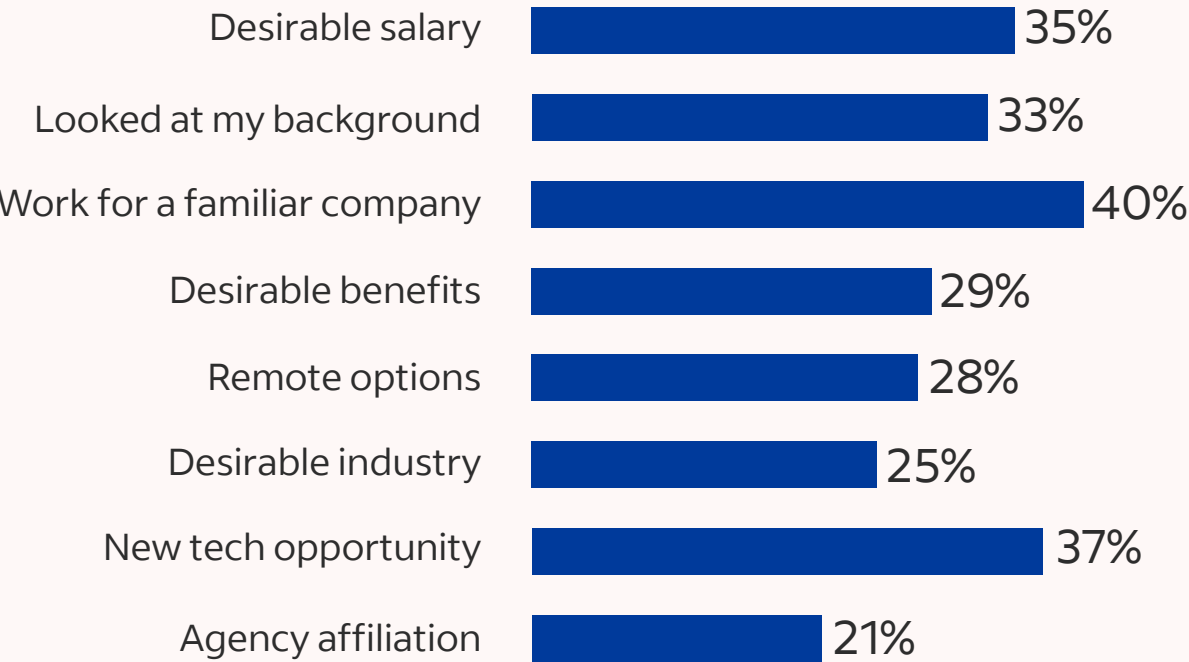


Recruiter has reached out in the past year



Had conversations to hear more about the job

Reason for responding to recruiter



⁶ 2025 Tech Talent Survey, YouGov

2025 Tech Talent Survey, YouGov
Questions: How did you hear about your current / most recent job? Have any recruiters reached out to you about potential opportunities in the past year? Did you proceed to have any conversations with recruiters to hear more about the job? What made / would make you respond to a recruiter about an opportunity?

Tech workers do their homework

Compared to other job seekers, knowledge workers typically do more research before submitting an application. They browse job listings, save them and revisit them, visiting multiple platforms over time, rather than applying immediately.

Canadian job seekers research employers across a variety of platforms, including a company's career site, LinkedIn, Indeed, Glassdoor, and their own networks.⁷

4X

Knowledge workers are 4 times more likely on average to have multiple clicks revisiting a single job

Indeed data, US



Attracting tech workers

Understanding what matters to tech talent is essential for attracting the right candidates. While salary and benefits still lead, priorities are shifting — employee happiness now ranks third. Career growth, bonus pay, and stock options are especially valued, with in-demand tech talent placing more weight on mentorship and upskilling. Flexibility and company culture also stand out, highlighting the need for a more holistic approach to employer value.



What do tech workers want?

Now that we’ve established tech talent’s fondness for research, let’s dig into what they’re actually looking for. After all, understanding what matters most to candidates can help employers better position themselves to attract top talent.

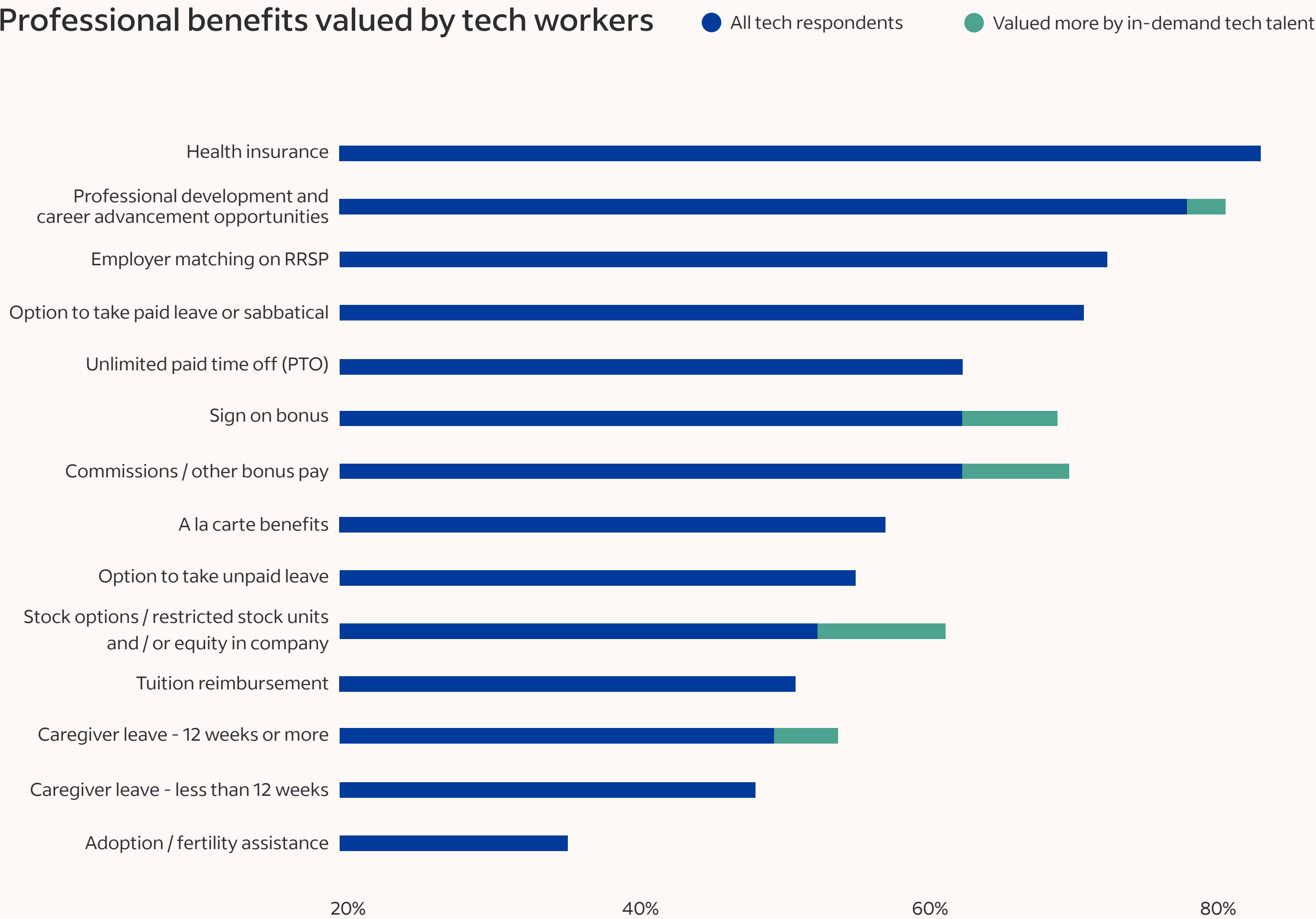
Like their US and UK counterparts, Canadian tech workers have salary and benefits top-of-mind when researching job roles. However, while they do care about an organization’s overall rating, information about company leadership matters significantly less to Canadians.

Type of research conducted
Active job seeker (any research)



Professional benefits that matter

Beyond insurance, Canadian tech workers most value professional development or career advancement opportunities. RRSP contributions, time off and bonus pay or stock options are valued as well, with signing bonuses, commissions or bonus pay, and stock options cited most often as must-haves.

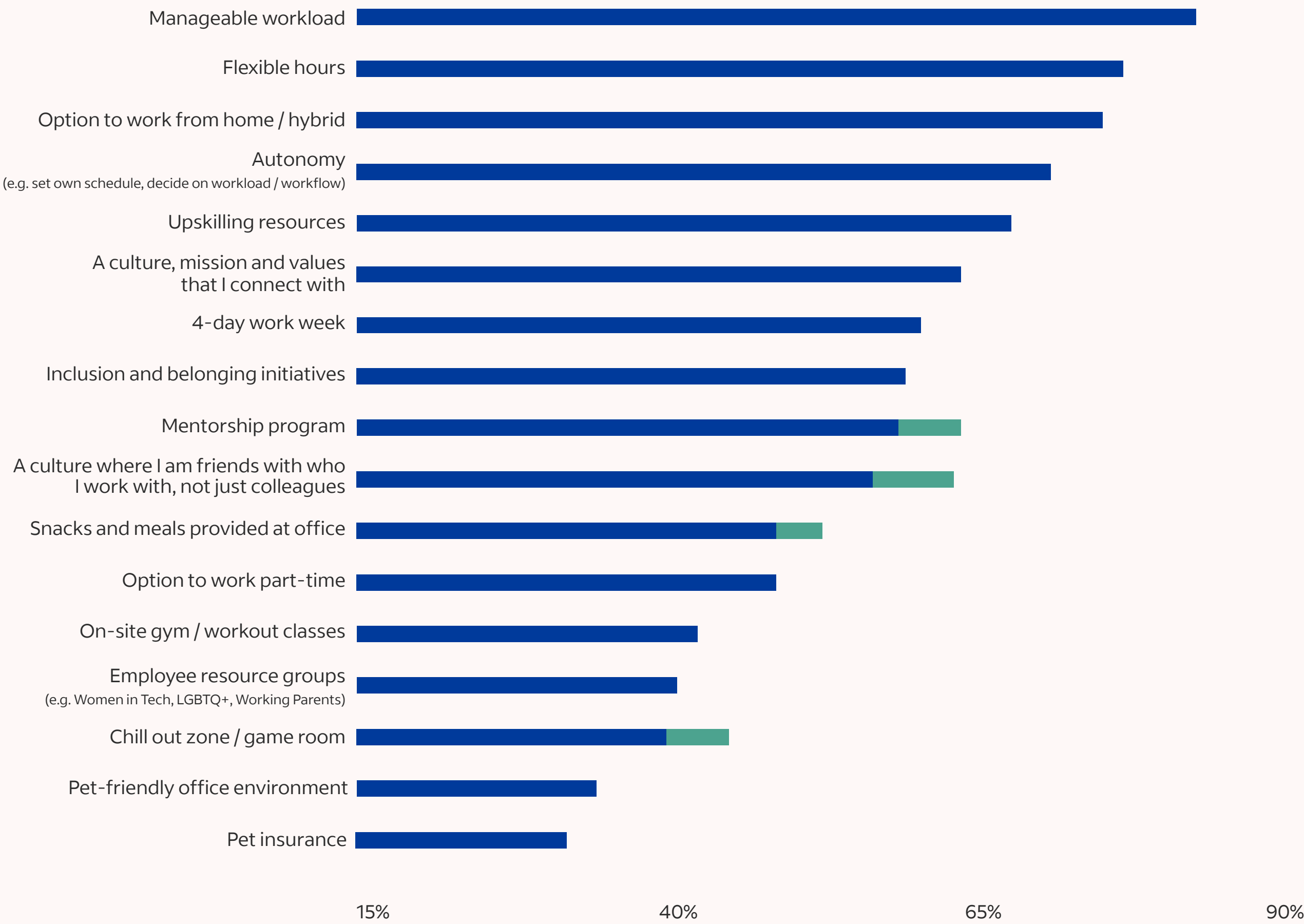


Personal benefits that matter

Beyond a manageable workload, flexibility is most valued, specifically in terms of hours, work location, and work scheduling or workflow. The biggest difference in attitudes between workers with in-demand experience vs. the general population of tech talent was seen in the area of having friends at work, which was valued 8% more by in-demand talent.

Personal benefits valued by tech workers

● All tech respondents ● Valued more by in-demand tech talent



Retaining tech workers

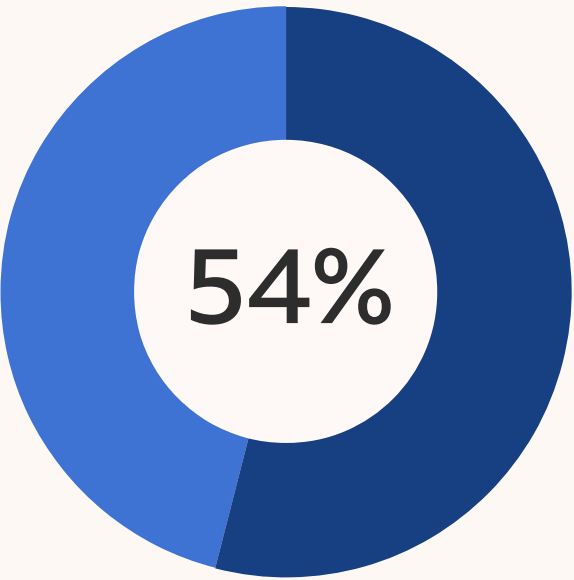
Tech workers are more likely to remain with companies that offer internal mobility, supportive management, and a strong culture of wellbeing. High-performing organizations stand out by investing in employee growth through upskilling — an area where tech professionals show strong engagement. Companies that prioritize development, support, and culture are not only more likely to retain their talent, but also tend to outperform their peers.



What drives tech talent retention

Understanding what motivates employees to stay is key to building a stable, committed workforce. When tech workers are ready to move forward in their careers, they’re more likely to seek an internal position when upskilling is offered and when management is supportive.

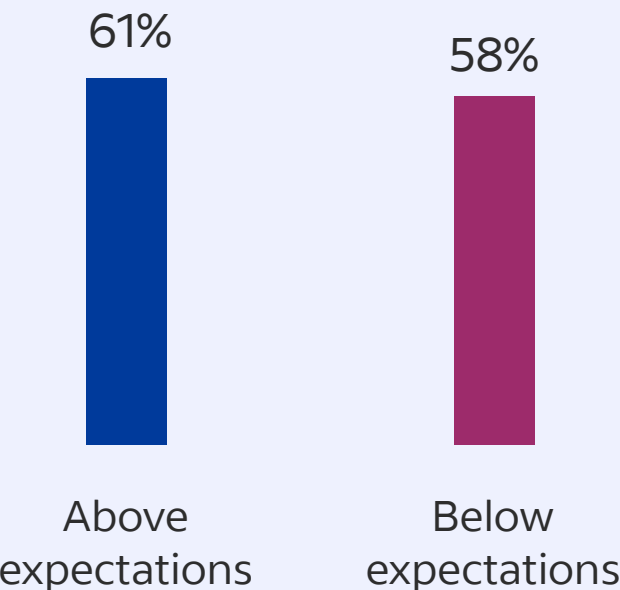
Likelihood next job will be at current company



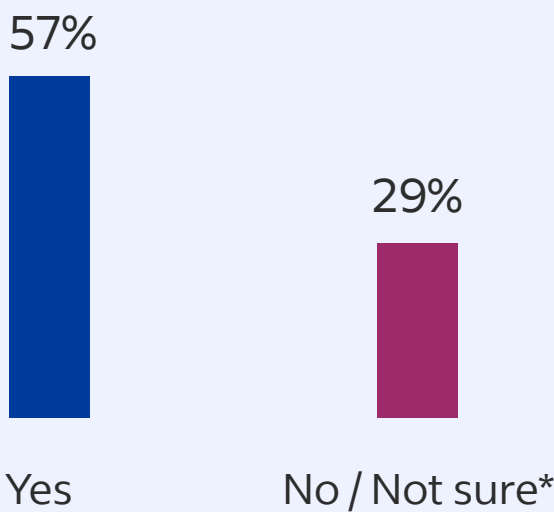
Likelihood next job will be at current company by company performance, access to upskilling, and company culture

Employed and actively seeking new job

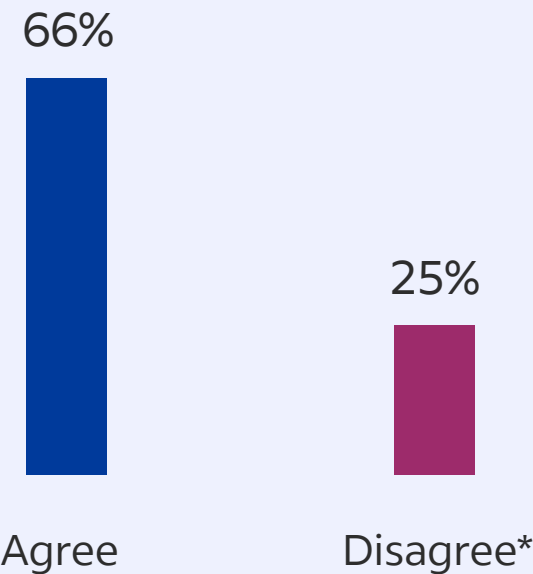
Company’s past 12 months’ performance*



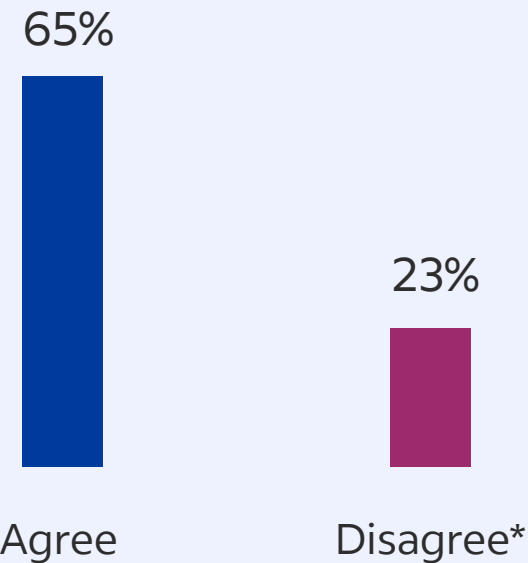
Company offers upskilling / training



Felt supported by my manager



Company prioritizes my wellbeing



2025 Tech Talent Survey, YouGov
Questions: What is the likelihood that your next job or role will be at your current company? Which of the following upskilling or training programs are offered by your current / most recent company? How much do you agree or disagree with the following statements regarding your current / most recent employer? *Caution: Small sample size (n<50).

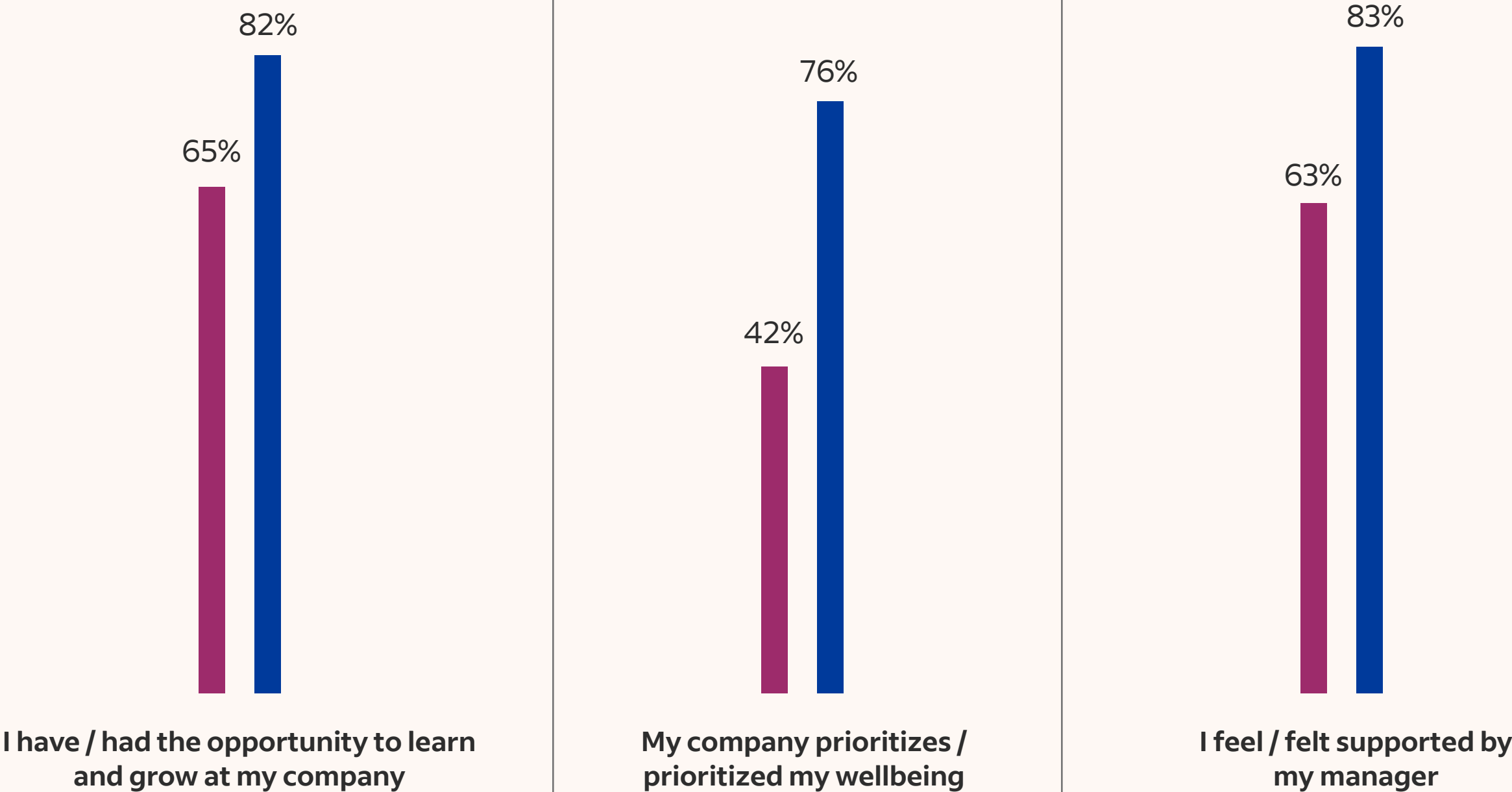
How high-performing companies stay ahead

As technology and its applications evolve at a rapid pace, we explored how top-performing companies are navigating the shift. Organizations exceeding revenue expectations are not only planning for future talent needs — they’re already executing. These companies offer more growth opportunities, invest in upskilling, and actively encourage employees to participate. Just as importantly, they focus on fostering a best-in-class culture that prioritizes employee wellbeing. In other words, they offer workers more reasons to stay.

Employee sentiment by company performance

A comparison of survey respondents who reported their company being ahead of vs. behind business performance expectations

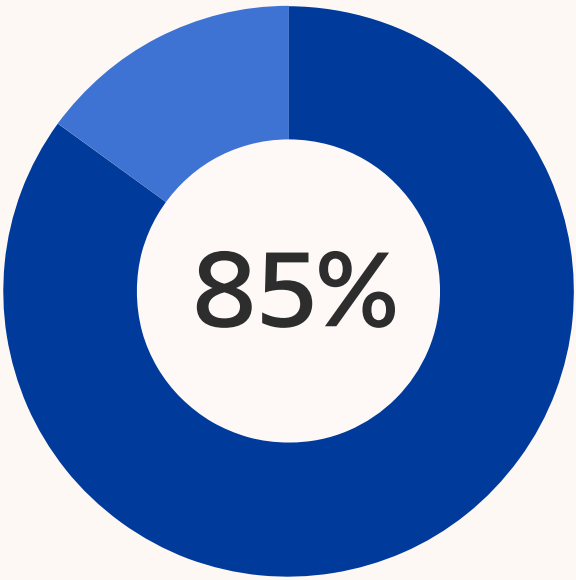
Below expectations Above expectations



High uptake for tech upskilling

Tech workers value professional growth, with most taking advantage of their company’s upskilling opportunities, particularly technical courses. An effective retention strategy should definitely include training and professional development.

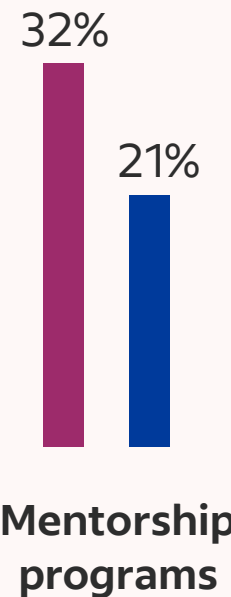
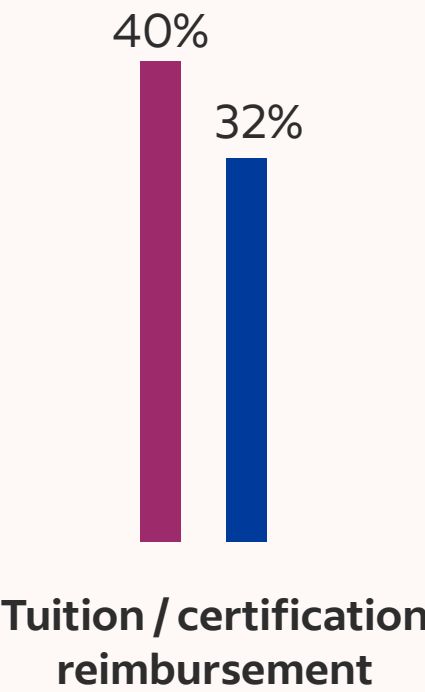
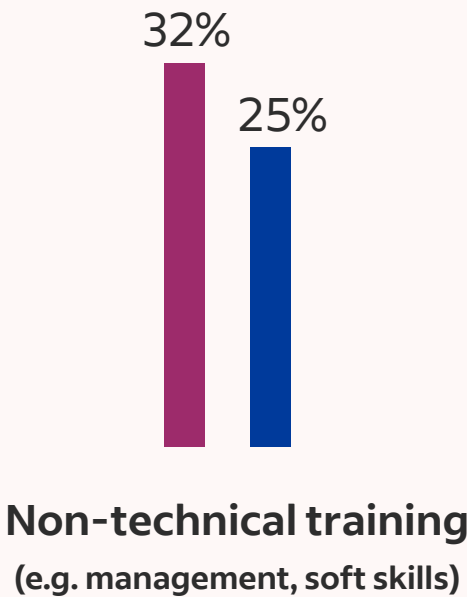
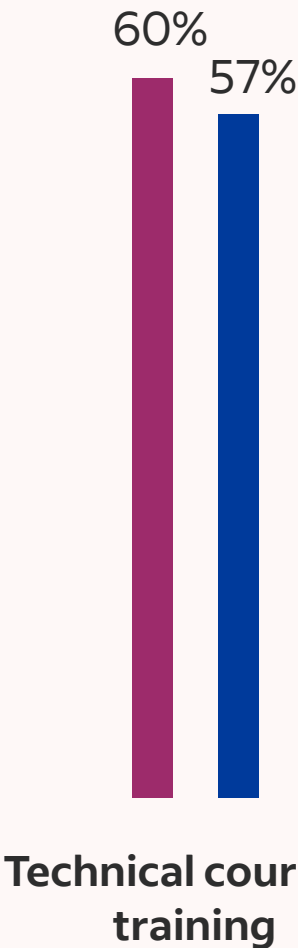
Company offers any upskilling / training



Upskilling / Training

Tech workers are most likely to take advantage of technical training courses when offered

● Offered by employer ● Used, if offered



Value for employers

While investing in the benefits that matter to tech workers might feel costly, research shows it pays off. Companies that had stronger business performance offered upskilling at much higher rates than those with weaker business performance.

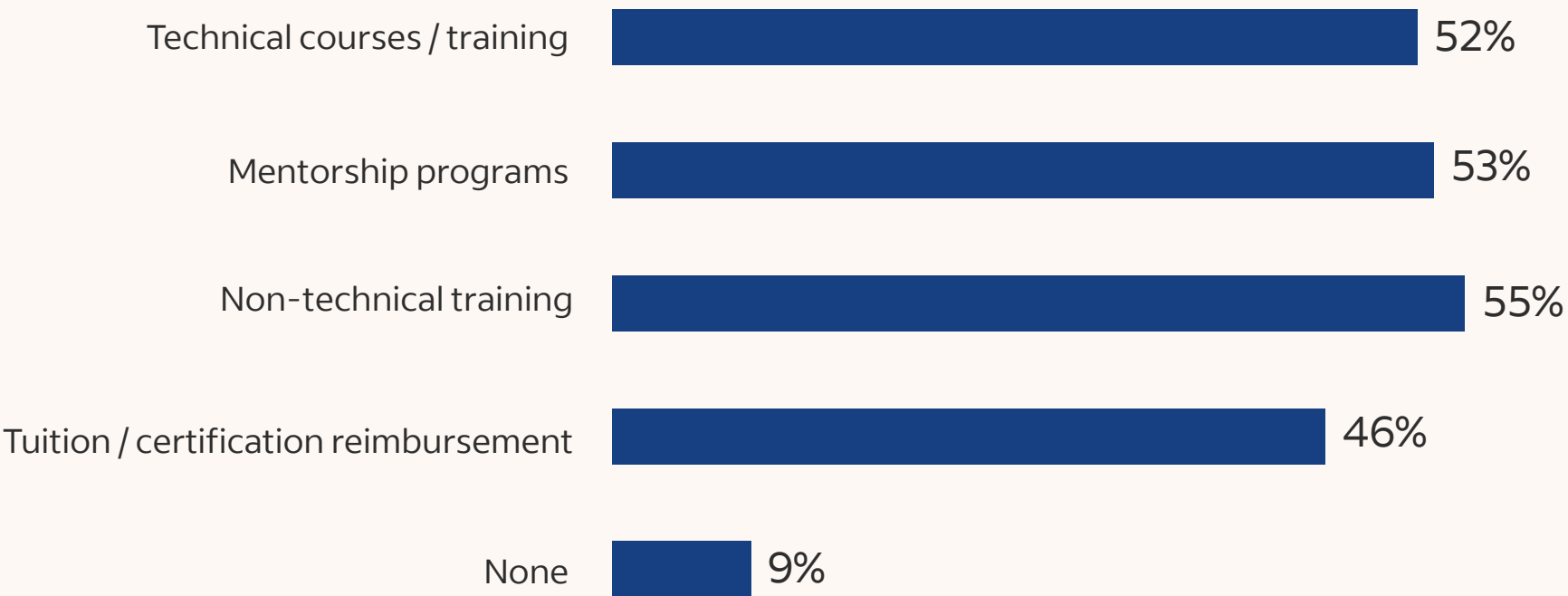
Stronger-performing businesses tend to hire tech talent with more of a growth mindset. Beyond what’s offered by their employers, they also invest in upskilling and training opportunities for their own career development outside of work.

Tech talent at stronger-performing businesses participated outside of work

36%
more often in
technical courses

4.3X
more often in
mentorship

Stronger business performance by type of upskilling / training offered



Mastering the new realities of tech hiring



Conclusion

The tech hiring environment is changing quickly. What started as a market correction is now shaped by deeper shifts, including the rise of AI, tighter experience requirements, and evolving candidate priorities. At the same time, tech professionals remain selective, research-driven, and more passive in their job searches. Employers must adapt by rethinking how they attract, assess, and engage talent.

This year's data reveals a growing mismatch between job requirements and candidate qualifications. Early-career professionals, facing fewer opportunities, are applying more broadly — often to roles that aren't a strong fit. That makes efficient, accurate matching more important than ever. With fewer candidates actively searching, outreach matters too. Employers need to meet talent where they are, and a strong employer brand can help convert experienced professionals who aren't easily moved. In hard-to-fill roles, identifying common skill pairings can also reveal which candidates are most likely to succeed with targeted upskilling.

With over 500,000 Canadians searching for tech jobs on our platform every month, Indeed gives employers access to a deep pool of quality candidates.⁸ Our suite of hiring solutions helps talent teams identify relevant skills, find strong matches, streamline their processes, and make great hires faster. Alongside these tools, our leadership in the industry enables us to provide unique data and insights to help employers stay ahead of shifting trends and talent expectations.

Although the future remains uncertain, one thing is clear: employers who lean into smarter, insight-driven hiring strategies and meet tech talent on their terms will be far better positioned to succeed in the hiring landscape of today and tomorrow.

⁸ Indeed data, Canada



The information in this document is provided as a courtesy and for informational purposes only. Indeed is not a legal advisor.

This document is subject to copyright owned by Indeed, Inc. Any use, alteration, reproduction, retransmissions, republication, in whole or in part, of all or part of the present document without Indeed's written consent is expressly prohibited. Indeed disclaims any liability from the use or application of the information contained herein or from the interpretations thereof. Copyright © 2025 Indeed, Inc. All rights reserved.