# Product Management Hiring Trends Insights Report

*Trends & Opportunities from IPL's First-Party Hiring Data (Jan–Aug 2025)*

**Drawn from 110+ Hiring Events across Industries & Company Types**

# Career Assistance Platform

The **Career Assistance Platform** at the Institute of Product Leadership is your go-to forum for career opportunities and growth with 1:1 career coaching & exclusive hiring events.

Whether you're a recent graduate, a mid-career professional, or exploring a transition, we've got you covered with tailored support to help you thrive.

**Your success starts here!** 🚀

# Insights Grounded in First-Party Data

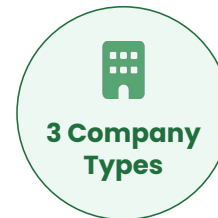Insights from IPL's First-Party Hiring Data (Jan–Aug 2025)

**110+** IPL-hosted hiring events in 2025.

**5+** industries: Tech, IT Services, Fintech, Security, Retail

Startups, Mid-size firms, MNCs

Junior PM | Senior PM | Leadership roles

110+ Hiring Events

5+ Industries

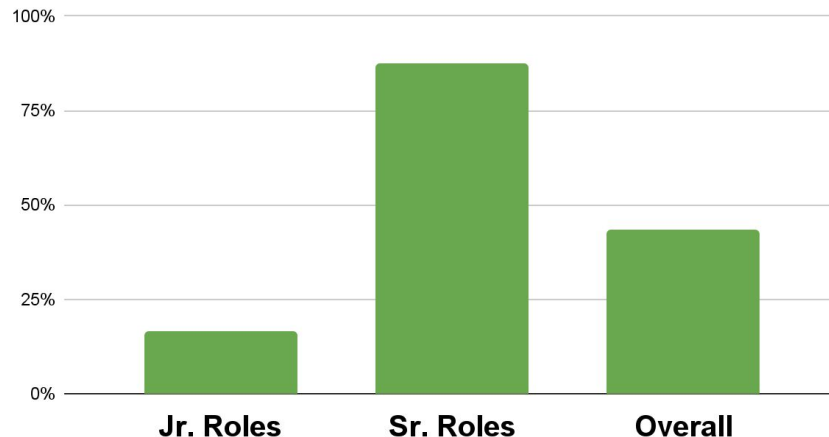3 Company Types

All PM Levels

FIRST-PARTY DATA

**Based on on 110+ first-party hiring events with real employer offers, not surveys or third-party reports. YoY Comparison.**

# Product Management Hiring is Accelerating in India

## +42% YoY increase in PM roles hiring overall

### Product Management Role Growth (YoY)



**💵 Attractive Salary Bands**

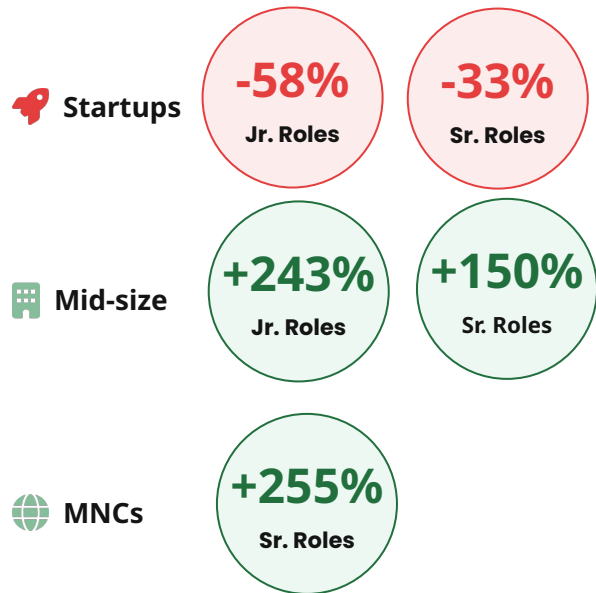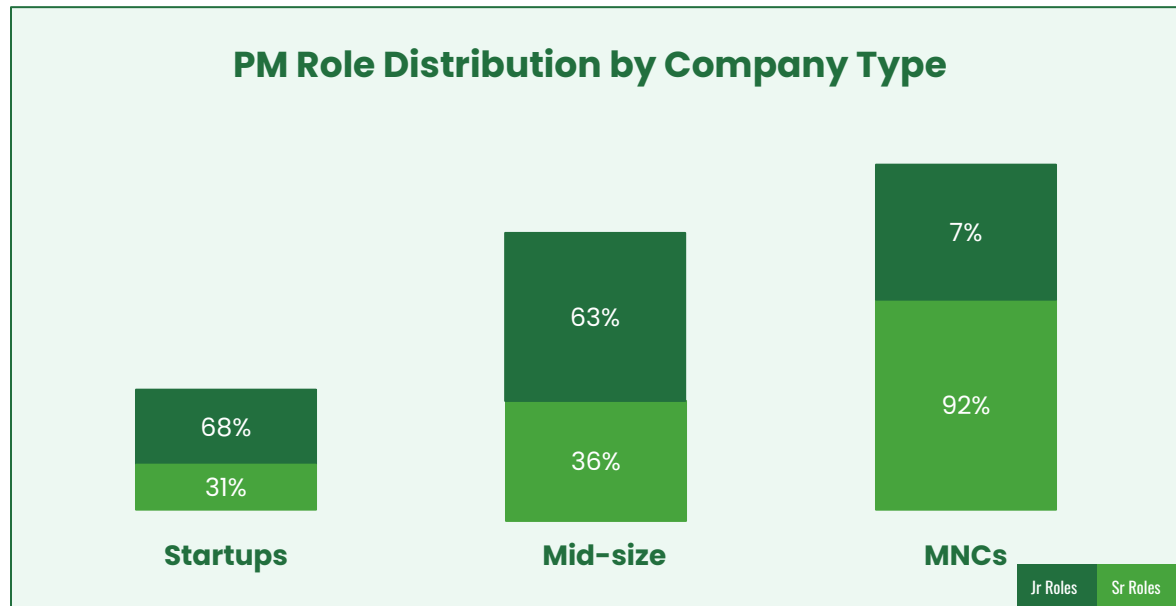| | |
|---|---|
| **Junior Roles:** | 10–15 LPA |
| **Senior Roles:** | 40+ LPA |
| **Leadership Roles:** | 75+ LPA |

## +87%
Growth in Senior PM roles

## +16%
Growth in Junior PM roles

**The PM job market is booming overall, but growth isn't evenly distributed across all company types. Let's look deeper at where the opportunities really are.**

# Hiring Growth is Uneven Across Company Types

## Mid-size Firms and MNCs are Driving Hiring Surges

### PM Role Distribution by Company Type

**Startups**
- 68%
- 31%

**Mid-size**
- 63%
- 36%

**MNCs**
- 7%
- 92%

Jr Roles | Sr Roles

🚀 **Startups**
- **-58%** Jr. Roles
- **-33%** Sr. Roles

🏢 **Mid-size**
- **+243%** Jr. Roles
- **+150%** Sr. Roles

🌐 **MNCs**
- **+255%** Sr. Roles

The fastest-growing opportunities are concentrated in mid-size firms for scale roles, and in MNCs for senior leadership positions.

📈 Focus shifts away from startups → mid-size & MNCs

# Employers Hire Based on Display of Skills

## Hiring Managers Prioritize PM + Tech + Data Skills

☑ **Skills in Demand***

| | | |
|---|---|---|
| **Core PM** | **Technical Fluency** | **AI Basics** |
| **Data Analysis** | **Product Tools** | **Analytical Mindset** |
| **Communication** | **Market Research** | **Customer Focus** |

*Based on 30+ JDs and 20+ Case Challenges shared by Hiring Managers

We know where the opportunities are and what employers value most. The key question now is: How should professionals act on this insight?

## Top 3 Common Expectations

**Core PM Skills**
Roadmap, GTM, Research

**Technical Fluency**
AI, Data Analysis,Tech Stack

**Data-Driven Mindset**
Analysis, Problem Solving

PM + Tech + Data skills = highest growth opportunities

# Strategic Career Playbook for PMs in 2025

Target Mid-size & MNCs, Build Skills That Employers Want

## 1

🎓

### Build Core Skills

Focus on PM fundamentals + technical fluency + data-driven thinking

## 2

🏢

### Target Mid-size Firms

Highest growth at all levels with 243% increase in junior roles

## 3

🌐

### Progress to MNCs

For senior professionals, MNCs offer the most leadership opportunities

**By aligning skills with market demand and targeting the right company types, product professionals can not only survive but thrive in the shifting PM landscape.**

📈 **Expected Outcome**

Maximize career growth & earning potential in the evolving PM landscape

# Companies that came to hire (Jan - Aug 2025)

# Glossary

**Startups**

Early stage companies typically under ~250 employees, early funding, local/domestic footprint.

**Junior Roles**

Entry to junior-level positions, typically requiring 0-3 years of experience (Internship, Business Analyst, Product Analyst, Associate PM)

**Mid-size Firms**

Established, scaling companies with a significant internal presence, but not notably global.

**Senior Roles**

Mid to Senior product management positions requiring 3+ years of experience (PM, Senior PM, Lead PM, Group PM)

**MNCs**

Corporations with offices in multiple countries, global operations, or subsidiaries of multinational firms.

**Leadership Roles**

Leadership product management positions requiring 10+ years of experience (Principal PM, Director of Product, Chief Product Officer etc.)

**First-Party Data**

Data collected directly from the source (in this case, IPL's hiring events) rather than from third-party reports or surveys

**YoY**

Year-over-Year - comparison of a statistic for one period to the same period the previous year (e.g., Jan-Aug 2025 vs Jan-Aug 2024).

# THANK YOU

For more information visit our webpage:
## Career Assistance Platform

Reach out to us at:
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