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

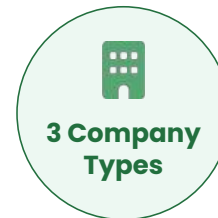Insights from IPL's First-Party Hiring Data (Jan–Aug 2025)

110+ IPL-hosted hiring events in 2025.

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

Startups, Mid-size firms, MNCs
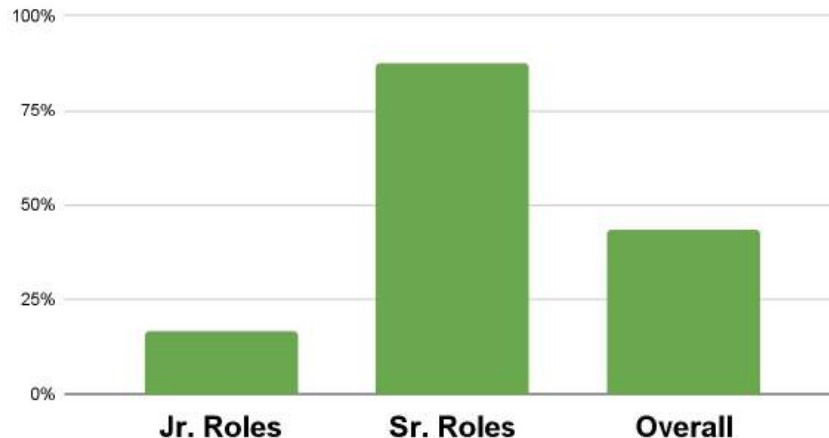
Junior PM | Senior PM | Leadership roles

110+ Hiring Events

5+ Industries

3 Company Types

All PM Levels

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

💵 **Attractive Salary Bands**

Junior Roles: 10–15 LPA

Senior Roles: 40+ LPA

Leadership Roles: 75+ LPA

Product Management Role Growth (YoY)
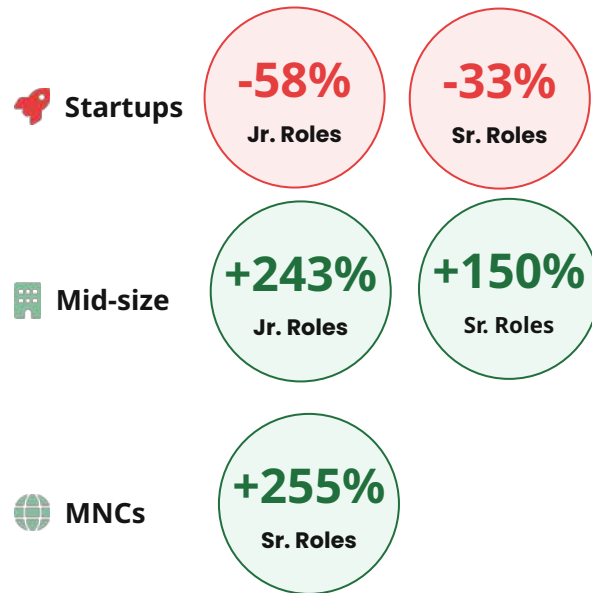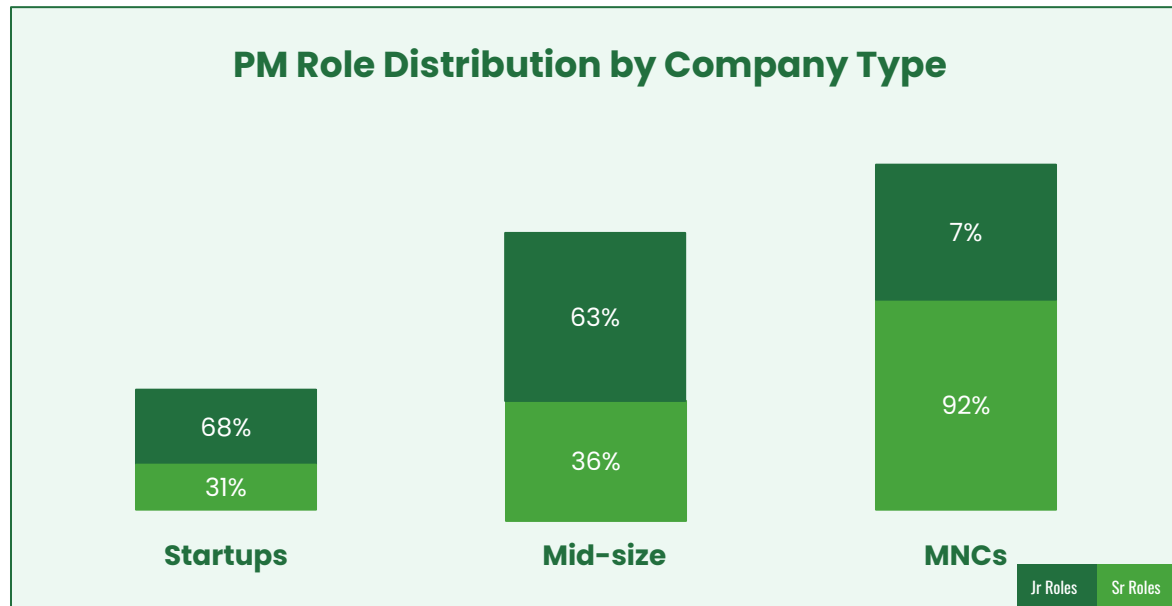

+87%

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)

Google, Microsoft, salesforce, PayPal, BOSCH, LOWE'S, BLACKHAWK NETWORK, U·ST, e2open, TATA ELXSI, citrix, securonix, REALPAGE, amaDEUS, Qualys, THE SLEEP COMPANY, Godrej PROPERTIES, Licious, TVS ELECTRONICS, indegene

& Many More...

Glossary

🚀 Startups

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

🏢 Mid-size Firms

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

🌐 MNCs

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

🗄 First-Party Data

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

👤 Junior Roles

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

🎓 Senior Roles

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

🎓 Leadership Roles

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

📈 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:
cap@ipl.university