fountain

The Modern Hiring Guide for Manufacturing

Recruitment Strategies and Solutions for Today's Manufacturing Workforce



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The state of today's manufacturing workforce

By the numbers

$2.3 trillion

The amount the manufacturing industry contributed to the U.S. gross domestic product in 2021, accounting for 12% of the total GDP[1]

2.1 million

The number of manufacturing jobs that could go unfilled by 2030, costing the economy $1 trillion[4]

12.98 million

Number of Americans who work in the manufacturing industry as of 2023[2]

39%

The average turnover rate in the manufacturing industry as of 2022[3]

The current state of the manufacturing industry

Since the Industrial Revolution, the manufacturing industry has been the energy-rich furnace fueling the growth and innovation of economies around the world. However, hiring workers in this industry has become a challenge for many companies amid a digital transformation, a shift in the skills needed to perform certain tasks, and historically unfavorable working conditions.

In 1979, 22% of Americans worked in manufacturing, but today, that number is a bleak 9.6%.[2] Since the industry's peak in the late 1970s, the manufacturing workforce has been in decline, one that was further precipitated by global economic crises and a shift toward cheaper, more readily available foreign manufacturing solutions.

Still, the manufacturing industry is the fourth-largest employer in the United States, with 12.9 million workers as of 2023.[2] The activities of these assembly line workers, printing press operators, machinists, and others contributed $2.3 trillion to the U.S. economy in 2021. With an optimistic outlook on investment and growth, the industry could create 1.5 million new jobs and increase the U.S. GDP by more than 15% during the next decade.[5]

What this means for your hiring process

To prepare for a new era of manufacturing, you need to bring your HR and recruitment programs up to speed. This means infusing modern hiring methods that match the evolving skills and expertise of the workers you aim to hire.