

# Hiring Market Snapshot

## What We're Seeing in February 2026



Each month we break down five trends shaping how supply chain, logistics, and transportation companies hire, retain and grow. The trends we're seeing in February reflect a market that feels uneven and cautious on the surface, but is accelerating underneath in high-skill areas. As always, the teams seeing the best results are leading with clarity and specialization.

## February 2026 Snapshot

### 1 Automation Talent Demand Is Rising

*Hiring is increasing for operators who can work alongside robotics and AI because automation adoption is outpacing the availability of tech-literate talent.*

### 2 Hybrid Ops + Tech Roles Are Becoming the New Baseline

*More teams are combining operations and technology responsibilities as supply chain functions modernize and companies look for fewer, higher-leverage hires.*

### 3 Procurement Hiring Is Picking Up Again

*Organizations are investing in stronger sourcing and risk management as tariff volatility and supplier instability push procurement into a strategic role.*

### 4 Reshoring Is Shifting Where Hiring Happens

*Regional manufacturing and distribution growth is creating new talent competition in nontraditional hubs as companies rebuild supply closer to customers.*

### 5 Sustainability Skills Are Moving From Nice-to-Have to Required

*Demand is climbing for talent tied to electrification, fleet compliance, and reporting as sustainability mandates become operational requirements.*

## Final Takeaway

February is proving that the market is not “down,” it is dividing. The winners will move faster on specialized talent while keeping execution tight on core operational roles.



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