Salesforce Quarterly Report: ANZ Q4 2025

Q4 Summary

"I do expect we'll hear more and more about Agentforce and Data Cloud as we move into 2026. And if you haven't yet started upskilling in these areas, then I would definitely recommend that you do so."



www.talent-hub.com.au

Overview

There was a lot of promise at the start of the quarter, but things kind of crawled to the finish line in terms of job numbers, interview processes and market sentiment.

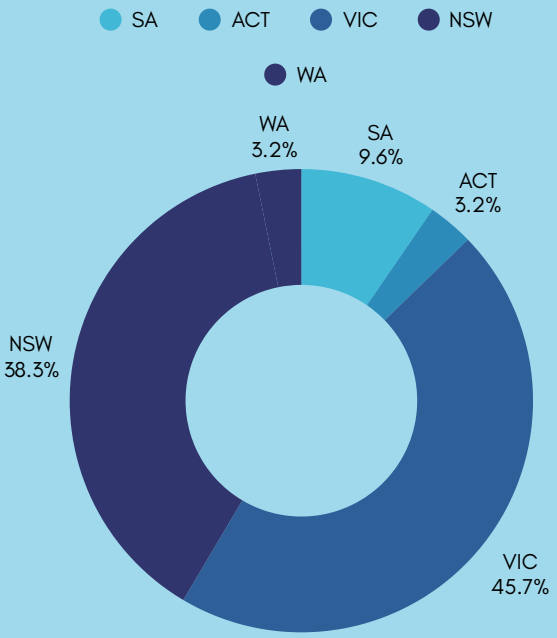
Our stats show that there were less people moving roles in Q4 compared to Q3, a drop in roles advertised between the two quarters in both Australia and New Zealand, and lastly, a significant drop in roles advertised in Q4 2025 compared to Q4 2024. Even though across 2025 as a whole, there were more sales or vacancies advertised in both Australia and New Zealand than there were in 2024.

So on the whole, the year was up and let's hope we can just put Q4 down as a blip and not the start of a new trend. We saw multiple roles get pushed out last quarter with the hopes that they will be revisited in early 2026. We unfortunately also heard of more people being let go from some businesses with some smaller partners still being impacted by slower than expected sales cycles. We also heard of people being let go from some end users and in one case where a company was moving away from Salesforce.

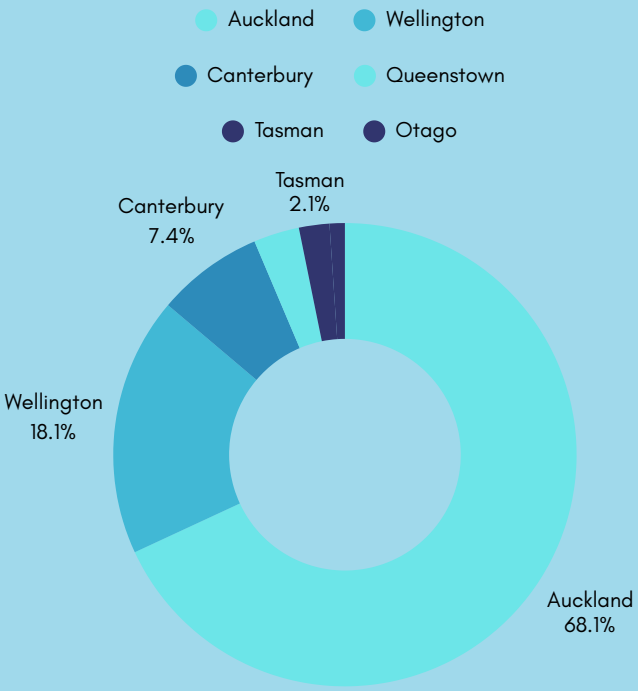
We're still yet to see the demand that some have been expecting in the Agentforce space, although this is definitely the hot topic still and an area that many candidates are looking to upskill in. We do expect to hear more and more about Agentforce and Data Cloud as we move into 2026. And if you haven't yet started upskilling in these areas, then we would definitely recommend that you do so. So here's to a successful 2026 for everyone and hopefully a fast start in Q1.

Quick Facts: Salesforce Quarterly Report Q4 2025

Hires per state Australia



Hires per state New Zealand



Number of people who have changed jobs in ANZ Q4

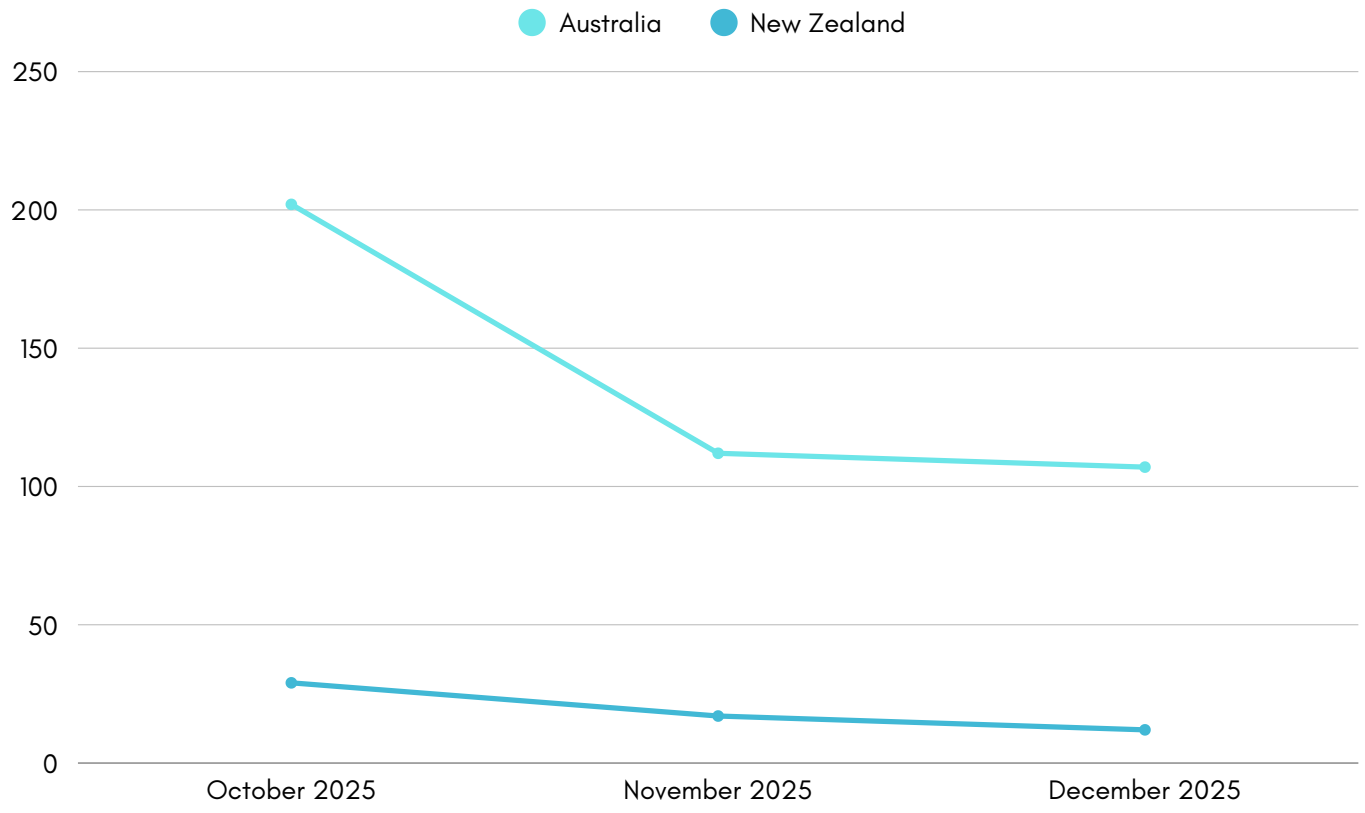
Country	Total	State	Number of people
Australia	421	VIC	199
		NSW	159
		QLD	33
		SA	18
		NT	2
		WA	5
		ACT	3
New Zealand	58	Auckland	36
		Wellington	15
		Canterbury	4
		Waikato	2
		Otago	1

Quick Facts: Salesforce Quarterly Report Q4 2025

Number of people who have changed jobs in ANZ

Country	Q1 2025	Q2 2025	Q3 2025	Q4 2025	% Change
Australia	380	418	495	421	-15%
New Zealand	51	69	94	58	-38%

Number of people who have changed jobs in ANZ on a monthly basis

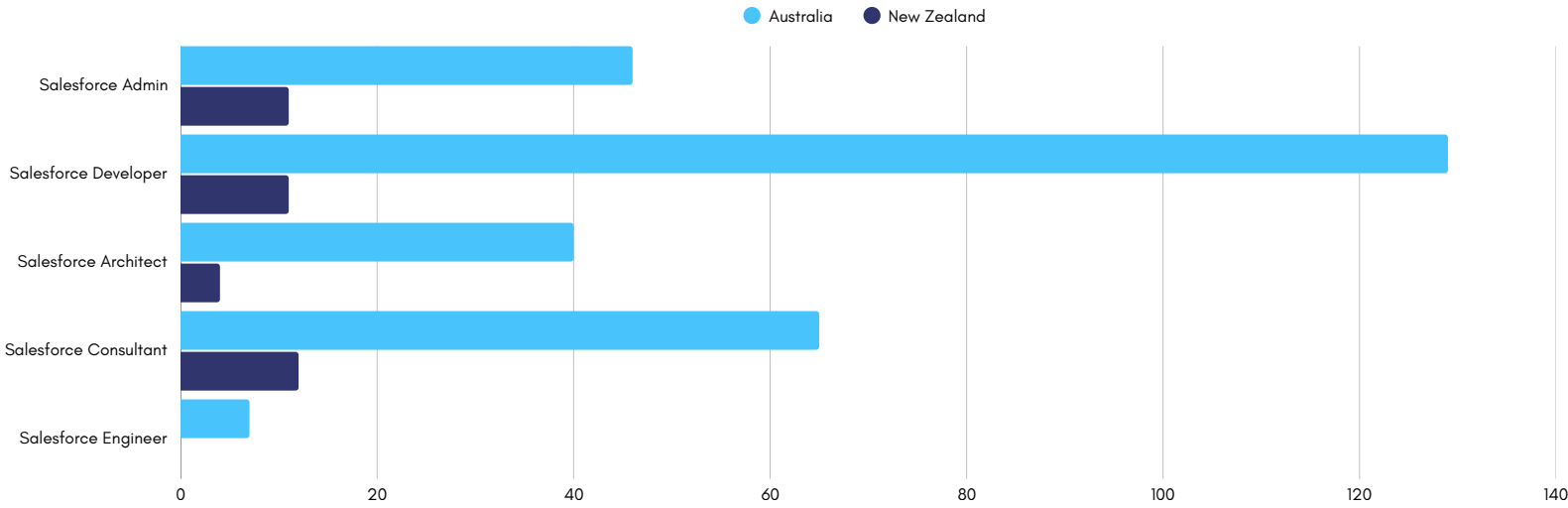


Data source: LinkedIn *Numbers quoted are based on new roles updated within LinkedIn profiles by Salesforce professionals*

ROVER *Numbers quoted are based on roles advertised which are specific to the Salesforce market*

Quick Facts: Salesforce Quarterly Report Q4 2025

Job titles in demand (largest number of new roles taken according to job title)



Active job board vacancies for Salesforce roles for the last 7 quarters

Country	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025	Q3 2025	Q4 2025	This quarter vs last quarter
Australia	1,078	746	1,015	1,492	1,343	853	774	-9%
New Zealand	82	96	118	142	142	118	111	-6%

To discuss this data or the current Salesforce market in relation to your own circumstances, feel free to reach out to Ben Duncombe at ben.duncombe@talent-hub.com.au or 0405 838965

Data source: LinkedIn Numbers quoted are based on new roles updated within LinkedIn profiles by Salesforce professionals

ROVER Numbers quoted are based on roles advertised which are specific to the Salesforce market

Quick Facts: Salesforce Quarterly Report Q4 2025

Active job board vacancies for Salesforce roles comparative quarter 2024 vs 2025

Country	No. of Salesforce job vacancies advertised Q4 2024	No. of Salesforce job vacancies advertised Q4 2025	Difference this year
Australia	1,015	774	-24%
New Zealand	118	111	-6%

Active job board vacancies for Salesforce roles comparison 2024 vs 2025

Country	No. of Salesforce vacancies advertised FY 2024	No. of Salesforce vacancies advertised FY 2025	Difference
Australia	3,804	4,463	+17%
New Zealand	372	483	+30%

For a deep dive into these numbers, tune into our upcoming Talent Hub Talk podcast episode

YouTube Google Podcasts Spotify Apple Podcasts

To discuss this data or the current Salesforce market in relation to your own circumstances, feel free to reach out to Ben Duncombe at ben.duncombe@talent-hub.com.au or 0405 838965

Data source: LinkedIn Numbers quoted are based on new roles updated within LinkedIn profiles by Salesforce professionals

ROVER Numbers quoted are based on roles advertised which are specific to the Salesforce market