



LMIS
Labour Market Information System



POWERED BY



LAGOS STATE EMPLOYMENT TRUST FUND

Labour Market Insights Report

2025



Executive Summary

Lagos State labour market requires stronger, more timely and better coordinated use of data and evidence. Drawing on 27,091 online vacancies collected through the Lagos State Labour Market Information System in 2025, this analysis identifies clear patterns in formal labour demand across wages, sectors, locations and candidate profiles. **Salaries increased between 2024 and 2025, hiring concentrated in major commercial corridors such as Lekki and Ikeja, and better-paying opportunities remained associated with specific locations, higher qualifications and prior work experience.** These patterns reinforce the need for better labour-market information to guide decisions by jobseekers, employers, training institutions and government.

The findings support a strategic response centred on job quality, skills alignment and inclusion. They speak directly to the United Nations Sustainable Development Goal 8 by strengthening the evidence base for productive employment and decent work, and they align with Nigerian new National Employment Policy, as well as the Lagos State T.H.E.M.E.S.+ agenda, especially the goals of building a 21st century economy, improving education and technology outcomes, and addressing the spatial realities of work and mobility in the city. At the same time, **the uneven distribution of opportunities across sectors, locations and experience levels calls for stronger early-career pathways, better matching between training and employer needs, and continued investment in labour-market intelligence as a public good for Lagos State.**

Introduction: the Lagos State Labour Market Information System [LMIS]

Underemployment, as well as the difficulty to access decent jobs or make a living out of one's work, are familiar challenges for Lagos residents. Several Lagos State Ministries, Departments and Agencies (MDAs) provide information about the economic and labour market landscape; and **the Lagos State Employment Trust Fund [LSETF], in collaboration with the Ministry of Wealth Creation & Employment, and the Ministry of Economic Planning and Budget**, contribute to this effort in promoting the development of the Lagos State Labour Market Information System. This network of labour market stakeholders aims at sharing information and coordinating efforts and opportunities for better economic outcomes in Lagos, as well as strengthening LSETF programmes.

Various organizations, from ministries, employment services, universities, training centres, to HR services, job portals, large companies, professional associations and trade unions, collect data about their users, clients or members, and society would benefit from insights coming from all these data combined to make better informed decisions. The LMIS project offers to centralize relevant data and make them publicly available.

Introduction to the 2025 Insight Reports

Welcome back to this new edition of the Lagos State LMIS Insight Report! In 2025, Lagos has kept moving. We saw changes in salaries as inflation was factored in by both employers and employees. We also improved our dataset to capture more information about job postings' location and about job requirements (experience and qualification).

Enjoy your reading,

LSETF LMIS Team

For more information and to explore the LMIS, visit <https://lagoslmis.ng/>.



Lagosians make big decisions about work, money, education, housing and transport. Good jobs in Lagos are not easy to find, but looking at data can help taking a step in the right direction.

Parents decide what their children will study; jobseekers decide to relocate, to study further, or maybe to start a business.

Universities decide how many classes they have in different fields, and how they will modernize their curriculum or purchase new equipment.

The Lagos State Employment Trust Fund decides to give training in certain sectors.

Knowing which job is trending, or what the situation of the people who struggle to get employed is, are important information to make better



Lekki is the area with the most online job openings in 2025, picture from [S.aderogba](#), [CC BY-SA 4.0](#), via Wikimedia Commons



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This report is prepared by the Lagos State Employment Trust Fund's LMIS Team.

For more information on insights, contact info@lsetf.ng.

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Methodology & Limitations

This report relies on data collected from 27,091 Online Vacancies in Lagos State from January 1, 2025, to December 31, 2025. The data were collected using publicly available sources.

Online job postings are a visible pool of opportunities for job seekers but are likely biased in consideration of the following situations:

- Employers using online job portals are the ones familiar and comfortable with such services and are confident in their ability to screen unknown online applicants. These employers can be expected to be more formal, larger and more often offering “white collar” jobs: desk jobs requiring a university degree or operating in sectors involving technological skills.
- We cannot totally rule out the existence of scams or fake job offers, even though we can screen out outliers for credibility and readability. However, sources adopted are considered the most popular for job seekers with significant credibility.
- Even job postings are scattered through several websites, and we only analysed a sample of the existing online postings.

Table 1: Data Completion by Key Information

Indicator	Count	Share of all postings
Total postings	27,091	100.0%
Postings with explicit location	11,091	40.9%
Postings with explicit education requirement	10,920	40.3%
Postings with explicit experience requirement	10,708	39.5%
Postings with explicit salary amount	1,450	5.4%
Remote/Hybrid flag in file	497	1.8%

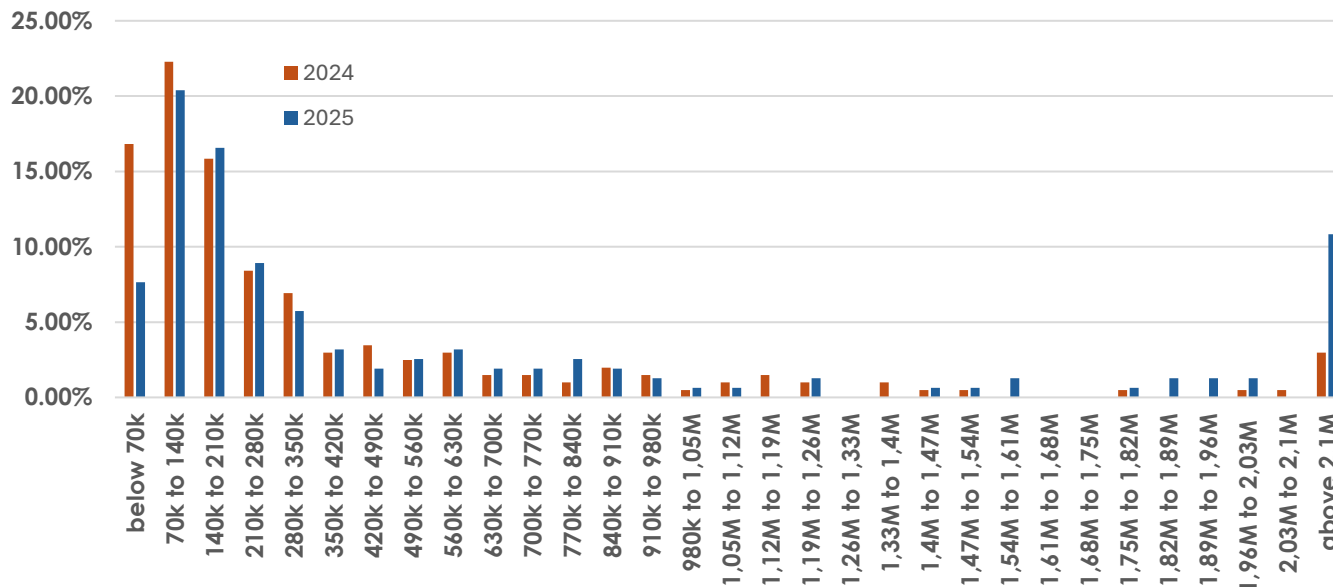
Remark on Time Scope

Our sample is not evenly spread across 2025 due to a shift of data source, about 96.0% of records sit in January-June, while 4.0% sit in November–December.

Do you host online postings? Reach out to be included in the LMIS (info@lsetf.ng)

Observation 1: Salaries have increased in Lagos between 2024 and 2025

Figure 1: Distribution of Salaries in 2025 compared to 2024



Salaries are rising in Lagos State since 2024, but the salary scale is also getting wider.

There might be winners and losers in appraisals and job shifts.

Salaries in 2025 are higher than in 2024: median monthly salary grows from 177k NGN in 2024 to 258k NGN. The newly set minimum wage at 70k NGN per month is reflected in change of salary, even though there might be part-time jobs offering salaries below the threshold, suggesting that enquiries and enforcement could still be relevant. Top salaries above 2.1M NGN a month, even though rare, appear more frequently in 2025 (~11%) than in 2024 (~3%).

Recommendation [to Jobseekers and Employers]

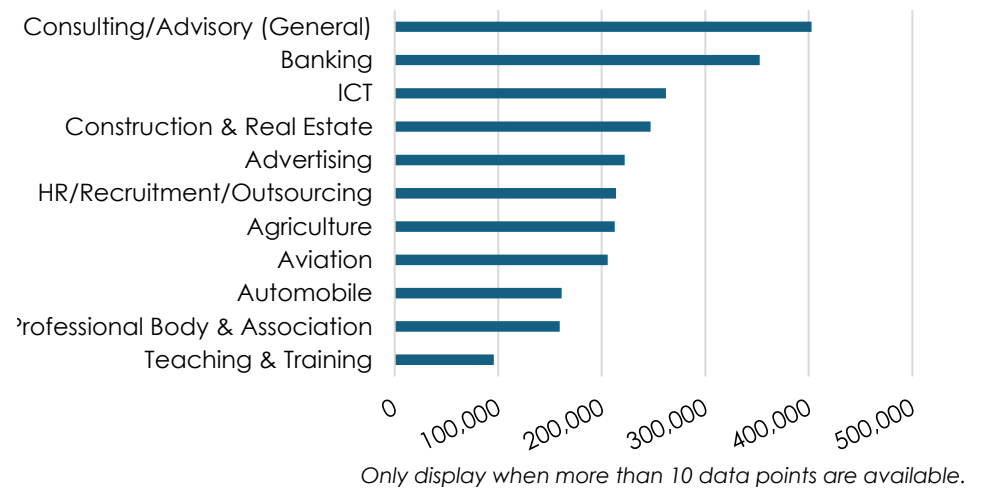
- ➔ Negotiate and calibrate salaries to stay ahead of inflation and improve living standards.
- ➔ Disclaimer: top jobs are scarce and often demand experience and network, beware of scams, below are some strategies to avoid them:
 - ✓ crosscheck CAC registration at <https://cac.gov.ng/> and
 - ✓ check testimonies online (on websites like <https://www.glassdoor.com/>)

Observation 2: Main hiring sectors in Lagos State

Figure 2: Main Industries hiring online in 2025



Figure 3: Average Salaries by Industry



Banking, Fast Moving Consumer Good (Retail), and ICT are the main employers of labour from online postings in 2025. Banking and ICT also offer competitive wages.

Recommendation [to jobseekers]

➔ Carefully consider orientation and education choices.

Observation 3: Opportunities vary with locations within Lagos State

Figure 4: Job Postings by Location

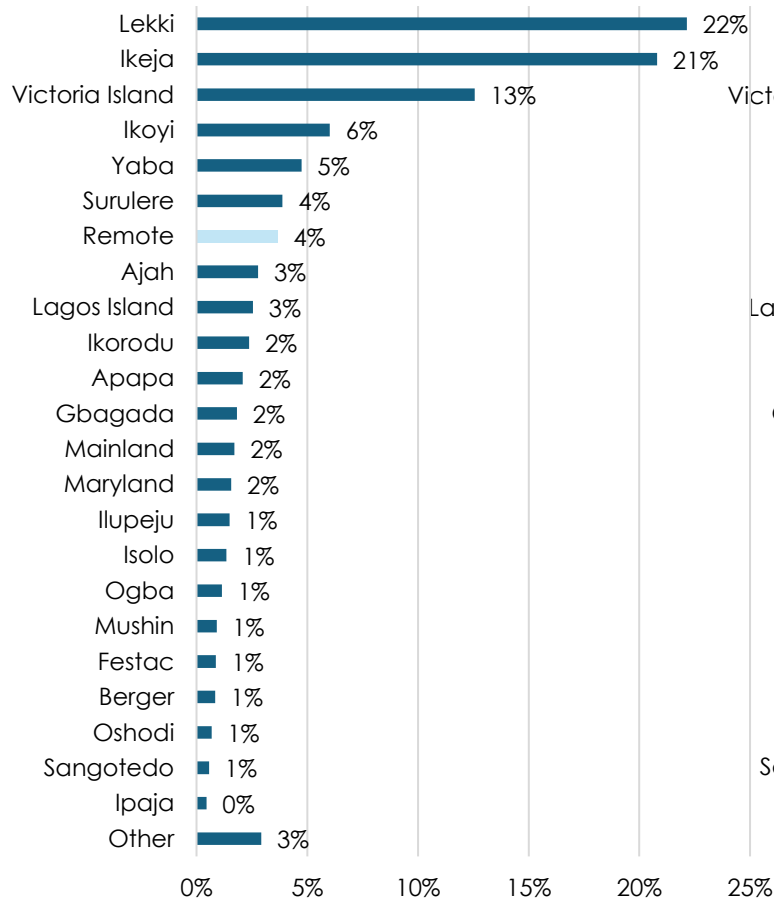
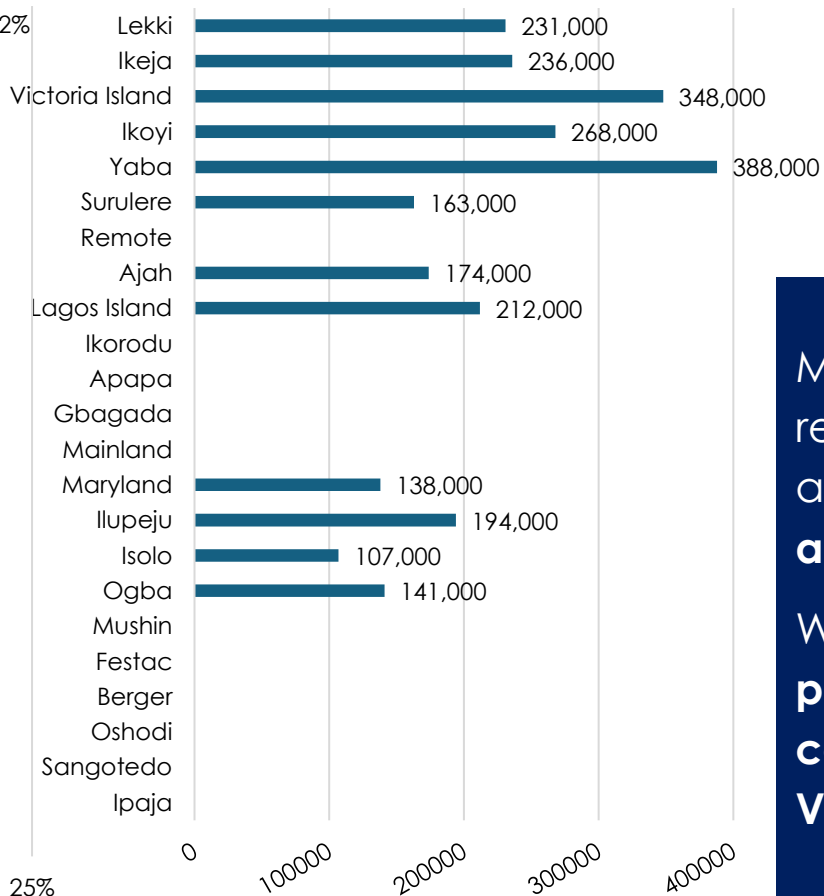


Figure 5: Average Salary by Location



Majority of recent postings are in **Lekki and Ikeja**.
While **higher paying jobs** can be found in **VI and Yaba**.

Recommendation [to jobseekers]

→ Carefully consider price of housing and commute alongside salary when applying for a job.

Only display when more than 10 data points are available.

Observation 4: Opportunities vary depending on candidates' profile

Table 2: Proportion of graduate vacancies by Education & Experience

Education	Years of Experience required				Job Vacancies % by Education
	0	1-2	3-5	6+	
Ordinary National Diploma	3%	6%	3%	1%	13%
Higher National Diploma	2%	18%	7%	1%	28%
Bachelor	4%	21%	22%	4%	51%
Master	0%	1%	5%	2%	8%
Job Vacancies % by Experience	9%	45%	38%	8%	100%

Table 3: Average salaries by Education & Experience

Education	Years of Experience required				Average Salary by Education	General Average
	0	1-2	3-5	6+		
Ordinary National Diploma	₦ 117k	₦ 153k	₦ 135k		₦140k	General Average
Higher National Diploma	₦ 156k	₦ 148k	₦ 238k		₦ 173k	
Bachelor	₦ 224k	₦ 190k	₦ 365k	₦ 798k	₦ 321k	
Master			₦ 448k	₦ 720k	₦ 516k	
Average by Experience	₦ 175k	₦ 168k	₦ 332k	₦ 775k	₦ 292k	

Education and experience correlate with higher salary.

Bachelor's & Master's degrees with experience unlocks experienced hire opportunities, while first-time employees compete for few offers and lower wages.

Recommendation [to jobseekers and for orientation purposes]

- Carefully consider degree choices to maximize employment chances.
- Build opportunities for soft entry in the job market: internships, dual studies, in-company training, etc.
- Consider further supporting measures: career fair, mentorship, etc.

How the wider evidence helps interpret data for Lagos State

Data from online postings do not sit in isolation. Recent regional and Nigerian sources point in the same broad direction: labour supply is growing fast, wage jobs are still scarce relative to need, skills demands are shifting, and employers still struggle to find the right mix of capabilities.

Table 4: Summary of complementary resources

Source	Key Learning
World Bank, Africa's Pulse 2025	Sub-Saharan Africa faces a jobs challenge of more than 600 million additional working-age people by 2025–2050, while wage-paying jobs still make up only about 24% of employment.
World Economic Forum, Future of Jobs 2025	Almost half of employers in Sub-Saharan Africa expect talent availability to improve by 2030, but Nigerian employers still report strong skills gaps. In Nigeria, 44% of on-the-job skills are expected to be disrupted by 2030, and demand for networks/cybersecurity, AI and big data is rising quickly.
Jobberman, informal sector and talent articles	Jobberman points to a large skills mismatch in Nigeria and highlights the central role of informality. Its 2024 informal-sector reporting says the sector accounts for about 90% of new jobs and most workers in that space earn between ₦30,000 and ₦60,000.
FATE Institute / FATE Foundation, State of Entrepreneurship 2025	FATE's 2025 entrepreneurship reporting shows resilience but fragility: 14,269 jobs were created by surveyed businesses, but 16,571 were lost, implying a net decline of about 2,300 jobs.

What this means for Lagos

- The city's online labour demand is visible, but it is uneven. Formal sectors are easier to observe, while much of the broader labour market remains outside the online record.
- Location is not a minor detail. The file suggests a corridor effect in which high-volume hiring and higher-pay pockets are not distributed evenly across the city.
- Skills and experience still matter strongly. The data does not support the idea that credentials no longer matter. Instead, it suggests a combined premium for higher education, experience and role type.
- At the same time, local and regional evidence warns against treating more graduates as the same thing as better matching. The challenge is not only quantity of labour supply, but also the fit between skills, tasks and employers' operating needs.

Academic perspectives from Nigeria-focused labour economics

Two short quotations help frame the Lagos findings.

"education-job mismatch was low in the nation's labour market but was increasing in the later years" Aminu (2019), on graduate unemployment in Nigeria from 2012 to 2016

"the nature of youth unemployment in Nigeria is non-cyclical, partly frictional, but largely structural" Olubusoye, Salisu and Olofin (2023), on youth unemployment in Nigeria

These quotations are useful because they show that the labour-market challenge is not just about the number of vacancies. It is also about fit, structure and transition. In practical terms, this means three things for Lagos: better training alignment, stronger early-career pathways, and better market information for workers and employers.

Do you write, research or report on Lagos Labour Market? Reach out to be included in the LMIS (info@lself.ng)

Conclusion

Here are some key insights from our analysis of online job postings:

- **Salaries are following inflation from 2024 to 2025:** median salary grows from 125k to 175k NGN monthly.
- **Job opportunities and salaries depend heavily on location:** in 2025, the most openings are in Lekki and Ikeja, while higher paying jobs are available in VI, jobseekers must consider their housing and commute costs strategically.
- **Amongst graduates, the level of qualification and the work experience matter:** High National Diploma (HND) holders in their first job find offers on average at 140k NGN per month, when Master's degrees graduates with 3 to 5 years of experience find 510k NGN jobs.
- **The BSc-HND dichotomy persists as reflected in the average salary on offer for similar entry points.**

Some immediate take aways for jobseekers, students, trade unions:

- With high inflation, workers can negotiate their salaries and consider outside options to maintain their living standards.
- In Lagos, workers can calculate the cost and the benefit of where to live and where to work.

And for employers and recruiters:

- Below-par salary level can explain the difficulty of some companies in retaining skilled workers.

Location of the workplace is a key factor. In less accessible locations, employers can make themselves more attractive through facilitating measures: subsidized transportation, hybrid work, support for housing, etc.

Recommendations and next steps

For Jobseekers:

- Target visible growth sectors such as banking, FMCG, ICT, hospitality, construction and professional services, but also read location carefully because commuting and housing costs can erase wage gains.
- Do not ignore mid-level demand. The report suggests that many employers still ask for 3-5 years of experience, so internships, volunteering, apprenticeships and short project-based work remain important stepping stones.
- Build proof of skill, not only certificates. Nigerian and regional evidence both point to skills mismatch, especially around digital, analytical and service-oriented capabilities.
- Consider carefully salary negotiation and changing jobs to maintain living standards.

For Employers:

- Salary transparency matters. A stronger salary signal can improve matching and reduce wasted applications.
- Below-par salary level can explain the difficulty of some companies in retaining skilled workers,
- Location matters for attraction and retention. Employers in higher-cost or harder-to-reach areas may need transport support, flexible work arrangements or stronger non-wage benefits.
- If skills gaps are real, the response cannot be only to complain about talent quality. More firms will need structured onboarding, targeted training and realistic entry pathways.
- Compliance with the Labour Law and respect of minimum wage are required.

For Policymakers:

- Use vacancy data as a fast-moving signal, but combine it with household, enterprise and administrative data so that the full labour market is not reduced to portal-based hiring.
- Push for better education-to-work alignment, especially in digital, analytical, customer-facing and role-specific technical skills.
- Keep improving the LMIS. Better coverage of salary, location, occupation and qualifications would make future reports much stronger and more actionable.

By implementing these respective strategies across stakeholder groups, Lagos State can work towards a more inclusive and dynamic labour market.

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