



About the study

This is the 6th edition of the Corporate Benefits study conducted by Robert Half, with the aim of supporting companies in making strategic decisions about attracting, retaining and engaging talent.

The survey was conducted in May 2025, through an online questionnaire, with the participation of 1,150 respondents, divided into three groups:

- Hiring managers
- Employed professionals
- Unemployed professionals

The data collected provides a comprehensive overview of:

- Satisfaction with current benefits
- Professionals' expectations and preferences
- The main challenges faced by HR departments
- Differentiation opportunities for companies that want to stand out as an employer brand



Introduction

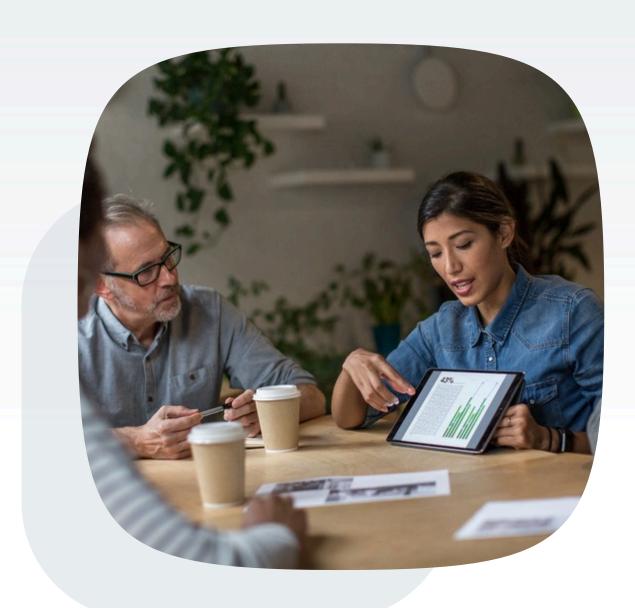
In an increasingly dynamic market, the way a company structures its corporate benefits is no longer just an operational detail and has become a strategic pillar.

Benefits directly influence a professional's decision to accept a proposal, stay with the company, or engage with the organizational culture.

In addition to serving as recognition, they communicate purpose, care, and connection with people's real needs.

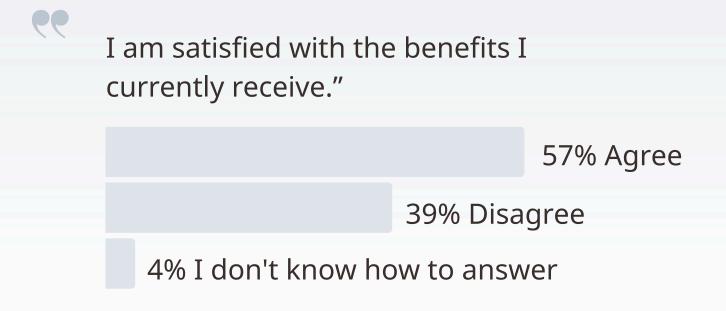
This material invites companies to reflect on:

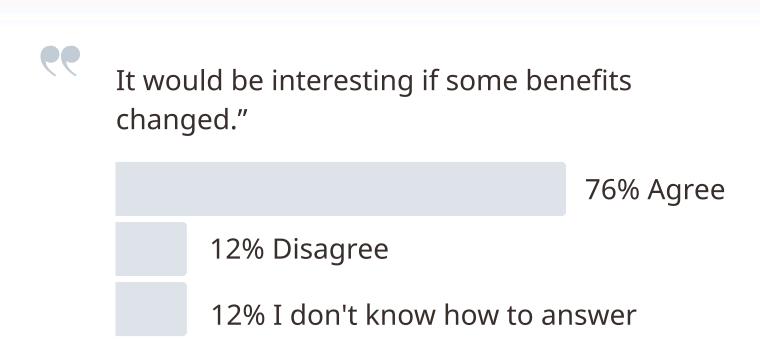
- How aligned your benefits packages are with current expectations;
- How benefits can strengthen the bond between employees and the organization;
- What adjustments can be made to make your offer more competitive and relevant.





What do professionals say about the benefits currently offered?





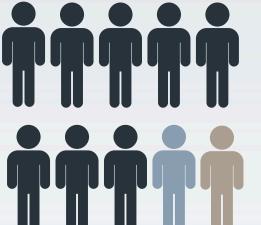
The majority of respondents, representing 57% of the total, stated they were satisfied with their current benefits. However, **it's important to note that 4 out of 10 professionals are dissatisfied with their benefits.** This represents an opportunity for strategic review.

Furthermore, the majority (76%) also agree that benefit changes would be beneficial due to changes in the labor market. This reflects the recognition that benefits need to be updated to meet individual needs.

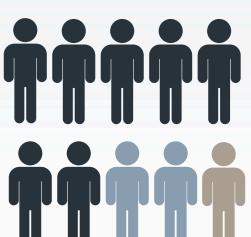




I would like to be able to choose the benefits according to my needs."







In your company, can you choose the benefits that best suit your needs?

The data indicates that people value the ability to choose benefits according to their individual needs. However, only 21% say they have this option at their companies.

Companies looking to attract and retain talent should consider implementing personalized benefits as a strategy to increase team satisfaction and engagement.

84% Agree

10% Disagree

6% I don't know how to answer

76% No

21% Try

3% The company does not offer benefits

***** Strategic alert:

There's a clear gap between what professionals want and what companies do. Ignoring this demand can compromise talent engagement and retention.



The 10 benefits that companies offer most today

- 1. meal voucher
- 2. private health plan
- 3. dental plan
- 4. life insurance
- 5. agreed bonus (annual, quarterly, monthly)
- 6. transportation voucher
- 7. gym agreement / subscription
- 8. corporate cell phone
- 9. private pension plan
- 10. daycare assistance or childcare vouchers



The 10 most important benefits for professionals

- 1. agreed bonus (annual, quarterly, monthly)
- 2. private health plan
- 3. meal voucher
- 4. private pension plan
- 5. dental plan
- 6. incentive or reimbursement for education
- 7. fuel assistance / reimbursement
- 8. life insurance
- 9. company car
- 10. corporate cell phone



Opportunities: Adjust benefits with a focus on what really matters

A comparison between what companies offer and what employees value most shows that 6 of the top 10 desired benefits are already present in current policies. This is a good sign, but there are still significant gaps that can compromise talent retention and attractiveness.

Benefits valued by professionals, but still not prioritized by companies:

- Incentive or reimbursement for education
- Fuel assistance / reimbursement
- Company car
- Greater focus on private pensions, 9th in terms of supply, but 4th in the list of preferences.

Adjusting benefits policies goes beyond HR's responsibilities. It's a strategic decision that drives engagement, retention, and strengthens the employer brand.



Benefits as a competitive advantage

For investments in benefits to generate real impact, it is essential to align the offering with what people value most, prioritizing initiatives that:

Make your routine easier

- Support continued development
- Promote financial security

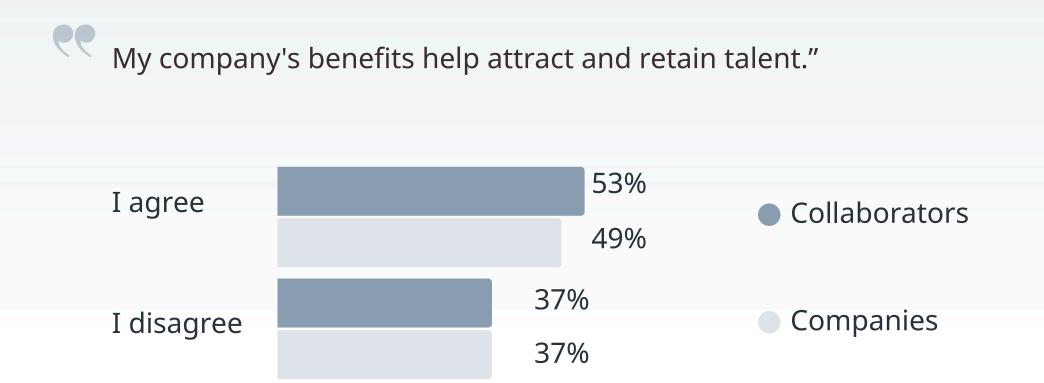
This approach consistently strengthens engagement, improves retention, and increases employer brand attractiveness.

Furthermore, communicating benefits effectively is as important as offering them. Ensuring that people know, understand, and value the benefits increases the perception of the company's care and strengthens the bond between employees and the organization.





Are your benefits really attracting and retaining talent?



While most people and companies agree that benefits contribute to attracting and retaining talent, 37% of professionals and companies disagree. This indicates that simply offering benefits isn't enough. **It's essential that they are perceived as relevant, well-communicated, and aligned with employees' real needs.**

To transform benefits into a competitive advantage, you need to go beyond the standard offering: listen to people, continually review your portfolio, and ensure the value is clear to everyone.



Do you consider the benefits when accepting a new job offer?

	EMPLOYED PEOPLE	UNEMPLOYED PEOPLE
Yes, but it is not a decisive factor.	32%	42%
Yes, and if the benefits that I consider important are not offered, I negotiate the	66%	50%
salary better. No, compensation is the most important thing regardless of whether or not you have certain benefits.	2%	8%



Management challenges

Corporate benefits management is crucial to organizational success, impacting employee satisfaction and retention. According to a survey, 68% of people in the field say their biggest challenge is balancing benefit costs with the available budget. This balance is essential for financial sustainability and offering attractive packages.

Another challenge is keeping up with job market trends, cited by 53%, to ensure competitive benefits and attract talent. Tailoring benefits to individual needs is a challenge for 36% of respondents.

How to advance benefits management:

- Combine market data with internal research to guide decisions.
- Create committees or forums with employees to review policies and increase adherence.
- Use technology to optimize management and improve communication about available benefits.



Management challenges

- 1. Balance the costs of benefits with the company's available budget.
- 2. Monitor labor market trends to ensure the competitiveness of the benefits offered.
- 3. Personalize benefits according to people's different needs and life stages.
- 4. Maintain flexibility to adjust benefits as the needs and priorities of individuals and the company change over time.
- 5. Ensure compliance with ever-changing government regulations and labor laws.

- 6. Manage communication and education of people about the benefits available, ensuring that they understand and value the options offered.
- 7. Continuously evaluate the effectiveness of the benefits offered through team feedback and performance metrics.
- 8. Address diversity and inclusion by developing benefits that meet the needs of employees from different backgrounds and demographics.

Robert Half



Robert Half Solutions

Robert Half offers talent solutions through various services for companies across different industries.

Consulting

We offer deep consulting expertise, objective insights, and collaboration to help companies tackle challenges and seize opportunities.

Managed Solutions

Through Protiviti, a Robert Half company, we can build high-performing teams that adapt to meet your business needs and goals while providing expert consulting.

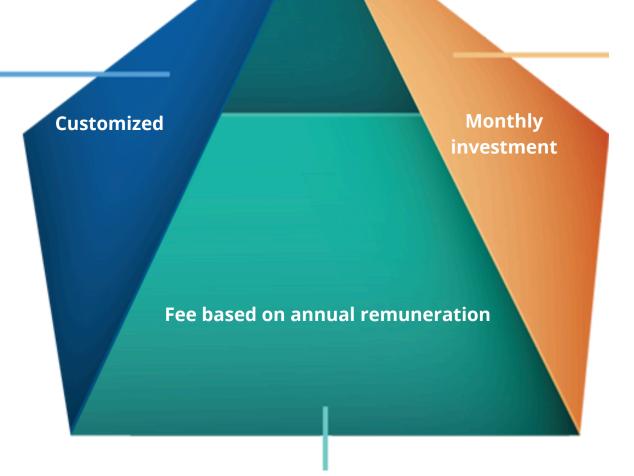
Executive Search

For organizations that recognize that a robust process can significantly impact their direction, we offer a tailor-made approach for sourcing, assessing, and recruiting key professionals.

Project-based hiring

Management Resources: We allocate specialized professionals to areas of corporate strategic leadership.

Staff Loan: A process in which we allocate skilled professionals to perform transactional corporate routines in the areas of finance, accounting, taxation, auditing, and technology.



Permanent Recruitment

Strengthen your company in the long term by hiring professionals or teams on an indefinite-term basis.



Robert Half Solutions

Robert Half offers talent solutions through various services for companies across different industries.

Rely on the experience of market-specialized consultants and the unique advantages of Robert Half:



Communication: our way of working, proprietary tools, and technology allow us to maintain constant contact with our clients and candidates, keeping them informed at every stage of the recruitment process.



Choices: Each consultant's network allows access to a wide range of professionals across the country, enabling clients to choose from the best candidates presented.



Match: We work without exclusivity, presenting the most suitable professionals for our clients' needs.



Speed: Candidate selection decisions are made through a collective decision-making process among several consultants, allowing us to present candidates quickly, as a large team is working for each position or project.



About Robert Half

It is the first and largest specialized recruitment company in the world. Founded in 1948, the company operates in Brazil by recruiting permanent professionals and those for specialized projects in the areas of finance, accounting, financial markets, insurance, engineering, technology, legal, human resources, marketing and sales, and executive leadership roles.

With a global presence and operations in North America, Europe, Asia, South America, and Oceania, Robert Half appears on lists of the world's most admired companies and is also recognized for its commitment to promoting equality and fostering an inclusive culture.





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