



BENEFITS 2026

A powerful tool for attracting and retaining talent

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About this material

This is the 7th edition of the study on Corporate Benefits conducted by Robert Half, with the goal of supporting companies in making strategic decisions about attracting, retaining, and engaging talent.

The research was conducted in March 2026, through an online questionnaire, with the participation of 908 respondents, divided into three groups:

- Leadership in companies
- Employed professionals
- Unemployed professionals

The data collected offers a comprehensive view of:

- Satisfaction with current benefits
- The expectations and preferences of professionals
- The main challenges faced by HR departments
- Opportunities for differentiation for companies that want to stand out as an employer brand





Benefits 2026

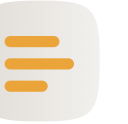
Introduction

In an increasingly dynamic market, with unemployment rates at historically low levels, according to the Robert Half Confidence Index, the way a company structures its corporate benefits has shifted from being a mere operational detail to becoming a strategic pillar.

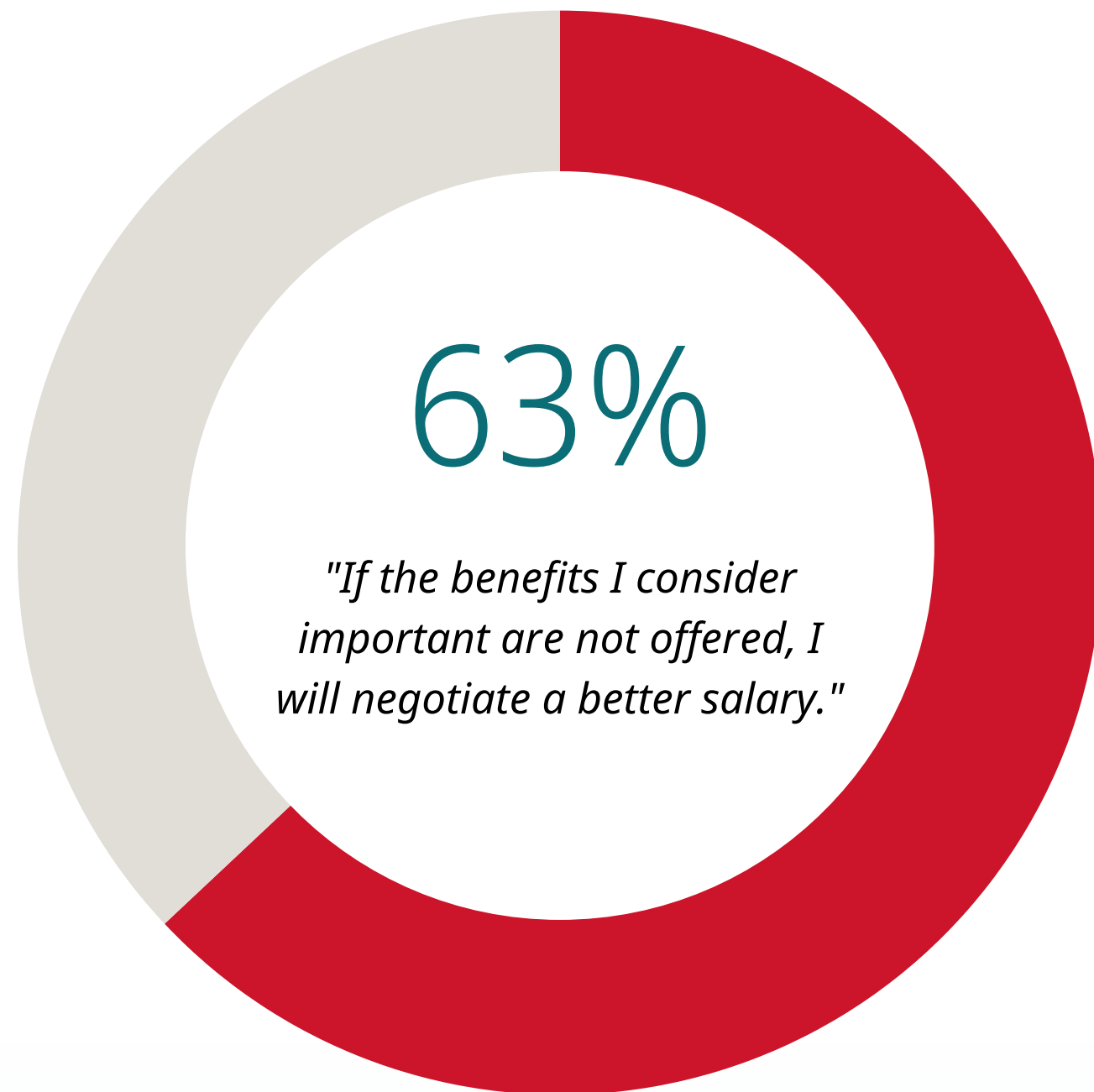
Benefits directly influence a professional's decision when accepting a job offer, staying with the company, or engaging with the organizational culture. In addition to serving as recognition, they communicate purpose, care, and connection to people's real needs.

This material invites companies to reflect on:

- How well do your benefits packages align with current expectations?
- How can benefits strengthen the bond between employees and the organization?
- What adjustments can be made to make your offer more competitive and relevant?



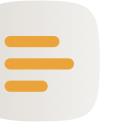
Benefits as a valuable tool in decision-making and negotiation



Benefits not only influence the decision, but also reshape the dynamics of negotiation. In the absence of elements considered relevant, the demand tends to shift towards a fixed salary.

This logic also applies to the internal context: when there are limitations on salary adjustments, the package can be adjusted, either by expanding coverage, reducing costs for the employee, or including new elements, as an alternative to meet the expectation of appreciation.

In this sense, **benefits take on a more active role, functioning as an instrument for adjusting the perception of value, both in attracting and retaining talent.**



The 10 most commonly offered benefits by companies

Private health insurance

Dental plan

Life insurance

Meal voucher

Performance bonus

Grocery voucher

Gym partnerships

Free parking

Transportation allowance

Company mobile phone



The 10 most important benefits for professionals

Private health insurance

Performance bonus

Private pension plan

Meal voucher

Grocery voucher

Company car / car allowance

Life insurance

Fuel allowance

Dental plan

Education support

7%

of the employed professionals state that their companies do not offer any benefits. In a competitive market, this can represent a real risk of losing talent.

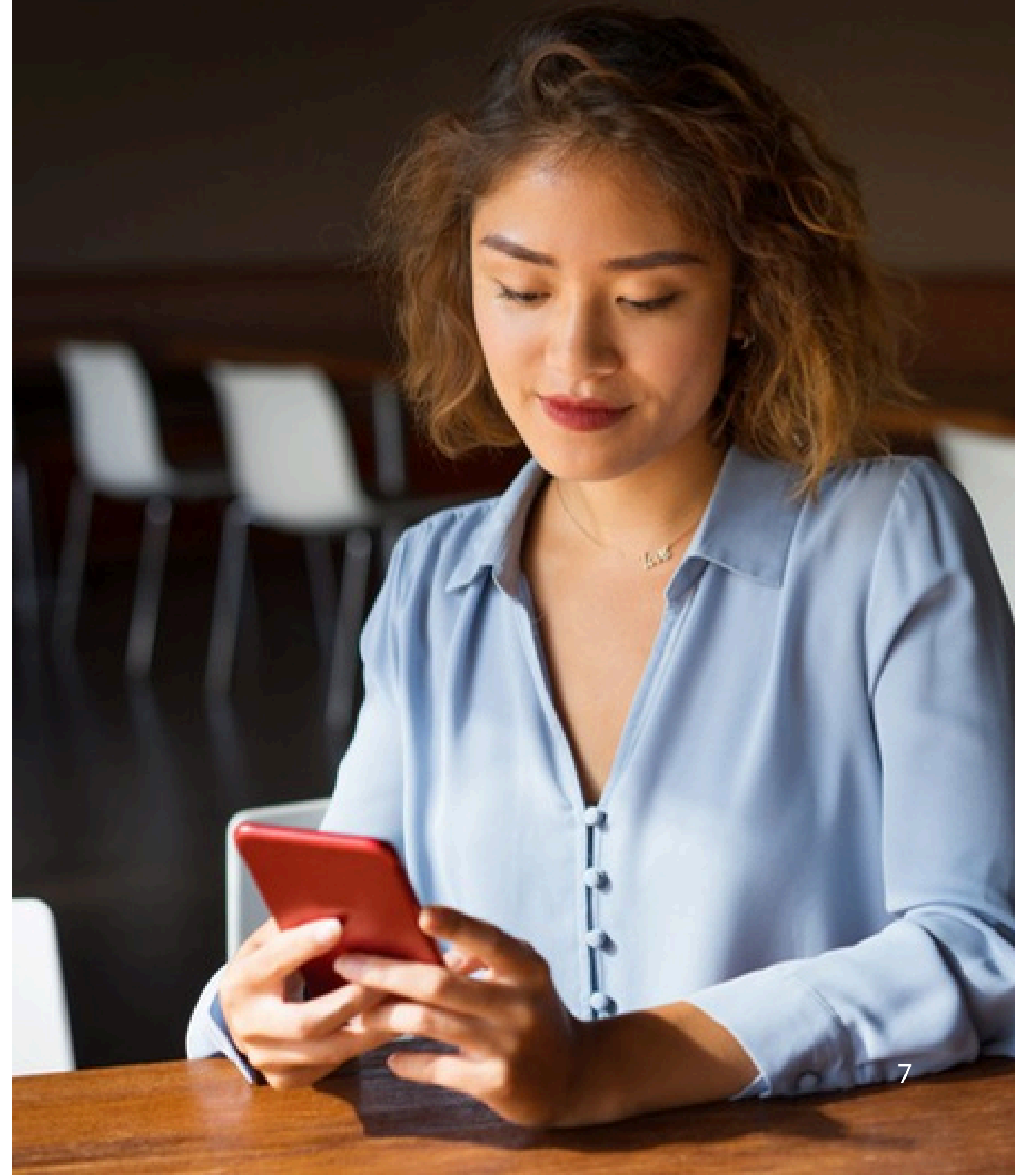
Source: Research by Robert Half with 752 professionals who answered questions about which benefits they currently receive and which are the most important to them (a list was provided for selection).

Recalibrating benefits: between cost and perceived value

The difference between what is offered and what is valued is striking. Benefits such as **free parking (offered by 55% of companies) and company mobile phones (51%) are highly prevalent but are among the least important to professionals (11% and 4%, respectively)**. On the other hand, private pension plans are offered by only 35%, but are valued by 48%.

This mismatch also reflects the heterogeneity of the workforce and changes in the work and consumption context, which alter the relevance of certain benefits over time. Not all items have the same weight for all profiles, which reinforces the importance of calibrating the package in a more targeted way.

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

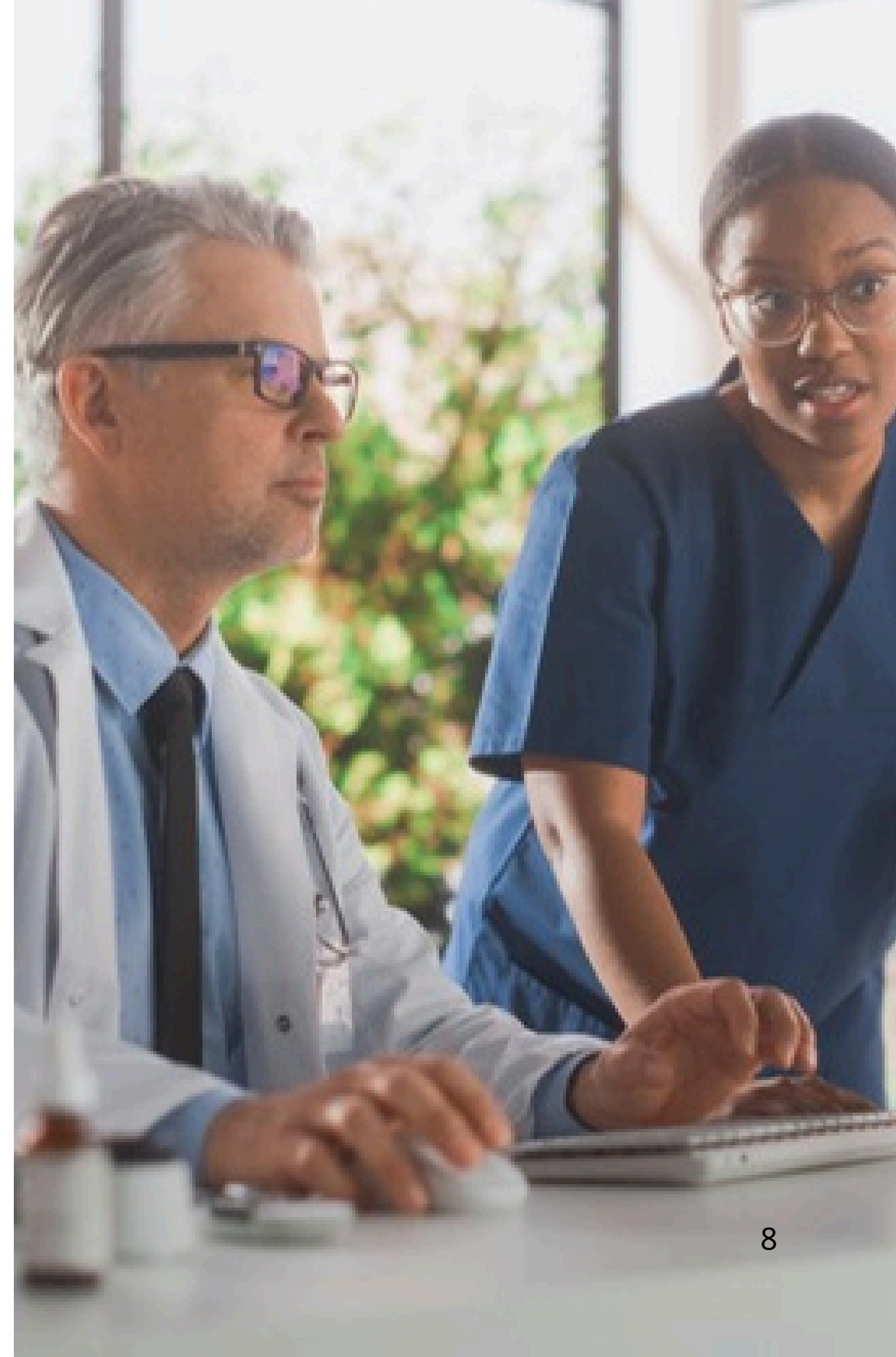


Benefits communication: perception of value still limited

46% of respondents do not believe their company's benefits are more competitive than those offered by other companies in the sector or effective in attracting and retaining talent.

Even with a high supply of benefits such as health insurance (**82%**) and bonuses (**65%**), the package is not always perceived as a competitive advantage. Relevant benefits can be undervalued when aspects such as the absence of payroll deductions, lack of co-payment, full cost assumed by the company, or external limitations (e.g., union rules or global guidelines) are not made explicit.

Communication becomes a critical factor in translating the investment made, making visible what is not directly perceptible to the employee and reducing the risk that this gap in understanding will turn into pressure for salary adjustments.





Attention to NR-1*: well-being and stability

Benefits offered by companies

Private Pension Plan	35%
Mental health resources	30%
Extended parental leave	23%
Short Friday / Banked Hours	21%


Benefits related to mental health and work organization are now also operating as mechanisms for managing psychosocial risks (NR-1), and their low adoption may indicate limitations in companies' preventive response.

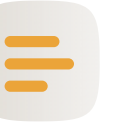
At the same time, private pension plans reinforce the dimension of long-term financial security, acting as an instrument of predictability in a context of increasing emotional pressure and uncertainty at work, integrating the benefits package into the broader logic of stability and sustainability of the professional trajectory.



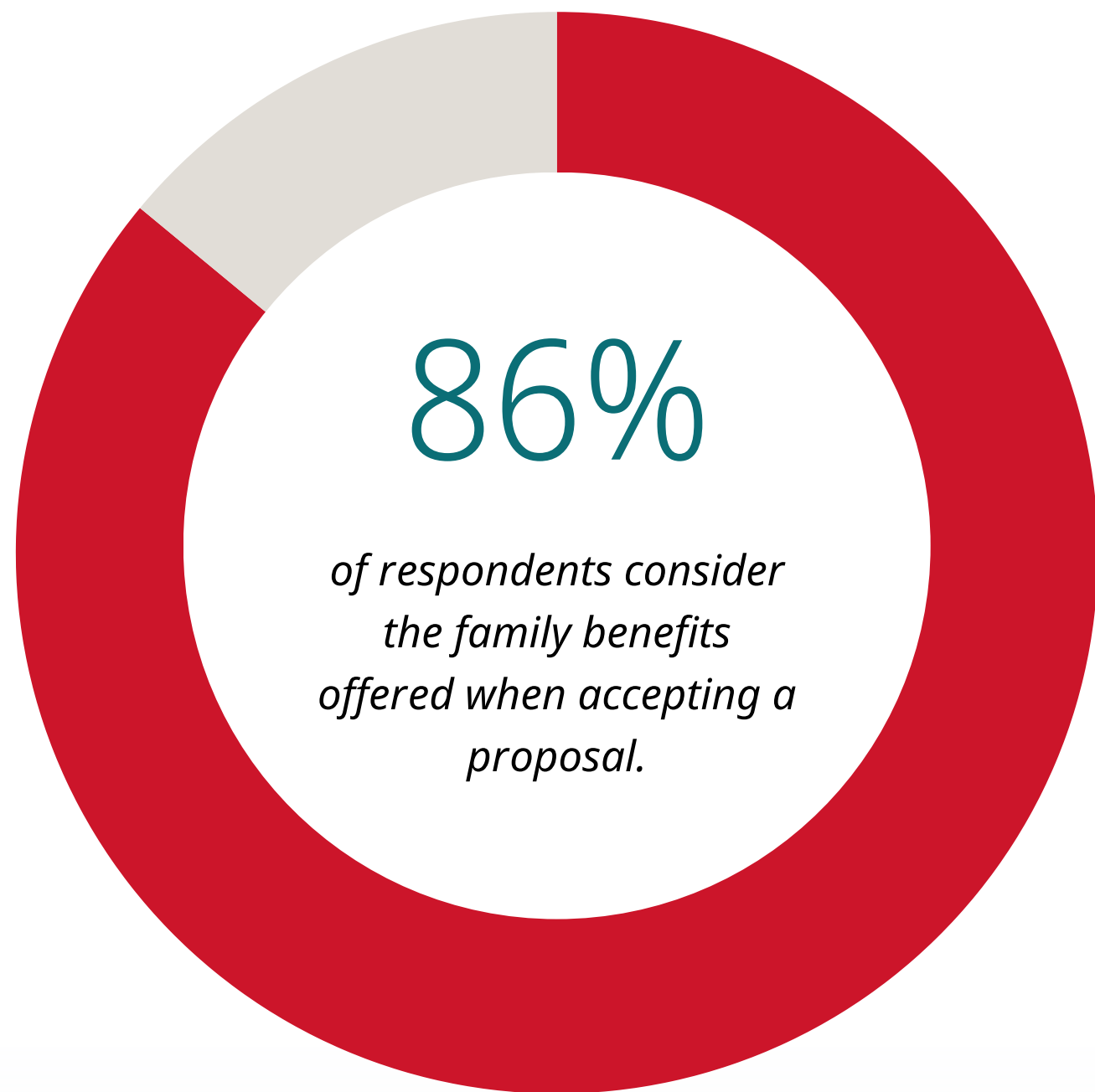
Download the Robert Half study on “Emotional Intelligence and Mental Health in the Workplace”

[Download](#)

 *NR-1 defines general occupational health and safety guidelines in Brazil, including employer responsibilities, risk management requirements, and worker training obligations.



Family benefits: an underestimated competitive advantage

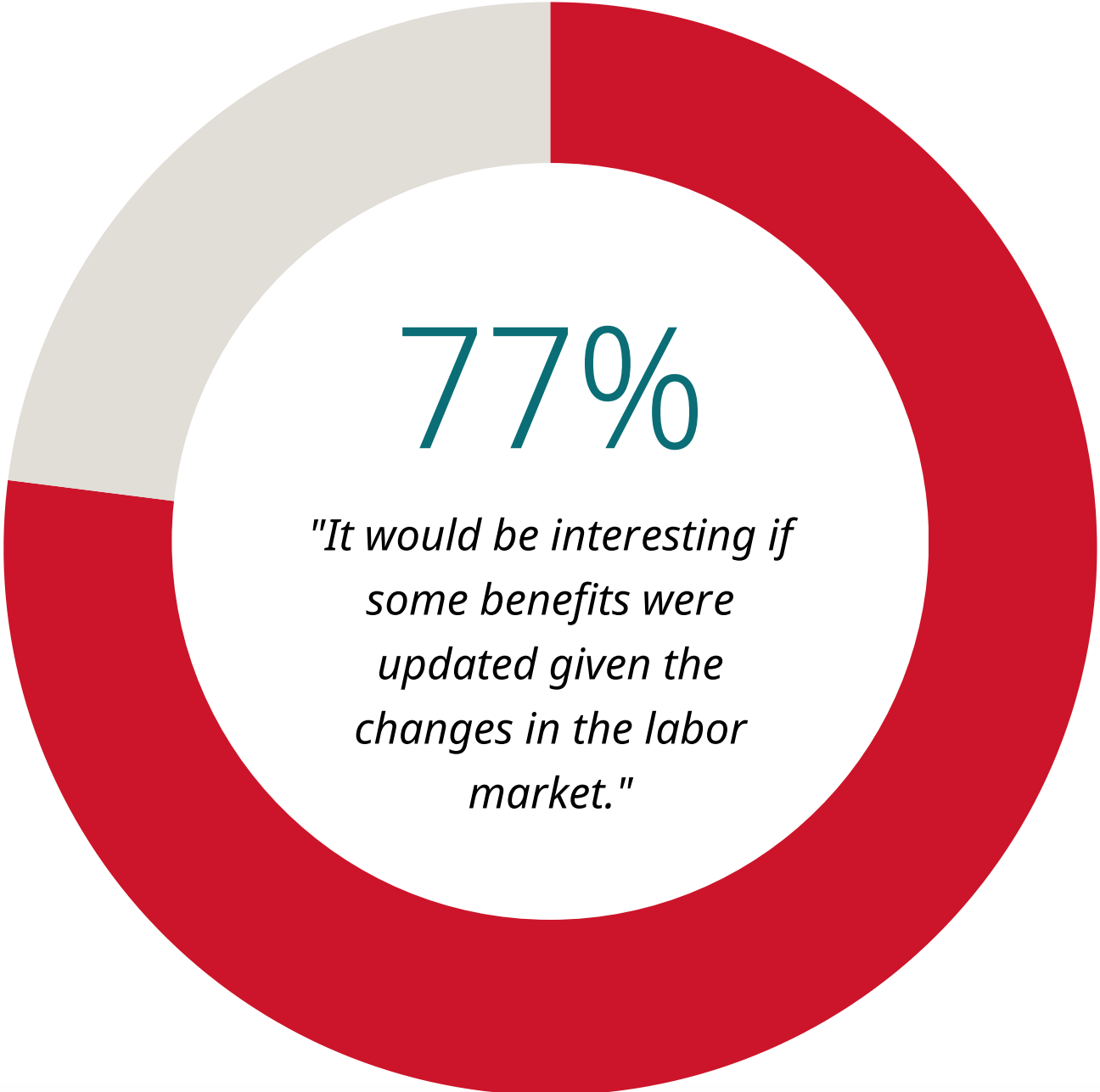


The importance given to family benefits, such as family health insurance, childcare assistance, private pension plans with beneficiaries, and educational support, indicates that the decision to accept a job offer incorporates practical constraints related to personal life organization and long-term planning, and not just a comparison of compensation.

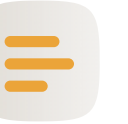
Family benefits broaden the decision-making criteria beyond remuneration, incorporating concrete family organizational needs and becoming a structuring factor in attracting and retaining employees.



Personalization and perceived value



The demand for personalization is associated with the perception that part of the current standard package does not generate individual value. This creates room for incremental adjustments, such as revisions to co-payments, criteria, or rules of use, which can significantly improve perception, even without structural changes or a relevant increase in cost.



Retirement-related benefits are still the exception

There is a significant gap in benefits policies: 56% of employed professionals report not having access to retirement-related benefits.

The most common initiatives include:



In a context of increasing longevity in Brazil, with a life expectancy of 76.6 years according to IBGE (Brazilian Institute of Geography and Statistics), benefits linked to protection and predictability gain strategic relevance. For companies, it is an opportunity for differentiation, especially in retaining mature talent who possess the deepest organizational knowledge.

Lower-investment initiatives, such as financial education and retirement preparation programs, can broaden the perception of value and serve as a starting point for structuring more robust policies over time.



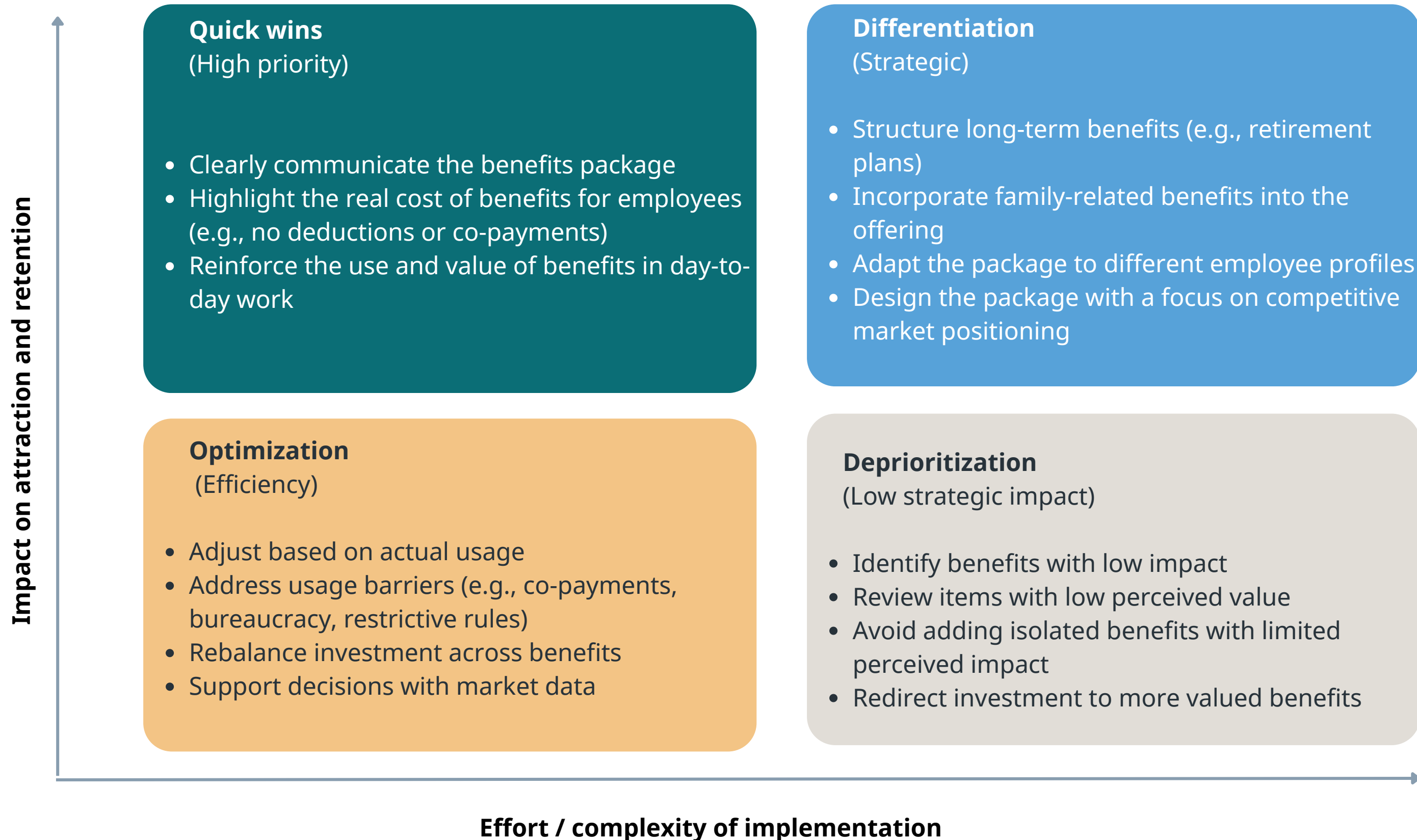
Access Robert Half's materials on

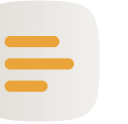
[Multigenerational Leadership](#)

[Succession Planning](#)



Risks and Opportunities for HR

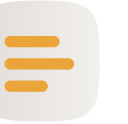




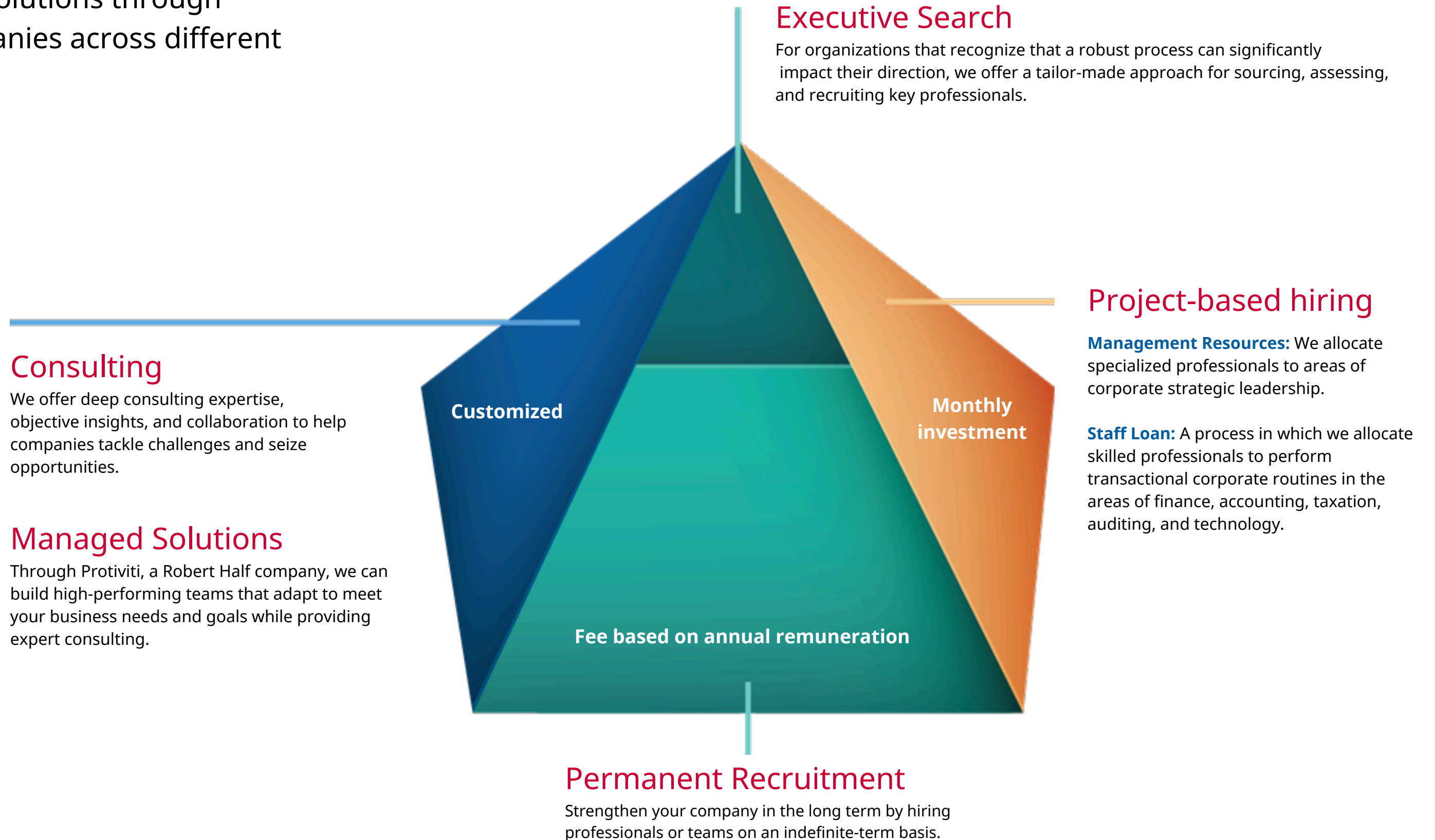
Models for approaching and retaining talent

	Retaining	Attracting
Internal resources	<ul style="list-style-type: none"> • Clearly communicate benefits on a recurring basis • Highlight the company's investment in benefits • Adjust benefit rules to increase perceived value • Use benefits as a strategic complement to compensation • Continuously monitor employee perception 	<ul style="list-style-type: none"> • Position benefits within the selection process • Integrate benefits into the employer value proposition • Highlight less visible differentiators • Align recruitment messaging with internal reality • Use benefits as a negotiation lever
External resources	<ul style="list-style-type: none"> • Review the benefits package based on market benchmarks • Strengthen benefits that support retention (e.g., long-term) • Expand benefits with a focus on family needs • Support package reviews with expert input • Promote well-being initiatives focused on psychosocial risk prevention 	<ul style="list-style-type: none"> • Structure offers aligned with candidate decision drivers • Balance short-term and long-term benefits • Adjust proposals based on updated benchmarks • Equip teams with insights on candidate behavior • Refine offers based on recent negotiations

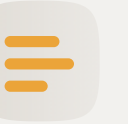
Robert Half Solutions



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



Robert Half Solutions

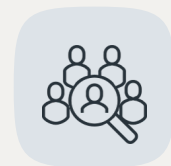


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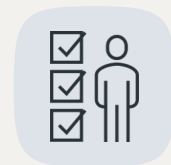
Rely on the experience of market-specialized consultants and the unique advantages of Robert Half:



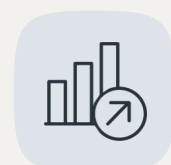
Communication: our way of working, proprietary tools, and technology allow us to maintain constant contact with our clients and candidates, keeping them informed at every stage of the recruitment process.



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.

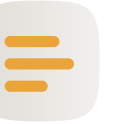


Match: We work without exclusivity, presenting the most suitable professionals for our clients' needs.



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.

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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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