

# **BENEFITS 2025**

A powerful tool to attract and  
retain talent

# About the material

This is the sixth edition of the Corporate Benefits study conducted by Robert Half, aimed at supporting companies in making strategic decisions about attracting and retaining talent.

The survey was conducted in June and July 2025, using an online questionnaire, with the participation of 275 respondents, divided into three groups:

- Leadership in companies
- Employed professionals
- Unemployed professionals

The collected data provides a comprehensive overview of:

- Satisfaction with current benefits
- Expectations and preferences of professionals
- The main challenges facing 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 profits is no longer just an operational detail but has become a strategic pillar.

Benefits directly influence a professional's decision to accept a proposal, remain with the company, or commit to 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 aligned are your benefits packages 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?



# What are professionals saying about the benefits currently offered?



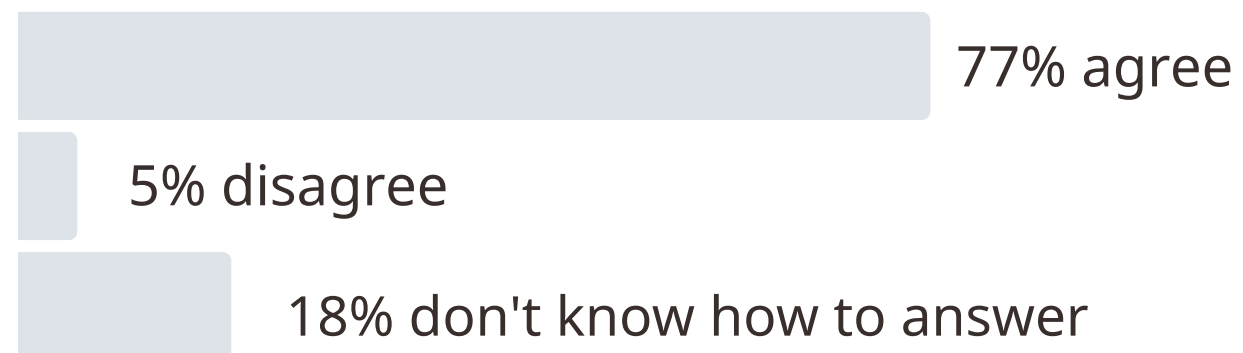
"I am satisfied with the benefits I currently receive."



Although 42% of respondents say they are satisfied with the benefits they currently receive, more than half disagree: 37% are dissatisfied, and 21% don't know how to respond. This situation reinforces the importance of strategically reviewing the packages offered.



"It would be interesting if some benefits changed."

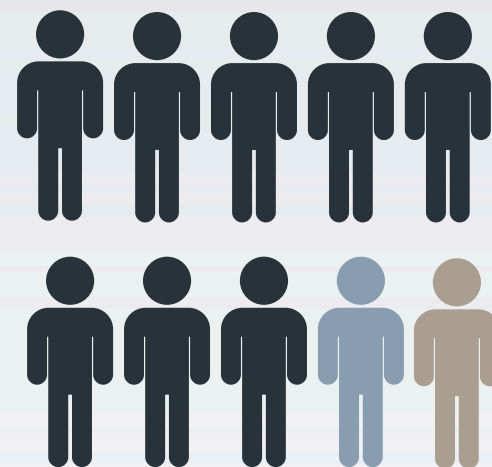


Furthermore, 77% believe it would be beneficial to update some benefits, demonstrating a clear demand for updates and customization in light of changes in the labor market.



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

However...



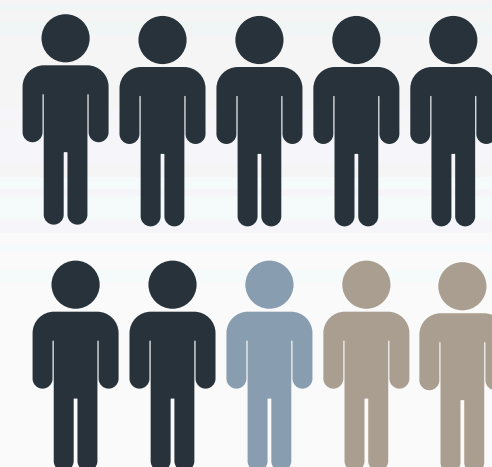
87% agree

3% disagree

11% I don't know how to answer



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



72% No

10% Yes

18% The company does not offer benefits

Data indicates that people value the ability to choose benefits based on their individual needs. However, only 10% report having 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.

📌 Strategic alert:

There is a clear gap between what professionals are looking for and what companies are doing. Ignoring this demand can compromise talent retention and loyalty.

### The 10 benefits that companies offer the most today

1. Life and work accident insurance
2. Agreed bonus (annual, quarterly, monthly, eventual)
3. Lunch voucher
4. Corporate cell phone and/or mobile plan refund
5. Private health plan
6. Dental care
7. Parking lot
8. The company does not offer benefits
9. Gym Agreement / Gym Subscription
10. Reduced working days (scheduled breaks)



### The 10 most important benefits for professionals

1. Agreed bonus (annual, quarterly, monthly, eventual)
2. Dental care
3. Reduced working days (scheduled breaks)
4. Private health plan
5. Life and work accident insurance
6. Lunch voucher
7. Incentive or reimbursement for education and courses
8. Parking lot
9. Company contribution to pension savings
10. Subsidy for teleworking expenses (internet, electricity)



# Opportunities: Tailoring benefits with a focus on what really matters

A comparison of what companies offer and what employees value most shows that seven of the 10 most desired benefits are already included in current policies. This is a good sign, but significant gaps remain that can compromise talent retention and attraction.

Incentive or reimbursement for education and courses

Company contribution to pension savings

Subsidy for teleworking expenses (internet, electricity)

**Adjusting benefits policies goes beyond the responsibility of HR. It's a strategic decision that boosts engagement and retention, and strengthens the company's image.**

# Benefits as a competitive advantage

For investment in benefits to have a real impact, it's critical to align the offering with what people value most, prioritizing initiatives that:

- Make the routine easier
- Support continuous development
- Promote financial security

This approach strengthens engagement, improves retention, and enhances employer branding.

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

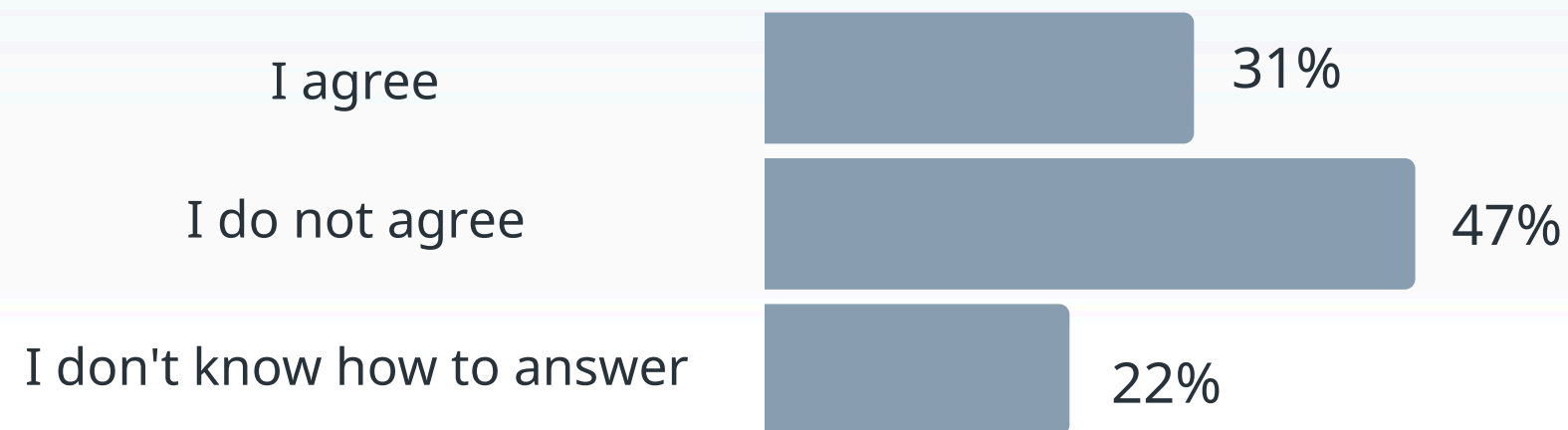




# Do your benefits really attract and retain talent?



"My company's benefits help attract and retain talent."



Only 31% of professionals agree with this statement. The majority (47%) don't believe current benefits have an impact on attracting and retaining talent, and 22% don't know how to respond.

These data reinforce that offering benefits isn't enough: they must be perceived as relevant, adequately communicated, and aligned with employee expectations. For benefits to become a competitive advantage, companies must go beyond standard offerings: actively listen to their people, periodically review their portfolio, and ensure the value is clear to everyone.

# Do you consider corporate benefits before accepting a new job offer?

	EMPLOYEES	UNEMPLOYED
Yes, but it is not a decisive factor.	29%	36%
Yes, and if they don't offer me the benefits I consider important, I negotiate my salary better.	59%	36%
No, compensation is the most important thing regardless of whether you have certain benefits or not.	12%	28%

# Management challenges

Corporate benefits management plays a key role in organizational success, as it directly influences satisfaction and talent retention. One of the main challenges for companies is finding the right balance between the cost of benefits and available budget, ensuring financial sustainability without losing competitiveness.

Furthermore, staying aligned with labor market trends has become critical to offering relevant and attractive benefits. Tailoring policies to individual employee needs also represents a significant challenge, especially in an increasingly diverse and dynamic environment, which requires flexibility and empathy from employers.

## How to move forward in benefits management:

- Combines market data with internal research to guide decisions.
- Establish committees or spaces for dialogue with employees to review policies and increase adherence.
- Use technology to streamline 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 the different needs and life stages of people.
4. Maintain the flexibility to adjust benefits as the needs and priorities of people and the business change over time.
5. Ensure compliance with ever-changing government regulations and labor laws.
6. Manage communication and education of people about available benefits, ensuring that they understand and value the options offered.
7. Continually 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.

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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