



Presented By:
National Nanny Association

Nanny Job Market Report 2025



Summary

August/September 2025

The nanny profession remains a vital part of family life across the UK, yet our latest survey highlights a job market that is shifting and facing fresh challenges. While many nannies continue to enjoy stable, long-term roles, the overall picture reveals a sector under pressure, shaped by changing childcare patterns, financial realities, and the evolving needs of modern families.



A Profession Built on Stability and Trust



A Nanny's commitment

One of the strongest messages from the survey is the deep commitment nannies bring to their work. Many stay with a family for years, building bonds that provide children with consistency and care through key stages of their development. In fact, a significant number of respondents reported being with the same family for over five years — a reminder that when placements work well, they can be life-changing for both nanny and family.

Pressures in the Job Market



The Wider Job Market Feels Uncertain

Despite this stability, the wider job market feels uncertain. The majority of respondents described current opportunities as “fair” or “poor,” with relatively few seeing strong prospects. The biggest concern was a shortage of full-time roles. Nannies believe this trend is being driven by several factors: parents spending more time working from home, families accessing additional funded nursery hours, and economic pressures leading some to seek alternative childcare solutions.

Current Threats to the Nanny Industry



Changing Shape of the Nanny Role

Traditionally, the daily live-out nanny role has been the cornerstone of the profession, and this remains the most common type of position available. However, respondents also reported a clear rise in part-time, ad hoc, and temporary opportunities, while long-term permanent roles appear harder to secure. This shift in the structure of roles may contribute to the feelings of instability many nannies expressed.



Salaries and Recruitment

When it comes to pay, the majority felt salaries have either remained stable or risen only slightly. While this suggests some resilience in the market, it also reflects broader concerns about affordability for families and cost-of-living pressures for nannies themselves. In terms of recruitment, agencies continue to play a central role, with many nannies relying on them as their main route to employment. Online job boards, social media, and word of mouth also remain part of the job search landscape, but agencies were consistently rated as the most reliable pathway to finding quality roles.





Looking to the Future

Long-term career confidence is mixed. A proportion of nannies feel positive about their future, but many are unsure about the stability of the profession in the years ahead.

Encouragingly, respondents also had clear ideas about how the nanny sector could be strengthened. Their suggestions included:

- **Greater recognition and regulation of the nanny profession.**
- **Better parental awareness of the unique value nannies bring.**
- **More affordable payroll and tax solutions for families.**
- **Expansion of childcare funding to include nannies as well as nurseries and childminders.**

Conclusion: A Sector Worth Investing In



The results of this survey show both the resilience and the vulnerabilities of the nanny job market in 2025. Nannies remain a trusted, long-term presence in children's lives, yet the profession is navigating a period of uncertainty.

Action

On the back of these findings, we are calling for action to strengthen the position of nannies within the wider childcare sector. Two petitions have been launched:

- Including nannies in government-funded childcare initiatives: [Sign here](#)
- Making enhanced DBS checks mandatory for all nannies: [Sign here](#)

By supporting these petitions, you can help ensure that nannies are recognised, regulated, and supported as an essential part of childcare provision in the UK.

Contact us for further inquiries

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