



The negative overall trend from the previous two years leveled out in 2023, and the year also offered some distinctly hopeful signs. But the question remains: Are better times around the corner, or is this the new normal?

 **+51%**
Available consultants
2023 vs 2022

 **-13%**
Published assignments
2023 vs 2022

 **+2.5%**
Remote work
2023 vs 2022

Brainville is the largest independent marketplace for freelancers and consultants in the Nordics. As an extension of Brainville.com, we have introduced Brainville Statistics, where you can delve into the statistics of your choice regarding the freelance and consulting industry. Brainville Statistics is updated on a monthly basis. This is an overview of the market development in 2023.

The number of assignments on offer dropped during the year compared to all time high levels in 2021 and 2022 respectively - but only slightly. In a recession, consultants are generally the first group to be affected when assignments are cut short or planned future assignments withdrawn. But despite a weak labor market with rising unemployment in Brainville's key geographical markets the overall number of assignments were still well above

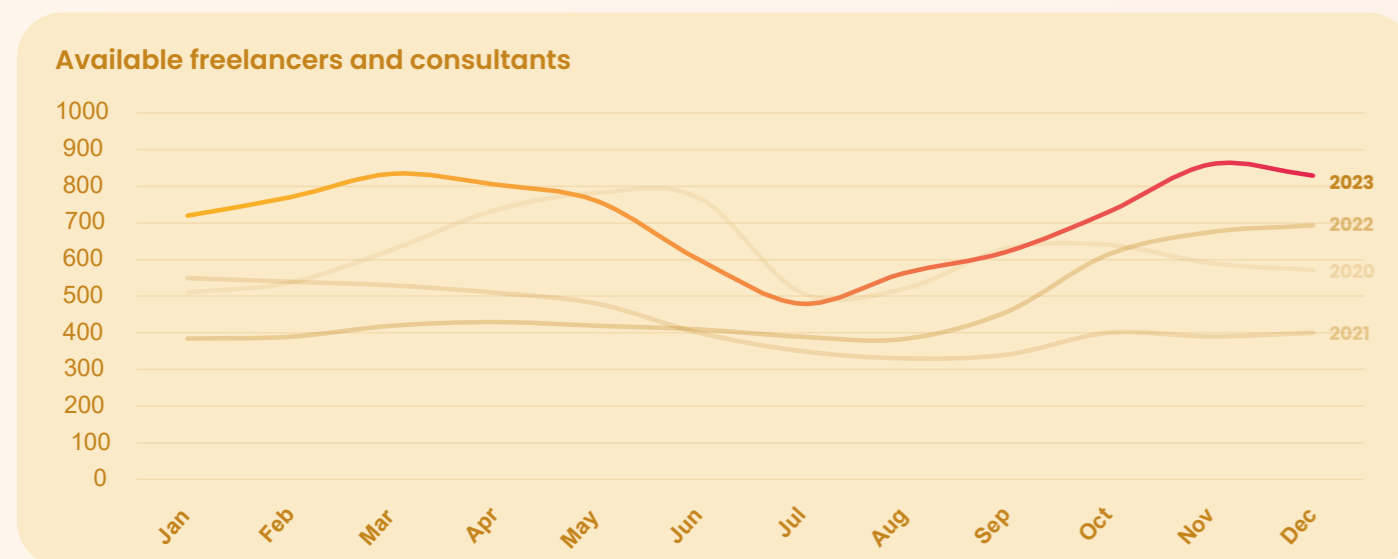
Buzzwords

Buzzwords are skills that didn't appear much at all in the first half of 2023 but did in the second.

- Sustainable development [↗](#)
- Simulink [↗](#)
- TOGAF [↗](#)
- Regression testing [↗](#)
- Hive [↗](#)
- OAuth [↗](#)
- Melior [↗](#)
- JWT [↗](#)
- ArcGIS [↗](#)
- Visual Basic [↗](#)

[More details on skills](#)

the levels seen in 2019 and 2020, at the time regarded as high numbers.



- The question is whether these are challenging times or whether we have returned to a level that represents the new normal. Tough times or just back to basics? says Manuel de Verdier, CEO of Brainville.

However, there were also clear indications of a weak market. The number of available consultants grew significantly in the second half of 2023, reaching higher levels than even during the

The number of available consultants grew significantly in the second half of 2023

platform were up by 50 percent across markets during the year, with the Danish market leading the way. The share of freelancers

pandemic. The number of applications for the assignments on offer almost doubled. Registrations of new consultants on the

(self-employed) was at an all-time high.


At the same time, the share of part-time assignments increased sharply during the year, further emphasizing the trend observed since 2020.

2023 also saw a continued trend of decreasing demand in the large metropolitan areas relative to other regions, a trend that was strengthened in the second half of the year.

Largest consultant provider

Based on the number of assignments published in Brainville

1. Ework	↔
2. Sverek	↑
3. Emagine	↓
4. Upgraded People	↔
5. AFRY	↔
6. Centric	↑
7. KeyMan	↓
8. Chas Visual Management	↑
9. Shaya Solutions	↓
10. Danir Development (Sigma, Nexer)	↑



→ -0.1%
Seller rate
2023

→ -0.0%
Buyer rate
2023

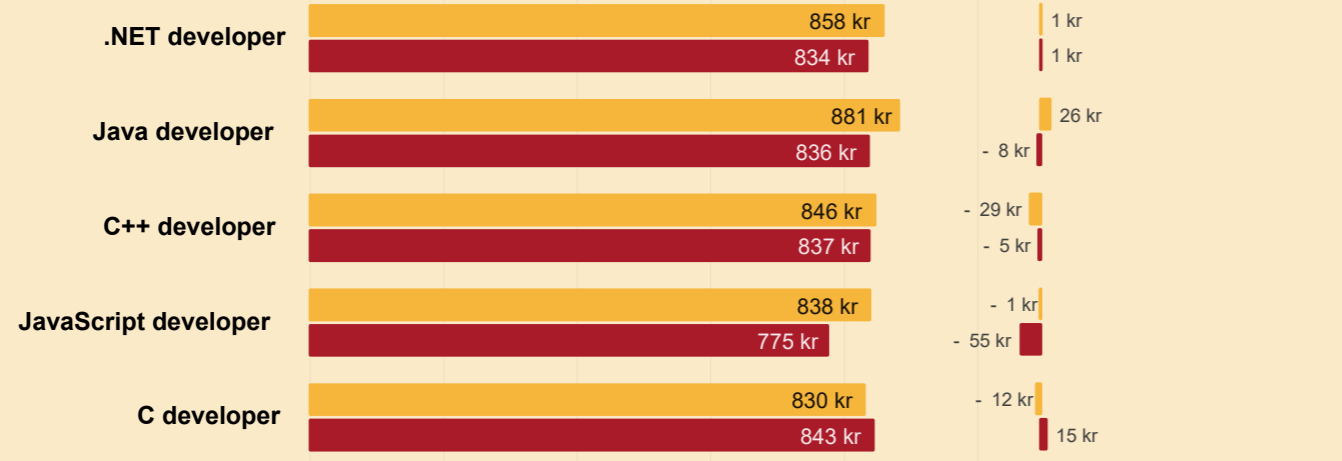
[More details on rates](#)

The share of assignments allowing remote work initially remained at the historically high levels seen in the second half of 2022. However, there was a clear negative trend during the year, with levels dropping distinctly in the last quarter.

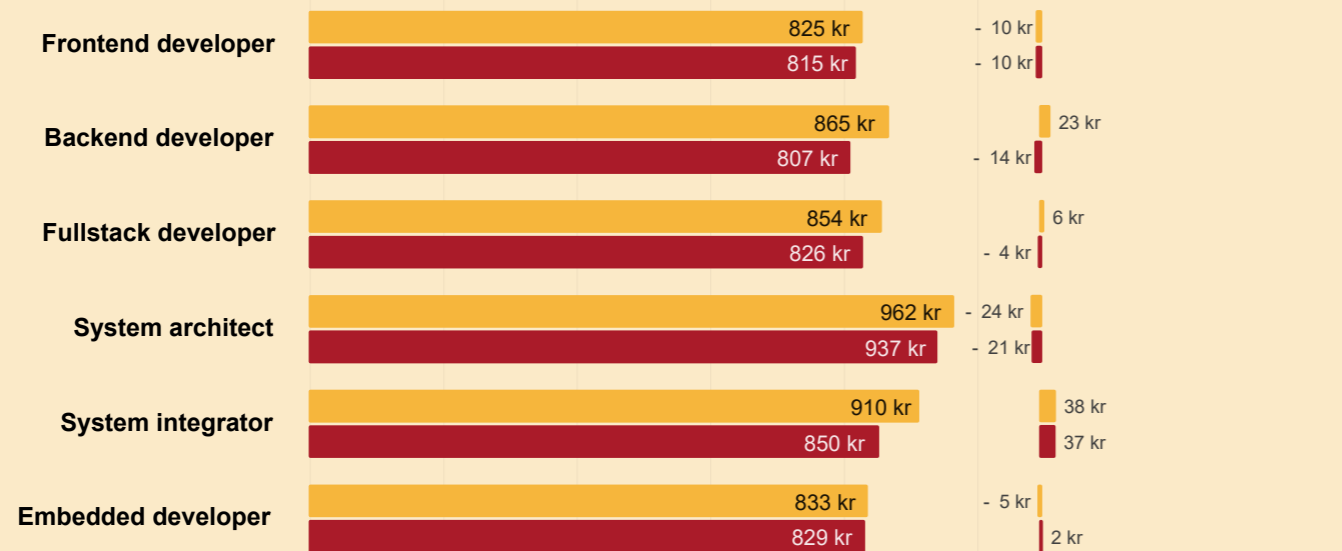
Rates

Sellers rate Buyers rate

Developers - Language



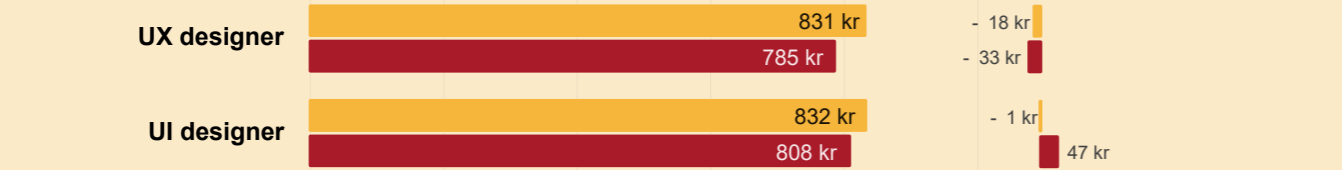
Developers - Stack



App

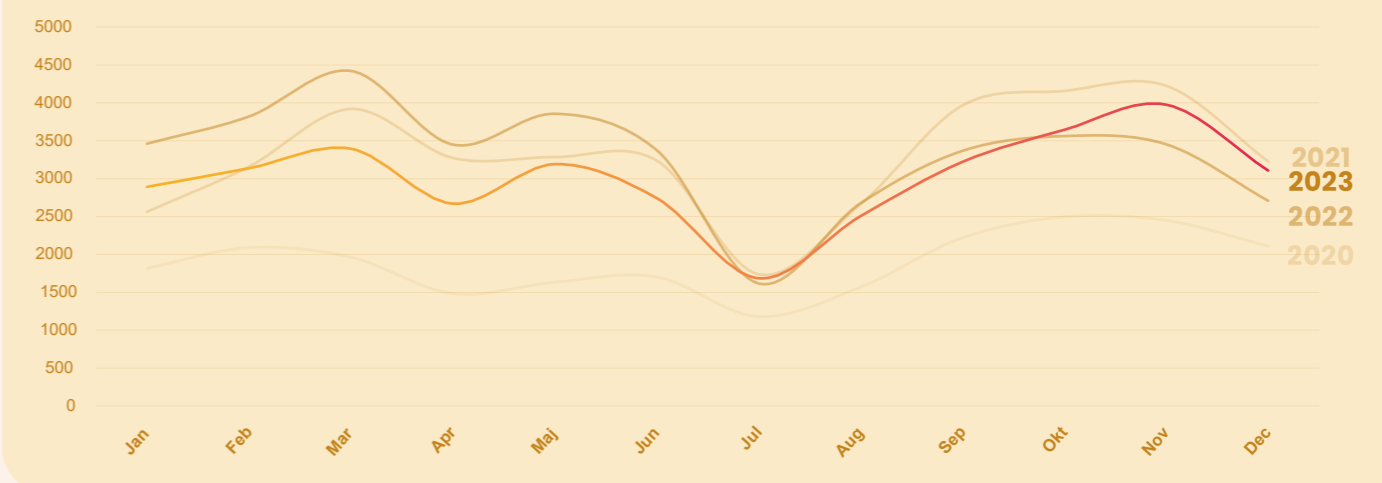


UX/UI



0 kr 200 kr 400 kr 600 kr 800 kr 1 000 kr

Published assignments



Assignments allowing for completely remote work became steadily fewer during the year, while hybrid assignments, allowing only partial remote work,

Assignments allowing for completely remote work became steadily fewer during the year

remained constant. From a 50/50 share in 2022, the hybrid assignments accounted for around 2/3 of the total number of remote assignments by the end of 2023.

This development is well in line with the trend of employers requiring employees and consultants to

“get back in the office” following the pandemic, as widely reported in the media.

Overall, prices remained stable during 2023. The already relatively small gap between consultants’ asking prices and the rates offered by buyers closed even more in the second half of the year, offering a welcome, albeit small, sign of increased stability.

The number of assignments on offer decreased

Top reply frequency
The frequency with which a company responds to the applications they receive.

- 1. Gisys AB
- 1. Tingt AB
- 1. Techfactory AB
- 1. NetNordic Sweden AB
- 1. Milsvida AB
- 1. InSourceIT
- 1. SetPace AB
- 1. Studentapan AB
- 1. ZERO8 AB
- 1. Virki AB
- 1. Äventyret

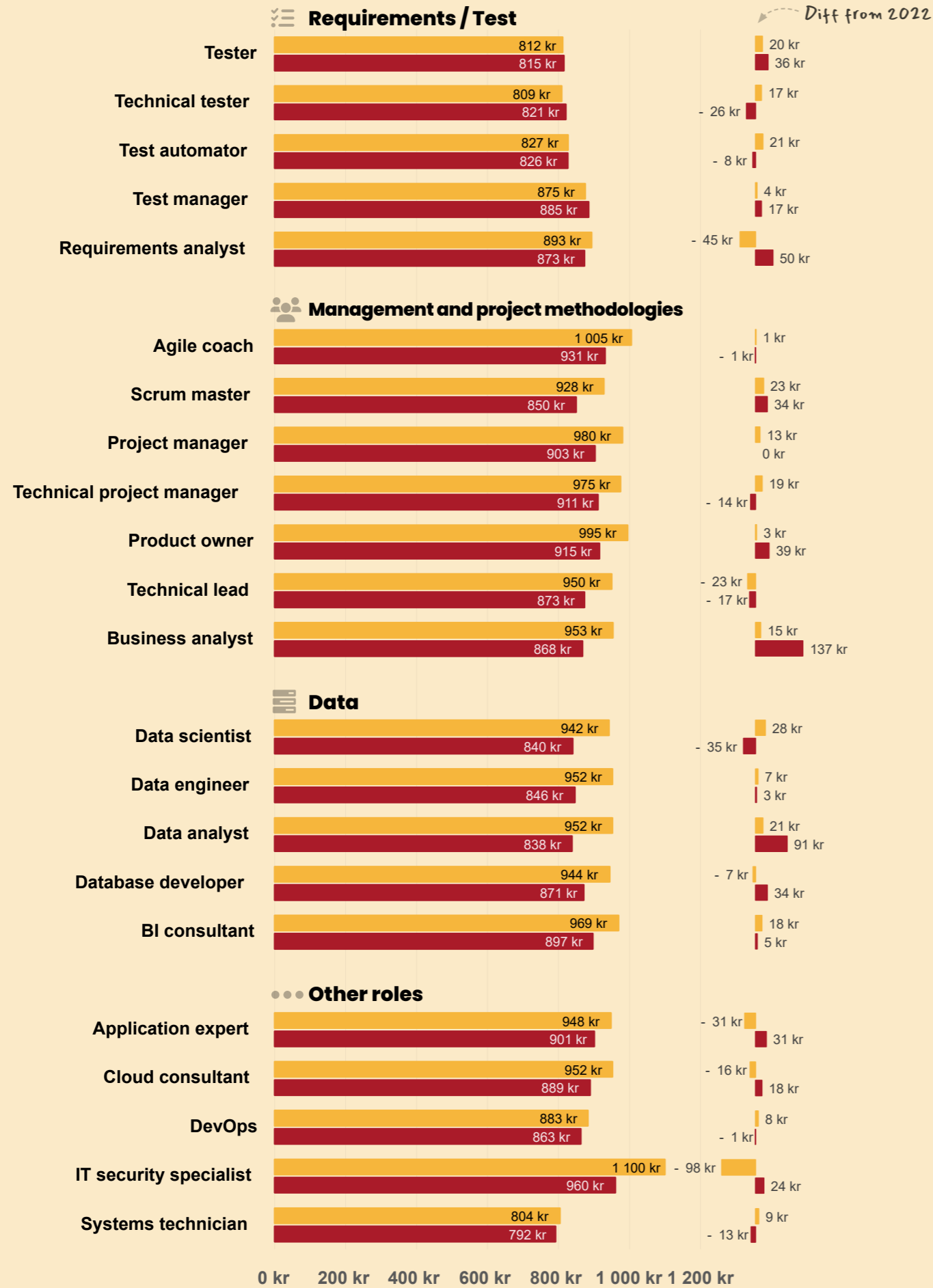
Top assignment quality
Reflects the level of informativeness in the published assignments.

- 1. Castalia
- 2. Techfactory
- 3. Onsite Right People
- 4. house of skills
- 5. SolidX
- 6. Qualitysourcing
- 7. Avenit Consulting
- 8. EDGE Associates
- 9. Tech Relations
- 10. Accuro

across most competence areas and roles during the year. From the peak levels in the first half of 2022, the drop in demand in IT & Telecom, historically the largest sector on the Brainville platform, continued throughout 2023. This decline saw opportunities for roles in the system

Rates on popular roles

■ Sellers rate
 ■ Buyers rate



development category decrease significantly.

By contrast, there were positive signs elsewhere. The number of offers for Data X and database consultants grew during 2023. During the second half of the year, there were also tentative signs of recovery in the areas of Management & Strategy and Technology & Engineering, respectively. The number of offers for engineers as well as project managers increased, with the latter constituting a welcome break from the previous downward trend and inspiring some hope of better times ahead.

– Opportunities for system developers are still down, but it's interesting to see that offers for project managers are increasing again. It's usually a positive signal, says Manuel de Verdier.

Tech trends

Since 2021 we've kept track of tech mentioned in media as "trends of the coming year". Most of them fizzle out before becoming skills used on the general market.

Positive trend

Tech that's actually becoming more and more in demand.

RPA • MLOps • Data Ops • Data mesh • AI • NLP • Hybrid Cloud • Green computing • Generative AI • UX Design



Duds

Tech that's having a hard time moving from "cool and new" to actually being in demand.



Blockchain • Edge computing • VR • AR • 3D Printing • Web 3.0 • XR • Metaverse



Interested in even more?



In 'Techkonsultbarometern' from Developers Bay, it's evident that the majority of freelancers and consultants perceive the market as cool, yet it's gradually showing signs of improvement. Most are still hesitant to transition to a new assignment before completing their current one, and only a few are contemplating the shift to self-employed freelancing. At the same time, the probability of freelancers switching to employment has decreased. Somewhat reassuringly, the majority of them express optimism about a better market in 2024.

[Download the barometer](#)



Enjoyed the report? Like, comment, and share it on LinkedIn for a chance to win a one-year Premium Statistics subscription.

[Like, share and comment](#)

Congrats to the winners!




 Karim Schreil



2^o Cecilia Røjs




 Gustav Eriksson Müller-Hansen



 Vilma Jansson



 Patrik Wassberg



 Björn Kjollerström



 Linda Odén

From all of us at Brainville



Maria Rasmussen



Manuel de Verdier



Nils Lager



Brainie




Magnus de Verdier



Robert Ström



 Ola Nilsson