



# A Buyer's Market

Insights from Brainville Statistics

**First quarter 2024**



## Slow market for consultants

A buyer's market. That was the overall story in the first quarter of 2024. Even so, there were cautiously hopeful signs of an upward shift in the market for consultants and freelancers.

Brainville is the largest independent marketplace for freelancers and consultants in the Nordics. As an extension of [brainville.com](https://brainville.com) we have added [Brainville Statistics](#), where you can drill down in the statistics of your choice about the freelance and consulting industry. Brainville Statistics is updated on a monthly basis. This is an overview of the market development in the first quarter 2024.

### The market in numbers

Q1 2024 vs Q1 2023

Published assignments

**-0.6%**

Remote work

**-6.7%**

Buyers' rate

**-2.3%**

Project manager assignments

**+15.1%**

Available consultants

**+17%**

Applications

**+28%**

Sellers' rate

**-1.1%**

Registrations

**+19.6%**

First quarter **2024**



The number of assignments on offer fell month on month during the first quarter, an unusual seasonal pattern.

– We tend to see a rising number up to and including March. This year was different with the peak already in January. But it's important to note that we only see a very small decline in the quarter as a whole compared to the first quarter of 2023, said [Manuel de Verdier](#), CEO of Brainville, but also added:

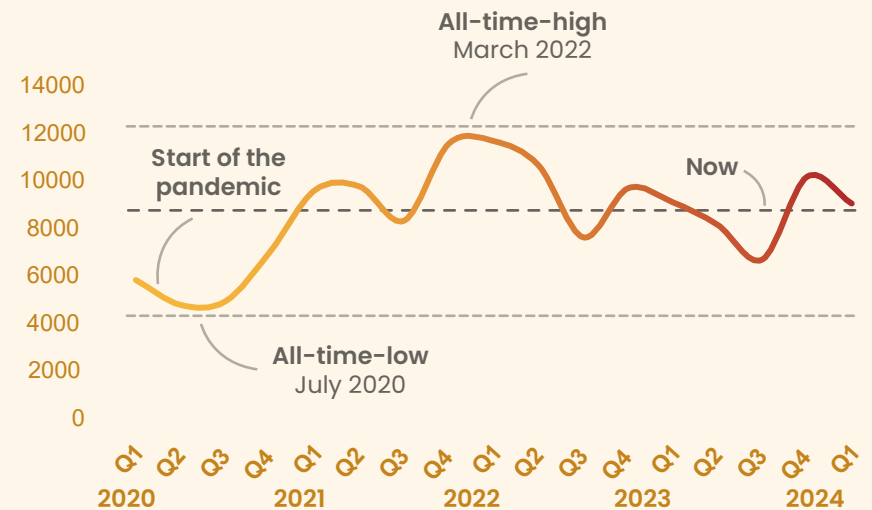
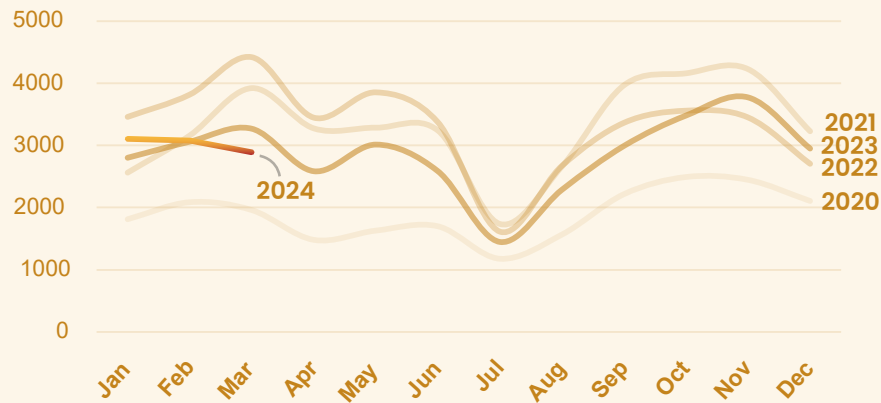
– Over a longer period of time, it's clear that the number of assignments from the major players in the market has decreased quite a bit.

The first quarter also saw a shift in the level of competence requested by buyers, with higher demand for more skilled and senior consultants compared to previous periods. The share of part-time assignments on offer decreased somewhat in the first qu-

arter after the sharp increase in 2023 but remain at a high level compared to previous years.

At the same time, demand in the large metropolitan areas grew, in absolute numbers as well as relative to other regions. This break with a previously longstanding negative trend offered a cautiously positive sign for consultants and freelancers.

## Assignments



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Throughout the first quarter, the number of available consultants was higher than in the same period last year, reaching an all-time-high in March. There was also a significant increase in applications compared to the first quarter of 2023, with applications per available assignment also reaching an all-time-high in March. Registrations of new consultants on the Brainville platform was up across markets last year, a development that continued

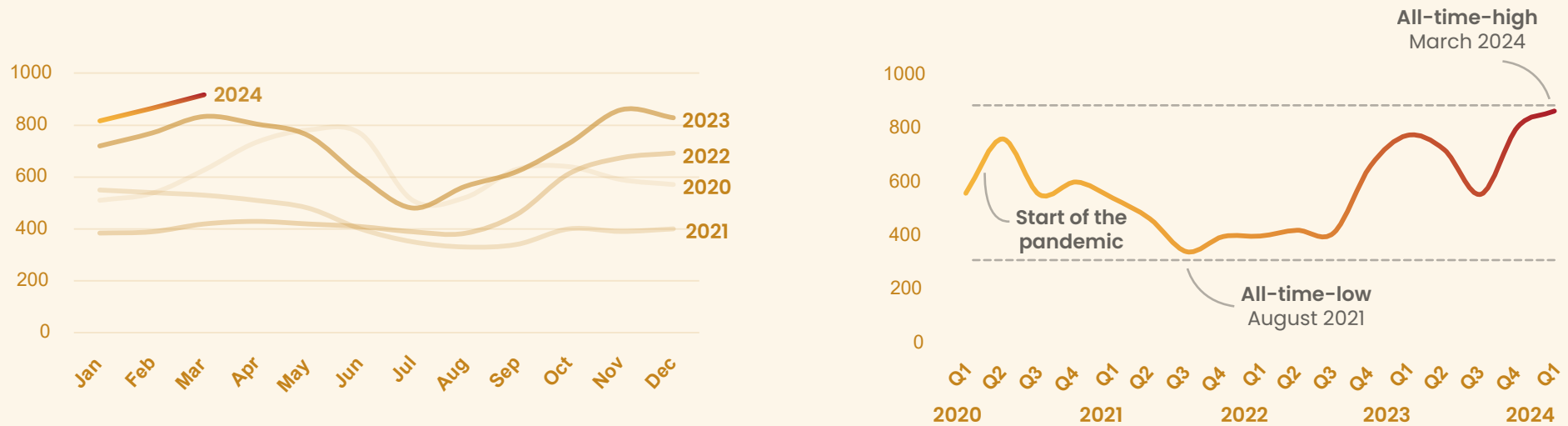
in the quarter with an increasing share of self-employed and freelancers. All in all, clear signs of a buyer's market.

But there were also bright spots for consultants. The drop in demand in the IT & Telecom sector from previous years was halted in the first months of 2024. Technology & Engineering continued to see increased demand, with Building & Construction, Human Resources and Finance & Insurance also among the

sectors showing positive signs.

– Two things have turned around: The number and share of assignments in big cities are increasing, and the same applies to the number and share of assignments in IT. We also look at assignments for project managers, as these are hired to a greater extent when times are about to take a positive turn. And if we compare with the corresponding quarter in 2023, we see an increase by 15 percent, which is a lot, said Manuel de Verdier.

## Available consultants



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The share of assignments allowing for remote work decreased during the first quarter, continuing the trend from the latter part of 2023. The shift in favour of hybrid assignments, allowing only partial remote work, also continued, while the share of assignments allowing for completely remote work has been halved since 2022.

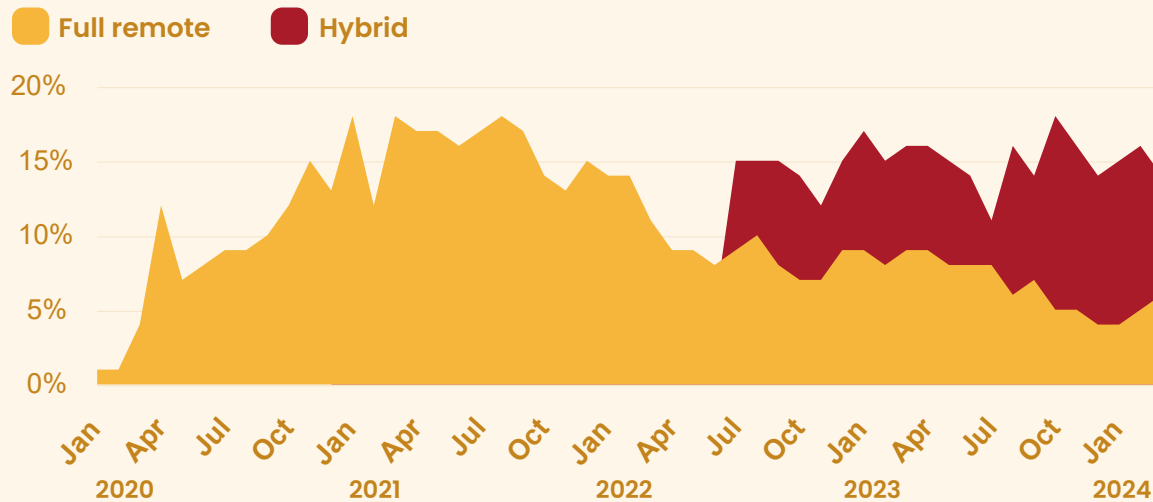
This overall market development was confirmed in a recent report by consultant broker Ework. In a [market survey](#) conducted

in February, 66 percent of respondents said that they are already working in a hybrid way. It was also the preferred choice of 77 percent of the respondents. "The flexible way of work is here to stay" Ework concluded in the report, adding: "Flexibility is a key factor for many consultants and freelancers. When choosing new assignments, the consultants said that the hourly rate and flexibility were the most crucial factors."

Prices have generally gone down for the most common roles on Brainville. When comparing the last two quarters with the six-month period immediately before, consultants asking prices have decreased by a little over one percent and buyers' prices have decreased by more than double that figure.

Explore [Brainville Statistics](#) for current rates and further insights on market trends.

### Remote work



### Buzzwords

Buzzwords are skills that appeared more frequently the last six months, compared to the previous six months.


- Prometheus ..... [↗](#)
- Pandas ..... [↗](#)
- XLPM ..... [↗](#)
- Machine Learning Models ..... [↗](#)
- Visual Basic ..... [↗](#)
- ArcGIS ..... [↗](#)
- CAPL ..... [↗](#)
- Progressive Web App ..... [↗](#)
- ArchiMate ..... [↗](#)
- JWt ..... [↗](#)

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