



ework GROUP

Consultancy Market Trends & Insights

Denmark

Q1 2025

Consultancy Market Trends & Insights: Q1 2025

Stay ahead of the curve with the latest trends shaping the talent market. In our Q1 2025 Consultancy Market Trends & Insights Report, we delve into key questions such as:

Which skill areas are in the highest demand?

What skill areas are the most competitive—and the least?

How are contract lengths evolving, and what does this mean for businesses and talent alike?

Our approach focuses on quarter-over-quarter comparisons, offering fresher insights into the current state of the market rather than solely relying on year-over-year data. This method ensures a sharper focus on dynamic shifts and relative changes.

This report provides a deep dive into the trends that matter, backed by our expert analysis and a comprehensive look at the most relevant data.

Stay informed, stay competitive—and mark your calendar for our next update in September!



Introduction

We just celebrated midsummer, and with that we have passed the brightest day of the year. The journey towards brighter days during the first half of 2025 has however not been reflected in the general mood, as we feel the struggle and the challenges following trade wars, tariffs, polarization, geopolitical tensions, intensified conflicts and more every day.

New AI models have been deployed, and the AI arms race continues. It feels like a new AI tool pops up every day. Currently I'm playing around with Lovable to test vibe coding. AI will (and is already doing so) change how we work, which pushes the need to have a lifelong learning strategy to stay relevant, both at an individual level as well as at the organizational level. By having this as a focus we can use the technology to augment us rather than replace us. This is where the New-Collar worker comes in as well.

Europe also understood the importance of being independent and not rely too heavily on others, which is good. It will for sure be interesting to follow the EU's investments in the AI factories and the outcomes from here. Have you heard about the Dutch company called ASML? This is probably the most powerful company in the world right now. They are the ones that manufacture the machine that builds the actual AI chips.

Navigating in all the changes is of course both complex and challenging. This is something that I personally spend quite some time on, hence why I created the report "[Trends Towards 2030](#)", which summarizes some of the key trends we have ahead of us.

And what is important to note here, in this constant change the world is still moving. When looking at our overall global data, our clients are still investing in their digital transformation journey. Great to see that both software development and project management stays in the top in our different geographies.

With that said, I wish you all a happy summer!

Andreas Meinert
Market insights & Strategy lead, Ework Group



Skill Domain & Skill Area Structure

Business Management

- Project management
- Product management
- Process management
- Business analysis
- Management consulting
- Management

System Development

- Scrum master
- Software development
- Java
- .Net
- Frontend
- Fullstack
- Cloud/Devops
- Database design
- System integration
- Mobile development
- Software/System architecture
- IT test
- UI/UX
- AI/ML

Business Solutions

- SAP
- Microsoft
- Oracle
- Service now
- Data science
- Other platform consulting
- Security/Cybersecurity
- IT infrastructure

Professional Services

- Administration
- Finance
- HR
- Legal
- MarCom
- Procurement
- Sales
- IT Support/Technician
- Logistics
- Coaching & Training

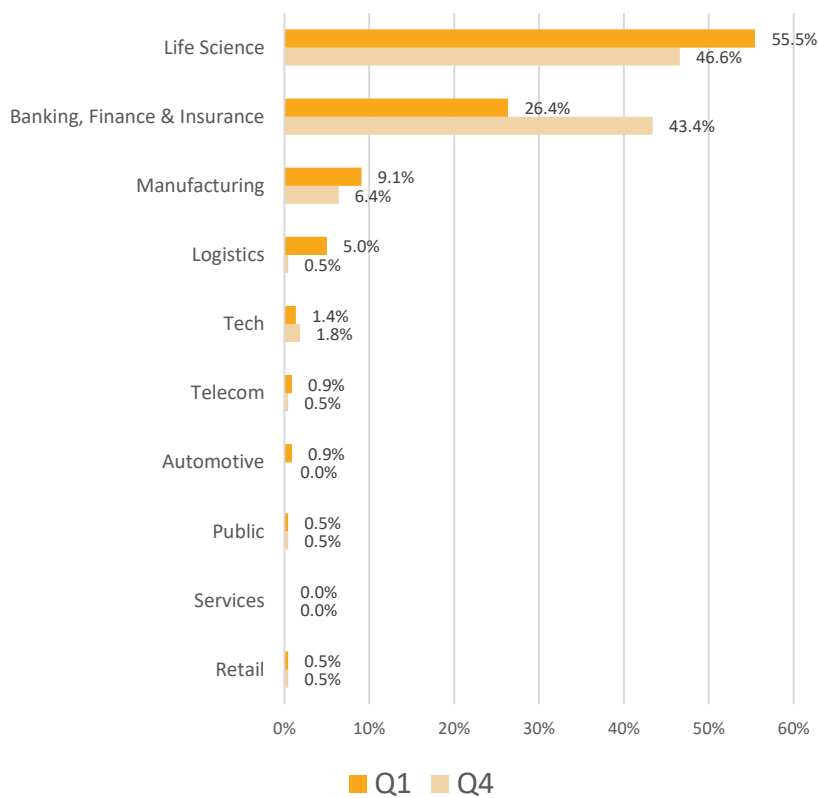
Engineering

- Automation
- Construction & facility
- Construction & facility project management
- Engineering project management
- Embedded development/
Hardware engineering
- Engineering test & verification
- Electrical engineering
- Mechanical engineering
- Environmental engineering
- Technical engineering
- Chemical engineering
- Lab engineering
- Technical documentation



Client request volume per industry

Client request volume per industry



Life Science demand continues to dominate, rising sharply to **55.5%** of all client requests. **Manufacturing** and **Logistics** also saw strong growth, indicating a shift towards **industrial and supply-driven sectors**.

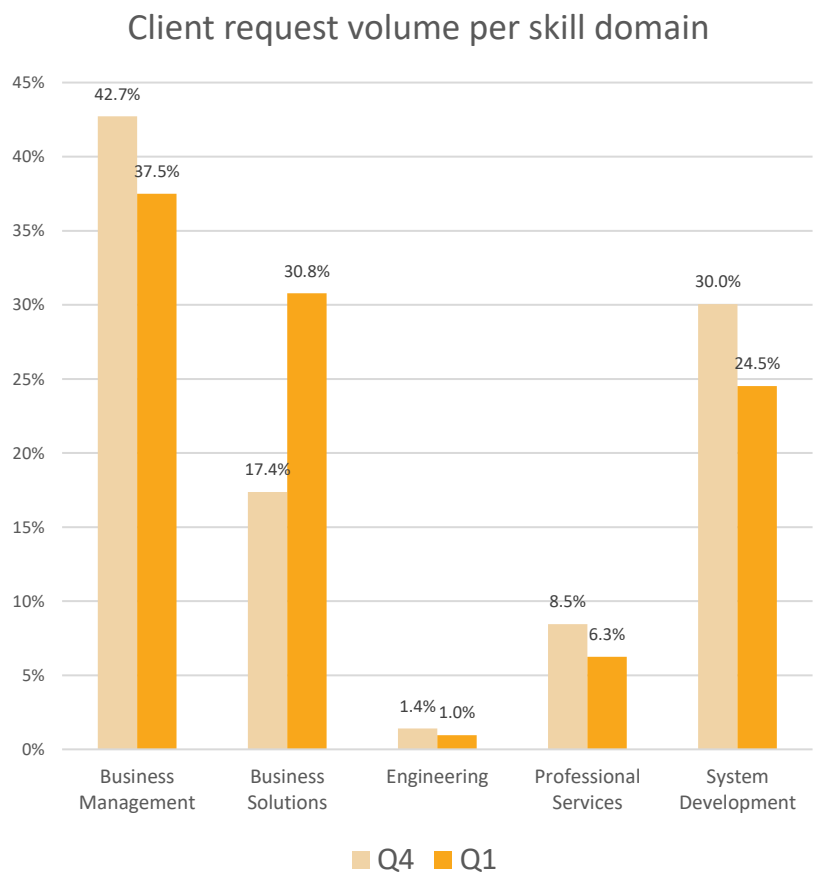
Meanwhile, **Banking, Finance & Insurance** saw a significant drop (**26.4% from 43.4%**), suggesting a **cooldown in hiring**. Tech, Telecom, and Retail remain **relatively flat**, with **limited demand growth**.



Casandra Averfalk
Skill Practice Lead, System Development,
Ework Group



Client request volume per Skill Domain



*While we saw a decline in the number of requests across four out of five Skill Domains compared to the previous quarter, there was a significant increase in demand within **Business Solutions**. Within this domain, the demand has been particularly strong for professionals with expertise in **Data Science and SAP**.*

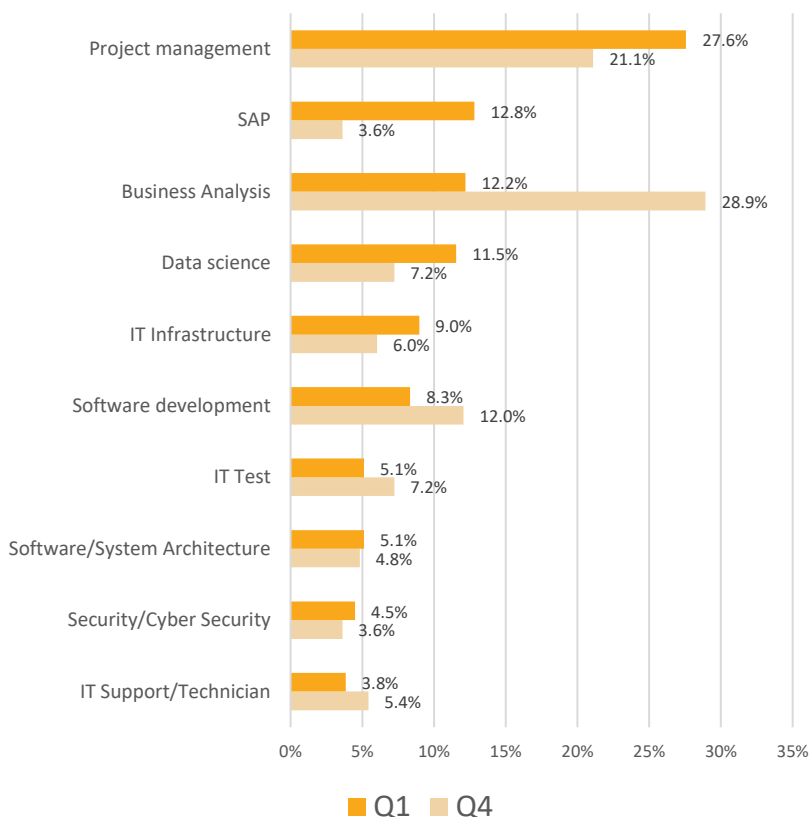


Anniken Sundby
Skill Practice Lead, Business Solutions,
Ework Group



Most demanded skill areas

Top 10 skill areas by client demand (share of total request volume)



*In Denmark we are seeing a shift in skill demand from Q4 to Q1. **Business Analysis** has seen a steep drop from 28.9% to 12.2%, while demand for **Project Management**, **SAP** and **Data Science** is on the rise. This suggests a growing focus on project execution, enterprise systems, and data-driven decision-making.*

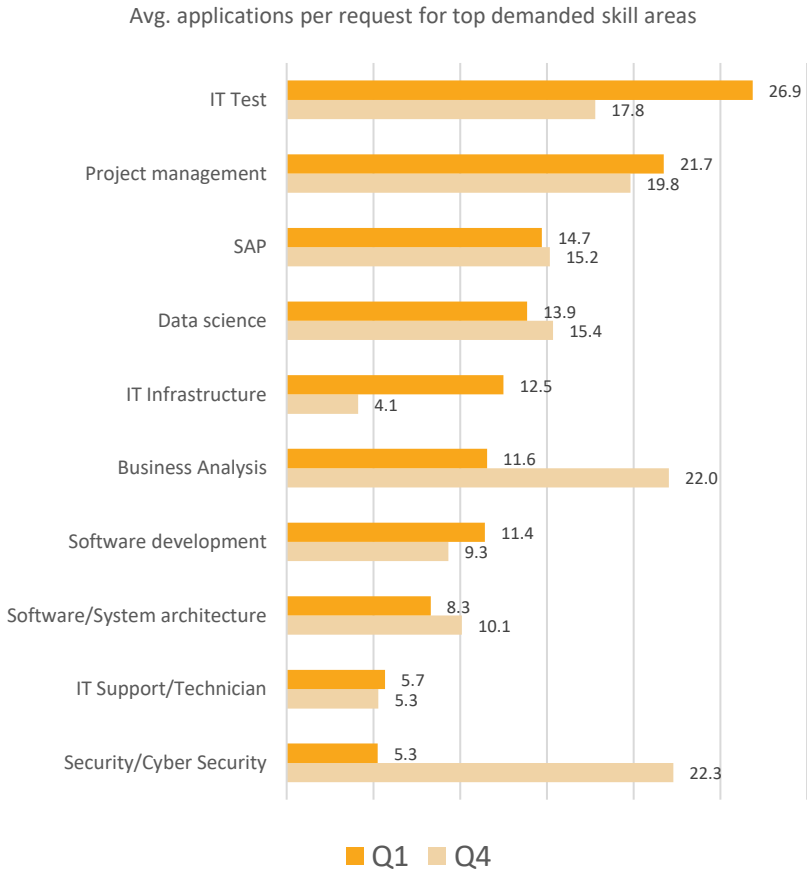
*The rise in **SAP** and **Data Science** also points to a strong emphasis on system integration, automation, and using data to steer business decisions.*



Selena Muratovic
Skill Practice Lead, Business
Management, Ework Group



Average number of applications in most demanded skill areas

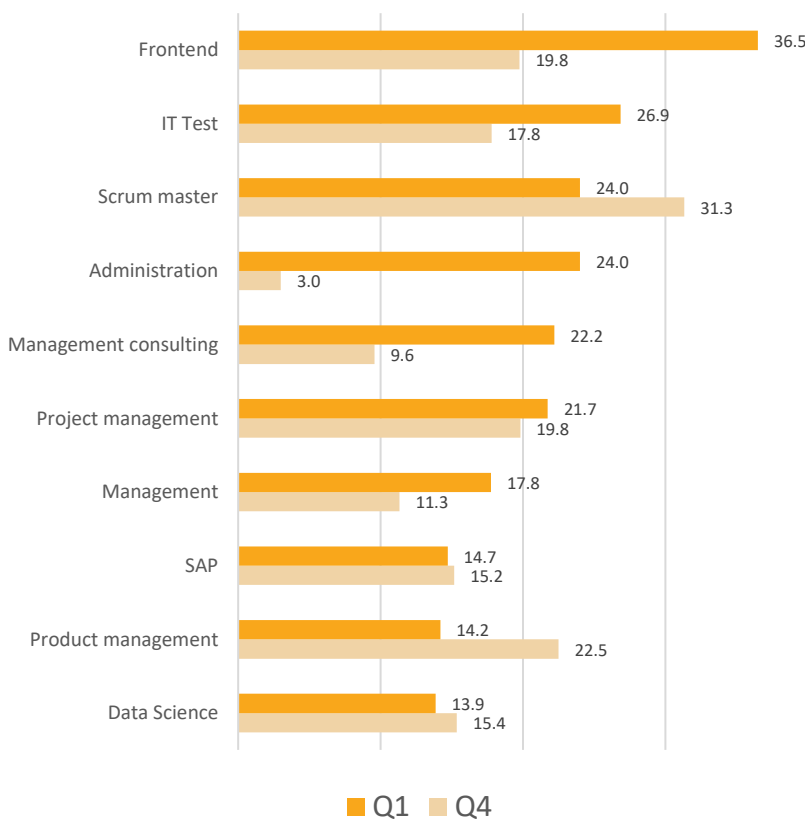


Among the skill areas with the highest demand, IT Test stood out as the most competitive domain in Q1. For clients, this could present an opportunity to find qualified talent more easily, while for professionals, it underscores the importance of differentiation and staying up to date with the latest skills in the field. On the other hand, we observed a sharp decline in the number of applicants within Security/Cybersecurity.



Most competitive skill areas

Top 10 skill areas with the highest no. of applications per request



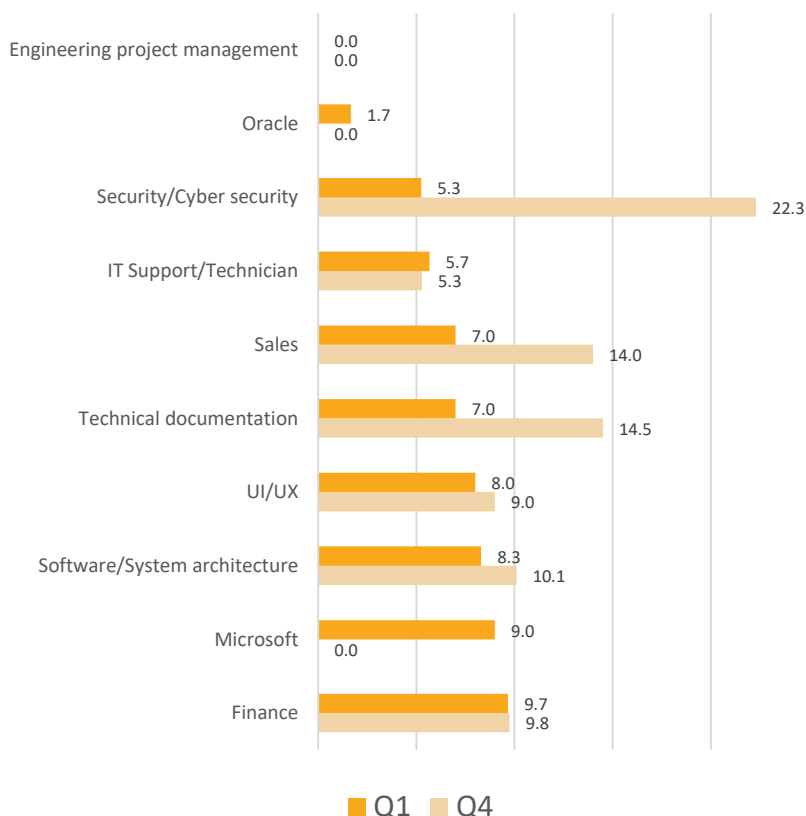
Competition is intensifying in areas like Frontend (36.5) and IT Test (26.9) as they top the list, reflecting high candidate interest. Notably, Administration and Management Consulting saw a steep rise in applications, indicating growing interest in broadly applicable skill areas.

Meanwhile, Data Science, SAP and Product Management show slightly easing competition, reflecting a more stable balance between talent supply and client demand.



Least competitive skill areas

Top 10 skill areas with the lowest no. of applications per request



Here we are looking at the opposite of the previous page – that is, the skill areas with the lowest application pressure during Q1. What stands out here is primarily **engineering project managers**, although the number of requests is more limited, which increases the likelihood of this kind of variation. It's also worth noting that the critical skill area of **Cyber security** is included, which has also been an area with a high volume of requests during Q1.

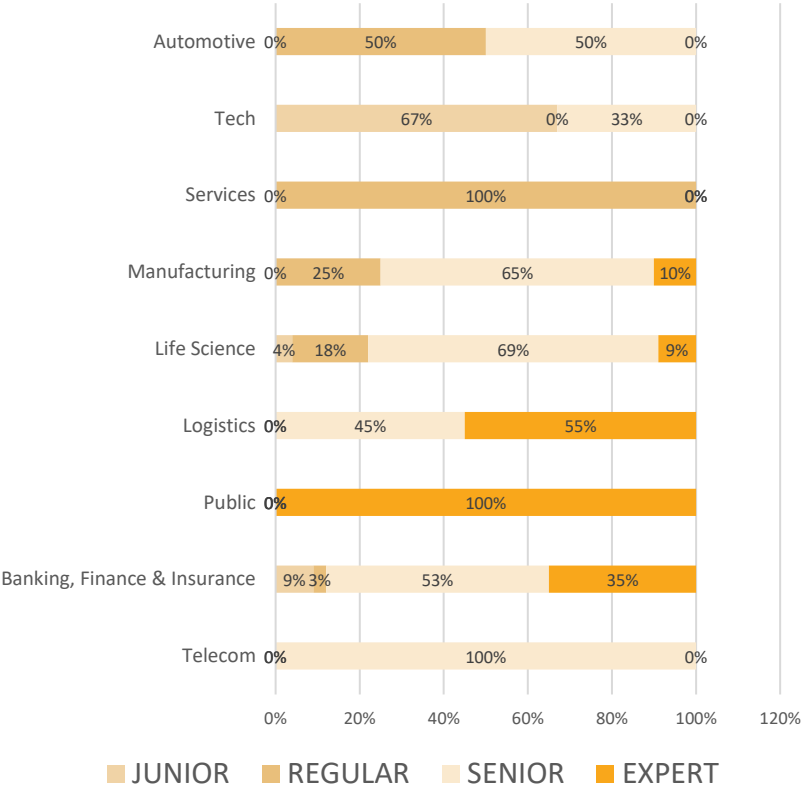


Michael Hellman

Skill Practice Lead, Engineering,
Ework Group

Demanded seniority level per industry

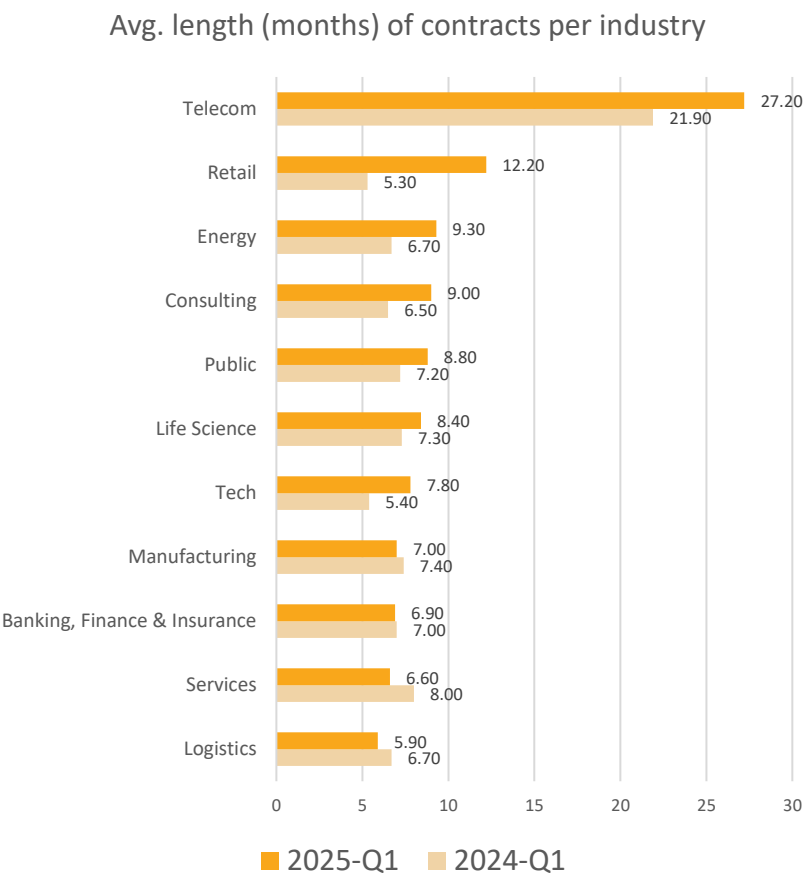
Demanded seniority level per industry



Here we're looking at the distribution between different seniority levels for new requests, which could be of interest from a recruitment perspective and also gives an indication of the market temperature. At a glance, we can see a larger spread than usually seen, where senior roles clearly dominate. The demand for expert level competence is dominating the **Public** and **Logistics** industries. Interestingly, there also seems to be a large demand for junior competence within the **Tech** sector, while **Services** is dominated by a need for regular level competence.



Contract length per industry



Here we're looking at average contract lengths, which serves as an indicator of the market pressure as well. It's worth noting that in this case we are comparing with the same quarter last year to eliminate seasonal variations. What stands out here is that the incredible contract length in the **Telecom** sector, showing a nice increase from already substantial lengths, followed by the **Retail** sector, also showing a positive development in contract length. The other sectors show minor natural fluctuations, where the general trend seems to be longer contract lengths.



Most trending skills

Top 10 demanded skills Group Level Q1 2025
1. Python
2. Project Management
3. SQL
4. Java
5. Agile
6. Git
7. Stakeholder Management
8. Jira
9. Azure
10. Linux

Top 10 demanded skills Denmark Q1 2025
1. Stakeholder Management
2. Communication
3. Project Management
4. Change Management
5. SAP
6. Validation
7. IAM
8. Pharma
9. OCM
10. Compliance

In Q1, the most in-demand skills in the Danish market were Stakeholder Management, Communication and Project Management, highlighting a strong focus on leadership as well as indicating that soft skills are increasingly critical for driving successful outcome.

