EWORK GROUP

Consultancy Market Trends & Insights

Finland

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 push 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 manufactures 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 Insight and 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
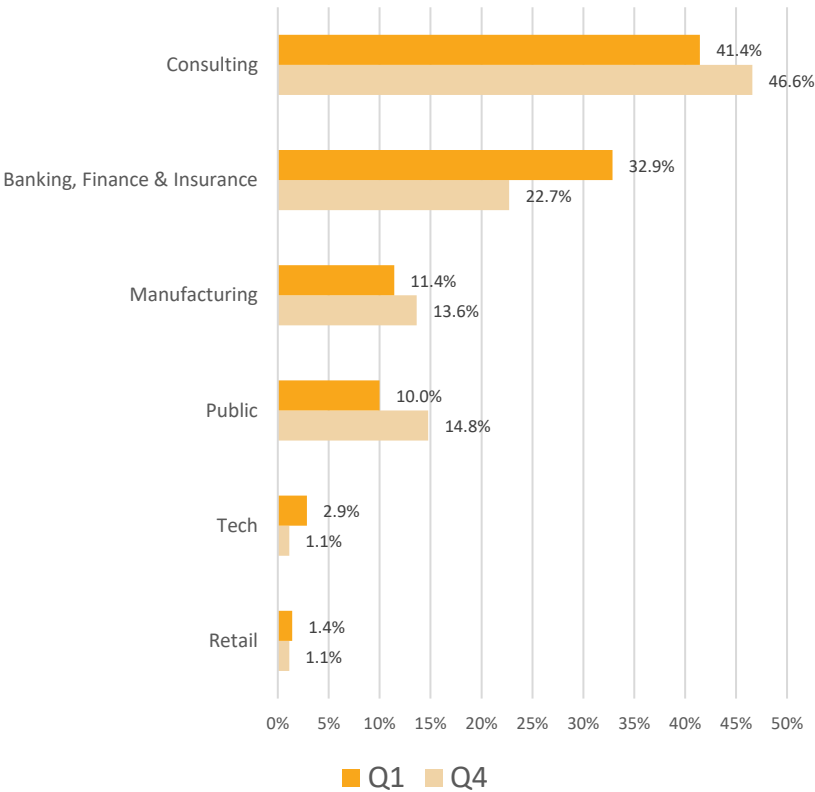
"Client request volumes in the Finnish market show some noticeable shifts from Q4 to Q1. The dip in Public, Consulting and Manufacturing may reflect tighter budgets, postponed projects or a general slowdown in uncertain market conditions.
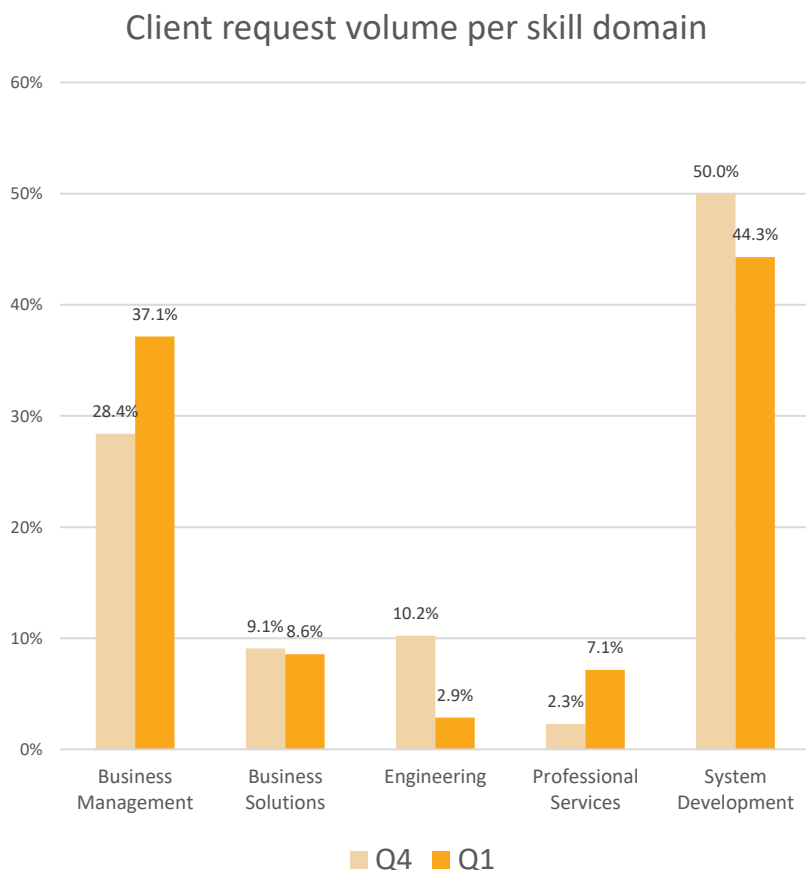
Meanwhile, the Banking, Finance and Insurance sector saw a significant rise in request volume QoQ, as well as Tech and Retail showing a modest growth."

Selena Muratovic
Skill Practice Lead, Business Management,
Ework Group

Client request volume per Skill Domain

Client request volume per skill domain

*During Q1 we have seen a rebalancing of the two biggest Skill Domains, **Business Management** and **System Development,** where the former has increased by almost 10 p.p. to close in on System Development. An increase in the management scope traditionally gives us optimistic signals about the market, but in this global environment and fast-paced development, it feels extra hard to predict the future.*

*Meanwhile, **Business Solutions** has a steady contribution of requests, while **Engineering** has lost ground to above all **Professional Services.***

Most demanded skill areas

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

Skill area	Q1	Q4
Project management	28.3%	36.6%
Software development	13.3%	14.6%
Product management	11.7%	7.3%
Frontend	11.7%	2.4%
Fullstack	8.3%	9.8%
Finance	8.3%	2.4%
IT Infrastructure	6.7%	0.0%
UI/UX	5.0%	4.9%
Software/System integration	3.3%	22.0%
System integration	3.3%	0.0%

■ Q1   ■ Q4
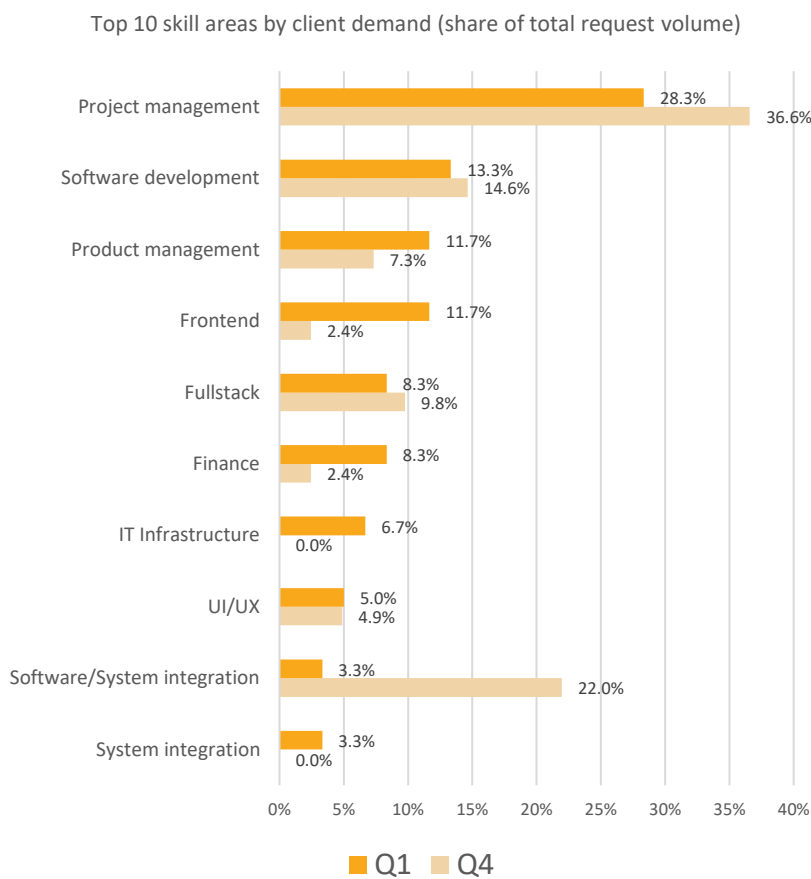
"Although we saw a slight decline, Project Management continued to dominate in Q1 - just as in the previous quarter - in terms of the volume of requests from our clients. At the same time, we observed an increase in requests related to Frontend, Product Management, Finance, and IT Infrastructure, to name a few."
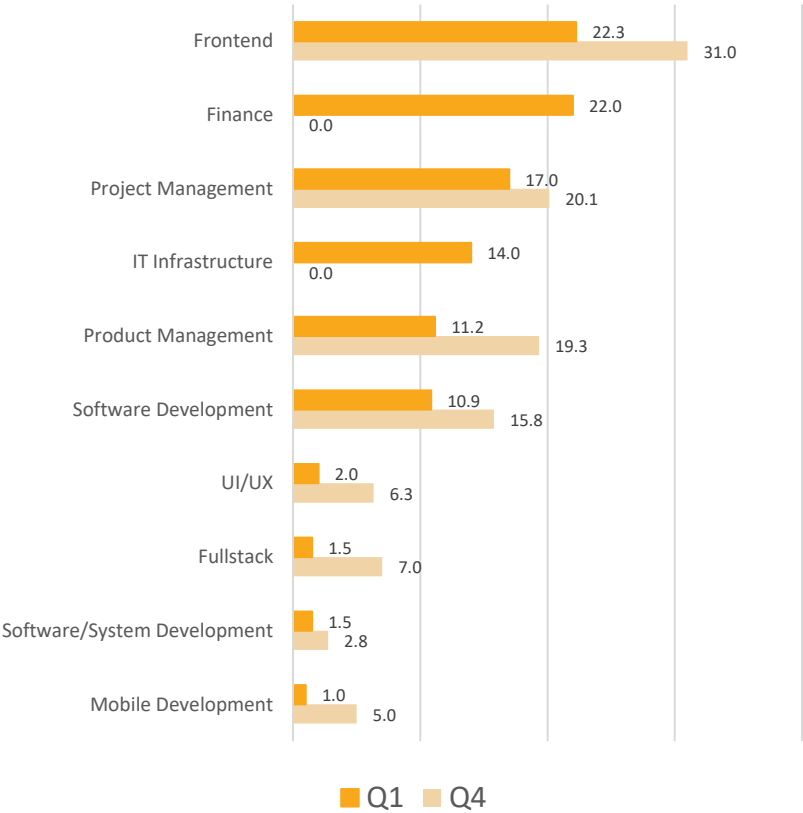
Anniken Sundby
Skill Practice Lead, Business Solutions,
Ework Group

Average number of applications in most demanded skill areas

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

Skill Area	Q1	Q4
Frontend	22.3	31.0
Finance	22.0	0.0
Project Management	17.0	20.1
IT Infrastructure	14.0	0.0
Product Management	11.2	19.3
Software Development	10.9	15.8
UI/UX	2.0	6.3
Fullstack	1.5	7.0
Software/System Development	1.5	2.8
Mobile Development	1.0	5.0

■ Q1　■ Q4

Despite being among the most in-demand skill areas, areas like Software Development and Product Management are seeing fewer applications per request, suggesting a tight talent market and potential hiring challenges.

Frontend still attracts high volumes of applicants, even though the volumes have gone down since last quarter.

Areas such as UI/UX, Fullstack and Software/System Development show relatively low application volumes despite being in-demand, suggesting them as interesting areas to target for this market.
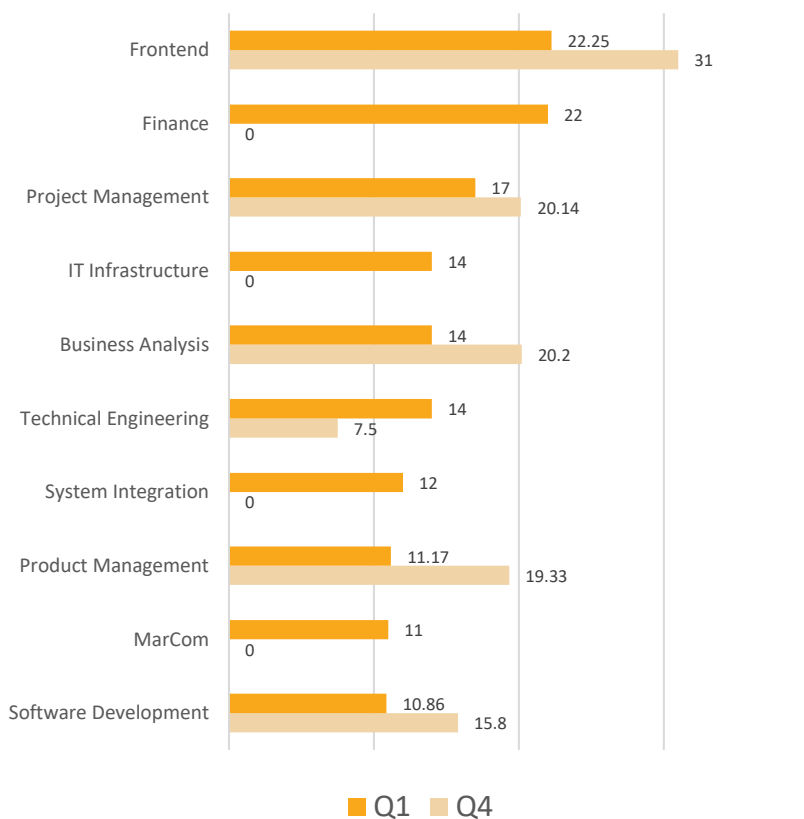
Casandra Averfalk
Skill Practice Lead, System
Development, Ework Group

General

Most competitive skill areas

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

Skill Area	Q1	Q4
Frontend	22.25	31
Finance	22	0
Project Management	17	20.14
IT Infrastructure	14	0
Business Analysis	14	20.2
Technical Engineering	14	7.5
System Integration	12	0
Product Management	11.17	19.33
MarCom	11	0
Software Development	10.86	15.8

■ Q1 ■ Q4

Application pressure is easing in core areas like Software Development and Product Management, indicating less competition or faster hiring.
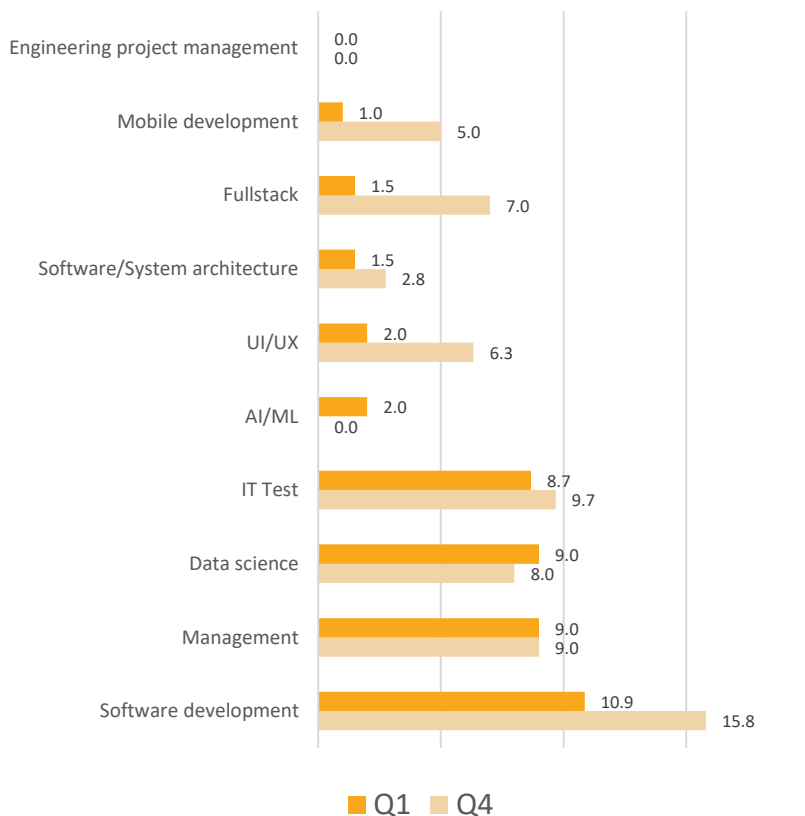
The spike in Technical Engineering hints at growing interest or oversupply in that niche.

Meanwhile, areas like Frontend and Finance remain highly competitive, with the highest applications per request, signaling oversupply of talents in those areas.

Least competitive skill areas

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

Skill area	Q1	Q4
Engineering project management	0.0	0.0
Mobile development	1.0	5.0
Fullstack	1.5	7.0
Software/System architecture	1.5	2.8
UI/UX	2.0	6.3
AI/ML	2.0	0.0
IT Test	8.7	9.7
Data science	9.0	8.0
Management	9.0	9.0
Software development	10.9	15.8

■ Q1 ■ Q4

*Here we look at the opposite to the previous slide — the skill areas with the lowest number of applications during Q1, providing valuable insights on local supply and demand within the area. What stands out here is above all **Engineering project management, Mobile development and Fullstack** competence, indicating candidates within these areas might be extra valuable in these times.*
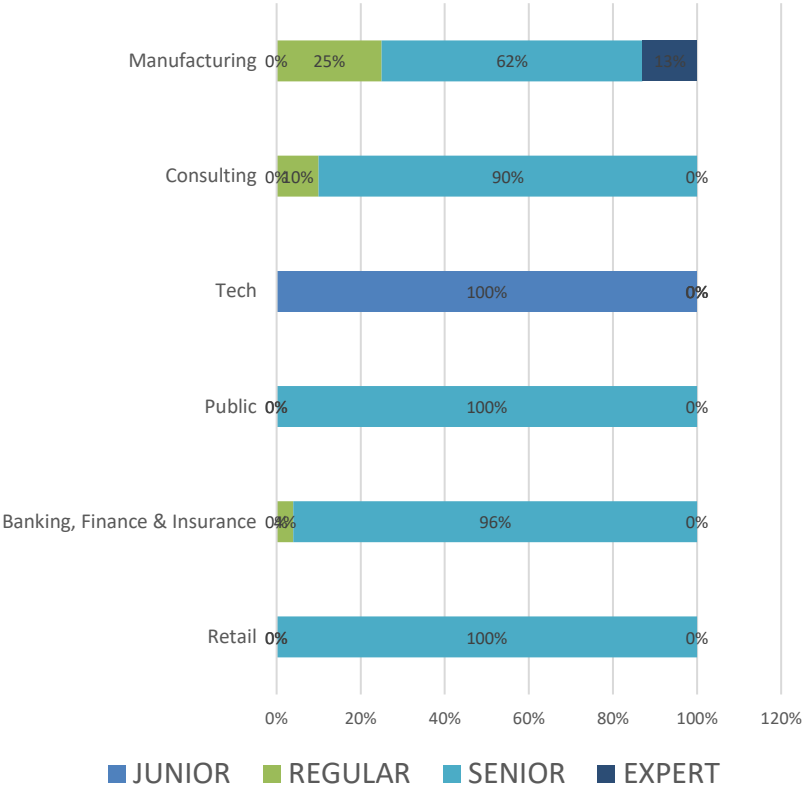
Michael Hellman
Skill Practice Lead, Engineering,
Ework Group

General

Demanded seniority level per industry

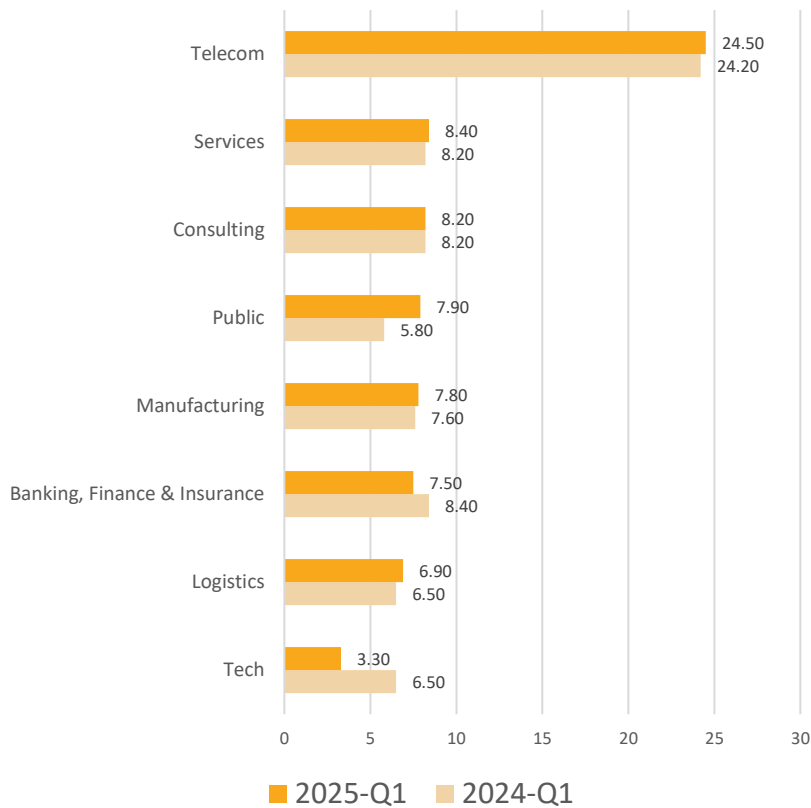Demanded seniority level per industry

*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 that senior roles clearly dominate — something that is quite normal and has been the case over the past few quarters. The anomaly here is the **Tech sector**, showing demand only for junior candidates during Q1.*

Contract length per industry

Avg. length (months) of contracts per industry

Industry	2025-Q1	2024-Q1
Telecom	24.50	24.20
Services	8.40	8.20
Consulting	8.20	8.20
Public	7.90	5.80
Manufacturing	7.80	7.60
Banking, Finance & Insurance	7.50	8.40
Logistics	6.90	6.50
Tech	3.30	6.50

■ 2025-Q1 ■ 2024-Q1

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. The other sectors show minor natural fluctuations, where the general trend seems to be slightly longer contract lengths, with the exception of the* **Tech sector,** *showing a decrease.*

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 Finland Q1 2025
1. Project Management
2. Agile
3. Javascript
4. Angular
5. HTML
6. Azure
7. CSS
8. Scrum
9. Adobe Illustrator
10. Python

In the first quarter of the year, the most requested and sought-after skills by clients in Finland were Project Management, Agile competence and JavaScript. This shows that the client focus lays at efficient delivery, agile workflow and strong digital presence.