



EWORK GROUP

Consultancy Market Trends & Insights

Finland

Q1 2026

Consultancy Market Trends & Insights: Q1 2026

Stay ahead of the curve with the latest trends shaping the talent market. In our Q1 2026 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 August!



Introduction

From structure to practical delivery

The opening quarter of 2026 carried forward a market that was still cautious, but clearer in what it wanted to buy. Clients moved away from broader transformation agendas and toward work that was closer to implementation, resilience, and measurable delivery.

Our data reflects this clearly. Data Science continued to grow, while Cyber Security, Cloud/DevOps, Fullstack, and AI also strengthened, pointing to demand for skills that improve automation, stability, and execution. The top skills in Q1, including Azure, SQL, Python, CI/CD, and AI, suggest that clients prioritized cloud foundations, data capabilities, and practical technical expertise over heavier change structures.

The pattern looked slightly different across markets. Denmark leaned more toward business execution and AI, Finland toward Java and data engineering, Norway toward governance, integration, and enterprise platforms, and Poland toward software development, multi cloud engineering, and delivery tooling. In Sweden, South & West showed stronger demand for cloud, SAP, and engineering depth, while East & MidNorth combined project execution with SQL, Azure, Agile, and AI.

The market still values experience, but the strongest pull is toward skills that help clients build, improve, secure, and run critical solutions with greater speed and less risk.

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

Engineering project management

Embedded development/
Hardware engineering

Engineering test & verification

Electrical engineering

Mechanical engineering

Environmental engineering

Technical engineering

Chemical engineering

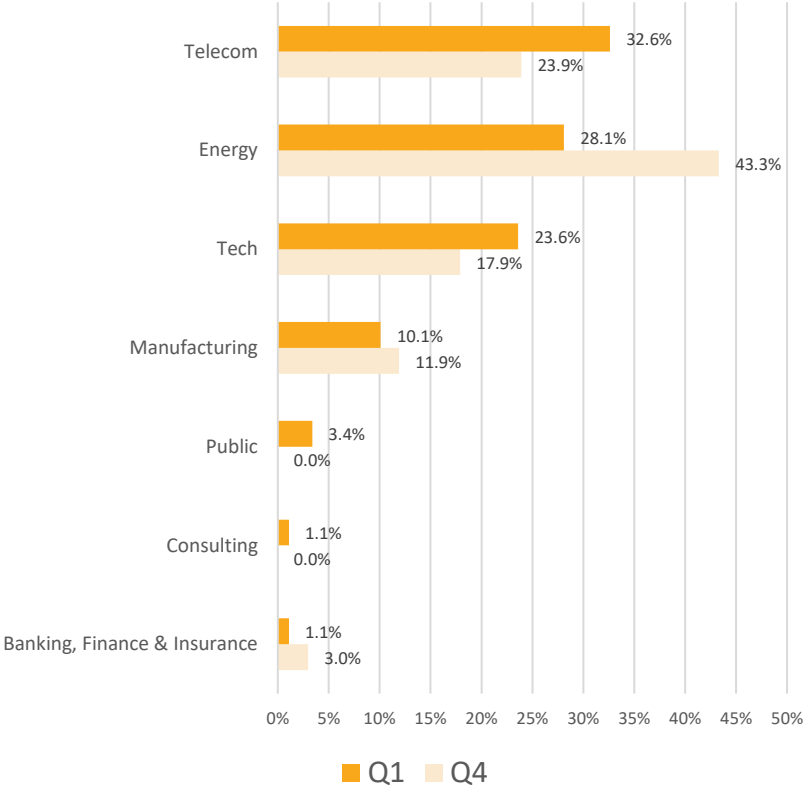
Lab engineering

Technical documentation



Client request volume per industry

Client request volume per industry



This slide illustrates client request volume by industry in Q1 2026, with a comparison to Q4 2025. Banking, Finance & Insurance represents the largest share of overall demand and increases from Q4 into Q1. Consulting remains a major driver of demand but shows a notable decline compared to the previous quarter. By contrast, the public sector records a clear increase in request volume, strengthening its position as one of the most significant demand segments. Manufacturing experiences a modest decline, while Tech shows some growth compared to Q4 2025. Telecom and Energy continue to account for relatively small shares of total demand, indicating limited client activity in these industries during the quarter.

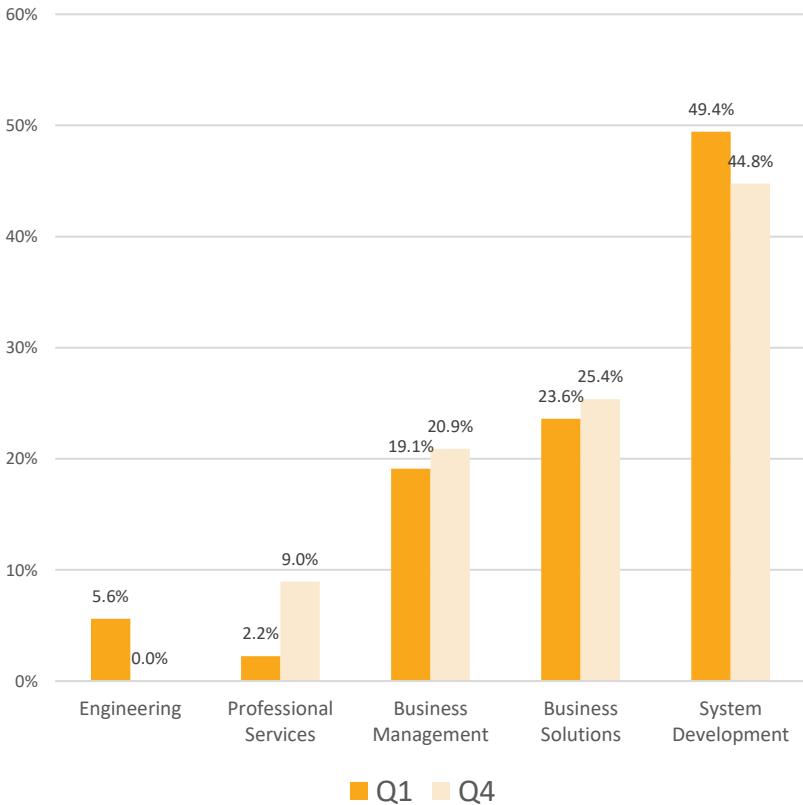


Anniken Sundby
Skill Practice Lead, Business Solutions,
Ework Group



Client request volume per Skill Domain

Client request volume per skill domain



In Finland, **System Development** continued to grow (+4.6pp), strengthening its position as the dominant domain and signaling sustained focus on technical execution and software build. **Business Management** and **Business Solutions** both declined slightly, indicating reduced emphasis on planning and solution design. **Engineering** reappeared from zero, suggesting renewed demand for specialized technical expertise, while **Professional Services** dropped sharply.

Overall, the trend points to a market shifting back toward a delivery-driven phase, where organizations prioritize development capacity and core engineering capabilities over advisory and consulting support.

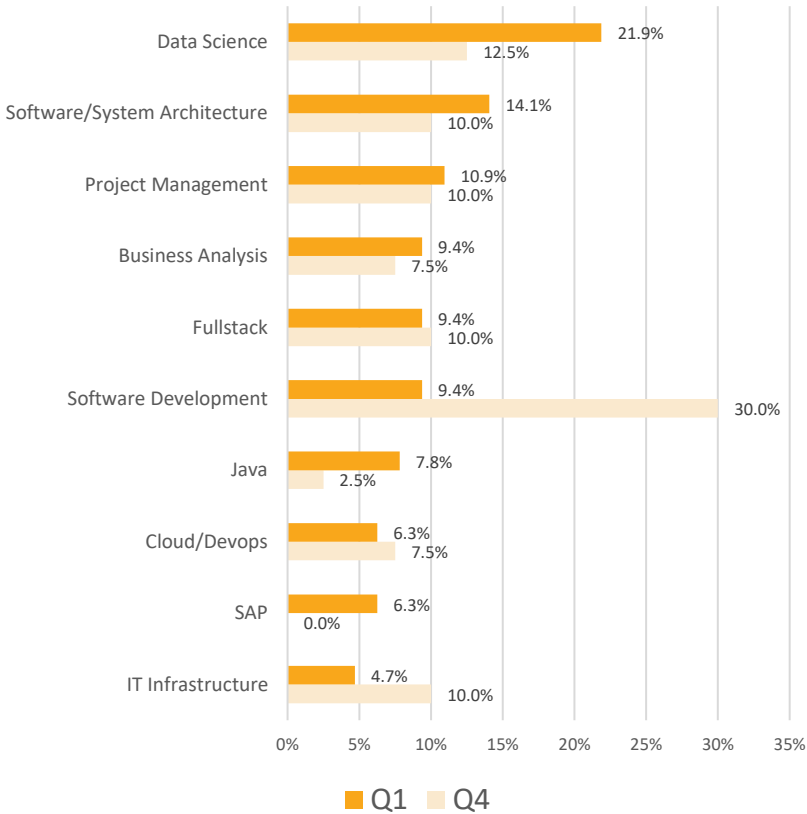


Casandra Averfalk
Skill Practice Lead, System
Development, Ework Group



Most requested skill areas

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

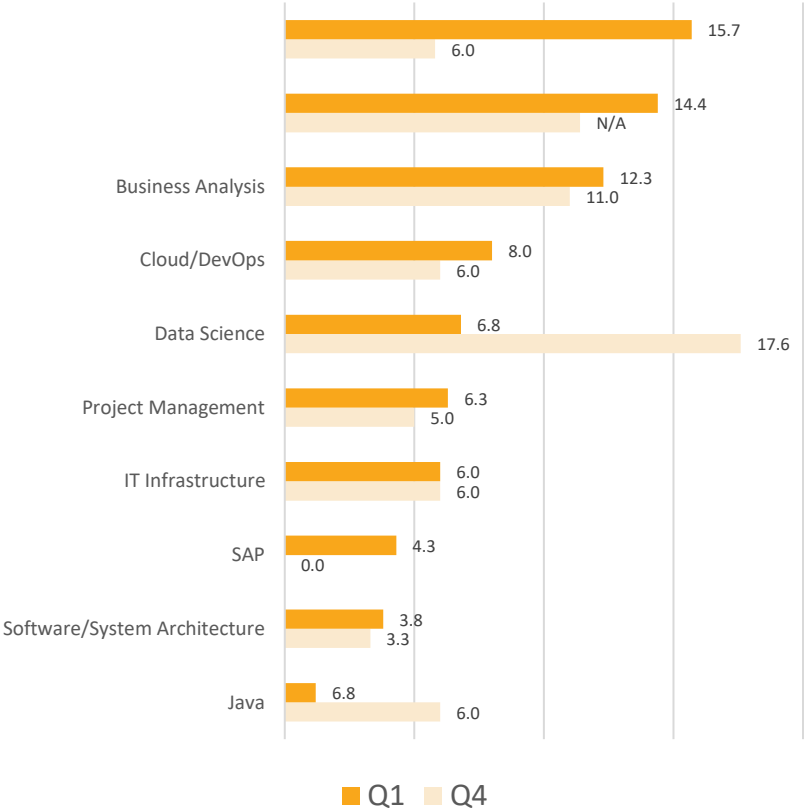


This slide highlights client demand by skill area in Q1 2026, measured as share of total request volume, with a comparison to Q4 2025. Data Science emerges as the most in-demand skill area in Q1 2026, increasing markedly from 12.5% of total demand in Q4 2025 to 21.9%, indicating a clear shift toward data-driven capabilities at the start of the year. Software/System Architecture and Project Management also strengthen their relative positions, both showing moderate increases compared to the previous quarter. By contrast, Software Development, which dominated client demand in Q4 2025 at 30.0%, experiences a sharp decline to 9.4% in Q1 2026.



Average number of applications in most requested skill areas

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

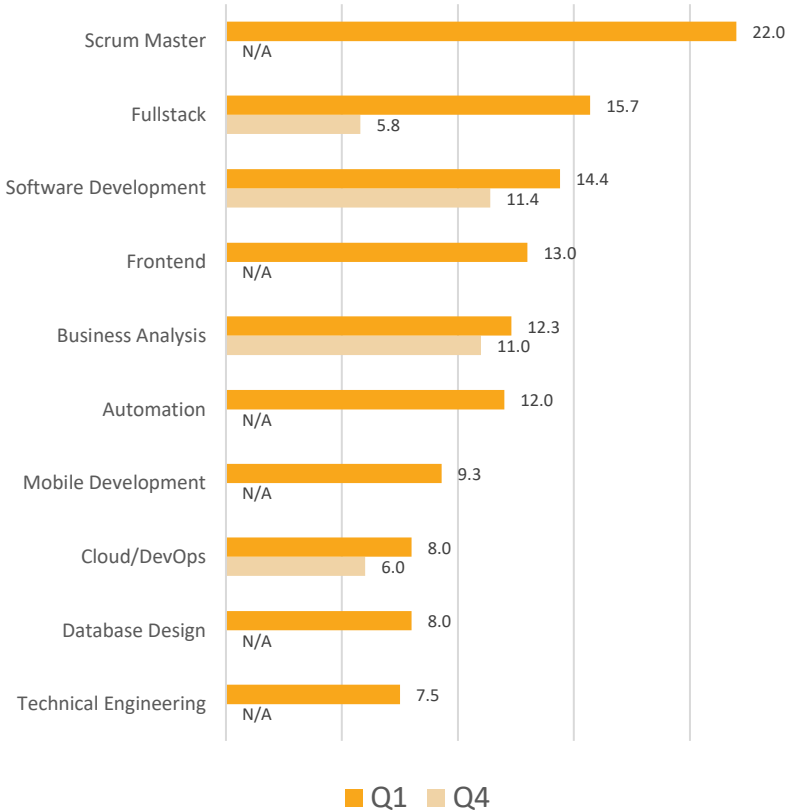


Among the skill areas with the highest demand, Fullstack and Software Development stand out as the most competitive areas, both showing a clear increase in application volumes compared to the previous quarter, indicating intensified candidate competition. Business Analysis also remains a highly competitive area, with application levels increasing slightly from Q4 2025 to Q1 2026. By contrast, Data Science, which experienced particularly high competition in Q4 2025, shows a marked decline in Q1 2026.



Most competitive skill areas

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

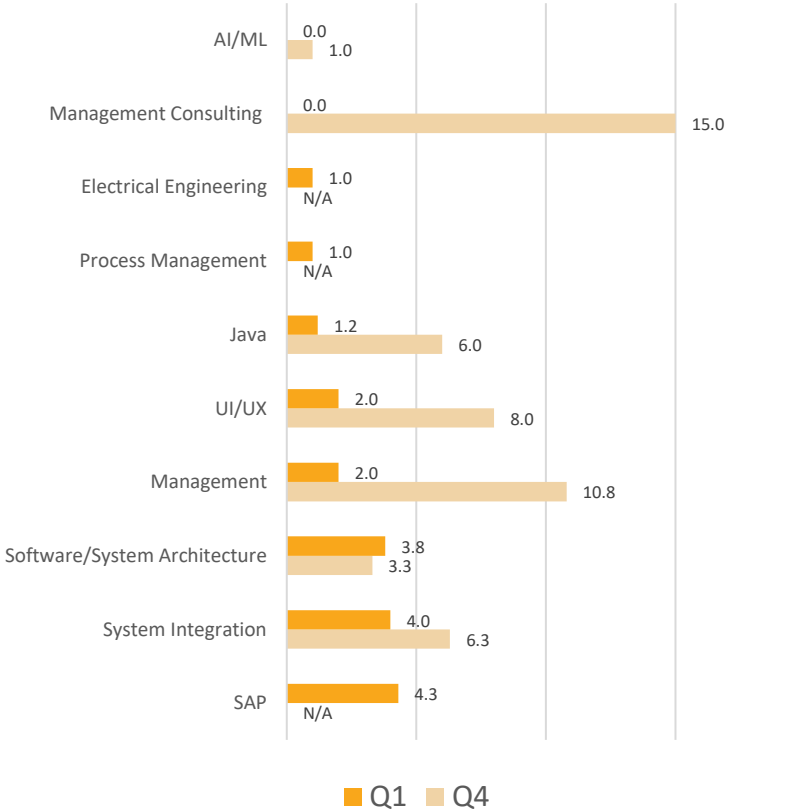


This slide presents the skill areas that attracted the highest number of applicants per request, highlighting where candidate interest was most concentrated in Finland during Q1. Scrum Master stands out as the most competitive, averaging 22.0 applications per request. Fullstack also records a sharp increase in competition, rising from 5.8 to 15.7. Software Development, Frontend, and related areas attract high application volumes in Q1, reinforcing strong candidate concentration within the system development domain.



Least competitive skill areas

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



This slide highlights the skill areas with the lowest number of applications in Q1, offering a glimpse into local supply and demand dynamics and areas to possibly focus on from a consulting company or freelancer perspective.

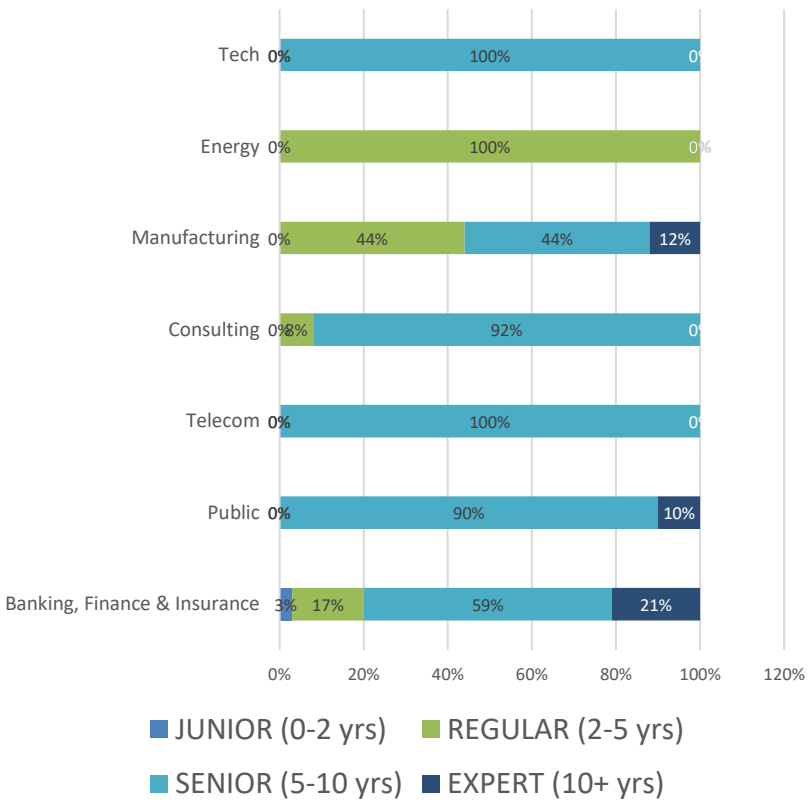
In Q1, AI/ML unexpectedly dropped to zero applications, highlighting our need to strengthen network within this critical field. Management Consulting, UI/UX and Java also show unexpectedly low response levels.

These trends suggest that while some highly specialized or previously popular roles are seeing fewer applicants, other areas are gradually attracting more attention from candidates, reflecting shifting market priorities and emerging opportunities.



Requested seniority level per industry

Requested seniority level per industry



This chart shows how new requests are distributed across different seniority levels. From a consultant perspective, this offers useful insight into market dynamics. At a glance, it's clear that senior roles continue to dominate — a trend that has remained consistent over the past few quarters. The high relative demand for regular level consultants within the Energy sector stands out, albeit at low request levels. We also continue to see a low demand for junior level profiles, which stands out a bit for Finland, as we've seen some increase here in search for very niche competencies in e.g. the AI Skill Area in other markets.

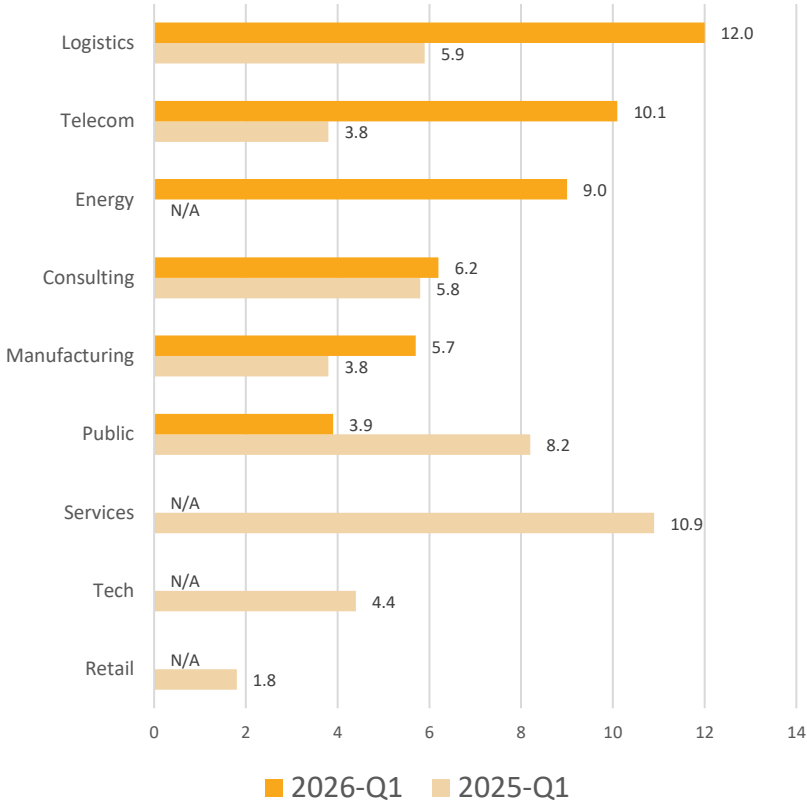


Michael Hellman
Skill Practice Lead, Engineering,
Ework Group



Contract length per industry

Avg. length (months) of contracts per industry



Here we're looking at average contract lengths, which serves as an indicator of the market pressure as well. It's worth clarifying that in this case we are comparing with the same quarter last year to eliminate seasonal variations.

*What stands out here are the impressive contract lengths in the **Logistics** and **Telecom** sectors, increasing massively during Q1 2026. The previously mentioned **Energy** sector also enters this table with good numbers.*

*On the other end, the **Public**, **Manufacturing** and **Consulting** industries show more cautious contract lengths.*



Most trending skills

Top 10 requested skills Group Level Q1 2026

1. Azure
2. SQL
3. Project Management
4. Python
5. CI/CD
6. SAP
7. Java
8. AI
9. DevOps
10. Agile

Top 10 requested skills Finland Q1 2026

1. Java
2. SQL
3. Project Management
4. AI
5. CI/CD
6. Azure
7. Python
8. Scrum
9. Snowflake
10. ETL

While global demand in Q1 2026 is driven by cloud, data, and AI capabilities, Finland shows a stronger emphasis on core development and data engineering. Skills like Java, SQL, Snowflake, and ETL highlight a focus on building and scaling data platforms and pipelines, while Azure and CI/CD support modern cloud-based delivery. At the same time, Project Management and Scrum rank highly, underscoring the importance of structured, agile execution.

Overall, Finland's market reflects a delivery-focused, data-centric environment, where organizations are not only exploring AI but actively implementing data infrastructure and integrating it into production system.



Check out our Podcast to gain further insights about how the market is transforming:

 Listen to all episodes [<<here>>](#)

