



ework GROUP

Consultancy Market Trends & Insights

Finland

Q2 2025

Consultancy Market Trends & Insights: Q2 2025

Stay ahead of the curve with the latest trends shaping the talent market. In our Q2 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 November!



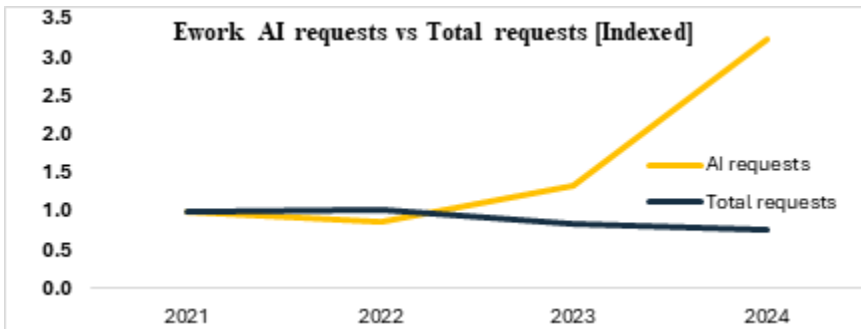
Introduction

I hope you got a good start after a well-deserved vacation. We are entering a new normal again, where the current world of work is still uncertain and, in a flux state where the only constant is change. Maybe you feel it too? And yes, I'm talking about the ongoing conflicts, the tariffs (let's wait for the effects from what settled), the build-up of European independence and so on.

To quantify the current uncertainty, I usually have a look at the [World Uncertainty Index](#), which somewhat explains how the world responds to the uncertainty. The World Uncertainty Index has continued to move upwards ever since November 2024 and shows no signs of slowing down.

AI also needs to be mentioned of course. First of all, I'm really excited by the [Sferical AI](#), and the outcomes of this AI project. And secondly, the European supercomputer [Jupiter](#) that was inaugurated lately, to also support the European competitiveness when it comes to AI, research and innovation. Let's see what the future holds in this space.

Looking at some data that relates to AI skills, we can also see that these skills are not only present in IT-related roles anymore. Now AI-skills start to be evident across industries and roles.



In Ework's Verama, we see a factor 3X more jobs listed with at least one AI-skill, over the jobs without. Looking at global data from other job boards, the same phenomenon is also seen. I guess this sort of development will not stop. We need to embrace it, adapt, and accept the way we're working is changing, i.e. the HOW. This will require some sort of skills shift to meet the future demands. Human skills are more important than ever, that's for sure. Think about it, for those of you working with AI, you may solve the same problems now, but in completely new ways. Right?

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

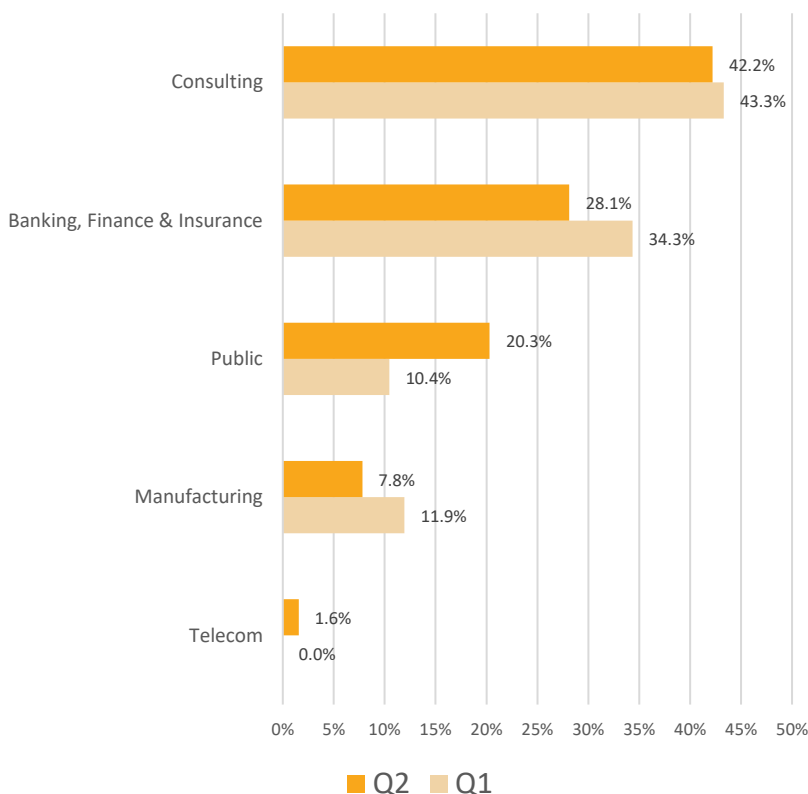
Engineering

- 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



“The consulting sector continues to hold the top position with almost no change from the previous quarter. The Banking, Finance & Insurance sector has seen a drop in requests, moving from 34% in Q1 to 28% in Q2. This decline may point to a slowdown in new initiatives within the sector.

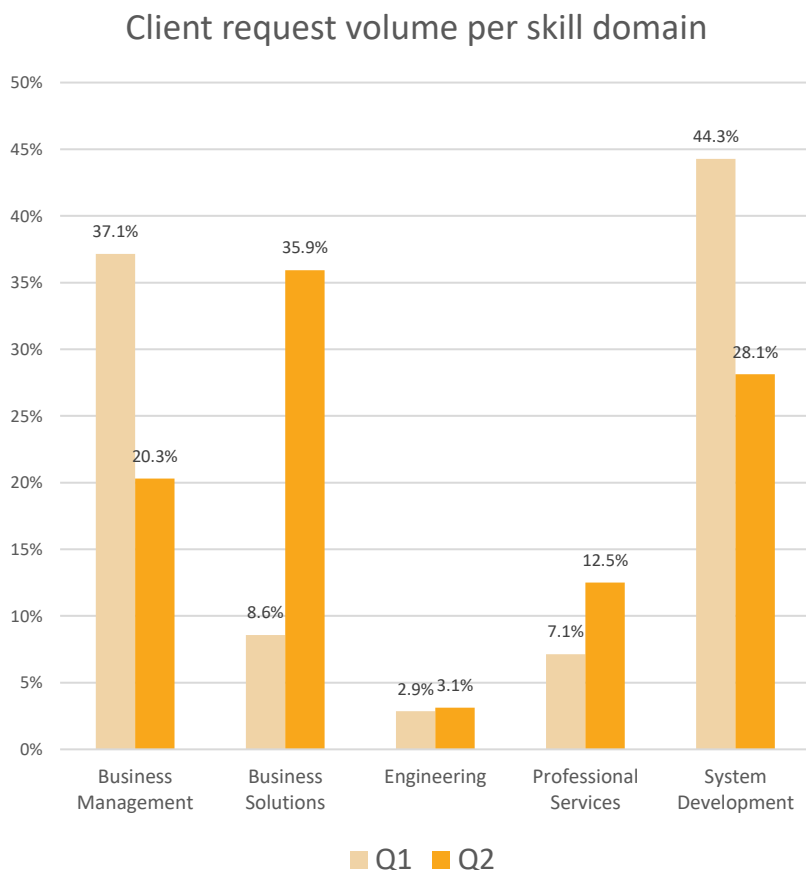
In contrast, the public sector has grown rapidly, nearly doubling from 10.4% to 20.3%. Maybe due to an active phase of modernization and investment in public services, driven by government priorities and available funding.”



Selena Muratovic
Skill Practice Lead, Business Management,
Ework Group



Client request volume per Skill Domain



"In Finland, Business Solutions surged sharply (27.3pp), overtaking System Development, which dropped notably (-16.2pp). Business Management also fell, while Professional Services and Engineering grew modestly. This signals a strategic shift from pure tech delivery towards solution-oriented and consultancy-driven demand, reflecting clients' focus on integrated business transformations."

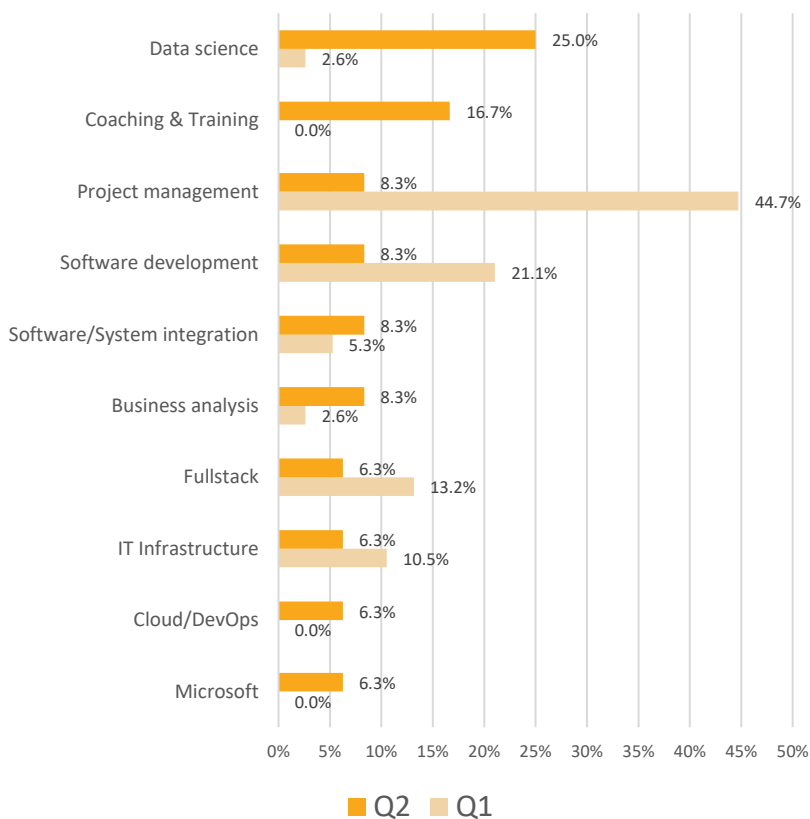


Casandra Averfalk
Skill Practice Lead, System
Development, Ework Group



Most demanded skill areas

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



“This quarter shows major shifts in skill demand. Project management has dropped sharply from 44.7% to 8.3%, while Data Science surged from 2.6% to 25%, reflecting a growing focus on analytics and AI. Coaching and training also rose from 0% to 16.7%, likely due to upskilling initiatives.

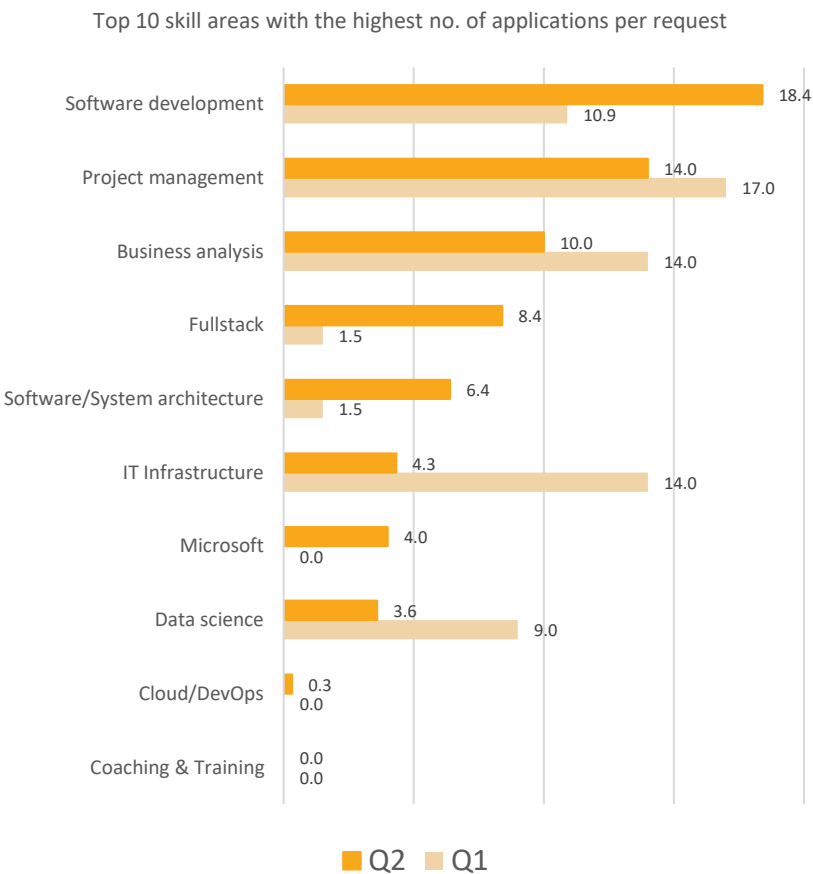
On the other hand, Software Development, Fullstack, and IT infrastructure roles declined, suggesting a temporary slowdown in broad development projects. Overall, demand is shifting toward data-driven and skill-building roles.”



Selena Muratovic
Skill Practice Lead, Business Management,
Ework Group



Average number of applications in most demanded skill areas



“The chart shows that, among the skill areas with the highest demand, Software Development, Project Management, and Business Analysis received the highest number of applications per request in Q2, indicating strong competition in these areas. Notably, Software Development saw a significant increase from Q1 to Q2, suggesting rising interest of candidates. On the other hand, skill areas like Cloud/DevOps and Coaching & Training received fewer applications, indicating less competition.”

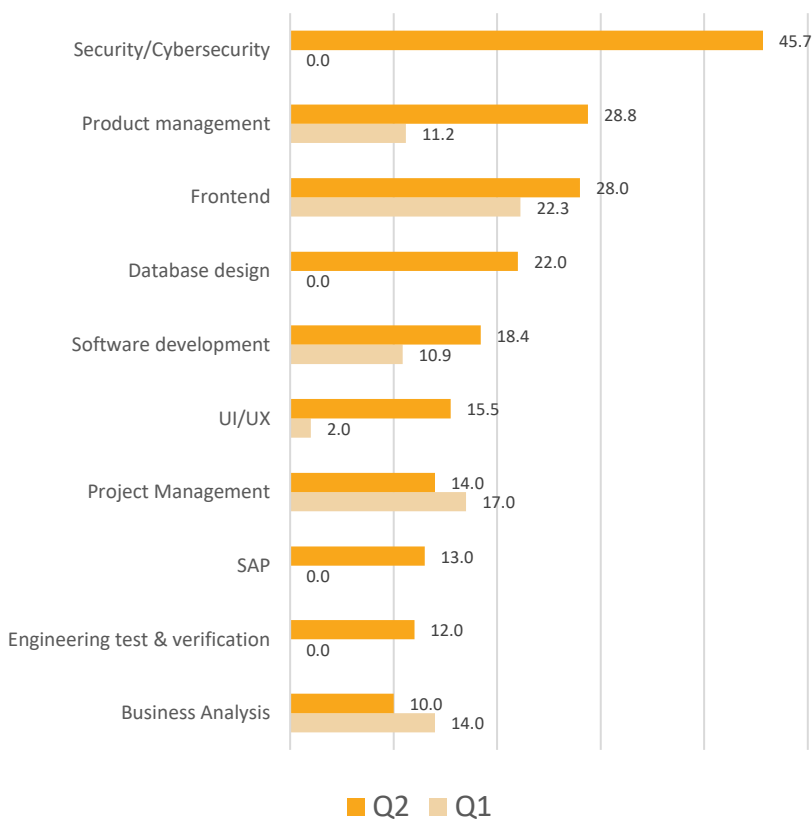


Anniken Sundby
Skill Practice Lead, Business Solutions,
Ework Group



Most competitive skill areas

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



“This quarter we’ve seen requests within the Cyber security field draw huge attention from our suppliers, setting a new record for the average amount of applications at 45.7. This is definitely a trending skill area, but still a bit of a surprise given that it is a very niche field. In other areas, we can see application levels generally soaring, not the least within Product management, following a tougher quarter in terms of absolute requests.

In spite of these trends, we surprisingly see Project management and Business analysis slightly going down in terms of average applications. These are two skill areas that are often good trend indicators.”



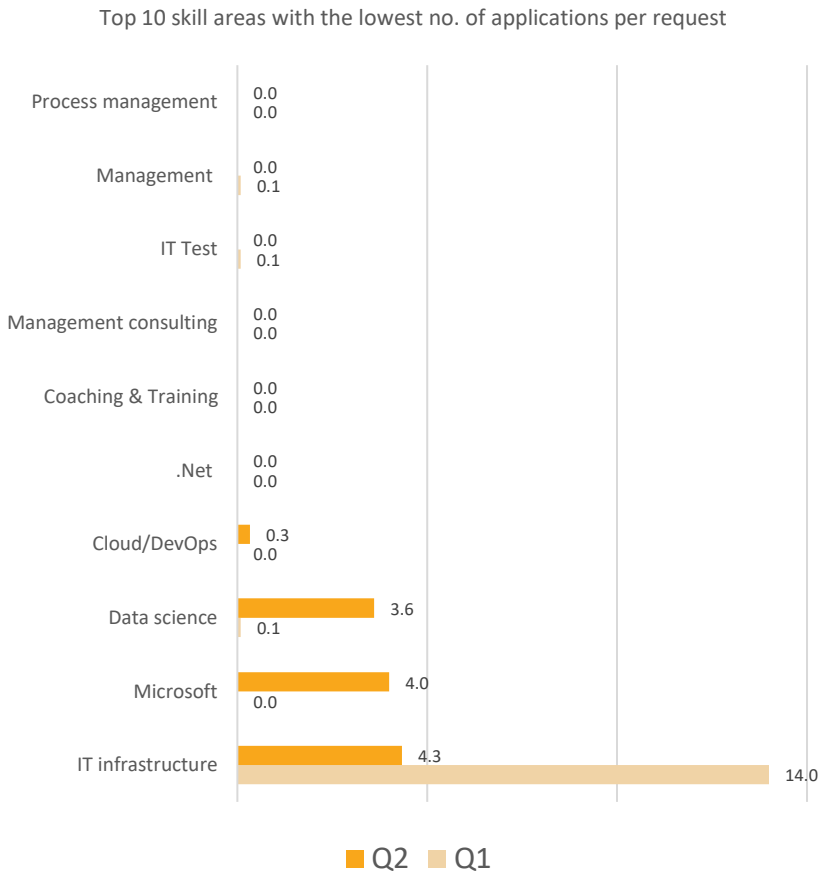
Michael Hellman

Skill Practice Lead, Engineering,
Ework Group

General



Least competitive skill areas

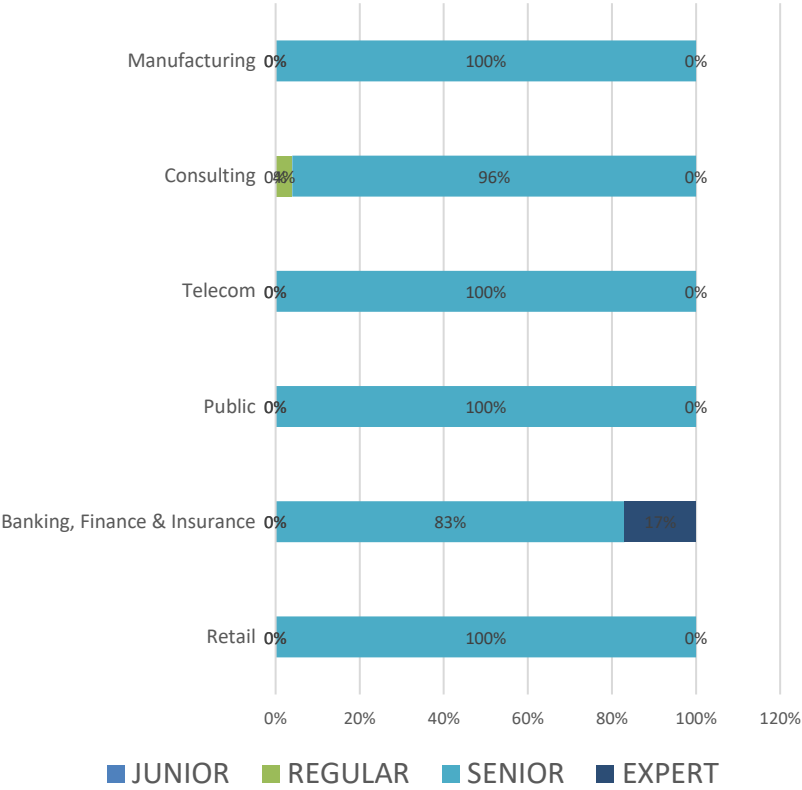


This slide highlights the skill areas with the lowest number of applications in Q2, offering a glimpse into local supply and demand dynamics. Interestingly, IT Infrastructure remains among the top 10 most demanded skill areas, yet applications dropped sharply from 14 in Q1 to just 4,3 in Q2. This suggests a growing gap between demand and available talent in this field.



Demanded seniority level per industry

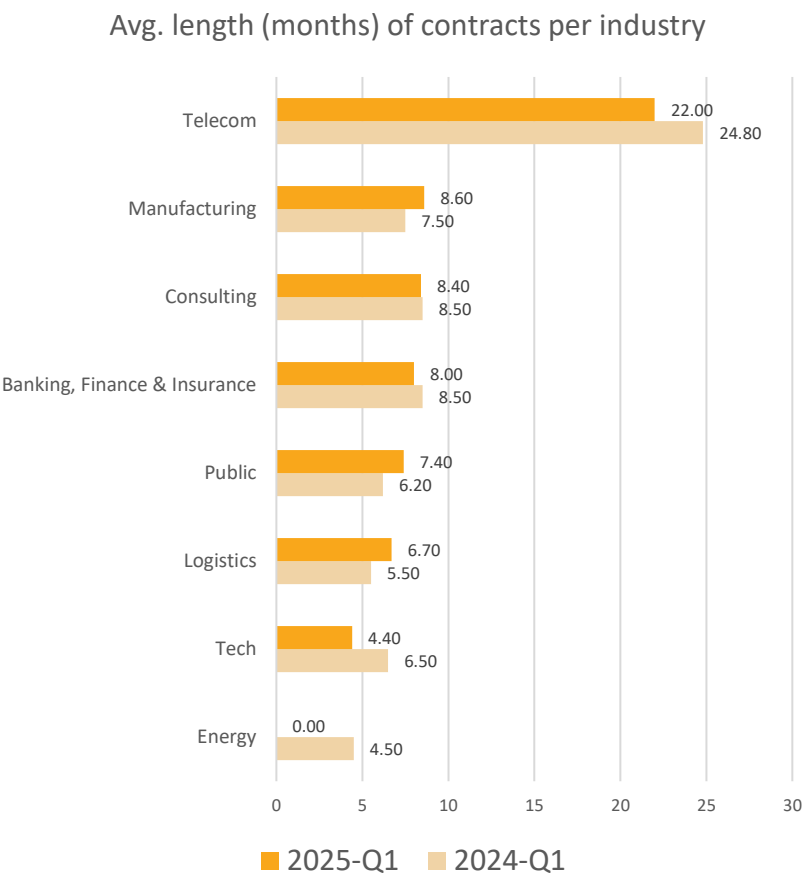
Demanded seniority level per industry



This chart shows how new requests are distributed across different seniority levels. From a recruitment 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 only anomaly is the 17% share of expert-level roles within Banking, Finance & Insurance, which stands out against the broader pattern.



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, even though we've seen a slight drop during Q2 2025. The other sectors show minor natural fluctuations, but a nice increase in the Manufacturing, Logistics and Public sector. The **Tech** sector however shows a continued decrease.*



Most trending skills

Top 10 demanded skills Group Level Q2 2025
1. Python
2. SQL
3. Java
4. .Net
5. DevOps
6. C#
7. Azure
8. CI/CD
9. AWS
10. React

Top 10 demanded skills Finland Q2 2025
1. Change Management
2. SQL
3. Project Management
4. Azure
5. Data Analyst
6. DevOps
7. Javascript
8. PowerBI
9. Python
10. Business Analysis

While global demand is led by technical and cloud-focused skills such as Python, Java, .Net, and DevOps, Finland shows a distinct shift toward organizational transformation and data-driven roles. The prominence of Change Management, Project Management, and Business Analysis alongside SQL, Azure, and Power BI suggests Finnish clients are prioritizing strategic digital transformation and analytics initiatives over pure software development. This marks a move from coding-centric demand to a blend of leadership, data insight, and cloud capability.

