EWORK GROUP

Consultancy Market Trends & Insights

Finland

Q2 2026

Consultancy Market Trends & Insights: Q2 2026

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

Introduction

From buying duration to buying speed

Welcome back, and I hope you had a good summer. I am still fighting with the alarm clock every morning. Hope you are doing better.

Q2 carried forward a cautious market, but a faster one. Contracts got shorter, decisions got quicker, and average client rates rose for a third quarter in a row. Clients are buying less time and more speed.

Our data reflects this clearly. Requests including AI skills are up 134% over the past year, and test and quality management rose 20% in the quarter alone to become Q2's most requested skill. We read those together: the more work AI produces, the more of it someone has to stand behind.

Across every market the pull was toward AI competence, and toward the speed of it. Think like this: AI finishes a task in seconds (slop or not). A client requests a role for an assignment measured in months. But over twelve months the work itself has changed, which means the assignment you finish may no longer be the one you started. Reskilling is not something you fit in between assignments anymore, it happens on the fly.

If your skills have moved this year, let your profile move with them. In Q2 we put more emphasis on exactly that, expanding our network of AI skills well beyond technology roles, because Finance, HR, operations and marketing are asking for them too. Update your profile in Ework's Verama rather than waiting for the assignment to end. Fall is here and the requests are coming in.

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

- Agile Roles
- Software Development
- Cloud/DevOps
- Database Design
- System Integration & API
- Mobile Development
- Software Architecture
- Software Test & QA
- UI/UX Design
- AI/ML

Business Solutions

- SAP
- Microsoft
- Oracle
- ServiceNow
- Data Science
- Other Platform Consulting
- Security/Cybersecurity
- IT Infrastructure

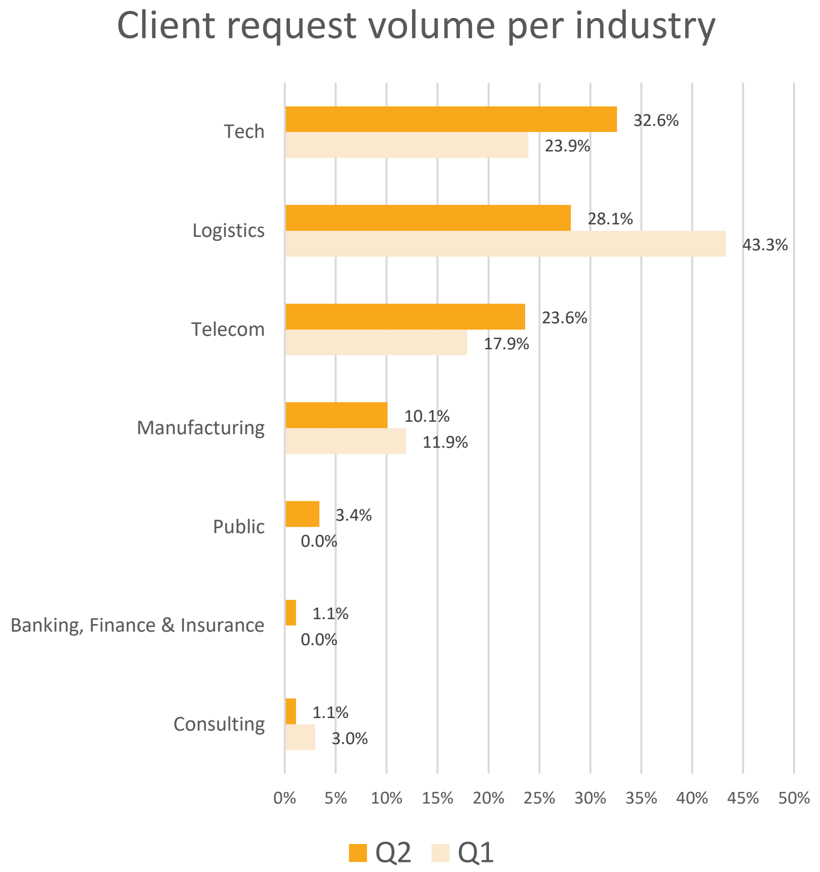
Professional Services

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

Engineering

- Embedded & Automation Engineering
- Construction & Facility
- Engineering Project Management
- Engineering Test & Verification
- Electrical Engineering
- Mechanical Engineering
- Environmental Engineering
- Technical Engineering
- Chemical Engineering
- Lab Engineering
- Technical Documentation

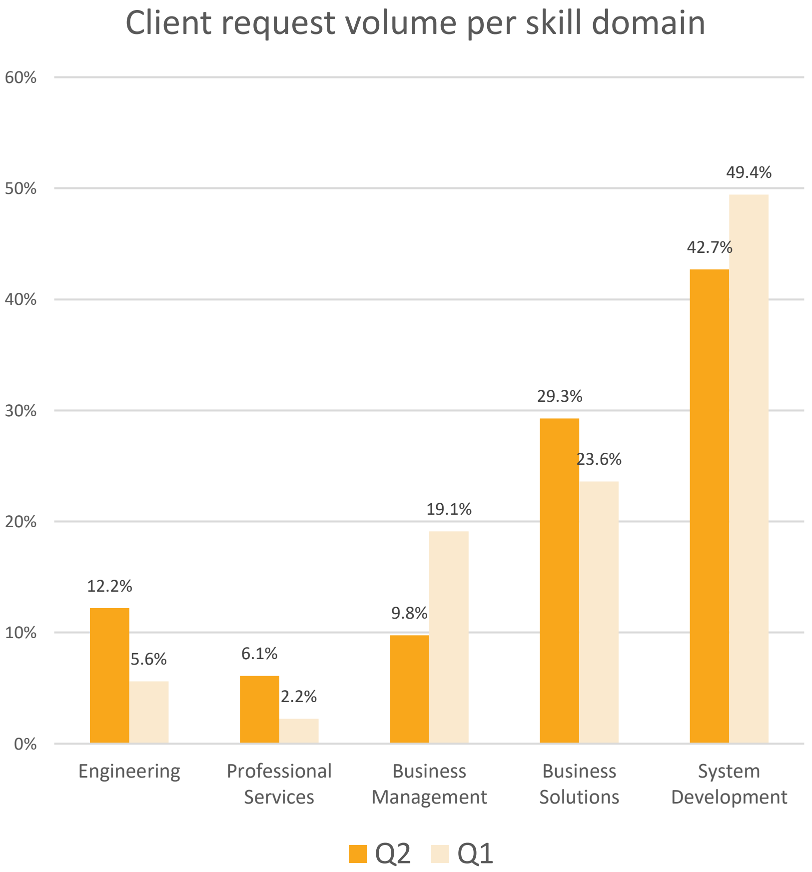
Client request volume per industry



*Looking closer at client request volume by industry in Finland during Q2 2026, wee see that the **Tech industry represents the largest share of overall demand at 32.6%, up from 23.9% in Q1**, and continues to strengthen its position as the leading demand segment. **Logistics remains a major driver of demand at 28.1% but shows a notable decline compared to the previous quarter, down from 43.3%.** Telecom also increases its share, rising from 17.9% to 23.6%, while Manufacturing experiences a modest decline, from 11.9% to 10.1%.*

Public sector and Banking, Finance & Insurance both move from effectively no activity in Q1 to a small but notable presence in Q2, at 3.4% and 1.1% respectively. Consulting, by contrast, continues to shrink, falling from 3.0% to 1.1%, indicating limited client activity in that industry during the quarter.

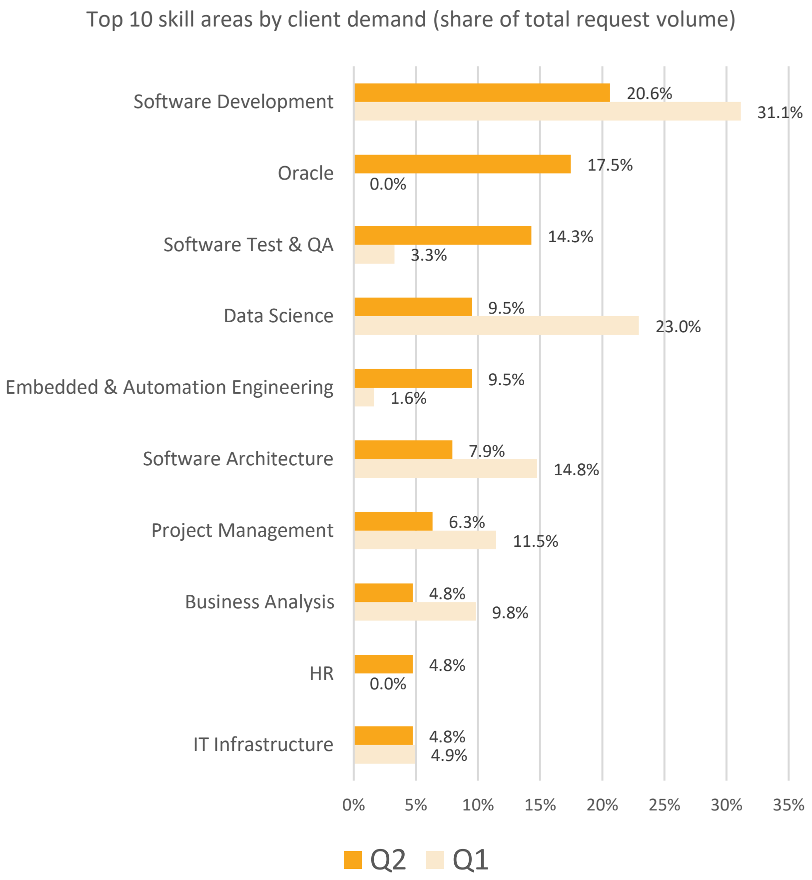
Client request volume per Skill Domain



***System Development remains Finland's largest Skill Domain** at 42.7%, despite declining by 6.7pp. At the same time, **Business Solutions** increased strongly (+5.7pp), while **Engineering** more than doubled (+6.6pp) and **Professional Services** also gained ground.*

*Overall, the market remains development-led, but demand is becoming more balanced, with growing emphasis on **solution delivery and specialized engineering expertise** alongside core software development.*

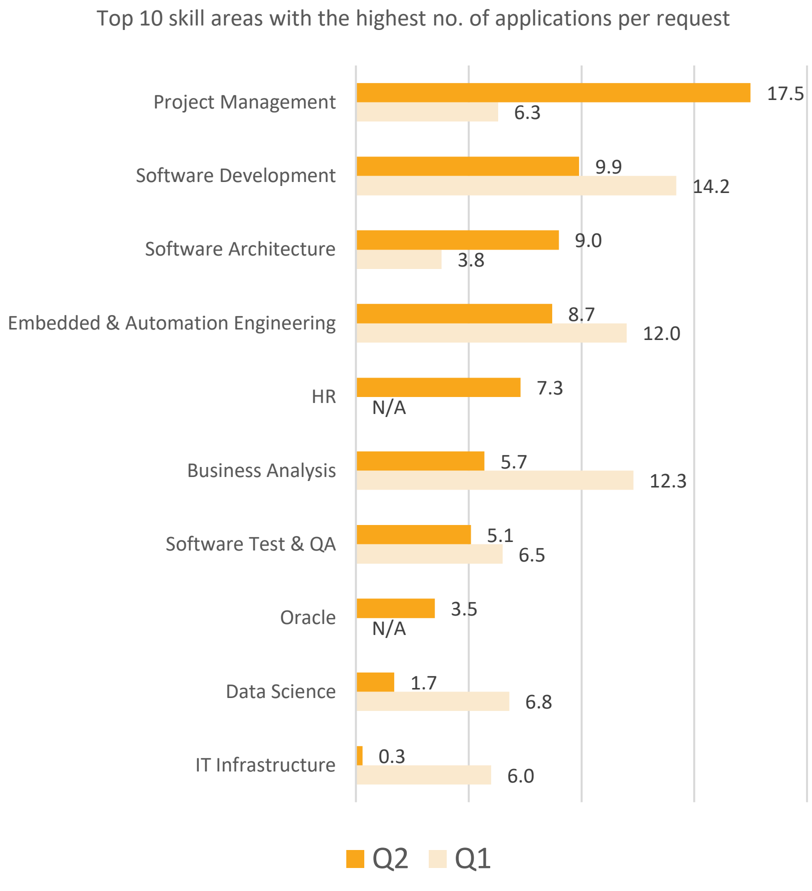
Most requested skill areas



*Finland's Q2 demand shows a clear shift away from **Software Development, Data Science, Software Architecture, and Project Management**, while new demand emerged in **Oracle, Software Test & QA, and Embedded & Automation Engineering**. Oracle's jump to 17.5% is particularly notable, making it one of the strongest areas in Q2.*

*Overall, the market remains technology-driven but appears to be moving from **data and development-heavy demand toward enterprise platforms, testing, and specialized engineering**, suggesting greater focus on **implementation, system reliability, and modernization of existing technology environments**.*

Average number of applications in most requested skill areas

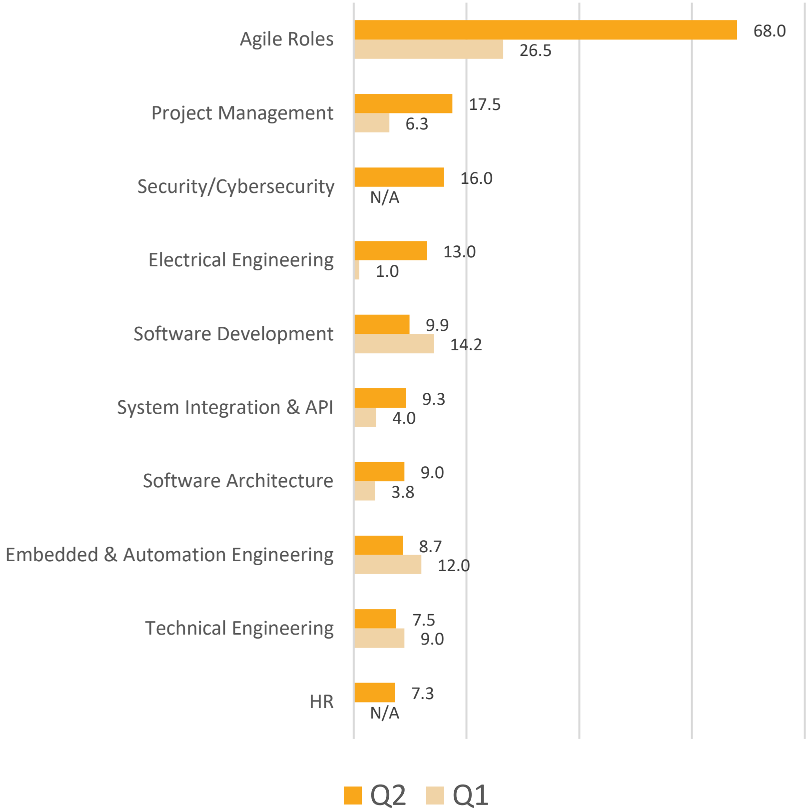


Finland's Q2 talent market shows a clear divergence between demand and available candidate supply. ***Project Management*** *stands out with applications rising sharply from 6.3 to 17.5 per request, while* ***Software Architecture*** *also strengthened significantly (3.8 → 9.0).*
In contrast, ***Data Science*** *saw applications collapse (6.8 → 1.7), and* ***IT Infrastructure*** *fell almost completely (6.0 → 0.3), indicating potentially tight talent availability in these areas.* ***Software Development*** *also declined (14.2 → 9.9), despite remaining a major demand area.*

Overall, candidate availability is becoming more uneven, with ***stronger supply in Project Management and Software Architecture but potential talent shortages in Data Science and IT Infrastructure****.*

Most competitive skill areas

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

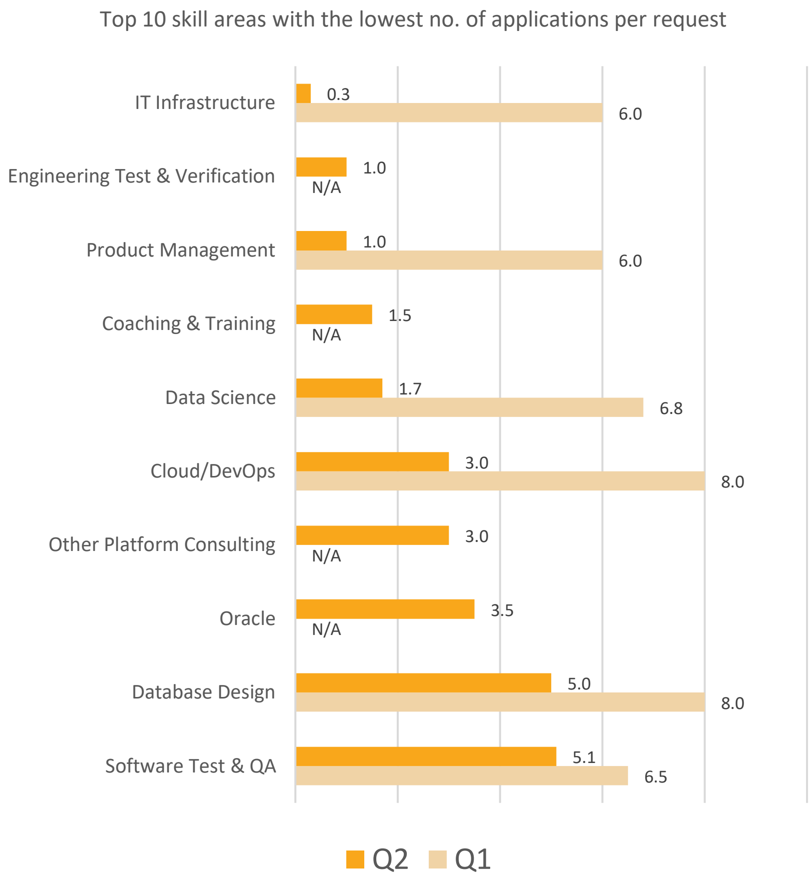


This slide presents the skill areas that attracted the highest number of applicants per request, highlighting where candidate interest was most concentrated in Finland during Q2 2026.

Agile Roles stand out by far as the most competitive, averaging 68 applications per request and more than doubling from 26.5 in Q1*.* ***Electrical Engineering*** *also shows a sharp increase in competition, rising from just 1 to 13 applications per request, while* ***Security/Cyber Security and HR*** *both emerge as newly competitive areas with no comparable data in Q1.*

By contrast, Software Development and Embedded & Automation Engineering both cooled slightly, reinforcing a shift in candidate concentration away from traditional engineering roles toward Agile and project-oriented positions.

Least competitive skill areas

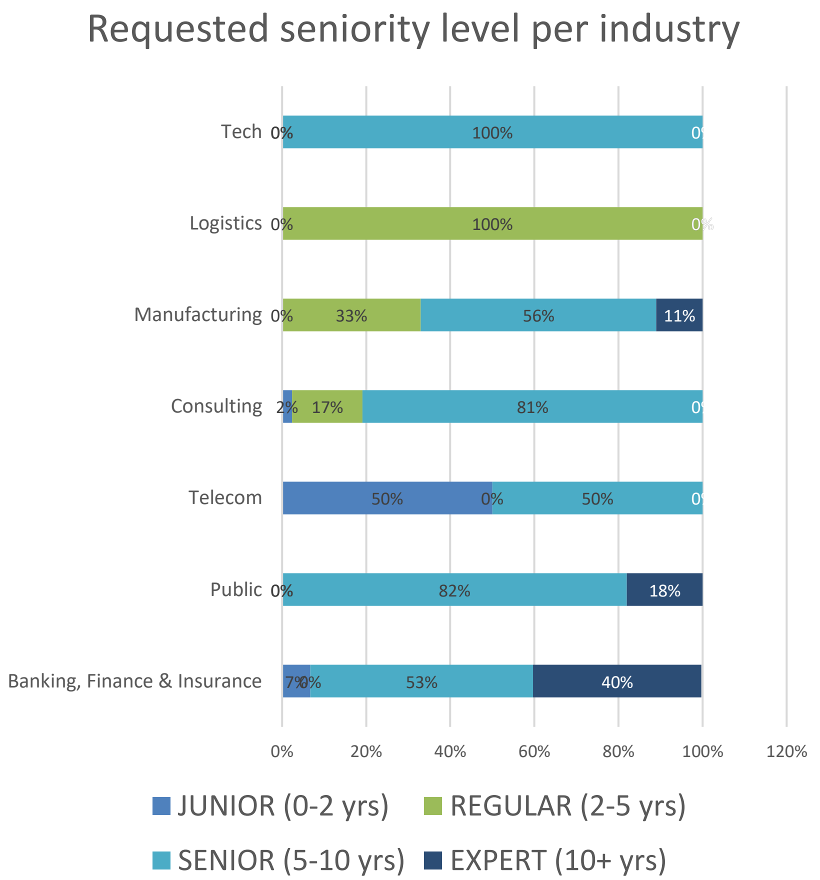


This slide highlights the skill areas with the lowest number of applications in Finland during Q2 2026, offering a glimpse into local supply and demand dynamics and areas to possibly focus on from a consulting company or freelancer perspective.

IT Infrastructure *stands out with a dramatic drop,* ***falling from 6.0 applications per request in Q1 to just 0.3 in Q2****.* ***Product Management and Data Science*** *show similarly steep declines,* ***from 6.0 to 1.0 and 6.8 to 1.7 respectively****.*

Overall, these trends point to continued talent scarcity in several specialized technical fields, reinforcing opportunities for Partners & Professionals to make a difference here.

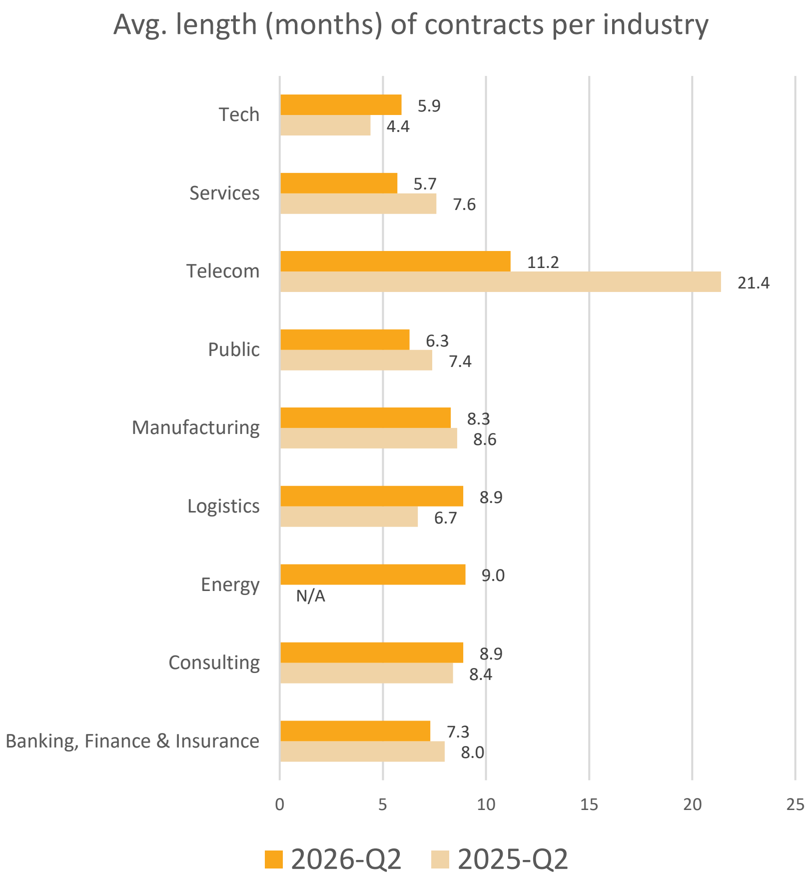
Requested seniority level per industry



*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 across most sectors **with Tech and Consulting** requests are heavily weighted toward senior profiles (100% and 81% respectively), while **Logistics** stands out by requesting exclusively regular-level (2-5 yrs) competence, which is unusual.*

***Banking, Finance & Insurance** shows the highest relative demand for **expert-level consultants at 40%,** alongside a notable 7% junior share, one of the few sectors showing any junior demand at all in all markets. Telecom also stands out with an even split between junior and senior requests (50% each) and no regular or expert-level demand. We continue to see very low demand for junior-level profiles across most sectors, 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.*

Contract length per industry



*Here we're looking at average contract lengths, which serves as an indicator of the market pressure. 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 is the sharp **normalization in the Telecom sector**, where contract length nearly halved from 21.4 to 11.2 months, suggesting last year's unusually long engagements have run their course. On the positive side, **Logistics and Tech both show solid growth**, up from 6.7 to 8.9 months and 4.4 to 5.9 months respectively, while Energy enters this table with strong numbers at 9.0 months.*

*On the other end, **Public, Banking Finance & Insurance and Manufacturing** show slightly more cautious contract lengths compared to last year, while Consulting remains largely stable, ticking up marginally from 8.4 to 8.9 months.*

Most trending skills

Top 10 requested skills Group Level Q2 2026
1. Test & Test Management
2. Project Management
3. SQL
4. SAP
5. AI
6. Python
7. Azure
8. API
9. CI/CD
10. Software/System Integration

Top 10 requested skills Finland Q2 2026
1. Test
2. Oracle
3. Azure
4. SQL
5. DevOps
6. HR
7. Automation
8. Agile
9. API
10. AWS

Finland's Q2 skill demand is closely aligned with the broader market around ***Test, Azure, SQL, and API****, confirming continued focus on* ***quality, cloud, data, and integration****. Finland also shows a stronger emphasis on* ***DevOps, Automation, Agile, and AWS****, pointing to a more hands-on technology delivery focus.*

The notable difference is the presence of ***Oracle and HR*** *in Finland's top 10, while* ***SAP, AI, and Project Management*** *rank higher at Group level.*
Overall, the Finnish market signals strong demand for ***modernization and automation****, with emphasis on* ***efficient, scalable, and agile technology delivery****.*

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

🎧 Listen to all episodes <<here>>