EWORK GROUP

Consultancy Market Trends & Insights



FINLAND | Q3 2026

General

Consultancy Market Trends & Insights: Q3 2026

Stay ahead of the curve with the latest trends shaping the talent market. In our Q3 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 January!

Introduction

Welcome back. The mornings have turned chilly and the leaves are changing color, and I am once again acting surprised that fall has arrived.

Q3 brought more demand, and clients changed what they ask for. Demand moved from technical delivery toward business management in Finland, Norway and Poland, and Project Management still led in Norway and Denmark and rose sharply in Finland and Poland. Sweden leaned toward engineering and software. Clients are asking less for hands and more for judgment, which means the person who decides what to build and checks that it works is worth more than the person who only builds it.

Our data reflects this clearly. Business Management requests nearly quadrupled their share in Finland and doubled in Poland, and AI is now the third most requested skill across Ework, up from fifth, behind only Test & Test Management and Azure. We read those together: someone defines the work, someone builds it with AI, and someone checks it.

If you have been the one who decided what to build and made sure it worked, that is what this quarter's requests are asking for. Update your profile in Ework's Verama with those assignments and what came out of them, and do it now, as requests are coming in. For more on AI in your field, take a look at our new Skillshift Temp.



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

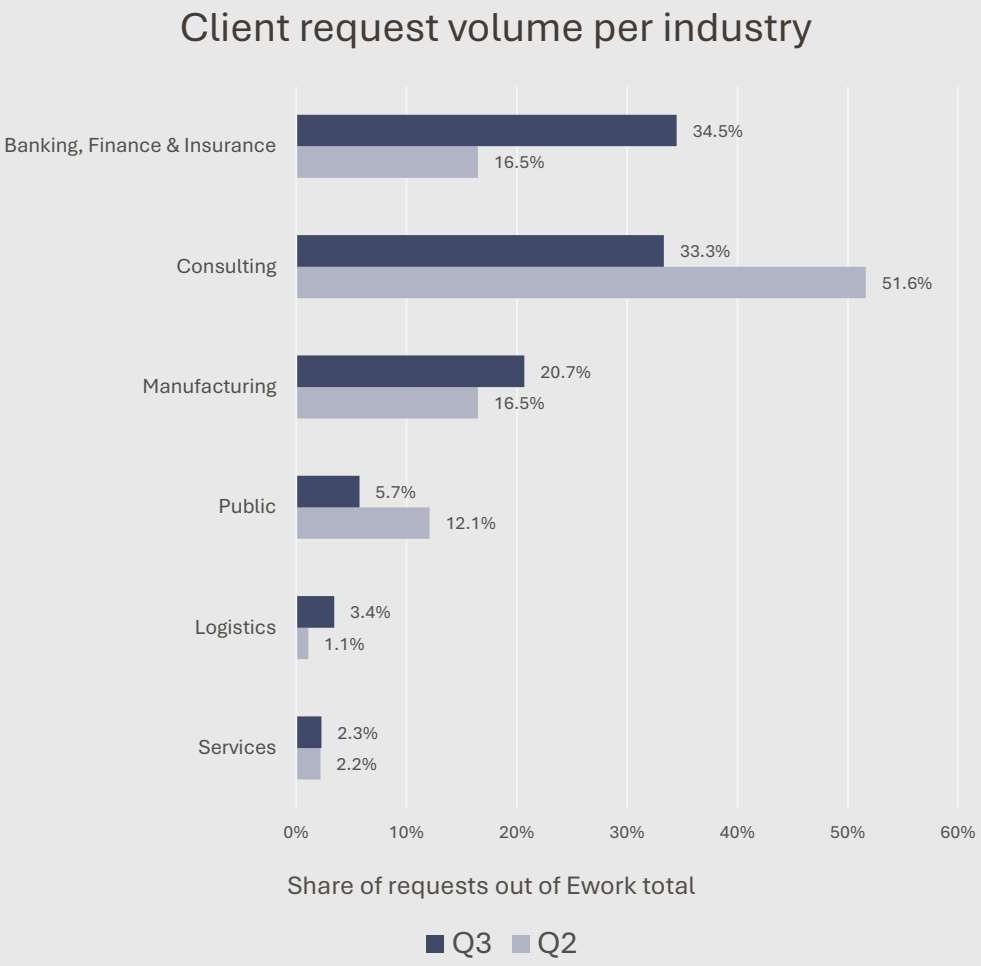
Professional Services

- 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

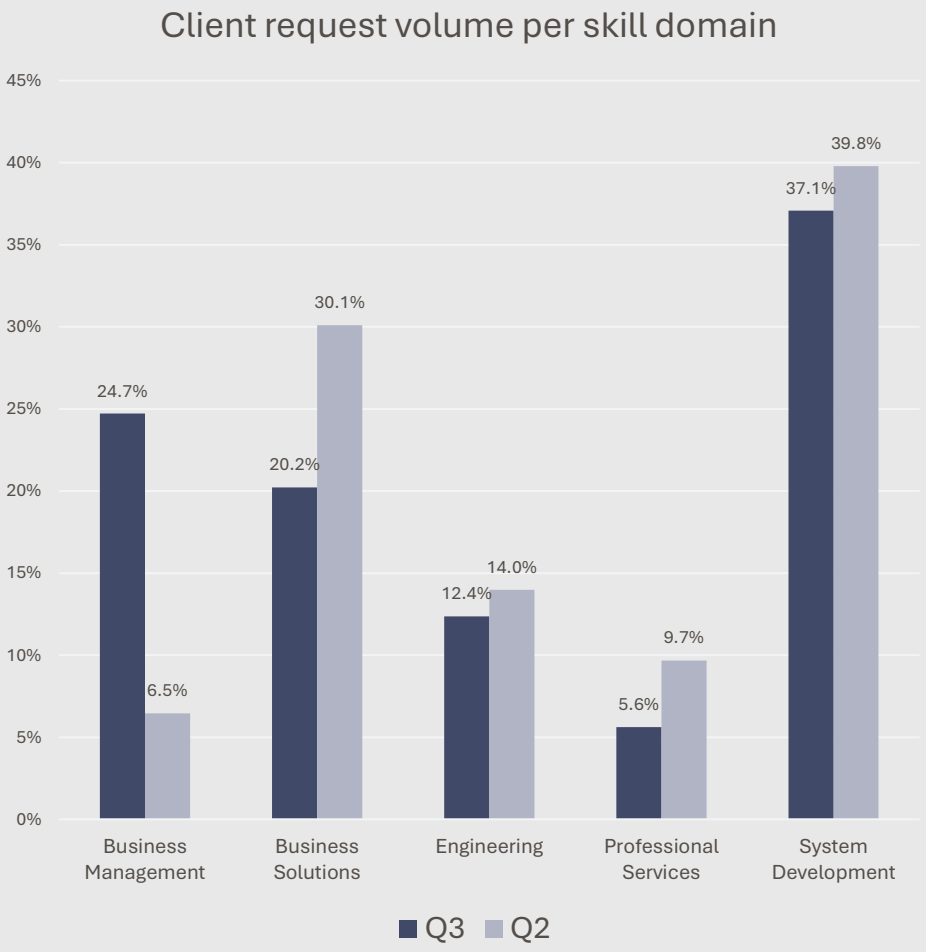


*Building on previous trends, we see **Banking, Finance & Insurance** emerge as the dominant demand segment at **34.5%**, more than doubling from 16.5% in Q2. **Consulting** follows closely at 33.3%, though this is a clear step down from the exceptionally high 51.6% share it held last quarter.*

*The most notable movement this quarter is **the sharp decline in the Public sector**, which fell from 12.1% to 5.7%, while **Manufacturing** gained ground, rising from 16.5% to 20.7%. **Logistics** also tripled its share from a small base (1.1% to 3.4%), and **Services** remains steady at around 2%, pointing to a shift in demand toward financial services and industry.*

It's worth clarifying that this is an illustration of how the volume of requests is distributed across the different industry segments, rather than absolute request volumes.

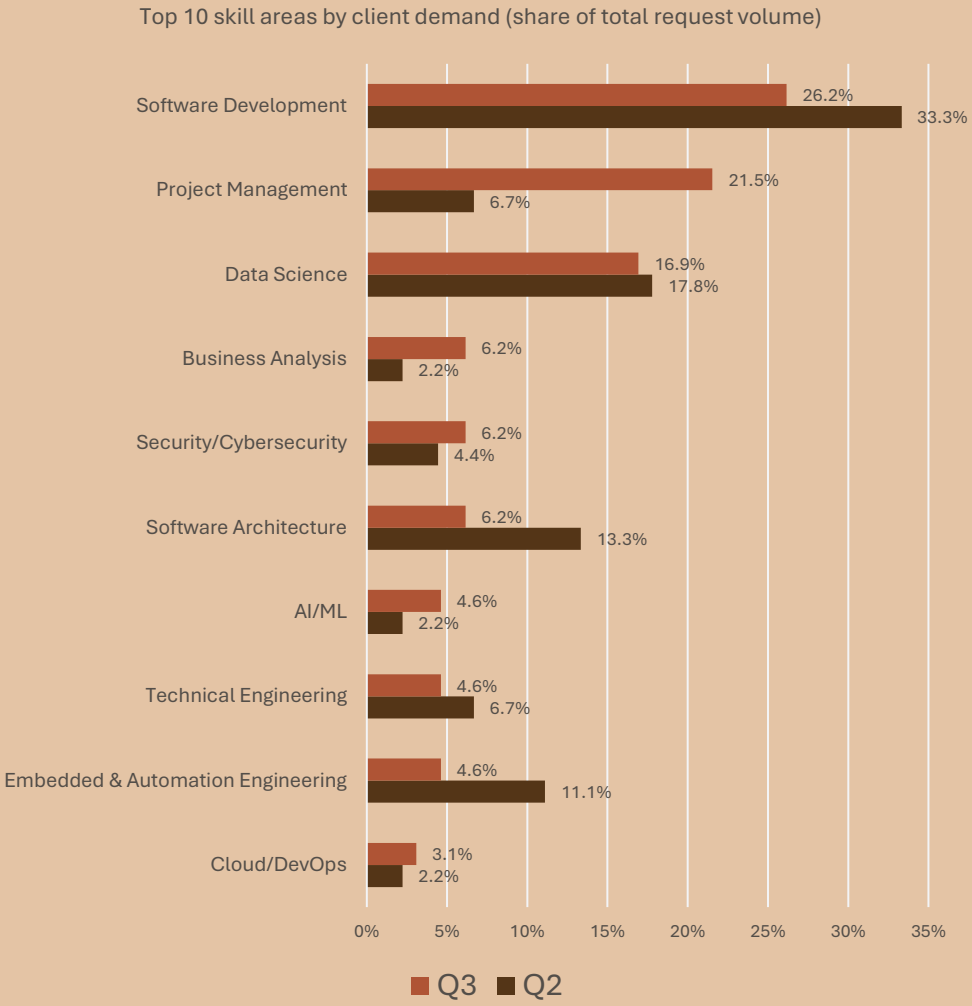
Client request volume skill domain



*Finland's Q3 client demand shows a significant shift toward **Business Management**, which increased by 18.2pp, becoming the second-largest skill domain. **System Development** remains the largest domain despite a modest decline, while Business Solutions saw a notable drop of 9.9pp. Engineering also declined slightly, and Professional Services experienced a sharper decrease.*

*Overall, demand is shifting toward **Business Management alongside continued demand for System Development**, indicating a stronger focus on business-oriented capabilities while technical delivery remains a key market driver.*

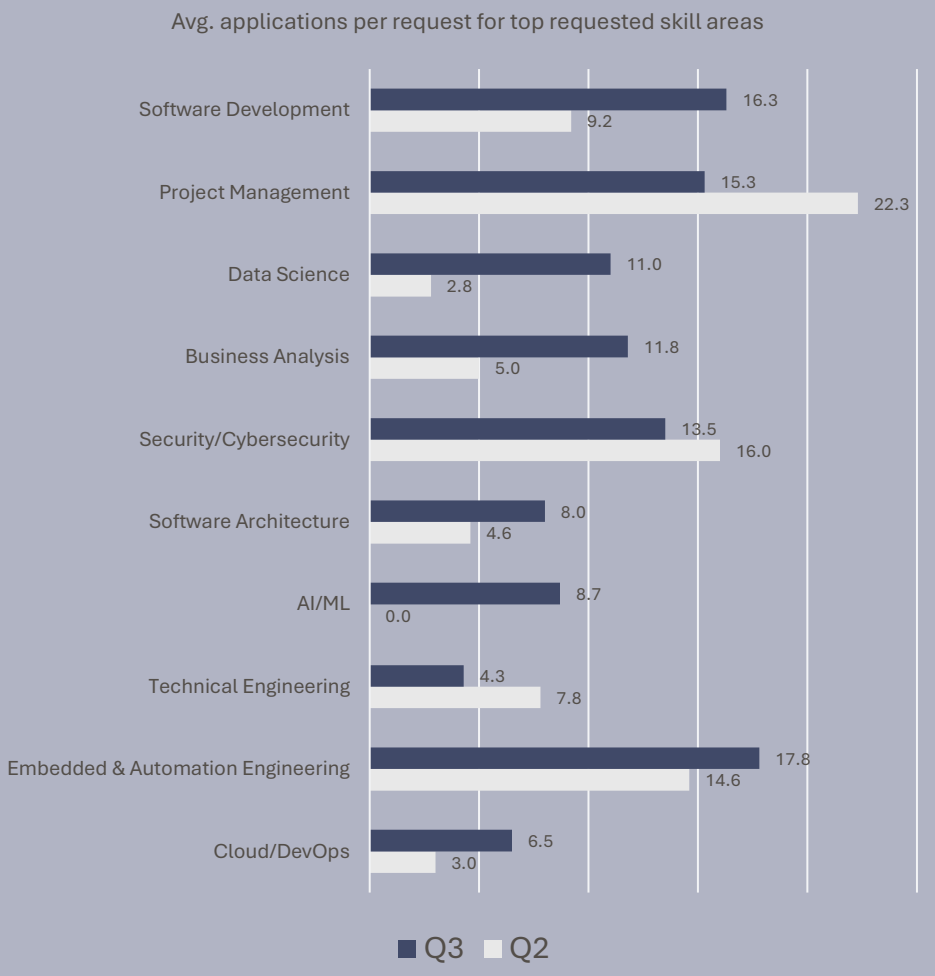
Most requested skill areas



*Finland's Q3 demand shows a strong shift toward **Project Management**, which increased by 14.8pp to become the second most requested skill area. Software Development remains the largest category despite a notable decline, while Data Science held relatively steady. Business Analysis, Security/Cybersecurity, and AI/ML also gained traction, whereas Software Architecture and Embedded & Automation Engineering saw significant drops.*

*Overall, demand is moving toward **project delivery, business-oriented capabilities, and AI-related skills**, while some specialized engineering and architecture areas have softened.*

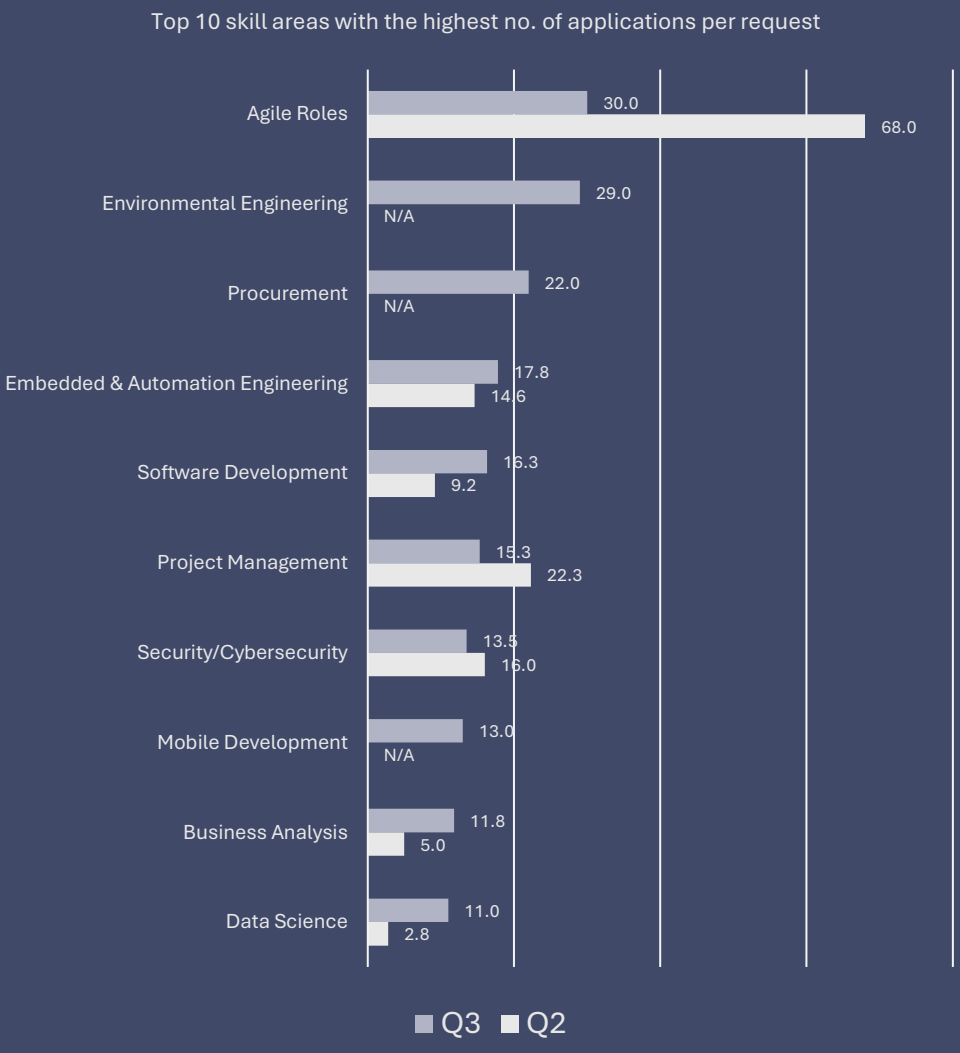
Average number of applications in most requested skill areas



*Finland's Q3 results show a stronger candidate response across several skill areas, particularly **Data Science, Business Analysis, and AI/ML**, which all recorded substantial increases in average applications per request. Software Development and Cloud/DevOps also attracted more applications, while Embedded & Automation Engineering maintained a strong response and reached the highest average. In contrast, Project Management and Security/Cybersecurity saw declines, and Technical Engineering experienced a notable drop.*

*Overall, **candidate engagement is strengthening across data, AI, and software-related areas**, although response levels vary across specializations, with some areas attracting considerably fewer applications than in Q2.*

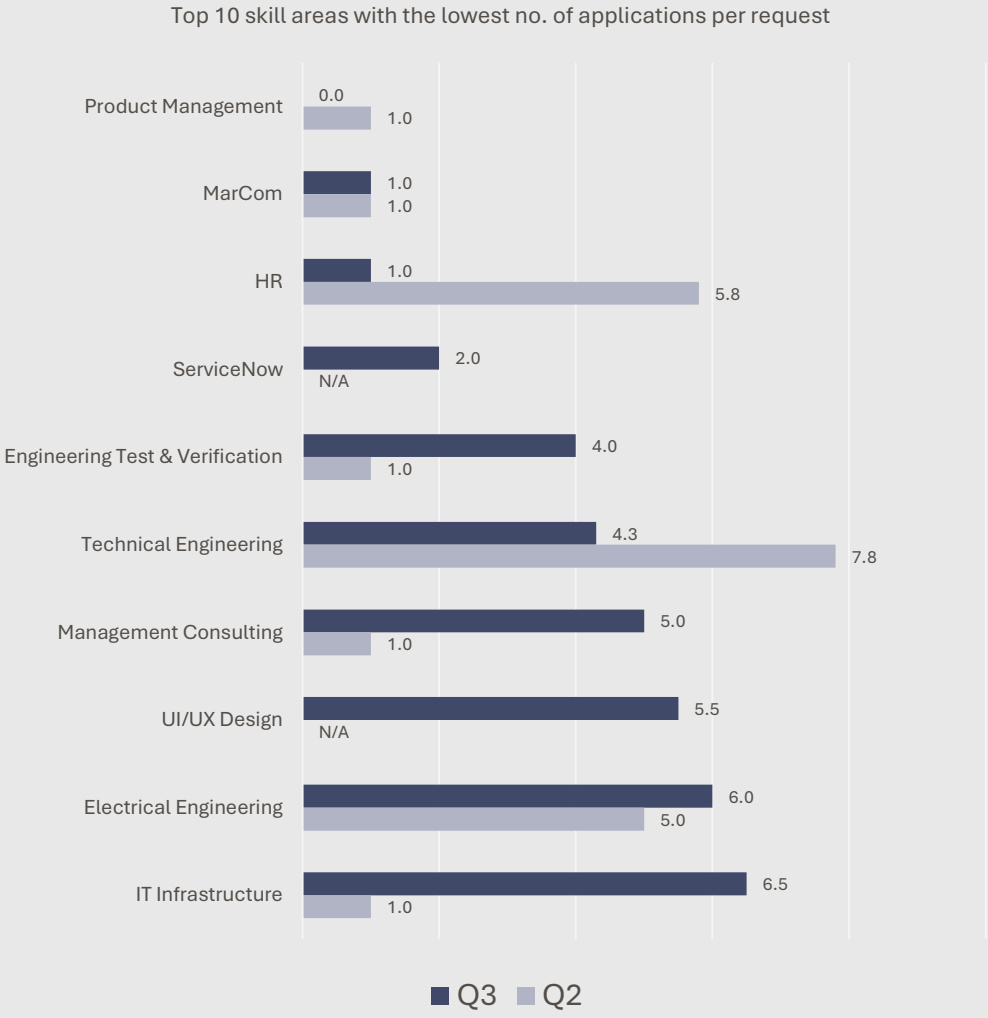
Most competitive skill areas



This slide highlights the skill areas that attracted the highest number of applicants per request in Finland during Q3, illustrating where candidate interest was most concentrated.

Agile Roles remains the most competitive area at 30.0 applications per request, though it cooled sharply from the exceptional 68.0 in Q2. Environmental Engineering (29.0) and Procurement (22.0) follow as newly competitive areas with no Q2 comparison. Data Science shows the sharpest increase among areas with comparable data, nearly quadrupling from 2.8 to 11.0, while Project Management eased from 22.3 to 15.3.

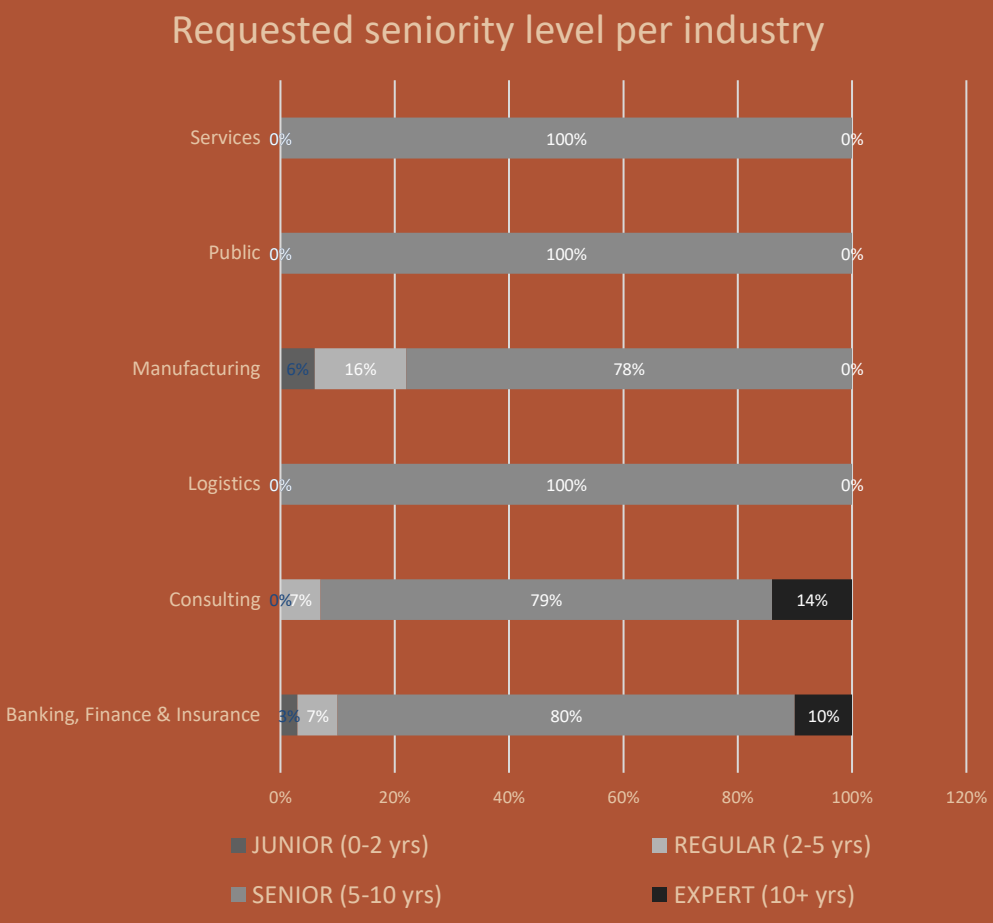
Least competitive skill areas



This slide highlights the skill areas with the lowest number of applications per request in Finland during Q3, offering a glimpse into local supply and demand dynamics and areas to possibly focus on from a consulting company or freelancer perspective. The tightest areas are Product Management, which dropped to zero applications per request (from 1.0 in Q2), and MarCom and HR at 1.0 each, with HR falling sharply from 5.8. Technical Engineering also eased, from 7.8 to 4.3.

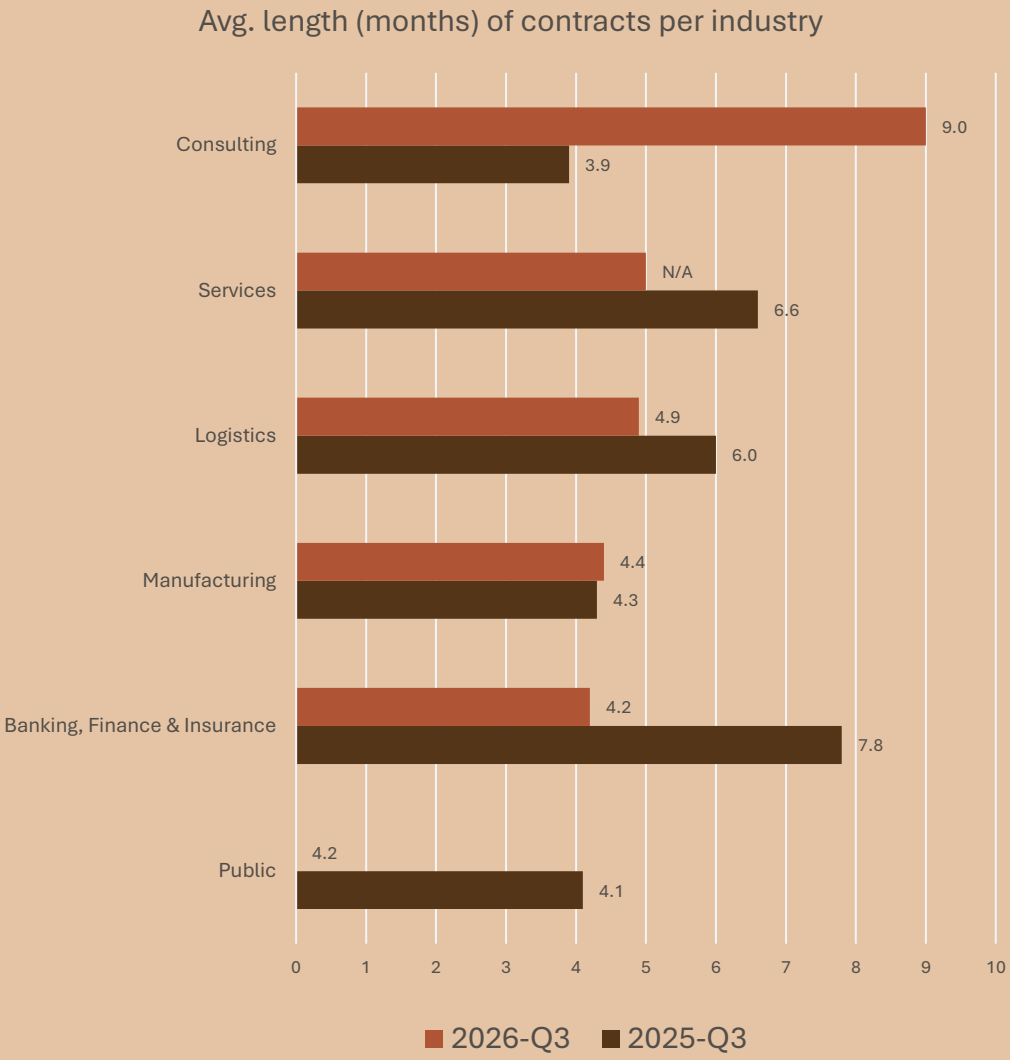
By contrast, several areas that sat at the very bottom in Q2 have recovered somewhat, including IT Infrastructure (1.0 to 6.5), Management Consulting (1.0 to 5.0) and Engineering Test & Verification (1.0 to 4.0), though from very low bases. This may point to a few small requests rather than a broad shift in candidate interest.

Requested seniority level per industry



This view shows the distribution of new requests across different seniority levels, offering insights into recruitment trends and providing a sense of market temperature. Senior roles continue to dominate, with Services, Public and Logistics requesting senior profiles exclusively (100%). Banking, Finance & Insurance and Consulting show the highest demand for expert-level talent at 10% and 14% respectively, while Manufacturing is the only industry with a notable regular-level share (16%) alongside a small junior share (6%). Overall, junior demand remains very low across the board.

Contract length per industry



The data points to a mixed picture across industries in 2026, with the most striking development being Consulting, where average contract length more than doubled from 3.9 months in 2025-Q3 to 9.0 months this quarter. Banking, Finance & Insurance moves in the opposite direction, dropping sharply from 7.8 to 4.2 months, while Services (6.6 to 5.0) and Logistics (6.0 to 4.9) also show declines, suggesting a more cautious approach to long-term engagements in those areas. Manufacturing remains stable at around 4.4 months.

Overall, contract lengths remain short across most industries, with Consulting standing out as the exception.

Most trending skills

Top 10 requested skills Group Level Q3 2026
1. Test & Test Management
2. Azure
3. AI
4. SQL
5. Project Management
6. Software/System Architecture
7. API
8. System Integration
9. System Security
10. Java

Top 10 requested skills Finland Q3 2026
1. Test & Test Management
2. AI
3. System Security
4. Project Management
5. SQL
6. Software/System Architecture
7. API
8. Azure
9. Automation
10. Java

*Finland's Q3 skill demand closely aligns with the broader Group trend, with **Test & Test Management ranking first in both lists.** AI also ranks highly in Finland, taking second place compared with third at Group level, highlighting the growing importance of AI capabilities. Project Management, SQL, System Security, Software/System Architecture, API, Azure, and Java appear in both top 10s, confirming shared demand for testing, data, cloud and software development expertise.*
*The key difference is Finland's stronger emphasis on **System Security**, which ranks third locally compared to ninth at Group level. **Automation** also features in Finland's top 10 but not in the Group ranking, while **System Integration** appears in the Group top 10 but not in Finland's. Overall, Finland's market reflects the broader digital skills trend, with additional emphasis on **security and automation**, alongside sustained demand for AI and software quality capabilities.*

Ework Skillshift Lens

Stay ahead with AI-powered insights into future skills and workforce trends. Ework Skillshift Lens is a digital platform that provides data-driven insights into evolving skills, workforce trends and the impact of AI.

EXPLORE THE FUTURE OF WORK

AI Skillshift Temp

Skillshift Temp is Ework's quarterly barometer of how the AI skills landscape is evolving. Follow the demand for AI expertise, see which skills are rising and declining, and track the growth of AI talents across our independent network.

TRACK THE TEMPERATURE OF THE AI SKILLS MARKET