



EWORK GROUP

Consultancy Market Trends & Insights

Finland

Q4 2025

Consultancy Market Trends & Insights: Q4 2025

Stay ahead of the curve with the latest trends shaping the talent market. In our Q4 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 May!



Introduction

From uncertainty to structure

The closing quarter of 2025 carried forward what defined much of the year: global uncertainty, geopolitical pressure, and organizations rethinking how they operate in a world shaped by AI and rapid change. But where earlier quarters felt reactive, Q4 showed something different. Our clients moved toward structure, planning, and execution.

Our data reflects this clearly. Project Management rose sharply across nearly every Nordic market, a sign that organizations are setting up for what comes next rather than firefighting the present. System Development grew significantly in Poland, Denmark, and Sweden, confirming that delivery and production are back at the center of spending. Public sector strengthened its position as the leading buyer across the Nordics. Contract lengths increased in most markets. And competition among consultants intensified, especially in cloud, backend, and enterprise skills like Azure, Java, Kubernetes, and SAP.

The market is preparing for 2026, and we see the signals in Verama.



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

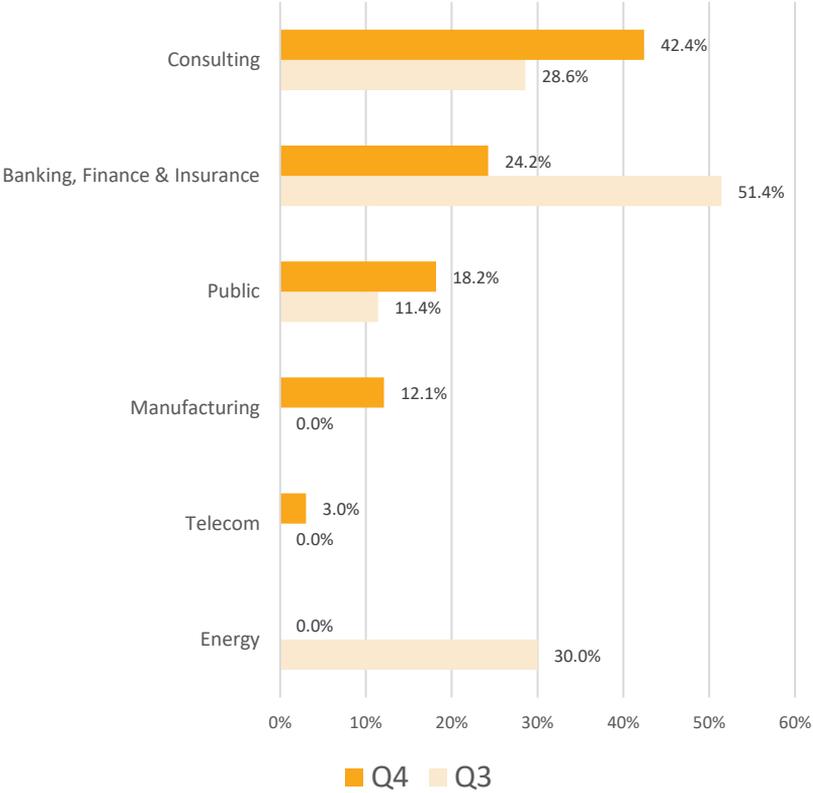
Lab engineering

Technical documentation



Client request volume per industry

Client request volume per industry



In Finland, Q4 shows a notable shift in client request distribution across industries compared to Q3. The most significant change is seen in the Banking, Finance & Insurance sector, where demand declined sharply in Q4. Similarly, the Energy industry experienced a substantial drop in Q4.

Consulting emerged as the most in-demand industry in Q4, showing strong quarter-on-quarter growth and taking the leading share of client requests. In addition, moderate increases were observed in the Public sector, Manufacturing, and Telecoms, indicating a broader variation of demand.

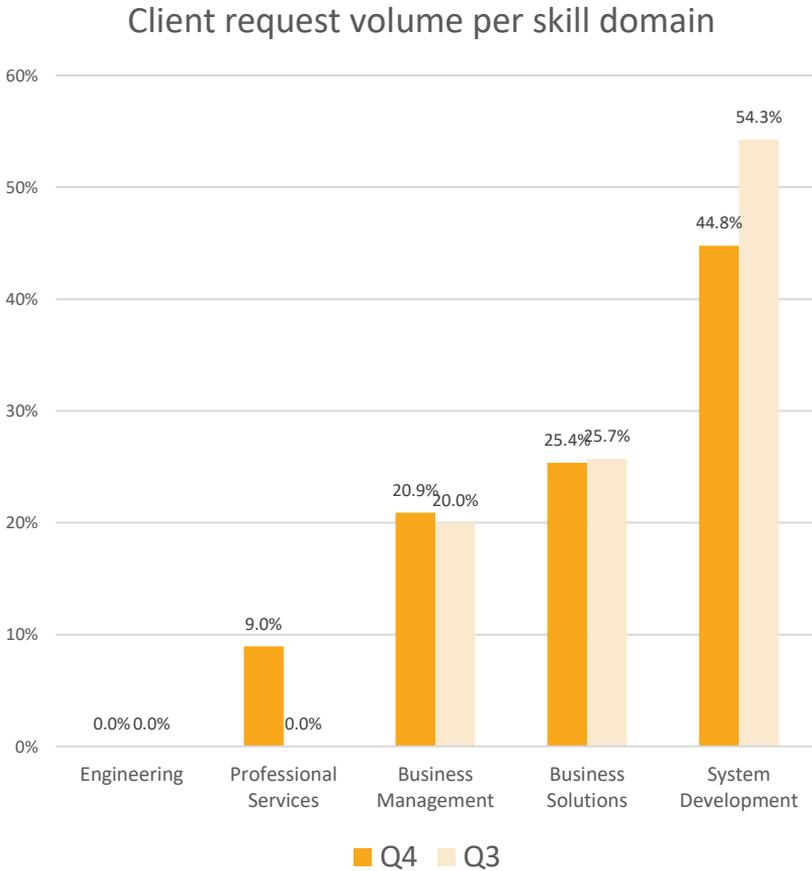
Overall, client demand in Finland became more evenly spread across industries, with less focus on financial services and energy, and more activity in consulting and other sectors.



Selena Muratovic
Skill Practice Lead, Business Management,
Ework Group



Client request volume per Skill Domain



In Finland, System Development remains the dominant domain but declined notably in Q4, while Professional Services re-emerged strongly (0% → 9%). Business Management and Business Solutions stayed stable at around 20-25%, and Engineering remained absent.

This suggests a market shifting from pure development intensity toward a more balanced mix of delivery and advisory support, indicating projects are moving from heavy build phases into optimization and consulting-driven stages.

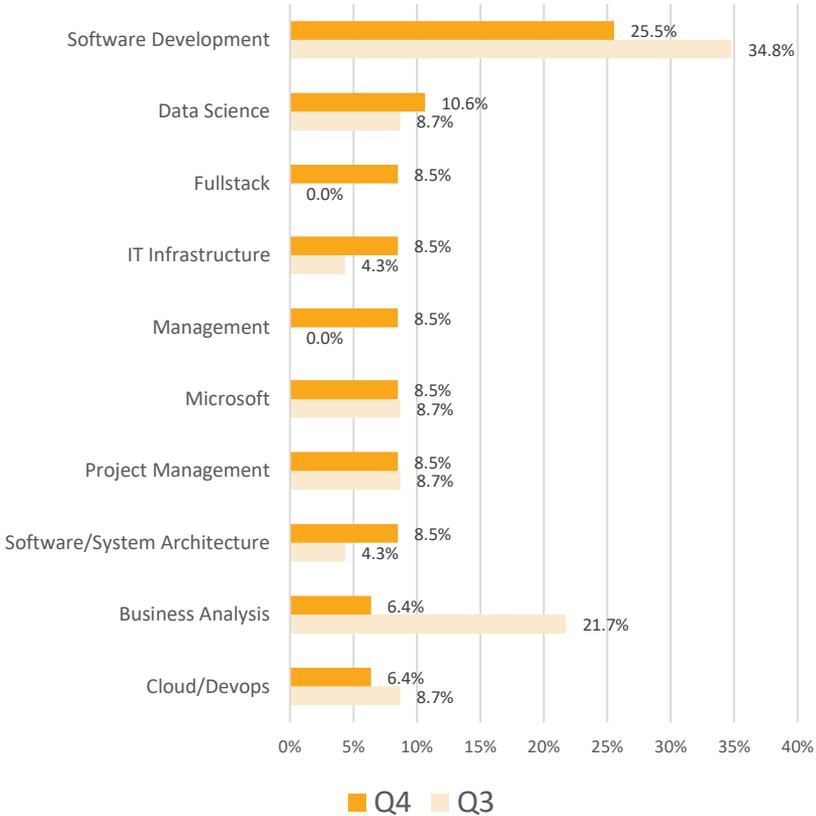


Casandra Averfalk
Skill Practice Lead, System Development, Ework Group



Most requested skill areas

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



Software Development remains the top requested skill area, although demand dropped significantly in Q4. Data Science continues its steady growth, alongside Fullstack Development and IT Infrastructure, which also show increased demand.

The most notable decline is seen in Business Analysis, which fell sharply from 21.7% in Q3 to 6.4% in Q4.

Overall, the data indicates a shift in focus from traditional business analysis roles toward technical and data-driven skill sets.

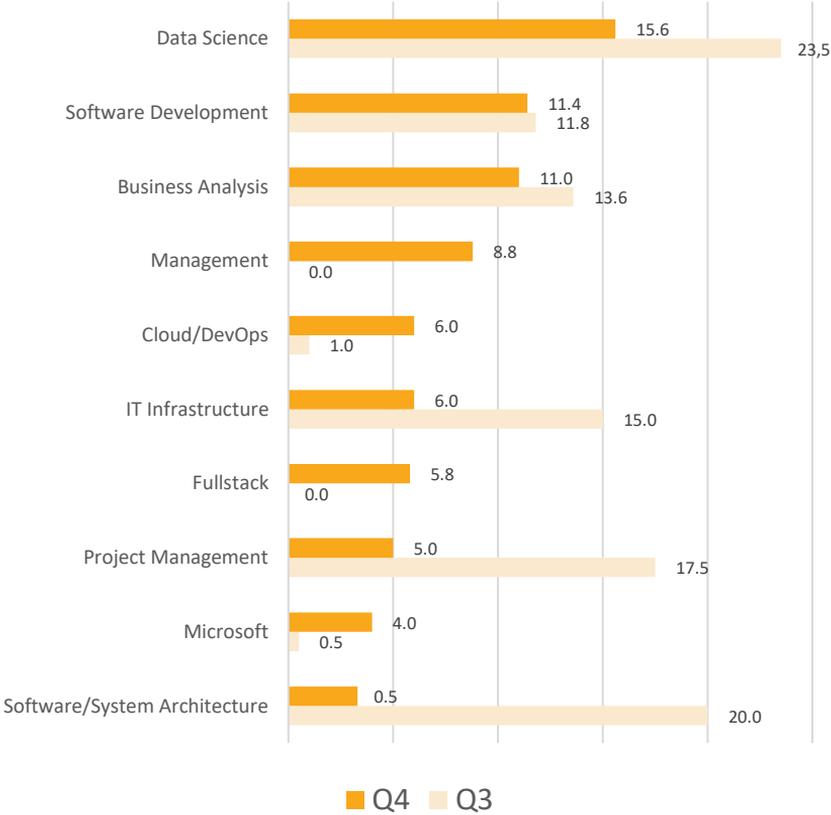


Selena Muratovic
Skill Practice Lead, Business Management,
Ework Group



Average number of applications in most requested skill areas

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



Among the most in-demand skill areas, Data Science continued to be the most competitive, consistent with the previous period. However, the number of applicants per request declined compared to last quarter. This pattern was also evident across several other high-demand skill areas that previously attracted strong candidate interest. The decline is likely driven by a substantial increase in overall customer demand in Finland during Q4, resulting in applicants being distributed across a greater number of open roles.

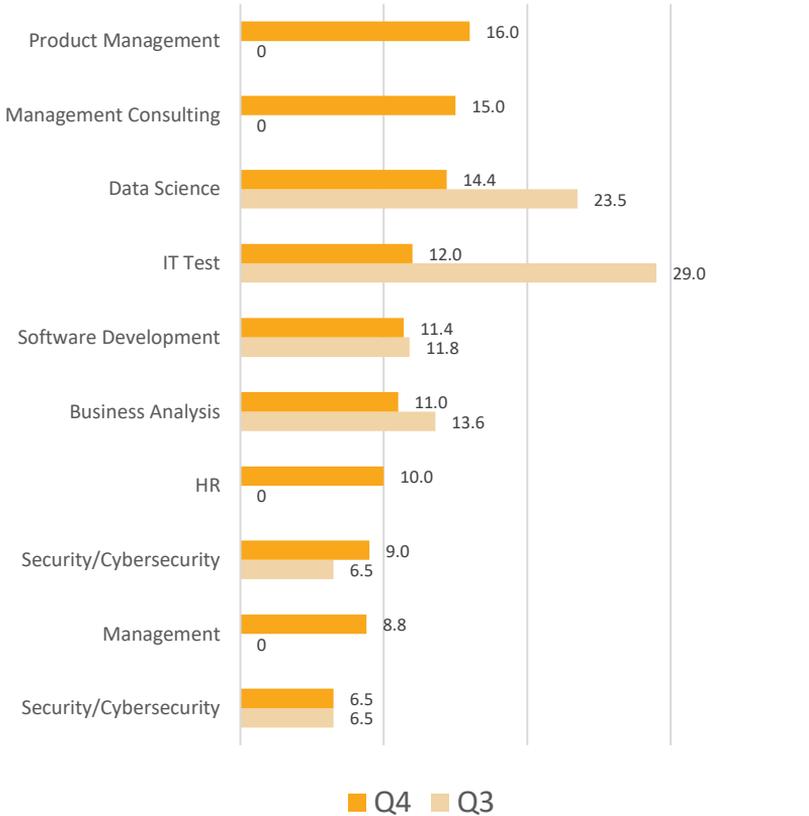


Anniken Sundby
Skill Practice Lead, Business Solutions,
Ework Group



Most competitive skill areas

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

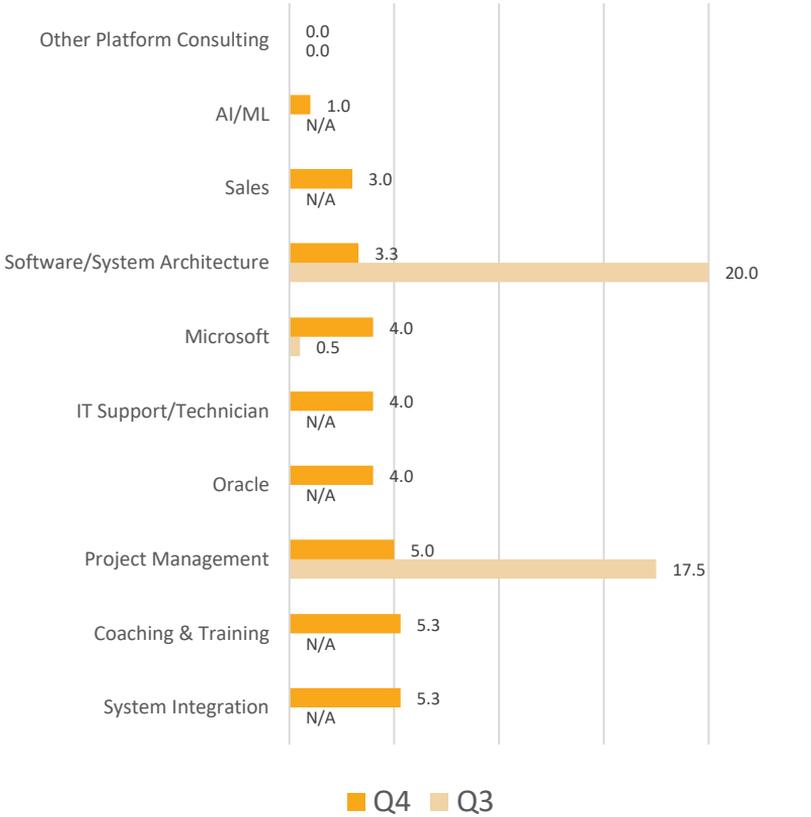


This slide presents the skill areas that attracted the highest number of applicants per request, highlighting where candidate interest was most concentrated in Finland during Q4. Product Management emerged as the most competitive area this quarter, followed by Management and Data Science, reflecting sustained engagement from professionals despite a decline in interest for the latter compared to the previous quarter. IT Test also experienced a notable reduction in applicants relative to last quarter, yet continued to receive a substantial volume of applications.



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 Q4, offering a glimpse into local supply and demand dynamics.

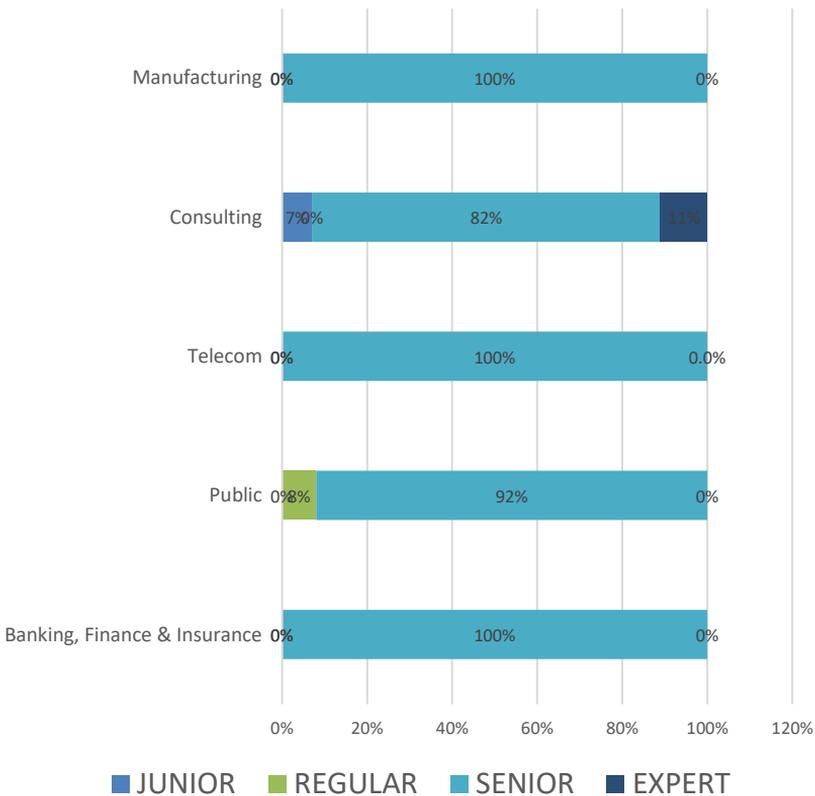
In Q4, Other platform consulting remains at zero applications, while AI/ML and Sales show low response levels. Previously strong applicant pools in Software/System Architecture and Project Management have dropped sharply, signaling tightening availability in senior and leadership-oriented roles.

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. It's encouraging to see some demand for junior-level consultants in the consulting sector. The market needs an inflow of junior talent to ensure renewal, yet this group often faces challenges entering the market.

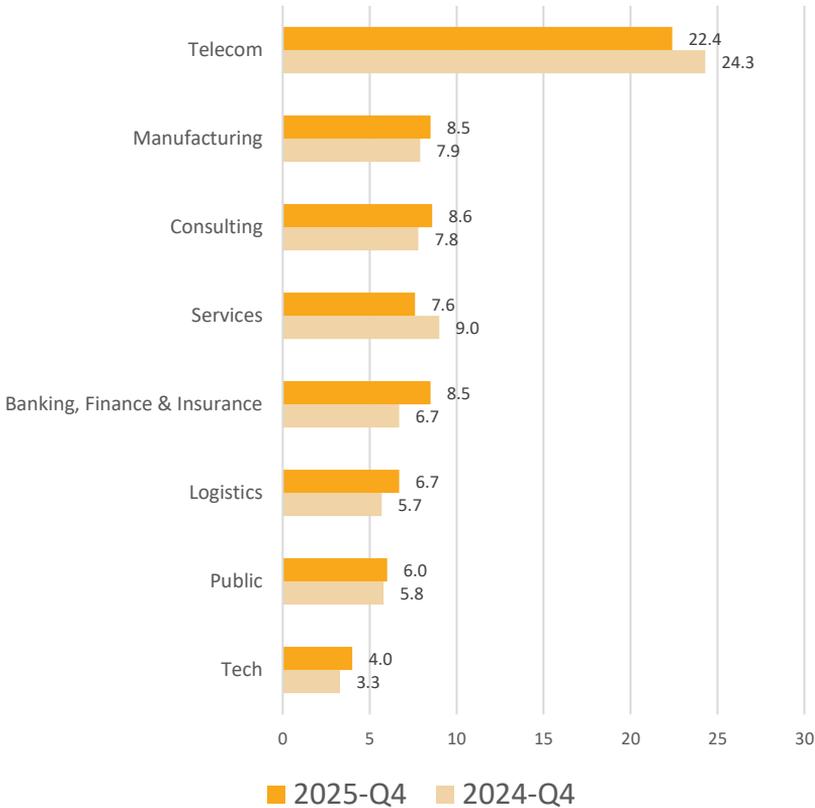


Michael Hellman
Skill Practice Lead, Engineering,
Ework Group



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 is that the incredible contract length in the **Telecom** sector, despite a slight decrease during Q4 2025. The other sectors show minor natural fluctuations, but a nice increase in the **Manufacturing**, **Consulting** and **Banking** sectors. The **Services** sector is the only sector together with **Telecom** that show decreasing contract lengths.*



Most trending skills

Top 10 requested skills Group Level Q4 2025

1. Azure

2. SQL

3. Java

4. Project Management

5. CI/CD

6. Python

7. Agile

8. DevOps

9. API

10. .NET

Top 10 requested skills Finland Q4 2025

1. Azure

2. SQL

3. API

4. Project Management

5. SAP

6. Stakeholder Management

7. DevOps

8. Communication

9. RedHat

10. Java

Globally, Q4 demand is driven by cloud, data, and development capabilities – with Azure, SQL, and Java leading, supported by DevOps and Agile practices. In the Finnish market, the trend remains cloud-focused but adds stronger emphasis on enterprise platforms and stakeholder coordination, with SAP, RedHat, and Communication skills ranking high.

This signals a shift from pure technical build toward enterprise transformation programs, where cloud expertise is combined with structured delivery, platform modernization, and cross-functional leadership.



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

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

