



ework GROUP

Consultancy Market Trends & Insights

Denmark

2024

Consultancy Market Trends & Insights: 2024

Stay ahead of the curve with the latest trends shaping the talent market. In our 2024 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 usually focuses on quarter-over-quarter comparisons, but in this case we summarize the whole year, offering more comprehensive insights into the current state of the market.

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 June!



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Introduction – Global Overview

Our 2024 global data reveal dynamic changes in digital skills demand. **System Development, AI and Machine Learning** have surged by **89%** compared to 2023, and **Python** has overtaken Java, showing a global increase of **9.32%**.

We've observed a **45% decline** in IT support roles, while **Test and Verification (+118%)** and **Platform Consulting (+105%)** have grown significantly. **Data Science** is up by **15%**, fueling the demand for **Python and SQL**. **Project Management** has increased by **4%**, with **Agile** emerging as the second most in-demand methodology.

In the **Engineering** segment, there are notable boosts in **Automation (+11%)**, **Embedded Development (+29%)**, and **Mechanical Engineering (+20%)**, all critical for the Manufacturing, Automotive, and Life Sciences sectors. Amid global uncertainty, **logistics-related skills** have also increased by **22%**.



Andreas Meinert

Market Insights and Strategy Lead,
Ework Group





Ework Group
Insights
Watch the video





Skill Domain & Skill Area Structure 1/2

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

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



Skill Domain & Skill Area Structure 2/2

Business Management

Project management

Product management

Process management

Business analysis

Management consulting

Management

Professional Services

Administration

Finance

HR

Legal

MarCom

Procurement

Sales

IT Support/Technician

Logistics

Coaching & Training

Business Solutions

SAP

Microsoft

Oracle

Service now

Data science

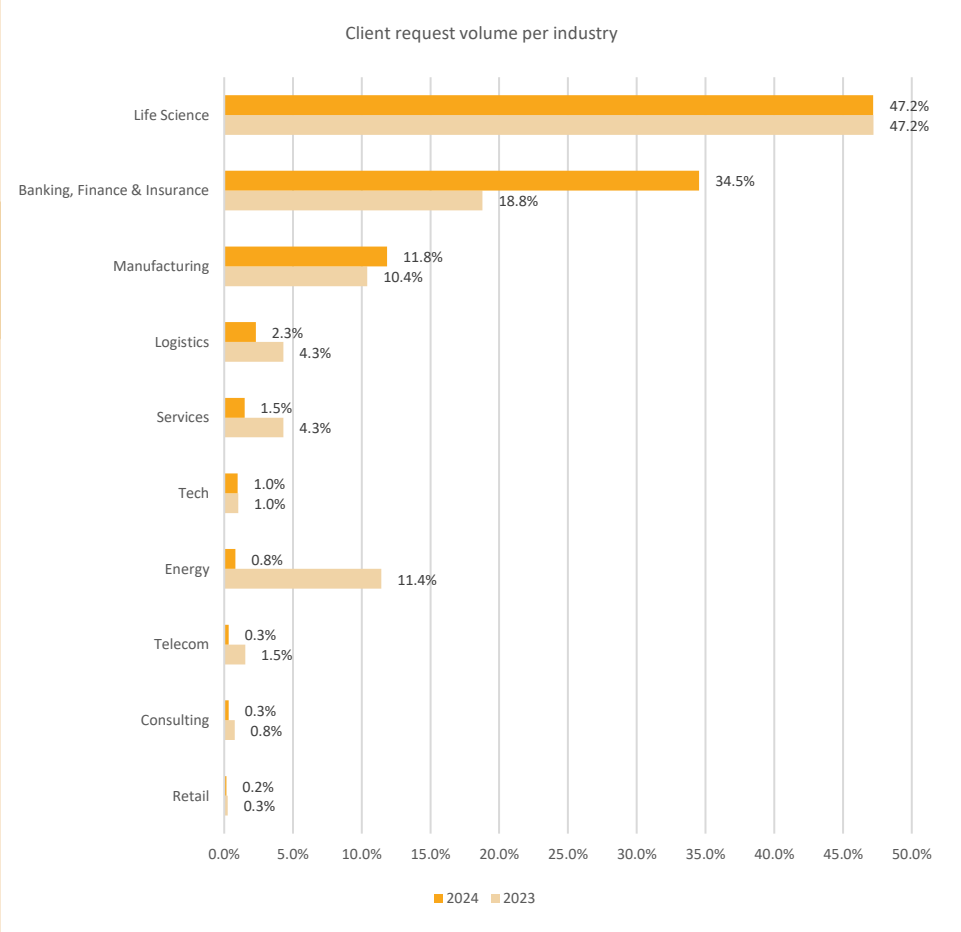
Other platform consulting

Security/Cybersecurity

IT infrastructure



Client request distribution per industry



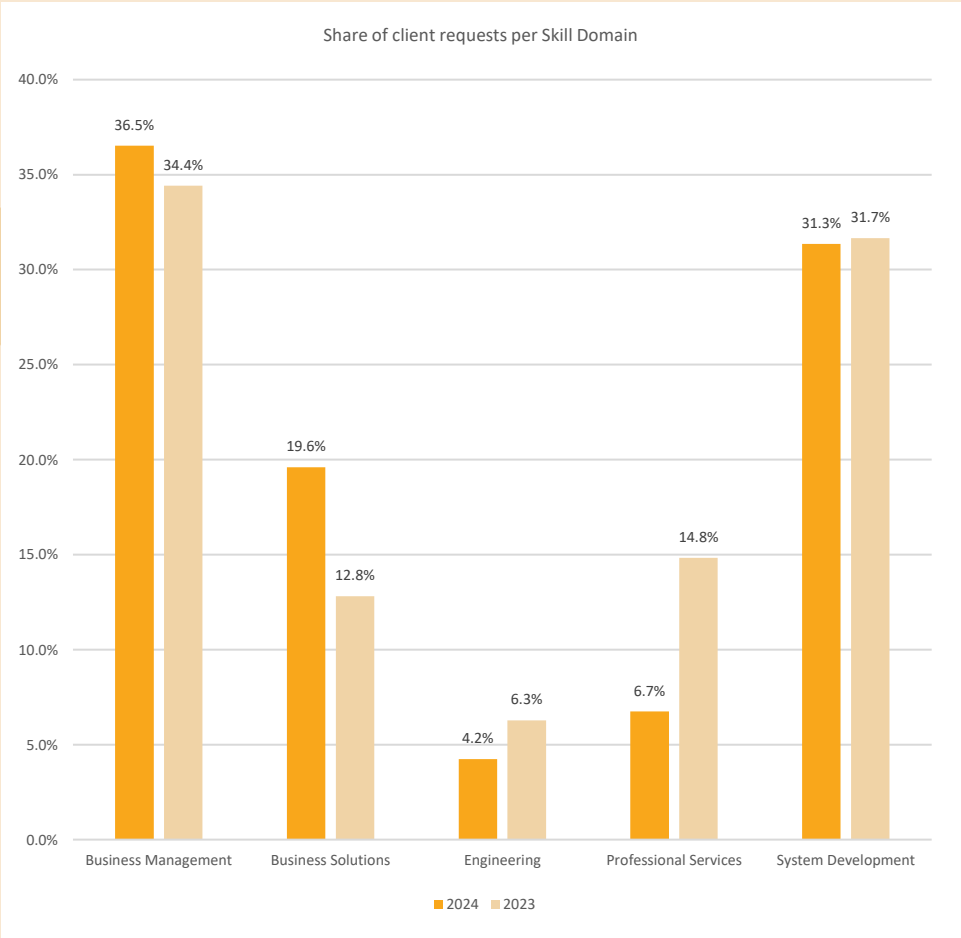
"2024 has been a year of strategic success, as we deepened relationships with key banking clients and saw remarkable growth in this sector. Our strong foundation in Life Science continues to drive long-term momentum, while steady performance in Manufacturing reflects the trust our MSP clients place in us. Even though we concluded a long-term partnership in Energy, our overall growth trajectory remains strong—testament to our ability to adapt, deliver, and grow with our clients' evolving needs."

Notably, we do continue to see growth, YoY, and strong ratio of requests for project management skills indicating a positive business environment at our clients' end. This trend usually indicates new projects being started continuously. An important foundation for healthy development in all skill areas for 2025 and presumably years to come."

Mark Kristiansen
Sales Manager
Ework Group Denmark



Client request distribution per Skill Domain

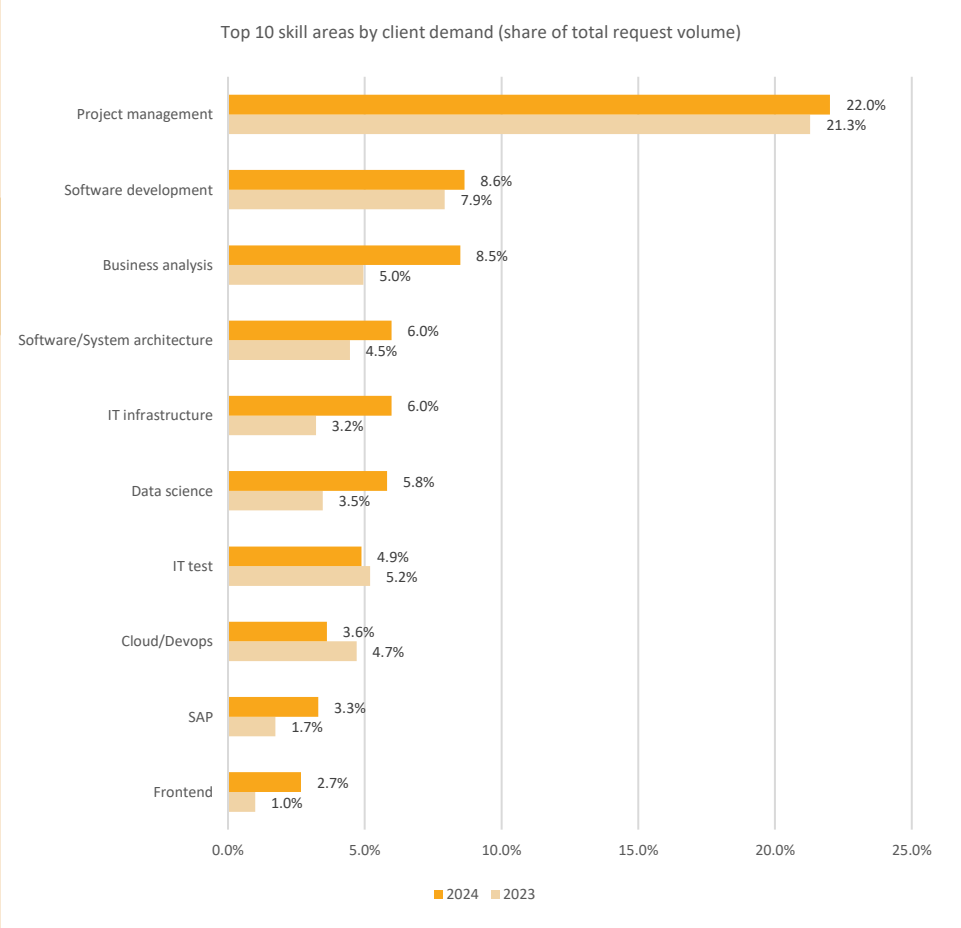


Business Management is still the dominating skill domain at Ework Denmark, having gained an even further grip in 2024 compared to 2023, tightly followed by System Development.

Business Solutions has seen a large increase of its share, mainly due to increased request volumes in IT Infrastructure and Data Science. At the same time, we see Professional Services decline, as we have seen drops in Procurement and Administration requests.



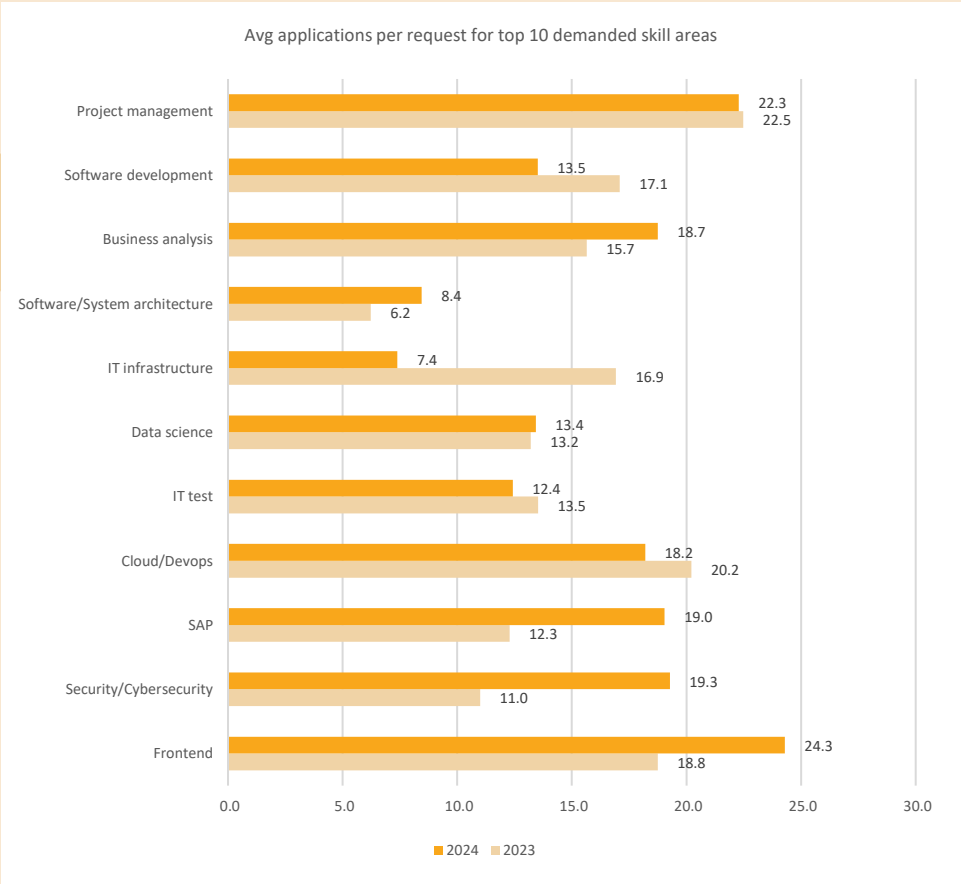
Most demanded skill areas



Within the Business Management skill domain, Project Management remains the top demanded skill area. Software Development is the runner-up, while Business Analysis has gained importance and increased to now being the third most demanded skill area, suggesting that our key client in this may be shifting focus more towards data-driven decision making and process optimization.



Average number of applications in most demanded skill areas

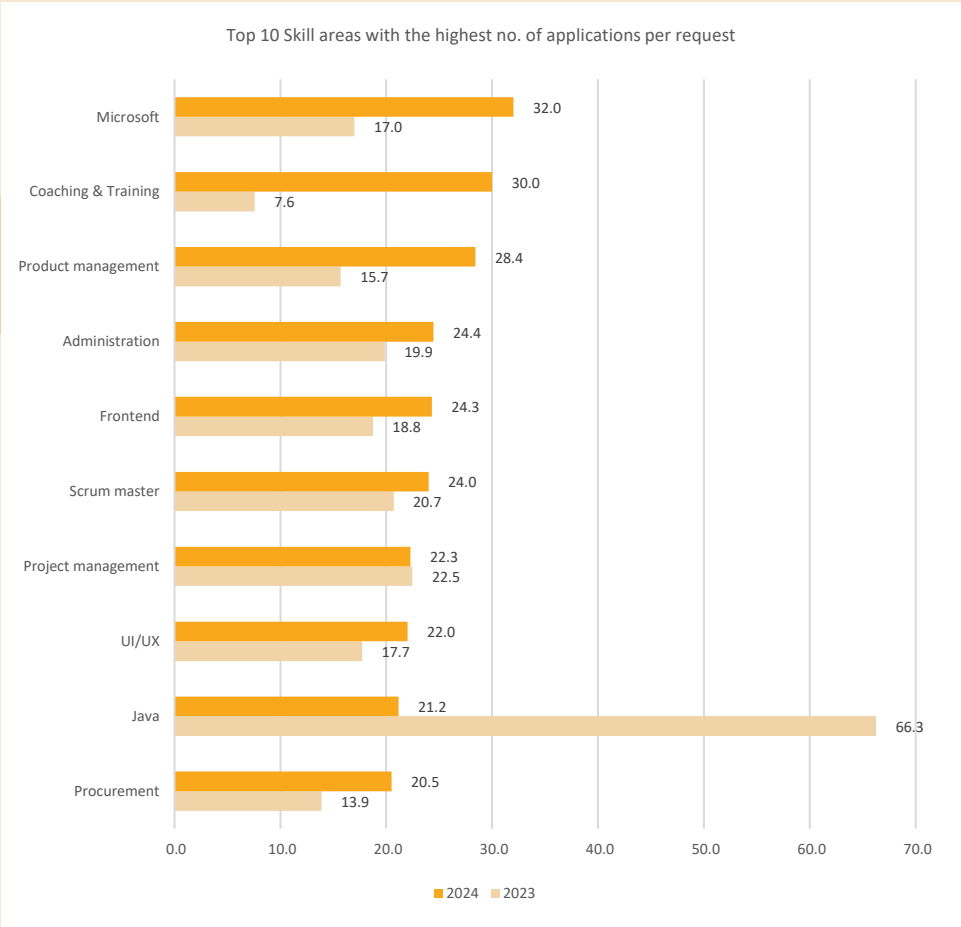


"Although, we continue to see high application volumes in many skill areas, in particular within Project Management roles for example, the application volumes have come down a bit from peak volumes in late Q3, Hopefully what we see now is a shift in trends, that the market is stabilizing, and that we are now starting to see a more confident market, with increased assignment volumes from the market."

Christian Nygren
Head of Talent Acquisition & Network Development,
Ework Group



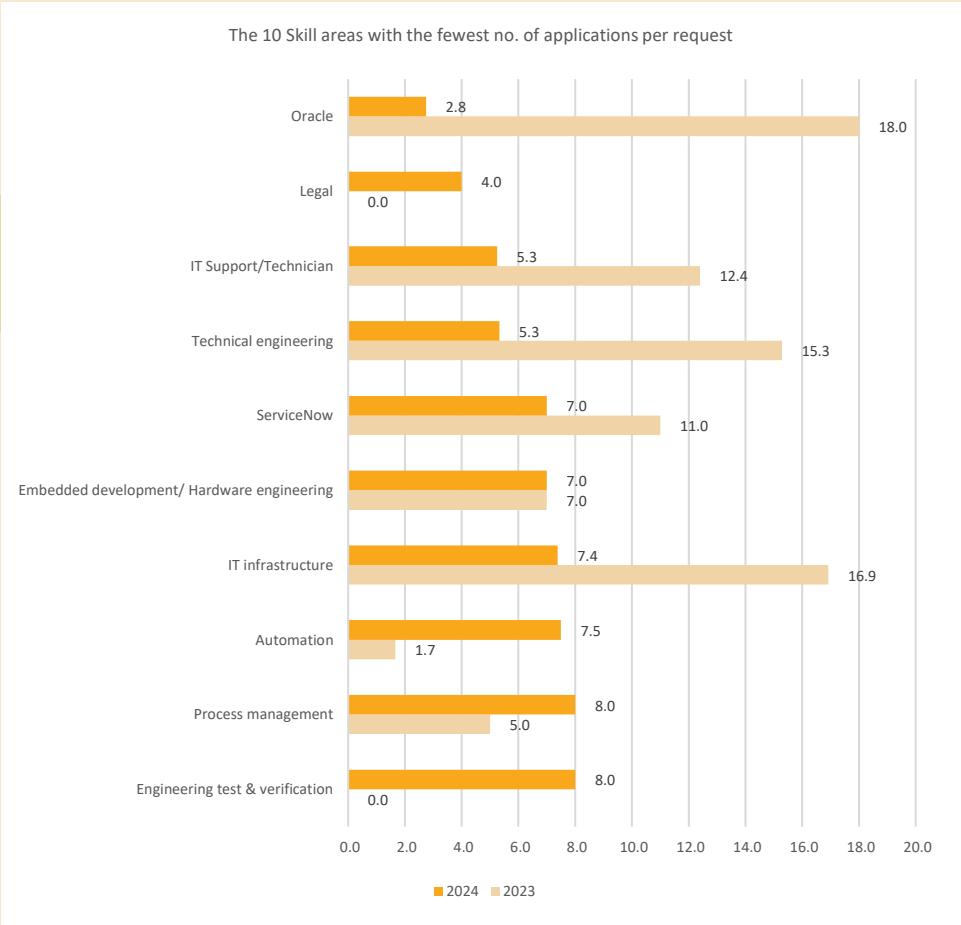
Most competitive skill areas



Looking at the most competitive skill areas, regardless of client demand, shows that applications within the Microsoft area has almost doubled since 2023. The surge has been even more substantial within Coaching & Training during 2024, and we've seen a large increase within the third most applied skill area, Product management, as well.



Least competitive skill areas

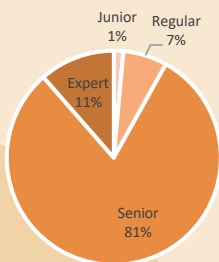


An overview of the least competitive skill areas could provide insights into where there is significant potential for growth and opportunities to gain a competitive advantage. The Oracle skill area has seen exceptionally few candidates during 2024, tightly followed by the Legal, IT Support and Technical Engineering fields.

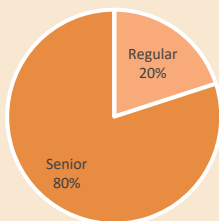


Requested seniority level per industry

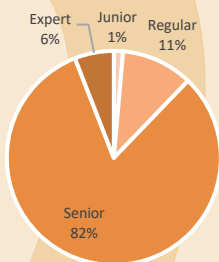
Banking, Finance & Insurance



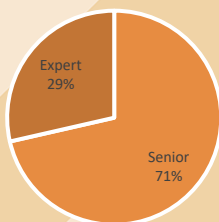
Energy



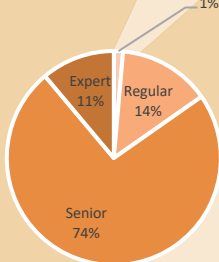
Life Science



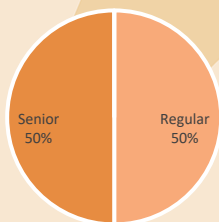
Logistics



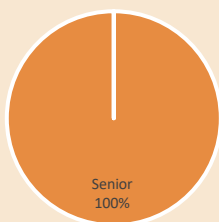
Manufacturing



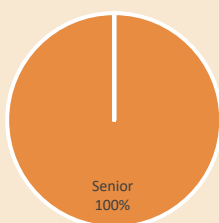
Telecom



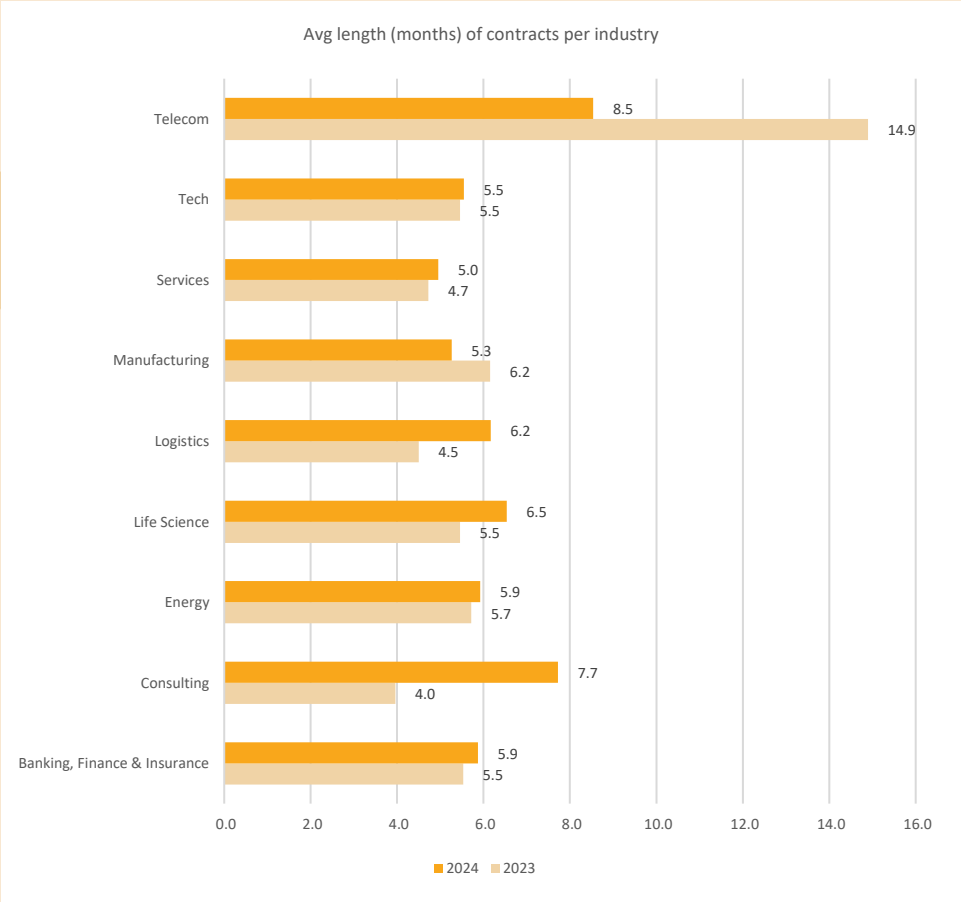
Services



Tech



Contract length per industry



Very interesting to see the big drop in contract length in the Telecom industry, where the average contract length has decreased dramatically. In general, we see a quite stable contract length and are optimistic about the slight increase we see in many industries.



Most trending skills

Top 10 demanded skills 2024
1. Project Management
2. Stakeholder Management
3. Communication
4. Python
5. Agile
6. SQL
7. SAP
8. Java
9. Azure
10. Change Management

Top 10 demanded skills 2023
1. Project Management
2. Stakeholder Management
3. Communication
4. Agile
5. AWS
6. GXP
7. Python
8. SAFe
9. Azure
10. SQL

The top 10 most demanded skills shows a consistent top list from 2023 to 2024, with Project Management, Stakeholder Management and Communication at the top, reflecting the huge business management demand in Denmark. Following this top three we now find Python on fourth place for 2024, which is an indication of how AI related demands are surging.

This is doubtlessly a list to keep track of to ensure that consultants stay up to rate with relevant technologies and methodologies.



Business Management



”

*Despite remaining the dominant skill area, **Project Management** in Denmark has seen a decline from 62.8% to 59.6%. **Business Analysis** has gained importance seen in the increase from 14.6% to 23%, suggesting that our key client in this may be shifting focus more towards data-driven decision making and process optimization.*

***Banking, Finance & Insurance** has seen a major jump from 25% to 28.9% in client requests, which could be driven by digital transformation, financial innovation going hand in hand with the shift focus on data-driven decision making and compliance expertise.*

***Life Science** continues to grow in the area showing on-going investment in healthcare, pharmaceutical and biotech.*

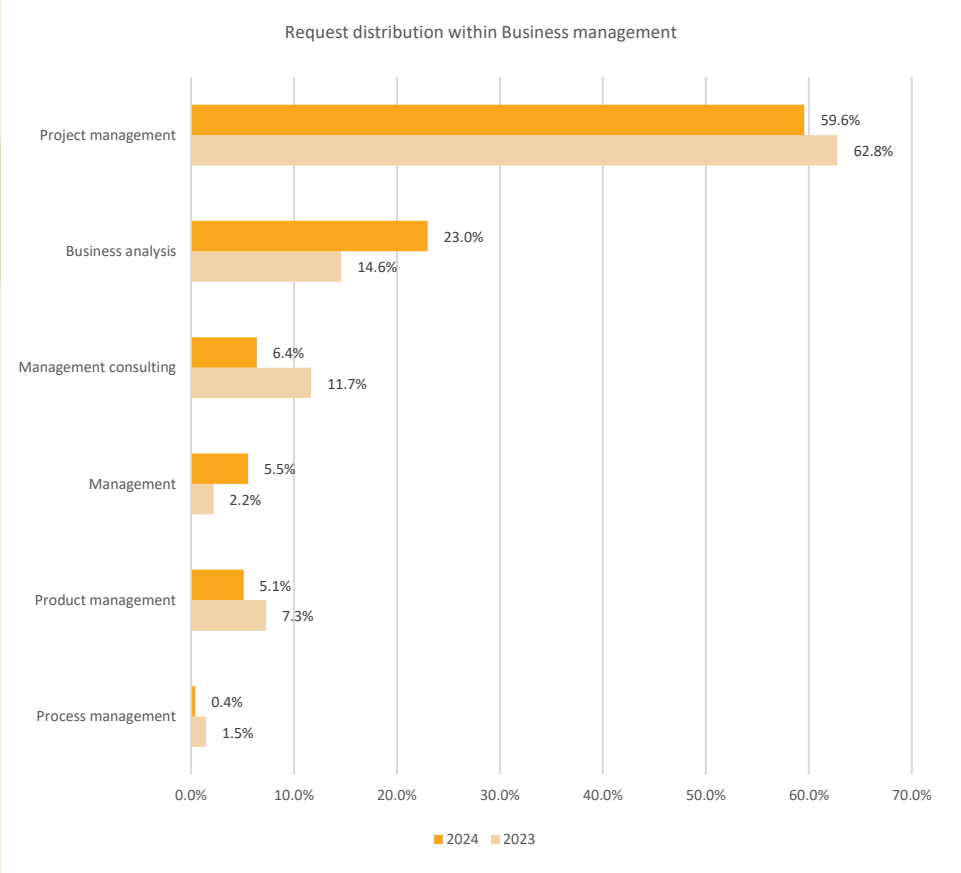


Selena Muratovic

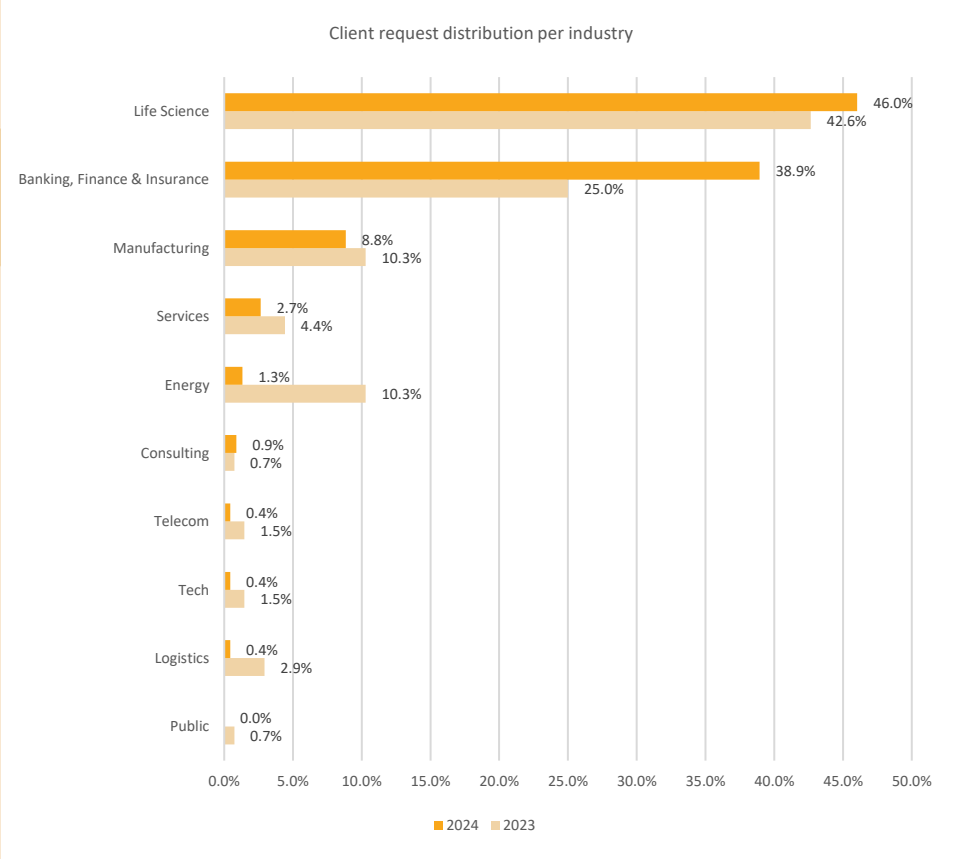
Skill Practice Lead, Business
Management, Ework Group



Client request distribution per skill area



Client request distribution per industry



System Development



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Software Development (+2,1%), **Software/System Architecture** (+4,7%), and **Frontend** (+5,3%) show strong growth, reflecting increased demand for core development and architectural expertise. Meanwhile, **IT Test** (-1,2%), **Cloud/DevOps** (-3,6%), and **UI/UX** (-2,1%) have declined, indicating a shift away from testing and user experience roles.

Banking, Finance & Insurance (+10,2%) and **Manufacturing** (+1.4%) are growing, likely driving demand for development and architecture skills. **Life Science** (-4.6%) is declining, while **Tech** (+2.1%) is emerging, suggesting a diversification of industry focus.

The rise in **Software Development, Architecture, and Frontend** aligns with the growth in **Banking, Finance & Insurance** and **Manufacturing**, indicating a focus on robust, scalable solutions. The decline in **Cloud/DevOps** and **UI/UX** suggests a temporary shift in priorities, while **Tech**'s emergence signals new opportunities for innovation.

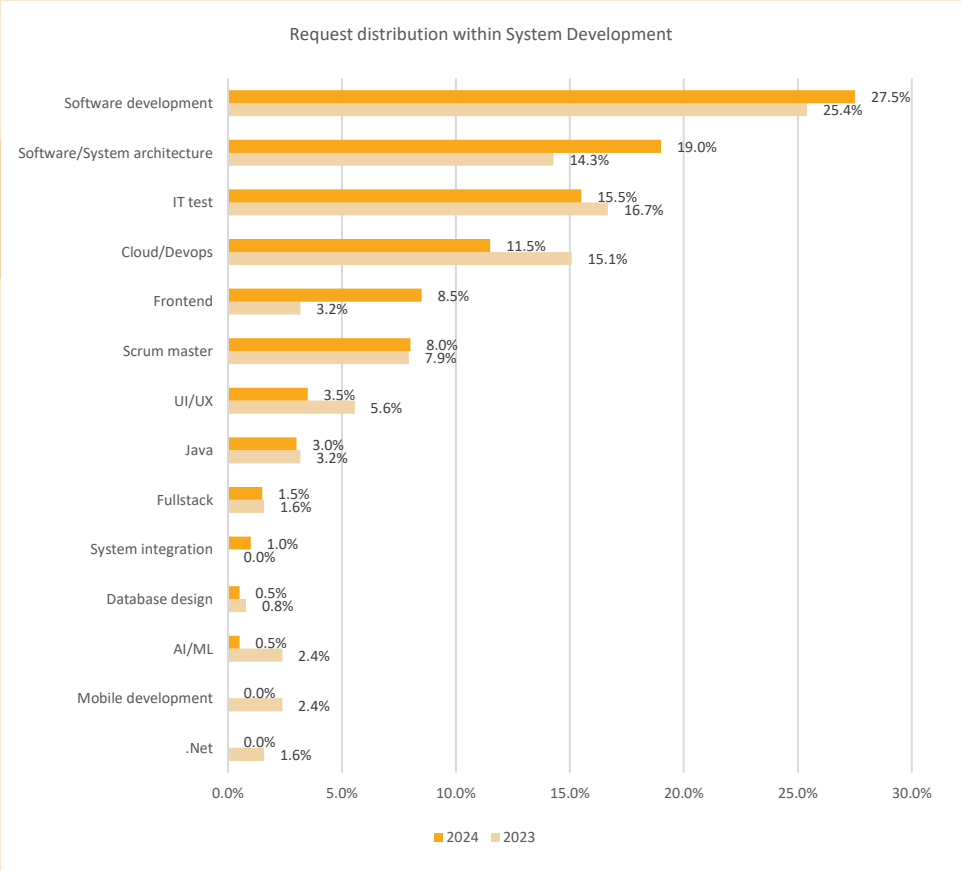


Casandra Averfalk

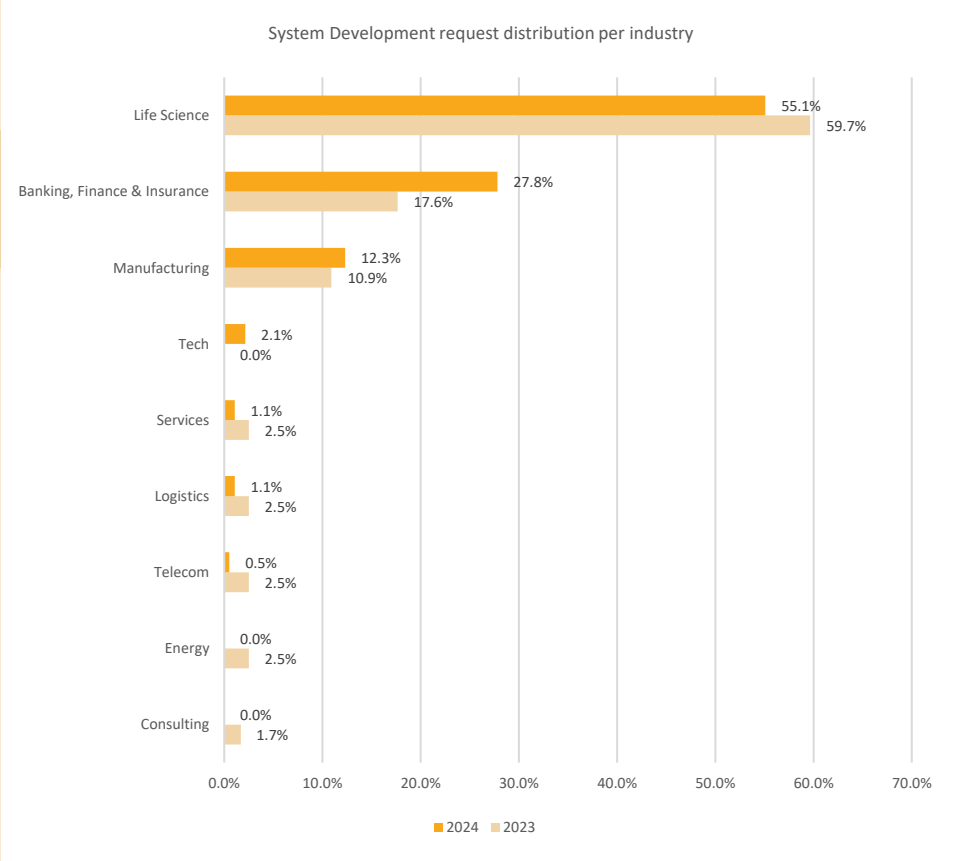
Skill Practice Lead, System Development,
Ework Group



Client request distribution per skill area



Client request distribution per industry



Business Solutions



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*Similar to 2023, Ework Denmark's most demanded skill areas within Business Solutions in 2024 are **IT Infrastructure** and **Data Science**, both of which have seen a slight increase in demand since the previous year. We are seeing a higher applicant interest within the latter, which overall appears to be a highly competitive area. While the **Life Science** industry was the biggest driver for **Data Science**, the **Banking, Finance & Insurance** industry had the highest demand for professionals in **IT Infrastructure**.*

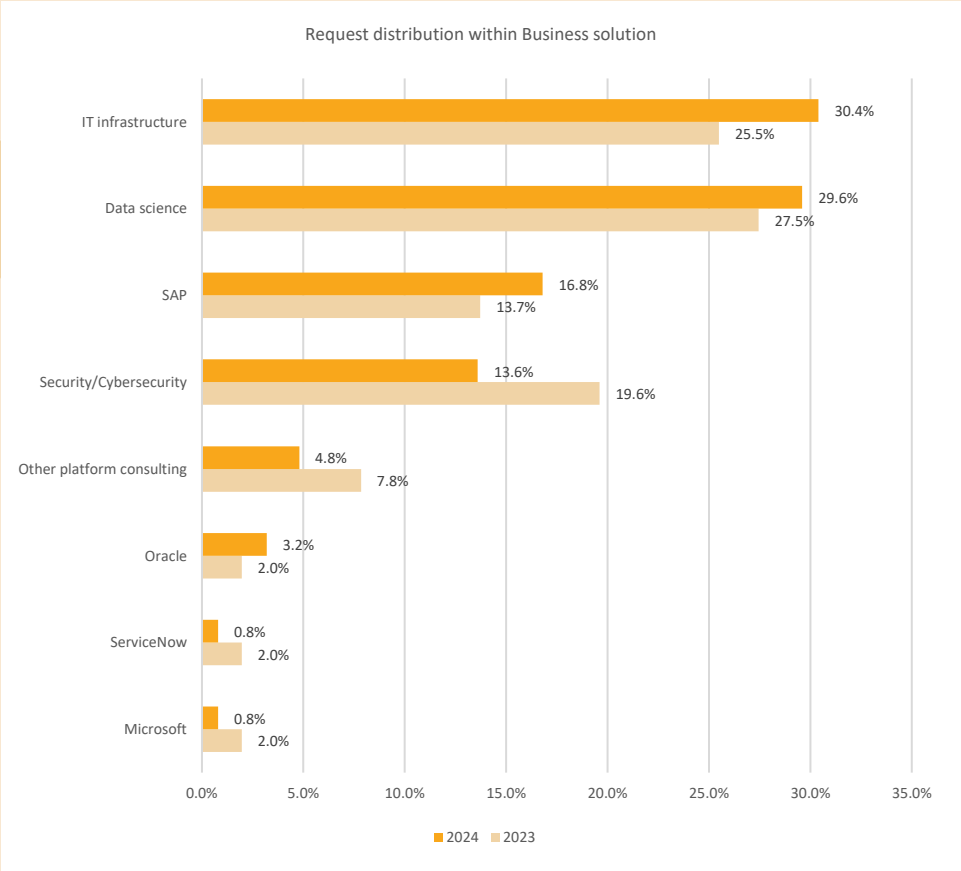


Anniken Sundby

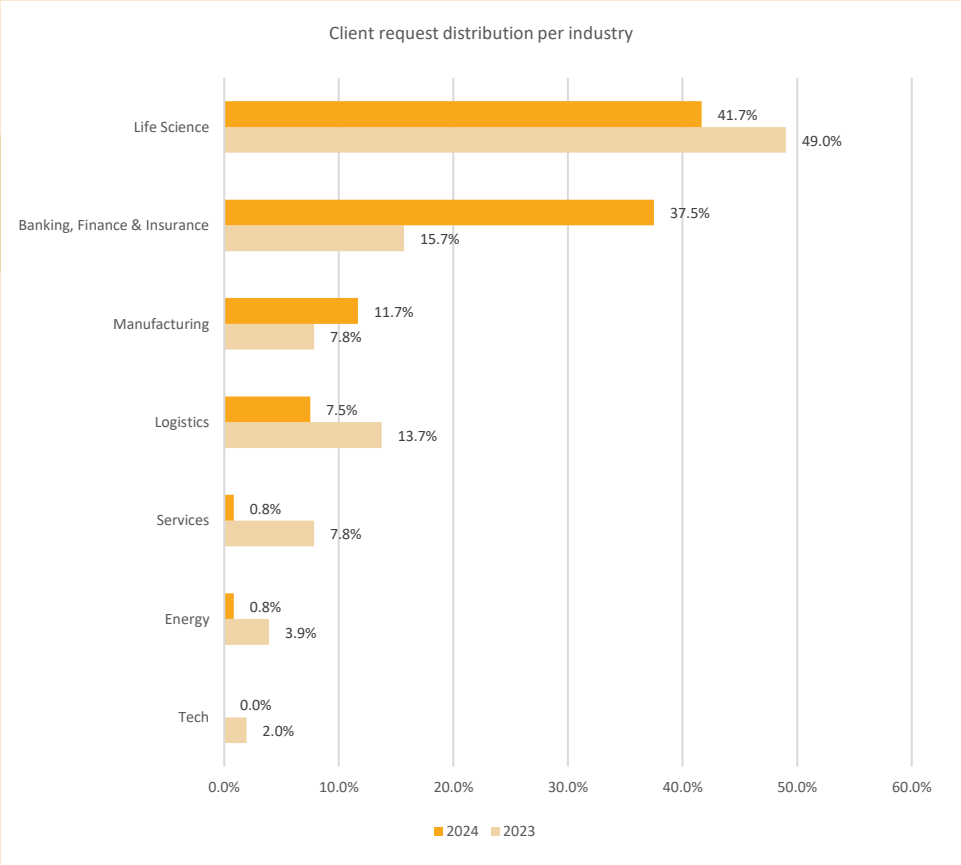
Skill Practice Lead, Business Solutions,
Ework Group



Client request distribution per skill area



Client request distribution per industry



Professional Services



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*Ework Denmark's data shows a major surge in demand for **IT Support/Technician**, jumping from 8.5% in 2023 to 23.3% in 2024, reflecting a growing need for tech support services. **Finance** also saw a sharp rise from 3.4% to 23.3%, becoming one of the two top skill areas in Professional Services. This suggests companies are focusing more on financial expertise, likely due to changing economic conditions and a stronger emphasis on financial management.*

*The **Banking, Financial, and Insurance** sector dominates the industry landscape, accounting for nearly half of all client requests.*

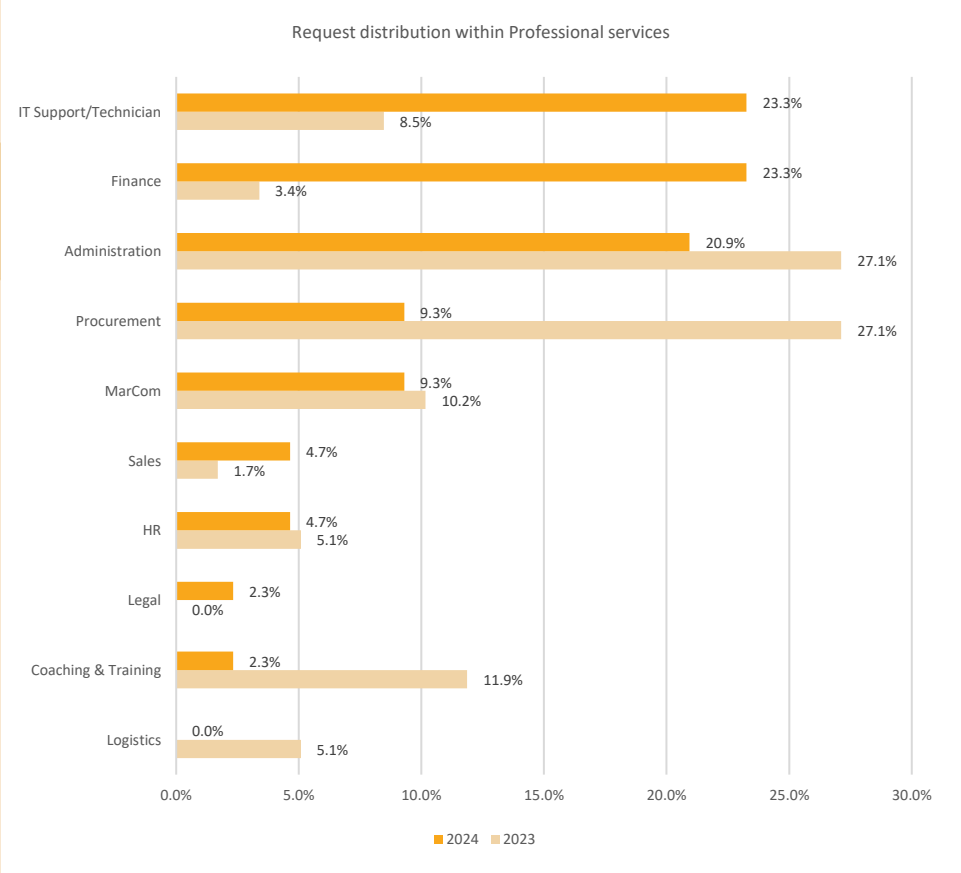


Rami Laakso

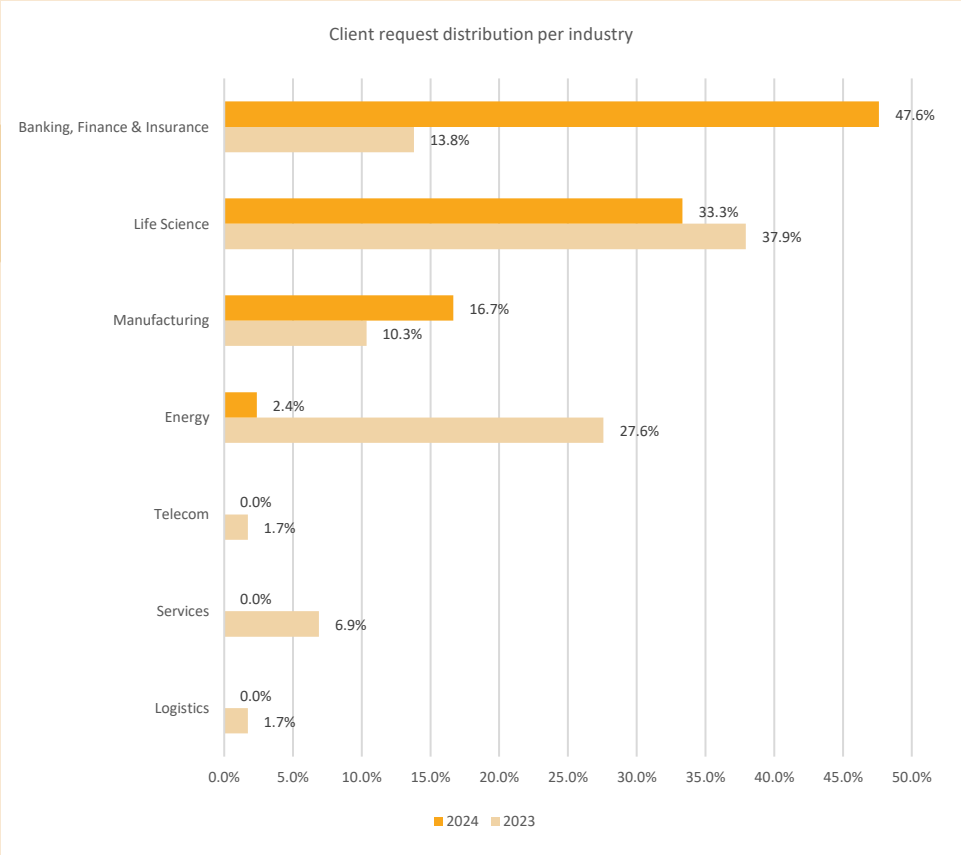
Skill Practice Lead, Professional Services,
Ework Group



Client request distribution per skill area



Client request distribution per industry



Engineering



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*The share of engineering requests within Ework Denmark is relatively small, but it is clear that **Technical Engineering** remains the biggest Skill Area within this Domain, with the most common skills sought being **Pharma** industry knowledge and **Packaging**. The runner-up is **Automation**, where skills close to the System Development domain, such as **Git** and **Cloud** knowledge, are the most common.*

*When it comes to industries, the **Life Science** representation is, as for all Skill Domains, the one that stands out with the runner-up being the **Manufacturing** industry. We expect the life science field to have a continuing strong dominance within this field in Denmark.*

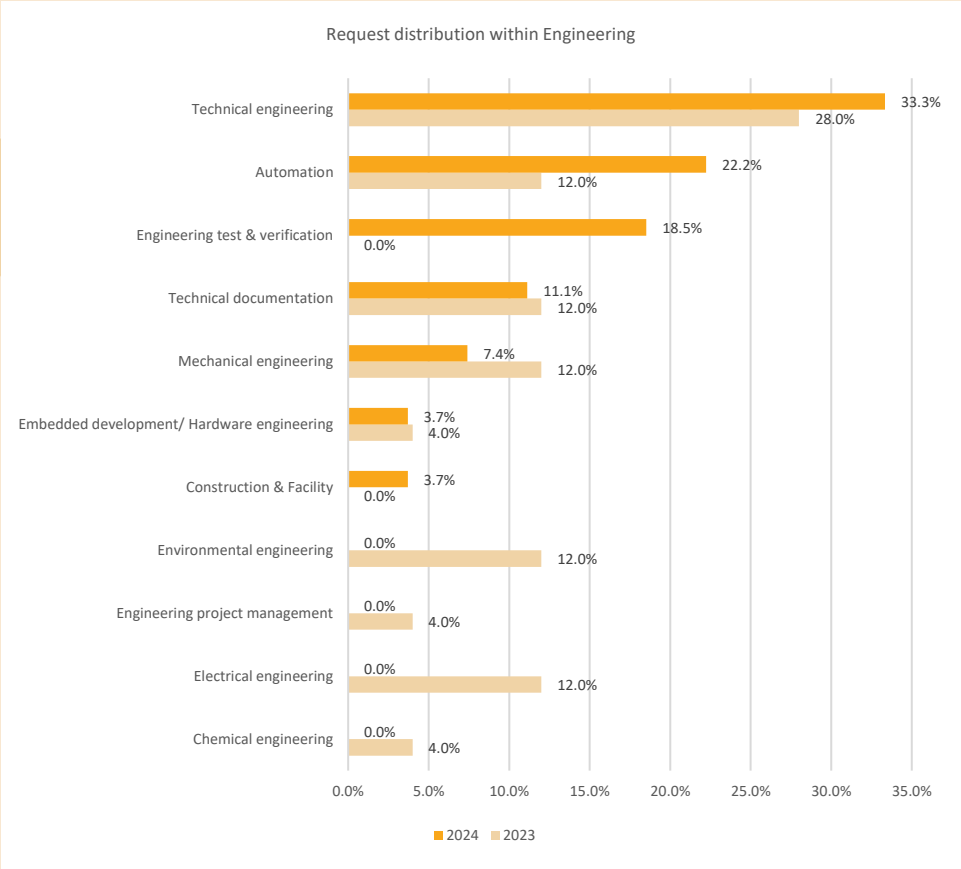


Michael Hellman

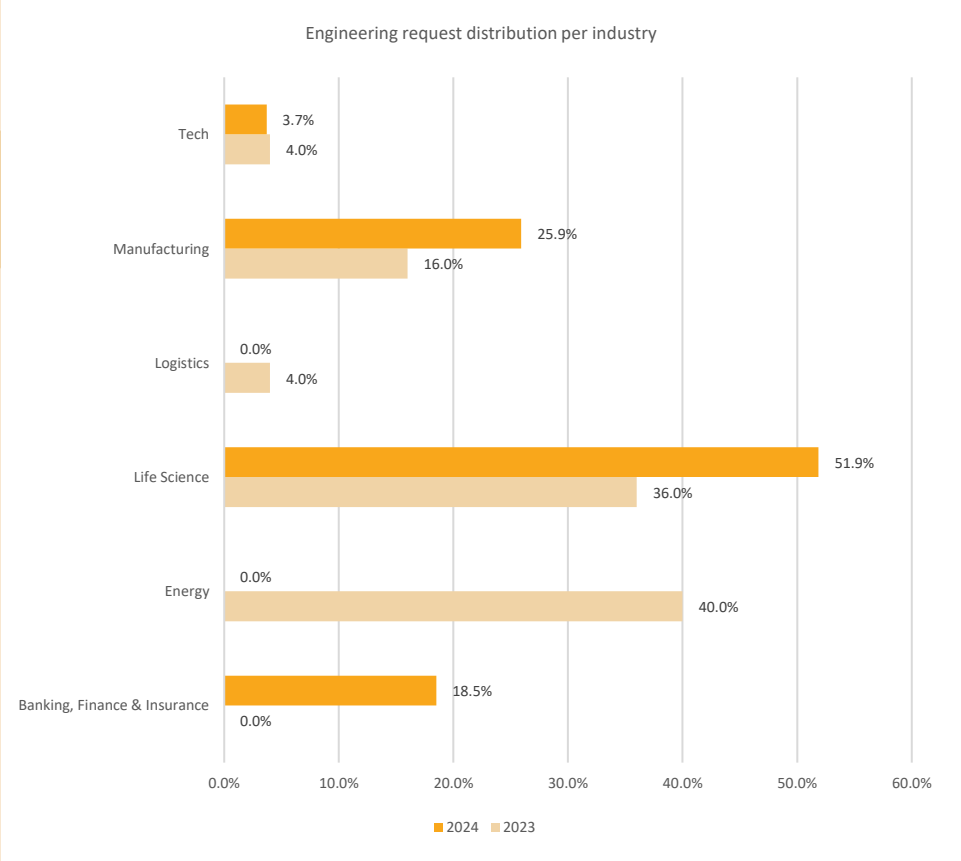
Skill Practice Lead, Engineering,
Ework Group



Client request distribution per skill area



Client request distribution per industry





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