State of Global Hiring Report 2023

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Deel’s State of Global Hiring Report pulls insights from hundreds of thousands of global worker contracts across 2023. As we look ahead into this year, we’re seeing reasons to be (cautiously) optimistic. Here’s your need-to-know snapshot.

An upward outlook for global hiring

Salaries and job demand increasing
Most regions saw salaries increase or stay flat on average through 2023.

Terminations declining overall; but terminations were up in the US compared to global average
Involuntary terminations saw peaks in the US throughout 2023. Globally, involuntary terminations spiked in January, but we saw 52% fewer terminations in November 2023 compared to January 2023.

Global and domestic, remote hiring: alive, well, and diversifying
Despite growing return-to-office measures, distributed hiring continues to climb, expanding beyond technical roles to those like sales and content. Domestic hiring by Deel’s biggest organizations in countries like the United States, Australia, and the United Kingdom also rose this year.
Global at a glance

State of Global Hiring Report 2023

Fastest growing hiring regions
Hiring domestically and abroad

<table>
<thead>
<tr>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: EMEA &amp; APAC (tie)</td>
<td>1: APAC</td>
</tr>
<tr>
<td>2: NAM</td>
<td>2: LATAM</td>
</tr>
<tr>
<td>3: LATAM</td>
<td>3: EMEA</td>
</tr>
<tr>
<td></td>
<td>4: NAM</td>
</tr>
</tbody>
</table>

Fastest growing worker regions
Hired domestically and by companies abroad

<table>
<thead>
<tr>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: NAM</td>
<td>1: LATAM</td>
</tr>
<tr>
<td>2: EMEA</td>
<td>2: APAC</td>
</tr>
<tr>
<td>3: LATAM</td>
<td>3: EMEA</td>
</tr>
<tr>
<td></td>
<td>4: NAM</td>
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</tbody>
</table>

Top 5 cities for global workers

<table>
<thead>
<tr>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: London, UK</td>
<td>1: London, UK</td>
</tr>
<tr>
<td>2: Toronto, Canada</td>
<td>2: Toronto, Canada</td>
</tr>
<tr>
<td>3: San Francisco, United States</td>
<td>3: Buenos Aires, Argentina</td>
</tr>
<tr>
<td>4: Buenos Aires, Argentina</td>
<td>4: Madrid, Spain</td>
</tr>
<tr>
<td>5: Madrid, Spain</td>
<td>5: Bangalore, India</td>
</tr>
</tbody>
</table>

Most popular global roles

<table>
<thead>
<tr>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>1: Software Engineers &amp; Developers</td>
<td>1: Software Engineers &amp; Developers</td>
</tr>
<tr>
<td>2: Sales</td>
<td>2: Design</td>
</tr>
<tr>
<td>3: Content</td>
<td>3: Product</td>
</tr>
<tr>
<td>4: Product</td>
<td>4: Quality Assurance</td>
</tr>
<tr>
<td>5: Design</td>
<td>5: Project Management</td>
</tr>
</tbody>
</table>
Who’s getting hired fastest, from where, and for what roles

Countries with the most workers on Deel

- **2023**: Philippines, United States
- **2022**: Philippines, United States

Who is hiring from these countries the fastest

- **2023**:
  - UK
  - Mexico
  - Netherlands
  - 1. Spain
  - 1. Germany
  - 1. Spain
  - 1. Germany

- **2022**:
  - Australia
  - Canada
  - Ireland
  - 2. UK
  - 2. France
  - 2. Colombia
  - 2. France

Most popular roles

- Assistant, Data, Accountant
- Teaching, Administration, Product
- Marketing, Quality Assurance, Engineering, Accountant
- Teaching, Customer Success, Finance
- Consulting, Marketing, Content
- Teaching, Customer Support, Accountant
- Sales, Consulting, Recruiting
- Finance, Consulting, Data
- Administration, Finance, Accounting
Top countries hiring and who’s joining their workforce

Countries who hired the most workers on Deel

1. United States
2. United Kingdom
3. Canada
4. Germany
5. Australia

Where they’re hiring from fastest

1. Nepal
2. Sri Lanka
3. Jamaica
1. United Kingdom
2. Colombia
3. Philippines
1. Canada
2. United States
3. Pakistan
1. Germany
2. Morocco
3. Suriname
1. Australia
2. United Kingdom
3. Vietnam

Most popular job groups hired

1. Software Engineer, Sales, Content
2. Teaching, Consulting, Customer Support
3. Marketing, AI, Finance
1. Accountant, Data, Operations
2. Finance, Recruiting, Customer Support
## Most popular countries to get visas for in 2023

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Canada</td>
</tr>
<tr>
<td>2</td>
<td>United States of America</td>
</tr>
<tr>
<td>3</td>
<td>France</td>
</tr>
<tr>
<td>4</td>
<td>Germany</td>
</tr>
<tr>
<td>5</td>
<td>Poland</td>
</tr>
<tr>
<td>6</td>
<td>Netherlands</td>
</tr>
<tr>
<td>7</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>8</td>
<td>Spain</td>
</tr>
<tr>
<td>9</td>
<td>United Arab Emirates</td>
</tr>
<tr>
<td>10</td>
<td>Singapore</td>
</tr>
</tbody>
</table>
We saw 52% fewer involuntary terminations in November 2023 than January 2023.

### Involuntary terminations in 2023

- **US**: % of all contracts ended, the following were involuntary (layoffs, terminations, furloughs)
- **Rest of World**: % of all contracts ended, the following were involuntary (layoffs, terminations, furloughs)

### Job titles with greatest lift in involuntary terminations
1. Social Media Manager
2. Influencer Marketing Manager
3. Business Development

### Job titles with greatest slowdown in involuntary terminations
1. Translator
2. Backend Engineer
3. Customer Service Representative

### Industries with greatest lift in involuntary terminations
1. Consumer Electronics
2. Pharmaceuticals
3. IT

### Industries with greatest slowdown in involuntary terminations
1. Banking
2. Design
3. Management Consulting
Who’s getting paid, and how

Salary trends by region
Average salary USD across all new job contracts created:

- EMEA: +7%
- LATAM: +2%
- APAC: +1%
- NAM: -5.5%

Job roles with greatest salary increases in 2023
Average salary USD across all new job contracts created:

- Teaching: 24%
- Sales: 8%
- Software Engineers: 4%
- Content: 3%

Job groups with the biggest decline in salary in 2023
Average salary USD across all new job contracts created:

- Customer Support: -16%
- Recruiting: -15%
- Accountant: -8%
- Assistant: -7%
- Marketing: -6%

Salary trends for countries with most new contracts added in 2023
Average salary USD across all new job contracts created:

2023:
- Colombia: +162%
- India: +92%
- Spain: +85%
- Brazil: +75%
- Germany: +40%

2022:
- Philippines: 36%
- India: 14%
- Brazil: 13%
- Argentina: -5%
- Mexico: -45%

Currencies globally
Contracts in EUR & USD offered globally through FX contracts in:

- Argentina
- Egypt
- Kenya
- Nigeria
- Poland
- Turkey
Methodology & resources

Methodology
Deel's report aggregates data from Deel's 300k+ contracts and 20,000+ customers across more than 160 countries, as well as over 500,000 data points from third-party sources. All countries, states, and cities in the report have at least 50 worker contracts as of December 2023.

For payments data, all countries have at least 100 worker withdrawals as of December 2023, and percent changes are reflect of new contracts signed.

Deel's data strongly reflects technology and remote hiring trends. The company's data sets, while robust and growing (collected since 2019), do not yet evenly capture customer demographics across all industries. Terms in the report are defined broadly and generally as follows: "Organizations" include any entity hiring workers. "Teammates" and/or "People" refer to individuals hired to perform work. "Contracts" refer to the number of agreements between customers and workers. "Payments" refer to how workers are paid. "Terminations" indicate involuntary end of employment, including layoffs, for-cause termination, and furloughs.

About Deel
Contracts across:
Software, Financial Services, Marketing & Advertising, Management Consulting, Real Estate, E-learning, Hospital & Healthcare, Retail and other industries.

Organizations hiring through Deel by region:

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAM</td>
<td>51%</td>
</tr>
<tr>
<td>EMEA</td>
<td>31%</td>
</tr>
<tr>
<td>LTAM</td>
<td>9%</td>
</tr>
<tr>
<td>APAC</td>
<td>9%</td>
</tr>
</tbody>
</table>

Age breakdown of worker contracts:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-24</td>
<td>10%</td>
</tr>
<tr>
<td>25-34</td>
<td>51%</td>
</tr>
<tr>
<td>35-44</td>
<td>20%</td>
</tr>
<tr>
<td>45+</td>
<td>19%</td>
</tr>
</tbody>
</table>

Global Hiring Resources
- Compliance Hub
- Global Hiring Toolkit
- Deel Blog
- LinkedIn
- TikTok
- Instagram