



The negative trends from the second half of last year continued in the first quarter of 2023, with no real signs of the market improving for freelancers and consultants.

 **↑ +94%**
Available consultants
Q1 2023 vs Q1 2022

 **↓ -22%**
Published assignments
Q1 2023 vs Q1 2022

 **↗ +3.3%**
Remote work
Q1 2023 vs Q4 2022

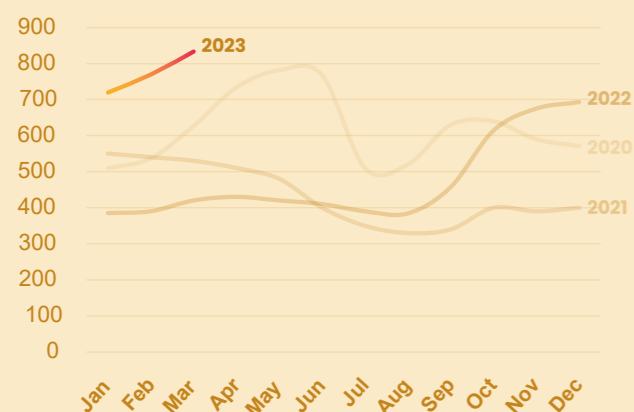
Brainville is the largest independent marketplace for freelancers and consultants in the Nordics. As an extension of Brainville.com we have added Brainville Statistics, where you can drill down in the statistics of your choice about the freelance and consulting industry. Brainville Statistics is updated on a monthly basis. This report is an overview of the Nordic market in the first quarter of 2023.

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The downturn in the market seen in the second half of 2022 carried into the first quarter of the year, under-

lining the break with the previously long standing trend of all-time-high numbers.

Available freelancers and consultants



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The downward trend was reinforced as the number of assignments on offer was down compared to the previous quarter. When compared to first quarter of last year the drop was nothing less than dramatic.

The number of advertisers continued to increase somewhat compared to the fourth quarter last year, building on the slight upward trend.

The number of applications by consultants per assignment continued to increase rapidly during the first quarter. At the same time, the trend of a growing number of consultants enhancing their Brainville profiles to make themselves more marketable showed no signs of diminishing.

– As was the case in the second half of 2022, all these parameters point in the same direction. Freelancers and consultants are generally having a harder time finding work, says Manuel de Verdier, CEO of Brainville.

The share of assignments allowing remote work continued the increasing trend seen in the previous report, and reached new all-time-high levels. In an interesting development, the recent period has shown a shift towards hybrid assignments, allowing only partially for working remote. In other words, the proportion of assignments allowing remote work is slowly decreasing while hybrid assignments are increasing.

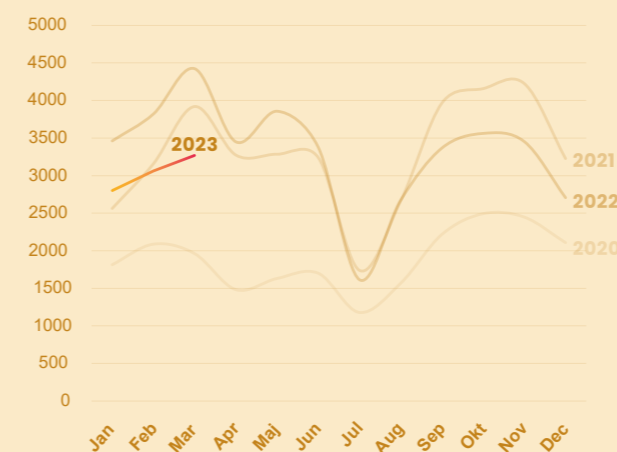
In an interesting development, the recent period has shown a shift towards hybrid assignments

The first quarter saw a general increase in rates in Brainville, offering hints of recovery from the trend-breaking drop in the second half of last year. However, the difference between buyers and consultants average rates continued to increase somewhat in the quarter.

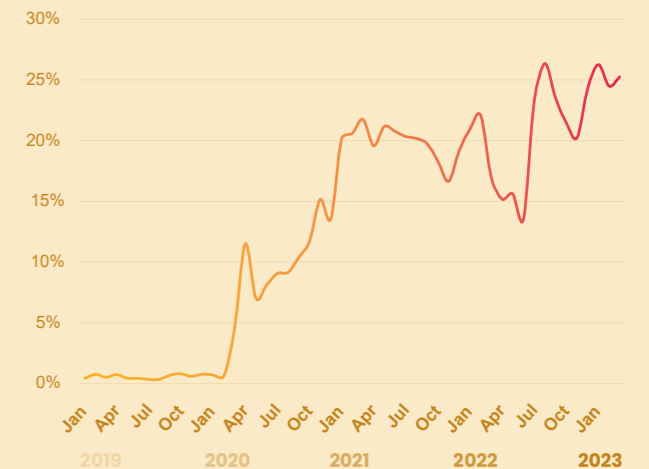
As stated in the previous report, the number of available consultants increased sharply in the later stages of 2022. This trend continued in first quarter reaching a new all-time-high level, almost doubling the figures seen in the corresponding quarter last year.

Demand was in decline almost across all competence areas in the first quarter, with Healthcare being among the notable exceptions.

Published assignments



Assignments allowing remote work



Media, Marketing & PR also recovered from the decline in the second half of 2022.

– In our last six-month report, we commented that the situation had begun to deteriorate. Unfortunately, we can only confirm that the negative trend has continued. The number of applications continues to increase, as is the number of available freelancers and consultants. It's a tougher market right now, says Manuel de Verdier.



↗ +0.8%
Seller rate
Q1 2023

→ +0.2%
Buyer rate
Q1 2023

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