

#10

First half 2022

# KONSULTRAPPORTEN

## Strong market showing signs of weakness

FACTS TRUMP FAKE NEWS • BUYERS' AND SELLERS' RATES •  
SKILLS, ROLES AND TECH TRENDS • ASSIGNMENTS IN THE NORDICS •  
SWEDEN, DENMARK, NORWAY AND FINLAND UPDATE



# Facts trump fake news

We live in a world where facts seem to be less and less important. At least if you look at what is happening in countries such as the USA. More and more Republican politicians are joining the ranks of people who seem to want to impose authoritarian rule led by a person who, ironically, seems to despise everything and everyone. A person who thinks that whoever shouts the loudest and most frequently, regardless of whether they are spreading obvious lies, wins. Unfortunately, it seems to work quite well in a polarized society where education is lacking in a large part of the population.

Education and knowledge are probably the best tools against unscrupulous liars. A person with knowledge and critical thinking does not swallow propaganda that completely lacks a basis in facts. The former president of the US might initially have been a laughingstock, but that laugh soon silenced as the insurrection on January 6th played out. Maybe he got a few pointers from his Russian counterpart about brute force.

Before World War II, fascist nations emerged in the form of Germany, Italy and Spain. On the diametrically opposite side of the political spectrum were the communist dictatorships. Without reading up on the subject, it's incomprehensible how these phenomena could appear and grow strong. And now we're seeing something similar happen in real time.

A nation attacking another with the sole purpose of conquest feels medieval. Yet this is what we see in Ukraine. Perhaps Putin expected a reaction corresponding to that of the Austrians at the "Anschluss" in 1938? And perhaps that the world would act as the Western powers did when Hitler annexed the Sudetenland? "Peace in our time" said the British Prime Minister Chamberlain, crossed his fingers and hoped for

the best. But the world did not turn a blind eye this time. Instead, we've seen multiple peaceful means being used to prevent this madness.

The war in Ukraine caused many to react strongly and swiftly. For instance, within the consulting industry Consid tried to help Ukrainian IT consultants to get to Sweden. Sigma hired more people in Ukraine amid a raging war. But as the war began to affect the rest of us, the focus has shifted a bit. Dependence on Russian energy and previously blocked Ukrainian food exports meant we needed to adapt.

We've almost forgotten that our "sacrifice" is quite minimal. Swedish television (SVT) recently asked the Ukrainian Foreign Minister Dmytro Kuleba what he would say to Europeans facing a second winter with record high energy prices. His answer was crisp and clear. "I understand their pain. Trust me, we are preparing for a much worse winter than any European nation is". Game, set and match. Maybe SVT set it up for a smash? Kuleba reminded us that our situation is not central in this discussion.

The after-effects of the pandemic and the war are, according to Riksbanken, Sweden's central bank, the root causes of our unusually high inflation. Energy and food shortages have had a ripple effect and, of course, this also affects the freelance and consulting industry. Do we have a recession at hand? If so, it will end the "sellers' market" we've been reporting about. In our previous two reports we hinted that the market might be turning. There are more and more signs of that, but we never suspected this.

However, this report is based on facts for the last six months in Brainville and they are still pretty positive. We hope this knowledge will be useful to you!

# The Nordics

With a growth rate of more than 12 percent, Brainville achieved yet another significant all-time-high in the first half of 2022. The number of assignments passed the 20 000 mark for the first time and with room to spare, driven by strong growth in Sweden and Denmark.

The number of advertisers also increased somewhat at Nordic level, making up for some of the lost ground in the second half of last year.

## A new phenomenon among brokers

Ework Group remains the leading consulting broker by some margin despite a slight drop in market share. The race is tight behind Ework, with former number two AFRY dropping into fifth place.

An interesting phenomenon is the emergence of consulting brokers that on the one hand offer large volumes in terms of assignments, but on the other hand report low turnover. It remains to be seen whether this development continues over time.

### Buzzwords

Skills that increased significantly in assignment texts compared to H2 2021.

DevSecOps

Catia

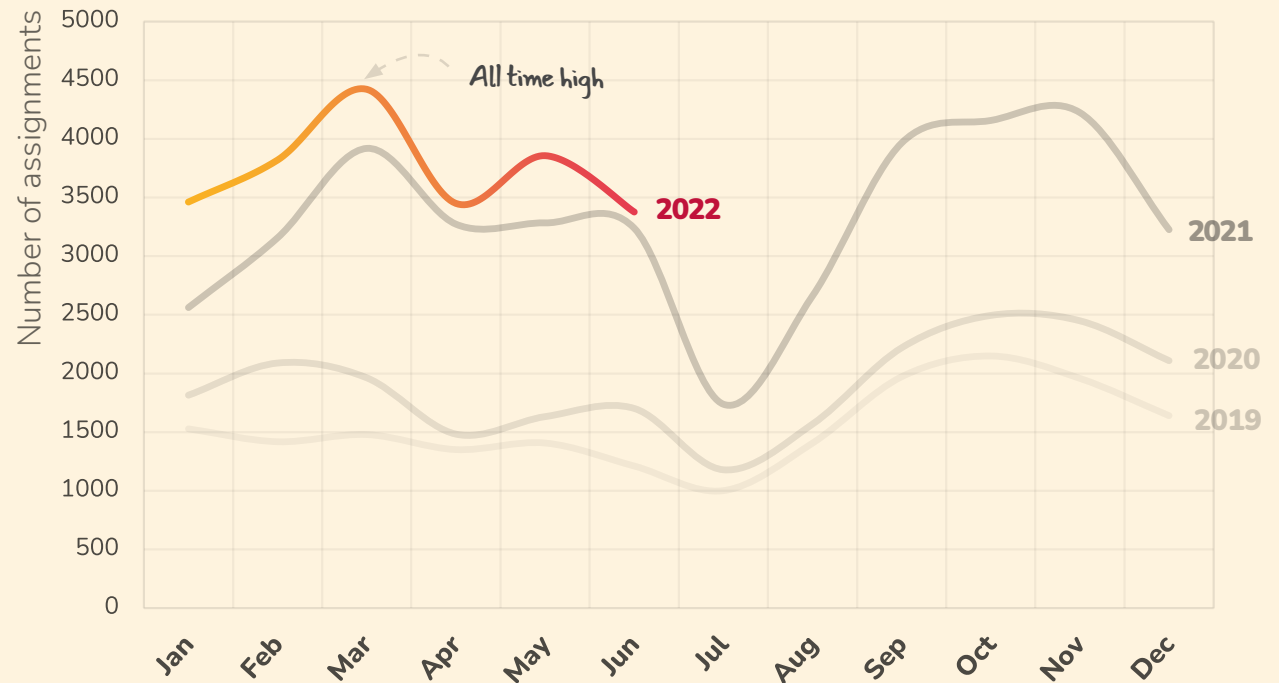
MacOS

VB.NET

Sybase

### Assignments in the Nordics

The demand for experts has exceeded previous levels every single month of 2022, but with a more and more narrow margin.





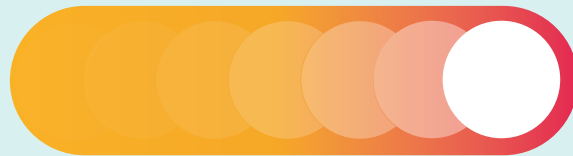
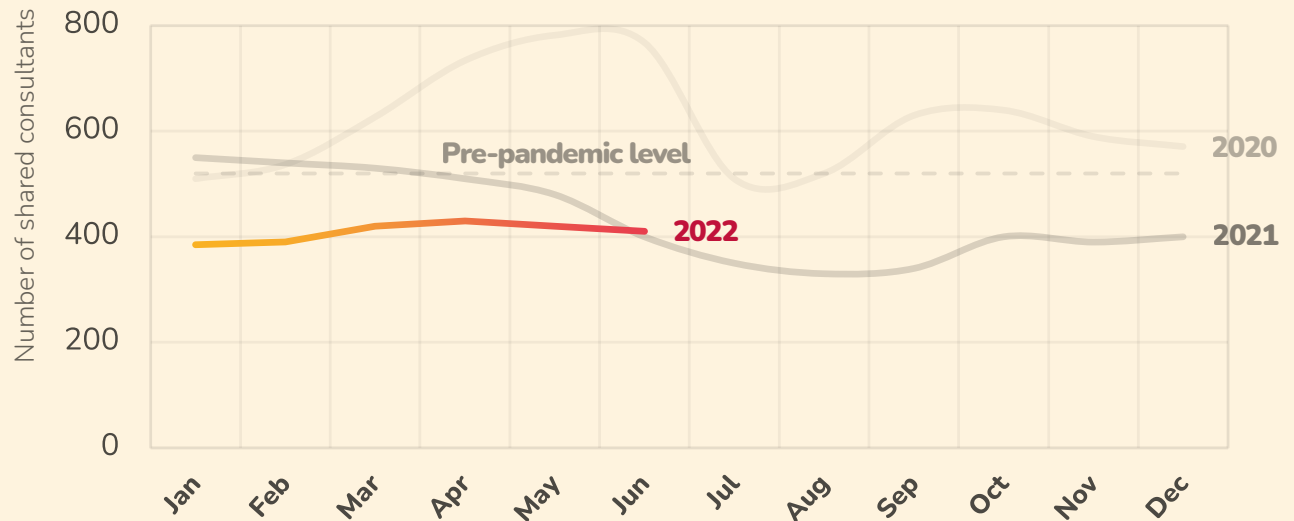
## No increase to be seen - a continued sellers' market

The last months of 2021 saw a slight increase in the number available consultants and freelancers. But the increasing trend did not carry over into 2022. Instead, the level remained steady during the first half of the year.

The higher-than-normal levels of 2020, apparently an effect of the pandemic, show no signs of returning. And the number of available consultants now having stayed well below the pre-pandemic average for some time is confirmation of a continued "sellers' market".

### Available freelancers and consultants

The demand for experts was high, and kept the number of available freelancers and consultants at a lower than normal level.



**Share your profile in Brainville and let 20.000+ companies see it!**

**Login, slide the switch, done!**

Brainville | **Freelancer/Consultant**



**+1200 experts**

using umbrella companies have joined Brainville since the start of the pandemic



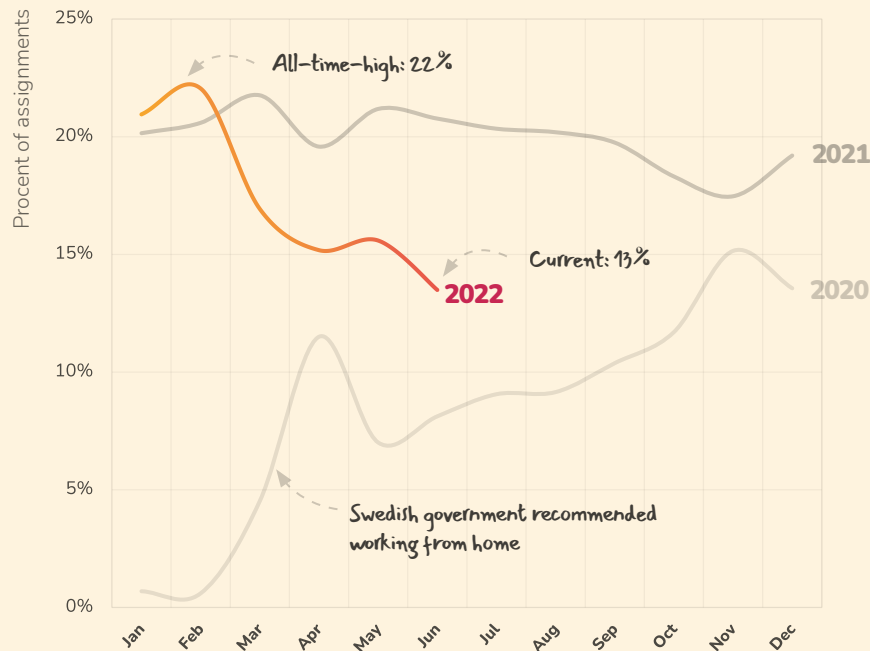
## Permanent recoil or random dip for remote work?

The share of assignments allowing remote work dropped significantly during the first six months of 2022. In June it was at its lowest since the rapid increase coinciding with the start of the pandemic in 2020, which was widely viewed as a paradigm shift. Whether this is a permanent recoil, or a temporary dip will become clearer in future reports.

The share of freelancers among the consultants has been at a higher level since the start of the pandemic. This was reaffirmed during the first half of the year.

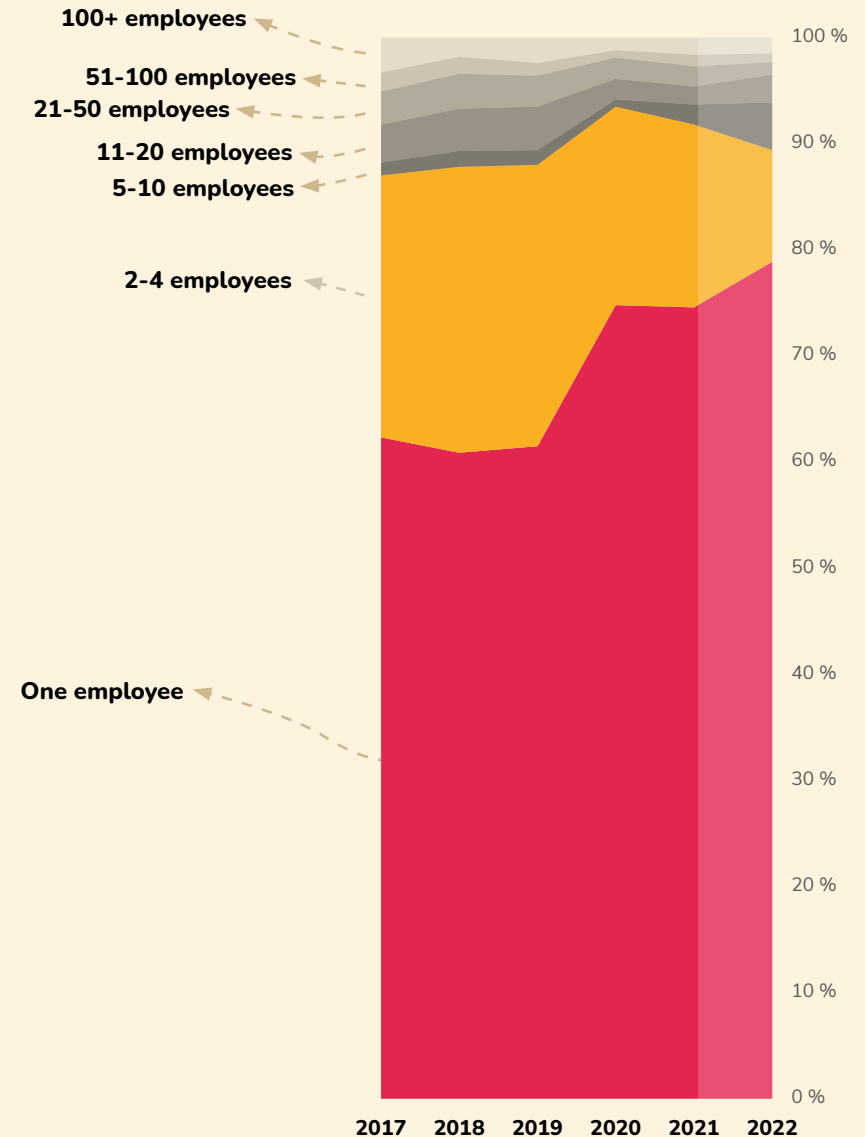
### Remote work

The share of assignments allowing remote work dropped in Q2, but is still a lot larger than before the pandemic.



### Registered companies per year, grouped by size

Almost 79 % of the companies that registered in Brainville in H1 2022 were freelancers. Companies with 5-10 employees increased at the expense of companies with 2-4 employees.



# Top buyers



**Ework**



**Shaya Solutions**



**Upgraded People**

**4** AFRY

**5** ProData Consult

**6** Sverek

**7** Enmanskonsulterna

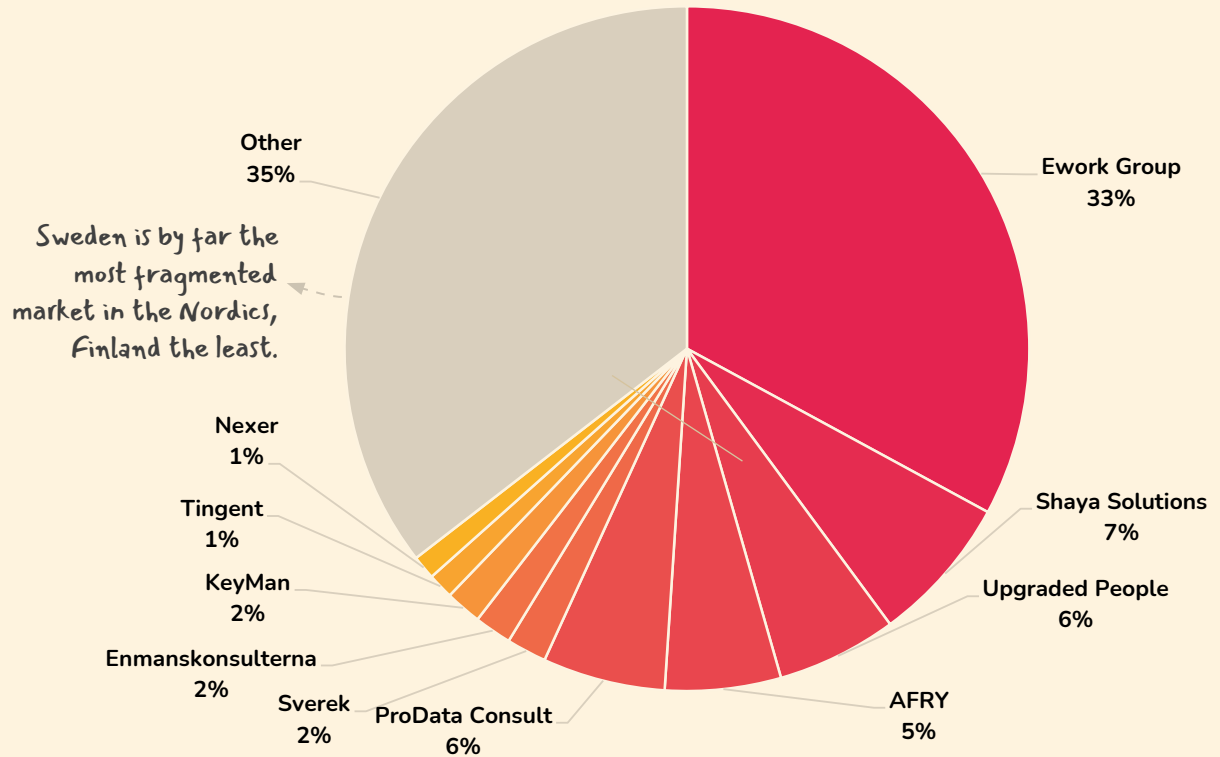
**8** KeyMan

**9** Tingent

**10** Nexer

## Top Buyers in the Nordics

The size of the group "Other" varies greatly in the Nordic countries



### What do we mean by "Top buyers"?

Well, simply put it's the companies with the largest number of job postings i.e., assignments in Brainville.



### How do I improve my company's position?

There's only one way to do that - post more assignments. You can either do this directly in Brainville or you can use our [API](#), enabling you to publish assignments from your own system. You can do this free of charge and as always, we never take part of any deals made.

We also provide a service importing assignments. [Contact us if you want to know more!](#)



# Best reply frequency



**Tingent**



**Iceberry**



**Techstars of Sweden**

- 4 Techfactory
- 5 NetNordic Sweden
- 6 Qualitysourcing
- 7 Avalon Innovation
- 8 The Stellar Collective
- 9 Avenit Consulting
- 10 Castra Group

Click on a company to see their reply frequency over time



“Vi på Tingent är mycket tacksamma över att kunna bygga och utveckla vårt nätverk här på Brainville. Som servicebolag är vi beroende av att våra partners känner att de får den service och uppmärksamhet de behöver, därför är svarsfrekvensen så viktig för oss. Vi glädjer oss åt att se att vi återigen vinner bäst svarsfrekvens.”

**Luisa Perea**  
Tingent

“Ett av våra viktigaste mål är att hjälpa våra kunder med sina konsultbehov, så att de så fort som möjligt får rätt person och kompetens på plats. Samtidigt är vi väldigt måna om att vara tydliga och transparenta gentemot våra konsultkandidater, så att de får korrekt information om uppdragen och får återkoppling på sina ansökningar. På så vis blir oftast hela processen både effektiv och kvalitativ samt angenäm för alla parter.”



**Vendela Danninger & Linnea Odenjung**  
Iceberry



“Fundamentet i vår verksamhet är relationen vi har med våra kandidater. Den relationen bygger vi genom transparens, professionalism och kvalitet. En stor del av detta är en smidig, snabb och personlig kommunikation. För oss är det självklart med snabb respons gentemot våra kandidater, vi vet att dom ofta är i flera processer samtidigt, och då blir det extra viktigt. IT-branschen rör sig snabbt, då behöver vi också göra det!”

**Daria Rozanski - Head of Sales & Clara Åström - Head of Talent**  
Techstars of Sweden

**What is "reply frequency"?**

Imagine being asked a question and replying, without your reply getting acknowledged. It's as if you weren't even there. That's not OK, is it?

Reply frequency is simply how often companies posting jobs reply to applications. It's common courtesy to reply and if you're in it for the long run, consider always replying to applications.

**How do I improve my company's reply frequency?**

Answer more applications. It's as simple as that. Reply frequency is displayed both on company profiles in Brainville and awarded in Konsultrapporten, to help freelancers and consultants to adjust their expectations.

# Best job posting quality



**Accuro**



**Skillnet**



**Techfactory**

**4** Randstad Technologies

**5** House of skills

**6** Regent

**7** Hire Quality

**8** The Stellar Collective

**9** Visma Consulting

**10** Biolit

Click on a company to see their job posting quality over time

*“Accuro is leading the pack in recruiting SAP and IT freelance consultants.*

*With this comes the responsibility to post job descriptions as clearly as possible. Our job applicants must fully understand the role description to determine if they are a good fit as quickly as possible.*

*We pride ourselves on a clear and concise job description, which gives us a quick turnaround time. Our customers love us for that.”*



**Abeer Almas**

Senior Recruitment Manager, Freelance @ Accuro

## What is "job posting quality"?

Have you ever read an instruction that is far from complete? Did you manage to follow it anyway or did you lose interest?

Job posting quality is a measurement based on a number of different parameters, in fact almost all parameters you can think of when describing an assignment. The title, role, description, rate, location, start and end date etc. The more complete your assignment form is, the better the job quality. But there's more to it!

## Why do we measure job posting quality?

We want to help both sides of the deal to understand each other. A high quality job posting is more intelligible for the recipient. This leads to twice as many matching applications compared to a low-quality job posting. Both sides save time: win-win!



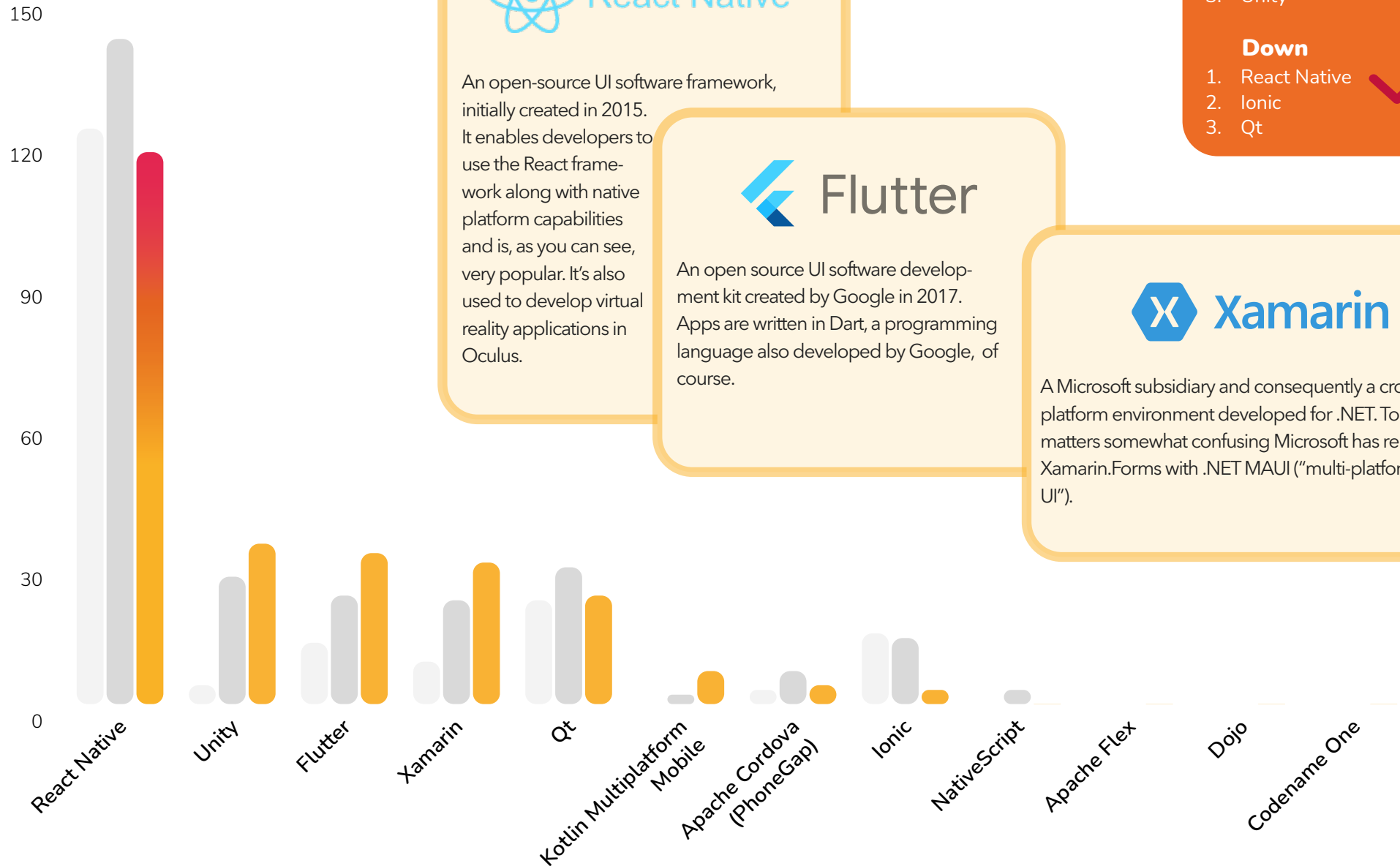
## How do I improve my company's job posting quality?

1. Write a descriptive title. For instance, you're probably not just looking for a "developer", but you might be looking for a ".NET developer with a keen eye for UI".
2. Check your text. One or two rows simple doesn't cut it. Make sure the text mentions relevant methodologies, tools, or technologies that the freelancer/consultant is expected to work with.
3. Add a rate. Job postings with a suggested rate gets 50 % more applications.
4. Make sure you complete the form. There's an indicator showing your progress.



## Cross platform app development...

...and the number of assignments they were mentioned in.



An open-source UI software framework, initially created in 2015. It enables developers to use the React framework along with native platform capabilities and is, as you can see, very popular. It's also used to develop virtual reality applications in Oculus.



An open source UI software development kit created by Google in 2017. Apps are written in Dart, a programming language also developed by Google, of course.



A Microsoft subsidiary and consequently a cross platform environment developed for .NET. To make matters somewhat confusing Microsoft has replaced Xamarin.Forms with .NET MAUI ("multi-platform App UI").

**Up**

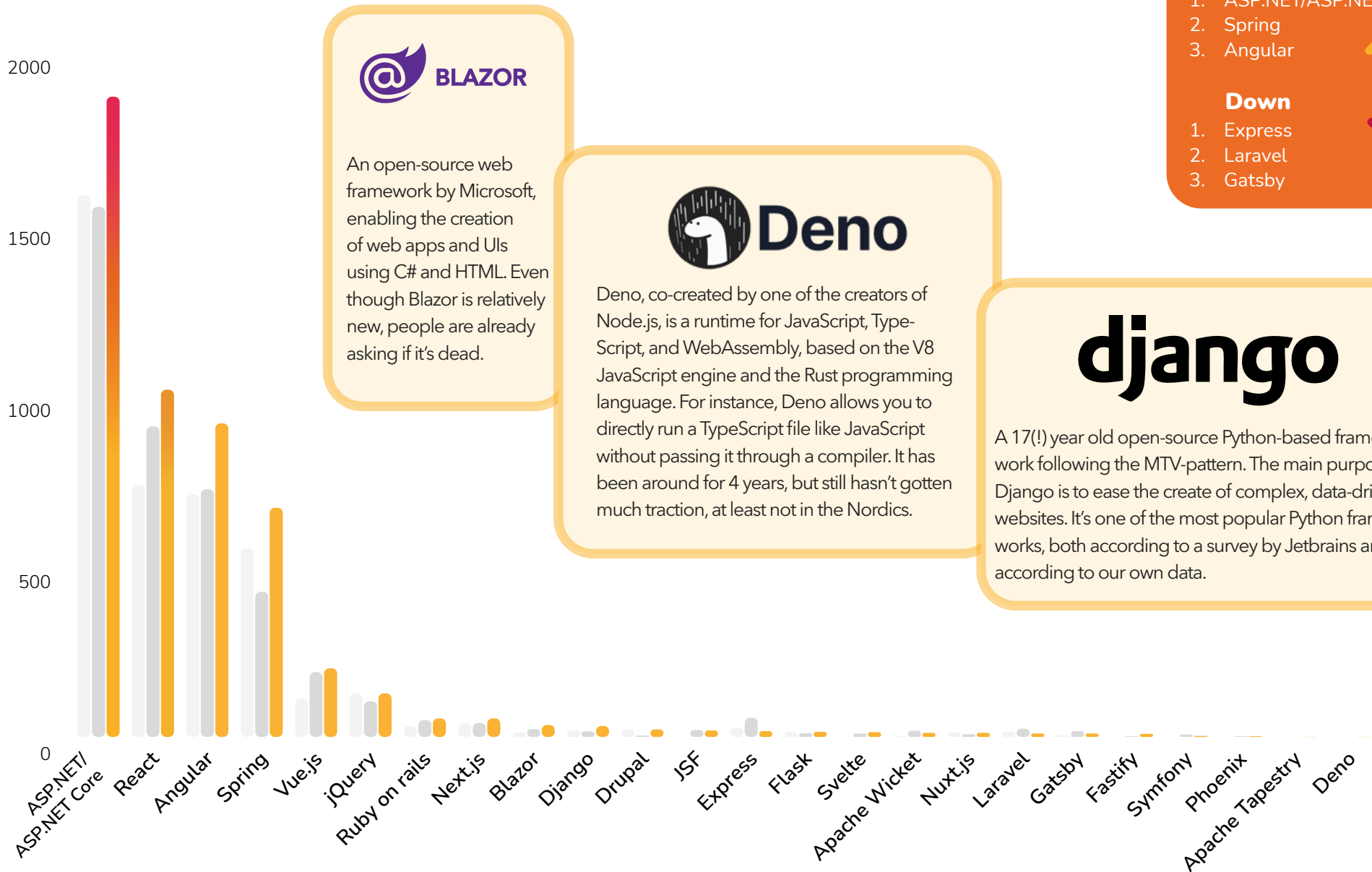
- Flutter
- Xamarin
- Unity

**Down**

- React Native
- Ionic
- Qt


## Web frameworks...

...and the number of assignments they were mentioned in.




**BLAZOR**

An open-source web framework by Microsoft, enabling the creation of web apps and UIs using C# and HTML. Even though Blazor is relatively new, people are already asking if it's dead.



**Deno**


Deno, co-created by one of the creators of Node.js, is a runtime for JavaScript, TypeScript, and WebAssembly, based on the V8 JavaScript engine and the Rust programming language. For instance, Deno allows you to directly run a TypeScript file like JavaScript without passing it through a compiler. It has been around for 4 years, but still hasn't gotten much traction, at least not in the Nordics.

**django**

A 17(!) year old open-source Python-based framework following the MTV-pattern. The main purpose of Django is to ease the create of complex, data-driven websites. It's one of the most popular Python frameworks, both according to a survey by JetBrains and according to our own data.


**Up**

1. ASP.NET/ASP.NET Core
2. Spring
3. Angular



**Down**

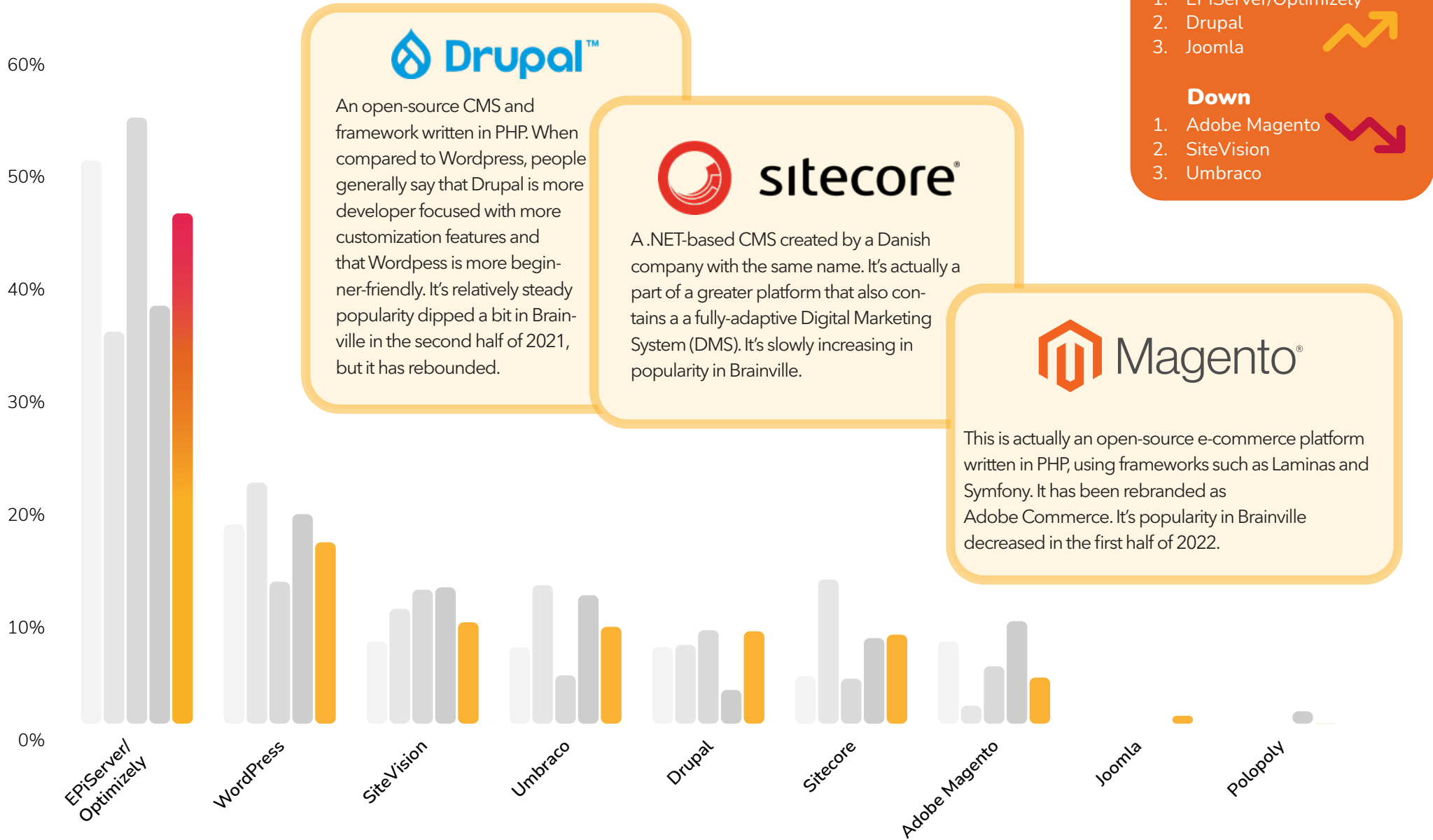
1. Express
2. Laravel
3. Gatsby





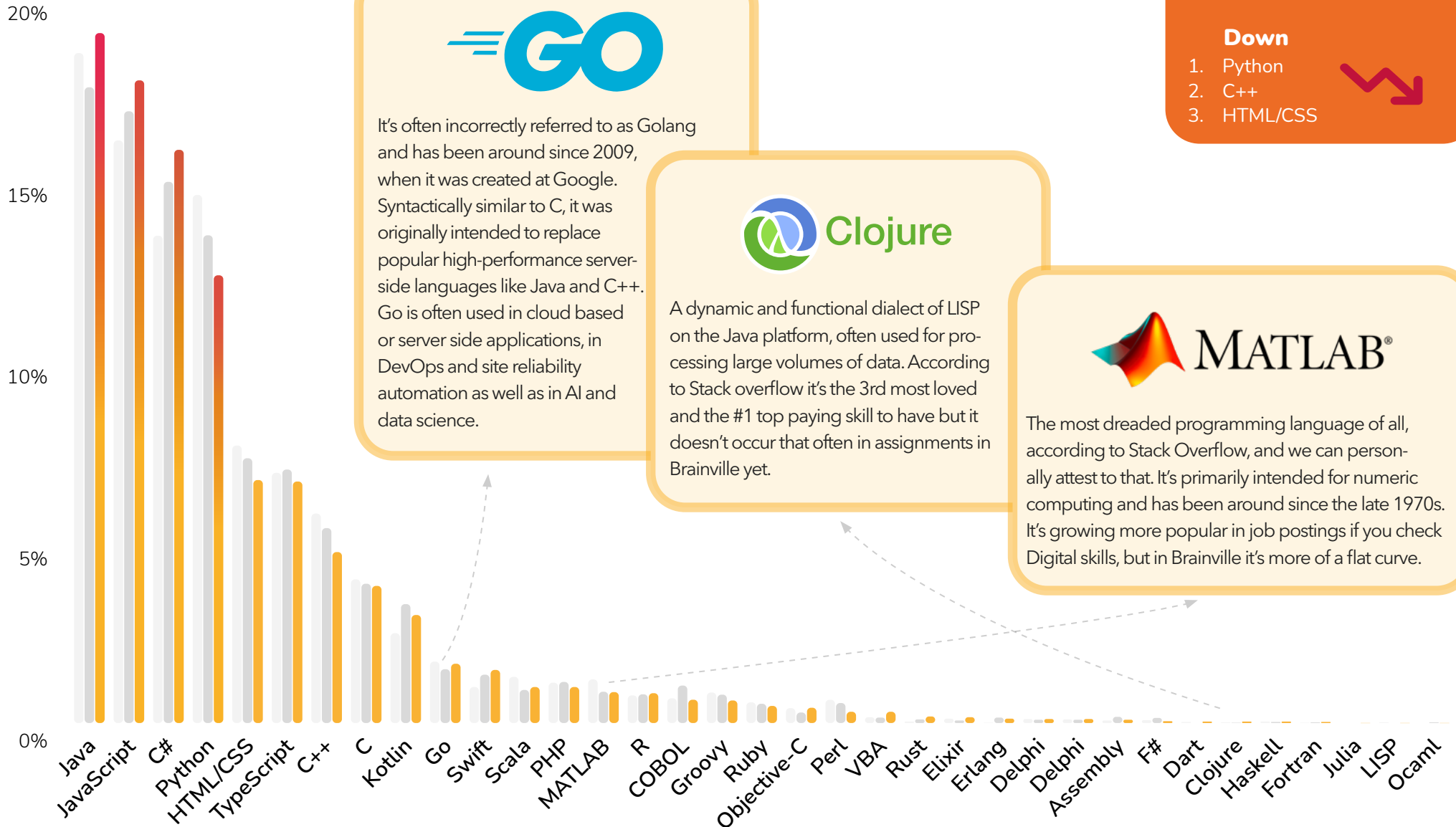

## CMS

Which is short for Content Management System... and the number of assignments they were mentioned in.




## Programming languages sorted by demand in the Nordics


Based on assignments within IT in Brainville. Functional programming languages such as Clojure, Haskell, OCaml, Elixir and F# are unusual in assignment texts, but they do pop up sometimes.

It's often incorrectly referred to as Golang and has been around since 2009, when it was created at Google. Syntactically similar to C, it was originally intended to replace popular high-performance server-side languages like Java and C++. Go is often used in cloud based or server side applications, in DevOps and site reliability automation as well as in AI and data science.




A dynamic and functional dialect of LISP on the Java platform, often used for processing large volumes of data. According to Stack overflow it's the 3rd most loved and the #1 top paying skill to have but it doesn't occur that often in assignments in Brainville yet.



The most dreaded programming language of all, according to Stack Overflow, and we can personally attest to that. It's primarily intended for numeric computing and has been around since the late 1970s. It's growing more popular in job postings if you check Digital skills, but in Brainville it's more of a flat curve.


**Up**

1. Java
2. C#
3. JavaScript



**Down**

1. Python
2. C++
3. HTML/CSS





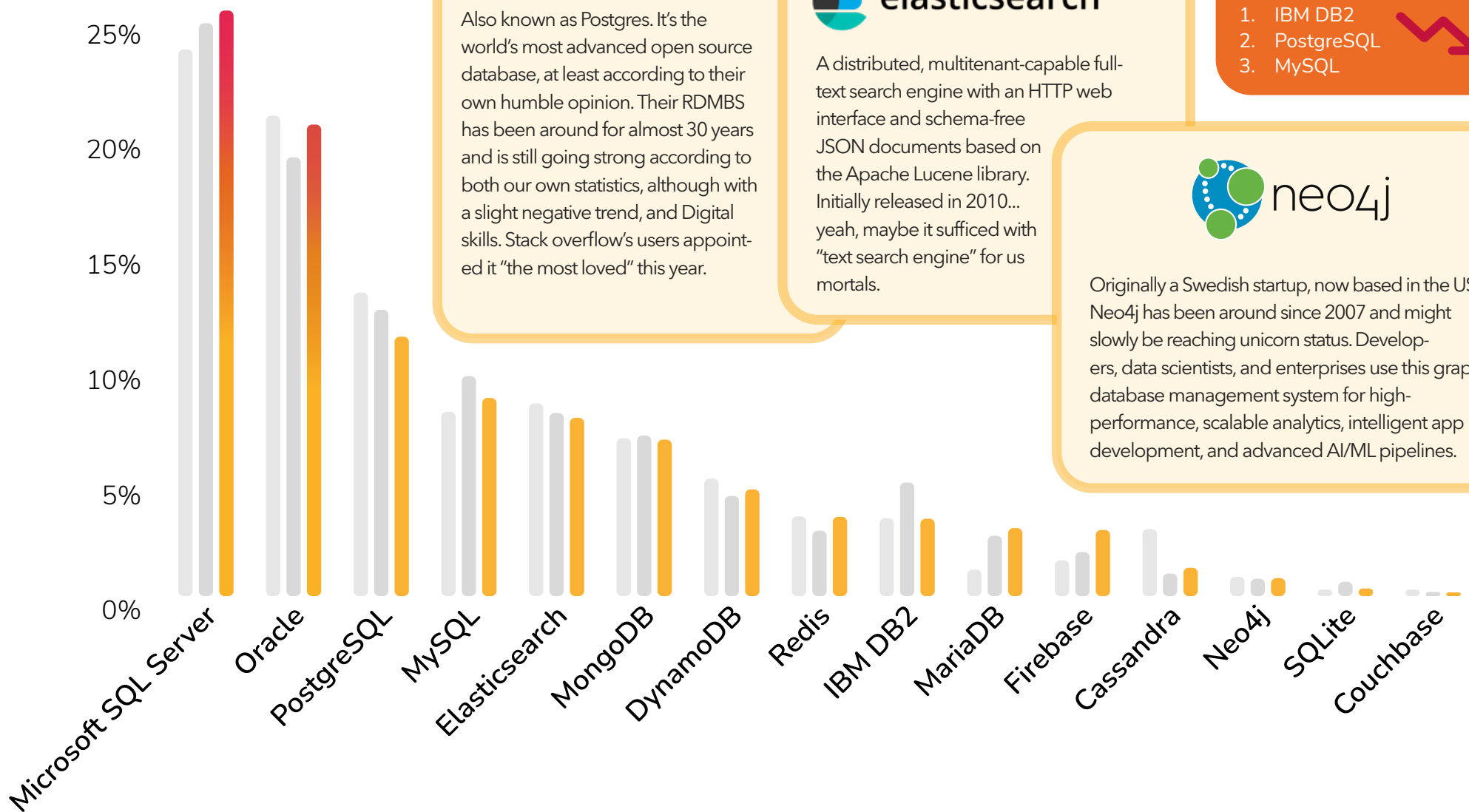
## Cloud services/platforms

...and the number of assignments they were mentioned in.



## Databases and related tech sorted by demand in the Nordics

Based on assignments within IT in Brainville



**PostgreSQL**

Also known as Postgres. It's the world's most advanced open source database, at least according to their own humble opinion. Their RDBMS has been around for almost 30 years and is still going strong according to both our own statistics, although with a slight negative trend, and Digital skills. Stack overflow's users appointed it "the most loved" this year.

**elasticsearch**

A distributed, multitenant-capable full-text search engine with an HTTP web interface and schema-free JSON documents based on the Apache Lucene library. Initially released in 2010... yeah, maybe it sufficed with "text search engine" for us mortals.

**neo4j**

Originally a Swedish startup, now based in the US, Neo4j has been around since 2007 and might slowly be reaching unicorn status. Developers, data scientists, and enterprises use this graph database management system for high-performance, scalable analytics, intelligent app development, and advanced AI/ML pipelines.

**Up**

- 1. Oracle
- 2. Firebase
- 3. Redis

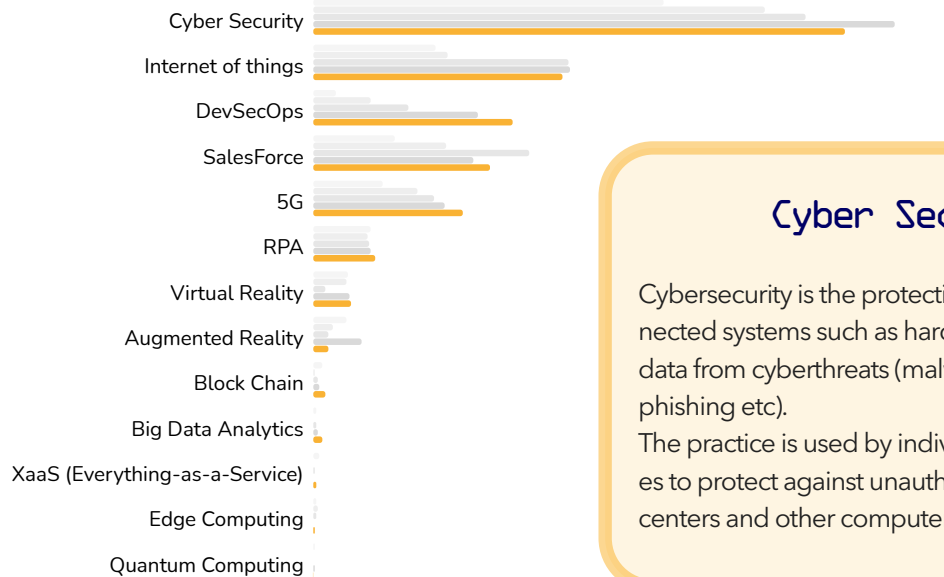
**Down**

- 1. IBM DB2
- 2. PostgreSQL
- 3. MySQL

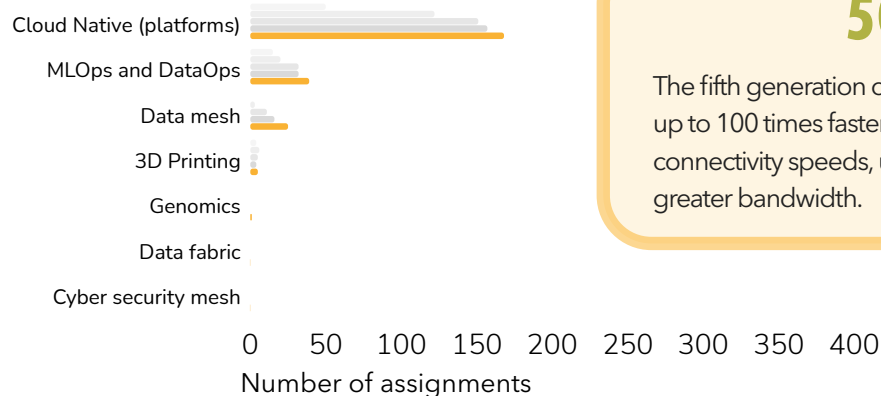
## Tech trends and market adoption in 2022

We've followed up on a number of tech trends that were frequently discussed in both 2021 and 2022. Quite often new trends don't show up in the demand on the market until they've been around for some time – that is when they're hardly new anymore. We've scavenged the web for the top trends for 2022 and added them to the list for 2021 and tried to match these trends to assignments in Brainville.

### Trender 2021



### Trender 2022



## Cyber Security



Cybersecurity is the protection of internet-connected systems such as hardware, software and data from cyberthreats (malware, ddos-attacks, phishing etc).  
The practice is used by individuals and enterprises to protect against unauthorized access to data centers and other computerized systems.

## 5G



The fifth generation cellular networks are up to 100 times faster than 4G, with faster connectivity speeds, ultra-low latency and greater bandwidth.

## MLOps and DataOps

MLOps is a set of practices that aims to deploy and maintain machine learning models in production, being at the intersection of Machine Learning, DevOps and Data Engineering.  
DataOps merges agile development, DevOps, personal and data management technology to create a framework that provides the right data, at the right time, to the right stakeholder.

## Cloud Native



The approach to building and running applications across private, public, and hybrid clouds. When an app is "cloud native," it's designed specifically to be developed and managed within a cloud environment.  
Frequently, cloud-native applications are built as a set of micro-services that run in containers, and may be orchestrated in Kubernetes and managed and deployed using DevOps and Git CI workflows.

## Data mesh

Data mesh is a domain-oriented data architecture where data is treated as a product owned by the teams that most intimately know and consume the data. This moves away from centralized data-lake architectures, to a domain driven approach where the responsibility for analytical data is put on domain teams, supported by a domain agnostic data platform.



## Can independence and security in the work life go hand in hand? (Short answer: yes)

**Working independently without being affiliated with or authorized by an organization – in popular speech often referred to as “freelancing”<sup>1</sup> – has become increasingly popular over the last couple of years. Studies find that many are appealed by flexibility, freedom, and the opportunity to choose what projects to work on<sup>2</sup>. But how will this, seemingly more risk-filled way of working, fare as we face more uncertain times?**

Marcus Jonsson, CMO at Sweden’s largest gig company Frilans Finans, gives his two cents on recent work life developments, amid more turbulent times.

### Freelancing – a “dream” or simply the best option?

When speaking of freelancing, people often use a rhetoric suggesting that letting go of the shackles of employment is, or should be, a “following your dream”-type of thing. And of course, this might be the case for some. But freelancing, or working assignment-based more specifically, can also be the realistic option or the rational solution. An alternative to employment that, more than materializing lofty entrepreneurial dreams, offers the best option on how to organize your work, that is. Nothing more, nothing less.

Sounds familiar? Well, we find that this type of rational-based reasoning is much more common than one might think. In essence, many people don’t necessarily “dream” about becoming a freelancer but enjoy the freedom and independence of being able to control the way one works. Or, it just may be the logical choice given one’s situation and/or occupation.

### Why people turn to umbrella contracting (i.e., “egenanställning”)

In times of distress, much as we’re seeing now with a war in Europe, spiralling inflation and high interest rates, people – understandably – tend to become more averse to risk. For some, this might entail becoming less prone to work independently or make a career of their own (or, at the very least, more inclined to cherish security). Essentially, many of us are looking for a safe harbour with headwinds raging.

We conducted a survey recently, mapping out why people find umbrella contracting interesting. For those unfamiliar with the term, umbrella contracting is a popular option when taking on assignment-based work. Somewhat simplified, it can be thought of as a hybrid between having your own company and being employed: you are offered the same independence as in self-employment even though you don’t have your own company. Instead, you have an employment at



the umbrella contractor for the time of an assignment. In addition to being considered a “simpler” and less time-consuming option, umbrella contracting also appears to cater to peoples’ wish to avoid risk and additional responsibility. Let’s look at the some of the top listed reasons to why people find umbrella contracting interesting<sup>3</sup>, for instance:

- It seems easier than having your own company (52%)
- It would be nice to avoid the responsibility and risk associated with having your own company (45%)
- I would like to control my time without having to think about the administrative efforts associated with having your own company (36%)

### To each their own

The sentiments listed above are actually a pretty good reflection of why umbrella contracting can be a good option for those looking to combine security and freedom. But, needless to say, there are many benefits with having your own company as well. My advice is therefore simply: take some time and read up on the different

options. It will allow you to make an informed decision that corresponds to what you value and need.

### Sorting out the terms

Translations can be confusing, and that’s definitely the case here. So, what do the English freelance terms translate to in Swedish?

English	Swedish
Umbrella contractor	Egenanställd
Self-employed	Egenföretagare
Own business, own company	Eget företag

### What does the future entail?

As working independently without being affiliated with an organisation is becoming common practice, we wish to see more eyes turn towards establishing sustainable routines and frameworks which encompasses modern

ways of working. For, while working assignment-based might be different from traditional employment, there is no reason why consultants, freelancers and umbrella contractors should not enjoy the benefits of a safe workplace and fair conditions<sup>4</sup>.

And even with more uncertain times ahead, I hope that people continue to let their competences, skills and passions flourish - whether it be through the means of a traditional employment or a more modern way of working. Just remember that if you wish to do so independently, without being affiliated with or authorized by an organization, umbrella contracting offers a secure option in more turbulent times.

Läs mer:

Frilans Finans hemsida



<sup>1</sup> See for instance definition by Merriam-Webster: <https://www.merriam-webster.com/dictionary/freelancer>.

<sup>2</sup> See for instance: <https://www.inc.com/wanda-thibodeaux/this-survey-of-21000-freelancers-from-170-countries-shows-what-having-no-boss-is-like.html>.

<sup>3</sup> Respondents were asked to answer “Why is umbrella contracting interesting for you?”.

<sup>4</sup> Frilans Finans recently signed a collective agreement for its umbrella contractors in Sweden. This first of its kind agreement entails increased security and better conditions for umbrella contractors, for instance when it comes to compensation, working environment, insurance, pension and working hours. Feel free to read more and ask questions at: [www.frilansfinans.se](http://www.frilansfinans.se)

# Sweden

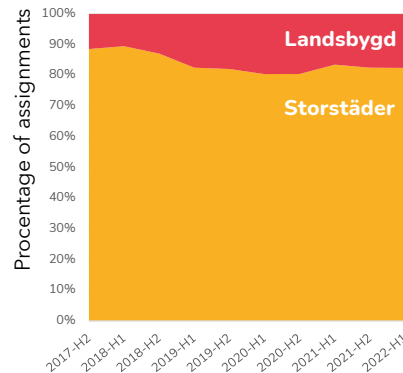
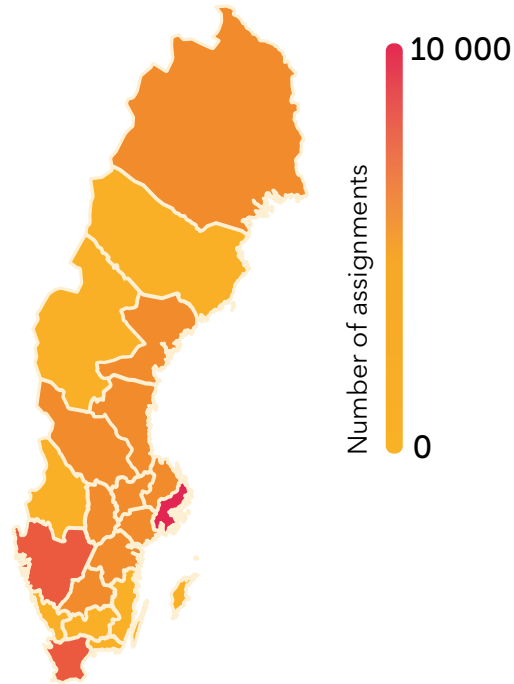
Being Bainville's largest market, the development on the Swedish market had as usual a big influence on the numbers at Nordic level.

Sweden was the main driver behind the strong growth numbers in the first half of 2022 with a growth rate of close to 15 percent, reaching a new all-time high by some margin. The number of advertisers also increased, making up for some, but not all, of the decrease in the previous six months.

## Growth in the north, south and west - negative trend break in Stockholm

The second half of 2021 saw growth in both Västra Götaland and Skåne, in number of assignments as well as in terms of market share, while the opposite was the case for Stockholm - a reversal of the trend we observed from the first half of the year.

Outside the three larger metropolitan regions, the most significant growth in demand was in Västerbotten and Västernorrland, most likely driven by the establishment of state agencies.



Län	% of assignments	Difference from H2 2021
Blekinge län	0,6%	0,1%
Dalarnas län	0,7%	0,3%
Gotlands län	0,2%	0,1%
Gävleborgs län	0,9%	0,1%
Hallands län	0,2%	0,0%
Jämtlands län	0,4%	0,1%
Jönköpings län	1,4%	0,0%
Kalmar län	0,3%	0,2%
Kronobergs län	0,4%	0,0%
Norrbottnens län	0,7%	-0,2%
Skåne län	8,3%	-0,4%
Stockholms län	57,9%	-0,2%
Södermanlands län	0,6%	-0,1%
Uppsala län	1,8%	-0,8%
Värmlands län	0,2%	-0,1%
Västerbottens län	1,5%	0,3%
Västernorrlands län	2,0%	-0,3%
Västmanlands län	1,5%	-0,6%
Västra Götalands län	16,2%	0,5%
Örebro län	1,1%	0,3%
Östergötlands län	2,9%	0,7%

### Up

1. Kalmar län
2. Dalarnas län
3. Örebro län



### Down

1. Värmlands län
2. Uppsala län
3. Västmanlands län



## More than doubled in three years

The total value of assignments available on Brainville reached yet another all-time high. It has increased with every half year report since 2017 and more than doubled in the last three years. As we have seen, this was coupled with strong growth in number of assignments which also reached a new record high.

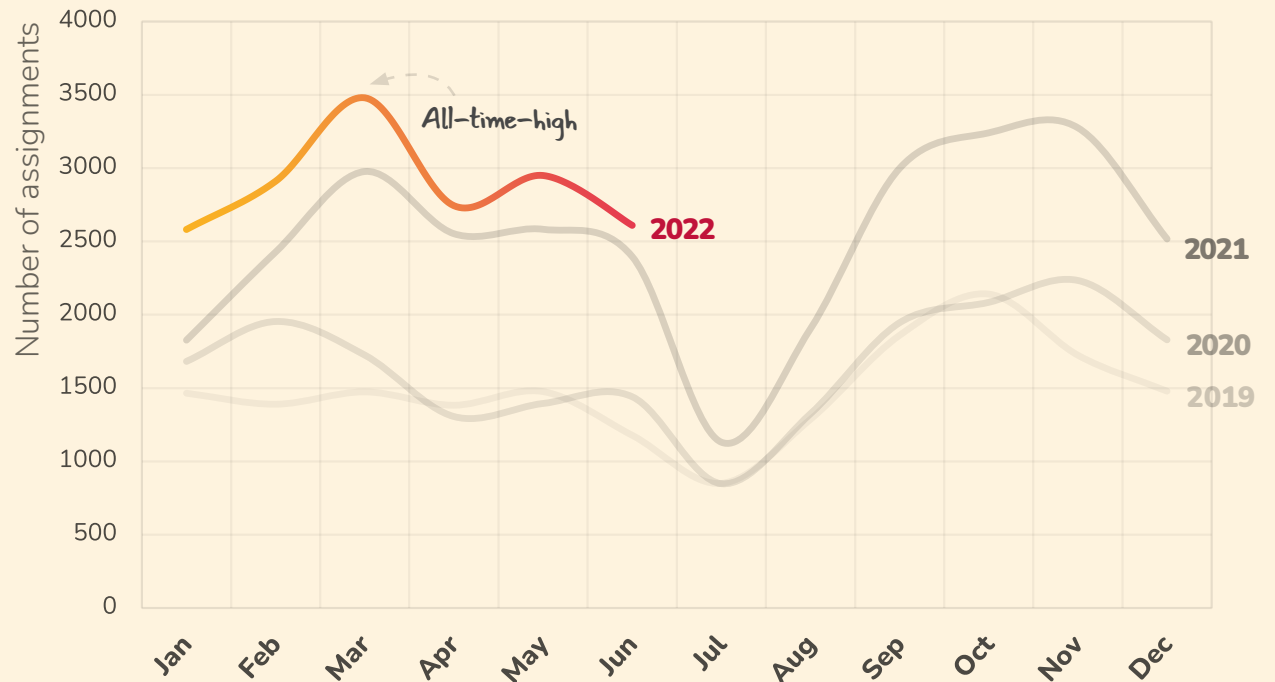
When broken down month by month, it is apparent that the first couple of months of 2022 still suffered somewhat from lingering effects of the pandemic, with the market subsequently gathering pace in March.

### Top buyers in Sweden

Buyers	% of assignments	Difference from H2 2021
Ework Group	32,6%	1,1%
Shaya Solutions	9,2%	2,7%
Upgraded People	7,4%	0,6%
AFRY	7,2%	-1,3%
Sverek	2,4%	-2,0%
Enmanskonsulterna	2,3%	0,1%
KeyMan	2,2%	0,3%
ProData Consult	2,1%	-0,6%
Tingent	1,6%	1,2%
Nexer	1,5%	0,3%
Other	31,5%	-2,8%

### Assignments in Sweden

The number of assignments in Sweden exceeded 17.000 for the first time in the first half of 2022.



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## The pandemic in the rearview mirror

We've added key figures regarding both financial numbers and marketplace activity to the [company profiles](#) in Brainville. In the graphs to the right we present the total net turnover, EBIT and requisition volume from 2018 to 2021 for approximately 300 consultancies and brokers in Brainville (selected based on activity level), in an effort to see how the pandemic affected the market.

It's clear that the net turnover almost decreased to the same level as 2018, while EBIT quite expectedly, sank like a rock. Interestingly the requisition volume wasn't visibly affected at all.

If you separate brokers from consultancies there's a stark contrast for some figures. The net turnover was the number that changed the least, in both total numbers and percentages. Consultancies dipped with -3 % and brokers with -8 % from 2019 to 2020, but both rebounded with +5 % respectively + 19 % from 2020 to 2021.

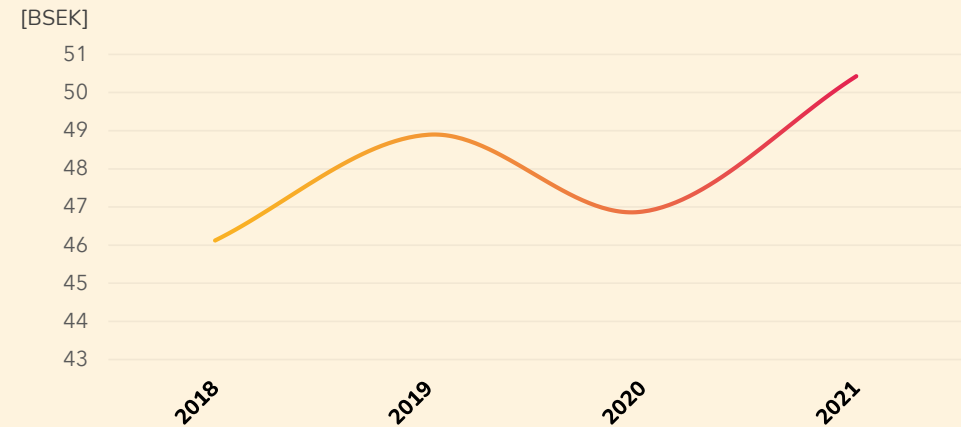
EBIT fluctuated even more. Consultancies, being the major part of the selected companies, of course decreased more in total numbers, but in percentages it was a 26 % decrease from 2019 to 2020 with a rebound of more than 50 % from 2020 to 2021. Brokers in general seem to have a much lower EBIT in average, though, it's worth noting that it's quite common for apparent brokers to register as suppliers of consultants, i.e. consultancies, in Brainville.

When it comes to requisition volume the brokers were the winners. In 2018 the volume was 18 % higher for the selected brokers, but in 2021 it was 84 % higher.

**”When it comes to requisition volume the brokers were the winners. In 2018 the volume was 18 % higher for the selected brokers, but in 2021 it was 84 % higher.”**

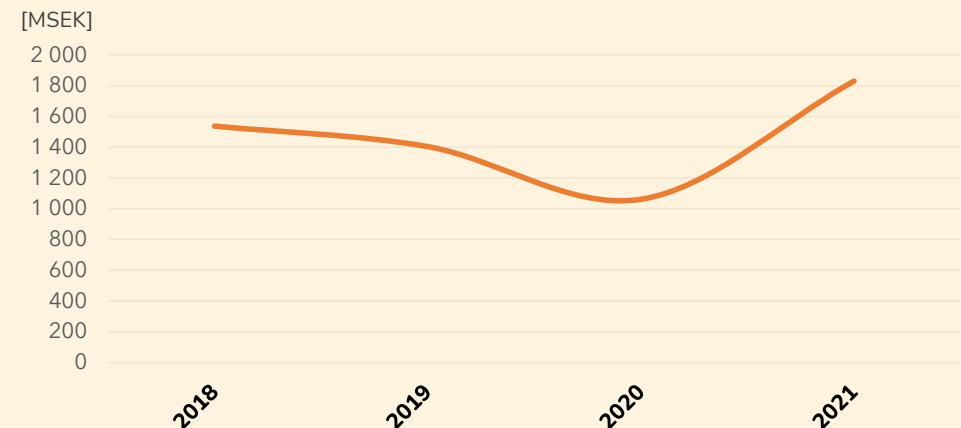
### Total turnover

Based on approximately 300 selected Swedish consultancies and brokers



### Total EBIT

Based on approximately 300 selected Swedish consultancies and brokers



## Overall growth impacts most areas

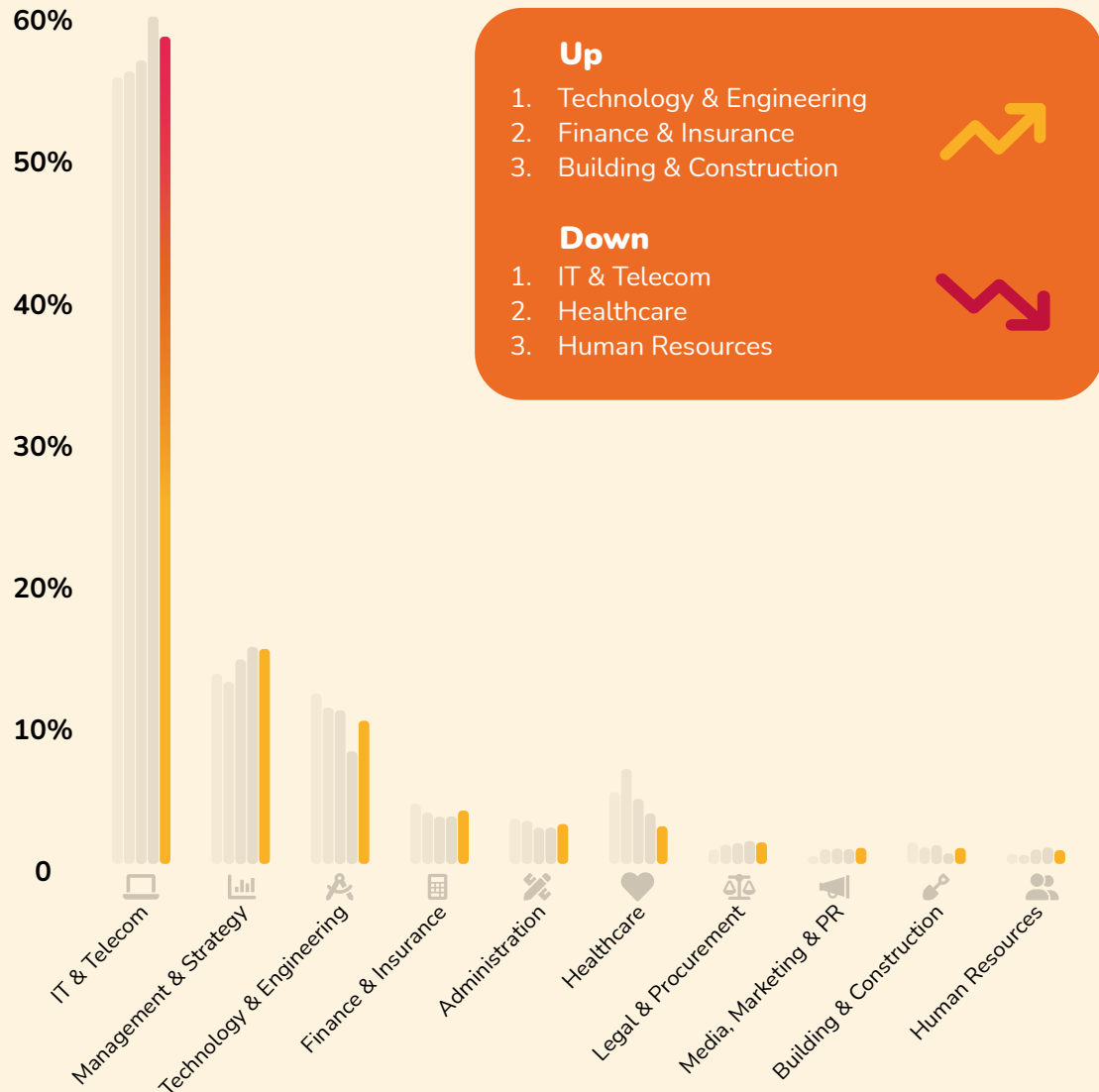
As is to be expected with strong overall growth, the number of assignments increased for the larger competence areas. However, there were noticeable exceptions. Human Resources failed to build on the positive trend from previous reports while Healthcare continued its negative development with another significant drop.

Technology & Engineering, Finance & Insurance and Building & Construction were among this period's winners in relative terms, increasing their respective share of assignments significantly.

Competence area	% of assignments	Difference from H1 2021
IT & Telecom	58,3%	-1,4%
Management & Strategy	15,2%	-0,2%
Technology & Engineering	10,1%	2,2%
Finance & Insurance	3,8%	0,4%
Administration	2,8%	0,3%
Healthcare	2,7%	-0,9%
Legal & Procurement	1,5%	-0,1%
Media, Marketing & PR	1,1%	0,1%
Building & Construction	1,1%	0,4%
Human Resources	1,0%	-0,2%
Other	0,8%	-0,5%
Design & Media	0,7%	-0,1%
Transport & Logistics	0,4%	0,0%
Education	0,3%	0,0%
Sales	0,3%	0,1%
Retail & Warehouses	0,0%	0,0%

### Competence areas

The largest competence areas in Sweden from H1 2020 to H1 2022.



## General price increases continued

In the previous report we saw prices generally increase across roles, a trend that continued in the first half of 2022. Good news for consultants and freelancers yet again!

Android and iOS developers lowered their prices during the report period, while advertisers conversely increased theirs, leading to the seemingly illogical situation where the sellers' asking price is lower than the price offered by the buyer.

### SELLER'S RATES

#### Up

1. DBA
2. Application expert
3. Server-/virtualization specialist



#### Down

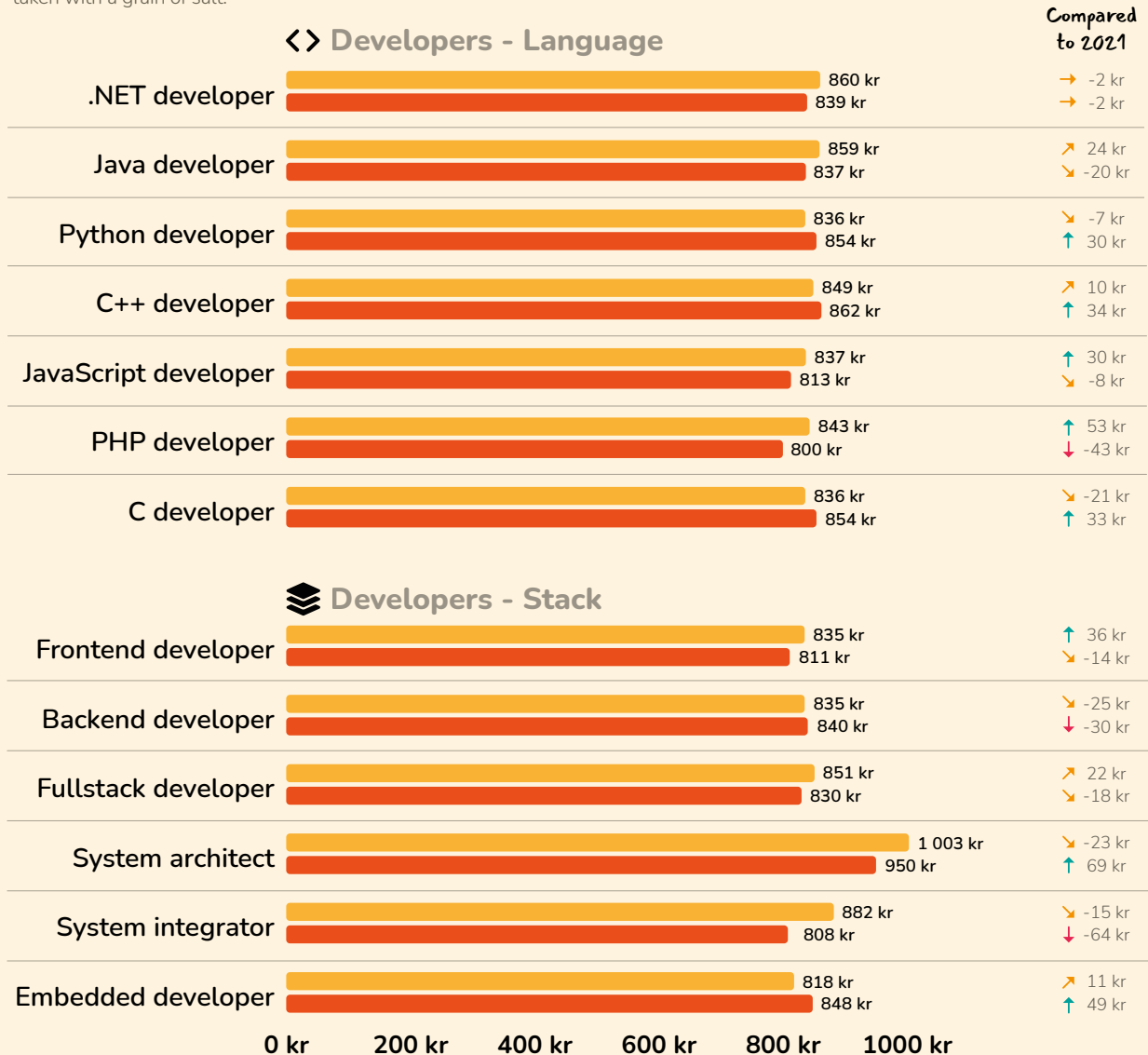
1. Data scientist
2. Test automator
3. IT support



### Comparison: Buyer and seller rates

● Sellers' rate ● Buyers' rate

We're comparing the initial offer from the buyer, as defined by the job posting, and the suggested rate from applying suppliers. Contract rate refers to the final rate. Bear in mind that the statistical volume of data for the contract rate is not adequate. It's presented for the curious and should be taken with a grain of salt.



### BUYER'S RATES

#### Up

1. IT Security Specialist
2. Solution architect
3. IT support



#### Down

1. Business analyst
2. System integrator
3. Data analyst



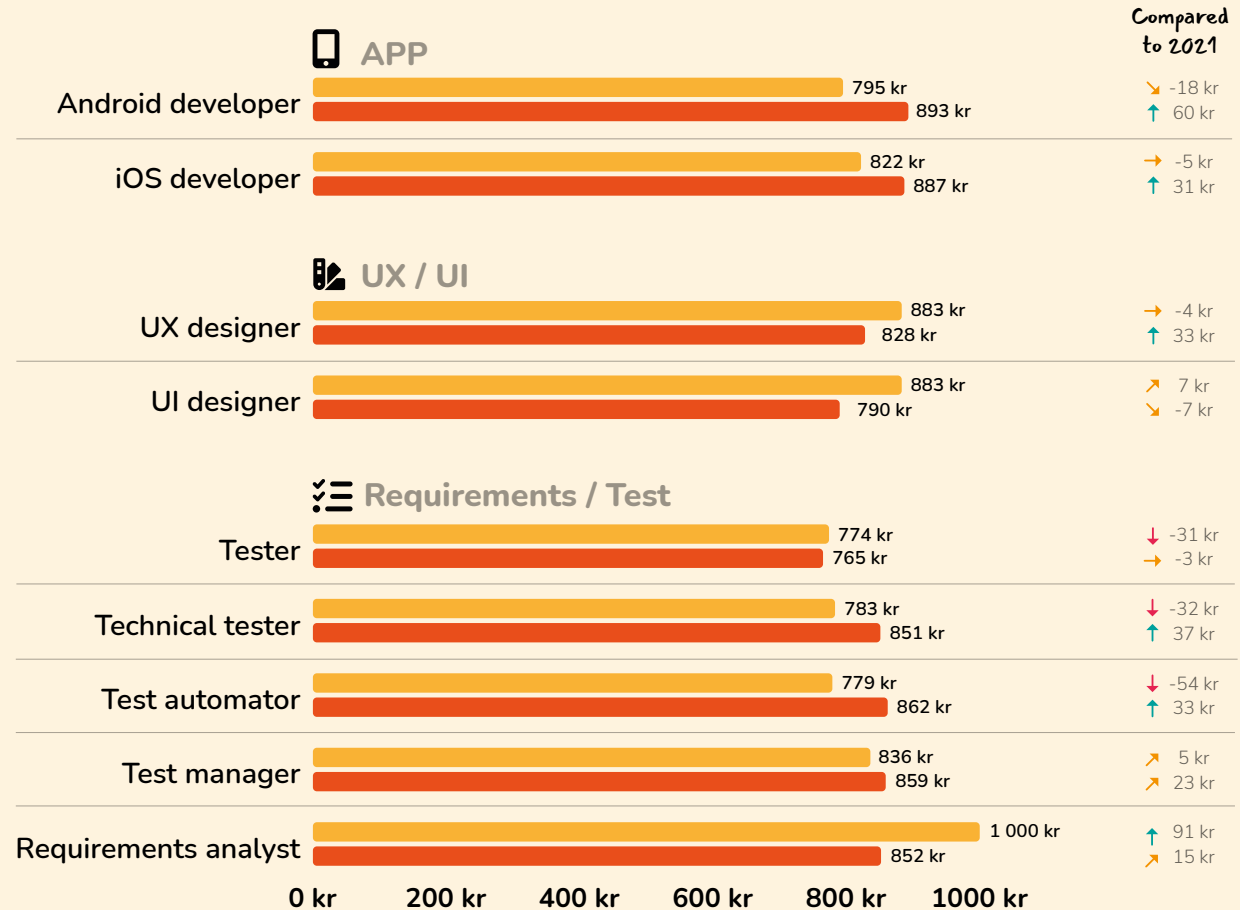
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### Comparison: Buyer and seller rates

● Sellers' rate ● Buyers' rate





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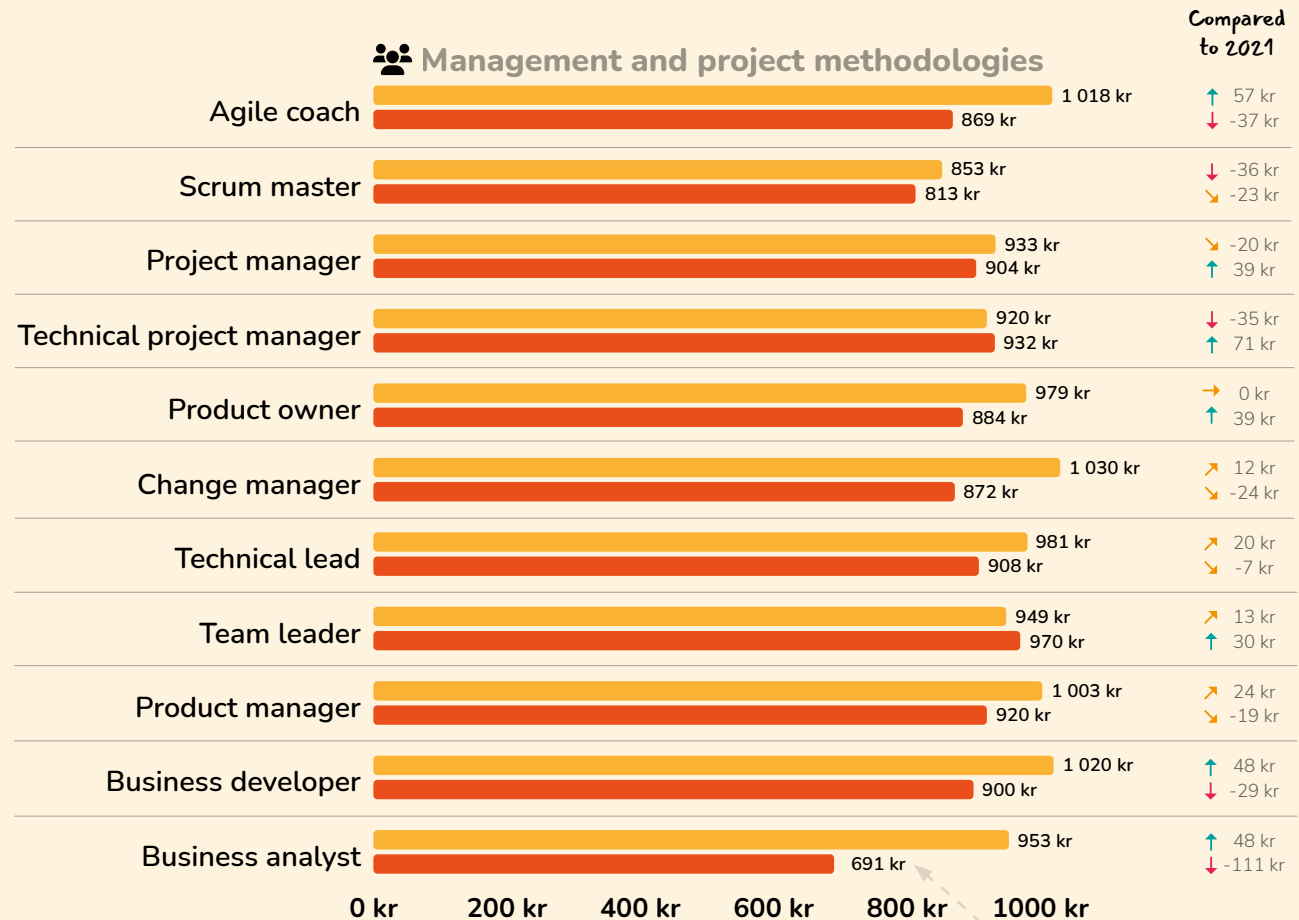
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### Comparison: Buyer and seller rates

● Sellers' rate ● Buyers' rate



What happened here?



**+2.2%**    **+1.3%**

**Sellers**                  **Buyers**

Rate changes in H1 2022

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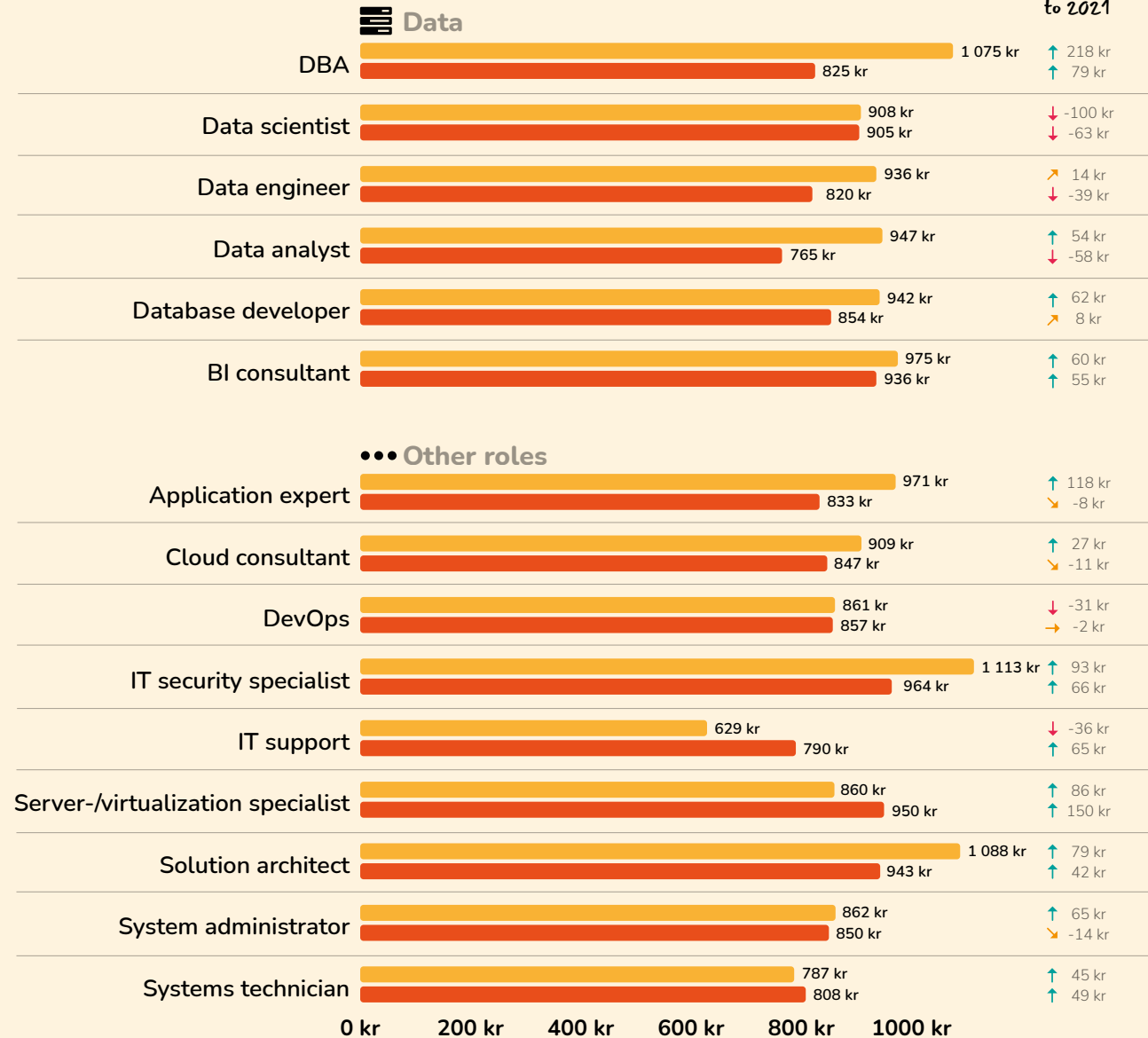
[Read more](#)

Brainville | **Profiles**

### Comparison: Buyer and seller rates

● Sellers' rate    ● Buyers' rate

Compared to 2021

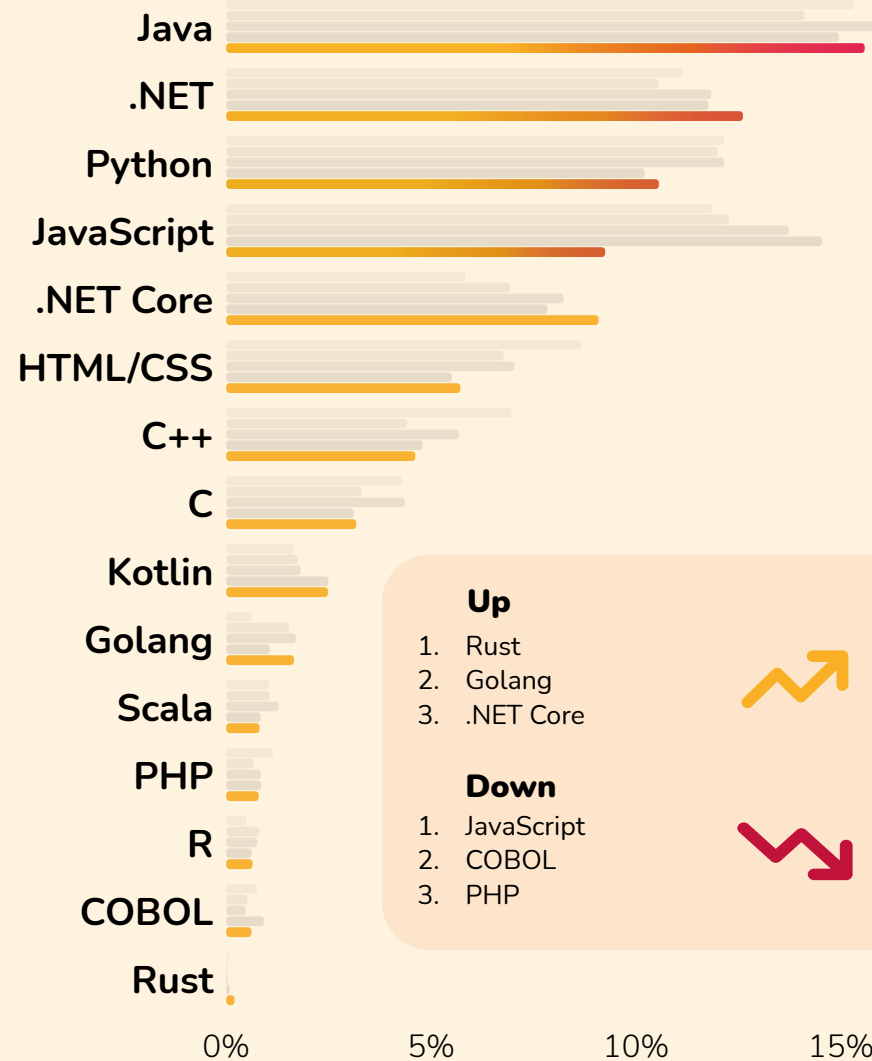


# JavaScript drops out of the top three

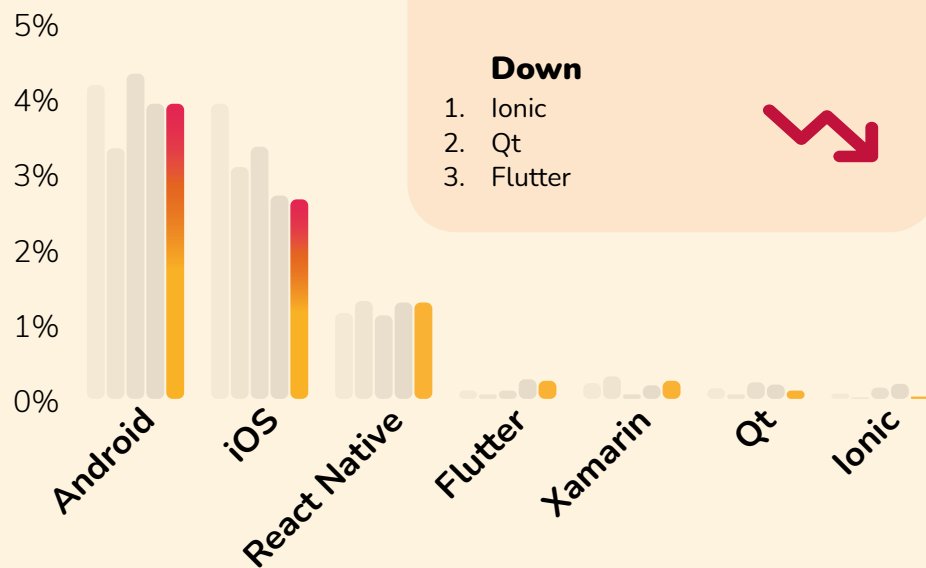
Java, .Net and JavaScript have long been the top trio as the most sought-after areas of expertise in IT. This was disrupted in the first half of 2022 as demand for JavaScript dropped significantly. This could in part be explained by advertisers more frequently mentioning one of the frameworks directly. On aggregate, all mentions of any JavaScript technology increased slightly in absolute numbers but still dropped in relative terms.

Note also: Demand for Machine learning/AI was down markedly. Still no signs of demand for expertise in Blockchain.

## Languages/markup/frameworks skills\*



## App Development\*



### Up

- 1. Xamarin



### Down

- 1. Ionic
- 2. Qt
- 3. Flutter



### Up

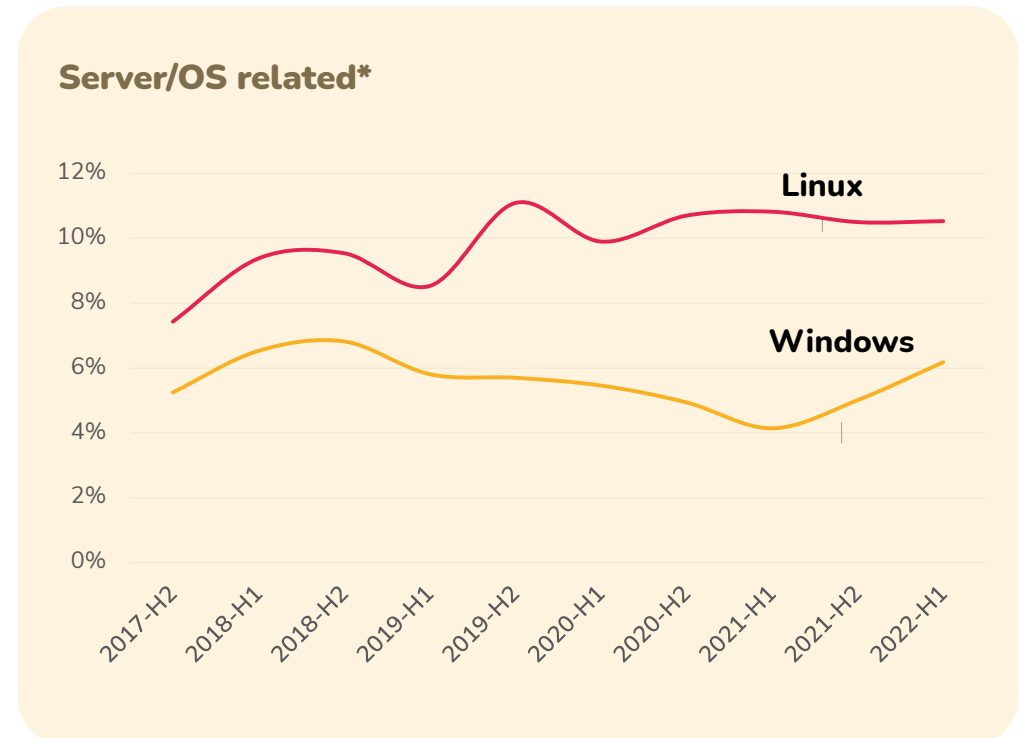
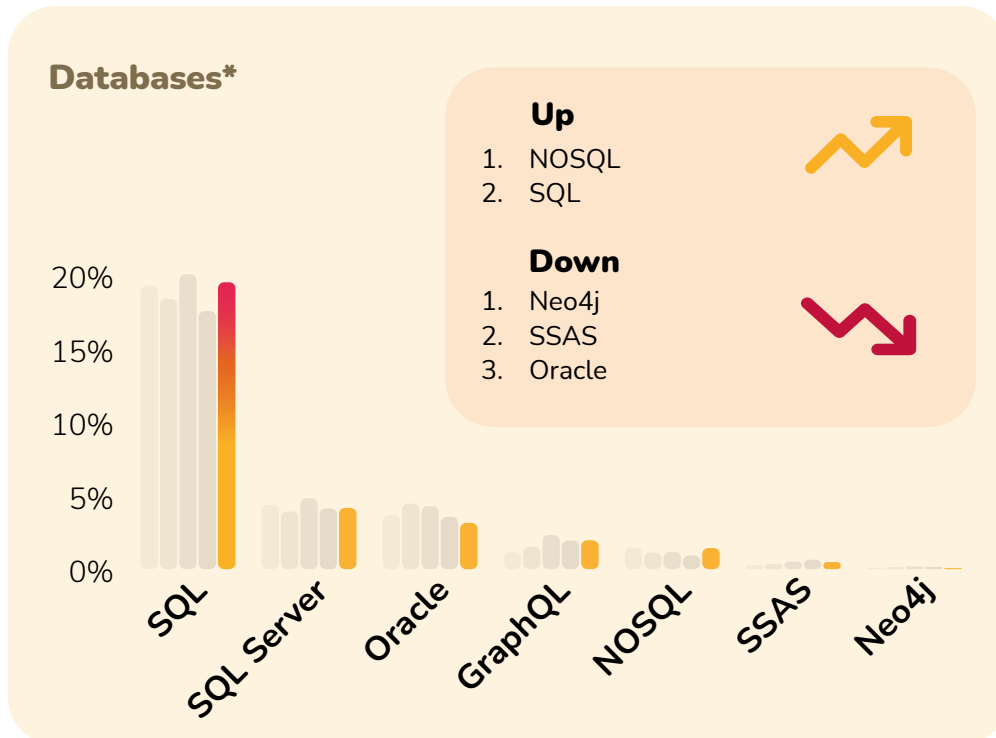
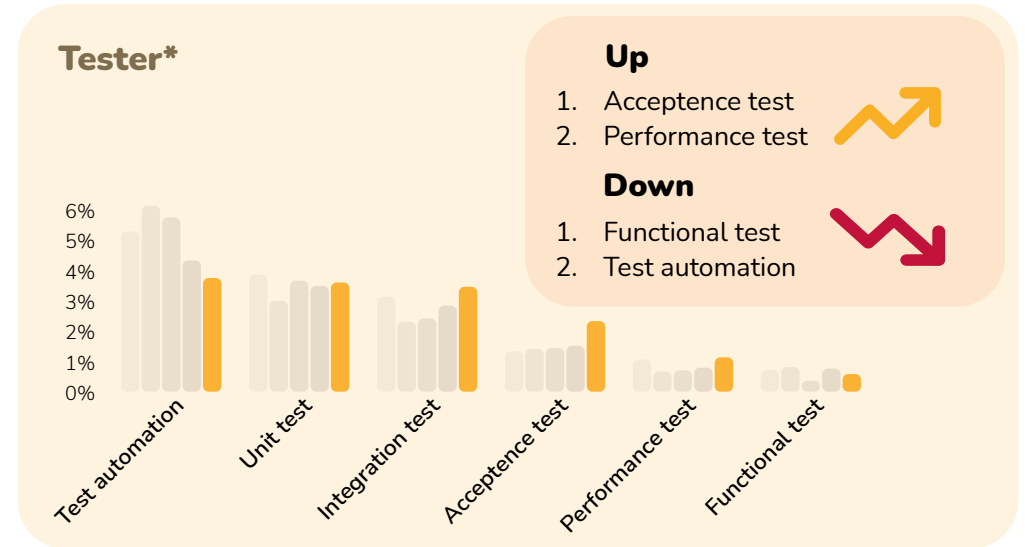
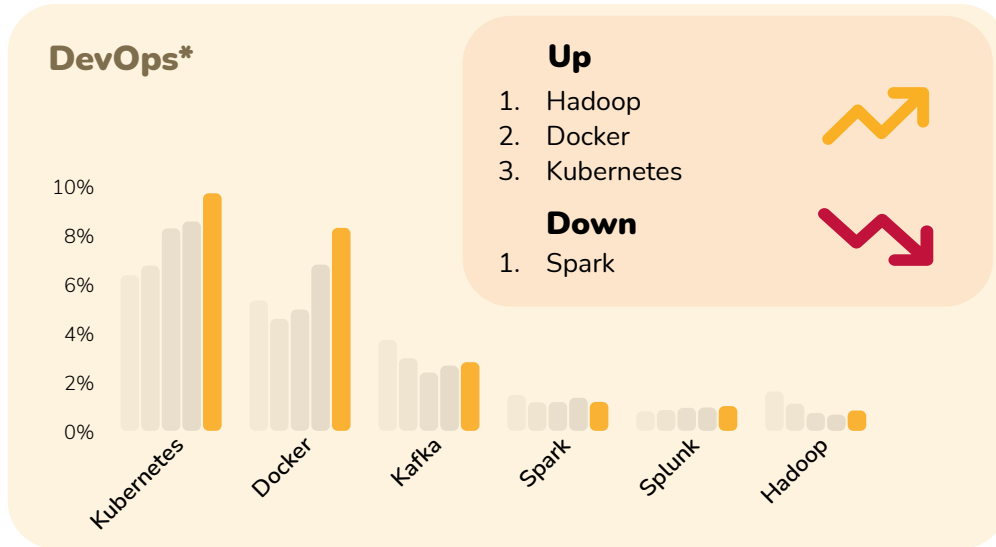
- 1. Rust
- 2. Golang
- 3. .NET Core



### Down

- 1. JavaScript
- 2. COBOL
- 3. PHP

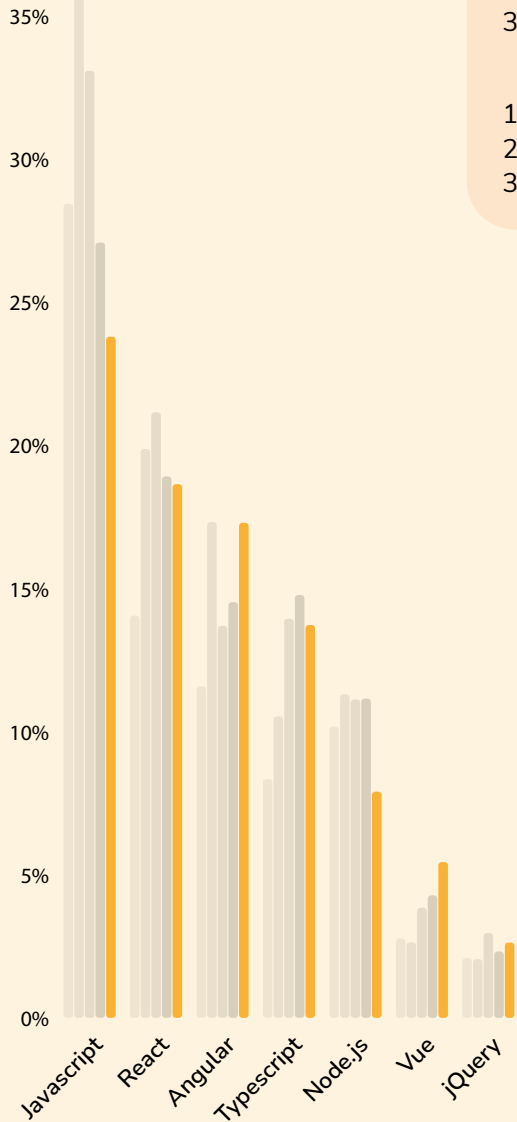




Graphs showing how often a specific skill is mentioned. \* = within IT. \*\* = within system development assignments. \*\*\* = overall



### JavaScript and frameworks\*\*



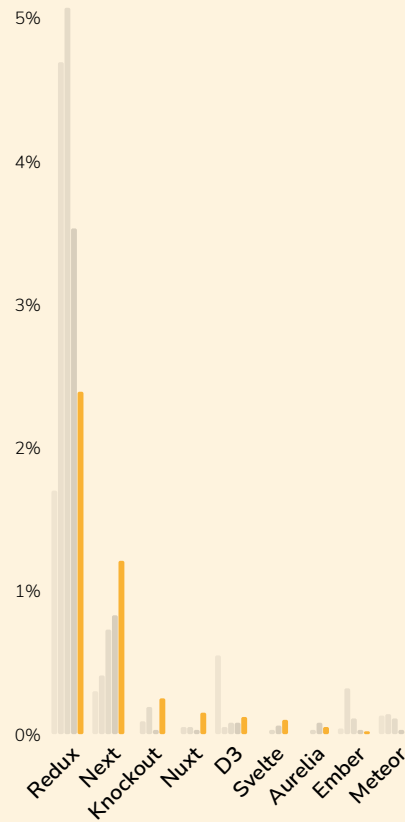
#### Up

1. Knockout
2. Nuxt
3. Svelte

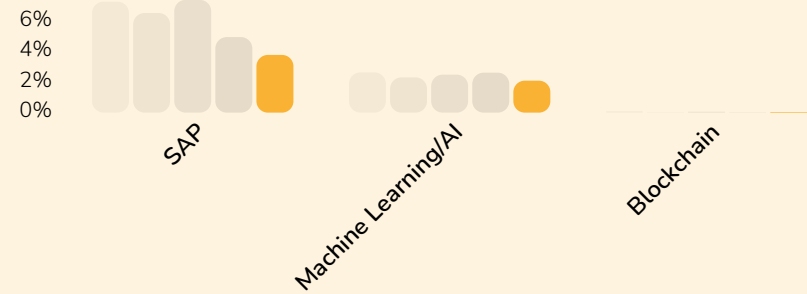


#### Down

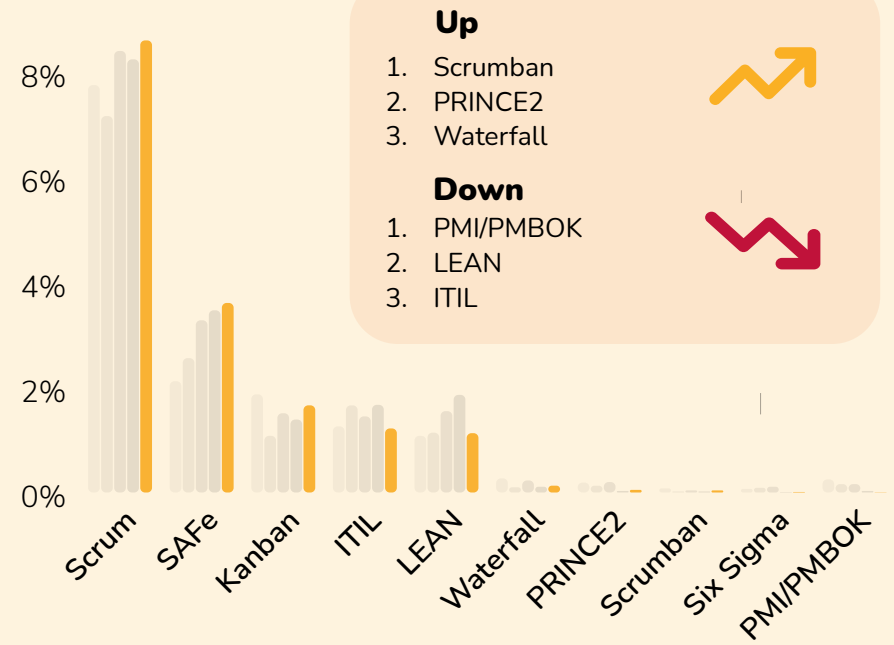
1. Redux
2. Node.js
3. Javascript



### Misc\*



### Methodologies and practices\*\*\*



#### Up

1. Scrumban
2. PRINCE2
3. Waterfall



#### Down

1. PMI/PMBOK
2. LEAN
3. ITIL



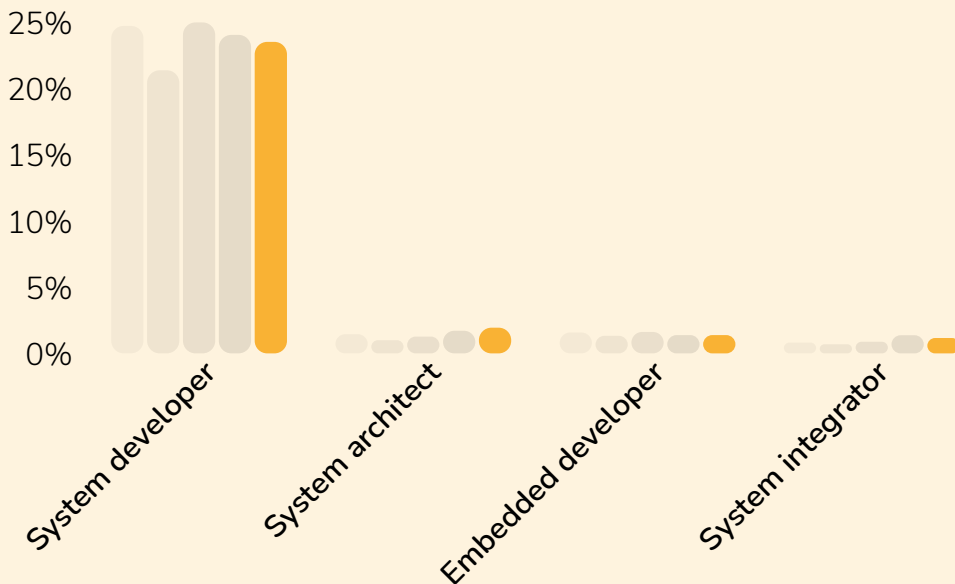


## Increasing demand for roles in engineering and finance

The increasing demand for competencies in the areas of Technology & Engineering and Finance & Insurance respectively, was mirrored by higher demand for engineers, controllers, accountants, and economists. In the same way, the decreasing demand in Healthcare resulted in fewer opportunities for medical doctors and nurses.

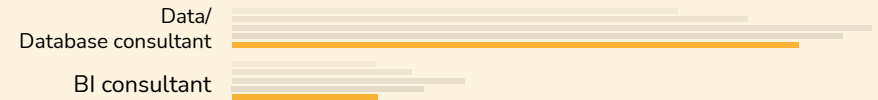
The positive trend for the strategic roles in Management from last year, most notably for project managers, was dampened as demand increased somewhat in absolute numbers but dropped in relative terms.

### System development roles

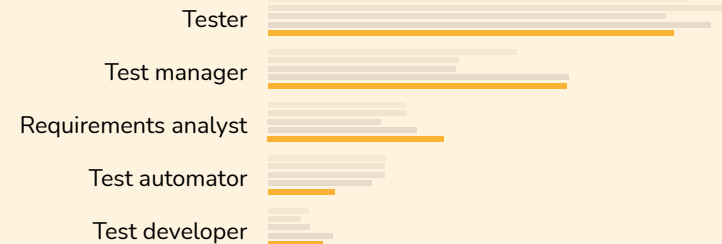


### Other roles

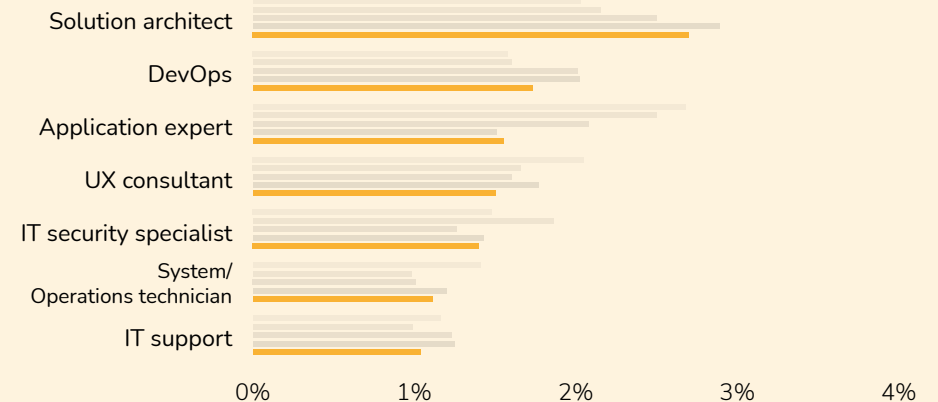
#### Data X and databases



#### Test and requirements



#### IT - Misc



**Up**

1. Administrator
2. Accountant
3. Engineer
4. Requirements analyst
5. System architect

**Down**

1. Test automator
2. SAP-consultant
3. Medical doctor
4. BI consultant
5. Nurse

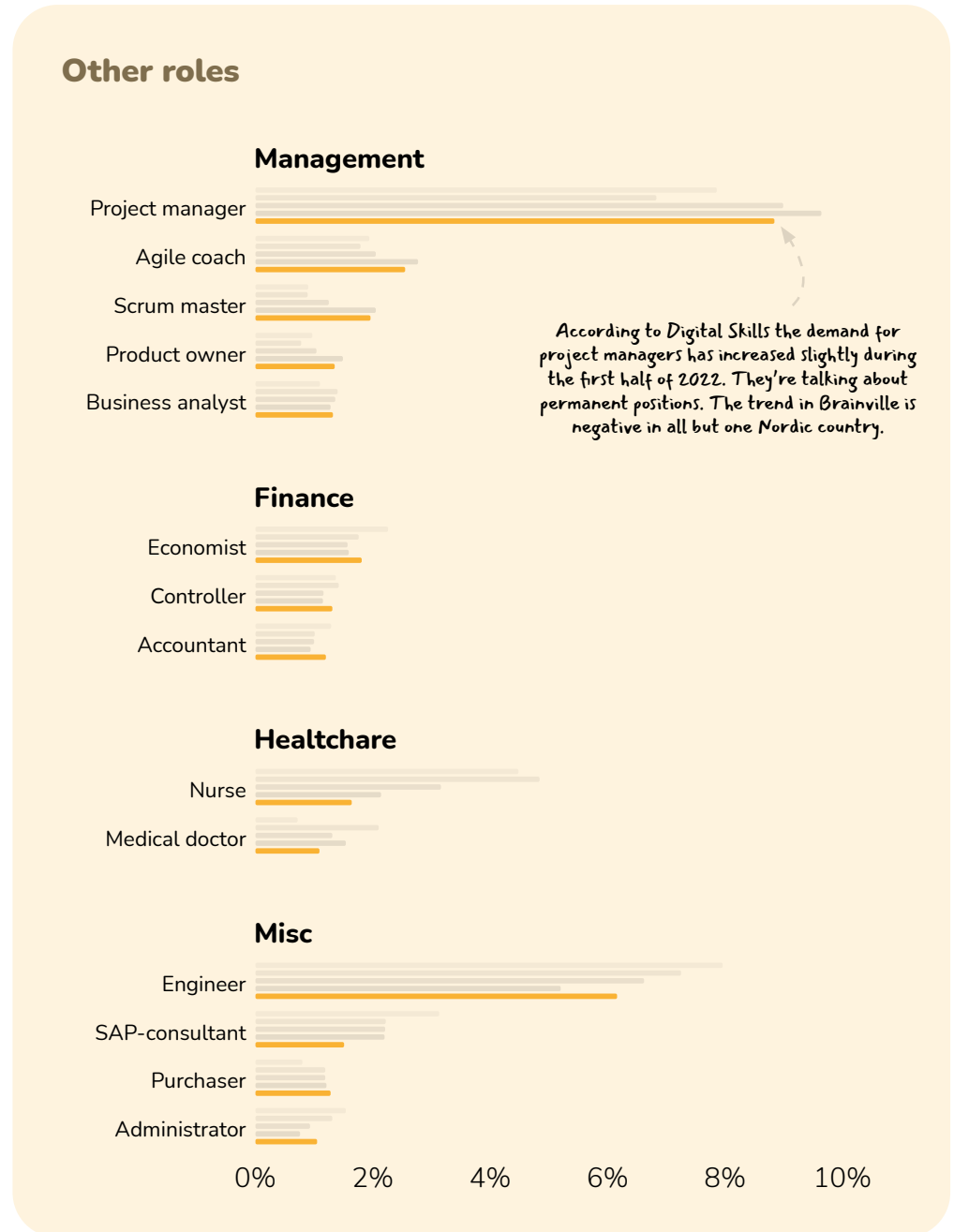
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## Engineers

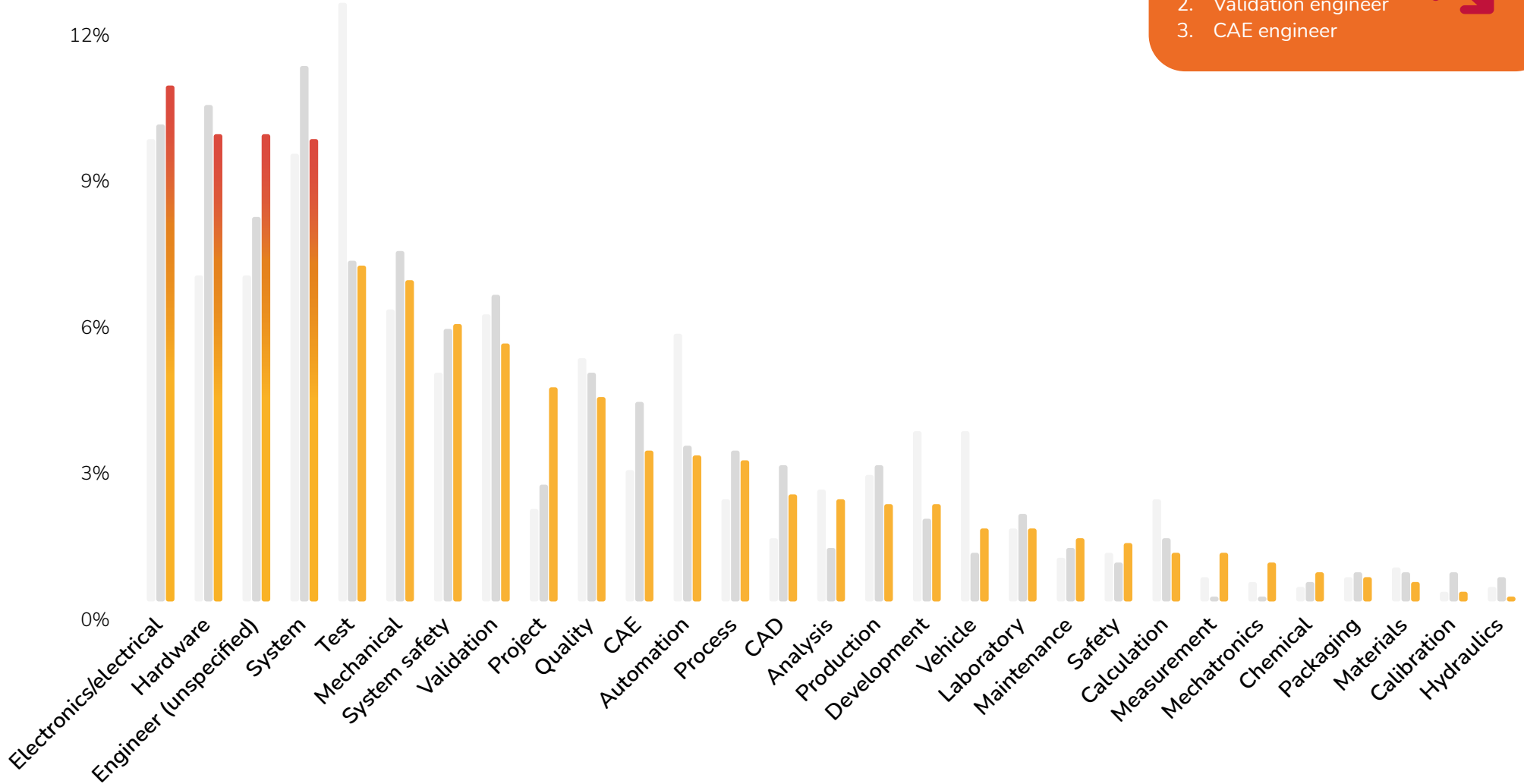
There are a lot of assignments for different types of engineers in Brainville, still the group "Engineer", i.e. unspecified engineer, is quite large.

**Up**

1. Project engineer
2. Engineer (unspecified)
3. Analysis engineer

**Down**

1. Systems engineer
2. Validation engineer
3. CAE engineer



## 5 tips kring prissättning och lön

Den senaste tidens kraftigt höjda priser på bland annat el, drivmedel och matvaror gör att många företagare nu planerar att höja priserna på sina tjänster. Samtidigt finns rädslan att skrämja bort kunder om höjningen blir för hög. Hur vet du att du ligger rätt i din prissättning och vad är ett rimligt arvode? Här bjuder vi på 5 tips på hur du kan tänka kring prissättning och lön.

Enligt Småföretagarbarometern planerar 7 av 10 företagare att höja sina priser det närmaste året och visst är mer pengar in ett enkelt sätt att höja lönen från företaget, men det finns fler sätt att se det på. Häng med så bjuder vi på 5 sätt att ta reda på om du får rätt betalt för din tid, vad du kan göra åt det och några knep för att oavsett få mer klirr i kassan.

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### Benchmarka

Den här punkten känns given men är likväl viktig. För att veta hur mycket du kan ta betalt behöver du ha koll på marknadsläget, det vill säga hur mycket dina kollegor och konkurrenter får. Men att luska reda på det är ofta lättare sagt än gjort. Konsultrapporten är ett bra sätt att hålla dig uppdaterad om vilka priser säljarna anger vid ansökningar och hur de matchar med köparnas erbjudna priser.



### Hur mycket pengar behöver du?

Inte bara företag har fått högre omkostnader, inflation och stigande levnadskostnader drabbar även privatpersoner. Och du är en av dem. Det är smart och rimligt att med jämna mellanrum räkna på hur mycket pengar du behöver få in varje månad för att du och företaget ska gå runt. För att ta reda på detta behöver du börja bakifrån, det vill säga med att fundera över hur höga utgifter du har som privatperson varje månad. Detta avgör hur hög lön du behöver ta ut, före skatt. Fundera också över vilka kostnader, utöver lönekostnaderna, du har i företaget varje månad. Här pratar vi lokal, telefon, programvaror, bokföringskostnader och så vidare.

När du har dessa summor klara för dig finns flera kalkylverktyg på nätet som du kan använda för att räkna ut hur mycket du behöver fakturera varje månad för att täcka såväl de fasta kostnaderna och din lön som arbetsgivaravgifterna (ovanpå det vill du såklart gå lite plus och kanske till och med få möjlighet till utdelning i slutet av året. Glöm därför inte att lägga på lite extra i kalkylen).



### Bygg ett starkt varumärke

Som nystartad kan det vara tufft att lägga pengar och tid på att marknadsföra dig, men i längden är det värt det. Ju starkare varumärke du har desto lättare är det att ta betalt. Ta för vana att göra en koll då och då på hur ditt varumärke förändras och blir starkare. När du börjat få andra att rekommendera dig kan det finnas utrymme för prishöjning eftersom marknaden vet att du gör ett bra jobb.



### Levererar du olika typer av tjänster till olika företag?

Om du driver ett företag som levererar flera olika typer av tjänster kan det finnas möjlighet att höja timpengen i åtminstone vissa av dem. Kanske har du en typ av uppdrag som du hunnit bli senior inom? Eller så har du blivit så snabb på att utföra vissa uppdrag att du kan ta lika mycket betalt fast du faktiskt lägger mindre tid på dem. Ibland går det till och med att ta olika mycket betalt för samma tjänst beroende på vilket företag som köper den av dig. Allt handlar om vilket värde du tillför just dem. Se bara till att vara noga med att kunna motivera dina olika priser.



### Identifiera onödiga tidstjuvar

Om du har svårt att motivera en prishöjning kan det finnas andra vägar att gå. Till exempel att identifiera onödiga tidstjuvar, sådana som snor värdefull tid från dig -tid som du istället skulle kunna lägga på att göra det du är bäst på och därigenom dra in mer pengar till ditt företag. Du har ju trots allt, med största sannolikhet, startat företag för att få fokusera på det du är bra på, ändå sitter du där och måste lägga timmar på saker som bokföring och städ av lokal. Kanske kan du tjäna på att låta någon annan -någon som gör just de sakerna bättre, göra dem åt dig..?



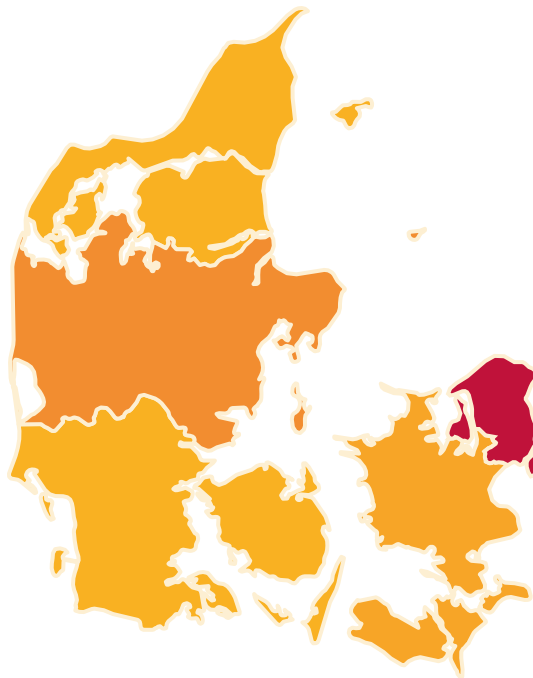
# Denmark

The number of available assignments in Denmark increased during the first half of 2022, with a growth rate on par with the overall Nordic trend. This meant an encouraging comeback from the slight drop we saw in the previous report period.

The total value of available assignments was back at the same level as in the first half of 2021, making up for lost ground in the second half.

## Dominance by metropolitan areas reaffirmed

The long-standing trend of the metropolitan areas completely dominating the market was reaffirmed yet again in the first half of 2022. The capitol region - the greater Copenhagen area - alone accounted for more than 80 percent of the number of assignments. Together with the region of Midtjylland, which includes Aarhus, the two accounted for almost 95 percent of assignments, further building on their dominance compared to previous periods.



Region	% of assignments	Difference from H2 2021
Grønland	0,1%	0,1%
Hovedstaden	84,2%	5,2%
Midtjylland	10,7%	-2,7%
Nordjylland	1,1%	-0,4%
Sjælland	1,0%	-1,7%
Syddanmark	3,1%	-0,4%

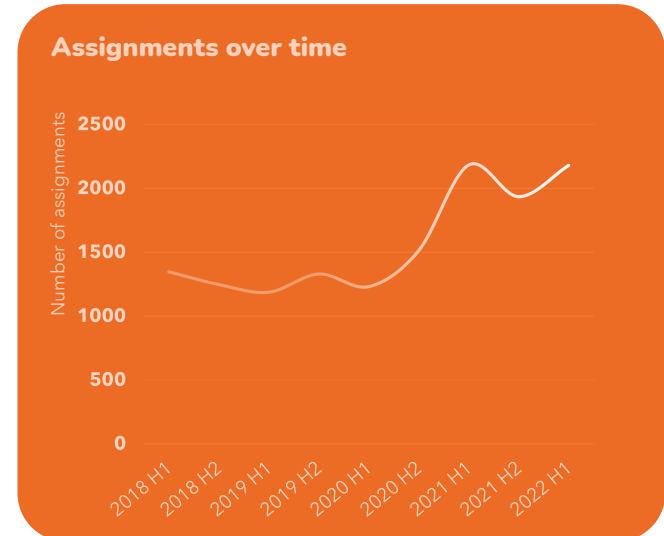
**Up**

- Hovedstaden
- Grønland

**Down**

- Midtjylland
- Sjælland
- Nordjylland
- Syddanmark



## Increased demand in IT

IT & Telecom is by far the largest competence area among the consultants on the Danish market and saw increased demand in line the overall national trend. Demand in Technology & Engineering also increased. The second largest area - Management & Strategy - broke with the overall trend as the number of assignments dropped.

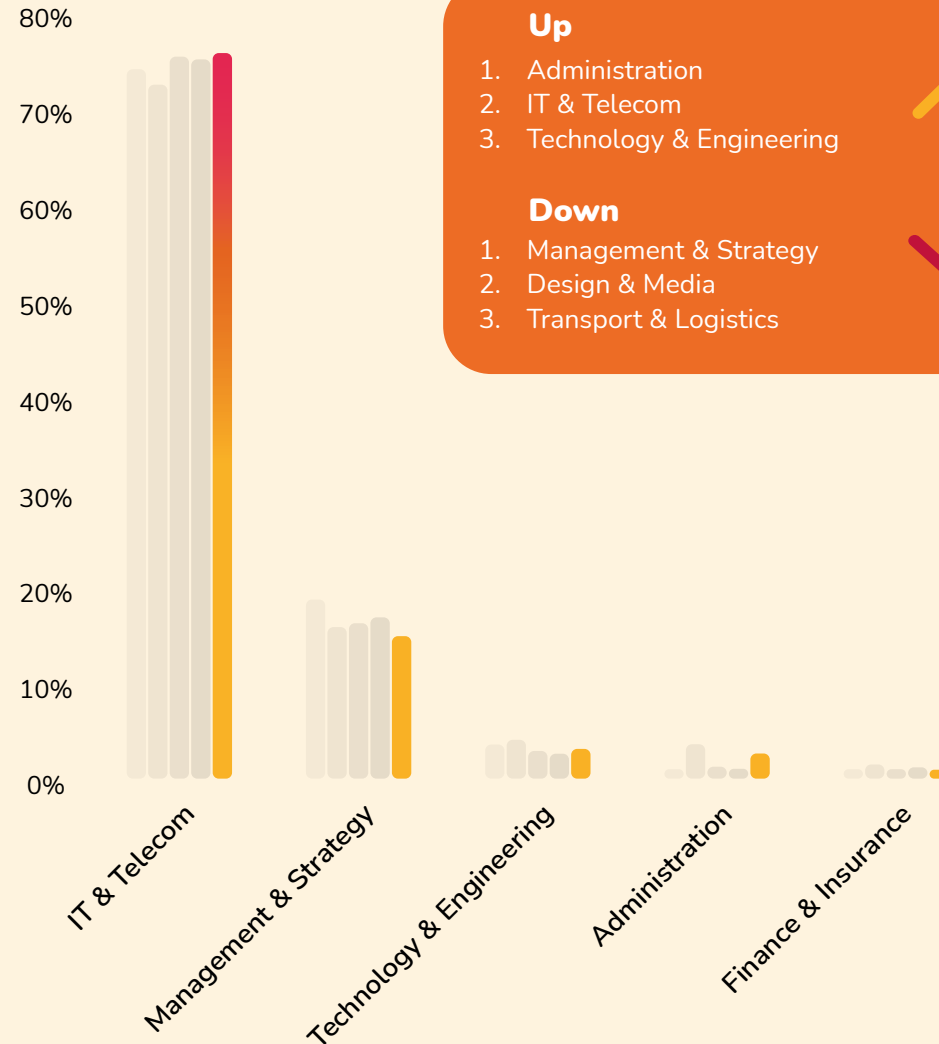
Also worth noticing: Demand in Administration almost tripled during the report period, albeit from low levels.

Competence area	% of assignments	Difference from H2 2021
IT & Telecom	75,6%	0,7%
Management & Strategy	14,9%	-2,0%
Technology & Engineering	3,1%	0,5%
Administration	2,6%	1,6%
Finance & Insurance	0,9%	-0,3%
Legal & Procurement	0,8%	0,3%
Media, Marketing & PR	0,7%	0,2%
Human Relations	0,6%	0,2%
Other	0,4%	-0,2%
Education	0,2%	0,0%
Design & Media	0,2%	-0,5%
Transport & Logistics	0,1%	-0,5%
Sales	0,0%	0,0%
Installation & Assembly	0,0%	0,0%
Building & Construction	0,0%	-0,1%

### Competence areas

The largest competence areas in Denmark from H1 2020 to H1 2022.

H1 2020 H2 2020 H1 2021 H2 2021 H1 2022



#### Up

1. Administration
2. IT & Telecom
3. Technology & Engineering



#### Down

1. Management & Strategy
2. Design & Media
3. Transport & Logistics



## System development roles fared best

In an overall growing market, roles in the System development category fared best as system developers, architects and integrators all saw growing demand for their services.

Roles in the Management category, on the other hand, generally lost ground, most notably project managers who saw demand drop markedly. The same goes for database consultants, a role that was among the winners in the previous report.

**Up**

1. System architect
2. Administrator
3. System integrator

**Down**

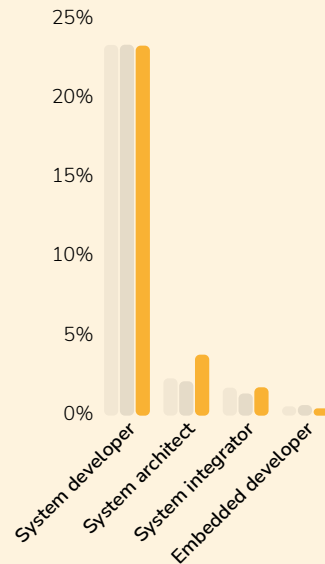
1. Project manager
2. Data/Database consultant
3. Business analyst

### Top buyers in Denmark

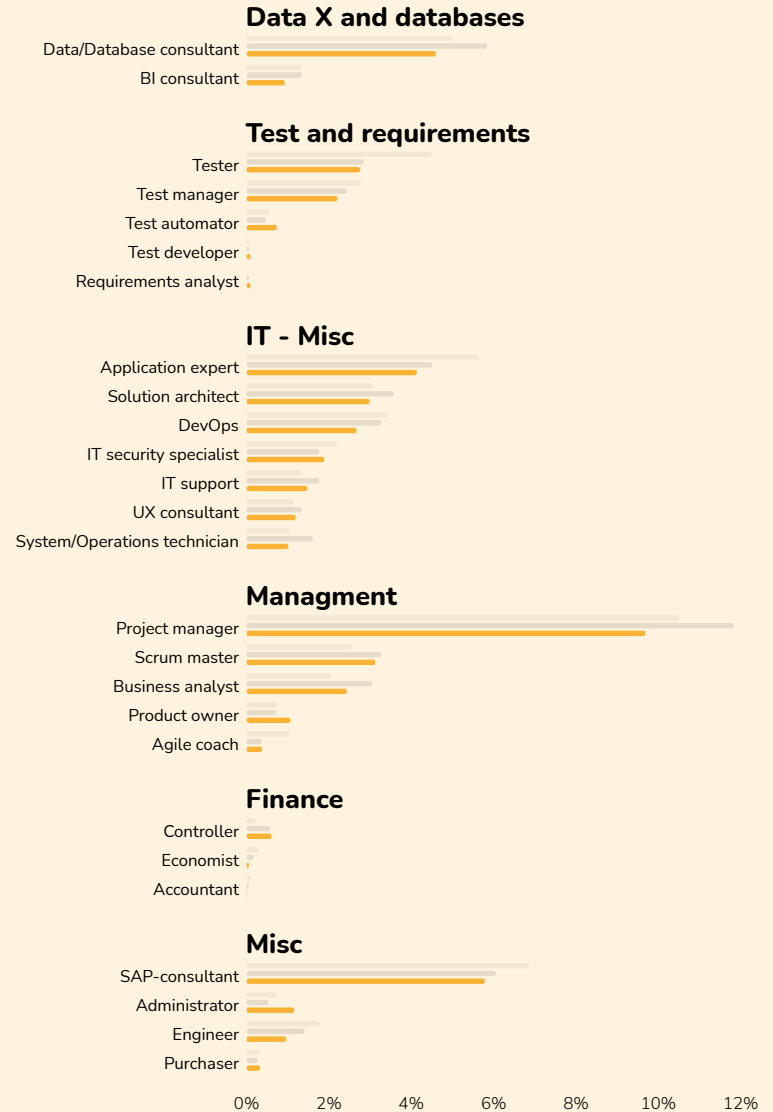
ProData Consult's grip on the Danish market grew even stronger.

Buyers	% of assignments	Difference from H2 2021
ProData Consult	29,1%	2,3%
Ework Group Danmark	21,1%	7,9%
Right People Group	6,8%	-0,8%
MIND4iT / Visma	6,8%	-0,5%
Avenida	4,6%	-0,1%
Epico	3,4%	-0,8%
ZENIT Consult	2,5%	-0,5%
Nexus Interim Management	2,3%	0,5%
ConCor	2,2%	1,2%
Twins Consulting	1,7%	0,9%
Other	19,6%	-2,8%

### System development roles



### Other roles



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# Norway

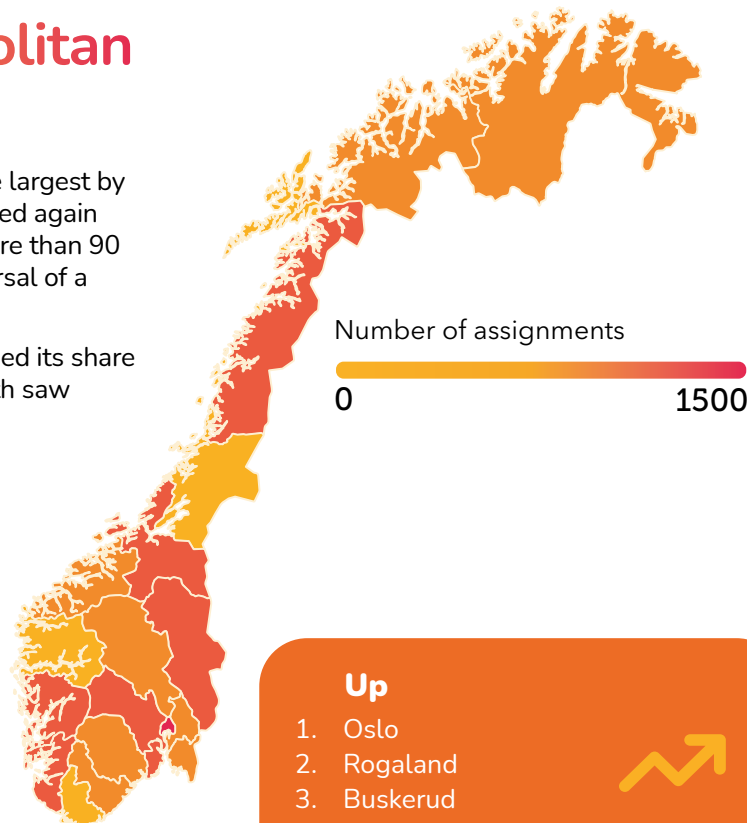
In a complete reversal from the previous report, in which Norway was the fastest growing market, and in contrast with the overall Nordic development, the number of assignments on the Norwegian market decreased somewhat in first six months of 2022. This marked a break with a long-standing trend of growth year on year.

The total value of available assignments logically followed suit.

## Trend reversal - metropolitan regions more dominant

The capital region of Oslo reinforced its position as the largest by far in terms of volume. The metropolitan areas combined again strengthened their position and now accounted for more than 90 percent of the number of assignments, marking a reversal of a previous trend towards less metropolitan dominance.

Outside the capital, the region of Rogaland strengthened its share of the market, while Sør-Trøndelag and Hordaland both saw demand drop markedly.

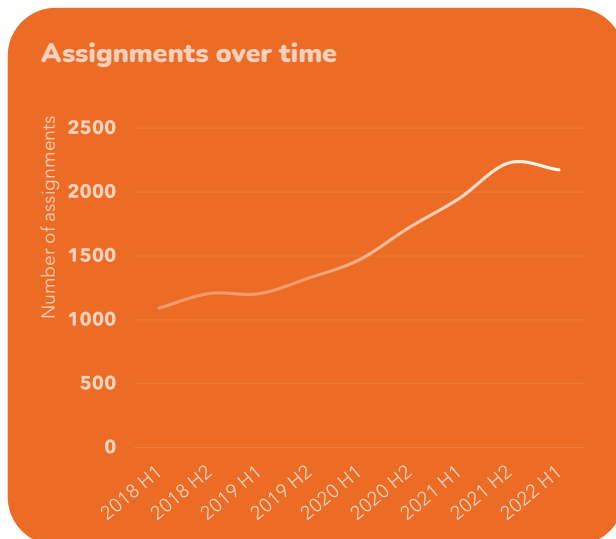


**Up**

1. Oslo
2. Rogaland
3. Buskerud

**Down**

1. Hordaland
2. Troms
3. Sør-Trøndelag



Region	% of assignments	Difference from H2 2021
Akershus	0,2%	-0,1%
Aust-Agder	0,6%	0,2%
Buskerud	2,9%	0,3%
Finnmark	0,1%	-0,3%
Hedmark	1,3%	-0,3%
Hordaland	3,4%	-2,1%
Møre og Romsdal	0,1%	-0,2%
Nordland	1,0%	-0,5%
Nord-Trøndelag	0,0%	0,0%
Oppland	0,2%	0,0%
Oslo	72,1%	4,0%
Rogaland	7,8%	2,2%
Sogn og Fjordane	0,0%	-0,1%
Sør-Trøndelag	7,6%	-1,1%
Telemark	0,4%	0,1%
Troms	0,5%	-1,7%
Vest-Agder	0,5%	0,1%
Vestfold	1,2%	-0,3%
Østfold	0,1%	0,0%

## Increased demand in IT & Telecom

The largest competence area on the Norwegian market - IT & Telecom - fared well in the first half of 2022 with a growing number of available assignments in an overall weak market.

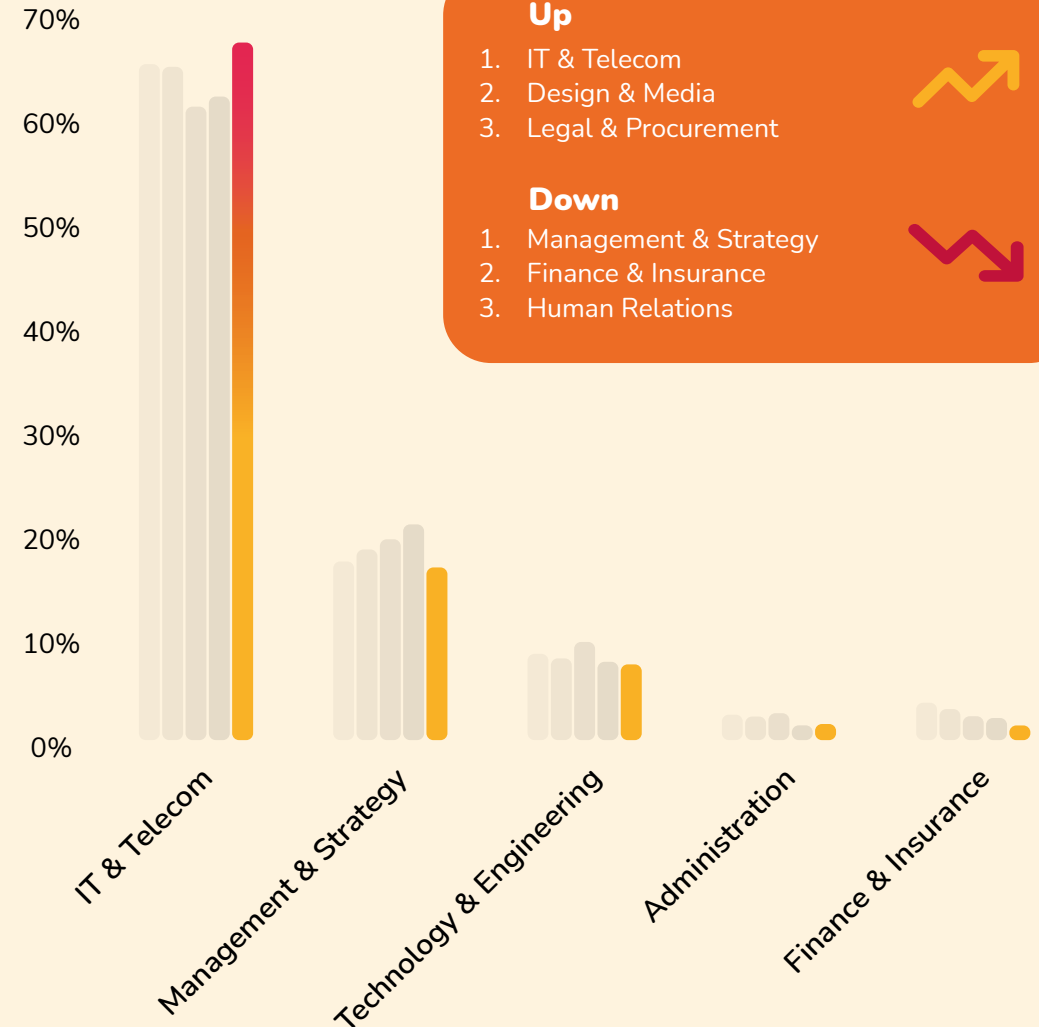
On the other hand, Management & Strategy as well as Technology & Engineering, the second and third largest competence areas respectively, both saw a marked decrease in demand.

Competence area	% of assignments	Difference from H2 2021
IT & Telecom	67,1%	5,2%
Management & Strategy	16,6%	-4,1%
Technology & Engineering	7,3%	-0,2%
Administration	1,6%	0,1%
Finance & Insurance	1,4%	-0,7%
Design & Media	1,4%	0,7%
Legal & Procurement	1,1%	0,4%
Media, Marketing & PR	0,7%	0,4%
Healthcare	0,7%	-0,4%
Human Relations	0,6%	-0,4%
Building & Construction	0,6%	-0,1%
Other	0,6%	-0,6%
Sales	0,2%	0,1%
Transport & Logistics	0,2%	-0,1%
Installation & Assembly	0,0%	0,0%

### Competence areas

The largest competence areas in Norway from H1 2020 to H1 2022.

H1 2020 H2 2020 H1 2021 H2 2021 H1 2022





## System developers in demand

In line with the increasing demand in the IT-sector and mirroring the development on the Danish market, system developers and system architects saw demand for their respective roles increase significantly, in relative terms as well as in absolute numbers.

At the other end of the scale, demand for roles in the Management category was down, most markedly for the role of project manager, a development that could be viewed as part of an overall Nordic trend with a similar development seen in Sweden and Denmark.

**Up**

1. System developer
2. System architect
3. SAP-consultant

**Down**

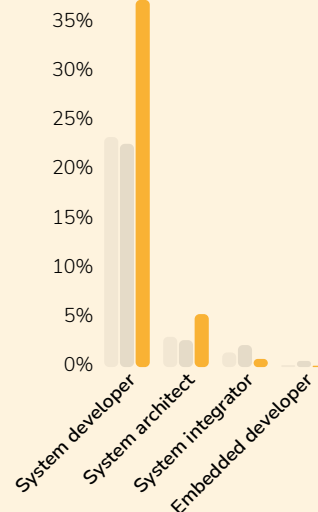
1. Project manager
2. System/Operations technician
3. Application expert

### Top buyers in Norway

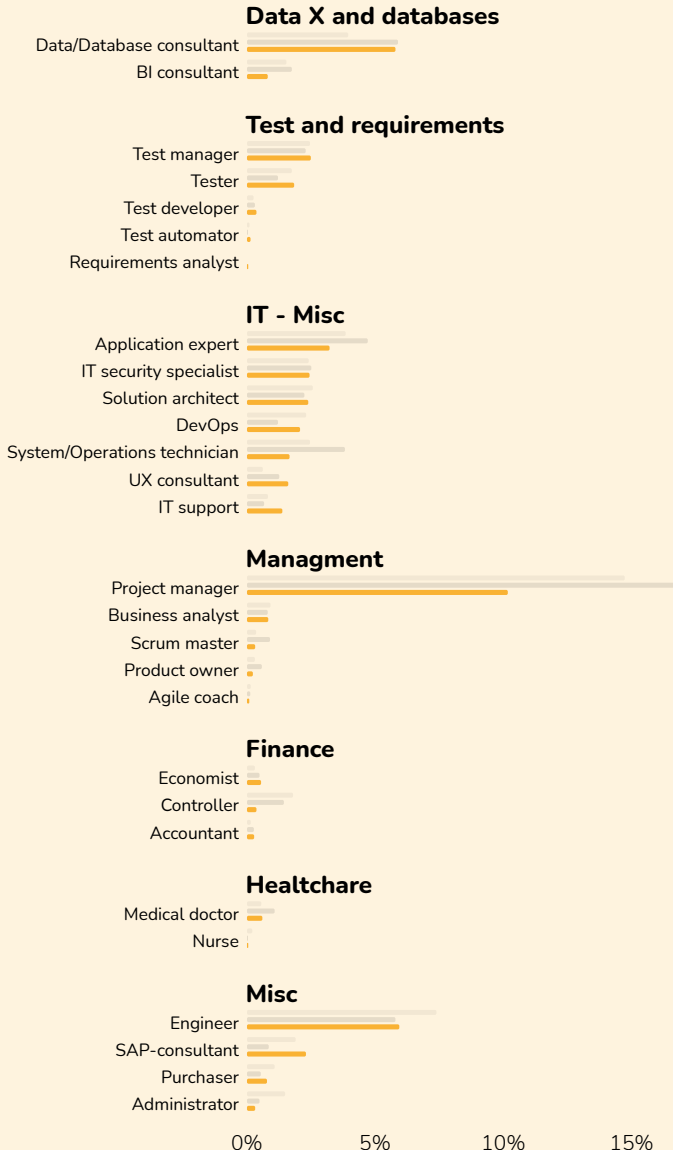
Ework Group dominates the market in Norway.

Buyers	% of assignments	Difference from H2 2021
Ework Group Norge	43,0%	-9,1%
ProData Consult	12,7%	7,4%
Kons	7,4%	1,4%
Cube IT	6,3%	0,1%
Experis	5,0%	-1,8%
TalentCo	5,0%	-0,2%
Technogarden magellan	3,1%	-0,7%
Norway Consulting	2,7%	1,1%
Centerpoint	1,5%	-0,2%
Octopus Computer Associates	1,5%	1,1%
Övriga	11,9%	-2,3%

### System development roles



### Other roles



## Imagine...

...a labour market where you as a freelancer or consultant feel as safe as if you were an employee. A labour market where your skills are used in an optimal way and where you have the freedom to choose the assignments and situations that make you grow professionally.

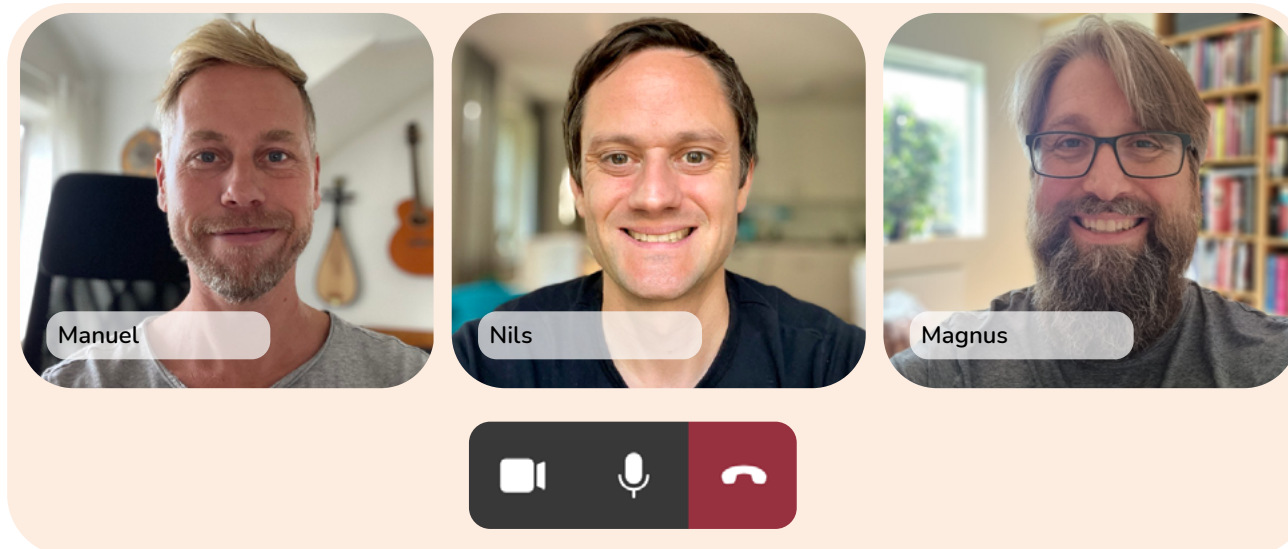
It takes a lot to get there. Permanent jobs are the standard today, even if it would be more productive and effective for society if you could use your expertise for several employers at the same time. A lot of people don't like change and when it comes, it's usually with a thud, which can lead to problems. A good way to reduce this reluctance and friction is to inform.

Our goal is to clarify and spread information about the freelance and consulting industry, enabling more people to understand its' inner workings, what problems exist and what kind of people are attracted to it. Because a lot of people are attracted, and they're growing in numbers. Information leads to knowledge. Knowledge leads to improvement.

Brainville has been around for 10 years now. We hope we can be keeping you informed for many more.

Sincerely

Manuel, Nils, Magnus and the team at Brainville



**”Brainville  
has been  
around for 10  
years now”**



## But what about my skills?

Business software    CRM    Accounting systems  
HRMS    PM3    **Deep Learning**    IaC  
Virtualization    Containerization  
**CI/CD**    ERP    **Visualization**    Payroll systems  
Monitoring    **Business Intelligence**

Are there skills that you think we should add to our graphs? Are there entire graphs missing? Give us a hand, and provide suggestions for graphs and the skills they should contain. Not interested in IT? Then we need your help even more. Enlighten us and we'll try to get the statistics you want for the next report!

[Read more](#)

*New trend: Show your  
end client*

**+2.5%**

of all job postings in the Nordics did this. Mind you, this is a new feature in Brainville.

# Finland

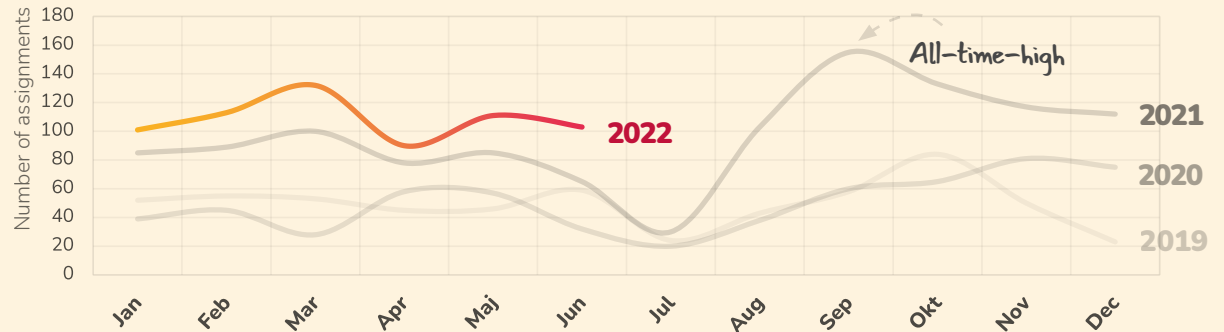
Finland, Brainville's currently smallest market keeps growing and growing. The number of assignments increased with 2,8 % compared to H2 2021. Around 80 % of the assignments are located in metropolitan areas, where Uusimaa - the region of the Finnish capital Helsinki - is by far the largest, but this number has decreased by almost 10 % in one year.

## Finally in the report!

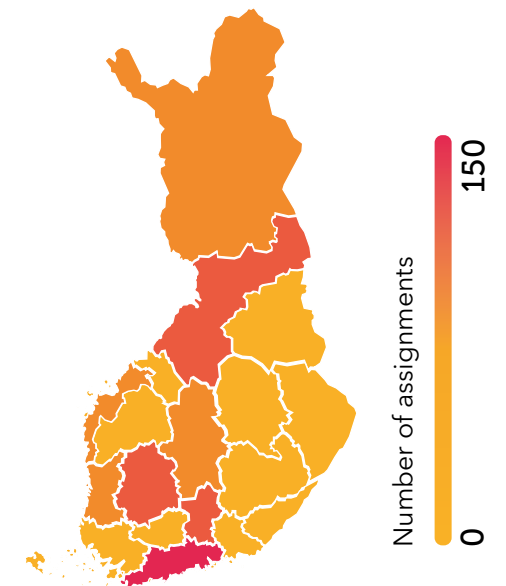
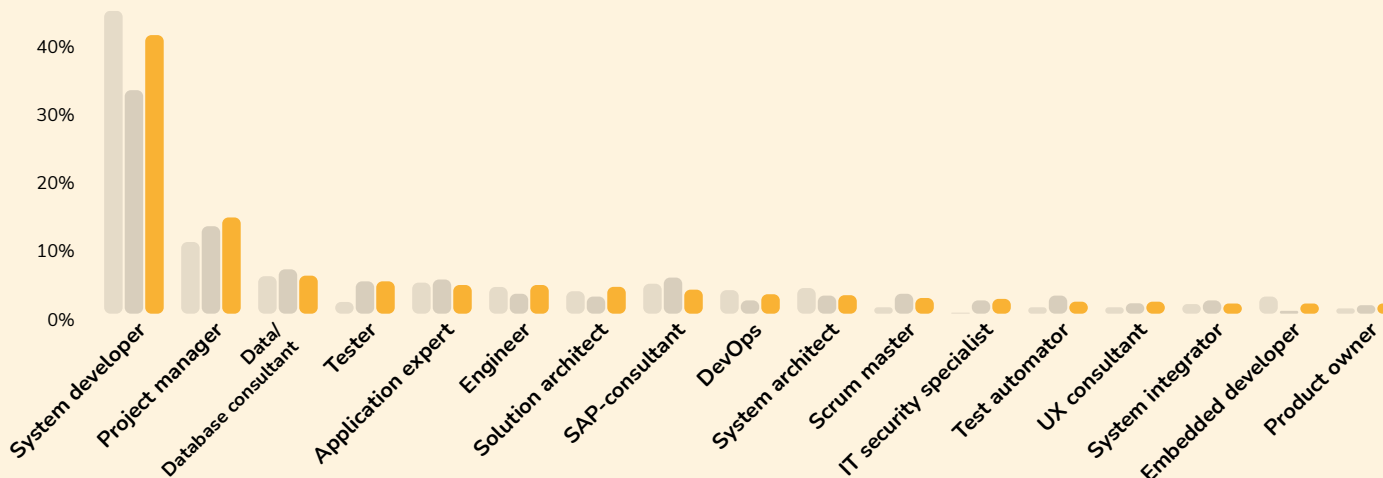
As in all Nordic countries, we see an increased demand for IT with a focus on system developers. The number of assignments within Management & Strategy decreased slightly while Technology & Engineering increased, albeit from a relatively low volume.

In Finland Ework dominates with more than 50 % of the assignments that were published in H1 2022. Fintech is the apparent rival, growing swiftly.

Assignments in Finland



Top roles in Finland



## independent adjective

*free from the influence or control of others, separate, unconstrained, uncontrolled*

Since the inception of Brainville we've focused on being an *independent* marketplace. By that, we mean that there's no other company controlling our choices of how to develop and run the platform and we're completely independent from the *marketplace*. We're not a consultancy, not a broker and not buyer of consulting services. And most important of all – we never take part of the deals our users make.

One could argue that the word marketplace is enough. To be a marketplace all companies in the market must be open to exposing some business data to you. And if that's not the case, it's more like a *store*.

Our independence enables us to gather all freelancers, consultants, consultancies, brokers, and buyers of consulting services on one single platform. Welcome!



## How do I contribute to Konsultrapporten?

We frequently get this question and there are a number of simple ways you can help us out. For instance:

1. Post assignments (manually or via API) - and please do add a rate
2. Apply to assignments
3. Complete your own and your colleagues' profiles
4. Submit content to [press@brainville.com](mailto:press@brainville.com)
5. Submit statistics to [press@brainville.com](mailto:press@brainville.com)
6. Spread the word!

## Do you want to know when we release Konsultrapporten H2 2022?

Or





#1 First half 2017



#2 First half 2018



#3 Second half 2018



#4 First half 2019



#5 Second half 2019



#6 First half 2020



#7 Second half 2020



#7.5 First quarter 2021



#8 First half 2021



#8.5 Third quarter 2021



#9 Second half 2021



#9.5 First quarter 2022