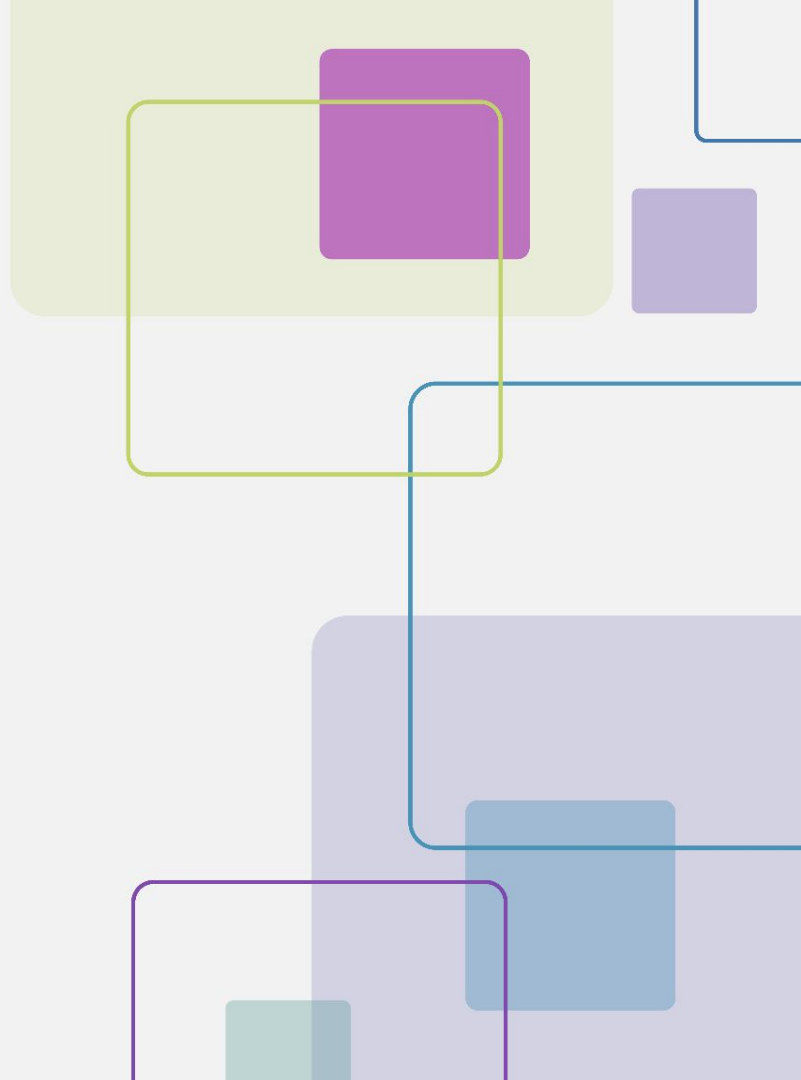




 **INDUSTRY TRENDS REPORT**

*2025 Slide Deck*



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- Economic and market outlook
- Key insights
  - Recruiter efficiency through automation
  - AI infused everywhere
  - Delighting talent
- Top priorities and challenges for 2025

# About the GRID 2025 Industry Trends Report

We surveyed 1500+ recruitment agencies around the globe about the trends that matter for 2025. The report includes 100-500 respondents from each of the following areas:

## *Regions*

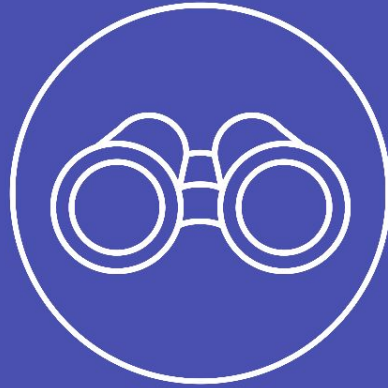
APAC  
Benelux  
DACH  
North America  
UK and Ireland

## *Verticals*

Commercial  
Healthcare  
Professional

## *Staffing Types*

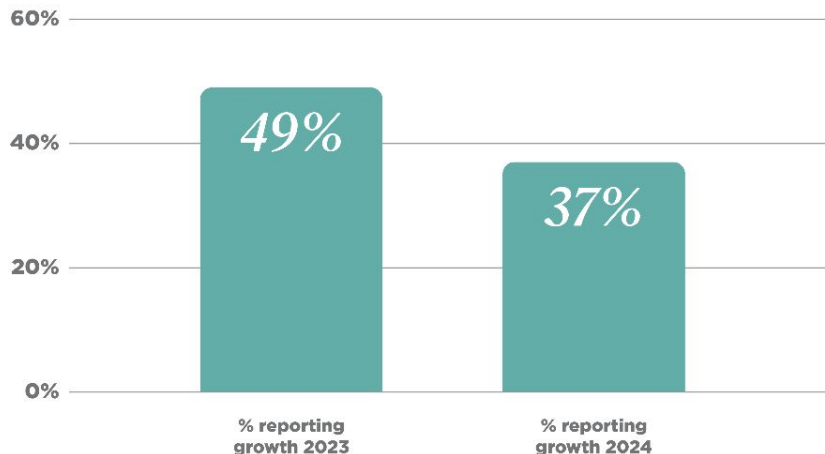
Contract  
Perm  
Temp  
Executive Search



# Economic and market outlook

# 2024 was a tough year for recruiting

## Revenue Growth 2023-2024

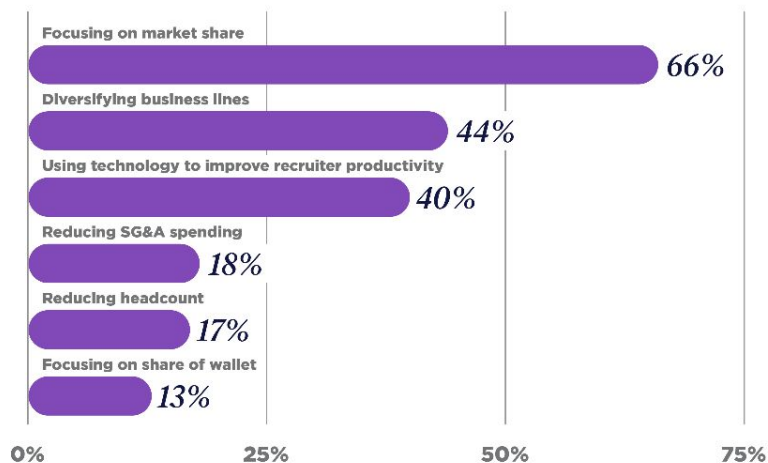


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- **37%** of agencies saw revenue growth - a decline from **49%** last year
- **1/3** of agencies saw revenue decline
- BUT, **20%** saw growth of **10%** or more in spite of the challenges

# Agencies weathering economy by growing market share

## Top strategies to improve financial performance



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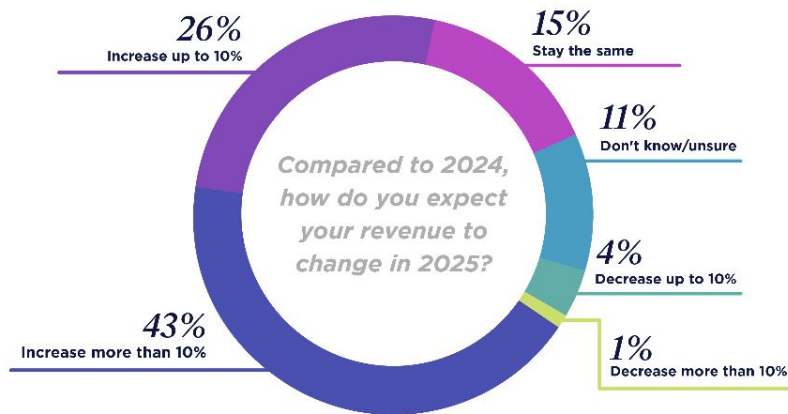
Respondents chose all that apply

- Agencies predict a “**new normal**” for recruitment, not full return to pre-pandemic days
- Agencies are **doubling down** on productivity to position for the next stage
- Most successful agencies looking to **add value** through new solutions and shift to higher margin services
- All about **driving up the bottom line** even if job requisitions don't increase

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# 2025 revenue outlook:

## Optimistic in spite of headwinds



# 2025 revenue outlook:

Top-performing agencies are:

1



Upgrading automation across the entire workflow to enhance recruiter efficiency

2



Deploying AI throughout their business

3



Delighting talent with faster, more accurate placement

4



Diversifying into higher-margin business lines

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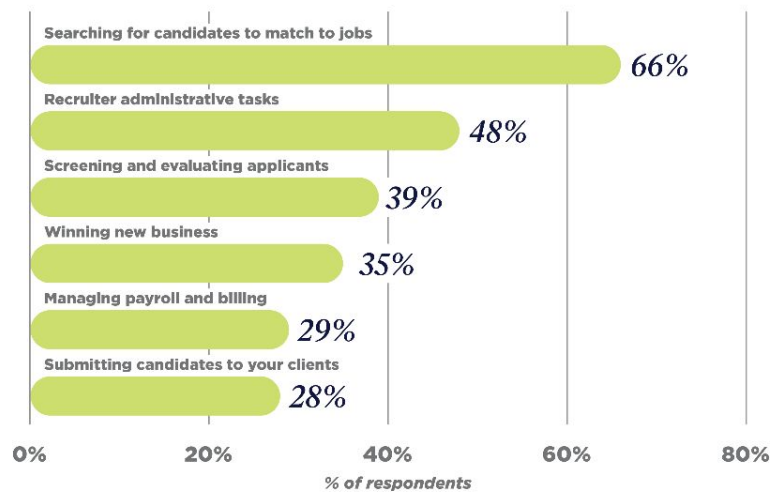




# Recruiter efficiency through automation

# Digital transformation has stalled

## How are agencies using automation today?



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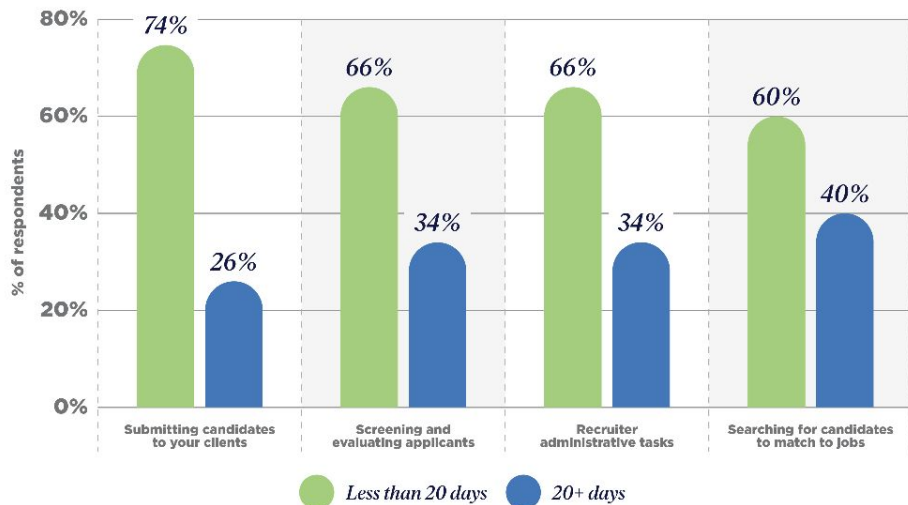
Respondents chose all that apply

- 16% in advanced stages of automation compared to 19% last year
- **Less than half** of agencies have automated across the recruitment workflow
- Recruiting tasks are **more likely to be automated** than sales or middle office



# Automation improves recruitment metrics

## *Time to place for agencies using automation*



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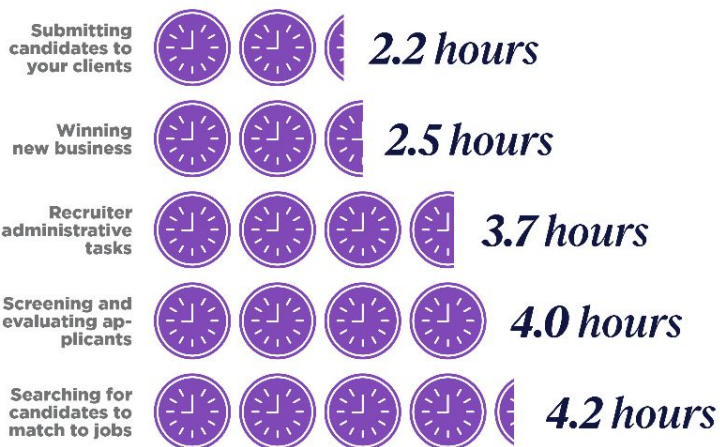
- Agencies that automated search and match were **50% more likely** to have placement times under 20 days
- Agencies that automated screening were **94% more likely** to have placement times under 20 days
- Search/match and sales are top choices for what agencies most want to automate



# **AI infused everywhere**

# AI to yield huge time savings — and revenue gains

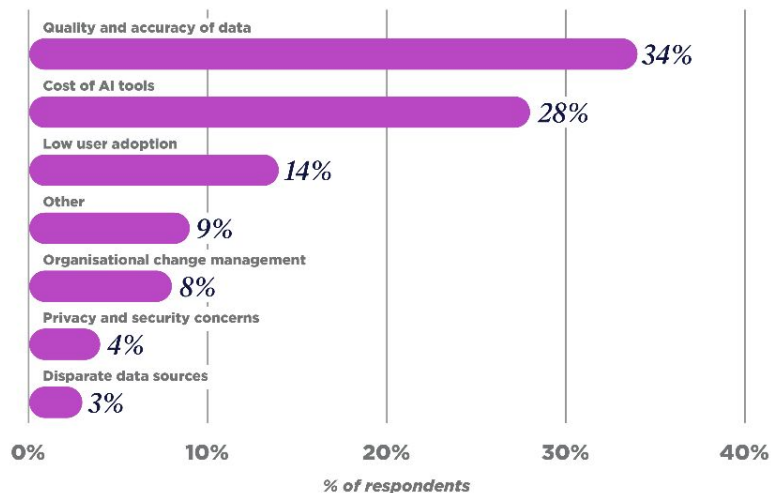
***Agencies predict AI could save each recruiter 17 hours per week***



- Agencies think AI searching agents will yield the biggest productivity gains (**26%**)
- Top-performing agencies were **3 times as likely** to have an AI strategy
- Top-performing agencies were **28% more likely** using AI for personalised outreach
- Top-performing agencies were **27% more likely** to be experimenting with generative AI

# Data limitations are biggest barrier to AI success

## *Biggest obstacles to AI implementation*



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- **37% of agencies** cited some kind of data issues as the biggest thing standing between them and widespread AI adoption
- Agencies also shared they **need AI to be trained** on recruitment data and their data in particular
- Huge desire for AI to reflect agencies' specific expertise and human touch

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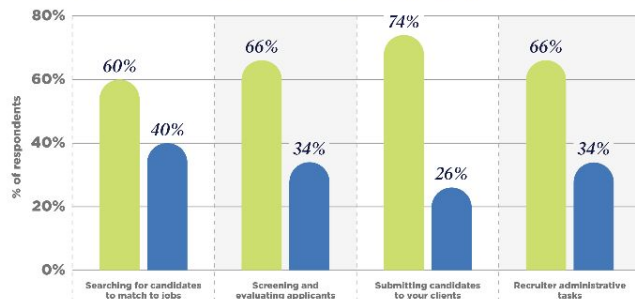


# Delighting talent

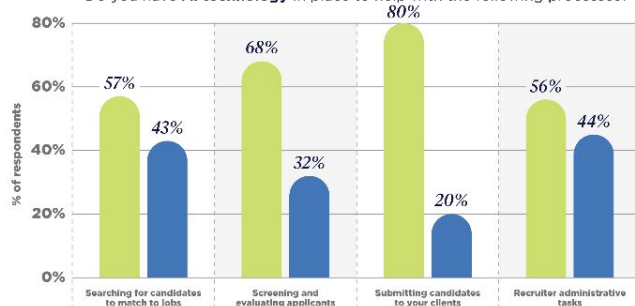
# Automation/AI have huge impact on placement times

## Impact of automation/AI on time to place

Do you have technology in place to help you **automate** the following processes?



Do you have **AI technology** in place to help with the following processes?



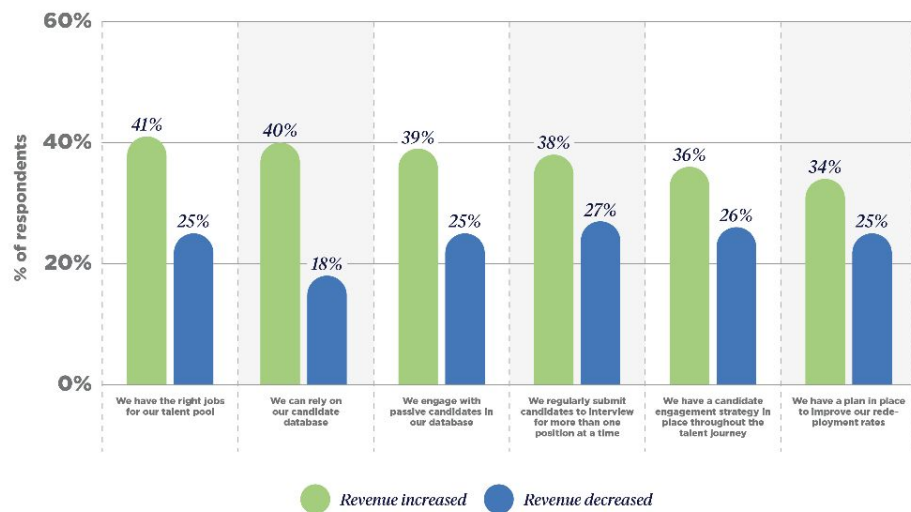
● Less than 20 days ● 20+ days

- Agencies that saw revenue gains were almost **50% more likely** to have placement times under 20 days
- Using automation improves likelihood of < 20 day placement times by **50% - 185%**
- Using AI improves likelihood of < 20 day placement times by **27% - 300%**



# Creating the best talent experience translates into revenue gains

## Revenue based on recruitment cycle metrics



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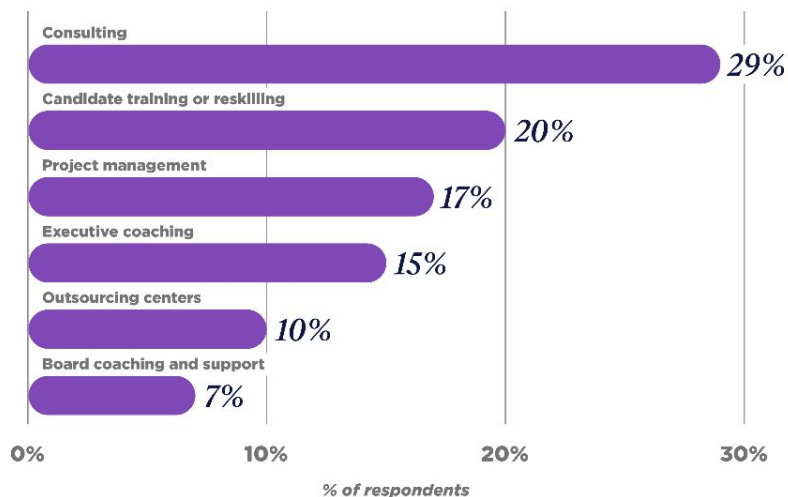
- Faster, more accurate placement is what candidates want
- Agencies that are delighting talent throughout the recruitment cycle are at least **1/3 as likely** to have seen revenue gains in 2024
- Every stage of the candidate journey matters
- AI is going to make it **even easier** to achieve these objectives



# Diversifying business lines

# Agencies are shifting to higher margin/higher value services

## How are agencies looking to diversify?



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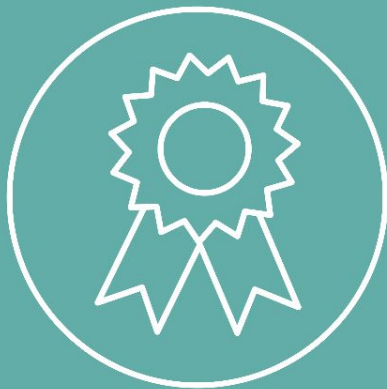
Respondents picked all that apply

- Project management and consulting top the list of new services
- Agencies are looking for partnership opportunities and ways to combine their services into **higher value packages**
- The **most successful** still stay focused on their areas of particular expertise

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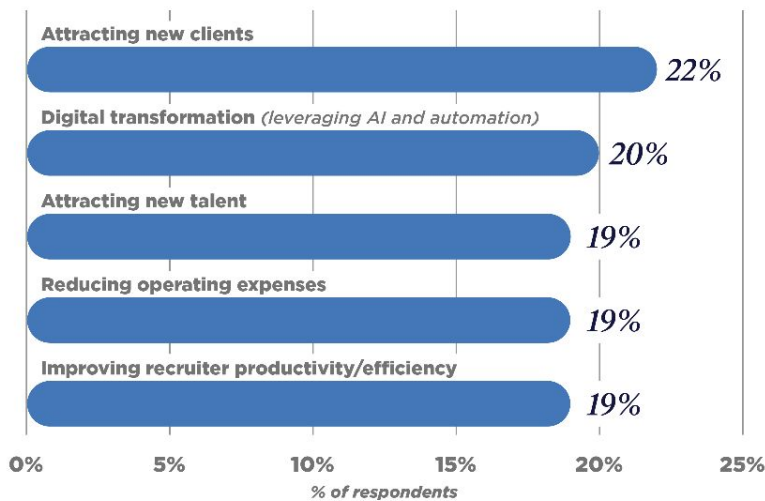
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# Top priorities and challenges

# Attracting new clients still tops the list of 2025 priorities

## 2025 priorities



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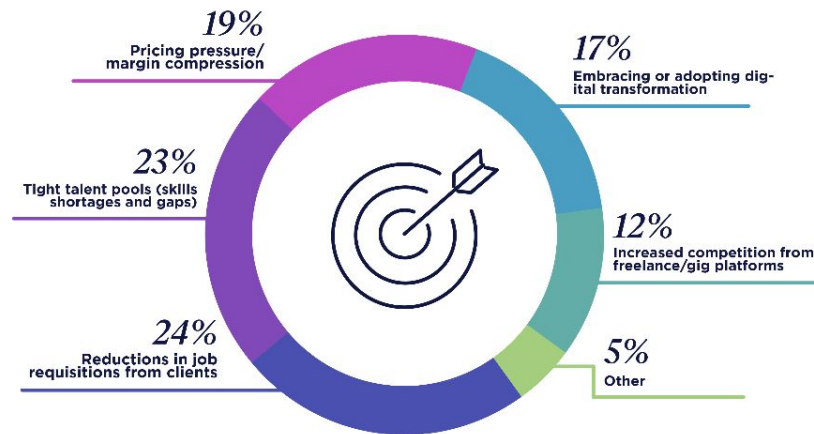
Based on a weighted average of ranked responses

- Attracting new clients was the **top priority**
- But agencies remain highly focused on multiple goals related to business development and higher profitability



# Talent shortage and lower job volumes are top challenges

## 2025 challenges



- Ongoing combination of tight talent pool with fewer jobs
- Turndown rates have been **increasing**  
**Lack of confidence** still elongating client hiring cycles
- **Productivity gains** remain crucial in this challenging market