Bullhorn

GRID

INDUSTRY TRENDS REPORT

2025 Slide Deck

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Bullhorn GRID INDUSTRY TRENDS REPORT

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	*Verticals*	*Staffing Types*
APAC	Commercial	Contract
Benelux	Healthcare	Perm
DACH	Professional	Temp
North America		Executive Search
UK and Ireland		

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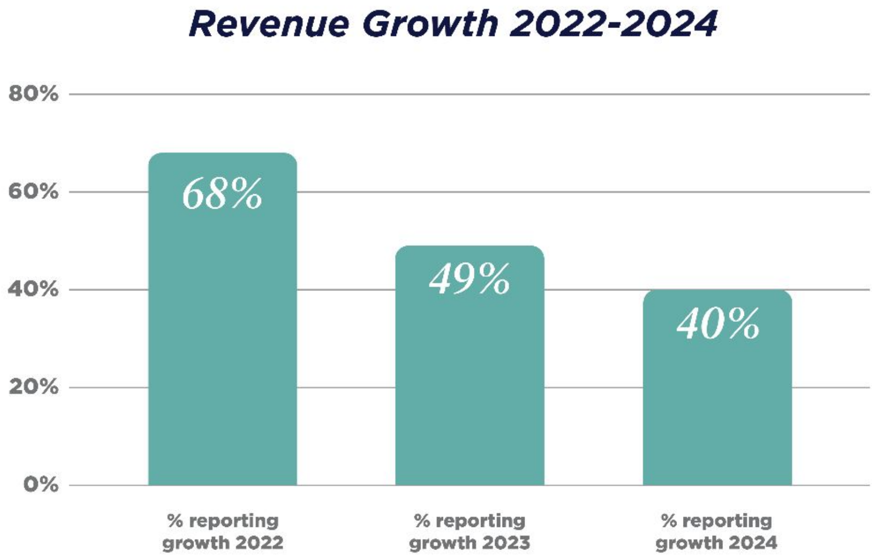
Economic and market outlook

2024 was a tough year for recruiting



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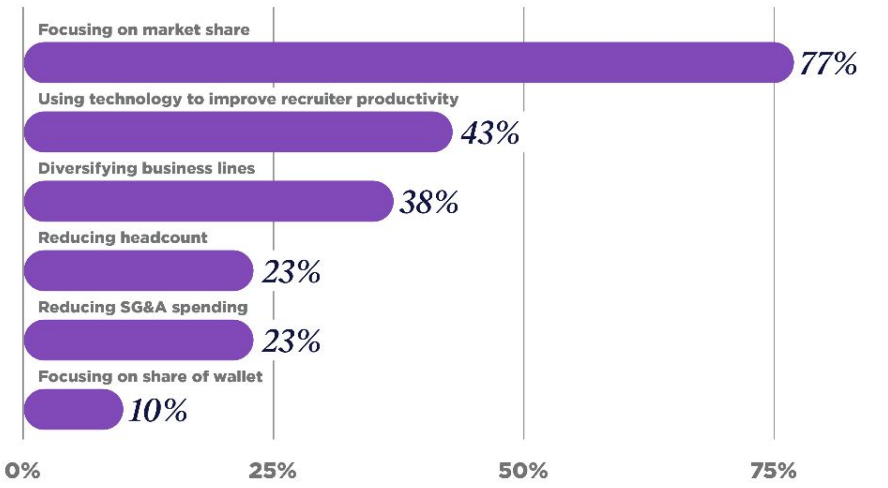
- **40%** of firms saw revenue growth - a decline from last year
- **1/4** of firms saw revenue decline
- BUT, **1/4** saw growth of **10%** or more in spite of the challenges

Firms weathering economy by growing market share

Top strategies to improve financial performance



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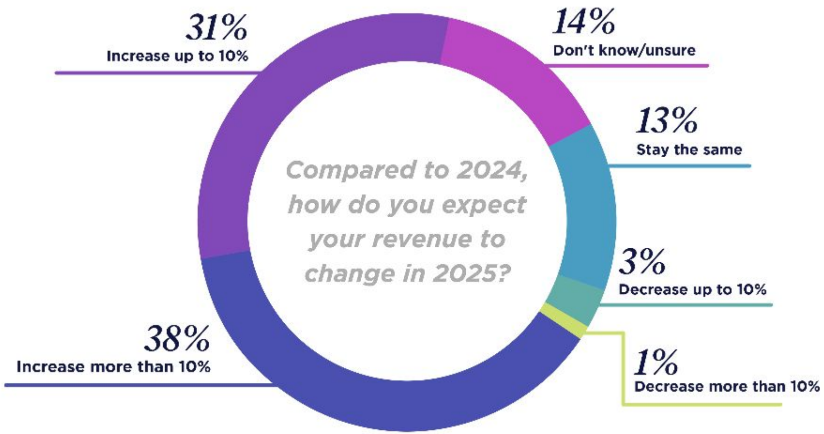
Respondents chose all that apply

- Firms predict a **“new normal”** for recruitment, not full return to pre-pandemic days
- Firms are **doubling down** on productivity to position for the next stage
- Most successful firms 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

2025 revenue outlook:
Optimistic in spite of headwinds



2025 revenue outlook:

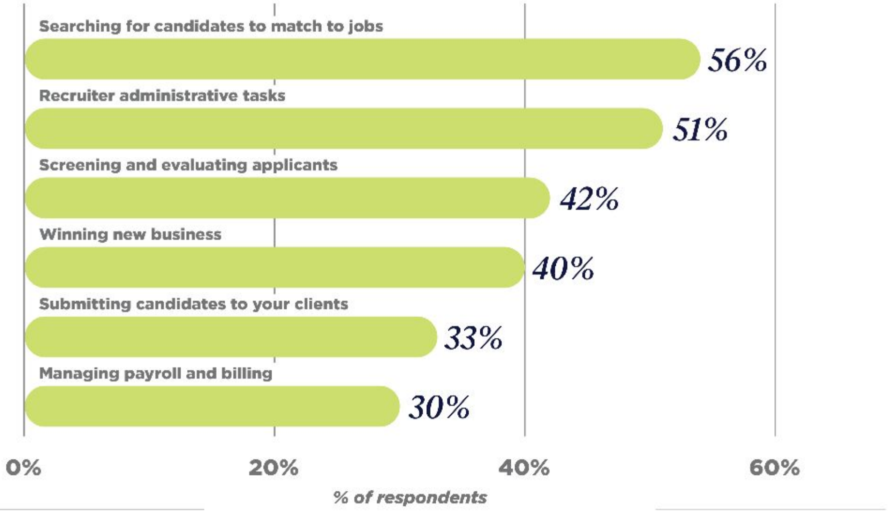
Top-performing firms are:

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

Recruiter efficiency through automation

Digital transformation has stalled

How are firms using automation today?



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Respondents chose all that apply

- **18%** in advanced stages of automation compared to **21%** last year
- **Less than half** of firms have automated across the recruitment workflow
- Recruiting tasks are **more likely to be automated** than sales or middle office

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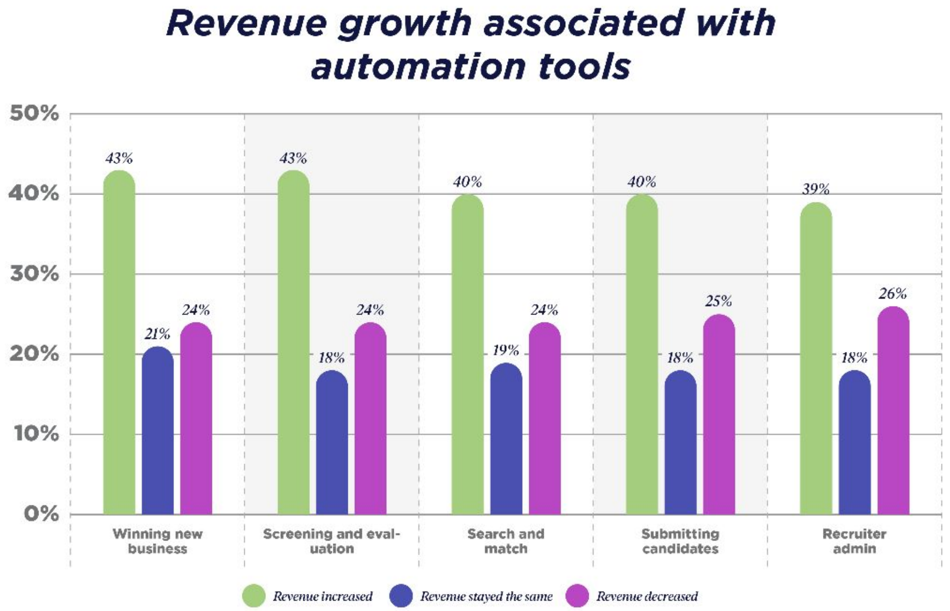
But automation yields revenue benefits



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Respondents chose all that apply

- Top-performing firms were **57% more likely** to be in the advanced stages of digital transformation
- Firms that automated search and match and screening were at least **twice as likely** to have increased revenue **10% or more** in 2024
- Firms focused on improving recruiter efficiency through technology were **twice as likely** to have grown revenue

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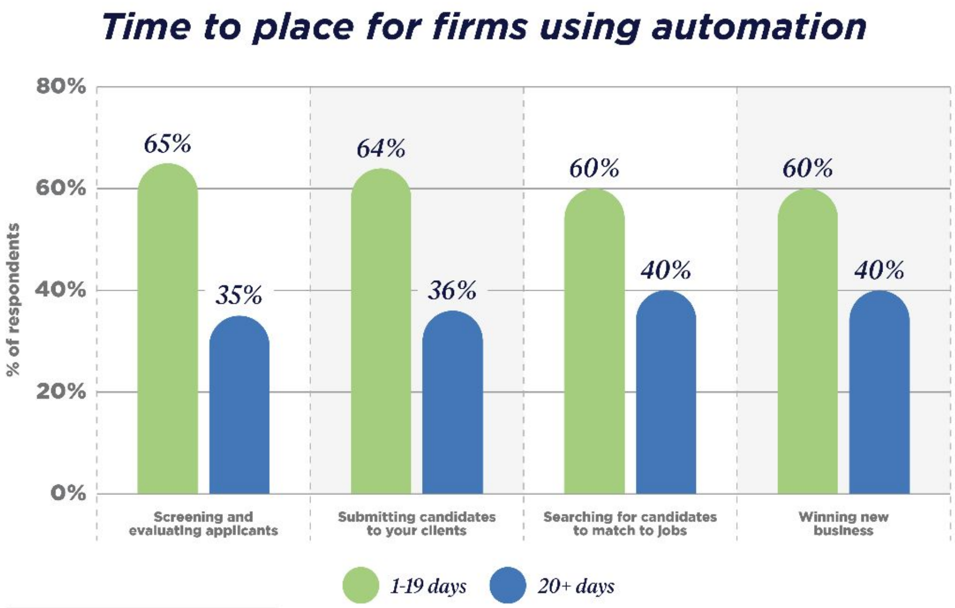
And automation also improves recruitment metrics

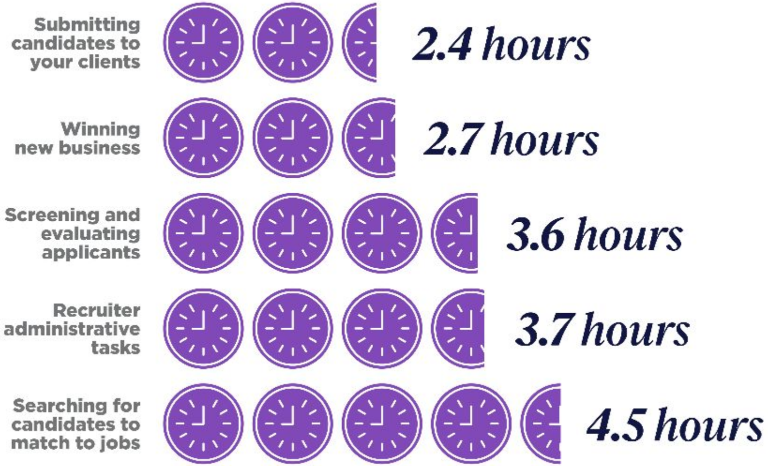


- Firms that automated search and match were **17% more likely** to have placement times under 10 days
- Firms that automated screening were **22% more likely** to have placement times under 10 days
- Search and match is **number one choice** for what firms most want to automate

AI infused everywhere

AI to yield huge time savings — and revenue gains

Firms predict AI could save each recruiter 17 hours per week



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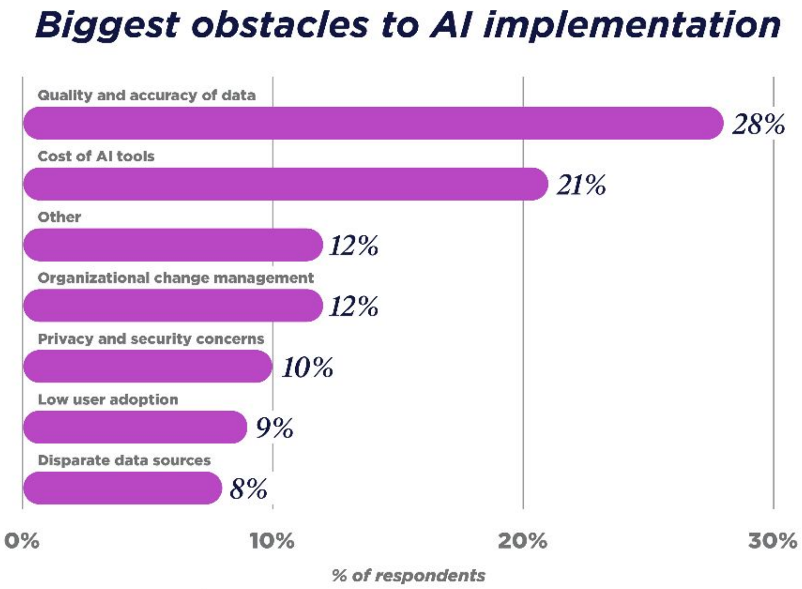
- Firms think AI searching agents will yield the biggest productivity gains **(27%)**
- Top-performing firms were **41% more likely** to be using AI for submitting
- Top-performing firms were **24% more likely** to be using AI screening agents
- Top-performing firms were **50% more likely** to be using AI for faster response times

Data limitations are biggest barrier to AI success



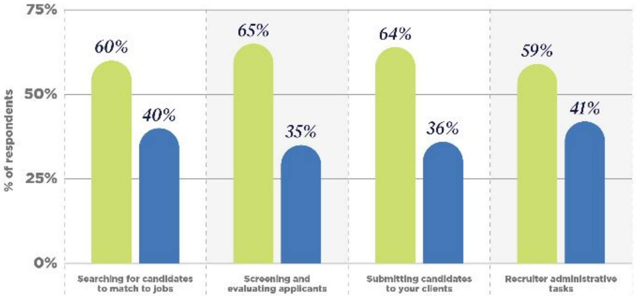
- **36% of firms** cited some kind of data issues as the biggest thing standing between them and widespread AI adoption
- Firms also shared they **need AI to be trained** on recruitment data and their data in particular
- Huge desire for AI to reflect firms' specific expertise and human touch

Delighting talent

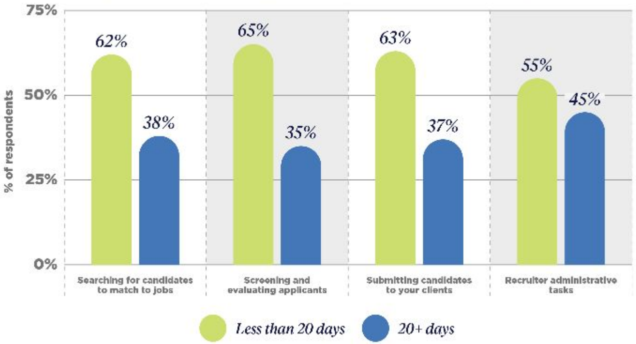
Automation/AI have huge impact on placement times

Impact of automation/AI on time to place

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

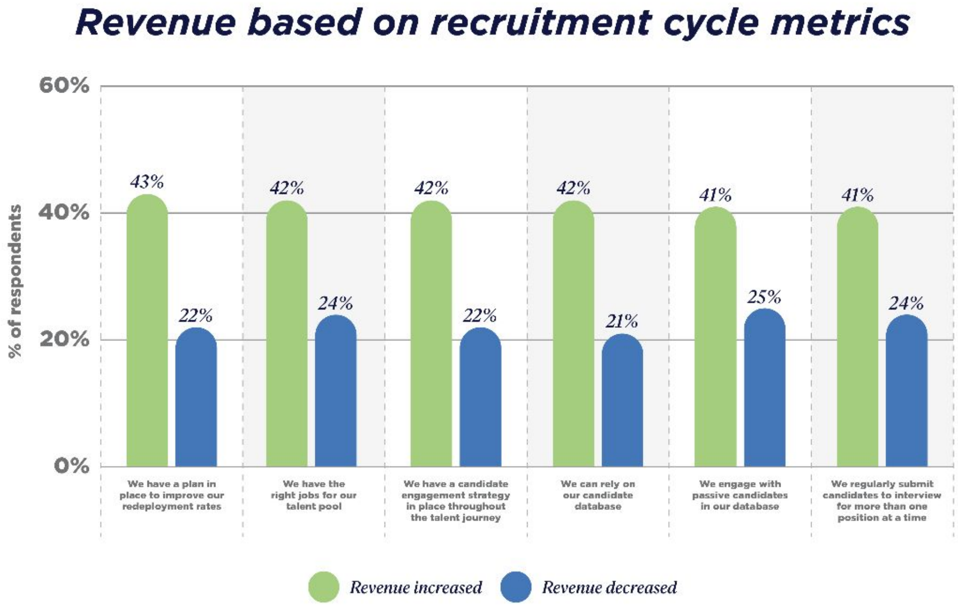


Do you have AI technology in place to help with the following processes?



- Firms that saw revenue gains were almost **40% more likely** to have placement times under 10 days
- Using automation improves likelihood of < 20 day placement times by **43% - 87%**
- Using AI improves likelihood of < 20 day placement times by **20% - 86%**

Creating the best talent experience translates into revenue gains

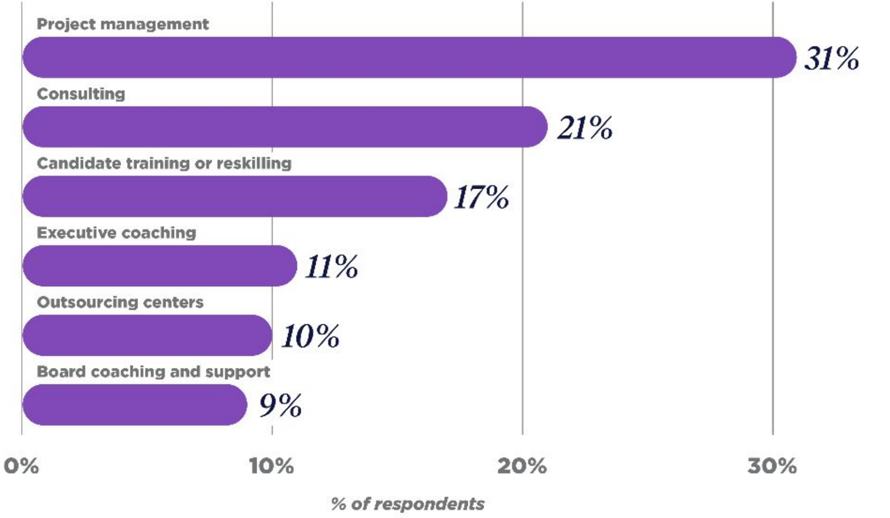


- Faster, more accurate placement is what candidates want
- Firms that are delighting talent throughout the recruitment cycle are around **twice as likely** to have seen revenue gains in 2024
- Every stage of the candidate journey matters
- AI is going to make it **even easier** to achieve these objectives

Diversifying business lines

Firms are shifting to higher margin/higher value services

How are firms looking to diversify?



Respondents picked all that apply

- Project management and consulting top the list of new services
- Firms 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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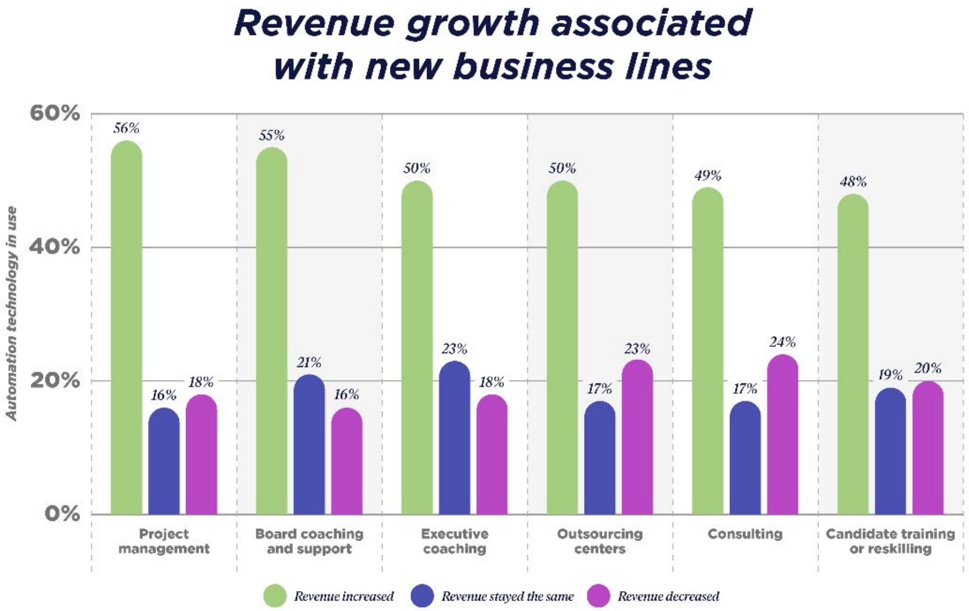
New business lines are paying off



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- **Top performers** are focused on services to attract and develop high-value talent (executive search, upskilling)
- They are also **looking for opportunities** to be thought partners to clients (consulting, board coaching)
- Moving up the margin ladder correlates with **higher revenue**

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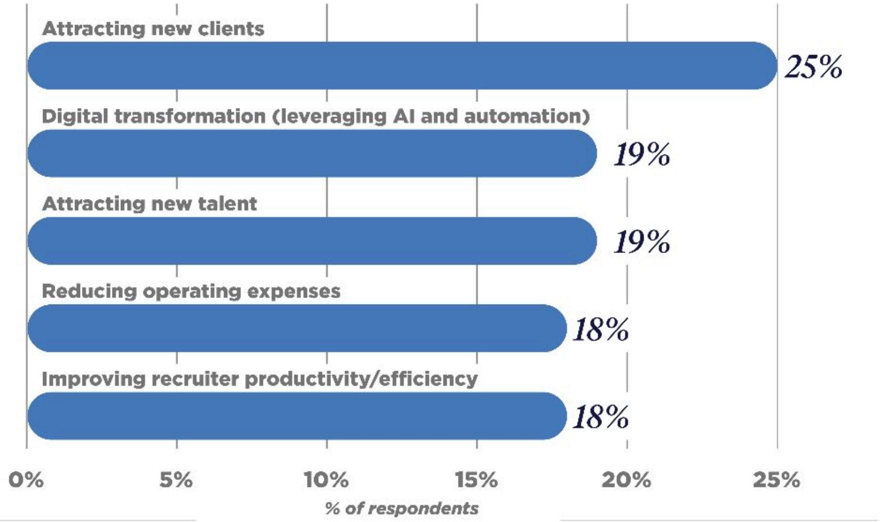
Top priorities and challenges

Attracting new clients still tops the list of 2025 priorities

2025 priorities



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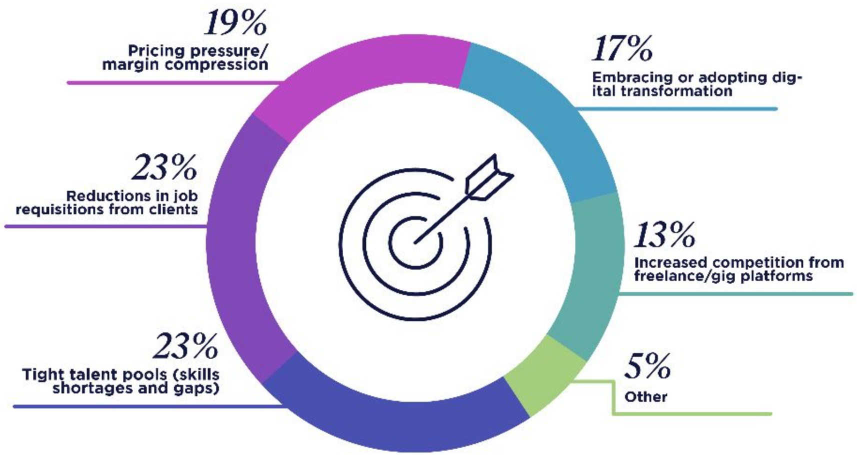
Based on a weighted average of ranked responses

- Attracting new clients was the **top priority**
- This held true across regions, business lines, and verticals
  - Healthcare was more focused on **attracting new talent**
  - RPO was more focused on **reducing expenses**

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