



EMEA



*Core Skill Sectors and Industry Segments*

# Largest Direct Hire Firms in Europe

8 September, 2021 | David Papapostolou, Interactive Research Developer | [dpapapostolou@staffingindustry.com](mailto:dpapapostolou@staffingindustry.com)

## Largest Direct Hire Firms in Europe

### Key Findings:

- The European direct hire market was worth €8.7 billion in 2020, accounting for 6% of the European staffing market. Over 80% of direct hire sales can be attributed to the eight largest and most established staffing markets in Europe, with the UK accounting for more than a third of direct hire sales.
- We are presenting a ranking of the Top 20 suppliers of direct hire services in Europe, according to their market share based on revenues generated in Europe, during the year 2020.
- The median annual revenue growth rate across the Top 20 firms was -26% in 2020. Only two companies within the top 20 grew their direct hire revenue in 2020.
- UK firms dominate the Top 20 ranking. Professional staffing firms stand out in this market. The full ranking can be found on pages 5-6. Our definition of direct hire revenue and the methodology for this report can be found on page seven.
- Please note that we have ranked companies by revenue, according to industry custom, however this ranking should not be taken to imply that a firm with a higher rank provides better service or more value to its shareholders. All currency amounts are in Euro (€).
- Revenue figures above represent SIA's best estimate based on available information at the time of publication. The accuracy of estimates may vary depending on multiple factors, including firms' willingness to provide or confirm information about their operations.
- This report should be read in conjunction with our [Largest Direct Hire Firms Globally](#).

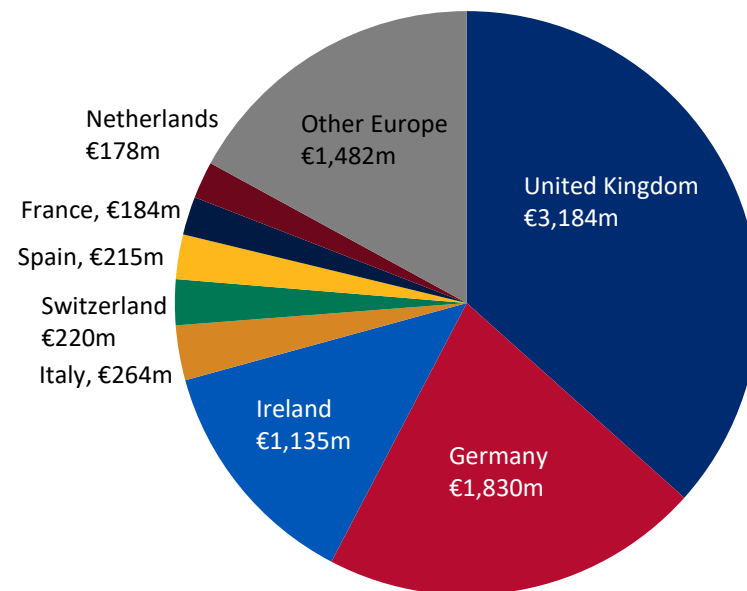
*Use this analysis to understand the size of the European market and the relative sizes of national markets.*

*Understand the competitive landscape and gain insights into the latest trends.*

## The Largest European Direct Hire Markets in 2020

- We estimate the European direct hire market was worth €8.7 billion in 2020, accounting for 6% of the European staffing market. This ratio is 8% globally.
- Eight countries were responsible for 83% of the European direct hire sales in 2020. They are presented in the pie chart on this page and feature the most established staffing markets in Europe.
- The UK was the largest direct hire market in Europe with annual sales of €3.2 billion in 2020, accounting for 37% of sales in Europe. IT is also the largest and most mature staffing market in Europe. The proportion of direct hire sales as a percentage of the total UK staffing market was 9% in 2020, higher than the European average (6%) as well as the global ratio (8%).
- Germany is the next largest market with direct hire sales representing 22% of the European market. Ireland, Italy and Switzerland come next according to our estimates. These are relatively smaller but well-established staffing markets where demand for professional staffing services and direct hire services is high.
- In Italy, the fifth largest staffing market in Europe by revenue, staffing firms were only allowed to provide direct hire services in 2004. However, the 2014 Jobs Act enabled significant growth for both temporary and permanent recruitment.

*Largest Direct Hire Markets by Annual Sales in 2020*



Source: SIA

## Top 20 Providers of Direct Hire Services in Europe

- The Top 20 direct hire staffing providers were responsible for 21% of the European direct hire market in 2020, accounting for €1.8 billion of cumulative sales, down by -25% compared to 2019. The median annual growth rate across the Top 20 firms was -26%.
- As a matter of fact, the dramatic drop in revenue is by and large a consequence of the COVID crisis. While demand for temporary staffing services picked up strongly in the tail end of 2020, the appetite for hiring more internal employees is only expected to return once uncertainties fade away and economies accelerate.
- The full list of the Top 20 firms is displayed on pages 5-6, ranked by market share. The top table on the right-hand side of this page provides a breakdown of the cumulative market share of the Top 20 direct hire firms, based on sales in Europe during the year 2020.
- UK firms dominate the ranking: with nine companies in the Top 20, and four in the Top 10 (see p.5). Three global staffing providers based in the United States also appear in this list.
- Professional staffing is a primary business line for UK firms featured in this ranking. In order to build strong teams for business-critical functions while facing acute shortages of skilled professional talent, employers are more inclined to attract and retain the best candidates with permanent positions.

*Breakdown of the cumulative market share of the Top 20 companies*

	Cumulative market share 2020
Top 3	9%
Top 5	14%
Top 10	19%
Top 20	21%

Source: SIA

## Top 20 Providers of Direct Hire Services in Europe (part 1/2)

	Company	Country HQ	Website	Direct hire revenue 2020 (€m)	Year-on-year revenue change (%)	Share of EU Direct hire Market (2020)
1	PageGroup	UK	page.com	285	-32%	3.3%
2	Gi Group	IT	gigroup.com	257	3%	3.0%
3	Adecco	CH	adecco.com	251	-25%	2.9%
4	Hays	UK	haysplc.com	238	-31%	2.7%
5	ManpowerGroup	US	manpowergroup.com	182	-31%	2.1%
6	Randstad	NL	randstad.com	181	-29%	2.1%
7	Robert Walters	UK	robertwalters.com	96	-30%	1.1%
8	SThree	UK	sthree.com	63	-8%	0.7%
9	Robert Half International	US	roberthalf.com	49	-27%	0.6%
10	Amadeus Fire	DE	amadeus-fire.de	35	-14%	0.4%

The revenue figures represent SIA's best estimation based on available information at the time of publication.

## Top 20 Providers of Direct Hire Services in Europe (part 2/2)

	Company	Country HQ	Website	Direct hire revenue 2020 (€m)	Year-on-year revenue change (%)	Share of EU Direct hire Market (2020)
11	CPL Resources*	IE	cpl.ie	27	-2%	0.3%
12	Phaidon International	UK	phaidoninternational.com	25	38%	0.3%
13	Harvey Nash	UK	harveynash.com	24	-26%	0.3%
14	Impellam	UK	impellam.com	22	-44%	0.3%
15	Ancor	RU	ancor-group.com	18	-12%	0.2%
16	Academic Work	SE	academicwork.com	17	-16%	0.2%
17	Adequat	FR	groupeadequat.fr	17	-24%	0.2%
18	Cobalt	UK	cobaltrecruitment.com	17	-30%	0.2%
19	Allegis Group	US	allegisgroup.com	15	-32%	0.2%
20	The SR Group	UK	thesrgroup.com	15	-41%	0.2%

The revenue figures represent SIA's best estimation based on available information at the time of publication.

\* CPL Resources was [acquired](#) by Japanese group Outsourcing Inc, in Q4-2020

## Methodology

Our analysis of the European direct hire market includes our estimates for sales from staffing and recruitment generated through the provision of direct hire Services.

We define direct hire (or Permanent Placement, Placement as it is more familiarly referred to outside of North America) as a service provided by a staffing agency related to helping, for a fee, an organization obtain an employee to work on their payroll. As opposed to temporary staffing relationship where the employee is typically working on the staffing firm's payroll.

For the purposes of this report, we have not included any revenues from Executive Search, which is usually conducted on a retained fee basis, nor temp-to-perm fees.

Revenue figures above represent SIA's best estimate based on available information at the time of publication. The accuracy of estimates may vary depending on multiple factors, including firms' willingness to provide or confirm information about their operations.

Exchange rates were based on average annual rates for the full year 2020 (Source: [www.oanda.com](http://www.oanda.com)) as follows:

- GBP:EUR = 1.125107
- RUB:EUR = 0.01221
- SEC:EUR = 0.095387
- USD:EUR = 0.877299

We would be pleased to correct any of these estimates in future editions of this list. If you have any comments, criticisms or suggestions, please contact the report's author – [dpapapostolou@staffingindustry.com](mailto:dpapapostolou@staffingindustry.com)

## About Staffing Industry Analysts (SIA)





Founded in 1989, SIA is the global advisor on staffing and workforce solutions. Our proprietary research covers all categories of employed and non-employed work including temporary staffing, independent contracting and other types of contingent labour.

SIA's independent and objective analysis provides insights into the services and suppliers operating in the workforce solutions ecosystem including staffing firms, managed service providers, recruitment process outsourcers, payrolling/compliance firms and talent acquisition technology specialists such as vendor management systems, online staffing platforms, crowdsourcing and online work services. We also provide training and accreditation with our unique Certified Contingent Workforce Professional (CCWP) program.

Known for our award-winning content, data, support tools, publications, executive conferences and events, we help both suppliers and buyers of workforce solutions make better-informed decisions that improve business results and minimise risk. As a division of the international business media company, Crain Communications Inc., SIA is headquartered in Mountain View, California, with offices in London, England.

For more information: [www.staffingindustry.com](http://www.staffingindustry.com)

Global coverage across the workforce solutions ecosystem, and latest SIA research and related news, follow us

 @SIAnalysts, @SIAResearch and connect via    YouTube