SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Specialist recruitment agencies

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market. Choose a focused segment.

Recruitment prospecting works best around roles you know how to fill. Different vacancies call for different expertise and ways of working.

€643B
Private employment services
Global / 2023 revenue [S01]

>60M
People placed in work
Global / 2023, rounded [S01]

226,600
HR service agencies
Global / 2023 [S01]

01 What you can offer

Explain how you find and assess candidates for a role family the employer needs.

02 Where to start

Choose your specialist roles and geography first.

03 What to ask

Confirm the vacancy is still open and who manages the hiring process.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Private employment services show the scale of professionally supported hiring. A practical starting point is employers recruiting in the role families your agency knows.

Private employment services

Global / 2023 revenue [S01]

€643B

People placed in work

Global / 2023, rounded [S01]

>60M

HR service agencies

Global / 2023 [S01]

226,600

What these figures cover

WEC's 2025 report measures 2023 activity. Revenue includes several services, such as staffing and outsourced recruitment, rather than specialist recruitment alone.

Consider international customers

Foreign employers and regional recruitment partners can be researched where the agency can actually deliver the assignment.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

HR service sales in selected regions

2023, EUR billion / rounded

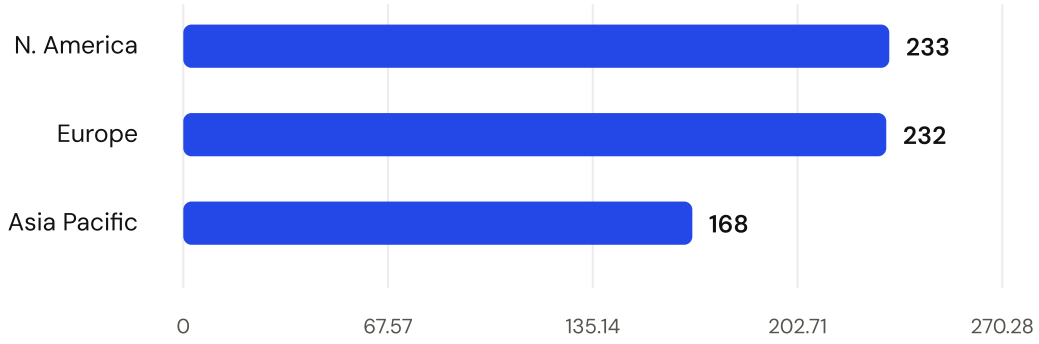


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose your specialist roles and geography first. Research employers publicly hiring for those types of positions.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Foreign employers and regional recruitment partners can be researched where the agency can actually deliver the assignment.

WEC's 2025 report measures 2023 activity. Revenue includes several services, such as staffing and outsourced recruitment, rather than specialist recruitment alone.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE
01
Potential buyer

Industrial employers

What to discuss

Speak with industrial employers about the production, technical or management roles you understand.

Who to speak with

HR lead or hiring manager

PROFILE
02
Potential buyer

Technology firms

What to discuss

Discuss experience requirements for technology positions within your recruitment specialty.

Who to speak with

HR lead or hiring manager

PROFILE
03
Potential buyer

Logistics operators

What to discuss

Clarify the operational roles and hiring locations a logistics employer needs to cover.

Who to speak with

HR lead or hiring manager

PROFILE
04
Potential buyer

Specialist service employers

What to discuss

Help specialist service firms look for people with the expertise their client work requires.

Who to speak with

HR lead or hiring manager

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose your specialist roles and geography first. Research employers publicly hiring for those types of positions.

Next step

Research a small group of relevant firms.

02

Define the work together

Confirm the vacancy is still open and who manages the hiring process. Discuss role requirements and the assignment before proposing terms.

Next step

Write down the agreed requirements.

03

Look across borders

Foreign employers and regional recruitment partners can be researched where the agency can actually deliver the assignment.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 **Economic Report 2025, pp. 4, 6 and 9**

World Employment Confederation · 2025 / 2023 data

wecglobal.org ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/recruitment-agencies/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION