



2025 Global Workforce Trends



Key insights to use today

Access to talent continues to be a challenge for companies in 2025. In the most recent [G-P World at Work report](#), 83% of executives said that finding skilled talent in their existing markets was difficult – a 6.4% increase from the previous year.

Local talent shortages were the number one roadblock to company growth for 41% of executives.

Let's dive into how this impacts companies today.

The impact of local talent shortages on SMBs

Accessing talent is challenging for companies of all sizes, and our research found that small and medium-sized businesses (SMBs) struggle the most.

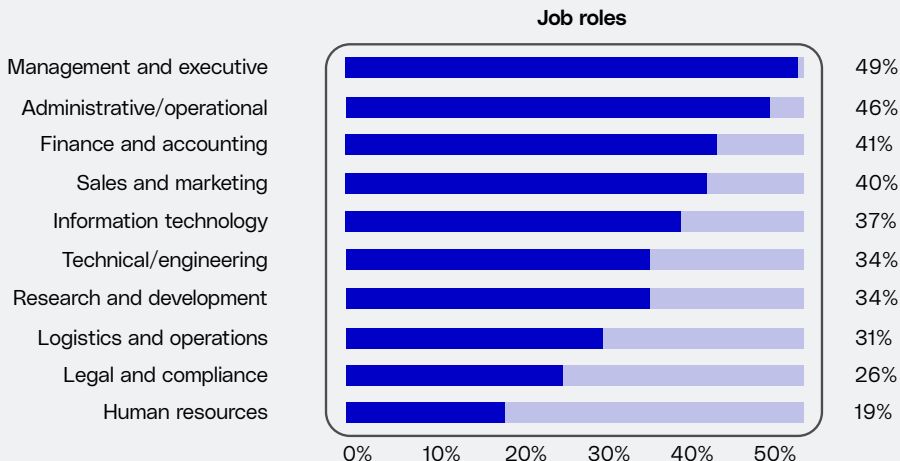
SMB leaders are pressured to show growth to investors but often can't find the talent they need locally to drive results. As a result, many companies are turning to global hiring.

"Today's business landscape requires companies to think beyond their home market for access to talent and to gain a competitive advantage."

[Nicole Sahin](#),
[CEO and Founder of G-P](#)

In a 2024 external market research study sponsored by G-P, 60% of HR managers said they planned to hire 10-19 international employees over the next 12 months.

Companies aim to hire globally for these roles in 2025.



Learnings from the 2024 World at Work report

Building on insights from our [survey results](#), this eBook will discuss:

- 2025 talent trends and the growing preference for global companies
- The current state of the professional services, tech, and manufacturing industries
- Ways to tap into global talent with an Employer of Record (EOR)

Talent is gravitating toward global companies.

Technological development, the green transition, and economic and demographic shifts are reshaping the business landscape. As many industries attest, talent shortages are not due to a lack of people. It's a lack of specialized skills.

The [World Economic Forum expects 170 million new jobs](#) will be created by global macro trends



this decade. However, these new jobs are also paired with the prediction that 92 million roles will be displaced. This means there will be a net employment increase of 78 million jobs but for specific skills.

Over the next five years, the demand for tech skills – like AI, big data, and cybersecurity – is expected to rise faster than any other skill set.

Apart from upskilling and reskilling, talent is responding to these forecasts with movement. In [our survey](#), 45% of global employees said they will likely search for a new job in H1 2025.

Percentage of employees who planned to search for a new job in H1 2025

	U.S.	UK	Australia	France	Germany	Singapore
I'm currently looking	10%	9%	9%	7%	4%	12%
Somewhat / very likely	43%	49%	48%	32%	39%	56%
Not too / at all likely	47%	42%	43%	61%	57%	32%

But employees aren't moving to just any company: 81% of employees want to work at a global company. Employees believe they'll experience:

- Better pay and benefits (66%)
- Opportunities to acquire new personal skills (50%)
- Exposure to greater diversity of thought (40%)
- More career growth opportunities (85%)
- Greater stability amidst economic ups and downs (38%)

What does this mean for SMBs?

Today's workforce wants to grow personally and professionally, and they believe global companies are the way to do this.

SMB can drive faster growth and diversify revenue streams by expanding into new markets and tapping into global talent pools.

How?

With an [Employer of Record \(EOR\) partner](#), companies of all sizes can hire and build global teams quickly and compliantly. SMBs can use the EOR's global entity infrastructure to save time and resources while confidently accessing new talent, markets, and revenue streams.





The new path is not growth at all costs. It's global optimization.

Over the past few years, we've seen a shift from prioritizing growth-at-all-cost strategies to a more strategic approach to global growth. Now there's a heightened focus on maintaining and saving.

What will your business focus on in 2025?

Let's take a look at the state of some of today's top industries and their outlook on growth for 2025.

	Tech industry	Manufacturing industry	Professional services industry
Growth	66%	63%	53%
Maintain	21%	23%	30%
Save	13%	14%	17%

The state of the industry



1. Technology

The technology sector uses global hiring to improve resilience and agility.

Despite challenges in the global economy, tech companies in science, engineering, and healthcare continue to push forward at full speed.

Yet, 45% of tech executives identify local talent shortages as their greatest obstacle to growth, leading 86% to broaden their hiring efforts globally.

But global hiring isn't just about filling gaps. It builds diverse teams, fosters agility, and strengthens resilience – essential for thriving in tech.

It also paves the way for new growth opportunities, such as leveraging private equity and M&A strategies to access new markets or technology. Companies exploring this can benefit from [G-P's M&A Playbook](#).

What to expect for the rest of 2025

Tech companies, particularly startups, move in an environment of rapid technological changes and must constantly innovate to stay competitive.

Trends confirm that companies are [prioritizing AI](#) skills like machine learning, data science and analytics, natural language processing (NLP), AI ethics and fairness, and big data and cloud computing.

Although the benefits of building a global workforce are clear, tech companies face challenges when hiring talent in countries where they don't have an entity.

Here are the top three:

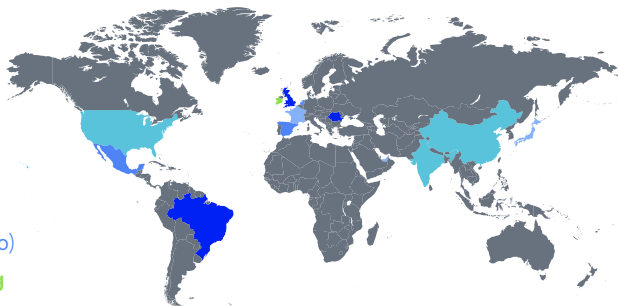
1. Determining fair salary and benefits (38%)
2. Developing employment contracts (36%)
3. Navigating payroll and taxes (34%)

This sector will likely continue to trend toward higher pay, and as competition intensifies, there is no room for error. [Tech companies will also need to pay close attention to compliance](#) when determining and managing international talent's salary, benefits, and payroll.

Together, these needs are leading more tech companies to partner with an EOR to take on the administrative burden of global hiring, so they can focus on driving their business forward and attracting the skills they need.

What countries have the best AI skills?

- 📍 **Machine learning**
(U.S., China, India)
- 📍 **Data science and analytics**
(U.K., Romania, Brazil)
- 📍 **Natural language processing**
(UAE, France, Japan)
- 📍 **AI ethics**
(The Netherlands, Spain, Mexico)
- 📍 **Big cloud and data computing**
(Singapore, Ireland, Argentina)



2. Manufacturing

Manufacturing enters a new global era to search for emerging talent.

Many established manufacturing companies are rooted in strong values and rich histories. However, as [many seasoned employees retire](#), the industry now faces a growing talent shortage.

In fact, 84% of manufacturing leaders reported difficulties in finding skilled talent within their existing markets.

To prepare for this shift, manufacturing leaders have focused on attracting new talent from universities and global talent pools. Yet, this industry faces unique challenges compared to tech.

For manufacturing companies entering new markets without a local entity, the top three challenges include:

1. Attracting talent in unfamiliar regions (39%)
2. Maintaining a cohesive company culture across global operations (37%)
3. Onboarding new staff (32%)

What to expect for the rest of 2025

As manufacturing becomes more tech-driven, workers with strong [STEM \(science, technology, engineering, and mathematics\) backgrounds are increasingly needed](#). However, these skills are also in high demand in other sectors, making it difficult for manufacturers to compete.

Global hiring offers manufacturers the opportunity to tap into emerging talent hubs to find the talent they need. An EOR can help manufacturing companies access market insights like employer burden costs and talent supply data by region to make informed decisions within their budgets.

To ensure success, manufacturing leaders must also address challenges like onboarding and sustaining company culture in new regions.

Partnering with a global employment expert like G-P can help manufacturing organizations integrate new global team members quickly and in compliance with local laws.



3. Professional services

Professional services companies turn to global hiring to beat competition.

The professional services industry faces complex challenges in today's economic landscape. Leaders in this sector highlighted their top challenges as:

1. Inflation and rising prices (41%)
2. Increasingly competitive marketplace (40%)
3. Talent shortages and economic uncertainty (39%)

Talent shortages are a uniquely pressing issue for the professional services industry. For 85% of firms, finding skilled talent in existing markets was difficult in 2024 – the highest percentage compared to tech and manufacturing.

Talent shortages are one of the key reasons why 83% of professional services companies are currently hiring globally. The sector clearly recognizes the importance of global talent not just for operational needs, but for fostering creativity and advanced problem-solving.

What to expect for the rest of 2025

[Professional services](#) companies are hiring globally to strengthen their customer service capabilities.

This requires building teams with an in-region presence who can provide local insights, cultural knowledge, and a deep understanding of market dynamics.

In-region support will be crucial for delivering exceptional service and driving innovation at a regional level.

These are the top global talent hubs for professional services firms:

- [India](#) (Bangalore, Hyderabad, and Mumbai): Data scientists, cybersecurity specialists, legal consultants, and market research analysts.
- [Brazil](#) (São Paulo): Market analysts, account executives, and legal advisors
- [Singapore](#): Financial analysts, business consultants, and business development managers.
- [Spain](#) (Madrid and Barcelona): Financial analysts, business development managers, project managers, and customer success managers.
- [U.S.](#) (New York, San Francisco, and Chicago): Financial auditors, tax advisors, legal advisors, and HR managers.

With G-P as your EOR, professional services companies have access to AI-powered global employment products to hire, onboard, and manage talent quickly and in compliance with all local regulations.



Accessing global talent with an EOR

SMBs looking for specialized talent quickly realize that it can be expensive and highly competitive in certain markets. So when budget constraints block growth, leaders must find more efficient ways to achieve their goals. Emerging markets can provide access to the talent they need at an affordable cost.

The challenge is knowing where to look. Accessing international talent requires in-depth knowledge of [key talent hubs](#), a firm grasp of local employment laws and regulations, and the ability to manage a distributed workforce.

Setting up an entity in each new market is not only costly but also time-consuming. It can take months and carries many risks that companies, especially smaller ones, can't afford to take.

How an EOR can help solve the top 3 hiring challenges

Our survey asked executives to share the most significant roadblocks they faced when trying to enter a new market or hire employees in another country:

Challenge 1:

Compliance with local employment laws and requirements (39%)

Challenge 2:

Development and execution of employment contracts (36%)

Challenge 3:

Logistical barriers with teams in multiple locations (35%)

You may know your local market inside and out, but expanding globally is a leap into the unknown. From varying employment laws, benefits expectations, and payroll logistics, many SMB companies don't have the expertise, infrastructure, or resources to tackle these challenges alone.



This is where an EOR comes in.

Partnering with a best-in-class EOR can quickly solve all of the above challenges. Unlike other traditional approaches, such as working with multiple in-market HR, legal, and finance consultants or setting up a local entity and managing the process internally, an EOR offers:

Solution 1:

Assured compliance

An EOR manages payroll, taxes, and employment compliance, reducing your business' legal risks. [G-P has the largest team of HR and legal experts](#) to make sure you stay current on changing laws and regulations.

Solution 2:

Locally compliant employment contracts

With AI-powered tools and templates, EORs like G-P make it fast and easy to generate employment contracts that align with each country's specific labor laws and regulations.

[G-P's Employment Contract Generator](#)

automatically creates employment agreements based on country regulations and salary benchmarks, giving you peace of mind that every employee will have a compliant contract.

Solution 3:

Support from in-region experts 24/7

Partnering with an EOR means you won't have to worry about HR tasks like onboarding, payroll, and benefits administration. An EOR like G-P also helps with the human side of HR logistics by providing nuanced advice on managing employee expectations in each region, such as 13th-month pay.

What is 13th-month pay?

It's an additional month's salary usually given at the end of the year. It's mandatory in some countries, particularly in Latin America, and customary in others.

[See the full list of countries here.](#)

The above benefits are just a glimpse of how an EOR can bring cost and time savings to companies of all sizes.

According to G-P research, 42% of executives think EORs provide the best solution for hiring employees in other countries. These numbers highlight the growing recognition of EOR as a cost-effective strategy for global expansion.



The other side of the EOR equation: employees



While nearly all the executives we surveyed had heard of the EOR model, employees were less familiar with the concept. Only 26% of employees said they knew what an EOR was, while another 44% had heard of the term but weren't familiar with how it worked.

An EOR can help your organization hire, onboard, and manage global talent quickly and compliantly without setting up an entity. The [right EOR partner](#) will also help you navigate the common questions and concerns employees have about the logistics of working with an EOR.

According to our survey, the top three concerns employees have about working with an EOR are:

1. Being thought of as a contractor rather than a full-time employee (49%)
2. Feeling uncertain about who handles HR, payroll, and tax-related questions or requests (47%)
3. Having less job security (46%)

When professionals haven't worked with an EOR before, it's natural to feel confused or uncertain. But an [EOR like G-P](#) can help guide employees through the process. Our in-region specialists provide personalized support throughout the employee lifecycle. We ensure professionals feel taken care of every step of the way.

The logistical stress of employee management is compounded by emotional stress when HR teams don't have the right resources. This is why we ensure companies and professionals have access to the right technology and expertise to create a positive employment experience for all.

"A top priority for us was finding an EOR partner that would uphold our standards for employee treatment and truly collaborate with us rather than simply handling administrative tasks. Luckily for us, G-P fits that bill."

[Miranda MacKenzie](#)
[Director of Benefits and Compensation](#)
[Kraft Group & Affiliates \[The Patriots\]](#)

"I am 100% hired by G-P. However, it doesn't feel like I'm working for G-P. It feels like I am hired by The Patriots [Kraft]. I am excited to see what will come; there is so much potential. It's been smooth sailing. G-P was perfect to help us with this."

[Christopher Knowler](#)
[Germany Operations Manager](#)
[Kraft Group & Affiliates \[The Patriots\]](#)

A strategic approach to thriving over simply surviving

While global hiring can bridge talent shortages and set companies up for long-term success, it's still new territory for many. Risks can outweigh rewards without the proper expertise guiding you along the way.

A best-in-class EOR like G-P offers industry-leading global employment solutions combining AI technology, 13+ years of experience, and assured compliance.

For SMB companies feeling the pressure to scale quickly, G-P offers a fast and easy solution to new market entry. With us, companies can bypass entity setup and build global teams in minutes instead of months. We empower businesses to navigate new labor markets confidently by providing:

- The largest team of HR and legal experts to ensure compliance in 180+ countries
- Locally compliant [employment contracts](#) in just a few clicks

- [Contractor solutions](#) to quickly hire and pay contractors for both short- and long-term projects
- The latest AI technology like G-P Gia™, our [global HR agent](#) that can answer your toughest HR questions in over 50 countries and all 50 U.S. states
- Automated workflows and self-service options that enable companies of all sizes to achieve objectives faster

Whether you want to access niche skill sets or expand into untapped markets, G-P's [global employment products and EOR solutions](#) have everything you need to quickly reach your goals.

