

# **Campus Recruiting Software Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type**

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## **Abstracts**

### **Campus Recruiting Software Market Summary**

#### Introduction

Campus recruiting software comprises specialized digital platforms designed to streamline and optimize the recruitment process between educational institutions and employers seeking to hire recent graduates and students for internships, entry-level positions, and graduate programs. These comprehensive solutions integrate career services management, job posting platforms, application tracking systems, interview scheduling, virtual career fair capabilities, and analytics tools to enhance the recruitment experience for students, universities, and employers. The market includes both software platforms and associated services such as implementation, training, and ongoing support. The industry is driven by the increasing digitization of recruitment processes, growing competition for top talent, the need for data-driven hiring decisions, and the evolution toward virtual and hybrid recruitment models accelerated by recent global events.

### **Market Size and Growth Forecast**

The global campus recruiting software market is projected to reach between USD 1.0 billion and USD 2.0 billion in 2025, with a compound annual growth rate (CAGR) of 12% to 17% through 2030, reflecting the continued digital transformation of higher education and corporate recruiting practices.

## Application Analysis

**Education Sector:** Expected growth of 13.0-18.0%, driven by universities and colleges seeking to enhance career services and improve graduate employment outcomes. Trends focus on integrated student experience platforms and alumni engagement tools.

**Corporate Sector:** Projected growth of 11.0-16.0%, encompassing companies of all sizes implementing structured campus recruiting programs to access emerging talent. Developments emphasize brand building and early talent pipeline management.

**Government Organizations:** Anticipated growth of 10.0-15.0%, focusing on public sector recruitment and graduate training programs. Innovations prioritize diversity and inclusion initiatives and skills-based hiring.

**Other Applications:** Expected growth of 9.0-14.0%, including non-profit organizations, consulting firms, and specialized industry recruiters targeting campus talent.

## Type Analysis

**Software Platforms:** Expected growth of 13.0-18.0%, encompassing cloud-based solutions with integrated functionalities for application management, interview coordination, and analytics. Trends emphasize mobile-first design and artificial intelligence integration.

**Services:** Projected growth of 10.0-15.0%, including implementation, customization, training, and ongoing support services. Advances highlight virtual event management and specialized consulting for recruitment strategy optimization.

## Key Market Players

Leading companies include Handshake, dominating the university career services market with comprehensive student and employer engagement platforms; iCIMS, providing enterprise-grade talent acquisition solutions with campus recruiting modules; HireVue, specializing in video interviewing and assessment technologies; Yello, focusing on early talent acquisition and campus recruiting optimization; Avature, offering sophisticated CRM and recruiting software for large enterprises; vFairs, providing virtual career fair and event platforms; Lever, delivering modern applicant tracking systems with campus recruiting features; Gem, focusing on talent engagement and relationship

management; WayUp, connecting students and recent graduates with employers; and Talview, providing AI-powered recruiting and assessment solutions.

### **Porter's Five Forces Analysis**

**Threat of New Entrants:** Moderate to High, as cloud technologies lower barriers to entry, though establishing university partnerships and achieving scale present significant challenges for new players.

**Threat of Substitutes:** Moderate, with general applicant tracking systems, social media platforms, and manual processes serving as alternatives, though specialized campus recruiting features provide distinct advantages.

**Bargaining Power of Buyers:** Moderate, with large universities and corporations having negotiating power, while smaller institutions may have limited alternatives for specialized campus recruiting needs.

**Bargaining Power of Suppliers:** Low, due to abundant cloud infrastructure and software development resources, though specialized AI and analytics capabilities may command premium pricing.

**Competitive Rivalry:** High, with established players competing on platform functionality, user experience, integration capabilities, and pricing models while expanding into adjacent markets.

### **Market Opportunities and Challenges**

**Opportunities:** Increasing emphasis on diversity and inclusion creates demand for tools that expand recruitment reach and eliminate bias. The shift toward remote and hybrid work models drives adoption of virtual recruiting technologies. Growing importance of employer branding among younger generations creates opportunities for enhanced engagement platforms. Data analytics and AI integration enable predictive recruiting and improved candidate matching. Global expansion of higher education increases addressable market size.

**Challenges:** Market fragmentation with numerous specialized players makes differentiation difficult. Privacy regulations regarding student data require compliance investments. Economic downturns can reduce corporate recruiting budgets and delay software investments. Integration complexity with existing university and corporate

systems may slow adoption. Changing student expectations for mobile and social media-native experiences require continuous platform evolution.

## Contents

### **CHAPTER 1 EXECUTIVE SUMMARY**

### **CHAPTER 2 ABBREVIATION AND ACRONYMS**

### **CHAPTER 3 PREFACE**

3.1 Research Scope

3.2 Research Sources

3.2.1 Data Sources

3.2.2 Assumptions

3.3 Research Method

Chapter Four Market Landscape

4.1 Market Overview

4.2 Classification/Types

4.3 Application/End Users

### **CHAPTER 5 MARKET TREND ANALYSIS**

5.1 Introduction

5.2 Drivers

5.3 Restraints

5.4 Opportunities

5.5 Threats

### **CHAPTER 6 INDUSTRY CHAIN ANALYSIS**

6.1 Upstream/Suppliers Analysis

6.2 Campus Recruiting Software Analysis

6.2.1 Technology Analysis

6.2.2 Cost Analysis

6.2.3 Market Channel Analysis

6.3 Downstream Buyers/End Users

### **CHAPTER 7 LATEST MARKET DYNAMICS**

7.1 Latest News

7.2 Merger and Acquisition

- 7.3 Planned/Future Project
- 7.4 Policy Dynamics

## **CHAPTER 8 HISTORICAL AND FORECAST CAMPUS RECRUITING SOFTWARE MARKET IN NORTH AMERICA (2020-2030)**

- 8.1 Campus Recruiting Software Market Size
- 8.2 Campus Recruiting Software Market by End Use
- 8.3 Competition by Players/Suppliers
- 8.4 Campus Recruiting Software Market Size by Type
- 8.5 Key Countries Analysis
  - 8.5.1 United States
  - 8.5.2 Canada
  - 8.5.3 Mexico

## **CHAPTER 9 HISTORICAL AND FORECAST CAMPUS RECRUITING SOFTWARE MARKET IN SOUTH AMERICA (2020-2030)**

- 9.1 Campus Recruiting Software Market Size
- 9.2 Campus Recruiting Software Market by End Use
- 9.3 Competition by Players/Suppliers
- 9.4 Campus Recruiting Software Market Size by Type
- 9.5 Key Countries Analysis
  - 9.5.1 Brazil
  - 9.5.2 Argentina
  - 9.5.3 Chile
  - 9.5.4 Peru

## **CHAPTER 10 HISTORICAL AND FORECAST CAMPUS RECRUITING SOFTWARE MARKET IN ASIA & PACIFIC (2020-2030)**

- 10.1 Campus Recruiting Software Market Size
- 10.2 Campus Recruiting Software Market by End Use
- 10.3 Competition by Players/Suppliers
- 10.4 Campus Recruiting Software Market Size by Type
- 10.5 Key Countries Analysis
  - 10.5.1 China
  - 10.5.2 India
  - 10.5.3 Japan

- 10.5.4 South Korea
- 10.5.5 Southeast Asia
- 10.5.6 Australia

## **CHAPTER 11 HISTORICAL AND FORECAST CAMPUS RECRUITING SOFTWARE MARKET IN EUROPE (2020-2030)**

- 11.1 Campus Recruiting Software Market Size
- 11.2 Campus Recruiting Software Market by End Use
- 11.3 Competition by Players/Suppliers
- 11.4 Campus Recruiting Software Market Size by Type
- 11.5 Key Countries Analysis
  - 11.5.1 Germany
  - 11.5.2 France
  - 11.5.3 United Kingdom
  - 11.5.4 Italy
  - 11.5.5 Spain
  - 11.5.6 Belgium
  - 11.5.7 Netherlands
  - 11.5.8 Austria
  - 11.5.9 Poland
  - 11.5.10 Russia

## **CHAPTER 12 HISTORICAL AND FORECAST CAMPUS RECRUITING SOFTWARE MARKET IN MEA (2020-2030)**

- 12.1 Campus Recruiting Software Market Size
- 12.2 Campus Recruiting Software Market by End Use
- 12.3 Competition by Players/Suppliers
- 12.4 Campus Recruiting Software Market Size by Type
- 12.5 Key Countries Analysis
  - 12.5.1 Egypt
  - 12.5.2 Israel
  - 12.5.3 South Africa
  - 12.5.4 Gulf Cooperation Council Countries
  - 12.5.5 Turkey

## **CHAPTER 13 SUMMARY FOR GLOBAL CAMPUS RECRUITING SOFTWARE MARKET (2020-2025)**

- 13.1 Campus Recruiting Software Market Size
- 13.2 Campus Recruiting Software Market by End Use
- 13.3 Competition by Players/Suppliers
- 13.4 Campus Recruiting Software Market Size by Type

## **CHAPTER 14 GLOBAL CAMPUS RECRUITING SOFTWARE MARKET FORECAST (2025-2030)**

- 14.1 Campus Recruiting Software Market Size Forecast
- 14.2 Campus Recruiting Software Application Forecast
- 14.3 Competition by Players/Suppliers
- 14.4 Campus Recruiting Software Type Forecast

## **CHAPTER 15 ANALYSIS OF GLOBAL KEY VENDORS**

- 15.1 vFairs
  - 15.1.1 Company Profile
  - 15.1.2 Main Business and Campus Recruiting Software Information
  - 15.1.3 SWOT Analysis of vFairs
  - 15.1.4 vFairs Campus Recruiting Software Revenue, Gross Margin and Market Share (2020-2025)
- 15.2 Mercer
  - 15.2.1 Company Profile
  - 15.2.2 Main Business and Campus Recruiting Software Information
  - 15.2.3 SWOT Analysis of Mercer
  - 15.2.4 Mercer Campus Recruiting Software Revenue, Gross Margin and Market Share (2020-2025)
- 15.3 HireVue
  - 15.3.1 Company Profile
  - 15.3.2 Main Business and Campus Recruiting Software Information
  - 15.3.3 SWOT Analysis of HireVue
  - 15.3.4 HireVue Campus Recruiting Software Revenue, Gross Margin and Market Share (2020-2025)
- 15.4 Intellioak Technologies
  - 15.4.1 Company Profile
  - 15.4.2 Main Business and Campus Recruiting Software Information
  - 15.4.3 SWOT Analysis of Intellioak Technologies
  - 15.4.4 Intellioak Technologies Campus Recruiting Software Revenue, Gross Margin

and Market Share (2020-2025)

#### 15.5 Gem

15.5.1 Company Profile

15.5.2 Main Business and Campus Recruiting Software Information

15.5.3 SWOT Analysis of Gem

15.5.4 Gem Campus Recruiting Software Revenue, Gross Margin and Market Share (2020-2025)

#### 15.6 Oleoo

15.6.1 Company Profile

15.6.2 Main Business and Campus Recruiting Software Information

15.6.3 SWOT Analysis of Oleoo

15.6.4 Oleoo Campus Recruiting Software Revenue, Gross Margin and Market Share (2020-2025)

#### 15.7 Avature

15.7.1 Company Profile

15.7.2 Main Business and Campus Recruiting Software Information

15.7.3 SWOT Analysis of Avature

15.7.4 Avature Campus Recruiting Software Revenue, Gross Margin and Market Share (2020-2025)

#### 15.8 Yello

15.8.1 Company Profile

15.8.2 Main Business and Campus Recruiting Software Information

15.8.3 SWOT Analysis of Yello

15.8.4 Yello Campus Recruiting Software Revenue, Gross Margin and Market Share (2020-2025)

#### 15.9 WayUp

15.9.1 Company Profile

15.9.2 Main Business and Campus Recruiting Software Information

15.9.3 SWOT Analysis of WayUp

15.9.4 WayUp Campus Recruiting Software Revenue, Gross Margin and Market Share (2020-2025)

#### 15.10 Talview

15.10.1 Company Profile

15.10.2 Main Business and Campus Recruiting Software Information

15.10.3 SWOT Analysis of Talview

15.10.4 Talview Campus Recruiting Software Revenue, Gross Margin and Market Share (2020-2025)

Please ask for sample pages for full companies list

## Tables & Figures

### TABLES AND FIGURES

Table Abbreviation and Acronyms

Table Research Scope of Campus Recruiting Software Report

Table Data Sources of Campus Recruiting Software Report

Table Major Assumptions of Campus Recruiting Software Report

Figure Market Size Estimated Method

Figure Major Forecasting Factors

Figure Campus Recruiting Software Picture

Table Campus Recruiting Software Classification

Table Campus Recruiting Software Applications

Table Drivers of Campus Recruiting Software Market

Table Restraints of Campus Recruiting Software Market

Table Opportunities of Campus Recruiting Software Market

Table Threats of Campus Recruiting Software Market

Table Covid-19 Impact For Campus Recruiting Software Market

Table Raw Materials Suppliers

Table Different Production Methods of Campus Recruiting Software

Table Cost Structure Analysis of Campus Recruiting Software

Table Key End Users

Table Latest News of Campus Recruiting Software Market

Table Merger and Acquisition

Table Planned/Future Project of Campus Recruiting Software Market

Table Policy of Campus Recruiting Software Market

Table 2020-2030 North America Campus Recruiting Software Market Size

Figure 2020-2030 North America Campus Recruiting Software Market Size and CAGR

Table 2020-2030 North America Campus Recruiting Software Market Size by Application

Table 2020-2025 North America Campus Recruiting Software Key Players Revenue

Table 2020-2025 North America Campus Recruiting Software Key Players Market Share

Table 2020-2030 North America Campus Recruiting Software Market Size by Type

Table 2020-2030 United States Campus Recruiting Software Market Size

Table 2020-2030 Canada Campus Recruiting Software Market Size

Table 2020-2030 Mexico Campus Recruiting Software Market Size

Table 2020-2030 South America Campus Recruiting Software Market Size

Figure 2020-2030 South America Campus Recruiting Software Market Size and CAGR

Table 2020-2030 South America Campus Recruiting Software Market Size by Application

Table 2020-2025 South America Campus Recruiting Software Key Players Revenue

Table 2020-2025 South America Campus Recruiting Software Key Players Market Share

Table 2020-2030 South America Campus Recruiting Software Market Size by Type

Table 2020-2030 Brazil Campus Recruiting Software Market Size

Table 2020-2030 Argentina Campus Recruiting Software Market Size

Table 2020-2030 Chile Campus Recruiting Software Market Size

Table 2020-2030 Peru Campus Recruiting Software Market Size

Table 2020-2030 Asia & Pacific Campus Recruiting Software Market Size

Figure 2020-2030 Asia & Pacific Campus Recruiting Software Market Size and CAGR

Table 2020-2030 Asia & Pacific Campus Recruiting Software Market Size by Application

Table 2020-2025 Asia & Pacific Campus Recruiting Software Key Players Revenue

Table 2020-2025 Asia & Pacific Campus Recruiting Software Key Players Market Share

Table 2020-2030 Asia & Pacific Campus Recruiting Software Market Size by Type

Table 2020-2030 China Campus Recruiting Software Market Size

Table 2020-2030 India Campus Recruiting Software Market Size

Table 2020-2030 Japan Campus Recruiting Software Market Size

Table 2020-2030 South Korea Campus Recruiting Software Market Size

Table 2020-2030 Southeast Asia Campus Recruiting Software Market Size

Table 2020-2030 Australia Campus Recruiting Software Market Size

Table 2020-2030 Europe Campus Recruiting Software Market Size

Figure 2020-2030 Europe Campus Recruiting Software Market Size and CAGR

Table 2020-2030 Europe Campus Recruiting Software Market Size by Application

Table 2020-2025 Europe Campus Recruiting Software Key Players Revenue

Table 2020-2025 Europe Campus Recruiting Software Key Players Market Share

Table 2020-2030 Europe Campus Recruiting Software Market Size by Type

Table 2020-2030 Germany Campus Recruiting Software Market Size

Table 2020-2030 France Campus Recruiting Software Market Size

Table 2020-2030 United Kingdom Campus Recruiting Software Market Size

Table 2020-2030 Italy Campus Recruiting Software Market Size

Table 2020-2030 Spain Campus Recruiting Software Market Size

Table 2020-2030 Belgium Campus Recruiting Software Market Size

Table 2020-2030 Netherlands Campus Recruiting Software Market Size

Table 2020-2030 Austria Campus Recruiting Software Market Size

Table 2020-2030 Poland Campus Recruiting Software Market Size

Table 2020-2030 Russia Campus Recruiting Software Market Size

Table 2020-2030 MEA Campus Recruiting Software Market Size  
Figure 2020-2030 MEA Campus Recruiting Software Market Size and CAGR  
Table 2020-2030 MEA Campus Recruiting Software Market Size by Application  
Table 2020-2025 MEA Campus Recruiting Software Key Players Revenue  
Table 2020-2025 MEA Campus Recruiting Software Key Players Market Share  
Table 2020-2030 MEA Campus Recruiting Software Market Size by Type  
Table 2020-2030 Egypt Campus Recruiting Software Market Size  
Table 2020-2030 Israel Campus Recruiting Software Market Size  
Table 2020-2030 South Africa Campus Recruiting Software Market Size  
Table 2020-2030 Gulf Cooperation Council Countries Campus Recruiting Software Market Size  
Table 2020-2030 Turkey Campus Recruiting Software Market Size  
Table 2020-2025 Global Campus Recruiting Software Market Size by Region  
Table 2020-2025 Global Campus Recruiting Software Market Size Share by Region  
Table 2020-2025 Global Campus Recruiting Software Market Size by Application  
Table 2020-2025 Global Campus Recruiting Software Market Share by Application  
Table 2020-2025 Global Campus Recruiting Software Key Vendors Revenue  
Figure 2020-2025 Global Campus Recruiting Software Market Size and Growth Rate  
Table 2020-2025 Global Campus Recruiting Software Key Vendors Market Share  
Table 2020-2025 Global Campus Recruiting Software Market Size by Type  
Table 2020-2025 Global Campus Recruiting Software Market Share by Type  
Table 2025-2030 Global Campus Recruiting Software Market Size by Region  
Table 2025-2030 Global Campus Recruiting Software Market Size Share by Region  
Table 2025-2030 Global Campus Recruiting Software Market Size by Application  
Table 2025-2030 Global Campus Recruiting Software Market Share by Application  
Table 2025-2030 Global Campus Recruiting Software Key Vendors Revenue  
Figure 2025-2030 Global Campus Recruiting Software Market Size and Growth Rate  
Table 2025-2030 Global Campus Recruiting Software Key Vendors Market Share  
Table 2025-2030 Global Campus Recruiting Software Market Size by Type  
Table 2025-2030 Campus Recruiting Software Global Market Share by Type

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