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# Middle East & Africa On-Demand Staffing Platform Market Forecast to 2028 – Regional Analysis – by Deployment (On-Premise and Cloud Based) and Enterprise Size (Small & Medium Enterprises and Large Enterprises)

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## Abstracts

The Middle East & Africa on-demand staffing platform market was valued at US$ 10.07 million in 2022 and is expected to reach US$ 21.36 million by 2028; it is estimated to grow at a CAGR of 13.4% from 2022 to 2028.
Surge in Need for Talent Acquisition and Management fuels the Middle East & Africa On-Demand Staffing Platform Market
Talent acquisition leaders continually strive for data-driven mindsets and essential technology that enable their organizations to execute the recruitment process. Real-time analytics and insights to analyze the quality and cost of new hires, as well as candidate feedback scores, are closely evaluated. With the advancements in technology and increasingly agile workplaces, organizations are adopting on-demand staffing platforms across several industry verticals. Manually emailing prospects is time consuming and is becoming an unsustainable approach to build relationships with prospective hires and manage the recruitment funnel. In line with this, on-demand staffing platforms tend to eliminate the needless complexity and inefficiency of manual communications by automating the hiring process. Thus, the growing need for talent acquisition and management is driving the Middle East & Africa on-demand staffing platform market growth.
Middle East & Africa On-Demand Staffing Platform Market Overview
According to the Monster Employment Index study in 2022, online recruitment across the staffing industry in the Middle East grew by 15%, and there is an increase in job demand as the employment index grew from 115 in August 2022 to 132 in August 2022. The BFSI industry is experiencing rapid growth in e-recruitment activity annually, along

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with the retail trade & logistics industries. Moreover, the surge in the number of small companies, along with online recruiting, is bolstering the demand for on-demand staffing platforms in the Middle East region. Flexible schedules and work-from-home plans are becoming major factors propelling the demand for temporary staff. Businesses are adjusting to meet the needs of workers by using virtual hiring platforms and other advanced multimedia networking tools to control remote hiring and teams. Moreover, economic growth is a prerequisite for increasing productive employment. Hence, there is a need to increase both the number of jobs and productivity in the businesses across the region. As a result, the demand for on-demand staffing platforms in the region is anticipated to grow in the coming years.

Middle East & Africa On-Demand Staffing Platform Market Revenue and Forecast to 2028 (US$ Mn)

Middle East & Africa On-Demand Staffing Platform Market Segmentation

The Middle East & Africa on-demand staffing platform market is segmented into deployment, enterprise size, and country.

Based on deployment, the Middle East & Africa on-demand staffing platform market is bifurcated into on-premise and cloud based. The cloud-based segment held a larger market share in 2022.

Based on enterprise size, the Middle East & Africa on-demand staffing platform market is segmented into small & medium enterprises and large enterprises. The large enterprises segment held a larger market share in 2022.

Based on country, the Middle East & Africa on-demand staffing platform market is segmented into Saudi Arabia, the UAE, South Africa, and the Rest of Middle East & Africa. Saudi Arabia dominated the Middle East & Africa on-demand staffing platform market share in 2022.

Ogram, Qwick, Sabbar, and Snagajob.com Inc are some of the leading companies operating in the Middle East & Africa on-demand staffing platform market.

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