

# **Middle East & Africa Staffing and Recruitment Market Forecast to 2031 - Regional Analysis - by Staffing Type (Temporary and Permanent), Recruitment Channel (Online, Hybrid, and Offline), and End User [IT & Telecom, BFSI, Healthcare (Hospitals & Clinics, Pharmaceutical, and Others), Retail & E-Commerce, and Others]**

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## **Abstracts**

The Middle East & Africa staffing and recruitment market was valued at US\$ 63,489.48 million in 2023 and is expected to reach US\$ 1,48,421.09 million by 2031; it is estimated to register a CAGR of 11.2% from 2023 to 2031.

### **Automation and AI-Driven Recruitment Bolsters Middle East & Africa Staffing and Recruitment Market**

Recruitment technology is taking over the hiring process. Artificial intelligence (AI) and automation in the recruitment process provide benefits such as efficiency, personalization, and data-informed decision-making. Integrating AI and automation into the recruitment process helps companies shortlist ideal candidates, automate manual tasks, streamline the recruitment workflow, and others. There are many ways to leverage AI and automation technology for talent attraction and candidate experience throughout the recruiting process. AI technology allows personalizing outreach while tracking candidates' behavior on the website and sends them customized content and messages based on their interests. Moreover, AI helps find the best-fit candidate by matching an applicant's experience and skills with the job description. The recruitment chatbox is another AI technology that offers job seekers real-time updates and interaction 24/7 by allowing them to ask questions about job requirements or

recruitment timelines while providing helpful feedback and suggestions. Further, AI-based video interview software helps assess a candidate's word choices, speech patterns, and facial expressions to check if the candidate is the right fit for the position. For instance, Brother International Corporation adopted an AI-powered Intelligent Talent Experience platform to attract, engage, and convert more job explorers with industry-leading AI technology. The platform integrates with the company's Workday Recruiting ATS to provide candidates with a smooth end user experience. In addition, the platform also helps the company to manage content and easily make edits to their career site without any IT technicians or an outside agency for coding.

AI and automation have brought about significant changes in the recruitment process and have revolutionized the entire process. Thus, automation and AI-driven recruitment will further contribute to the market's growth in the coming years.

### Middle East & Africa Staffing and Recruitment Market Overview

The MEA staffing and recruitment market is categorized into South Africa, the UAE, Saudi Arabia, and the Rest of MEA. The Middle East has a well-established manufacturing sector, which is mainly attributed to governments' efforts to encourage the expansion of this sector. In 2020, the UAE Ministry of Economy invested a total of US\$ 1.06 billion in new industrial facilities. The sector contributes over 10% to the non-oil GDP of Abu Dhabi. The expansion of manufacturing facilities is creating new job opportunities for hiring suitable candidates, which increases the demand for staffing and recruiting services among recruiters. The UAE is the most advanced country in this region, and the government is focusing on leveraging a range of technologically advanced solutions to boost the overall manufacturing infrastructure of the country. According to the UAE's Department of Economic Development, the manufacturing sector records ~80% of the country's non-oil trade; it is projected as the second-largest contributor to the country's economy. Moreover, the government of Dubai is planning to set up a manufacturing plant in the city. In 2021, the manufacturing industry contributed 8.9% to Dubai's GDP, which is expected to create lucrative opportunities for the staffing and recruitment market in the region during the forecast period. The pharmaceutical industry in the UAE is experiencing growth owing to government support through incentive schemes for encouraging domestic production; the country's brand-friendly environment and rising healthcare needs are also influencing the growth of this industry. The growth of this sector is anticipated to propel the demand for advanced solutions for hiring processes in the coming years. In addition to the growing acceptance of emerging technologies, the manufacturing industries in the MEA are also witnessing a surge in the adoption of advanced technological solutions for automating several processes.

Thus, the abovementioned factors are expected to bolster the growth of the staffing and recruitment market across the MEA in the coming years.

Middle East & Africa Staffing and Recruitment Market Revenue and Forecast to 2031  
(US\$ Million)

Middle East & Africa Staffing and Recruitment Market Segmentation

The Middle East & Africa staffing and recruitment market is categorized into staffing type, recruitment channel, end user, and country.

Based on staffing type, the Middle East & Africa staffing and recruitment market is bifurcated into temporary and permanent. The temporary segment held a larger market share in 2023.

In terms of recruitment channel, the Middle East & Africa staffing and recruitment market is categorized into online, hybrid, and offline. The online segment held the largest market share in 2023.

By end user, the Middle East & Africa staffing and recruitment market is segmented into IT & telecom, BFSI, healthcare, retail & e-commerce, and others. The others segment held the largest market share in 2023. Furthermore, the healthcare segment is sub segmented into hospitals & clinics, pharmaceutical, and others.

Based on country, the Middle East & Africa staffing and recruitment market is segmented into Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. Saudi Arabia dominated the Middle East & Africa staffing and recruitment market share in 2023.

Adecco Group AG, Alliance Recruitment Agency, BAC Middle East, Brunel International NV, Hays Plc, Korn Ferry, Medacs Global Group Limited, Morgan Philips Group, and NES Fircroft, are some of the leading companies operating in the Middle East & Africa staffing and recruitment market.

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