

South & Central America 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 South & Central America on-demand staffing platform market was valued at US\$ 5.06 million in 2022 and is expected to reach US\$ 9.31 million by 2028; it is estimated to grow at a CAGR of 10.7% from 2022 to 2028.

Focus on Candidate Experience and Employee Engagement fuels the South & Central America On-Demand Staffing Platform Market

Finding the right candidate with relevant experience and employee engagement is a pressing priority. On these lines, on-demand staffing platforms serve the purpose of helping employers significantly reduce the search-to-hire process through predictive analytics that measures and anticipates productivity, apart from matching the right candidates. The selected temporary staff and teams are later outsourced to meet the demands of an unpredictable and highly dynamic work schedule on an as-needed basis. Moreover, due to tremendous growth in a remote or hybrid work environment, there is increased adoption of on-demand staffing platforms that enable secured and flexible online assessment tools for evaluating candidates' skills. In addition, flexibility, and creative ways for hiring candidates has improved their experience, thereby catalyzing the adoption of South & Central America on-demand staffing platforms and driving its market expansion.

South & Central America On-Demand Staffing Platform Market Overview

The International Confederation of Private Employment Agencies (CIETT) and the government of Brazil continue to set an appropriate level of regulation for employment and recruitment procedures in the staffing industry. According to Instituto Brasileiro de Geografia e Estatística (IBGE), the number of employed people in Brazil increased

from 99.01 million in August 2022 to 99.27 million in September 2022.

Moreover, the information technology & communications (ICT) sector in the country is one of the major sectors that experienced unprecedented growth in job requirements in the first three months of 2022. These growing employment opportunities are anticipated to boost the adoption of on-demand staffing platforms in the country.

In Argentina, there is a growth in freelancing opportunities, which are widely preferred by on-demand temporary workers. In addition, several companies are working on a variety of projects, and clients provide more working flexibility to freelancers compared to employees in traditional jobs. Furthermore, businesses are adopting on-demand staffing platforms, which are increasingly used for hiring people on contracts for specific projects and tasks. All these factors are propelling the on-demand staffing platform market growth during the forecast period.

South & Central America On-Demand Staffing Platform Market Revenue and Forecast to 2028 (US\$ Mn)

South & Central America On-Demand Staffing Platform Market Segmentation

The South & Central America on-demand staffing platform market is segmented into deployment, enterprise size, and country.

Based on deployment, the South & Central America 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 South & Central America 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 South & Central America on-demand staffing platform market is segmented into Brazil, Argentina, and the Rest of South & Central America. Brazil dominated the South & Central America on-demand staffing platform market share in 2022.

Appjobs, Qwick Inc, Wonolo Inc, and Snagajob.com Inc are the leading companies operating in the South & Central America on-demand staffing platform market.

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