

US and Europe Online Recruitment Market Forecast to 2030 - Regional Analysis by Job Type (Permanent and Part-Time) and Application (Finance, Sales and Marketing, Engineering, IT, and Others)

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Abstracts

The US and Europe online recruitment market is expected to grow from US\$ 16.80 billion in 2022 to US\$ 30.46 billion by 2030. The US and Europe online recruitment market is estimated to register a CAGR of 7.7% during 2022–2030.

Digital transformation is changing how businesses work (internal) or communicate with their customers (external). However, in most situations, digital transformation entails purchasing software and data technologies such as recruiting solutions and online recruitment channels, to reduce or remove administrative activities and improve operational performance within and across departments and hiring teams. There are various benefits of digitalization or shifting to the online mode of recruitment such as:

Better productivity and time efficiency: In a variety of ways, online recruiting aids in the speeding up of everyday hiring procedures. Companies can automate administrative tasks such as keeping track of applicant paperwork or arranging interviews. Online recruiters use applicant tracking system (ATS) solutions to screen candidates quickly since the ATS stores all of the requisite candidate data in one location. They will not have to read a resume before moving on to the candidate's cover letter, portfolio, or appraisal because it will be on the same page. Recruiters are not the only ones that profit from online recruitment systems. Candidates can also apply quickly since the processes include auto-filling application forms and one-click apply buttons. Other factors promoting the digitalization are improved candidate analysis and access to vast number of applicants, among others. The above-mentioned factors are promoting the digitalization in recruitment process among companies across the globe, thereby fueling

the online recruitment market growth.

US is one of the frontrunners in terms of developing and accepting new, advanced technologies, including those that aid in recruitment processes. The region homes several recruitment solution providers. For instance, Entelo, a US-based company, searches candidates from underrepresented groups based on their abilities, gender, or ethnicity with the help of an algorithm. The system scans social profiles and other online data to gather clues regarding those who meet the criteria. Besides, Entelo provides robust candidate profiles by aggregating social and professional data from multiple sources. Similarly, Pymetrics, one of the leading market players offering gamified diversity recruiting tools, is applying proven neuroscience games and bias-free AI to predictively match people with jobs where they will perform at the highest levels. Further, the presence of leading online recruitment market player such as Recruit Holdings Co., Ltd.; iPlaceUSA, Inc.; and LinkedIn Corporation is boosting the growth of the market in the forecasted period.

Online recruitment helps save money and time in recruiting ideal candidates, boosting the growth of the online recruitment market. The need for predictive analytics in recruitment is increasing as it provides valuable insights that aid in identifying top talent for an organization. Several companies have provided predictive analytics through their online recruitment platform. For example, LinkedIn Corporation helps recruiters and hiring managers to improve their overall hiring outcomes through the predictive analytics system, further creating an opportunity for the online recruitment market growth.

SH Inc, LinkedIn Corp, iPlaceUSA Inc, Recruit Holdings Co Ltd, StepStone GmbH, AdoptoTech Ltd, CareerBuilder LLC, ZipRecruiter Inc, Monster Worldwide Inc, and Ceipal Corp are few other notable US and Europe online recruitment market players profiled in the report.

The US and Europe online recruitment market was positively affected by the COVID pandemic, as the government restricted all the travel and implemented social distancing norms, the corporate sectors across US and Europe rapidly adopted remote working culture. This influenced the adoption of advanced technology and solutions for hiring in remote working conditions. It helped the recruiters and job seekers to overcome the physical barrier and apply and recruit for jobs across all geographies, thus boosting the growth of the US and Europe online recruitment market.

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