

Recruitment - UK - 2021

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This report looks at the following areas:

- The impact of COVID-19 on the recruitment market
- Market size, segmentation and forecast of the recruitment market
- How COVID-19 is reshaping recruitment practices and digitising the recruitment process
- The impact of Brexit on services and what this means for recruiters
- How IR35 changes will affect recruiters

The pandemic has had a notable impact on the recruitment sector, with the economic uncertainty created leading businesses across the economy to postpone hiring decisions, therefore reducing demand for recruitment services.

Despite the size of the crisis, government support has protected the economy from the worst outcome, preventing widespread business failures and mass unemployment. This has allowed the market to bounce back, evidenced by the recovery of employer sentiment and a rapid recovery in the number of vacancies in the economy.

The impact of COVID-19 appears to have fallen more squarely on the temporary segment of the market, which is typically more vulnerable to fluctuations in business confidence and economic growth due to its shorter-term contractual nature. Whilst the permanent sector has flagged along with areas of the economy most impacted by the pandemic, it has also benefitted from sustained demand for skills in the life sciences and health care sectors of the economy.

Recruiters adapted to the pandemic rapidly, building off existing trends towards digitisation to include greater use of video. These developments are likely to galvanise the use of AI in the sector, as a shift in favour of online practices will speed up the development and adoption of the technology for candidate search and screening in the near term.



“Recruitment plays a critical role in matching skills with the businesses in need of them. The pandemic and ensuing social distancing measures heavily impacted demand for recruitment, as businesses shelved hiring plans in reaction to the severe rise in uncertainty.”

– **Francesco Salau, B2B Analyst**

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- **Recruitment and Employment Confederation**
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- **Trade magazines**
- **Human Resources**
- **Online Recruitment Magazine**
- **People Management**
- **Personnel Today**
- **Recruiter**

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- **Recruitment International**
- **Trade events**
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