

JULY 2024

**icims**<sup>®</sup> Insights  
**Workforce  
Report**







# iCIMS Insights July snapshot

After some big headlines this spring touting the labor market’s robust (and unexpected) performance, both employers and candidates seem to be leaning into the start of summer. iCIMS platform data showed a drop in activity across all three indicators, with hires notably down 13% in one month.

This month, iCIMS Insights digs into employer and candidate activity in the EMEA region to get a sense of what the appetite for applying and hiring for open roles looks like across the globe.

## Top findings this month:

- Overall hires dropped ~13% month over month and were down ~17% from June 2023.
- Some good news for retail employers — candidates are back, with applicants per opening (APO) climbing 75% between Q2 2022 and Q2 2024.
- Hiring in the EMEA region was up 12% from this time last year.
- APO in EMEA increased 33% between June 2023 and June 2024.
- Younger generations are flooding the EMEA applicant pool, with 37% between 18-24.



Our analysis of iCIMS data captures the insights that employers need to understand an ever-changing labor market and make better decisions for their businesses.

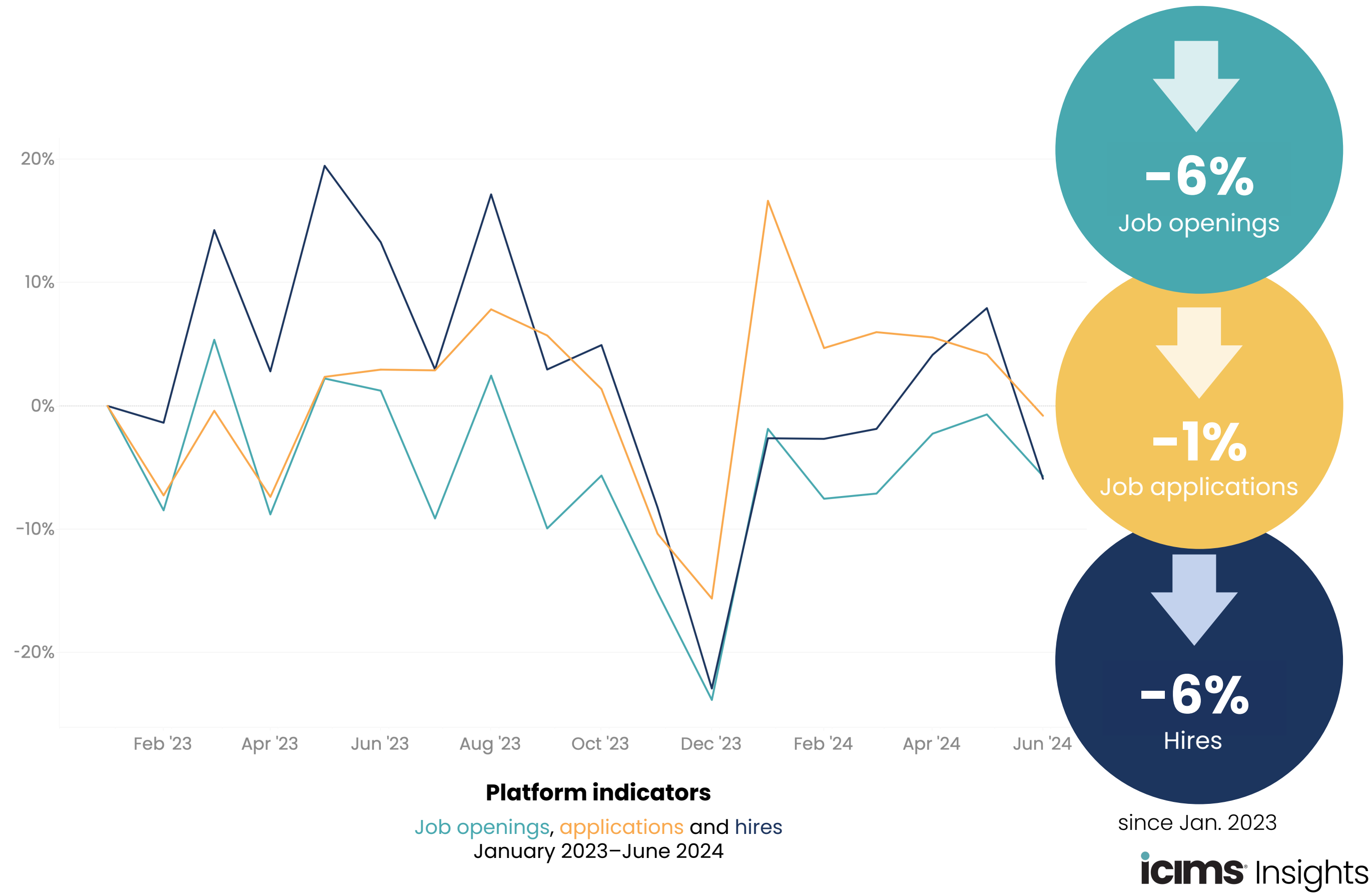
**-Rhea Moss, Global Head of Workforce & Customer Insights, iCIMS**



# Are employers and candidates already OOO for the summer?

## iCIMS Insights quick take:

- A decline in June can be typical, but this year’s drop in both employer and candidate activity is what the kids these days might call “extra.”
- iCIMS platform data showed a decline across all indicators last month, with hires down almost 13% in one month and about 17% since last June.
- There are many external factors that could be at play, including holidays and weekends, the economy or elections. It could be employers focusing on the end of the quarter rather than hiring. Or maybe it’s the start of a slump. Kids call that TBD.



# iCIMS EMEA Insights data

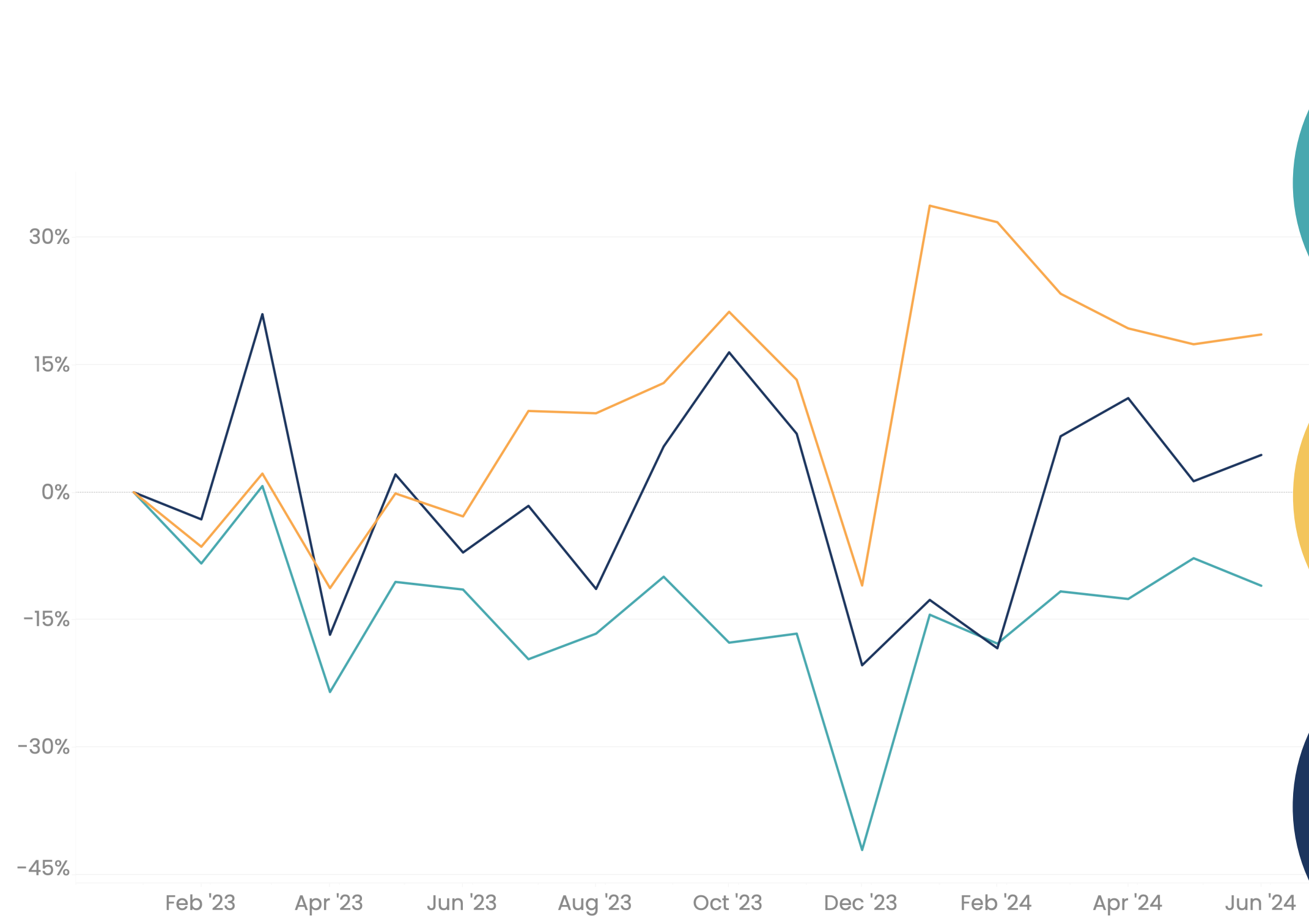
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Let's hop across the pond and zoom in on employer and candidate activity in the EMEA region.

# Application volume declines in EMEA but remains higher than most of 2023

**iCIMS Insights quick take:**

- Although applications in EMEA have been steadily declining since the start of the year, they are still up nearly 20% since January 2023.
- Despite the usual seasonal drop seen around the holidays, job openings have remained at a consistent level for the last year. In June, job openings were down 11% from January 2023.
- With the elevated levels of applications and steady job openings, companies are starting to make more hires. Hiring in the EMEA region was up 12% from this time last year and was 4% higher than January 2023.



**EMEA platform indicators**  
Job openings, applications and hires  
January 2023–June 2024

**-11%**  
Job openings

**19%**  
Job applications

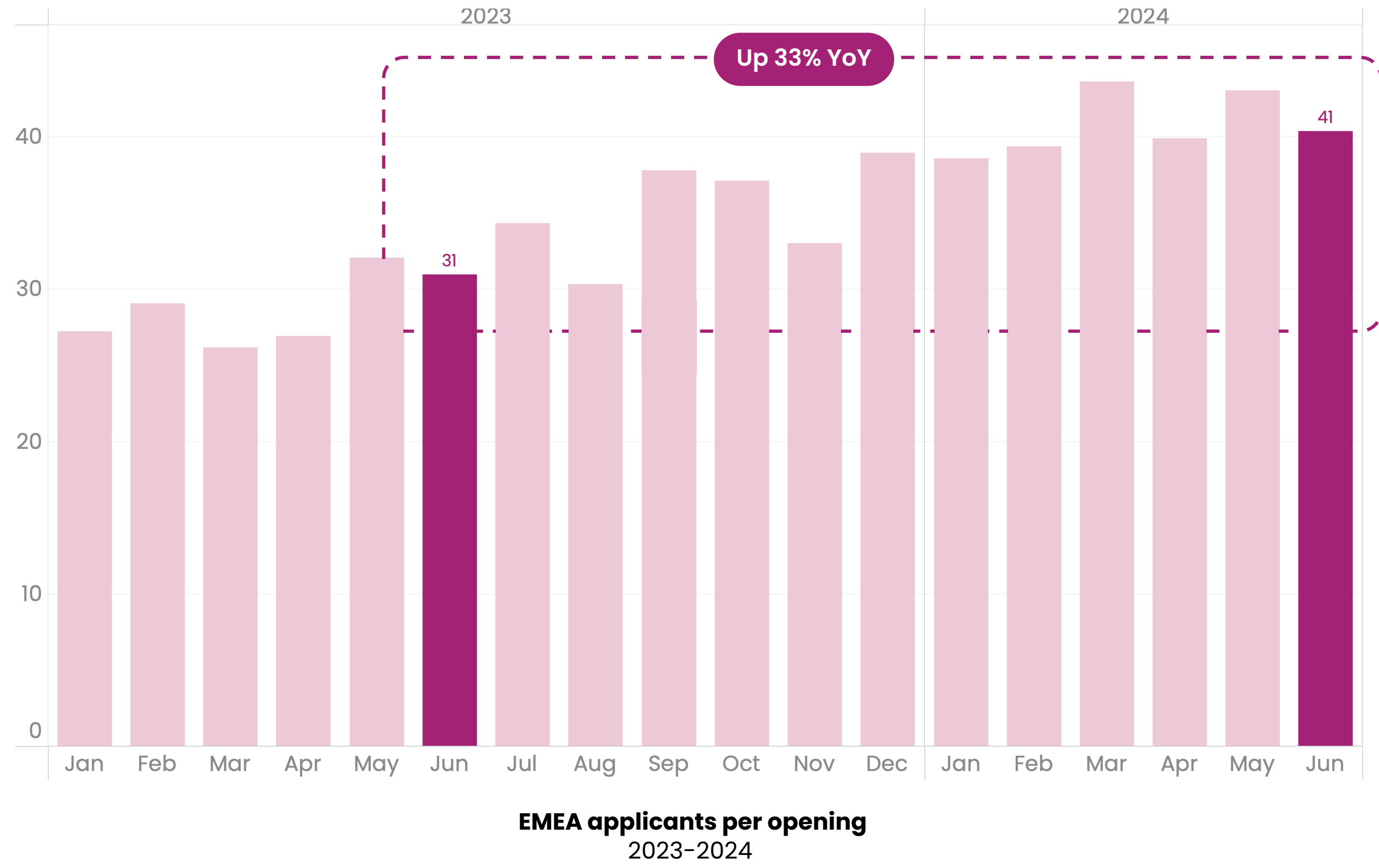
**4%**  
Hires

since Jan. 2023



# EMEA applicants are pouring into the pipeline as APO climbs 33% in a year

- iCIMS Insights quick take:**
- Here's the recipe for an increase in applicants per opening (APO): stir together consistent levels of job openings and rising application volume.
  - The balance of power continues to shift away from EMEA candidates as employers in the region are seeing their pipelines fill with applicants, releasing some of the pressure on recruiting teams.
  - APO jumped from 31 to 41 year over year, a 33% increase.

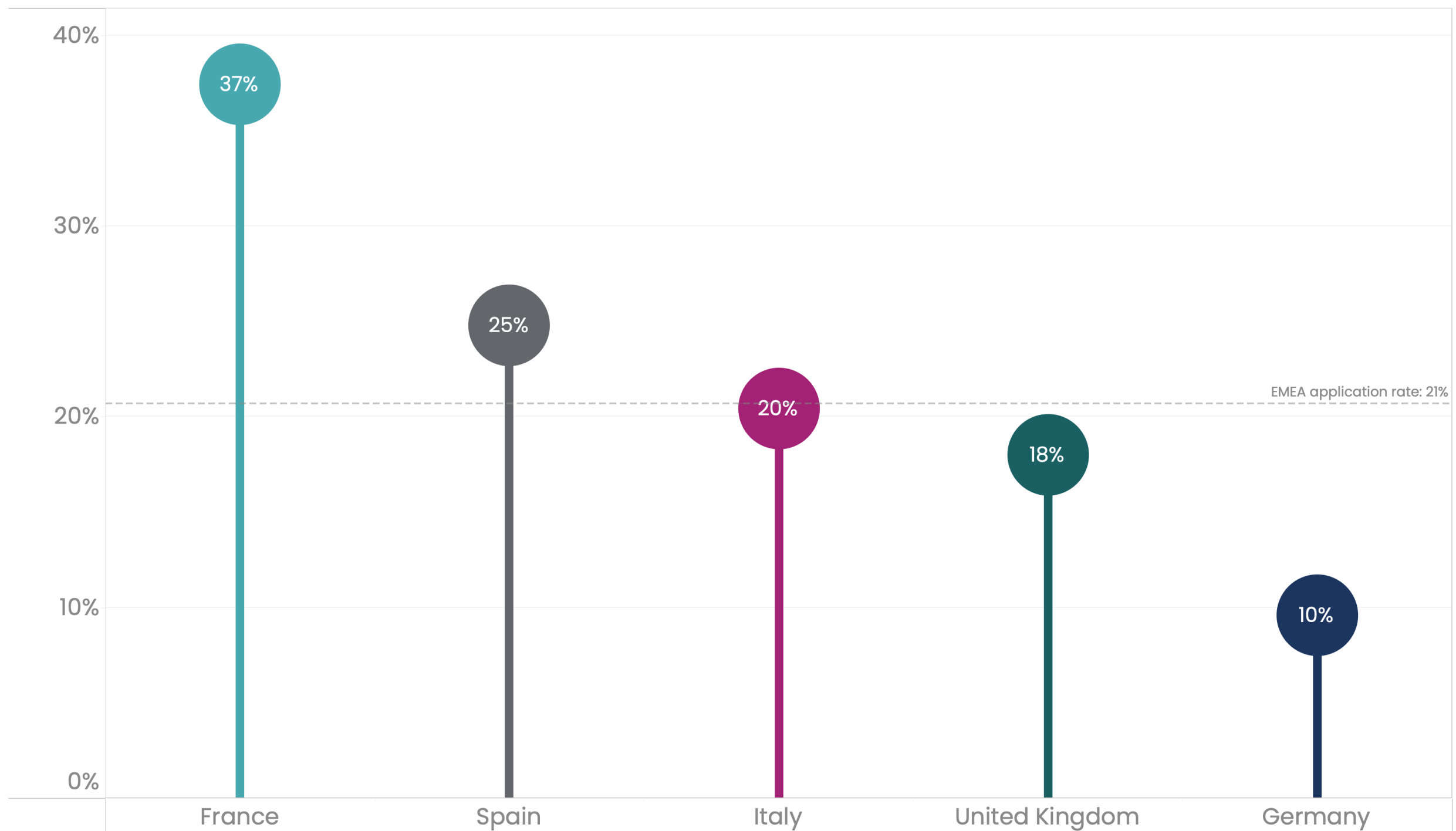




# Career site visitors jump to apply at different rates based on location

## iCIMS Insights quick take:

- Application rate, which measures how often browsing sessions on career sites convert into applications, is revealing where candidates are most engaged.
- In France, over one-third of sessions on career sites produces a completed application. In the UK, the application rate is half of that, and in Germany, it is even lower.
- Talent acquisition teams need to know which market(s) they are targeting, tailor their strategies accordingly and understand that "success" may mean different things across various locales.



Application rates  
June 2024

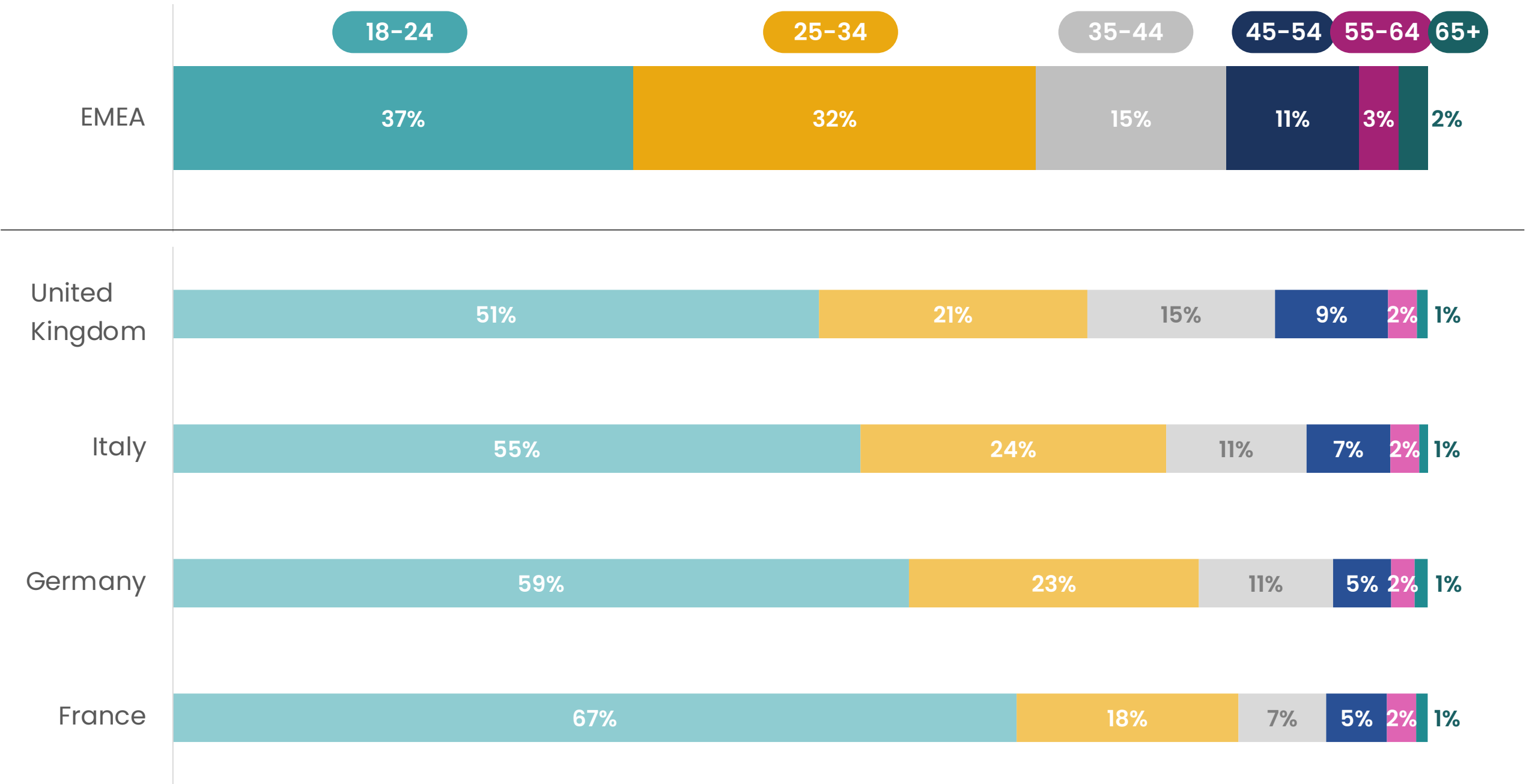
\*Application rate: the percentage of browsing sessions on a career portal that result in a completed application being submitted



# Younger generations are flooding the applicant pool

## iCIMS Insights quick take:

- Millennials and Gen Z workers are on the rise in EMEA, with iCIMS data finding that a bulk (~70%) of people applying for jobs in the region are under the age of 35.
- This number grows and continues to skew younger when looking at several large European countries, with the majority of applicants across the U.K., Italy, Germany and France under 25.
- In France specifically, the 18–24 age bracket accounted for nearly 70% of applicants, and 85% of applicants were under the age of 35.



EMEA applicants by age  
June 2024



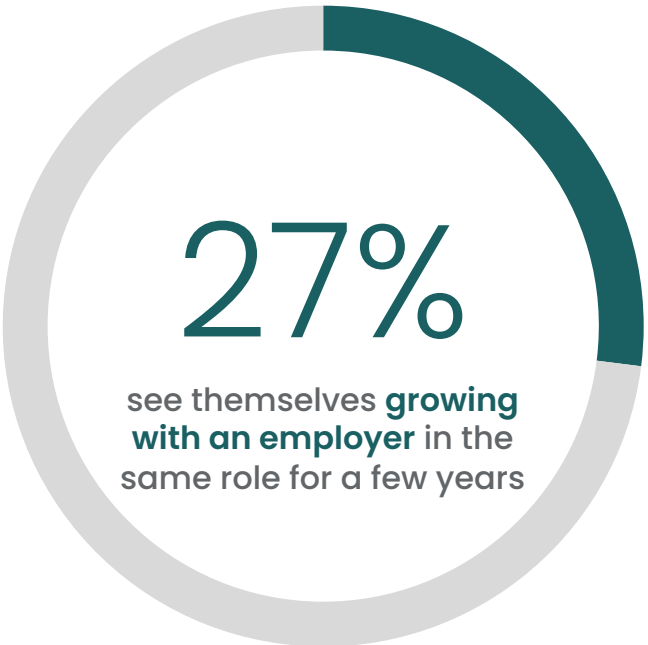
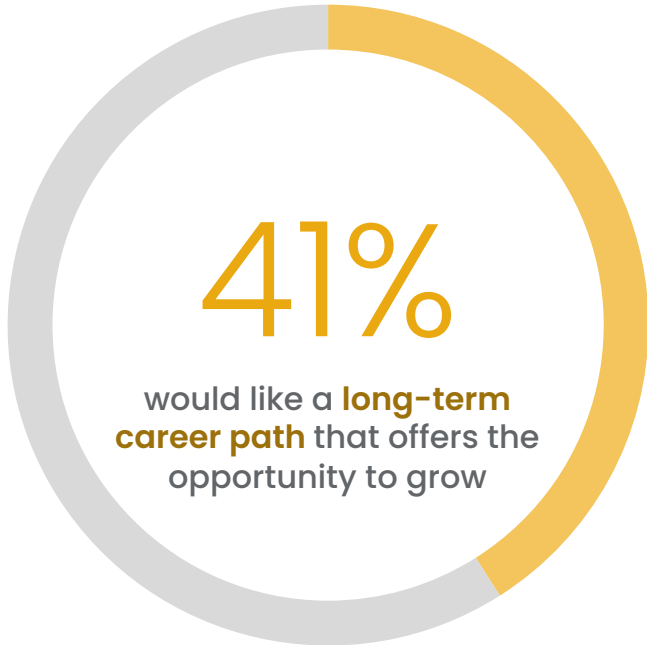
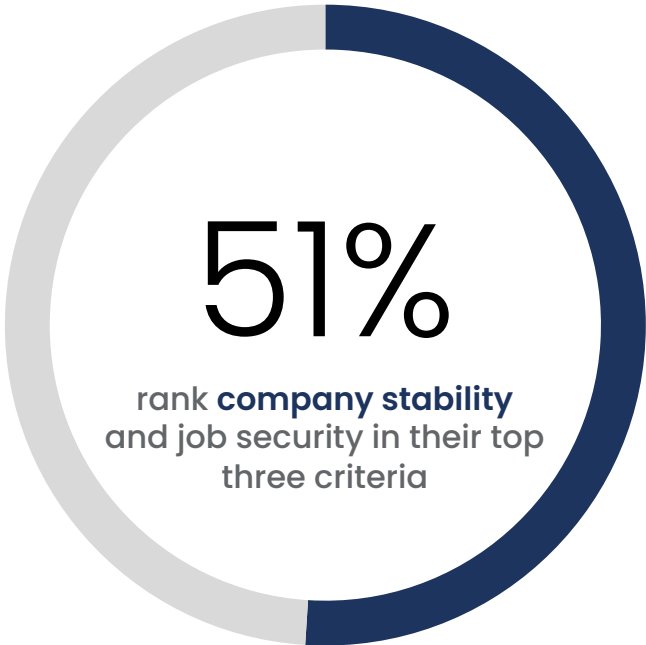


# Experience matters: UK Class of 2024 is chasing more than money

## iCIMS Insights quick take:

- While seeking a stellar salary may feel out of reach for this generation, their expectations remain intact, according to the iCIMS 2024 UK Class of Report (launching July 16).
- They are switching their attention to long-term benefits that will secure their future – and the flashy perks that may have drawn in entry-level talent in the past are no longer dominating recent graduates’ employer wish lists.
- This generation is looking for the stability they have so clearly lacked in recent years – and employers are set to see a tenacious cohort entering the workforce.

### Top of mind for UK Class of 2024 when applying for a position:



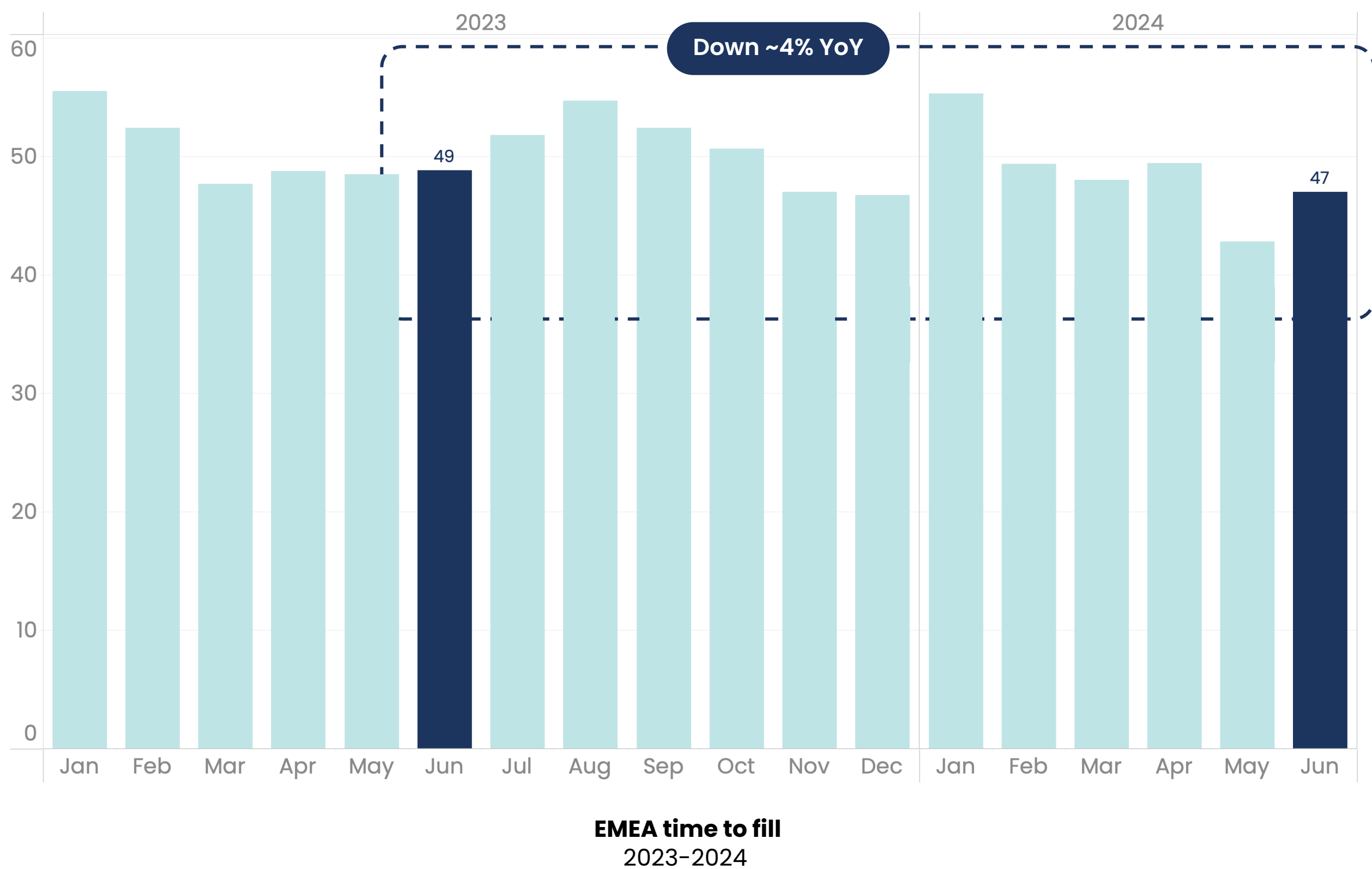
\*Responses do not add up to 100 as respondents were asked to check all that apply.



# The influx of applicants isn't slowing recruiters from filling open seats

## iCIMS Insights quick take:

- Slimmed down teams and the increase in applications from 2023 is not slowing down recruiters, with time to fill (TTF) dropping by two days year-over-year, from 49 to 47.
- Despite the influx of applicants, TTF has remained steady, and it begs many questions. Is the use of artificial intelligence in recruiting already showing its benefits through improved efficiency? Or maybe the candidate experience (or quality hires) is being sacrificed to speed up the process?
- iCIMS research showed that nearly 70% of [UK-based CHROs](#) and nearly 60% of [French-based CHROs](#) have already implemented AI into their recruiting or are planning to in the next 12 months.





# As laws quickly evolve, maintain steady hiring by ensuring global compliance

## European labor market trends and insights:

- Evolving laws protect the rights of workers to disconnect
- Increasing adoption of artificial intelligence
- Rising growth of the gig economy
- Continuing labor shortages
- Shifting ways of working in virtual and hybrid environments

## How to keep up with evolving regulatory changes and compliance laws



**Robyn Price Stonehill,**  
Chief Administrative Officer &  
Chief People Officer

*Robyn Price Stonehill, Chief Administrative Officer and Chief People Officer at the global background check organization Sterling and 10-year partner of iCIMS, shares how her organization ensures outstanding global compliance expertise, talent and resources to stay ahead of emerging regulations.*

**Partner in-house** and collaborate closely with legal counsel and privacy teams to ensure compliance requirements are met.

**Engage with external organizations** that can share insights and expertise with your team. Subscribe to multiple regulatory communication resources to be aware of upcoming changes before they are implemented.

**Share findings and expertise** about ever-changing, global compliance considerations and regional regulations through external webinars, blogs, bylines, interviews and on global social media accounts.

[Learn more](#)



# Global Retail Insights

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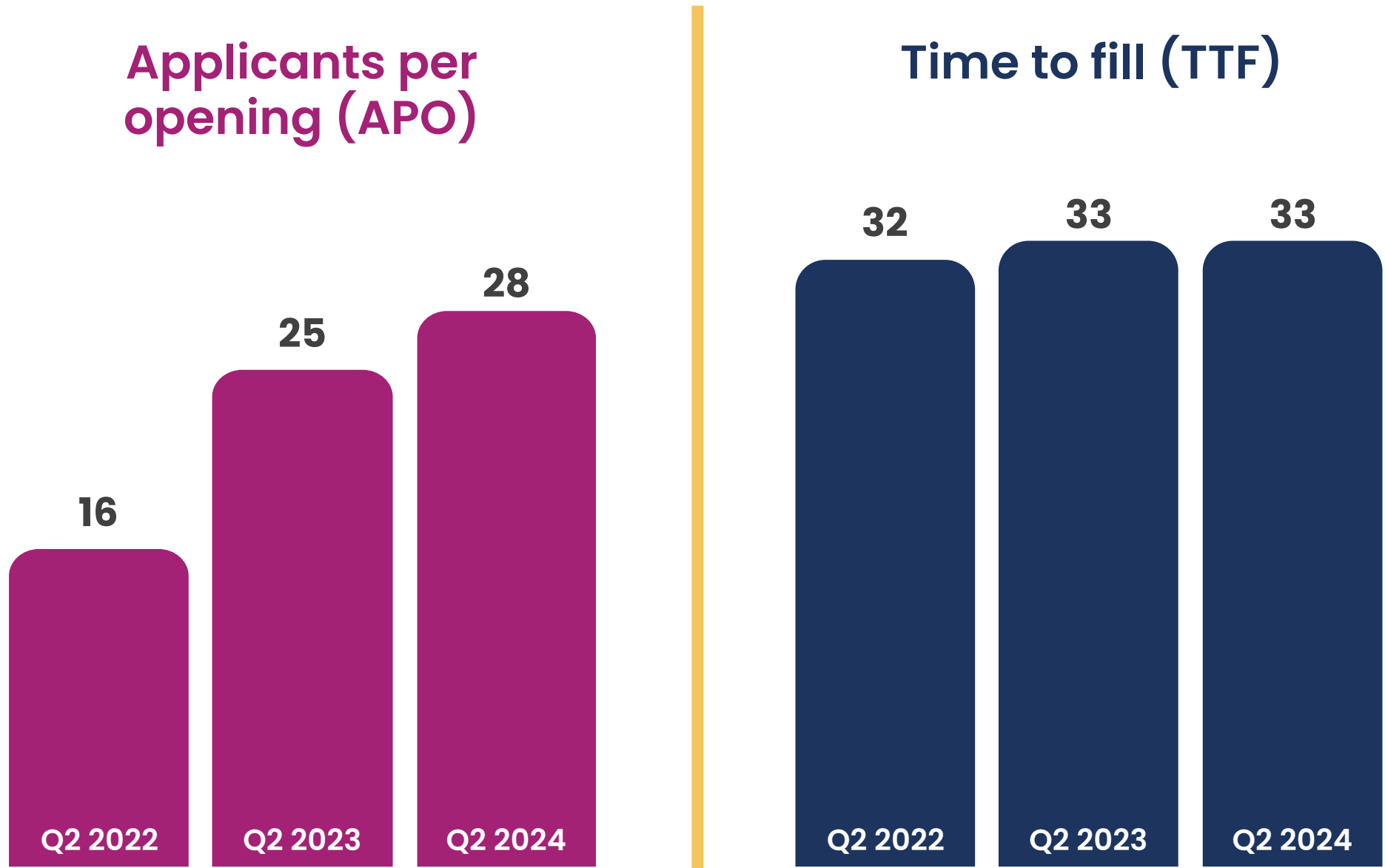




# Despite the increase in applicants, retailers are hiring at a steady pace

## iCIMS Insights quick take:

- When it comes to the number of applicants vying for retail job openings, there's been a huge shift over the last two years. APO has risen an incredible 75% since Q2 '22, jumping from 16 to 28.
- Despite that growth, time to fill has remained fairly consistent over the same time period. Between Q2 of 2022 and 2024, TTF increased from 32 to 33 days — a 3% increase.
- With an uptick in retail applicants, talent teams need [tech to help them communicate](#) with large populations of possible employees and leverage AI to automatically elevate potential best-fit candidates for the role.



**75%** ↑

Increase in retail **APO** since Q2 2022

**3%** ↑

Increase in retail **TTF** since Q2 2022



# Global home improvement giant treats candidates like customers

British home improvement retailer Kingfisher looks at candidates through a customer lens to create quick and easy onboarding experiences to hire ~20K people a year across seven countries.

With iCIMS Onboarding, Kingfisher:

- Reduced offer delivery time from 1 week to 24 hours
- Reduced offer decline/withdrawal rate from 1 in 6 to 1 in 20.
- Experienced less human error



Steph McGinty  
Head of  
Talent Acquisition

“Accepting a job offer is one of life’s bigger decisions. We looked at our full recruitment process and identified the offer experience as one of the moments that really matter to people. With iCIMS, we’ve elevated the process and seen a shift in our ability to drive better experiences for candidates and our recruitment team to achieve better outcomes.”

# Want more great insights?

## iCIMS 2024 CHRO Report

CHROs and chief people officers share insight into what's top of mind in the year ahead in **iCIMS 2024 CHRO Report** (available for US, UK and French leaders). Unsurprisingly, HR leaders are juggling many challenges and priorities in an uncertain hiring climate. Read the highlights from our survey of over 1,000 people leaders, then download the full report.

## iCIMS Insights Workforce Reports

Labor market data can be heavy and complex. While connecting the data to your business strategy may seem complicated, it can be a game changer. To help connect the dots, **iCIMS Insights Workforce reports** break down the latest analytics and proprietary data — based on millions of platform users — each month to help you build and retain great teams.

## iCIMS Insights+

Organizations can become even more strategic with workforce data through the **iCIMS Insights+** subscription quarterly service. These industry-specific reports are current and give exclusive insight into changes in the market, key reporting metrics and trends. Subscribers also gain access to invite-only opportunities, including private think tanks and community events.



## About iCIMS

iCIMS is a leading provider of talent acquisition technology that enables organizations everywhere to build winning workforces.

Visit [www.icims.com](https://www.icims.com) to learn more.

Workforce data is vital to driving business forward.

### iCIMS Insights provides data that is:

- Current
- Cross-industry
- Dual-focused on employer and job seeker intentions and activity

### Data derived from:



3+ million global platform users



570+ million candidate profiles



200+ million applications in 2023



5.5+ million hires in 2023