

Market Insights

Talent Intelligence Reports

Whether you are a start-up, an established local business or an FDI scoping a potential new location, access to accurate, real-time information can provide valuable market intelligence to support key recruitment and business planning decisions.

Our Talent Intelligence team works closely with clients at each stage of the project life cycle, providing tailored information to enable rapid and informed decisions around resourcing and talent management.



Labour Market Insights

Key demographic data to influence your resourcing strategy and talent pipeline.

- Talent Availability - current analysis specific to your bespoke requirements.
- Demand & Trends - insights into leading employers with similar skills requirements and key trends.
- Education level - associated supply and relevant trends for talent pipelining.



Total Reward Benchmarking (Bi-Annually)

Insights to ensure that your salary and rewards offering can be designed to attract and retain talent.

- Specific insights based on your skill requirements.
- A comprehensive overview of wider rewards and benefits offered in the market.
- Commentary on relevant trends, salary increments, counter-offers, retention, joining bonuses and more.



Heat Mapping of Skills (NI, Ireland and UK)

Identify talent hotspots that can influence your office location decision or recruitment marketing.

- Bespoke location-based heat mapping for the skills specific to your business.
- Visual representation of the key skills clustered by location.
- Additional narrative and insights on major employers within talent hotspots.



Skills & Industry Pulse Reports

Breaking news and extraordinary market activity helps you stay informed, be responsive and stay ahead.

- New market entrants and surges in competitive activity.
- Fluctuation or surges in availability or demand for key skills.
- Changing candidate requirements, preferences and behaviour.



Competitor Analysis

Comprehensive overview of key market competitors to refine positioning and resourcing strategy.

- Staffing headcount, growth rates, staff retention data and hiring activity.
- Labour 'pull factors', salary & benefits, brand perception.
- Skills breakdown.



Employer Brand Benchmarking

Tailored benchmarked analysis to help refine your local brand profile.

- Impartial analysis on current brand perception.
- Social media analysis, candidate surveys, market commentary.
- Benchmarking with industry best practice.

Contact us today to discuss our market insight solutions further.