



Navigating global talent trends

The most sought-after roles and where to find them



Let us be your trusted guide to the global talent landscape

From developers to business analysts, discover the most in-demand roles and where they're concentrated around the globe. Safeguard Global data and insights zero in on key skills, salary trends and regional hotspots to help you navigate the opportunities ahead.



Top in-demand roles

Technical:

Software Developer

Technical Support Engineer

QA Engineer

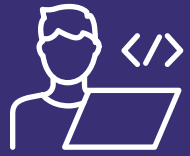
Accounting & Strategy:

Business Analyst

Accountant (AP Specialist)

Sales:

Sales Representative



Software Developer

Software Engineer | Senior Software Engineer | Web Developer | Associate Software Engineer



Geographic hotspots



India: The developer powerhouse

India's massive pool of over **8.4 million** developers makes it a strategic hub for large-scale hiring, especially for cost-effective talent with strong Java and SQL skills.

[Gunank Sood](#)



U.S.: High quality, high cost

With over **8 million** developers, the U.S. remains a key destination for top-tier, experienced talent, ideal for innovative projects—if you can meet the salary expectations.

[Yahoo Finance](#)



Philippines: Competitive edge

Though smaller, the Philippines' developer pool of more than **1.8 million** is fiercely competitive, as it's a high talent pool relative to role demand. The Philippines offers affordable talent with strong English proficiency and adaptability.

Other markets:



Germany

1,547,621 developers



Mexico

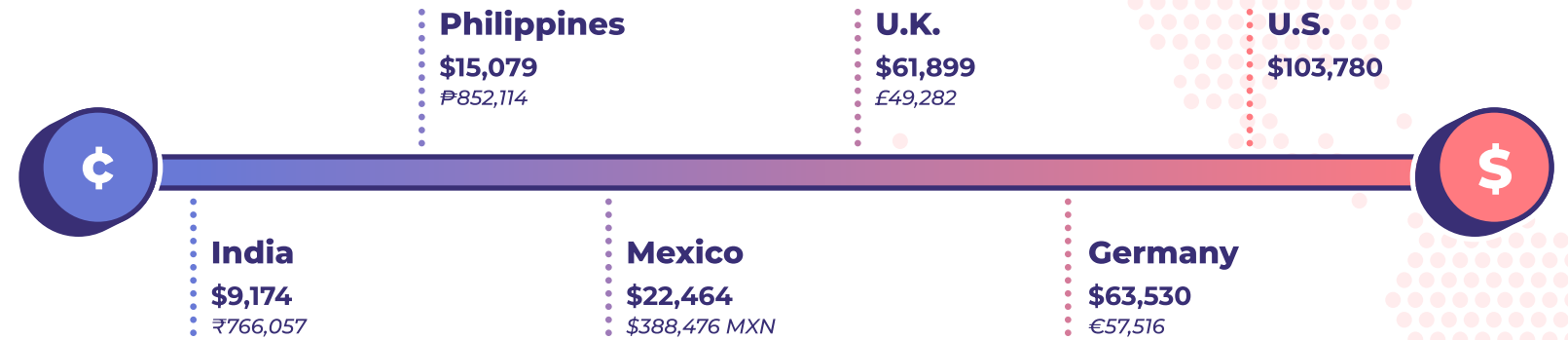
982,782 developers



U.K.

581,526 developers

Average salary range



Who's hiring and what skills do they want?

Top industries recruiting:

- Technology & IT Services**
Software development firms, IT consultancies, cloud service providers
- Financial Services & FinTech**
Banks, insurance companies, financial technology firms
- Healthcare & Pharmaceuticals**
Developing software for medical devices, telemedicine platforms, EHRs

Skills in demand:



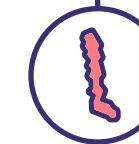
Discover hidden gems:

Talent treasures in Mexico and Chile



Mexico

Offers a **cost-effective, bilingual** talent pool with a strong understanding of American work culture, making it an ideal hub for remote teams and scaling mid-level developer roles.



Chile

Known for its **highly qualified** tech talent and **low social costs**, Chile is an emerging market for hiring skilled agile developers and marketing professionals.

Gustavo Cardona

Safeguard Global LATAM Talent Solutions Partner





Technical Support Engineer

IT Support Specialist | Tech Support Lead | Network Engineer



Geographic hotspots



U.S.: Support powerhouse

The U.S. leads with over **2.5 million** tech support professionals, providing experienced professionals for high-demand roles, particularly in IT and telecommunications.



India: Cost-effective, skilled support

India has a substantial talent pool of **1 million** tech support engineers known for their strong technical skills and affordability, making it a strategic choice for global IT services.



Philippines: Customer-centric support

The Philippines offers a highly competitive market with more than **1 million** tech support professionals, especially for English-speaking roles, combining affordability with excellent customer service skills.

Other markets:



U.K.

287,683
tech engineers



Mexico

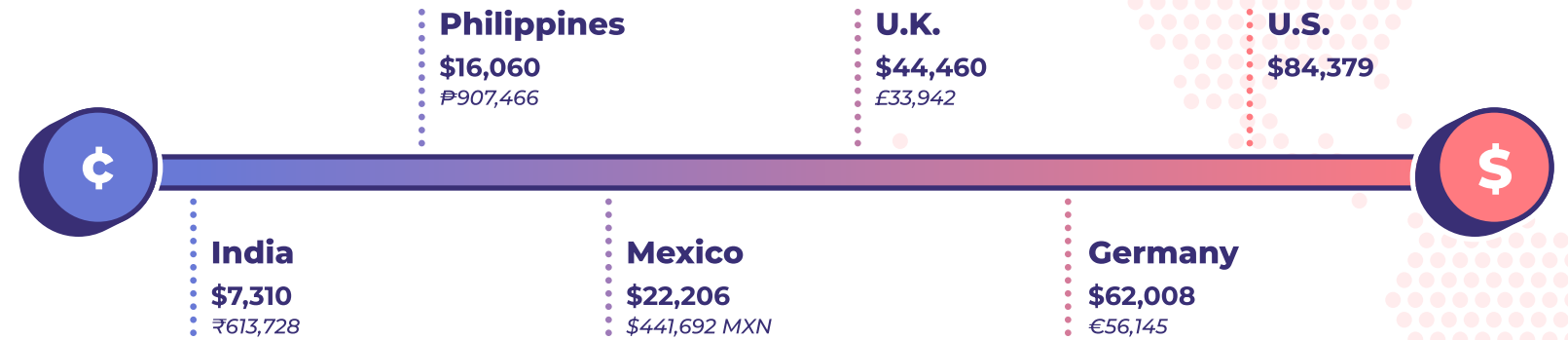
231,130
tech engineers



Germany

228,511
tech engineers

Average salary range



Who's hiring and what skills do they want?

Top industries recruiting:



Technology & IT Services

Managed services providers, software hardware companies



Telecommunications

Supporting network infrastructure, service delivery, customer support systems



E-commerce & Retail

Companies requiring robust IT support for their online platforms and customer service

Skills in demand:



IT Support



Troubleshooting



Customer Service



Network Administration



The night shift advantage

With a **strong work ethic**, **exceptional English skills** and willingness to work U.S. night shifts, the Philippines has become a go-to for technical support roles.





QA Engineer

Software Tester | Senior QA Engineer | Quality Assurance Analyst



Geographic hotspots



India: Testing giant

India's vast pool of over **5 million** QA engineers makes it the go-to market for software testing talent, particularly for cost-sensitive projects.



U.S.: Quality at a premium

The U.S. offers a large, experienced pool of more than **3 million** QA engineers, ideal for high-quality, precision-driven projects, though at a higher cost.



Philippines: Abundance in talent

With nearly **700 candidates** for every job, the Philippines presents a surplus of affordable and experienced QA talent. This makes it an ideal market for companies looking to hire skilled professionals without breaking the bank.

Other markets:



Germany

663,111
QA engineers



Mexico

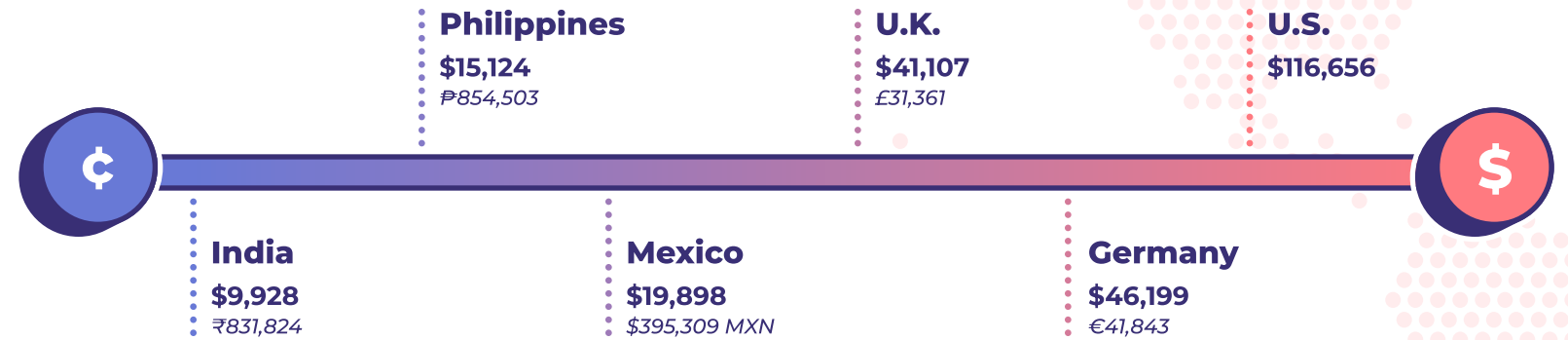
331,056
QA engineers



U.K.

183,245
QA engineers

Average salary range



Who's hiring and what skills do they want?

Top industries recruiting:

- Technology & IT Services**
Software companies, IT consultancies, cloud service providers
- Manufacturing**
Ensuring the quality of software integrated into manufacturing systems and smart devices
- Automotive**
Testing software for autonomous driving and infotainment systems

Skills in demand:

- Quality Assurance
- Java
- Software Testing

Philippines:

A Go-To for U.S. Companies

The Philippines has become a prime hiring destination for U.S. companies due to **English proficiency**, **strong work ethic** and **willingness to work U.S. hours**, including night shifts.

In-demand U.S. roles in the Philippines:



IT/Helpdesk Support



Accountants



Customer Support

Filipino talent is motivated by **higher pay than local markets** and the **flexibility of remote roles**, especially for non-client-facing jobs. Keep in mind that some U.S. systems may be unfamiliar, so be prepared to **offer training**.

Ritina Yang

Safeguard Global APAC Talent Solutions Partner





Business Analyst

Senior Business Analyst | Business Solutions Analyst | Lead BA



Geographic hotspots



U.S.: Strategy central

The U.S. leads with the largest pool of business analysts, with nearly **30 million**, making it the go-to market for experienced professionals skilled in data analysis and operations.



India: Rising analytical hub

India's growing talent pool of almost **14 million** is particularly strong in IT and software-related business analysis, offering a cost-effective option for global roles.

[Nasscom Community](#)



Philippines: Emerging competitor

The Philippines is quickly becoming a competitive market for business analysts, with more than **6.8 million** professionals adept at global roles and with competitive salaries.

Other markets:



Germany

4,909,795 analysts



Mexico

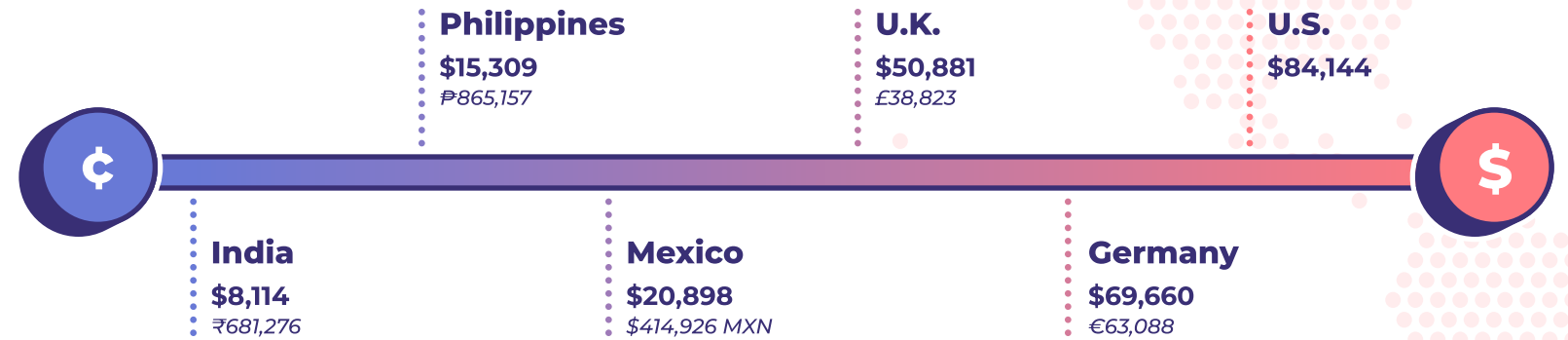
3,759,531 analysts



U.K.

2,222,853 analysts

Average salary range



Who's hiring and what skills do they want?

Top industries recruiting:

- Financial Services & FinTech**
Banks, insurance companies, investment firms
- Technology & IT Services**
IT firms optimizing business processes
- Consulting & Professional Service**
Strategy and operations improvement

Skills in demand:

- Software
- Operations
- Training
- Data Analysis



In their experience

You'll find that the average experience level of candidates is **8+ years**, which accounts for **51%** of the market.





Accountant (AP Specialist)

AP Specialist | Senior Accountant | Chartered Accountant



Geographic hotspots



U.S.: Finance stronghold

The U.S. boasts the largest supply of accountants with more than **8 million**, making it a prime location for hiring experienced AP specialists in corporate and financial sectors.



India: Cost-effective expertise

India offers a large, **3 million** plus, cost-effective talent pool, ideal for businesses looking to manage large-scale operations with skilled accountants.



Philippines: Balanced talent

The Philippines provides a well-rounded market, with more than **2 million** in this job role, as well as a balanced gender ratio and competitive salaries, making it a key spot for AP specialists.

Other markets:



Mexico

1,125,297 accountants



Germany

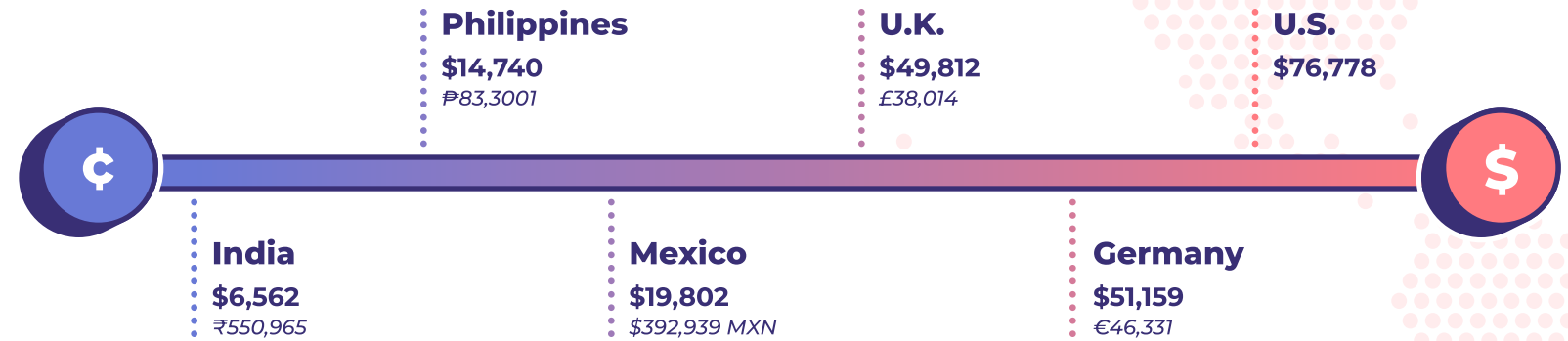
630,857 accountants



U.K.

596,832 accountants

Average salary range



Who's hiring and what skills do they want?

Top industries recruiting:

- Financial Services**
Banking, insurance, financial planning firms
- Corporate Accounting & Auditing**
Large corporations and public accounting firms
- Manufacturing**
Companies managing large-scale production and supply chain finances

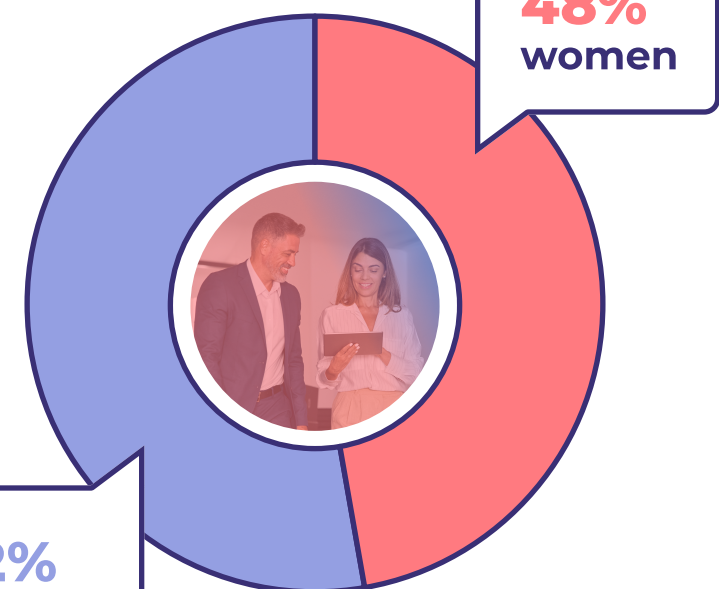
Skills in demand:

- Accounting
- Taxation
- Payroll
- Financial Analysis



Demographics at-a-glance

AP Specialists are **fairly evenly split**, with a talent pool consisting of:



52% men

48% women



Sales Representative

Sales Executive | Area Sales Manager | Account Executive



Geographic hotspots



U.S.: Sales leader

The U.S. dominates with a large pool of nearly **7 million** sales representatives, ideal for high-stakes, high-reward markets like retail and tech.



India: Growing market

India's expanding pool of almost **2 million** sales professionals offers a cost-effective solution for global companies looking to scale their sales teams.



Mexico: Untapped potential

With over **600,000** sales professionals and relatively few job postings, Mexico offers a unique opportunity for companies to tap into a large pool of affordable talent, making it an emerging market for expansion in Latin America.

Other markets:



Philippines

1,367,616 sales reps



Germany

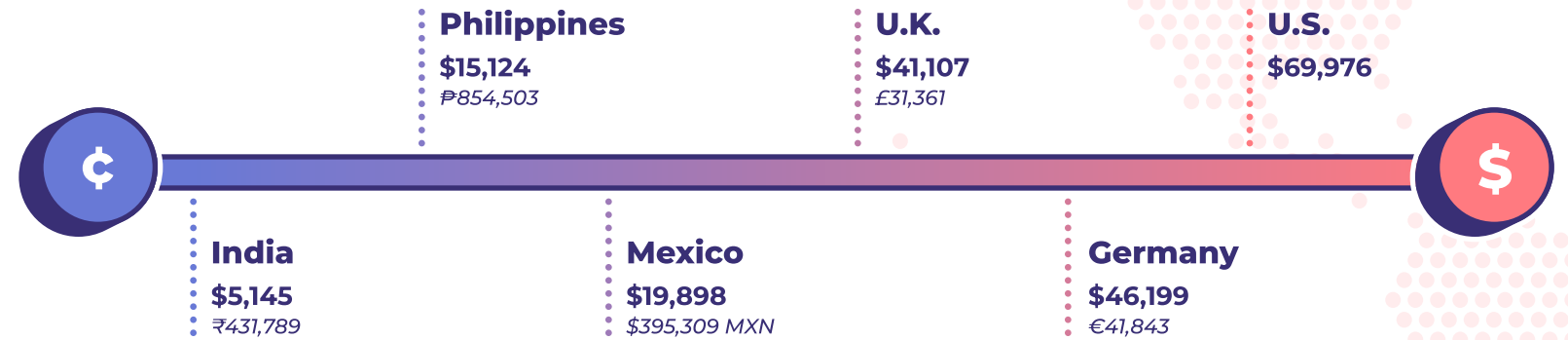
747,253 sales reps



U.K.

537,916 sales reps

Average salary range



Who's hiring and what skills do they want?

Top industries recruiting:



E-commerce & Retail

Selling consumer goods, managing customer relations, driving sales



Technology & IT Services

Selling software, hardware, IT solutions



Healthcare & Pharmaceuticals

Medical devices, pharmaceuticals, healthcare services

Skills in demand:



Sales



Marketing



Negotiation



Customer Service

Hotspots for hiring:

Unlocking talent in the Netherlands and Germany

The Netherlands and Germany have **abundant sales talent**, with professionals **highly proficient in English**. Both countries also offer **competitive corporate tax rates**, attracting companies seeking cost optimization and top talent. Their central location further supports seamless expansion across European markets if desired.



Watch out

The hiring process in Europe tends to be slower, with extended notice periods (2-3 months). Plan accordingly to avoid delays in filling key roles.

Paul Sanvoisin

Safeguard Global EMEA Talent Solutions Partner





safeguardglobal.com

With talent supply remaining strong in these key geographic hotspots, organizations like yours have a unique opportunity to access a larger pool of qualified candidates and hire for in-demand roles. This could be especially beneficial if you're looking to fill multiple roles or build a global team.

With HR experts on the ground around the world, we can help guide you through the entire recruiting and hiring process.

[**Contact us today to learn how**](#)

Safeguard Global is a future of work company that helps workers and companies thrive in the global economy. With Safeguard Global, organizations can recruit, hire, pay, analyze and manage workers and operations anywhere in the world, no matter where they are in their growth journey. Backed by a data-rich technology platform, local expertise and industry-leading experience, Safeguard Global provides end-to-end solutions to manage people and scale operations.

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